

Are you getting enough calcium daily?

Do you worry that you may be at risk of suffering from osteoporosis?

Osteoporosis is a global public health problem that currently affects approximately 1/3 of women and 1/5 of men. According to the World Health Organization, osteoporosis is “a systematic skeletal disease characterized by low bone mass and micro-architectural deterioration of bone tissue leading to enhanced bone fragility and consequent increase in fracture risk.”¹

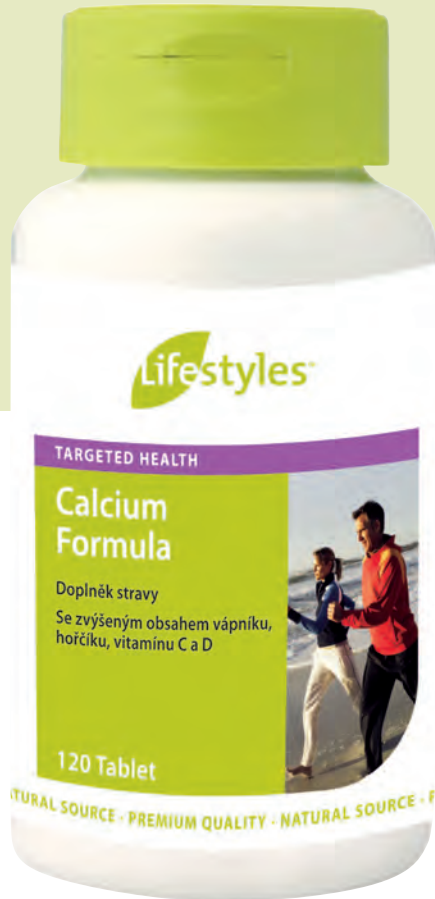
Although genetics play a role to some degree, lifestyle factors such as good nutrition and exercise also play a vital role in building bones during youth, and help to slow down bone loss in adults and the elderly. The good news is that these factors can be modified – individuals can take positive steps to strengthen their bones and reduce their risk of osteoporosis. In generally well-nourished individuals, the two key ingredients for optimum bone health are calcium and vitamin D.

Calcium Formula from Lifestyles provides your body with a highly absorbable form of calcium, vitamin D and magnesium to help keep bones strong and healthy.

In order for calcium to be effective, it must be absorbed by the body and utilized by the cells. Many calcium supplements are ineffective because they do not include the essential nutrients needed for proper absorption. In particular, calcium needs vitamin D and an acidic environment in the stomach to be absorbed – Lifestyles Calcium Formula is unique because it includes betaine hydrochloride (acid producing compound) as well as the necessary nutrients, including vitamin D, to ensure maximum absorption.

Lifestyles Calcium Formula contains the following nutrients to ensure maximum absorption by the body:

- Magnesium
- Vitamin D
- Vitamin C
- Zinc
- Copper
- Silicon
- Horse tail
- Coix seed
- Betaine hydrochloride



¹ http://www.who.int/entity/dietphysicalactivity/publications/trs916/en/gsfao_osteo.pdf

² FAO/WHO. (2002) Human Vitamin and Mineral Requirements



Our body requires calcium every day for countless functions. If we do not get sufficient calcium from our food, our body removes calcium from our bones – over time this contributes to osteoporosis. The recommended daily intake of calcium can minimize the risk or slow the advancement of osteoporosis.

Recommended daily intake for calcium²

| Age Condition | Calcium Intake |
|---|------------------|
| < 1 year | 300 – 400 mg/day |
| 1 – 9 years | 500 – 700 mg/day |
| 10 – 18 years (especially during growth spurts) | 1300 mg/day |
| 19 – 65 years (men) or 19 – menopause (women) | 1000 mg/day |
| 65 years (men) or post-menopause (women) | 1300 mg/day |
| Pregnant or breastfeeding women | 1200 mg/day |

Lifestyles Calcium Formula is not just another calcium supplement – it helps support bone building. Two tablets of Lifestyles Calcium Formula provide you with a total of 500 mg of calcium daily. Lifestyles proprietary formula includes digestive compounds, digestive minerals and herbal extracts for maximum absorption of calcium. Calcium Formula is an easy and convenient way to supplement your diet with the additional calcium your body needs, every day.