

## Calcium in Foods

Dairy products are excellent sources of calcium. Don't drink milk? Try a calcium-fortified orange juice, soy beverage, or fish product containing bones (such as canned salmon and sardines).

It's often difficult to eat nutritious, well-balanced meals, and many people think they are meeting their daily requirements when they aren't even coming close. How about you? The following chart will help you calculate your calcium intake.

Calcium Content in Some Common Foods

Food Group	Serving Size	Calcium (mg)*
<b>Dairy Products</b>		
Cheese, cheddar	52 g	378
Milk, Skim, 1%- 2% M.F., Whole	250 mL (1 cup)	310
Yogurt (plain), whole milk	175 g	264
<b>Vegetables &amp; Fruits</b>		
Bok choy, boiled	125 mL (½ cup)	84
Broccoli, raw	93 g	45
Kidney beans, dark red, boiled	250 mL (1 cup)	52
Orange	1 fruit	52
Papaya, raw	1 fruit	75
<b>Meat &amp; Alternatives</b>		
Sardines, Atlantic, canned w/bone	48 g	183
Tofu	80 g	121-164
Salmon, Sockeye, canned, solids+bones+liquid+salt	79 g	181
Shrimp, mixed species, canned	68 g	40
<b>Grain Products</b>		
English muffin, plain, toasted	1 muffin	98
Corn tortilla, (18 cm diameter)	1 tortilla	44
Bread, white, commercial	1 slice	27
<b>Other Foods</b>		
Molasses, blackstrap	15 mL (1 Tbsp.)	179
Almonds, dry roasted, salt added	125 mL (½ cup)	206
Sesame seeds, whole, dried	15 mL (1 Tbsp.)	89

\* Calcium content is approximate and may vary depending on brand, processing, and other factors.

## Exercise & Bone Health

In addition to making sure we get enough calcium and vitamin D, we can also help keep our bones strong by being physically active. Physical activity increases the force on bones, and they respond by increasing in mass. The more bone mass we have, the less fragile our bones will be. Weight-bearing exercises, such as walking, provide the most benefit.

## Not All Calcium is Alike

Calcium occurs in different forms, including calcium carbonate, citrate, gluconate, lactate, dolomite, and coral calcium. Most supplements are made with either calcium carbonate or calcium citrate. Supplements containing calcium carbonate are generally less expensive and contain twice as much elemental calcium by weight as supplements containing calcium citrate, so there are fewer pills to take.

The amount of elemental calcium in a supplement is important, because that is the amount of calcium that the body can actually absorb from the calcium compound. For example, 1,500 mg of calcium carbonate contains 600 mg of elemental calcium.

## Beyond Bones

An adequate calcium intake can do much more than help safeguard bone health. There is growing evidence of a wide range of health benefits from this essential mineral. For example:

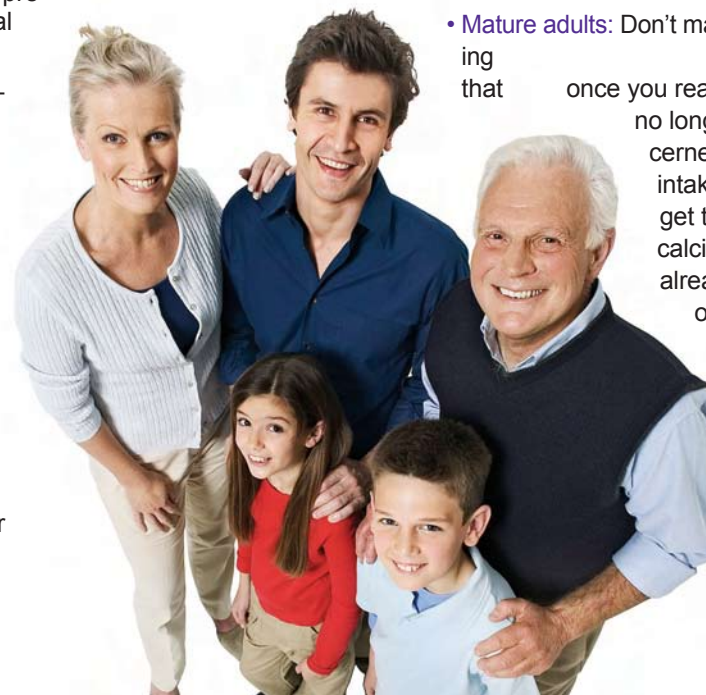
- **Reducing the risk of colon cancer.** A major clinical study showed that taking two calcium carbonate tablets (providing 1,200 mg of elemental calcium) a day may help reduce the risk of colon cancer by preventing the recurrence of colorectal adenomas and colon polyps.
- **Relieving PMS symptoms.** 1,200 – 1,500 mg of calcium a day for two months or more may help reduce PMS symptoms.
- **Preventing high blood pressure.** A link has been suggested between high blood pressure and low calcium intake. Studies have found that calcium has a small effect on lowering systolic blood pressure (the top number in a blood pressure reading).
- **Managing weight.** Calcium may help adjust the body's fat-burning processes and facilitate fat loss for those on a calorie restricted diet.

