

## Coral Calcium Plus

• free of all common allergens • Premium Calcium Formula •

### Overview

Coral Calcium has gained a strong following in recent years based on a study of Japanese people in Okinawa living unusually long and high quality lives. Unfortunately, attributing Coral calcium directly to this phenomenon is simply impossible to prove. There are many other contributing lifestyle factors of Okinawa's culture that could have also influenced their lifespan and overall health. Other claims made by some coral Calcium manufacturers say that it can cure a multitude of diseases and conditions. Despite these claims, there has been no research to date confirming that Coral Calcium can extend one's life, cure, reverse, or prevent disease more than any other Calcium supplement.

### Why take Coral Calcium Plus over other Calcium Supplements?

It is estimated that as many as two-thirds of Americans do not consume enough Calcium making them more likely to develop Osteoporosis and other bone related disorders. Mineral deficiencies, such as in the case of Magnesium, are also becoming more prevalent in our society as peoples diets increasingly fall short of recommended intakes or have lifestyle factors that deplete the body of vitamins and minerals. Calcium and magnesium are especially essential to many bodily functions, and a shortage of either can lead to problems with bone density and strength. Calcium and magnesium work together synergistically and the recommend ratio of calcium to magnesium is 2:1. Although calcium is the central mineral in bone mineralization or calcification, the quality of the calcium crystals formed is dependent on magnesium. When magnesium levels are inadequate, the calcium crystals are weaker thereby permitting fractures to occur. Our Coral Calcium Plus does contain a 2:1 ratio of Calcium to Magnesium.

All Coral Calcium whether it is harvested above or below sea level, is made from the coral reefs and consists primarily of naturally occurring calcium carbonate, magnesium, and a variety of trace minerals. There has been a study showing that Coral Calcium may have a better absorption rate than other synthetic forms Calcium.

In addition to the trace minerals found in Coral Calcium, we have also added several other vital vitamins and minerals that are often lacking in the diet such as Vitamin A, the B Vitamins, Folic Acid, Zinc, and Chromium. People that do not take a multi-vitamin or those lacking the proper intake of essential vitamins and minerals due to improper diet, smoking, taking oral contraceptives, or other medications may benefit from taking Coral Calcium Plus more than other Calcium supplements.

The Coral Calcium used in our Coral Calcium Plus has been collected from aboveground-fossilized coral reefs in Okinawa, Japan. Our Coral Calcium has tested negative for any traces of E.Coli or Salmonella.

### CALCIUM

#### Overview

Calcium is the most abundant mineral in the body (the human body contains approximately 2.5 pounds) and 99% of this is stored in the bones and teeth. The remaining Calcium is in the bloodstream and the fluids surrounding the cells. It is an essential mineral with a wide range of biological functions. Calcium absorption declines with age. If the body does not get enough calcium, it will rob it from the bones, causing them to become porous and fragile. It cannot be over-stressed that calcium supplementation is of major importance for maintaining strong, healthy bones and slowing bone loss.

#### \* Research Indicates

- Promotes strong bones and teeth
- Helps maintain normal PH levels
- Necessary nutrient for healthy blood clotting
- Helps move nutrients across cell membranes
- Helps prevent and minimize progressive bone loss
- May help reduce heartburn by normalizing stomach acid
- Important nutrient for lowering blood pressure
- Required nutrient for muscle contraction
- Assists in transmission of nerve impulses
- May support healthy cholesterol levels
- Regulates the transmission of nerve impulses
- Plays an important role in producing hormones and enzymes that regulate digestion and metabolism

#### Dosage

The RDA for Calcium is 1000 mgs per day.

#### Cautions

- ❖ Calcium may interfere with absorption of some medications such as the tetracycline antibiotics; consult a health care practitioner prior to using Calcium if you are taking these.
- ❖ Reports indicate that calcium may interfere with absorption of iron and zinc, but more research is necessary to substantiate this claim.
- ❖ Persons with kidney or thyroid disease should consult their health care practitioner before taking calcium

- ✦ Very high doses of calcium have been shown to cause kidney stones for some people
- ✦ If you are pregnant or lactating consult your health care practitioner prior to using Calcium

## MAGNESIUM

### Overview

Magnesium is essential for hundreds of chemical reactions in the body. It functions as a coenzyme (it participates in over 300 enzymatic reactions!) for proper function of nerves and muscles, formation of bones and energy metabolism. Recent studies suggest that is of particular importance for proper heart function. Magnesium works synergistically with calcium by increasing its absorption and may increase bone density as well. In fact, the body stores 60% of its magnesium in the bones, 26% is in the muscle tissues and the remaining magnesium is stored in the soft tissues of the body. Magnesium supplementation is necessary for many people; as deficiency is quite common in North America. The U.S. Department of Agriculture estimates that 75 percent of Americans do not get an adequate supply of magnesium from their diet. Some of the reasons for deficiency include: diet high in processed foods, high calcium intake, stress, intense physical activity, alcoholism, and the use of certain medications.

### \* Research Indicates

- Important nutrient for cardiovascular health
- Helps convert carbohydrates, proteins and fats into energy
- Balances and regulates metabolism of calcium, potassium and sodium
- Required for normal muscular function
- May support healthy lung function
- Necessary for healthy bone and tooth growth
- Involved in the transmission of nerve impulses and muscle contractions
- Shown to inhibit formation of kidney stones
- May support healthy cholesterol levels

### Dosage

The RDA for magnesium is 400 mg.

### Cautions

- ✦ If you have kidney disease, heart disease or are pregnant or lactating consult your health care practitioner prior to using magnesium.

*\*These statements have not been evaluated by the Food and Drug Administration*

*This information is not intended to diagnose, treat, imply cure or prevention of any disease*

Free of wheat, gluten, soy, corn, yeast, egg, dairy and lactose.  
Contains no artificial colors, flavors or preservatives.

<b>Supplement Facts</b>		
Serving Size 4 size "00" capsules		
<b>Amount Per Serving</b>	<b>% Daily Value</b>	
Vitamin A (as beta carotene)	3000 IU	60%
Vitamin C (ascorbic acid)	30 mg	50%
Vitamin D (as cholecalciferol)	820 IU	205%
Vitamin E (as dl-alpha tocopherol)	30 IU	100%
Vitamin K	80 mcg	100%
Vitamin B1 (as thiamin HCl)	1.5 mg	100%
Vitamin B2 (riboflavin)	1.7 mg	100%
Vitamin B3	15.0 mg	75%
Vitamin B6	2.0 mg	100%
Folate (folic acid)	400 mcg	100%
Vitamin B12 (as cyanocobalamin)	5 mcg	83%
Pantothenic Acid (as d-calcium pantothenate)	10 mg	100%
Calcium (from coral calcium)	1000 mg	100%
Iodine (from kelp)	50 mcg	33%
Magnesium (from coral calcium and citrate)	500 mg	125%
Zinc (as zinc citrate)	8 mg	53%
Selenium (as amino acid chelate)	35 mcg	50%
Copper (as copper gluconate)	3 mg	150%
Manganese (as manganese glycinate)	1.5 mg	75%
Chromium (as chromium picolinate)	120 mcg	100%
Boron (as amino acid chelate)	1 mg	*

\*Daily Value not established

Other ingredients: gelatin, magnesium stearate, trace minerals

**Directions:** Take 4 capsules daily with a meal.

**Note:** If you are diabetic, pregnant or lactating, consult your health care practitioner before using this product. **Keep out of reach of children.** Store in a cool, dry place.



**FOR EDUCATIONAL PURPOSES ONLY**