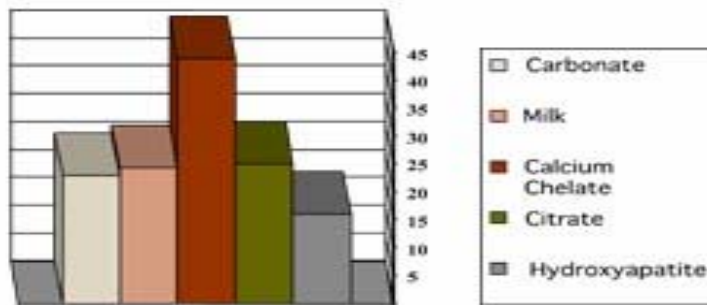


## Calcium Absorption



Over 68% of the American population is Calcium deficient according to government studies.

Most people think of calcium as the mineral for bones and strong teeth. Although it is true that 99% of the body's Calcium is stored in the bones and teeth, Calcium is actually used for a lot more.

Calcium is used in almost every process and reaction in the body. One of the main uses of calcium is the use by the body to neutralize acidic blood. The body will maintain a pH level in the blood of 7.43 at about any cost. If there is too much a fluctuation toward acidic (lower numbers) or alkaline (higher numbers) the body will die! When we eat acidic foods, like red meat, or we drink carbonated drinks, like sodas or alcohol, our bodies become more acidic. The body will automatically dump Calcium from the bones into the blood stream to buffer this reaction. Doing so causes excess bone loss and a tremendous strain on your system.

Most people consume forms of Calcium that are not absorbed very well and they might actually cause harm.

- **Calcium carbonate** is chalk. It is such a poor form of Calcium that Tums and Rolaids didn't even mention it's product as a source for Calcium until they realized the public was uninformed to absorption issues.
- **Calcium citrate** is absorbed at not even half of what the Amino Acid Chelated form is.
- **Hydroxyapatite** is the poorest but yet most widely sold form of Calcium on the market. The vast majority of this form of Calcium doesn't even make it to the blood to be processed and stored in the bones.

A research study on fat storage was published in the Journal of Orthomolecular Medicine showing that excess Calcium can block the thyroid and adrenal hormones which contributes to a drop in the metabolic rate and fat burning potential. Poor forms of calcium like Carbonates, Citrates and Coral Calcium are not absorbed into the bone and can cause problems like these in the blood because they are inferior and block metabolic pathways. Amino Acid Chelated Calcium does not reside in the blood stream where it can cause those problems. AA Calcium is stored in the bones and teeth and used when needed.

The bottom line is that our lifestyles in North America make it so we need more calcium in our diet. The media promotes the advantages to supplement with Calcium but most of the Calcium supplements on the market today are in forms that are not easily absorbed.

OHS' Optimal Calcium provides ONLY Amino Acid Chelated Calcium in the right amounts so that every thing that is on the label is actually absorbed.

Example:

1,000 milligrams of Calcium Citrate yields 21% Calcium (210 milligrams of Calcium)

Out of the 210 milligrams of Calcium, if it is absorbed at 20%, then your body will absorb 42 milligrams into the bloodstream.

In this example, after taking 1000 milligrams of Calcium Citrate, your body absorbs only 42 milligrams into the bloodstream.

What you read on the label of OHS product is the actual amount delivered to the cells, thus you don't need as much label claim.