

Easy to absorb at any age

Calcium gluconate and lactate can absorb well regardless of age, gender, stomach acid, digestive function, dosage, vitamin D intake, nutrition, or hormone status. Many forms of calcium can only be absorbed at the start of the digestive tract, and then become insoluble (unabsorbable) as the pH goes up in the small intestine. Gluconate and lactate are not affected by pH changes, so they can be absorbed along the whole digestive tract.^{19,22,23}

The body chooses the easiest to absorb

In a study where calcium gluconate, calcium phosphate and calcium carbonate were given together, the body absorbed 2/3 of the gluconate, 1/3 of the phosphate and none of the carbonate.²³ Watch out for products that have a combination of calcium compounds including carbonate: not all of the calcium will be bioavailable. Give your body what it wants: minerals it can use.

Also required for the best bones

Vitamin D enhances the absorption of calcium, reduces bone breakdown, and prevents softening of the bone. Combined with calcium, it is effective in reducing hip and spine fractures. Salus Calcium Magnesium uses D₃, which is four times more active than D₂.²⁴

Zinc assists collagen synthesis (needed for the bone matrix) and stimulates bone formation.²⁵ Salus Calcium Magnesium contains zinc citrate for easy absorption.

Directions for use:

- **Adult dosage:** 30 ml (2 tbsp) daily. Older adults may need to take more. Consult your healthcare practitioner.
- Can be taken with or without food. May be mixed with juice or water.
- For best results take before bedtime.
- Do not drink directly from the bottle. Use a clean paper towel to wipe the top of the bottle.
- Keep refrigerated at all times after opening and consume within 4 weeks.

Ingredients: (Certified Kosher)

Medicinal ingredients: Each daily dose (2 tbsp/30 ml) provides:
Elemental calcium (from 1,474 mg gluconate and lactate).....155 mg
Elemental magnesium (from 3,106 mg gluconate and citrate)..... 186 mg
Elemental zinc (citrate)..... 3.5 mg
Vitamin D₃ (cholecalciferol)..... 204 I.U.

Non-medicinal ingredients:
Aqueous extracts of: African malva (hibiscus), chamomile flower, fennel and spinach.
In a base of: fructose, mango juice, orange juice, purified water, natural flavour and locust seed gum.

What sets Salus Calcium Magnesium apart?

- ✓ **Safe daily dose** of calcium so it doesn't compete with needed co-factors.
- ✓ **Synergy** of nutrients, foods and herbs for fewer side effects than individual ingredients.
- ✓ **Easy-to-digest liquid solution** allows for maximum absorption.
- ✓ **Soluble, organic forms of calcium and magnesium** absorb easily regardless of age, gender, stomach acid, nutrition or hormones.
- ✓ **Correct balance of calcium and magnesium** to facilitate bone strength and help prevent calcium deposits in soft tissue.
- ✓ **Optimum purity**, free of preservatives, artificial colours and sweeteners, GMO ingredients, pesticide residues, radiation and heavy metals.
- ✓ **Zinc citrate and active form of vitamin D**

References:

1. Lancet (2006), 367: 36-43.
2. European Journal of Clinical Nutrition (2000), 54: 749-56.
3. BC Medical Journal (2001), 43(8): 458-462.
4. Journal for International Medicinal Research (1999), 27: 1-14.
5. Critical Reviews in Food Science and Nutrition (2001), 41(3): 225-249.
6. American Journal of Clinical Nutrition (1992), 69: 727-36.
7. American Journal of Clinical Nutrition (2004), 79: 311-317.
8. Magnesium Research (1993), 6(2): 155-163.
9. American Journal of Obstetrics and Gynecology (1998), 179: 444-452.
10. Headache (1991), 31: 298-301.
11. Journal of Women's Health (1998), 7: 1157-1165.
12. M.T. Murray and J.E. Pizzorno, *Encyclopedia of Natural Medicine* (Rocklin, CA: Prima Publishing, 1991).
13. R.B. Marz, *Medical Nutrition from Marz*, 2nd ed. (Portland: Omni-Press, 1997).
14. New England Journal of Medicine (1998), 338: 663-670.
15. American Journal of Obstetrics and Gynecology (1998), 179: 1275-1278.
16. Journal of the American College of Nutrition (1985), 4: 321.
17. Critical Reviews in Food Science and Nutrition (2002), 42(6): 533-563.
18. New England Journal of Medicine (2006), 354(7): 669-683.
19. Journal of Nutritional Science and Vitaminology (1996), 42: 313-323.
20. A.R. Gaby, *Preventing and Reversing Osteoporosis: Every Woman's Essential Guide* (Prima Health, 1990).
21. M. Selig and A. Rosanoff, Ph.D., *The Magnesium Factor* (Avery, 2003).
22. Revista Medica de Chile, 124(11): 1325-1333.
23. Journal of Nutrition (1993), 123(8): 1396-1404.
24. American Journal of Nutrition (2006), 84: 694-7.
25. Journal of Bone and Mineral Metabolism (2002), 20: 39-43.



