

FOCUS

ON NUTRITION



BUILD STRONGER, BETTER BONES

Osteoporosis has been called the “silent disease” because it can arrive unannounced and deplete its unsuspecting victims of precious bone mass. Millions of Americans suffer from this degenerative bone disease, yet a majority of us are not taking the simple, necessary steps to prevent it. When it comes to nutritional supplements, calcium should be at the top of your shopping list.

Got calcium? 5 reasons you need it

1. Avoiding Osteoporosis

Bones are living tissue. Our bodies continually remove and replace small amounts of calcium from our bones as they grow. If more calcium is removed than replaced, bones become weaker and have a greater chance of breaking. This can lead to osteoporosis. Think only women and the elderly are at risk? Wrong. Only 21 percent of Americans are getting enough calcium in their diets. And if you are over 25, your bones have already started to lose density.

2. Building a strong foundation

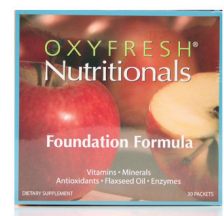
Starting at a young age, we need to be proactive about building healthy bones. Studies show that nurturing the strongest, densest bones possible is essential during our early years before we start losing bone density. It’s like plugging a small leak in a dam. Do it early and the reservoir stays full. Ignore it and you’re likely to have major problems. Put another way, if you wait too long, the bone is gone.

3. Maintaining healthy, active bodies

Calcium is used in muscle contractions, which means repetitive muscle use drains calcium from our bodies. It stands to reason, then, that calcium supplementation is especially important to active bodies. This is true whether you’re an endurance athlete or a weekend recreationist. Satisfying your body’s thirst for calcium is important

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because without proper calcium intake your muscles will not pack their full punch.

4. Filing the voids in our diet

The best natural sources for calcium are milk and dairy products like cheese and yogurt. We also get calcium from peas, beans, soybeans, lentils, potatoes, eggs, fish and fresh leafy vegetables such as spinach. Unfortunately, most Americans do not get the recommended amount of calcium from their daily diets. In United States, about 10 million people have osteoporosis caused by calcium deficiency. Another 34 million people experience low bone mass, placing them at risk of having the disease.

5. Ignoring the problem puts you at risk

Despite all the evidence, there is an alarming rate of ignorance about calcium deficiency. Almost 80 percent of Americans 45 and older do not believe osteoporosis is a risk factor in broken bones, and 40 percent of women and 60 percent of men age 45 and older have little or no concern about their bone health. These numbers show that the millions of Americans at risk for osteoporosis do not know enough about the disease, their personal risk or what they can do to protect their bones.

Closing Thoughts

Bone deterioration is preventable. Nourishing your bones with generous amounts of calcium is the best defense against degenerative bone diseases like osteoporosis. It is crucial to supply your body with the required levels of calcium, as well as the other minerals that affect calcium absorption. Supplementing can reduce the risks and promote strong, healthy bones for life!

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