

## ***INTRODUCING:***

# **PASTORE FORMULATIONS CALCIUM**

Calcium is critical for healthy bones, but that's not the end of the story. Calcium has also been found to affect weight loss and PMS symptoms, and to assist in protecting women from heart disease. Let's examine the benefits of calcium.

## **CALCIUM INTAKE LEADS TO WEIGHT LOSS IN WOMEN**

Purdue University researchers report that women who take 1000 mg or more of calcium daily experience weight loss regardless of diet or exercise. The findings, published in the December issue of the Journal of the American College of Nutrition, support previous research showing that the individuals who consumed the most calcium had lower body fat.

## **CALCIUM FOUND TO REDUCE PMS SYMPTOMS**

There's hope for women who suffer from PMS symptoms including food cravings. Research indicates that *Calcium reduces PMS symptoms and cravings for high fat and sugar foods.*

A recent double-blind study has shown that pre-menopausal women taking regular calcium citrate supplements of 1200 mg per day have a 47% reduction in overall PMS symptoms. And, another study conducted by the same research team showed a significant reduction in food cravings by women taking a similar calcium supplement.

Additional recent research shows that regular calcium supplementation reduces cravings associated with PMS. In a study of 466 women, those who received 1200 mg of calcium per day had significant reductions in their food cravings compared to the women who did not receive the calcium. These benefits were noted after the women had taken the supplements for three months.

## **CALCIUM CITRATE FOUND TO PROTECT WOMEN FROM HEART DISEASE**

A new large clinical study appearing in the American Journal of Nutrition found bad cholesterol (LDL) was significantly reduced and good cholesterol (HDL) was significantly increased in women who took calcium citrate supplements. *Calcium citrate reduces the risk of heart disease.*

## **DAILY CALCIUM PREVENTS DEFICIENCY**

On a daily basis, the body has demands for calcium. The body requires a certain amount of calcium to flow through its blood and soft tissues for muscles

to contract correctly, for blood to clot, and nerves to carry messages. These demands are in addition to the lifetime calcium requirements for proper bone development and bone density.

When there is a deficiency in calcium, bone density is compromised. This is in addition to other affects on bone density health from factors such as: heredity, diet, sex hormones, physical activity, lifestyle choices, and the use of certain medications.

Because the majority of people affected by osteoporosis are women, many people think of calcium deficiency as only a "woman's problem". The fact that men have larger, stronger bones than women may explain why osteoporosis affects fewer men than women, but today, of the 25 million Americans with osteoporosis, every one in five is a man. In other words, 20% of those affected with osteoporosis are men. It should also be noted, that the percentage rises as age increases, so that after the age of seventy-five, 50% of those affected are men.

Therefore, men also need to assure they get adequate calcium every day. When men don't get adequate amounts of dietary calcium, their bodies meet their calcium needs by stealing the mineral from their bones. This weakens the bones over time and contributes to the development of osteoporosis.

Calcium deficiency may also contribute to a number of other medical conditions, including hypertension, colon cancer and tooth loss. And, unfortunately, today there is a "calcium crisis" among teenagers. Nearly 9 out of 10 girls and 7 out of 10 boys get too little calcium and therefore, suffer from calcium deficiency. This is disturbing, and avoidable.

Getting the proper amount of calcium is easy to do through supplementation.

## **PASTORE FORMULATIONS CALCIUM**

Pastore Formulations Calcium:

- Supports weight loss efforts
- May reduce PMS symptoms
- May protect women from heart disease
- Supports bone health

In addition to these benefits, Pastore Formulations Calcium offers the highest rate of absorption. The calcium in Pastore Formulations new calcium supplement is bound to citrate and chelated to rice protein amino acids to enhance absorption. Many other forms of calcium are not absorbed as efficiently.