



New Calcium Guidelines

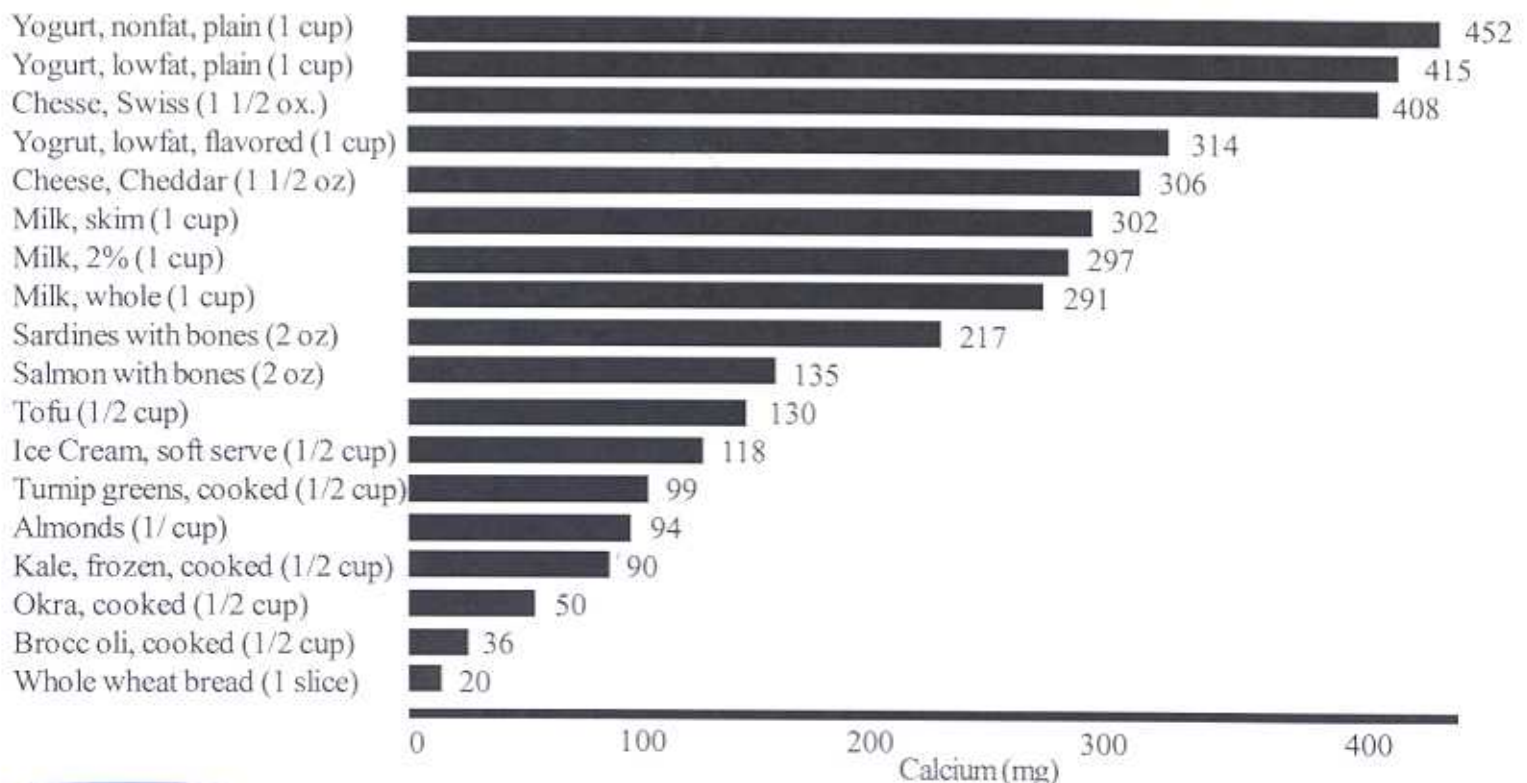


Calcium is a must for strong bones. Most Americans are not getting enough of this essential mineral. This means that men as well as women are at risk for osteoporosis, the brittle-bone disease that can result in serious fractures, explains Sandra C. Raymond, executive director of the National Osteoporosis Foundation.

According to a panel of experts recently assembled by the National Institutes of Health, the current recommended dietary allowances (RDAs) for calcium are not enough to strengthen bones and prevent bone loss later on in life. The panel recommends that the current RDAs be replaced by the optimal calcium intake levels shown below:

Age Group:	Amount of Calcium Needed (in mg):	# Servings
Both Sexes 1-10	800-1,200	2-3
Both Sexes 11-24	1,200-1,500	4-5
Pregnant & Nursing Women under 24	1,200-1,500	4-5
Pregnant & Nursing Women over 24	1,200	4
Women 25-49 (premenopausal)	1,000	3-4
Women 50-64 (postmenopausal, taking estrogen)	1,000	3-4
Women 50-64 (postmenopausal, not taking estrogen)	1,500	5
Women 65 and older	1,500	5
Men 25-64	1,000	3-4
Men 65 and older	1,500	5

CALCIUM CONTRIBUTION OF FOODS



Viactiv Soft Calcium Chews, 1 (one) soft chew is 500mg of calcium

- ◆ Calcium is key to maintaing bone density and general wellness and reducing the risk of osteoporosis
- ◆ 3 out of 4 women do not get enough calcium
- ◆ Dairy foods provide 75 percent of all of the calcium in the U.S. food supply