

From the time we are very young our parents tell us to drink milk for healthy teeth and bones. As adults, common sense tells us that we need to maintain our calcium intake for the years that lie ahead.

If you aren't getting the amount of calcium you need from food sources alone, then Pure Milk Calcium is the natural choice to help make a positive difference in your health – no bones about it!



IMMUNOTEC RESEARCH LTD.
PROVIDING
NUTRITIONAL SOLUTIONS
TO SUPPORT HEALTH

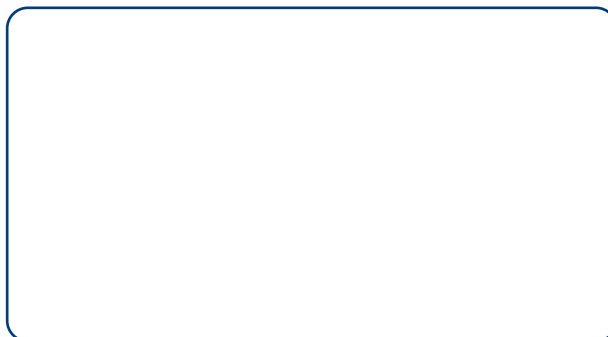
Real calcium from milk!



PURE MILK CALCIUM
CALCIUM SUPPLEMENT

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This product is not intended to diagnose, treat, cure or prevent disease.

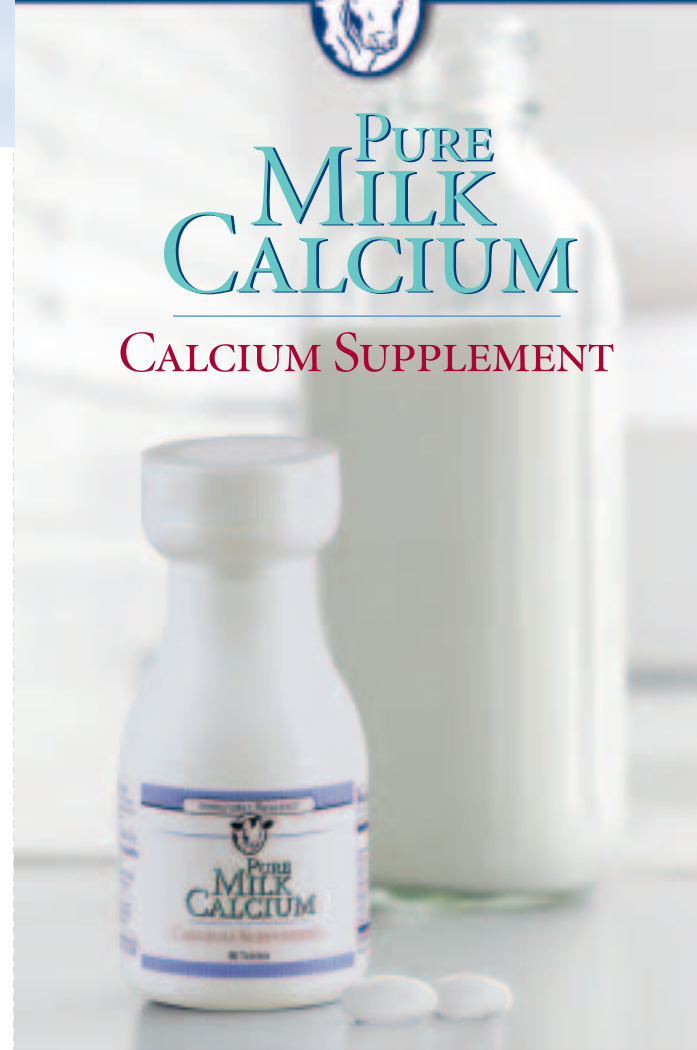


Immunotec Research®



PURE MILK CALCIUM

CALCIUM SUPPLEMENT



Real calcium from milk!



CALCIUM is nature's way of providing our bodies with the nutrients needed to keep our bones strong. It is the most abundant mineral in the body with the teeth and bones containing 99% of the total calcium.

