

The GNLD Difference: You Decide

Everyone knows the importance of good nutrition and a safe environment. However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

Good To The Bone—Making the Right Calcium Choice

Osteoporosis and low bone mass are a major health issue for more than 50 million Americans. By 2020, half of all Americans over 50 years are projected to be at risk of osteoporosis-related fractures. Large percentages of Americans fail to meet the recommendations for optimal calcium, magnesium, and vitamin D intake. If supplies are inadequate, the body will leach needed calcium from the bones, a process that can lead to osteoporosis. Emerging science shows that we need more than just calcium to optimize bone health. Vitamin D is essential for promoting calcium absorption in the body.

Diet Alone Won't Fill The Gaps

The richest food sources of calcium are dairy products, greens including collards and kale, almonds, flour, fish, tofu, and egg yolks. Despite the availability of these foods, calcium deficiency is on the rise in the U.S. And while magnesium may be available through a diet rich in whole grains, green leafy vegetables, nuts and legumes, half the population of the industrialized countries has a magnesium deficit. And this deficit increases with aging.

It is also difficult to obtain sufficient amounts of vitamin D. The recommended Adequate Intake (AI) amounts for vitamin D have increased while the sources of vitamin D have decreased. Very few foods contain Vitamin D naturally. Most of the vitamin D in the North American diet must come from fortified foods. But the amounts needed to provide the recommended daily intake is staggering. For example, you would need to drink *a quart of milk a day* to receive the current recommended amount of 400 IU of vitamin D your body needs.

Vitamin D is also known as the Sunshine Vitamin because direct exposure to UV rays leads to vitamin D synthesis. But again, most people now realize it is prudent to limit exposure of skin to sunlight and tanning beds due to the potential for lifetime cumulative UV damage that can lead to skin cancer.

Even when intakes of calcium, magnesium, and vitamin D are met, challenges of absorbability must be overcome. If the source of a nutrient is not absorbable, it does the body no good. The typical

intake of vitamin D through diet or sun alone is too often woefully inadequate.

Supplement The Diet!

Dietary supplements may be the answer, but the question remains: which one?

Though there may be many supplements on the market that contain calcium or magnesium or vitamin D, it is important to understand that all supplements are not equal in quality. The

source of calcium, for example, is important to ensure purity. Additionally, if magnesium is combined with calcium—as it should be for optimal benefit—the ratio is important. The amount and type of vitamin D is an important factor also. Some forms are more absorbable than others.

GNLD's Chelated Cal-Mag[®] with Vitamin D₃ provides a unique and convenient way to deliver calcium, magnesium, and 1,000 IU of high-potency Vitamin D₃ to the diet each day. It contains pharmaceutically pure, seashell-sourced calcium in the preferred 2:1 calcium to magnesium ratio. GNLD's proprietary double amino acid chelation supports maximum absorption of calcium and magnesium while including a powerful dose of vitamin D₃, considered the most absorbable form of vitamin D.

You can assume the risk of a diet deficient in calcium, magnesium, and vitamin D. You can try to alleviate that deficiency with three different supplements, hoping to get the most pure forms, the correct ratio, and the benefits of chelation. Or you can make GNLD's Chelated Cal-Mag with 1,000 IU of vitamin D₃ a healthy part of your day, ensuring optimal bone health and more. You Decide.



Make Sure You Get It All!

	GNLD's Chelated Cal-Mag with vitamin D₃	Typical Western Diet	Normal Sun Exposure	Single Calcium Supplement	Single Magnesium Supplement
Adequate Absorbable Calcium	Yes	No	No	Maybe	No
Adequate Absorbable Magnesium	Yes	No	No	No	Maybe
2:1 Preferred Cal-Mag Ratio	Yes	No	No	No	No
1000 IU of Vitamin D ₃	Yes	No	Maybe	Maybe	No
Amino Acid Chelation for easy absorption	Yes	No	No	No	No