

**For Optimal Results,
Make Sure Your MCHC:**

- Provides highly absorbable calcium, magnesium, phosphorus, and a full spectrum of trace minerals in their natural ratios.
- Provides naturally occurring protein and organic factors (22%-28%), including growth factors, amino acids, and Type 1 collagen.
- Is properly processed to retain the delicate factors that are so important for its effectiveness and quality.
- Is pure and unadulterated—collagen analysis should indicate approximately 20% collagen, the majority of which is Type 1.
- Retains its microcrystalline (very small particle) structure. The smaller the particle size, the better it can be digested and absorbed.
- Is assayed for microbial and heavy metal contamination.
- Is obtained from BSE (“Mad Cow Disease”)-free cattle that are range-fed and raised in a pesticide-free environment.

Now is the Time to Build Strong Bones

No Matter What Your Age!



Everyone should be concerned about **bone loss**, not only the elderly. **Building strong bones, especially before age 30,** can help **prevent osteoporosis.**



Freephone 0800 212 742

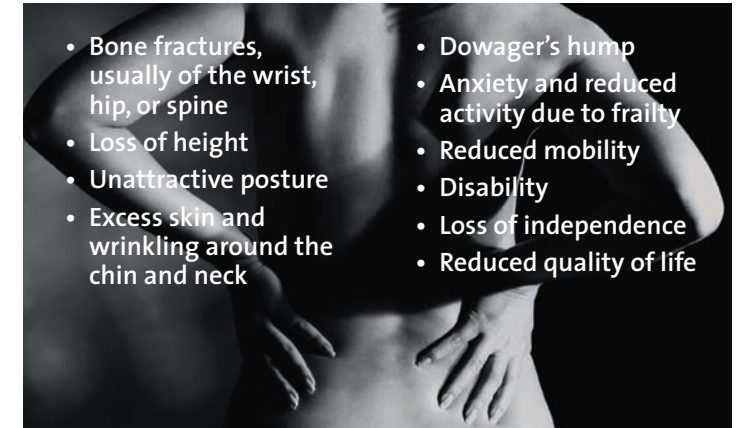
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Osteoporosis is a condition of thin, brittle bones that develops *silently* over *many* decades.

Did you know that osteoporosis can result in:

Because it is a silent disease, many people don't even discover they have osteoporosis until they fracture a bone or crack a rib! To maximize your mobility, appearance, independence, and quality of life as you age, take steps to ensure your skeletal health **NOW.**



- Bone fractures, usually of the wrist, hip, or spine
- Loss of height
- Unattractive posture
- Excess skin and wrinkling around the chin and neck
- Dowager's hump
- Anxiety and reduced activity due to frailty
- Reduced mobility
- Disability
- Loss of independence
- Reduced quality of life

“1 in 2 women and 1 in 8 men over the age of 50 will suffer an osteoporosis-related fracture in their lifetime.”

Are You at Risk of Osteoporosis? Find out now—take this quiz:

- White or Asian ethnicity
- Female
- Thin or small bone frame
- Family history of bone loss with age
- Postmenopausal or surgical hysterectomy
- High protein diet
- Low stomach acid or frequent indigestion
- Lack of weight-bearing exercise
- Cigarette smoking
- Excessive intake of caffeine or alcohol
- Advanced age
- Less than optimal intakes of calcium, magnesium, and other nutrients needed for new bone formation
- Long-term use of anticonvulsants and blood-thinning medications
- Regular use of aluminum-containing antacids
- Regular use of diuretics such as Lasix, Bumex, Edecrin, and Demadex
- Hyperparathyroidism, Type 1 diabetes, thyrotoxicosis, or Cushing's syndrome
- Long-term prednisone or cortisone therapy

If you checked three or more of the above statements, talk to your doctor about osteoporosis prevention TODAY! Only your doctor can make a diagnosis. But don't wait until you have osteoporosis to do something about it..



There are **two** ways to reduce your risk of osteoporosis:

1 Maximize your peak bone mass.

At about age 30 you achieve your peak bone mass—the greatest bone density you will achieve in your lifetime. By maximizing your peak bone mass, you ensure the greatest protection possible against the natural bone loss that occurs with age. In other words, the more bone you have at 30... the more you will have at 80!

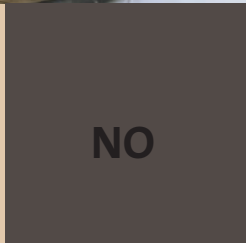
2 Minimize age-related bone loss.

