

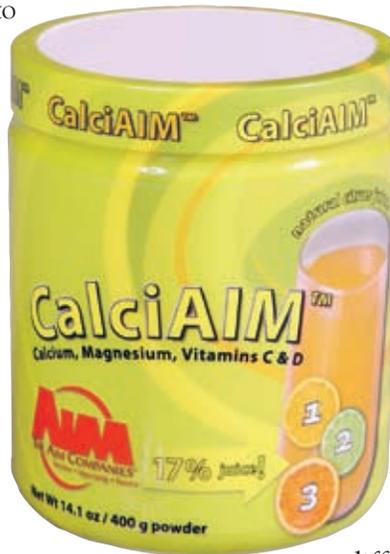
There are 206 bones in the adult human body. Along with cartilage, those bones comprise the entire skeletal system and their strength is imperative to good health. Proper bone density is dependent upon adequate amounts of calcium, the most abundant mineral in the human body. More than 99 percent of the nutrient is stored in the bones and teeth to support their structure. According to study data, more than three-quarters of Americans aren't getting the daily required amount of calcium in their diets. The consequences of this rampant calcium deficiency range from an increased risk of fractures to osteoporosis.

Why is the fraction of the population that isn't receiving the recommended daily amounts so high? The answer is simple: Most diets don't include the primary food sources of calcium. Such items as spinach, broccoli, cabbage, sardines, tofu, and dairy products aren't making their way into American diets at sufficient levels. The result is a skeletal system at risk.

What many Americans don't realize is that calcium deficiency is a health concern at all ages, not just for those 60 years of age and older. In fact, the Dietary Reference Intakes established by the Food and Nutrition Board, Institute of Medicine, National Academies is higher from the ages of 9 to 18 than it is from age 51 and older. Osteoporosis begins to affect children as young as 12, demonstrating that adequate calcium intake is just as important during the early stages of bone formation and growth.

In addition to its essential role in bone health, calcium is used by the body in several other ways. The nutrient is responsible for proper muscle contraction, central nervous system function, and hormone secretion. Research also suggests that a diet high in calcium may help lower and maintain blood pressure levels. Calcium is synonymous with bones and teeth, but that is not its only biological purpose.

The AIM Companies™ recognizes the importance of calcium to good health. Dietary supplementation is necessary for most Americans to receive adequate amounts of the nutrient and that is why the company developed CalciAIM™.



CalciAIM™ is a natural citrus drink mix that provides several nutrients crucial to proper skeletal function and overall wellness. The product underwent careful formulation to determine the most beneficial types of calcium, the most effective method of delivery, and a combination of nutrients to help you achieve superior whole-body health.

## Types of Calcium

A casual glance at the calcium sources in CalciAIM™ may surprise you. AIM used calcium carbonate, one of the most difficult forms of calcium to digest. The reason behind using this source of calcium was two-fold. First, calcium carbonate is the most abundant naturally occurring form of calcium found on Earth. Second, AIM used science to turn this poorly absorbable mineral salt into its most absorbable form, ionic calcium.

How did AIM do this? This phenomenon occurs when water is added to the balanced blend of calcium salts, and citric and malic acids. The mixture results in a conversion from insoluble carbonate to soluble forms of calcium known as calcium citrate malate and, better yet, free-ionic calcium. This transformation occurs in the glass before you drink CalciAIM™.

CalciAIM™ also contains two other forms of the mineral, calcium lactate and calcium gluconate. Calcium lactate is a soluble organic form of calcium that is bioavailable throughout the entire digestive tract. Calcium gluconate is a highly soluble form of calcium. It also inhibits kidney stone formation and stimulates bifidobacteria in the intestine, enhancing the absorption of calcium. Calcium gluconate also increases the solubility and absorption of magnesium, an important nutrient involved in metabolism, muscle contraction, nerve transmission, and bone mineralization.

As you age, your stomach cannot produce adequate amounts of acid to absorb calcium properly. The *Physician's Desk Reference* states, "The average person can only absorb 20 percent of calcium from tablets and 30

percent from capsules. Solubilized in a beverage, calcium powder provides approximately 98 percent of its bioavailable elemental calcium.” It is important to note that CalciAIM™ creates a truly dissolved calcium solution when added to water, not a suspension. When calcium powder is simply suspended in water, it provides no greater absorption than calcium capsules or tablets.

Proper calcium absorption is also dependent on acid. Calcium and magnesium become highly ionized in the pH range of 1 to 4. CalciAIM™ pH ranges from 4.0 to 4.2. This low pH is achieved by the inclusion of citric acid (from citrus fruits) and malic acid (from apples) in CalciAIM™.

Each serving of CalciAIM™ provides 386 mg or 38 percent of your recommended daily intake of calcium.

