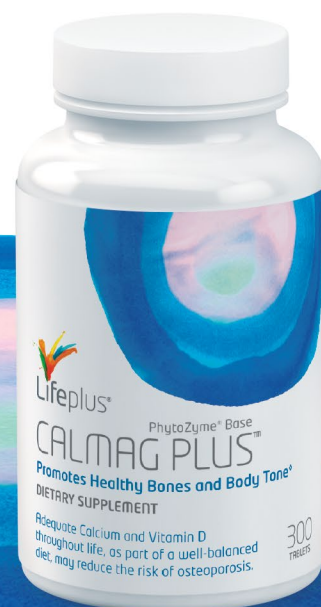


CALMAG PLUS™

Calcium & Magnesium Promote Healthy Bones & Body Tone♦



Do I need calcium and magnesium for more than just my bones and teeth? Calcium and magnesium are two of the most important of all nutrients. Your body needs them for more than just bones and teeth; they are also critical for your muscles, heart, and nervous system. CalMag Plus is pH-balanced, which is essential for the best absorption of calcium. Vitamin D, vitamin K, trace minerals and boron play specific roles in healthy calcium metabolism, while calcium and magnesium team up with these vital nutrients to promote healthy bone structure, enhance muscle tone and relaxation, and maintain dental health.♦ Magnesium is critical for more than 300 different enzyme systems in the body, plus being necessary for healthy bones and ATP production, which provides cellular energy.♦

We Need up to 1200 mg of Calcium Daily

The National Academy of Sciences has recently re-established recommended intakes for calcium as much as 50% higher than previous RDA levels; 1,000 mg daily for adults up to 50 years of age, and 1200 mg for adults over 50. Most diets, especially those of teenagers, provide far lower levels of calcium than these recommendations. Because bone mass is built predominantly during adolescence and young adult years, we have to rely on that “bank account” the rest of our lives. Double-blind studies have substantiated that increased intake of calcium in the diet leads to strong bones for pre-pubertal girls.

Regular exercise and a healthy diet with enough calcium help teen and young adult white and Asian women maintain good bone health and may reduce their high risk of

osteoporosis later in life.

Adequate calcium intake is important, but daily intakes above about 2,000 mg are not likely to provide any additional benefit.

Holistic Nutritional Program Shows Dramatic Results

One remarkable study, done with post-menopausal women who were already taking hormone replacement therapy, involved a complete dietary program that included avoiding processed food, emphasized vegetable over animal protein, limited salt, sugar, alcohol, caffeine, and tobacco and emphasized supplementation of magnesium and calcium, along with vitamins B, C, and D, zinc, copper, manganese, and boron. The results showed an amazing average increase in bone density of 11% after only 9 months in the study group compared to only 0.7% increase in the women taking hormone replacement alone.

A USDA study also indicated that maintaining sufficient calcium intake in a woman's daily diet might also help reduce some of the occasional symptoms associated with pre-menstrual syndrome (PMS) and menstrual cramps.

Unlike other calcium supplements (many of which supply only calcium), Lifeplus CalMag Plus provides 1,000 mg of calcium and 500 mg magnesium per daily serving. Multiple sources of critically important health-supporting calcium and magnesium have been assimilated into two proprietary blends known as PolyCalPlex™ and PolyMagPlex™, consisting of citrates, lactates, aspartates, and carbonates.

CalMag Plus Contains Natural Vitamin D-3, usually in short supply during the winter months and required for calcium utilization. The diets of elderly people generally lack this essential vitamin.

Boron Supports Proper Metabolism of Calcium

Also included is the trace element boron, which appears to beneficially affect the metabolism of calcium, magnesium, copper, phosphorus, and vitamin D. When soil contains adequate amounts of boron, it is contained in fruits, vegetables and nuts. Supplementation of boron has been associated with reduced loss of calcium in the urine in clinical research. In addition, extra zinc, copper, and manganese, all trace minerals important for bone health, are included.

CalMag Plus stands out from other calcium supplements because it contains low-temperature processed concentrates from three herbal sources of additional synergistic trace and ultra trace elements: alfalfa (from land), plus kelp and dulse (from the sea). Additionally, like all Lifeplus tableted products, CalMag Plus is formulated in the exclusive Lifeplus PhytoZyme® Base, which contains specific plant enzymes and concentrates from over 30 specially selected fruit, vegetable, and herbal concentrates, providing extra phytonutrients in

addition to the main ingredients in this unique product.