## Not Just for Women

Everyone needs calcium. Here's why:

- **Children and adolescents:** Young children need calcium to help form strong bones and teeth, and the need for this mineral doesn't stop when children reach adolescence. The body continues to use calcium to build bone mass throughout the teen years. The more bone we develop during our early years, the better off we will be later in life. Your child doesn't like milk or can't swallow pills? Try a tasty Caltrate® Soft Chew.
- **Women:** One in every four Canadian women over the age of 50 will develop osteoporosis. Continuing to get enough calcium can help slow bone loss, as well as provide a range of other health benefits.
- **Men:** One in every eight Canadian men over the age of 50 develops osteoporosis. The male hormone testosterone is important for maintaining bone health. As men age, their testosterone levels tend to drop. Any man who experiences a loss of height, a change in posture, unexplained back pain, or a bone fracture should ask his doctor if he should be tested for osteoporosis. While hip fractures are more common in women, they are more serious in men.

- **Mature adults:** Don't make the mistake of thinking that once you reach the age of 50 you no longer need to be concerned about your calcium intake. It's never too late to get the benefits of added calcium, even if you have already been diagnosed with osteoporosis. Calcium and vitamin D work with some medications to slow the progress of osteoporosis, helping to stop bone loss, increase bone mass, and reduce fracture risk.



# Building better bones for a better future



## Start Your Healthy Future Now

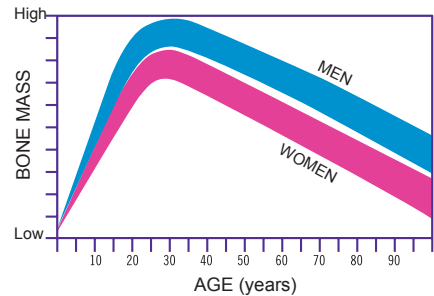
About 1.4 million Canadians suffer from osteoporosis. Don't become one of them! Preventing osteoporosis begins with building strong bones early in life.

Osteoporosis is a condition in which bones become porous, fragile, and prone to breaking easily. For someone with severe osteoporosis, a vigorous hug can fracture a bone.

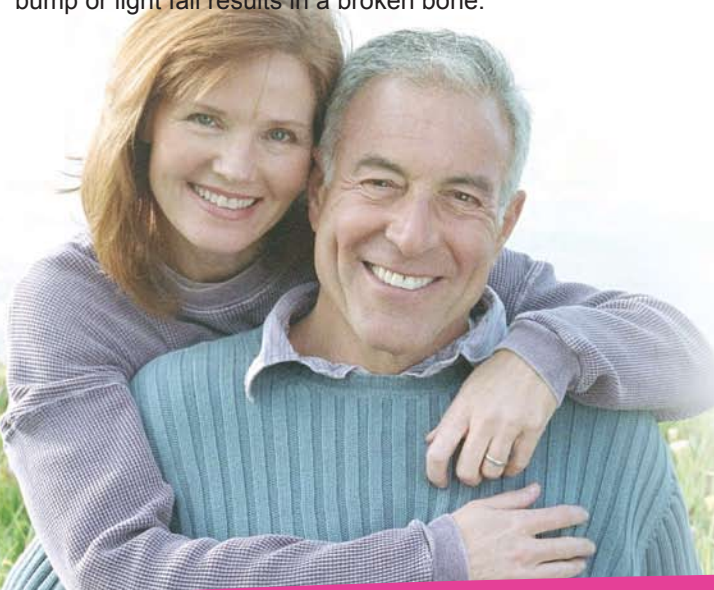
Throughout life, our bones replace old bone material with new bone. When we are young, we

make more bone than we lose. Around age 25 the process reaches a balance; then as we get older, we lose more bone than we make.

