

FAST FACTS



Of all the nutrients, calcium is most often the deficient mineral in our diet. Only 50% of Australian and New Zealand men and women meet the Recommended Dietary Intake (RDI) for calcium.

Although milk and dairy products are dependable sources of calcium, they are usually high in calories, fats and cholesterol, the very things most of us are trying to avoid. Cal-Mag Chelate is one of the most valuable supplements available today, offering the benefits of two minerals that can dramatically influence overall health – calcium and magnesium.

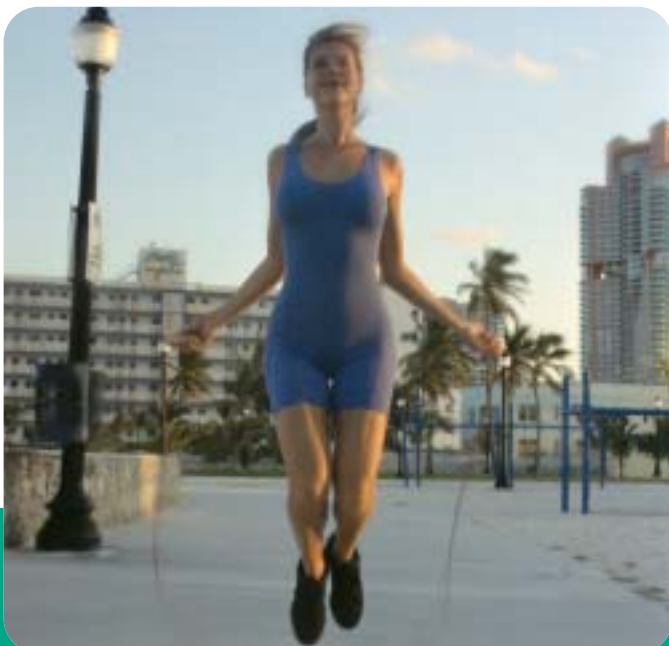
Cal-Mag Chelate - *essential minerals for better health*

Why Calcium and Magnesium?

- 98% of the body's calcium provides strength and rigidity to our bones.
- Calcium is necessary for all muscle growth and muscle activity. Our heartbeats, breathing and ability to move depends upon calcium.
- A prolonged dietary deficiency in calcium may be a contributing factor to getting Osteoporosis – a disease where calcium is withdrawn from the bones faster than it is deposited.
- Calcium has been linked with protection against high blood pressure.
- Magnesium may assist in blood circulation and muscle contraction.

Why GNLD Cal-Mag Chelate?

- Provides a balance of magnesium and calcium that work as a team in the body so that a calcium/phosphorous balance is maintained for the efficient formation of bone tissue.
- Each tablet contains 100mg of calcium and 50mg of magnesium and may be helpful in preventing and forestalling the onset of osteoporosis.
- Cal-Mag Chelate's primary **organically-derived source of calcium is from eggshells**, which are compatible with the body's natural processes. Eggshell calcium provides a high degree of purity in a form that tends to be more readily soluble to improve the potential for absorption into the body. Some supplements on the market today include dolomite or bone meal as sources of calcium. These sources do not provide a readily soluble form of calcium and may contain an excess of phosphorous which can inhibit the utilisation of both calcium and magnesium.
- **Calcium is instrumental in the blood clotting process**, the activation of several enzymes and in the passage of nutrients and waste through the cell wall. GNLD's natural amino acid chelate substantially enhances the absorption of calcium so the benefits are received into the body more efficiently.
- **Supplies very little or no phosphorous**, a mineral Australians and New Zealanders have an overabundance of.



The GNLD Difference

The delivery and absorption of calcium to our bodies is essential to proper and healthy muscle growth and activity, heartbeats, breathing and maintaining and formation of bone tissue. A lack of calcium in children can result in malformation of bones and impaired growth. Additional signs of deficiency in children and adults include joint pains, heart palpitation, a slow pulse and tooth decay and eventually osteoporosis.

Evidence is accumulating which suggests that magnesium plays an important role in circulation and muscle contraction. It is known that stress depletes the body's supply of magnesium. A quality supplement such as GNLD's Cal-Mag Chelate can dramatically influence overall health.



The GNLD Challenge:

GNLD's Cal-Mag Chelate is superior to its market competitors, and we are so confident that our product is without peer that we dare the competition to brave the "GNLD Cal-Mag Chelate Challenge". For a calcium and magnesium supplement to be equivalent to GNLD's Cal-Mag Chelate, it must meet the following criteria:



INTERNATIONAL

For more information please contact your local GNLD Distributor

www.gnld.com.au

www.gnld.co.nz

Cal-Mag 6/04

Code 740

	GNLD's Cal-Mag Chelate	Competitors Products
Delivers calcium from a superior, organically derived source – eggshells. Eggshell calcium consistently provides a high degree of purity in a form that tends to be more readily soluble for potential absorption.	✓	?
Delivers magnesium which may assist in blood circulation and muscle contraction.	✓	?
Formulated as a natural amino acid chelate for better absorption in the body.	✓	?
Offers the benefits of a 2 to 1 ratio of calcium to magnesium supplementation.	✓	?
Encourages a proper calcium/phosphorous balance in the body.	✓	?
100% natural. Contains no artificial colours, flavours preservatives or sweeteners. Convenient serving with each tablet containing 100mg of calcium and 50mg of magnesium.	✓	?

Please remember to always read the label.



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