

THE DOCTOR IS IN:

No More Rocks! A Whole-Food Approach to Calcium Supplementation

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You know that a diet rich in calcium is important for building and maintaining strong healthy bones. You also know that like most people, you probably aren't getting enough calcium from your diet. Most Americans consume an average of 600 milligrams a day, but the daily recommended calcium intake for adults is 1000-1300 milligrams. Hence, supplementation of the remaining 400-700 milligrams makes good sense. What doesn't make sense is the form of calcium found in most calcium supplements: limestone. Disguised as USP calcium carbonate, one might say that taking conventional calcium supplements is the equivalent of eating rocks.

Challenges Associated with Isolated Calcium Supplements

It is no wonder, then, that the digestive tract doesn't break down calcium carbonate supplements with the greatest of ease. Release of elemental calcium from the dense carbonate structure requires an ample supply of stomach acid. Unfortunately, stomach acid often decreases with age, making the calcium in calcium carbonate a real challenge to absorb for the people who need it most. Furthermore, by using up or "neutralizing" stomach acid when taken with food (think Tums®), calcium carbonate can also interfere with the absorption of other nutrients requiring stomach acid for absorption, like zinc and iron. Other forms of calcium, such as calcium citrate, may be better tolerated and absorbed, but they still fail to deliver calcium in the complex organic form humans were designed to eat – living whole food!

What Bones are Really Hungry For...

Whole foods naturally provide the perfect delivery system for the nutrients the body requires. Whereas most supplements contain single, isolated calcium molecules, food sources of calcium provide other nutrients and co-factors that enhance calcium's bioavailability and bone-strengthening effects. Magnesium, for instance, functions alongside calcium to promote bone formation and strength. Other minerals like silica, vanadium, boron and strontium, although present in trace amounts in the diet, have also been shown to be essential for normal growth and development of skeletons in humans and animals. On the vitamin front, a growing body of research has demonstrated the critical roles vitamin K and vitamin D play in bone metabolism. Vitamin K is required for the production of a bone protein that keeps calcium in the bones and out of the arteries, while vitamin D regulates calcium uptake in the digestive tract and utilization by the bones. Hence, the ideal bone-strengthening supplement would contain whole food sources of calcium, magnesium, trace minerals, vitamin D, and vitamin K.

Bone Strength Take Care – Complete Bone Health Nutrition from Whole Foods

Enter **New Chapter's Bone Strength Take Care®**, a new whole-food supplement formulated by master herbalist, Paul Schulick, to support healthy bone metabolism. The product features a marine plant called *Algae calcareas* (AlgaeCal®) that is sustainably harvested from clean, protected waters off the coast of South America. A unique feature of this plant is that calcium represents 30% of its chemical make-up. It is also rich in magnesium and other trace minerals, including strontium, vanadium, boron, and silica. So, the full spectrum of crucial bone-building minerals are present. More importantly, they are delivered in a very bioaccessible form. Scanning electron microscope images of the calcium in AlgaeCal® reveal it to be very porous in nature. In other words, unlike calcium carbonate, it has a large surface area, so very little stomach acid is required to dissolve it. In fact, dissolution tests mimicking stomach conditions have shown that 97% of the calcium in AlgaeCal® dissolves in 30 minutes, proving it to be very bioaccessible. Further laboratory testing using a model that simulates human digestion demonstrated that over 75% of the calcium in AlgaeCal® is actually absorbed versus only 43% in yogurt, a food considered to be an excellent source of calcium.†

Based on these facts alone, one could easily argue that AlgaeCal® is the perfect bone-nourishing food, but what really sealed the deal for Schulick were the results of a human clinical trial which examined the effects on bone density of a supplement containing 2400 mg of AlgaeCal® (the same dosage as that in **Bone Strength Take Care**), vitamin D, strontium citrate, and vitamin K. After six months of supplementation, study subjects showed an annualized increase in bone density over 2%. In other words, new healthy bone tissue was being formed.

To complete **Bone Strength Take Care**, Schulick added whole-food forms of vitamin K and vitamin D: vitamin K2 (MK7) extracted from the traditional Asian fermented soy food, natto, and vitamin D3, the biologically active form of vitamin D, created using **New Chapter's** signature dual-stage probiotic culturing technology.

Delivering therapeutic quantities of nutrients important for bone health in the form of whole foods is a true innovation for the dietary supplement industry. **Bone Strength Take Care** is the ideal choice for individuals seeking aggressive nutritional support for bone health in the form Mother Nature intended.* Each serving (3 tablets) delivers 685 mg of elemental calcium, 70 mg of elemental magnesium, 1000 IU of vitamin D3, and many other synergistic trace minerals. With **Bone Strength Take Care**, there is finally a sensible and clinically effective whole-food approach to supplementing the extra calcium everybody needs.

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- † Testing by CEVA
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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.