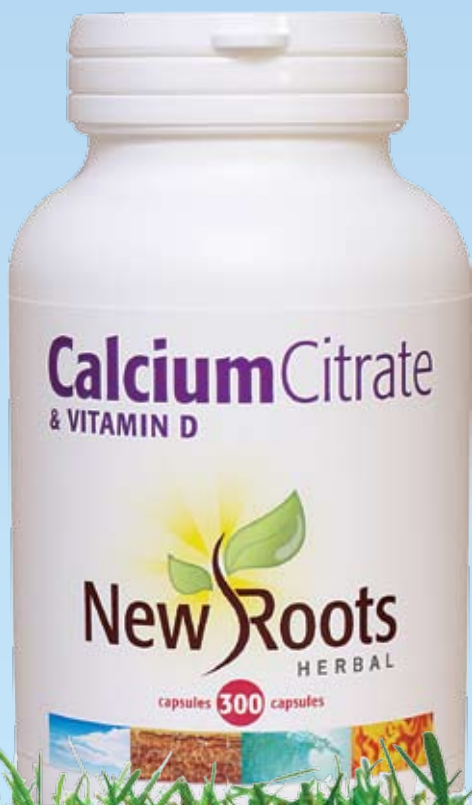


Essential source of calcium

- HELPS IN THE DEVELOPMENT AND MAINTENANCE OF BONES AND TEETH



Calcium is a major essential mineral that is often inadequately supplied, inefficiently absorbed, or excreted faster than it is being assimilated. The citrate salt of calcium has been documented to be better absorbed and utilized by the body than conventional calcium carbonate. Calcium is important in preventing a number of diseases in addition to osteoporosis. It blocks the absorption into the bloodstream of free radical generating iron. Reducing iron levels is especially important for hepatitis C patients who suffer liver cell damage when the hepatitis virus interacts with iron. Calcium citrate is easily absorbed to get to the bones and help stop bone loss. Calcium citrate is ideal for people of all ages, even people with reduced stomach acid due to age or antacids use.

Calcium may minimize the risk of drug-induced osteoporosis

Medications such as corticosteroids, thyroid hormones, heparin, methotrexate, anticonvulsants, aluminum-containing antacids, gonadotropin-releasing hormone (GnRH) agonists, and progesterone have been known to induce osteoporosis.

Calcium citrate provides optimum bioavailability. This means that the citrate form is easily available to the bones. Studies show that Calcium citrate can help stop bone loss, making it a logical choice for people taking steroids or other drugs that affect bone loss.

“In the case of calcium supplements, bioavailability refers to the amount of calcium a person actually absorbs from a supplement, rather than the amount of elemental calcium the supplement contains before it is taken,” explains lead author Khashayar Sakhaee, M.D., University of Texas Southwestern Medical Center. “Although calcium carbonate contains more elemental calcium than calcium citrate, it is not as readily available to the body overall. The meta-analysis confirms our hypothesis that calcium citrate provides superior bioavailability of calcium.”

Calcium is not only a logical and vital addition to our diet, it is a lifesaving mineral. Daily calcium consumption has been shown to be integral to the maintenance of bone density, and bone strength in women and men (Guyton Arthur C. 1976). Calcium also plays an important role in muscular contraction as it assists with regulating heartbeat and in the transmission of nerve impulses (Melmon Kenneth L. et al. 1972). Adequate calcium is needed daily for proper blood clotting and, to help maintain the walls of blood vessels. Optimal systemic calcium levels have been shown to be necessary in the prevention

of cancer of epithelial tissue which includes breast, skin and colon cancer (Garland Cedric. et al. 1991).

Continuity is the key

Bone mass in humans begins to accumulate in infancy and continues to increase throughout childhood and young adulthood. Calcium intake during this time must be high enough to maintain the structural integrity of the bones and to compensate for normal metabolic loss, which occurs every time we walk or run or do simple household chores.

Research tell us that bone mass continues to increase up to and during our twenties, and may extend even further into the thirties. But this would be under optimal lifestyle and dietary conditions, not for the average Canadian. One cannot overemphasize the importance of consuming optimal amounts of calcium during the formative years to achieve maximum bone formation and to continue to meet the dietary intake throughout one's life span as recommended by Health Canada.

Vitamin D₃ is in the formula because it is necessary for the utilization of calcium and phosphorus, and for the assimilation of vitamin A. It also has a strong immune enhancing effect. The vitamin D₃ supplied by New Roots is cholecalciferol and is identical to that which is derived from cholesterol in the human body with a final transformation produced by sunlight on the skin. It is vitamin D₃ that has been used to prevent and treat breast cancer, prostate and possibly other cancers and vitamin D₃ is essential to maintain bone density. In many ways vitamin D acts as a hormone and is potent in minute quantities.

Each vegetable capsule contains:

Calcium citrate (587.5 mg supplying)141 mg*

Vitamin D 55 i.u.

* Elemental value

Non-medicinal ingredients: Vegetable magnesium stearate, dicalcium phosphate and silicon dioxide, in a NON-GMO vegetable capsule composed of vegetable cellulose and purified water.

Contains no: Preservatives, artificial flavour or colour, sugar, milk, starch, wheat, corn, soy or yeast.

Suggested use:

Take 1 capsule daily with a meal or as directed by your health care practitioner.

Note: Consult your health care practitioner before taking if pregnant.

Keep out of reach of children.

*Manufactured under strict GMP (Good Manufacturing Practices)
New Roots Herbal at 1-800-268-9486 or www.newrootsherbal.com*