



# "The Perfect Calcium."

Recommended by  **W. Gifford-Jones, MD**  
Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health  
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# CERTIFIED

## ...for your bones.



A safe, new calcium source to maintain bone health and prevent osteoporosis

### NEW!



Certified Naturals™ Plant-Source Calcium Magnesium

## How would you like your calcium? Rock . . . or plant?

Most calcium supplements on the market use calcium mined from limestone – a sedimentary rock.

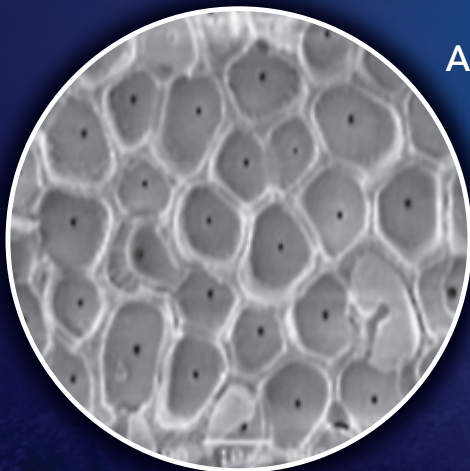


Aquamin™ is a plant-source calcium that is more easily absorbed by the bones and contains 73 additional minerals to work with calcium in the human body. Aquamin™ is a food source calcium and mineral complex made from the Icelandic algae *Lithothamnion calcareum*.



- Does osteoporosis run in your family?
- Are you losing bone mineral density?
- Does the risk of bone fractures worry you?
- Have recent headlines about calcium safety left you concerned?

Certified Natural's™ calcium formulas contain Aquamin™ - a plant-source calcium offering a safe way to maintain bone health and prevent osteoporosis.



Aquamin™ (*Lithothamnion calcareum*) has a plant-like cell structure that makes it easier to absorb than other calcium forms.



## Osteoporosis and bone health



Osteoporosis is a disease that depletes an individual's bone mineral density, leaving the sufferer with weakened bones and an increased risk of bone fractures. Over two million Canadians have been diagnosed with osteoporosis and women over 50 years of age are its primary victims.<sup>1</sup> Women in menopause are particularly susceptible to osteoporosis due to lower estrogen levels that can no longer keep parathyroid hormones (PTH)

in check. Elevated PTH levels cause calcium to exit the bone into the bloodstream, decreasing bone mineral density.

### Calcium concerns

Calcium is the primary mineral needed to keep bones strong. Humans can only obtain it through their diet or supplementation. In recent years, studies have raised concerns that typical limestone-mined calcium supplements may build up more in the arterial walls and soft tissues than in the bones, leading to an increased risk of cardiovascular events.<sup>2</sup>



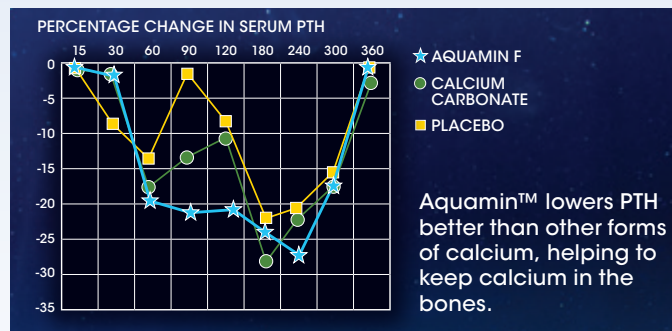
Certified Naturals™ has selected Aquamin™ as its key ingredient for bone health.

#### REFERENCES

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4. O'Gorman DM, Tierney CM, Brennan O, O'Brien FJ. The marine-derived, multi-mineral formula, Aquamin, enhances mineralisation of osteoblast cells in vitro. *Phytotherapy research* 2012;26(3):375-80.
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7. Aslam MN, Bergin I, Naik M, Paruchuri T, Hampton A, Rehman M, Dame MK, Rush H, Varani J. *Nutrition and Cancer*,(2012) 64 (7): 1020-8. A Multimineral Natural Product from Red Marine Algae Reduces Colon Polyp Formation in C57BL/6 Mice.