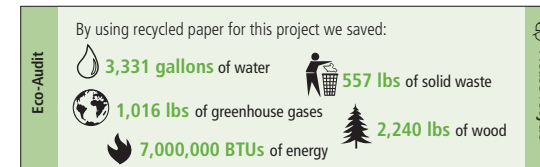
Salus

Leaders in Health Since 1916

Salus means health and well-being. This German company uses only the finest raw materials, primarily from Salus' own "model" organic farms in Chile. From the selection of raw material to the final stages of production, strict quality standards and state-of-the-art technology have earned Salus certification from The European Community Eco-Audit Directive. Salus has been one of the most respected leaders in the field of phytomedicine since 1916.

More Healthy Tonics from Salus

- Floradix/Floravit Liquid Iron
- Kindervital Multivitamin for Children
- Magnesium Liquid
- Salusan Herbal Nerve Tonic
- Epresat Herbal Multivitamin
- Gallexier Herbal Bitters
- Honey with Fennel Cough Syrup
- Alpenkraft Herbal Cough Syrup



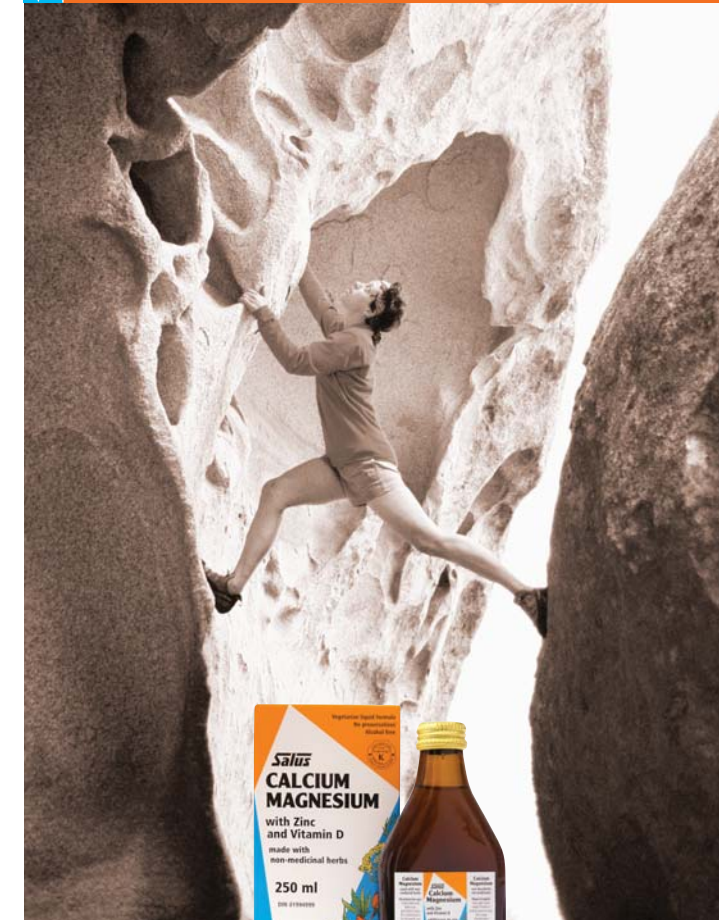
FLORA

Distributed by Flora

For more information on Salus products
please visit Flora's website www.florahealth.com
or call 1.888.436.6697

Salus

FOR BONE HEALTH



Calcium Magnesium Zinc & Vitamin D

SALUS CALCIUM MAGNESIUM: BONE HEALTH PROTECTION FOR YOUR AGE, YOUR DIET, YOUR SAFETY

Osteoporosis prevention isn't just for the elderly. It starts really young – before birth, actually, when the quality of a mother's diet affects the baby's bones^{1,2} – and continues throughout childhood when optimum amounts of calcium and co-factors keep bones growing strong. Bone loss begins in your 30's³ – or earlier if you are not careful about preserving bone density. We can improve bone strength throughout adulthood, and even during pregnancy and menopause we have the opportunity to help preserve our bone mass.

