



## Caltrate<sup>®</sup> Fact Sheet

### About Calcium and Vitamin D

- Calcium is an essential nutrient that helps build and maintain bones, muscles and teeth, yet 90% of postmenopausal women do not get enough calcium from food alone, leaving their bodies to steal it from their bones\*
- Calcium should be taken in conjunction with vitamin D because vitamin D helps the body:
  - Absorb calcium, for the development and maintenance of bones \*
  - Support mobility as it may help improve muscle health/strength\*
- Leading experts believe up to 77% of Americans have insufficient levels of vitamin D, thus increasing their risk for falls and fractures.
- Guidelines from the Institute of Medicine recommend 1,000mg of calcium for adults ages 19 to 50 and 1,200mg of calcium for women 51 years and older
- 600 IU of vitamin D is recommended for adults aged 19 to 70 years, and 800 IU for ages 70+
  - Caltrate<sup>®</sup> now has Double the Vitamin D to help maximize calcium absorption.\*

### About Caltrate<sup>®</sup>

- Caltrate<sup>®</sup> is the #1-selling brand of calcium and vitamin D supplements
- Caltrate<sup>®</sup> helps provide the recommended amounts of calcium and vitamin D<sub>3</sub> women need to keep their bodies healthy and bones strong so they can keep moving\*
- The Caltrate<sup>®</sup> family of products includes:
  - Caltrate<sup>®</sup> Gummy Bites (in great tasting Orange, Strawberry and Black Cherry flavors);
    - 1,000 mg of Calcium
    - 1,600 IU of Vitamin D<sub>3</sub>
  - Caltrate<sup>®</sup> Soft Chews (in delicious Chocolate Truffle & Vanilla Crème flavors);
    - 1,200 mg of Calcium
    - 800 IU of Vitamin D<sub>3</sub>
  - Caltrate<sup>®</sup> 600+D (Calcium & Vitamin D<sub>3</sub>) tablets;
    - 1,200 mg of Calcium
    - 1,600 IU of Vitamin D<sub>3</sub>
  - Caltrate<sup>®</sup> 600+D PLUS Minerals (Calcium/Vitamin D<sub>3</sub>/ plus Magnesium and four other bone fortifying minerals) available in chewable and tablet forms.
    - 1200 mg of calcium
    - 1600 IU of vitamin D<sub>3</sub>
- Caltrate 600+D, Caltrate 600+D Plus Minerals and Caltrate 600+D Plus Minerals Chewables now have Double the Vitamin D<sub>3</sub>, (compared with original formula) more than any other leading brand!
- For more information on Caltrate<sup>®</sup> visit [www.Caltrate.com](http://www.Caltrate.com) or [Facebook.com/Caltrate](https://www.facebook.com/Caltrate)

### About 'Women Move the World'

- For more than 25 years, Caltrate<sup>®</sup> has helped replenish the calcium and vitamin D women need each day to keep their bodies active – so they can juggle the many important roles in their lives – and keep moving the world physically, emotionally and for the causes they believe in.

*\* These statements have not been evaluated by the U.S. Food and Drug Administration (FDA). These products are not intended to diagnose, treat, cure or prevent any disease.*