

# The Importance of Calcium and Vitamin D

For women of all ages and life stages, calcium, vitamin D and exercise are critical to maintaining everyday bone health and helping to reduce the risk of osteoporosis later in life. However, dietary surveys report that almost 80% of women aged 19 and older do not meet the recommended daily intake for calcium<sup>1</sup>.

In addition, many experts now advise that the current recommendations for vitamin D intake are too low to maintain adequate levels of vitamin D in the body and are now recommending higher daily intakes of up to 1000 IU of vitamin D per day. While vitamin D can be obtained from three sources, diet, the sun and supplements, getting adequate vitamin D to meet these higher recommendations from diet alone may be difficult. In addition, many people are limiting their exposure to the sun and as a result, limiting the body's production of vitamin D.

What are the recommended daily intakes for calcium?

Age	Daily Recommended Intake of Calcium <sup>2</sup>
4-8 years	800 mg
9-18 years	1300 mg
19-50 years	1000 mg
51 & over	1200 mg

What levels of vitamin D are being recommended by experts?

Age	Expert Recommendations for Vitamin D
4-8 years	400 IU <sup>3</sup>
9-18 years	400 IU <sup>3</sup>
19-50 years	800 IU <sup>4</sup>
51 & over	1000 IU <sup>4</sup>

## Emerging Research on Vitamin D

Ongoing research suggests the importance of vitamin D for many possible health benefits. Vitamin D plays an important role by promoting calcium absorption and helps to form and maintain strong bones. Now, vitamin D is being investigated for other health benefits, including breast health and heart health.

- **May Support Breast Health\*** - Emerging science suggests there may be a correlation between adequate levels of vitamin D and breast health.
- **May Support Heart Health\*** - Emerging research also suggests that vitamin D as part of a healthy diet and lifestyle may support heart health.

More research on these topics is needed and is currently underway.

## VIACTIV<sup>®</sup> Calcium Soft Chews:

Now, each VIACTIV<sup>®</sup> Calcium Soft Chew contains 500 mg of calcium, 500 IU of vitamin D plus vitamin K – nutrients that are important for healthy bones - in a 20 calorie chew. Just 2 delicious chews a day provide 100% or more of the Daily Value for calcium and vitamins D and K and can help women reach their calcium intake goals.



# Vitamin D

**MAY SUPPORT HEART HEALTH<sup>††\*</sup>**

**BOOSTS CALCIUM ABSORPTION\***

**HELPS MAINTAIN BONE STRENGTH\***

**MAY SUPPORT BREAST HEALTH<sup>\*†</sup>**

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

†Vitamin D is being investigated for breast health benefits. While no medical consensus yet exists, emerging science suggests there may be a correlation between adequate levels of vitamin D and breast health.\* More research is needed.

††Emerging research suggests that vitamin D as part of a healthy diet and lifestyle may support heart health.\*

# More Facts About VIACTIV® Calcium Soft Chews:

- Each chew contains:
  - 500 mg of elemental calcium from 1250 mg of calcium carbonate per chew
  - 500 IU of vitamin D3 to boost calcium absorption
  - 40 mcg of vitamin K which plays a role in the body's formation of bone proteins
- The calcium obtained from VIACTIV® Calcium Soft Chews is as well absorbed as it is from an 8 fl. oz glass of milk<sup>5</sup>
- Kosher – OUD
- Gluten-Free
- Less than 0.5 gm lactose/chew – insignificant for individuals with lactose intolerance



Available in 4 delicious flavors: Milk Chocolate, Caramel, Raspberry and Chocolate Mint

## Directions:

- Take one VIACTIV® Calcium Soft Chew up to two times a day or as recommended by your doctor
- Take with meals for best absorption
- Chew thoroughly before swallowing

Contains Vitamin K – Patients on coumarin-type oral anticoagulants should talk to their doctor because significant changes in vitamin K intake may affect their level of anticoagulation.

## Supplement Facts

Serving Size: 1 chew	Amount Per Serving	% Daily Value
Calories	20	
Calories from Fat	5	
Total Fat	0.5 g	1%*
Saturated Fat	0.5 g	3%*
Total Carbohydrate	3 g	1%*
Sugars	3 g	+
Protein	0.2 g	<1%
Vitamin D	500 IU	125%
Vitamin K	40 mcg	50%
Calcium	500 mg	50%
Phosphorus	5 mg	<1%
Sodium	<15 mg	1%
Potassium	0 mg	0%

\* Percent Daily Values are based on a 2,000 calorie diet  
+ Daily Value not established

**Milk Chocolate Ingredients:** Corn Syrup, Calcium Carbonate, Sugar, Hydrogenated Palm Kernel Oil, Nonfat Milk, Cocoa Powder, Contains 1% or less of Artificial Flavor, Salt, Soy Lecithin, Mono- and Diglycerides, Sodium Phosphate, Vitamin K1, Vitamin D3.

**Caramel Ingredients:** Corn Syrup, Calcium Carbonate, Sugar, Hydrogenated Palm Kernel Oil, Nonfat Milk, Contains 1% or less of Caramel Color, Salt, Natural and Artificial Flavor, Soy Lecithin, Mono- and Diglycerides, Yellow 6, Sodium Phosphate, Vitamin K1, Vitamin D3.

<sup>1</sup>Adapted from NHANES 1999–2002

<sup>2</sup>Source: Institute of Medicine Dietary Reference Intake for Calcium

<sup>3</sup>Wagner CL, Green FR and the Section on Breastfeeding and Committee on Nutrition. Prevention of rickets and vitamin D deficiency in infants, children and adolescents. Pediatrics. 2008; 122(5):1142-1152.

<sup>4</sup>National Osteoporosis Foundation. Accessed July 7, 2009. <http://www.nof.org/prevention/vitaminD.htm>

<sup>5</sup>Heaney R, Weaver C. Presented in part at Federation of American Society of Experimental Biology Annual Meeting 1999; April 17-21.