By supplementing with CalMag Plus, you are assured of receiving your Daily Value of calcium and magnesium, along with all the other nutrients scientifically known to be important for bone health. In addition, you benefit from the pH-balancing effects they provide in support of healthy metabolism. Also, you benefit from the calcium-retaining power of boron for muscles, heart, nerves, and bones.º

REFERENCES:

1. Abraham, Grewal. A total dietary program emphasizing magnesium instead of calcium. J Reprod Med 1990;35:503-507
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3. Salamone, Cauley, Black, et al. Effect of a lifestyle intervention on bone mineral density in premenopausal women: a randomized controlled trial. Am J Clin Nutri 1999; 70
4. Eaton-Evans, McIlrath, Jackson, et al. Copper supplementation and bone mineral density in middle-aged women. Proc Nutr Soc 1995; 54
5. Faskanich, Weber, Willet, et al. Vitamin K intake and hip fractures in women: a prospective study. Am J Clin Nutr 1999;69
6. Raloff J. Reason for boning up on manganese. Science News 1986; September 27

Supplement Facts			
Serving Size / 5 Tablets			
Servings Per Container / 60			
Amount Per Serving	% Daily Value		
Vitamin C	120 mg	133%	
Vitamin D	5 mcg	25%	
Vitamin K	32 mcg	27%	
Calcium	500 mg	38%	
Phosphorus	135 mg	11%	
Magnesium	250 mg	60%	
Zinc	7.5 mg	68%	
Copper	0.5 mg	56%	
Manganese	3 mg	130%	
Amount Per Serving	% Daily Value		
Boron	3 mg	*	
Betaine HCl	50 mg	*	
L-Glutamic Acid	50 mg	*	
Alfalfa Leaf	20 mg	*	
Dulse Leaf	10 mg	*	
Silicon	5 mg	*	
Kelp (<i>Ascophyllum nodosum</i> Le Jol.) Whole Plant	10 mg	*	
*Daily Value not established			

INGREDIENTS: PolyCalPlex™ proprietary blend (Tricalcium Phosphate, Calcium Citrate, Calcium Carbonate, Calcium Glycerophosphate, Calcium Lactate, Calcium Aspartate), PolyMagPlex™ proprietary blend (Magnesium Oxide, Magnesium Aspartate, Magnesium Carbonate, Magnesium Glycerophosphate, Magnesium Gluconate), Microcrystalline Cellulose, Calcium Ascorbate, Hydroxypropylcellulose, Zinc Gluconate, L-Glutamic Acid HCl, Betaine HCl, Croscarmellose Sodium, Stearic Acid, PhytoZyme® proprietary blend (Bromelain, Papain, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Pea, Banana, Cantaloupe, Lima Beans, Mango, Pumpkin, Spinach, Tomato, Cauliflower, Orange, Papaya, Sweet Potato, Asparagus, Beet, Green Bean, Snow Pea, Blueberry, Chili Pepper, Cranberry, Cucumber, Guava, Grapefruit, Kale, Lemon, Maitake Mushroom, Peach, Pineapple, Watercress, and Zucchini), Manganese Gluconate, Sodium Borate Decahydrate, Magnesium Stearate, Alfalfa Leaf, Silica, Dulse Leaf, Kelp (*Ascophyllum nodosum* Le Jol.) Whole Plant, Copper Gluconate, Vitamin D3 (Cholecalciferol), and Vitamin K1 (Phytomenadione).

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This unique product contains PolyCalPlex™ and PolyMagPlex™ proprietary blends of high quality Calcium and Magnesium sources. Calmag Plus also contains Betaine HCl and L-Glutamic Acid to enhance Calcium absorption, plus Alfalfa, Kelp and Dulse as sources of trace elements synergistic with Calcium and Magnesium. As with all supplements, please consult your physician prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication.

Allergy Information: This product is processed in the same facility as products containing fish, shellfish, soy and dairy.

Not tested on animals.

Suitable for Vegetarians.

DIRECTIONS: Five tablets twice a day — supply 1,000 mg of Calcium and 500 mg of Magnesium, plus other synergistic nutrients for optimal utilization.º

ºThese statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.