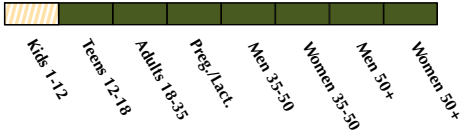


ACTIVE CALCIUM™



- Is a comprehensive aid in the maintenance of healthy bones*
- Maintains optimal function of many body processes*
- Contains nutrients essential to normal nerve conduction, muscle contraction, and blood clotting*



ITEM# 120

The human body contains nearly 1.4 kg of total calcium, about 99 per cent of which is in the bones. Throughout life, bones are in a constant state of reformation as calcium is continually removed from and re-deposited in the bones. Adequate levels of calcium are needed every day to ensure that bone mineral density is maintained. If people do not get enough calcium from their diets, the body will take it from bone structure, which results in a net loss of bone calcium.

ACTIVE CALCIUM™ food supplement is more than a calcium supplement; it is a carefully formulated, clinically tested bone-building formula.¹ It contains high amounts of calcium citrate and carbonate, magnesium, vitamin D, and silicon to optimise bone mineralisation and to ensure proper calcium use.^{2,3*}

CALCIUM AND YOUR HEALTH

Affecting millions of people each year, osteoporosis 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.

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. Regular exercise and a healthy diet with enough calcium have been proven to help teens and young adult white and Asian women maintain

good bone health and may reduce their high risk of osteoporosis later in life.⁴ Thus, supplementation with a comprehensive bone-building calcium formula can play an important role in a person's quality of life.^{5*}

In addition to maintaining healthy bones, studies show calcium is critical to normal nerve conduction, muscle contraction, blood clotting (provided it is normal to begin with), cell division, and electrical conduction in the heart.⁶ It is also essential for producing and activating enzymes and hormones that regulate digestion, energy, and fat metabolism.^{6*}

MAGNESIUM

Magnesium is an essential mineral that accounts for about 0.05 per cent 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, and it plays an important role in neuromuscular contractions and the body's normal acid-alkaline regulation.^{6*}

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.^{7,8*}

OPTIMIZERS/SKELETON/STRUCTURAL

SILICON

Silicon gives stability to all the connective tissues of the body and is essential for proper calcium utilisation. Silicon is key to the calcium mineralisation of the bone matrix.^{9*}

WHY ACTIVE CALCIUM™?

USANA's ACTIVE CALCIUM is enhanced with boron and vitamin K. Boron reduces calcium excretion and increases deposition of calcium in the bone.^{7,9*} Vitamin K influences the level of osteocalcin in the bone-forming cells and thus the rate of mineralisation of bone.^{10,11*}

References

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7. Ziegler E, Flier L, Jr., eds. Present Knowledge in Nutrition. Washington DC: ILSI Press: 1996.
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9. Groff JL, et al. Advanced Nutrition and Human Metabolism. New York: West Publishing; 1995.
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DIRECTIONS: TAKE FOUR (4) TABLETS DAILY, PREFERABLY WITH FOOD. DO NOT EXCEED STATED RECOMMENDED DAILY DOSE.

Each Tablet Contains:		%EC RDA*
Vitamin D	2.5µg (100 I.U.)	50%
Calcium	200mg	25%
Magnesium	100mg	33%
Vitamin K	15µg	†
Boron	0.33mg	†
Silica	2.25mg	†

*RDA = Recommended Daily Allowance
†No RDA Established

INGREDIENTS: CALCIUM CITRATE, MAGNESIUM CITRATE, CALCIUM CARBONATE, MAGNESIUM AMINO ACID CHELATE, MAGNESIUM OXIDE, BULKING AGENT (MICROCRYSTALLINE CELLULOSE), STARCH, BORON CITRATE, RICE PROTEIN HYDROLYSATE, CALCIUM SILICATE (SOURCE OF SILICA), ANTI-CAKING AGENT (ASCORBYL PALMITATE), GLAZING AGENT (DEXTRIN), BULKING AGENT (SODIUM CARBOXYMETHYLCELLULOSE), VITAMIN K (AS PHYTONADIONE), GLAZING AGENTS (DEXTROSE, SOYA LECITHIN), VITAMIN D (AS CHOLECALCIFEROL), ACIDITY REGULATOR (SODIUM CITRATE).

ALLERGY ADVICE: CONTAINS SOYA.

KEEP OUT OF REACH OF YOUNG CHILDREN. CONSULT YOUR DOCTOR IF YOU ARE PREGNANT, LACTATING, TAKING A PRESCRIPTION MEDICATION, OR HAVE A KNOWN MEDICAL CONDITION. FOOD SUPPLEMENTS SHOULD NOT BE USED AS A SUBSTITUTE FOR A VARIED DIET.

***These statements have not been evaluated by the Food Standards Agency. This product is not intended to diagnose, treat, cure, or prevent any disease.**