Bone loss occurs gradually over many years, often without pain or other symptoms. Once osteoporosis has developed, some people experience pain, fatigue, or poor posture; others are unaware of the condition until a sudden bump or light fall results in a broken bone.



Source: National Osteoporosis Foundation, 1997



## Know Your Risk, Lower Your Risk

There is no single cause for osteoporosis, however, several known factors increase the risk of developing it. Everyone over the age of 65 and anyone over 50 who has at least one major risk factor or two minor risk factors should consult a doctor about

### Major Risk Factors

Major Risk Factors	Minor Risk Factors
A bone that broke easily (after age 40)	Rheumatoid arthritis
Compression fracture of a vertebra	Overactive thyroid (hyperthyroidism)
Family history of fracture due to osteoporosis (especially maternal hip fracture)	Chronic anticonvulsant (anti-seizure) therapy
Glucocorticoid therapy for more than 3 months	Low dietary calcium intake
Medical conditions that affect nutrient absorption	Smoking
Disease of the parathyroid glands (primary hyperparathyroidism)	Excessive alcohol intake
Tendency to fall	Excessive caffeine intake
Reduced bone density (osteopenia)	Body weight less than 57 kg (125 lbs)
Early menopause (before age 45)	Loss of more than 10% of body weight after age 25
Loss of menstrual periods in young women or low testosterone levels in men	Prolonged use of heparin (blood thinner)

## The Role of Calcium

Almost every cell in our body needs calcium to function properly. If we don't take in enough, our body removes calcium from our bones to make it available for other important functions, such as helping to regulate blood pressure.

Vitamin D helps our body absorb the calcium we consume more efficiently. When we don't get enough calcium and vitamin D from our diet, we can complement our intake with a supplement.

The amount of calcium and vitamin D you need each day depends on your age. The Osteoporosis Society of Canada recommends the following:

Age	Daily Elemental Calcium Requirement	Daily Vitamin D Requirement
4 – 8 years	800 mg	200 IU
9 – 18 years	1,300 mg	200 IU
19 – 50 years	1,000 mg	400 IU
50 years & over	1,500 mg	800 IU

## Vitamin D

Vitamin D increases calcium absorption by as much as 30% to 80%, but it can be difficult to meet your daily requirement of vitamin D through diet alone.

### Vitamin D Content of Some Common Foods

Food	Serving Size	Vitamin D
Salmon, cooked	100 g (3½ oz.)	360 IU
Tuna, canned in oil	90 g (3 oz.)	200 IU
Margarine, fortified	15 mL (1 Tbsp.)	60 IU
Egg	1 whole	20 IU
Milk, fortified w/ Vitamin	250 mL (1 cup)	100 IU

Source: National Institutes of Health (US), Office of Dietary Supplements

Regular exposure to the sun can stimulate our skin to produce vitamin D, but sunlight exposes us to harmful ultraviolet radiation. Sunscreens, which block out the ultraviolet radiation, also block the formation of vitamin D. And the sun's position over Canada during the winter limits skin's ability to produce this vitamin. A supplement containing both calcium and vitamin D can help you meet your daily requirements of these nutrients.

# The Caltrate® Family for Your Family

[www.Caltrate.ca](http://www.Caltrate.ca)



**Caltrate Select**  
Combines 600 mg of calcium with 400 IU of vitamin D for better calcium absorption



**Caltrate 600 with Vitamin D**  
Contains 600 mg calcium plus 200 IU of vitamin D to help your body absorb the calcium



**Caltrate 600 with Vitamin D Soft Chews**  
The same formula and benefits as Caltrate 600 with Vitamin D in chewy squares, available in both vanilla and chocolate flavours



**Caltrate Plus**  
Provides 600 mg of calcium and 200 IU of vitamin D plus four additional nutrients important for healthy bone formation: magnesium, zinc, copper, and manganese



**Caltrate Plus Chewables**  
All the benefits of Caltrate Plus in a great tasting, fruit punch flavoured chewable tablet



**Caltrate 600**  
A convenient way to get 600 mg of calcium for people already getting enough vitamin D

**\$2.00** off any **Caltrate®**



TO THE DEALER: Upon receipt of this coupon toward the purchase of specified product, we will reimburse the face value plus regular handling. Application for redemption on any other basis may constitute fraud and will, at our option, void coupon presented. Applications for reimbursement accepted from principals only.  
Mail to: Wyeth Consumer Healthcare Inc., P.O. Box 3000, Saint John, N.B. E2L 4L3. Limit of one coupon per purchase. Offer good only in Canada. Expiry Date: December 31, 2008.

