

# Plant Sourced Whole-Food Calcium

## Bone Strength Take Care™

Calcium must be completely dissolved in order to be absorbed. The porous nature of the calcium found in **Bone Strength Take Care** dramatically increases the surface area where stomach acid can contact the calcium making it easy to dissolve.

A close-up view of *Algas calcareas*, compared to limestone, provides a revealing comparison between the two calcium sources. Compare the porous, living surface of *Algas calcareas* to the jagged edges of the rock-derived inorganic calcium carbonate.

This makes *Algas calcareas* even more bioavailable than dairy calcium. Dairy products are whole-food sources of calcium and can be incorporated into a healthy diet to help meet the level of calcium the body needs. But while this food source is readily available and a good source of calcium, the bioavailability of the calcium contained in dairy products is a fraction of the absorbable calcium available in **Bone Strength Take Care**. The plant-source of calcium in **Bone Strength Take Care** is 75% bioavailable, even more accessible than the calcium in dairy yogurt – which is 43% bioavailable (the most among dairy products).

An electron microscope reveals the porous, living surface of *Algas calcareas* . . .

. . . compared with the jagged edges of the rock-derived inorganic calcium carbonate.

The pink color of photosynthesis indicates a living algae calcium plant.

## Harvesting Live Marine Calcium

### An Environmentally-Friendly Process

The plant source of the calcium mineral complex in **Bone Strength Take Care** is live marine algae. This distinct species of algae, *Algas calcareas*, grows in a protected area off the coast of South America. It is harvested carefully to ensure quality and protect the delicate ecology of the ocean.

*Algas calcareas* does not grow in endangered coral reefs. Coral is an animal while *Algas calcareas* is a plant and it grows in a different environment. The algae is live-harvested by hand in waist-deep water, at low tide. It is critical to harvest the plants live to keep their mineral and

nutrient content intact. The crop is rotated periodically to ensure that the natural cycle of marine algae is not interrupted.

Once live-harvested, the plants are washed with fresh, ionized water and sun dried. To ensure quality and safety, all yields from the marine algae are tested for microbial activity and mineral content.

**The calcium in Bone Strength Take Care is 75% bioavailable – compared to 43% calcium bioavailability in whole-food dairy yogurt.**

## Bone Strength Take Care™



- Bone-strengthening calcium your body recognizes as food
- With AlgaeCal®, a proprietary plant source of calcium

### Supplement Facts

Serving size 3 Tablets (3000 mg)  
Servings per container 20

Three tablets contain		%DV
Vitamin D <sub>3</sub> †	800 IU	200%
Vitamin K <sub>1</sub> †	35 mcg	44%
Vitamin K <sub>2</sub> (MK-7)	70 mcg	88%
Calcium (from Algae ‡ [ <i>Algas Calcareas</i> ])	685 mg	69%
Magnesium (from Algae ‡ [ <i>Algas Calcareas</i> ])	200 mg	48%
AlgaeCal® Powder ‡ (from Algae ‡ [ <i>Algas Calcareas</i> ])	2400 mg	.
Strontium (from Algae ‡ [ <i>Algas Calcareas</i> ])	5 mg	.
Silica (from Algae ‡ [ <i>Algas Calcareas</i> ])	2 mg	.
Vanadium (from Algae ‡ [ <i>Algas Calcareas</i> ])	60 mcg	.

• Daily Value not established

† Nutrients are cultured in organic media that may contain: organic milled soy, organic yeast (*Saccharomyces cerevisiae*) a natural source of PABA and SOD, organic maltodextrin, organic gum acacia, organic orange and lemon peel  
- natural sources of bioflavonoids, organic carrot powder, organic alfalfa powder, enzymes and *Lactobacilli* (*L. acidophilus*, *L. bifidus*, *L. rhamnosus*).

**Suggested Use:** Take 3 tablets with 8 oz. of water in the middle of a larger meal. For best results, take one tablet with lunch and two tablets with dinner daily.

\*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.

As part of the **New Chapter** 'Purple Loves Green' commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

**ENVIRONMENTAL BENEFITS STATEMENT**

New Chapter saved the following resources using New Leaf Opaque 100 (east) made with 100% post-consumer waste and processed chlorine free. New Leaf Opaque 100 is designated Ancient Forest Friendly, certified FSC, and manufactured using Biogas energy.

trees	water	energy	solid waste	greenhouse gases
1,200 fully grown	51,355 gallons	8,833 million BTU	17,629 pounds	112,406 pounds

Calculations based on research by Environmental Defense and members of the Paper Task Force.

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NEW LEAF PAPER™

ANCIENT FOREST FRIENDLY

BIOGAS ENERGY

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**NEW!**  
Bioavailable  
**WHOLE-FOOD**  
No Limestone!

- **Patented, bone-strengthening breakthrough**
- **Whole-food, bioavailable calcium**
- **Contains ocean-harvested AlgaeCal®, not limestone!**
- **With naturally-occurring magnesium, and vitamins K<sub>2</sub> (MK-7) & D<sub>3</sub>**

### **Bone Strength Take Care™**

Evidence suggests that calcium from whole food sources may produce more favorable effects in bone health than isolated calcium supplements.\* Similar to most nutrients, the body can utilize calcium more effectively when it is paired with its natural co-factors such as magnesium and other trace minerals.

*New Chapter®* is proud to deliver a calcium complex derived from whole food that delivers these key essential nutrients in their safest, most active form within the infinite complexity of whole food.

The most common form of calcium supplement today is calcium carbonate, also known as limestone.

You don't eat rocks as part of your balanced diet, so why would you choose to supplement your bone health nutritional needs with limestone?

Our bodies understand and seek whole food sources of nutrition. That's why *New Chapter* formulated this product with a whole-food plant source of this important nutrient complex.



***You don't eat rocks as part of your balanced diet, why would you choose to supplement your bone health nutritional needs with limestone?***

### **Plant Sourced Whole-Food Calcium**

The calcium complex in **Bone Strength Take Care™** is derived from a special form of plant, called *Algas Calcareas* (AlgaeCal®), that is **harvested from the pristine shores of a protected national reserve park in South America**. Much like the vegetables from an organic garden, the algae is harvested live and then cold processed to retain its nutritional value.

The porous nature of the calcium found in

**Bone Strength Take Care** dramatically increases the surface area where stomach acid can contact the calcium, making it easy to dissolve. In addition to the whole-food source of calcium and magnesium, we have also added other bone-nourishing nutrients to complete the food complex. Vitamin K is an essential co-factor in calcium absorption and retention.\* Human cell proteins that don't get enough Vitamin K can't hold onto calcium, causing this critical nutrient to drift away

from the bone. Vitamin K<sub>2</sub> (MK-7), sourced from fermented whole food, gently redirects "lost" calcium back into the bone bank.

Vitamin D<sub>3</sub> completes the complex, which has been found to aid in bone support and function in several studies.\*