In addition to maintaining a healthy skeleton, calcium is essential for many body functions, including regulation of the heartbeat, muscle contraction and relaxation. Hormones and vitamin D control the body's use of calcium; indeed, the body cannot absorb calcium without vitamin D.

Bone Health:

Research on the role of calcium shows its marked significance in maintaining good health. Calcium helps in the maintenance of bones and teeth (Shils et al. 1999; Marz 1997; Krook et al. 1972). Calcium also helps to prevent bone resorption and osteoporosis (Bendich et al. 1999; Celotti and Bignamini 1999; Ullom-Minnich 1999).

Calcium is important for bone health in both men and women. Osteoporosis, or porous bone, is a disease characterized by low bone mass and structural deterioration of bone tissue. This leads to bone fragility and an increased susceptibility to fractures of the hip, spine, and wrist. Inadequate calcium intake is a contributing factor in the development of osteoporosis.



Who is at Risk?

Women are more likely than men to develop osteoporosis because women generally have weaker, more porous bones to start with, and lose bone faster when they go through menopause. Women lose 2-5% of bone each year for the first five to seven years after menopause; afterwards bone is lost at about 1% per year.

Though osteoporosis is most common in older women, this silent disease can strike either sex at a very early age.

Life-Stages for Calcium Requirements

Calcium recommendations for North Americans were revised in 1997. The National Academy of Sciences and the National Osteoporosis Foundation recommend daily calcium intakes of 1,000 – 1,200 mg/day for adult men and women.

Population	Recommended Daily Calcium Intake
Children (ages 4-8 years)	800 mg
Adolescents and young adults (ages 9-18 years)	1,300 mg
Adult women (ages 19-50)	1,000 mg
Adult men (ages 25-65)	1,000 mg
Women over age 50 years	1,200 mg
Pregnant or nursing women	1,000 – 1,300 mg

Food Sources of Calcium

Everyone agrees that food is the best source of calcium; however, most people do not have enough calcium in their diets.

Certain dietary factors can also negatively influence calcium nutrition. They include:

- Frequent dieting
- Excessive intakes of caffeine, alcohol, and salt
- Sub-optimal vitamin D intake (less than 400 IU per day)

If you're amongst those who find it difficult to meet the daily calcium requirements from food sources alone, then **Immunotec Pure Milk Calcium** can help fill the gap.



Pure Milk Calcium

A unique calcium supplement made from nature's most basic food – milk. Nutritionists agree that dairy products are the best source of calcium and **Pure Milk Calcium** is real calcium from milk.

Milk is naturally rich in calcium and **Pure Milk Calcium** is as close to the original as you can get. Purity, simplicity, and a back-to-nature approach are just some of the characteristics that make **Pure Milk Calcium** the right calcium supplement. Here are some others:

Why Pure Milk Calcium is the Right Calcium Supplement

- Dairy products are the best source of calcium. **Pure Milk Calcium** is real calcium from milk.
- Contains the ideal combination of calcium and vitamin D and has a calcium-to-phosphorous ratio similar to human bone.
- More readily absorbed than calcium carbonate. Naturally contains calcium, phosphorous, magnesium, potassium, and iron which assist absorption.
- **Pure Milk Calcium** can be taken at any time of day, and not specifically with meals.
- Calcium is best absorbed by the body in small amounts. Therefore, a supplement with a low dosage, taken several times a day, is ideal. A 250 mg calcium supplement respects the advice to increase supplement intake gradually. Take 250 mg to 500 mg of calcium a day for a week, then add more calcium slowly.
- The amount of calcium per supplement dosage should not exceed 500 mg, since many foods are fortified with calcium. In fact, the average American obtains 500-600 mg/day of calcium from their diet. There is no benefit in exceeding 2,500 mg of calcium per day.
- Avoid calcium from sources such as unrefined oyster shell, bone meal or dolomite, which may contain high levels of toxic metals.

