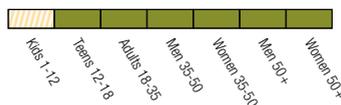




# Active Calcium Plus™ & Active Calcium™ Chewable

Kosher (Active Calcium Plus™)



ITEM# 120  
AUST L 154785

ITEM# 121  
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**Active Calcium Plus™** and **Active Calcium™ Chewable** are carefully formulated, clinically proven bone-building formulas, not just calcium supplementation.<sup>1</sup>

**Active Calcium Plus** and **Active Calcium Chewable** contain high amounts of calcium citrate and carbonate, magnesium, and vitamin D to optimise bone mineralisation and to ensure proper calcium intake.

## Osteoporosis—Are You at Risk?

Osteoporosis, which affects millions of people every year, occurs when the rate of absorption of old bone exceeds the deposition of new bone. The resulting thinning of the bones makes them porous and prone to fracture. Deficiencies of calcium, magnesium, boron, and vitamin D can contribute to the development of osteoporosis. Other factors, such as sex, race, hormonal status, family history, level of exercise, and general diet also affect the risk of osteoporosis.

Supplementation with a comprehensive bone-building formula, such as **Active Calcium Plus** or **Active Calcium Chewable**, can play an important part in reducing the risk of osteoporosis and increasing the quality of life.<sup>2</sup>

Although signs of osteoporosis usually don't occur until the later years of life, getting the proper amount of calcium in our diet when we're young helps build strong bones and reduces the risk of osteoporosis in the future.

It is estimated that adolescents who make even a 5 percent gain in bone mass in their teens can reduce the risk of osteoporosis later in life by 40 percent.<sup>3</sup> A recent double-blind, placebo-controlled USANA study assessed the impact of a daily calcium, magnesium, and vitamin D supplement on bone development and bone mineralisation in 81 preadolescent girls. Half of the group was assigned at random to receive **Active Calcium Chewable**. The remaining girls received a placebo supplement. After 12 months of supplementation, girls receiving **Active Calcium Chewable** showed a net gain

(1.41 percent) in bone mineral density, while girls in the placebo group showed a net decline (-0.94 percent). Gains in bone mineral content were also greater in the active treatment group than in the placebo group (5.38 percent versus 0.69 percent respectively).<sup>4</sup>

## Calcium

The human body contains nearly 1.5 kg of total calcium, about 99 percent of which is in the bones. Throughout life, bones are in a constant state of reformation as calcium is continually removed from and redeposited in the bones. Adequate levels of calcium are needed every day to ensure that bone mineral density is maintained.

Calcium is also critical for normal nerve conduction, muscle contraction, blood clotting (provided it is normal to begin with), cell division, and electrical conduction in the heart. It is also essential for producing and activating enzymes and hormones that regulate digestion, energy, and fat metabolism.

If people do not get enough calcium from their diet, the body will take it from bone structure, which results in a net loss of bone calcium.

## Magnesium

Magnesium is an essential mineral that accounts for about 0.05 percent of the body's total weight. Along with calcium, it is an important component of strong, healthy bones. Magnesium is involved in the metabolism of carbohydrates and amino acids. It also plays an important role in neuromuscular contractions and helps regulate the acid-alkaline balance in the body.

## Vitamin D

Vitamin D enhances calcium absorption in the small intestine and calcium utilisation in bone formation. Vitamin D also influences the utilisation of phosphorus, another mineral that is important for strong bones.<sup>4,5</sup>

## Vitamin K

Vitamin K influences the level of osteocalcin in the bone-forming cells and thus the rate of mineralisation of bone. Low intakes of vitamin K may increase the risk of hip fracture in women.<sup>6,7</sup>

## Why Active Calcium Plus™ & Active Calcium™ Chewable?

**Active Calcium Plus** and **Active Calcium Chewable** are more than calcium supplements; they are comprehensive aids in the maintenance of healthy bones. In addition to the important cofactors for bone health—magnesium and vitamin D—**Active Calcium** contains a proven dosage of calcium, in bioavailable forms, in only four tablets per day, for the promotion of bone health.<sup>8,9</sup>

**Active Calcium Plus** and **Active Calcium Chewable** are laboratory tested, quality guaranteed. Meets British Pharmacopoeia specifications for potency, uniformity, and disintegration where applicable.

## Using Active Calcium Plus™

Take four (4) **Active Calcium Plus** tablets daily, preferably with meals.

EACH TABLET CONTAINS:	
CALCIUM (EQUIV 200 mg) AS	
CALCIUM CITRATE HYDRATE	371 mg
CALCIUM CARBONATE	304 mg
MAGNESIUM (EQUIV 100 mg) AS	
MAGNESIUM CITRATE	370 mg
MAGNESIUM AMINO ACID CHELATE	83 mg
MAGNESIUM OXIDE	82 mg
CHOLECALCIFEROL (VITAMIN D3, 100 IU)	2.5 µg
PHYTOMENADINE (VITAMIN K)	15 µg

## Using Active Calcium™ Chewable

Chew three (3) or four (4) **Active Calcium Chewable** tablets daily, preferably with meals.

EACH TABLET CONTAINS:	
CALCIUM CITRATE HYDRATE (EQUIV. 78 mg CALCIUM)	371 mg
CALCIUM CARBONATE (EQUIV. 122 mg CALCIUM)	305 mg
MAGNESIUM OXIDE (EQUIV. 90 mg MAGNESIUM)	150 mg
MAGNESIUM CITRATE (EQUIV. 10 mg MAGNESIUM)	83 mg
CHOLECALCIFEROL (VITAMIN D3, 100 IU)	2.5 µg

Contains sugars.

Not suitable for infants under the age of 12 months.

## References

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Vitamin supplements should not replace a balanced diet.

USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.

\*IF SYMPTOMS PERSIST SEE YOUR HEALTH CARE PRACTITIONER.

## Active Calcium Plus™ & Active Calcium™ Chewable

- Provides comprehensive support for bone health
- Contains sufficient calcium, magnesium, and vitamin D to meet nutritional needs
- Calcium supplementation may help reduce the risk of osteoporosis\*
- Clinically tested formula
- **Active Calcium Plus™** contains vitamin K to support bone health
- **Active Calcium Plus™** is vegetarian safe