## Vitamin D

To complement the three forms of calcium, CalciAIM™ contains several other nutrients known to assist in good bone health and maintenance. Research during the past decade has identified vitamin D as essential for the absorption and utilization of calcium. Calcium is used in the blood to keep muscles, such as the heart and lungs, contracting efficiently. The body will preserve blood calcium levels at the expense of bone calcium and this can result in a bone deficiency. Vitamin D regulates calcium absorption and excretion, especially when calcium intake is low.

When calcium levels in the blood drop, parathyroid hormone (PTH) is released.

PTH causes calcium to be released from the bones. This occurs when PTH stimulates osteoclasts to reabsorb bone mineral, thus raising the calcium levels in the blood.

Vitamin D is one of the primary components of the hormone

calcitriol, which works synergistically with PTH. Vitamin D is modified by the liver to become 25(OH) D (also known as 5-hydroxy-vitamin D). 25(OH)D is then modified in the kidneys to become calcitriol. Calcitriol increases absorption of calcium in the small intestine and decreases its excretion in the urine. This results in a rise in blood calcium levels and a decrease in PTH levels.



Supplement Facts		
Serving Size 1 rounded scoop (8.33 g)		
Servings Per Container 48		
Calories 10		Calories from Fat 0
		Amount per serving % DV*
<b>Total Fat</b>	0 g	0%
<b>Total Carbohydrates</b>	3 g	1%
Sugar	1 g	
Sugar Alcohols	0.5 g	
Vitamin A (as beta-carotene)	110 IU	2%
Vitamin C (as ascorbic acid)	33 mg	54%
Calcium (as lactate/gluconate/carbonate)	386 mg	38%
Vitamin D (as ergocalciferol)	283 IU	70%
Magnesium (as citrate/carbonate)	122 mg	30%
Zinc (as lactate/gluconate)	2 mg	12%
Copper (as gluconate)	0.5 mg	24%
<b>CalciAIM™ Juice Blend</b>	<b>1,415 mg</b>	
Mandarin orange juice		†
Valencia orange juice		†
Carrot juice		†
Tahitian lime juice		†
Lemon juice		†

\*Percent Daily Values are based on a 2,000 calorie diet  
†Daily Values not established

Even though most Americans are not receiving adequate levels of calcium in their diets, low levels of vitamin D may be a bigger concern. In 2003, a report indicated that vitamin D could be more important than calcium in preventing hip fractures in postmenopausal women. Ergocalciferol (vitamin D2) found in CalciAIM™ is a natural source of vitamin D derived from plants. Vitamin D deficiency can be common among those with diabetes, arthritis, back pain, muscular weakness, and other degenerative and autoimmune diseases. CalciAIM™ provides your body with 283 international units (IU), or 70 percent of your recommended daily intake of vitamin D in every scoop.

## Magnesium

Magnesium properly metabolizes calcium and a deficiency can result in calcium depletion. CalciAIM™ provides 122 mg of magnesium, or 30 percent of your recommended daily intake in every serving. In addition, magnesium is added to prevent the common side effects of certain types of calcium, which are gas, bloating, and constipation.

## Zinc

Zinc is important in calcium absorption and proper immune system function. There are 2 mg or 12 percent of your recommended daily intake of zinc in each scoop of CalciAIM™.

## Copper

Copper aids in the formation of bones. CalciAIM™ provides 0.5 mg or 24 percent of the recommended daily intake for copper.

## Vitamin A

Most supplements contain synthetic vitamin A, retinyl palmitate, whereas the beta-carotene found

in CalciAIM™ comes from added carrot juice. Synthetic retinyl palmitate has been found to reduce bone integrity, but natural beta carotene does not have this negative effect.

## Vitamin C

Vitamin C is a powerful antioxidant that can improve immune, gum, and dental health. In addition, when paired with lysine, the vitamin can improve the development and maintenance of cartilage.

## Chicory root extract

Chicory root is a prebiotic that increases the natural flora within the gut. The elevated bacterium increases the production of short chain fatty acids, which decrease the pH inside the colon, increasing the solubility of calcium and other minerals.

## L-lysine HCL

L-lysine HCL is an amino acid that can enhance calcium absorption and limit the urinary system's ability to excrete the nutrient.

## Citric acid

Citric acid is a natural acid from citrus fruits that combines with calcium carbonate and creates calcium citrate and ionic calcium.

## Malic acid

Malic acid is another natural acid from apples that combines with calcium carbonate and creates calcium malate and ionic calcium.

## Maltodextrin

The fruit juices are spray dried onto maltodextrin to improve shelf life and preserve nutrients. The 17 percent juice does not include maltodextrin.

## Xylitol

Xylitol is a sugar alcohol that has been shown to decrease the likelihood of cavities. CalciAIM™ provides 0.5 grams per serving.

