

## Why doesn't Easy Calcium contain Vitamin D or magnesium?

Traditional calcium supplements are made of inorganic calcium and are hardly absorbed in the pH medium of the small intestine. They rely on "active transport" sites, located at the beginning of the small intestine, for absorption. These sites are vitamin D dependent and are limited as to the amount of calcium that they can take in.

Taking traditional calcium supplements also suppress your body's ability to absorb magnesium. In the pH environment of the small intestine, inorganic minerals tend to attach themselves to one another and form precipitation. Once precipitated, the minerals fall out of solution and become nonabsorbable. Therefore taking inorganic calcium supplements will dramatically reduce magnesium absorption. And that is exactly why one needs to supplement magnesium while taking inorganic calcium.

Easy Calcium, on the other hand, does not need Vitamin D for absorption. Easy Calcium is absorbed in its molecular form therefore it doesn't need to use Vitamin D as a carrier to penetrate the mucous membrane. Easy Calcium is able to take advantage of the independent "passive diffusion" sites in the more alkaline environment at the end of the small intestine. These sites allow absorption regardless of stomach acid levels, age, gender, nutrition or hormone status. Highly soluble throughout the entire digestive tract, Easy Calcium is an extremely bioavailable form of calcium

Easy Calcium doesn't interact with other compounds thanks to its calcium having a strong molecular structure. Therefore Easy Calcium will not affect magnesium absorption.

## Recommended Daily Dietary Allowance (RDA)

Life stage/Group	R.D.A.
<b>Infants</b>	
0-6 months	210mg
7-12 months	270mg
<b>Children</b>	
1-3 years	500mg
4-8 years	500mg
<b>Boys &amp; Men</b>	
9-13 years	1,300mg
14-18 years	1,300mg
19-30 years	1,000mg
31-50 years	1,000mg
50-70 years	1,200mg
70 years +	1,200mg
<b>Girls &amp; Women</b>	
9-13 years	1,300mg
14-18 years	1,300mg
19-30 years	1,000mg
31-50 years	1,000mg
50-70 years	1,200mg
70 years +	1,200mg
<b>Post Menopause</b>	
If not on HRT	1,500mg
<b>During Pregnancy &amp; Nursing</b>	
18 years and under	1,300mg
19-30 years	1,000mg
31-50 years	1,000mg

Calcium, MayoClinic.com, May 31, 2002  
Prevention, National Osteoporosis Foundation, 2003  
Kuhn B., Calcium Intake Found Too Low in Children and Adolescents, 1999 Healthon/WebMD.



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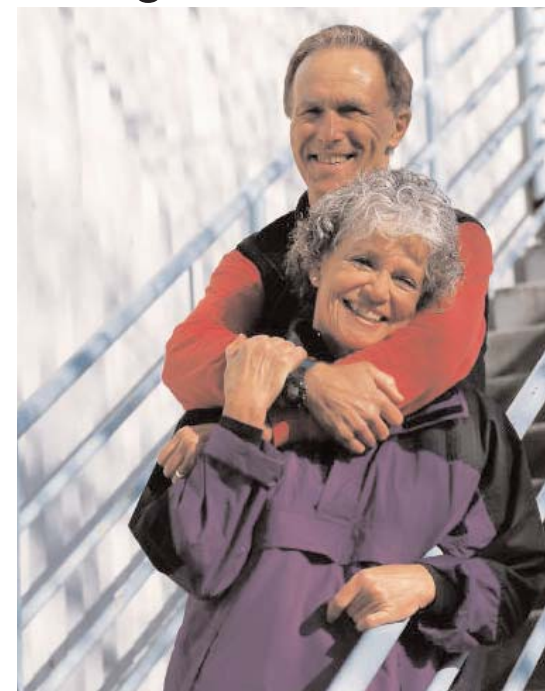
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# Easy

Vitamins & Minerals

## CALCIUM

Soluble & Bioavailable  
Organic Calcium



## Calcium that's Easy to take!

## THE BONE NUTRIENT

Calcium is the most abundant mineral in the human body and also an important supplement to take. Calcium is needed to form bones and teeth and is also required for blood clotting, transmission of signals in nerve cells, reducing the symptoms of PMS, muscle contraction, preventing colon cancer, high blood pressure. The importance of calcium for preventing osteoporosis, however, is probably its most well-known role.

While anyone can benefit from taking a calcium supplement, it's a MUST for those that rarely consume dairy products, especially women. Most women must take calcium supplements to meet their recommended daily allowances.

Supplementing with quality forms of calcium has been quite difficult. Supplements have traditionally been made using calcium which is exceptionally low in elemental calcium and difficult to absorb.

## ELEMENTAL CALCIUM

Calcium exists only in combination with other substances called compounds. Several different calcium compounds are used in supplements (calcium carbonate, calcium citrate, etc.) These compounds contain different amounts of elemental calcium, which is the actual amount of calcium in the supplement. Read labels carefully to determine how much elemental calcium is in the supplement and how many pills to take. Each dose of Easy Calcium contains 750 mg of absorbable organic elemental Calcium.

## THE EASY SOLUTION

Most calcium supplements are in tablet form. These tablets first need to be broken down by your body before their calcium becomes available for absorption. Tablets are held together with binders and coated with substances to help them keep their shape. Due to the binders, fillers and coating, your body cannot easily get to the nutrients in a tablet. As well, tablets usually use forms of calcium that are not well absorbed by your body.

Easy Calcium, on the other hand, is a soluble powder. It does not need to be broken down by your body before the active ingredients can be released and absorbed. They are right there for your body to pick out and absorb through the gastric mucous lining, providing your body with a much larger surface area to volume ratio for easy absorption.

Easy Calcium uses the most soluble and bioavailable form of calcium. This calcium has been clinically tested and shown to be highly absorbable, stable against heat, salt, pH and oxidation, and is mild on the gastrointestinal system.

Easy Calcium is ideal as a supplement for children, teens, women and the elderly. At times, all of these groups require additional calcium. Easy Calcium's high bioavailability and being gentle on the digestive system allow everyone to easily get the calcium they need for optimal health.

## EASY CALCIUM Q. & A.

### Why is Easy Calcium better ?

Other calcium supplements are difficult to take, poorly absorbed and can cause digestive problems. Easy Calcium is tasteless, odourless and can be mixed in any drink or food without changing its taste. Easy Calcium is highly absorbable and bioavailable, without causing digestive difficulties.

### How do I take Easy Calcium?

Easy Calcium can be mixed in any drink (hot or cold). For best results, blend into water, juices, milk, tea, coffee, or any other beverage and enjoy.

### When do I take Easy Calcium?

Take Easy Calcium twice daily on an empty stomach.

### Are there any allergens in Easy Calcium?

Easy Calcium contains no gluten, yeast, corn, wheat, sugar, salt, soy, starch, dairy, citrus, preservatives, colours or flavours.

### Will Easy Calcium cause kidney stones?

It is common for inorganic calcium supplements to cause kidney stones and small intestine stones due to low solubility and absorption rate.

Easy Calcium is made of highly soluble and absorbable organic calcium. Easy Calcium is one of the few, if not the only, calcium supplements that will not cause kidney stones.