You can **minimize the risk of osteoporosis** with a bone-healthy diet and lifestyle combined with highly soluble, supplemental nutrients that are easily absorbed. Osteoporosis occurs over a lifetime, so prevention over a lifetime is the key.

Salus Calcium Magnesium is an effective and safe choice because it:

- ✓ Addresses the unique requirements of your bones.
- ✓ Suits your diet.
- ✓ Addresses the challenges of calcium utilization and absorption.
- ✓ Is safe to take every day, over a lifetime.
- ✓ Is easy to swallow – and tasty, too!
- ✓ Is made by Salus – famous for quality and helping people stay healthy.

Start now to protect your bones and maintain your quality of life as you age.

Bone loss begins in your 30's

Easy lifestyle changes in diet, exercise and supplementation at any time will have a positive impact on your future bone health.

Protect and strengthen with more magnesium during the adult years

Although peak bone density usually hits at age 30, exciting new research finds we can still impact the quality of our bones well into our 40's.^{4,5,6} This impacts bone strength – and strong bones do not fracture. If there is not sufficient magnesium, bones are more brittle, less flexible, and fracture more easily. Many studies show that children, pregnant women and the elderly have better bones if they have higher magnesium in their diet.^{2,6,7} In one study, 71% of women in early menopause arrested bone loss (usually 3-8% every year) and some even increased their bone density by taking magnesium.⁸

In line with science, Salus Calcium Magnesium has a higher ratio of magnesium, plus added zinc and vitamin D; this ensures the calcium is delivered to and laid down in the bones properly for optimum bone strength.

Not just for bones

Calcium and magnesium deficiencies have been linked with PMS and painful periods,^{9,10,11} difficulty sleeping,^{12,13} common pregnancy complaints,^{14,15,16} leg cramps,¹⁷ and decreased exercise capacity.¹⁷ By correcting deficiencies, you may be able to say goodbye to some familiar symptoms.

Balancing out the North American diet

Your food provides you with some calcium (on average, 800 mg per day), so you shouldn't try to fulfill your daily requirements only with a supplement. Numerous studies have found that when we reach the threshold of approximately 1,000 mg, adding more calcium does not have added benefit.^{4,18} A safe, lower dosage from a high quality, properly balanced supplement can be your insurance policy to fill the gap.

Safe and effective for the adult years

Salus Calcium Magnesium is specifically designed to help preserve your peak bone density and strengthen your bones. Taking highly soluble minerals in liquid form that the body can easily utilize allows you to take a lower daily dose but still get the benefits you expect from calcium. This is safer than high doses of less absorbable calcium over a long period of time, which interferes with magnesium absorption.¹⁹ Magnesium is needed to make sure the calcium is deposited in the bone instead of the soft tissue – not to mention helping to avoid kidney and gallstones, joint discomfort and other calcification problems such as atherosclerotic plaque.²⁰ People with the least risk of osteoporosis have adequate intake of calcium, magnesium, zinc and vitamin D over a lifetime, so low daily doses make good sense.

The supplement for your diet

Q: Why do North Americans have the highest rate of osteoporosis in the world – despite also having the most dairy and calcium supplements?

A: It is because we are consuming four times more calcium than magnesium, so our calcium isn't being utilized properly, making our bones fragile. The ideal ratio of calcium to magnesium *in the body* (not in a supplement) is 2:1. To reach this balance, more magnesium is desperately needed.²¹

Liquid is best – but choose wisely!

Liquid calcium supplements can provide enhanced availability because the digestive tract doesn't have to break them down before the active ingredients can be absorbed. Also, liquids cover more surface area, accessing a greater number of absorption sites.



What to look out for in a liquid supplement:

A *solution* means the minerals are dissolved in the liquid, which provides the enhanced absorption. You get at least as much utilizable calcium (or more) than a solid supplement – without the waste – so you can take a lower dose of a liquid solution. However, many liquid calcium supplements on the market are suspensions, not solutions; the minerals are not dissolved and are no better absorbed than a capsule. A suspension-based calcium supplement looks all white with clear fluid at the top whereas a solution-based calcium is uniform in colour and consistency.

Salus' solution of soluble minerals

If supplemental nutrients are not soluble, then they won't stay dissolved in the liquid or in your digestive juices – meaning you won't easily absorb them. Salus Calcium Magnesium uses soluble, organic forms that are better absorbed, utilized and assimilated: **calcium gluconate and lactate**^{19,22} (the forms used in IV solutions), and **magnesium citrate and gluconate**. A supplement that is easily absorbed should not cause any digestive upset.