## Why Aquamin™ plant-source calcium?

- Aquamin™ is a whole food source of calcium that is not mined from limestone. It is sourced from the red-algae plant *Lithothamnion calcareum* that grows off the clean coastal waters of Iceland. Researchers in recent calcium studies advise that humans are best to get their calcium through food sources that are better absorbed and do not spike calcium levels in the blood.<sup>2</sup> Being a food source calcium, Aquamin™ is an ideal form of calcium to meet this recommendation.
- Aquamin™ contains a complex of 74 minerals, including supplemental levels of calcium and magnesium. Thirteen key minerals for bone health are found in Aquamin™. Minerals work synergistically with each other for human health.
- Aquamin™'s plant-like cell structure makes it a more porous form of calcium making it easier to absorb and less likely to cause constipation or stomach upset.
- Aquamin™ material is sustainably harvested under strict controls established by the Icelandic government for extraction methods and quotas. Only the calcified algae are harvested; new growth plants are not disturbed.
- Aquamin™ has undergone multiple clinical studies at daily doses of 800 mg per day of calcium, showing promise in the areas of:
  - Bone health – Clinical studies show that Aquamin™ lowers PTH (parathyroid hormone) levels which are associated with mineral depletion of the bones better than other forms of calcium.<sup>3</sup> Together with vitamin D, Aquamin™ has been observed to increase osteoblast production in bone cells.<sup>4,5</sup> Osteoblasts build new bone material.



- Joint health – Aquamin™ with its unique mineral complex has anti-inflammatory properties which can help relieve joint pain. Aquamin™ has been shown to give better results for joint pain and stiffness than glucosamine sulfate.<sup>6</sup>
- Digestive health – Aquamin™ helps to protect the body from the effects of a high fat diet and to reduce gastrointestinal inflammation.<sup>7</sup>



## Certified Natural™ Plant-Source Calcium Magnesium Plus K<sub>2</sub> Capsules

- Vegetable capsules
- Easier-to-swallow than larger calcium tablets

**Recommended use:** Calcium intake, when combined with sufficient Vitamin D, a healthy diet and regular exercise may reduce the risk of developing osteoporosis. Helps in the development and maintenance of bones and teeth. Helps to maintain proper muscle function, including the heart muscle. Helps in energy metabolism, tissue formation and bone development. Helps to prevent vitamin D deficiency.

**Recommended dose:** Adults (19 years and older): Take two capsules twice daily, with food a few hours before or after taking other medications.

**Medicinal ingredients:** Each capsule contains:

Calcium (Aquamin™*)	200 mg
Magnesium (Aquamin™, oxide)	67 mg
Potassium (citrate)	10 mg
Boron (citrate)	175 mcg
Zinc	2.5 mg
Vitamin D <sub>3</sub> (cholecalciferol)	250 IU/6.25 mcg
Vitamin K <sub>2</sub> (menaquinone-7)	10 mcg

\*Aquamin™ is a marine-sourced calcium and magnesium derived from the red-algae Lithothamnion calcareum of Iceland.

**Non-medicinal ingredients:** Colloidal silicone dioxide, microcrystalline cellulose, magnesium stearate, Hypromellose.

**Risk information:** Some people may experience diarrhea with magnesium doses above 350 mg per day.

**Cautions and warnings:** Consult a health care practitioner prior to use if you are taking blood thinners.

**KEEP OUT OF THE REACH OF CHILDREN. Do not use if outer safety seal is broken. Store in airtight container, protected from light.**

Free from artificial flavours, artificial colours, corn, gluten, wheat, lactose, dairy, added sugar, yeast and GMO materials.



Certified Naturals™ is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are Certified...for your health.



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

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