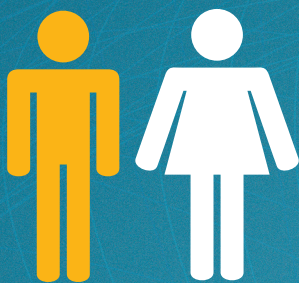


20 40.08
Ca
1.55

L C I U M

AN ESSENTIAL BUILDING BLOCK TO GOOD HEALTH



1,000 MG/DAY

RECOMMENDED INTAKE OF CALCIUM FOR BOTH MEN AND WOMEN

AGES 19-50

Magnesium

Magnesium helps the body maintain normal levels of calcium, as well as potassium, phosphorus, adrenaline and insulin. It has also been shown to support the normal transport of calcium inside cells.

Vitamin K2

This vitamin helps the body get calcium in the right place (e.g., into the bone structures instead of the arterial vessel walls). This helps vitamin K2, along with calcium, maintain the body's bone mass and promote elasticity of blood vessels.



Vitamin D

Vitamin D promotes the absorption of calcium and phosphorus, and supports the production of several proteins involved in calcium absorption and storage. Studies have also shown the combination of calcium and vitamin D to have other benefits, including:

- Lower risk for type 2 diabetes in pre-diabetics
- Promoting strong, hard bones
- Regulation of the immune system
- Support of healthy body weight and potential weight loss

CALCIUM'S ALLIES

SUPPLEMENT
2 Capfuls



750 mg

MILK
(8 oz.)



300 mg

WHERE DO YOU GET YOURS?

YOGURT
(8 oz.) Plain



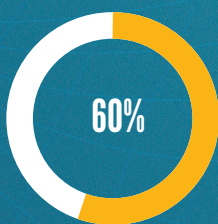
415 mg

SALMON
(3 oz.) Bones Included



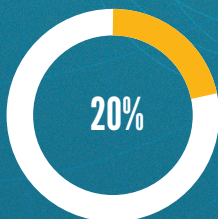
181 mg

ABSORPTION – A KEY TO CALCIUM



percentage of calcium absorbed from food, on average, by infants and young children, who need substantial amounts of the mineral to build bone.

percentage of calcium absorbed from food, on average, by adults over the age of 21 years. This percentage continues to decrease as we age.



women & CALCIUM

Clinical trials in women with PMS have found that calcium supplementation **helps reduce mood and somatic symptoms associated with PMS.**

10,000,000:

number of U.S. adults who suffer from osteoporosis, a disorder characterized by porous and fragile bones.

Eighty percent of those are women.

5%

annual decreases in bone mass in the first years of menopause. Menopause leads to bone loss because decreases in estrogen production both increase bone resorption and decrease calcium absorption.