Until about age 30 you build and store bone efficiently. Then, as part of the aging process, the rate of bone loss begins to exceed the rate of bone building. The good news is that even if you already have osteoporosis you can dramatically slow your rate of bone loss, and in some cases even improve your bone density, by following the recommendations below. It's never too late to do something about bone loss!

Choose a Proven, Safe, All-Natural Approach...

To Maximize Peak Bone Mass and Minimize Age-Related Bone Loss

- [1] Take MCHC (microcrystalline hydroxyapatite concentrate) for comprehensive bone nourishment.
- [2] Increase your intake of green, leafy vegetables; legumes, nuts, and seeds; whole, fresh foods; and/or select dairy products. These foods are great, natural sources of calcium.
- [3] Avoid excess alcohol and caffeine consumption. These lower the amount of calcium in your body and may reduce bone formation.
- [4] Reduce excessive protein intake.
- [5] Don't smoke—tobacco use is associated with weak bones.
- [6] Avoid aluminum cookware and aluminum-containing antacids. Aluminum can displace calcium in the body.
- [7] Include regular weight-bearing exercise such as walking, biking, aerobics, or weight-lifting.



What is MCHC? MCHC (microcrystalline hydroxyapatite concentrate) is an all-natural, bovine-derived, whole-bone supplement. It promotes the formation of bone and reduces bone loss. Because MCHC is derived from whole bone, it provides many of the factors—in addition to calcium—that are necessary for comprehensive bone nourishment. These include:

Proteins and Organic Factors

Amino acids and other organic compounds are important elements in healthy bones. These substances are thought to provide secondary support for bone development.

Bone-Derived Growth Factors

Exciting, preliminary research suggests that the presence and activity of these growth factors may be one important reason why MCHC is so effective.

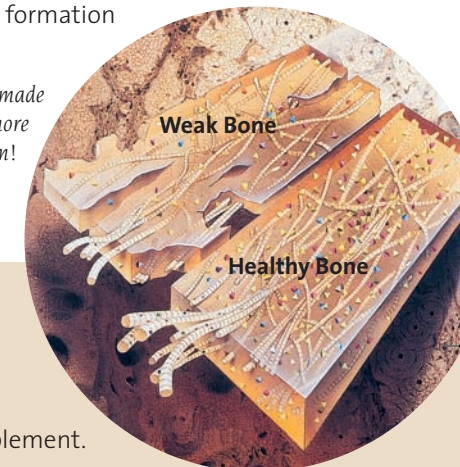
Macro Minerals

Calcium, magnesium, and phosphorus are essential for bone mineralization.

Trace Minerals

Trace minerals such as zinc, boron, copper, and manganese are necessary co-factors in the formation of new bone.

Healthy bone is made of much more than calcium!



Why Choose MCHC for Bone Support?

- With its highly absorbable calcium, magnesium, trace minerals, and organic factors, it provides comprehensive bone nourishment.
- It mirrors the composition and mineral ratios of bone, making it highly compatible with your body and extremely well absorbed.
- It's an all-natural substance that has been used extensively as a food supplement.
- It's been well researched over the past three decades in Europe and America.
- Several human studies have shown that MCHC reduces bone loss.

All MCHC supplements are NOT alike!

Many bone preparations are processed at high temperatures. Such processing can completely destroy all the delicate organic factors—proteins, growth factors, amino acids—that are so important for MCHC's effectiveness. Such products may be called bone meal or even hydroxyapatite, but research has shown that they are not as effective.

Now that you know the facts about comprehensive bone nutrition, why choose anything less than pure, properly processed, high quality, all-natural MCHC?

Comparison of High Quality MCHC with Other Forms of Calcium Supplementation

	Cold-Processed MCHC	Heat-Processed Bone Product	TriCalcium Phosphate	Calcium Carbonate & Calcium Chelate
Mineral Complex (Hydroxyapatite)	✓	✓		
Calcium	✓	✓	✓	✓
Magnesium	✓	✓		possibly
Phosphorus	✓	✓	✓	possibly
Trace Minerals (zinc, boron, manganese, copper, etc.)	✓	✓		possibly a few
Protein	✓	trace		
Growth Factors	✓			
Type 1 Collagen	✓	trace		
Bone Amino Acids	✓	trace		
Organic Factors (mucopoly-saccharides)	✓			

To learn more about how to choose the purest and most effective MCHC supplement, read the back panel...