## Natural fruit flavors

These are natural flavors used to enhance the palatability of the drink.

## Xanthan gum

Xanthan gum is derived from a bacterial fermentation process with the use of the bacteria *Xanthomonas campestris*. This ingredient is added to improve the solution's body and texture.

## Stevia leaf extract

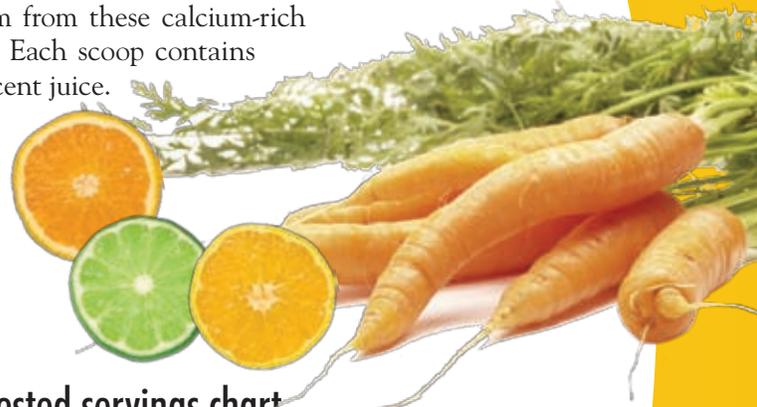
Stevia leaf extract is a natural sweetener that is extracted from the plant *Stevia rebaudiana*, which is 300 times sweeter than sugar.

## Silicon dioxide

Silicon dioxide, a mineral derived from sand, clay, or rock, is used as an anti-caking agent. Recent studies have suggested that there are positive associations between dietary silicon intake and bone mineral density.

## CalciAIM™ juice blend

The juice blend is composed of mandarin and Valencia orange, carrot, Tahitian lime, and lemon juices. This juice blend contributes natural calcium from these calcium-rich fruits. Each scoop contains 17 percent juice.



## Suggested servings chart

CalciAIM™ has a unique recommended servings chart that is divided into age brackets. This chart follows the Daily Reference Intake (DRI) as established by Food and Nutrition Board, Institute of Medicine, National Academies. The number of suggested daily servings varies from one to three scoops depending on age, diet, and calcium requirements based on how efficiently the nutrient is absorbed at different stages of life.

**Suggested Use:** Mix one rounded scoop (8.33 g) with 8 - 10 oz. (240 - 300 ml) of cold water. Best taken with food.

Recommended Daily Servings			
Age	Recommended Servings	Calcium from CalciAIM™	Daily Reference Intake*
4 - 8	1	386 mg	800 mg
9 - 18	2	772 mg	1,300 mg
19 - 50			1,000 mg
Over 51	3	1,158 mg	1,200 mg

\*Recommended by the Food and Nutrition Board, Institute of Medicine, National Academies

## CalciAIM™ FAQ

*Can I take other products in conjunction with CalciAIM™?*

Yes. CalciAIM™ can be introduced to a daily regimen of other AIM products. CalciAIM™ can be mixed with all AIM products. Although CalciAIM is mildly acidic, it can be mixed with AIM BarleyLife® because the combination of both products is less acidic than your stomach. High-fiber beverages like AIM Herbal Fiberblend® will slow the rate of calcium absorption, but both products will still provide benefits.

*Is there anyone who should not use CalciAIM™?*

This product is not recommended for those under the age of 4. As with any natural health product, individuals taking medications should consult their health care practitioner. Women who are pregnant or nursing are advised to consult a health care practitioner.

*Can I take more than the recommended servings per day?*

No. CalciAIM™ has been carefully formulated to provide the optimal amounts of nutrients per serving to complement a normal diet. No further benefits will be achieved through taking more than the recommended servings.

Distributed exclusively by:

## Key Benefits

- Provides a unique combination of calcium lactate, gluconate, and carbonate in a bioavailable drink mix
- Vitamin D has been linked to prevention of cardiovascular problems, psoriasis, risk of osteoarthritis, and unexplained muscle and bone pain
- Stevia and xylitol provide the sweetness without the added sugar or concern of cavities
- An optimized calcium delivery system superior to tablets or capsules

## Features

- Each serving contains 386 mg of calcium, 38 percent of the recommended daily intake
- An easy-to-use recommended serving chart based on age
- Provides a juice blend of mandarin and Valencia orange, carrot, Tahitian lime, and lemon that contribute natural occurring calcium from fruit
- Contains significant amounts of the complementary calcium nutrients including magnesium, zinc, copper, and vitamins D, A, and C
- No added sugars, artificial colors, or sweeteners
- Ideal pH for creating the most absorbable form of ionic calcium