

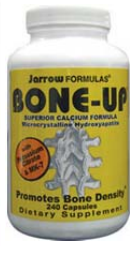

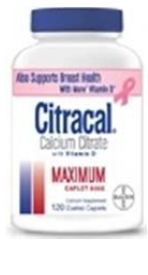



Why Osteo-K™ Clobbers the Competition
How does your calcium supplement compare?

Based on recommended daily usage.						
	OSTEO-K	OSTEO-K MINIS	BONE-UP	VIACTIV	CITRACAL MAXIMUM	CALTRATE
Calcium (all forms)	1000 mg (as calcium citrate)	400 mg (as calcium dimalate)	1000 mg	1000 mg	630 mg	1200 mg
Vitamin D3	2000 IU	2000 IU	1000 IU	400 IU	500 IU	800 IU
Vitamin K2 (as MK4™)	45 mg	45 mg	—	—	—	—
Vitamin K2 (as MK7)*	—	—	10 mcg	—	—	—
Vitamin K1** (phylloquinone)	—	—	100 mcg	80 mcg	—	—
Magnesium	—	—	500 mg (oxide)†	—	—	—
Boron	—	—	3 mg	—	—	—
Fracture reduction‡	87%	87%	16%	16%	16%	16%
						

‡**Fracture Reduction.** Most dietary supplements contain ingredients that have never been shown to decrease fractures and inferior forms of ingredients that the body cannot absorb and use. Calcium and vitamin D have only been shown to decrease fractures by about 16%. However, research shows that when MK4 is added to an osteoporosis supplement it can decrease fractures by up to 87%. Other ingredients, such as MK7, magnesium and boron in osteoporosis supplements have never been shown to reduce fractures in human clinical trials.

***MK7.** Bone health supplements that use MK7 are using an ingredient that has never been shown in any clinical trial to reduce fractures. Additionally, while MK4 is naturally produced in the body, MK7 is not. Nonetheless, this inferior form of vitamin K2 is what most manufacturers put in their calcium supplements when they contain vitamin K2.

****Vitamin K1.** Vitamin K1 is naturally found in green leafy vegetables. Research confirms that a diet high in green leafy vegetables may decrease fractures, but there are no clinical trials showing fracture reduction from taking a calcium supplement containing vitamin K1.

†**Oxide minerals.** The “oxide” form of minerals, such as magnesium, is an inferior form of mineral. The body can only absorb 2% of the magnesium when it’s in the oxide form. Even though it says you’re getting 500 mg magnesium, your body can only absorb about 10 mg. The rest passes right through you and out your stool.

References: Vitamin K and the Prevention of Fractures: Systematic Review and Meta-analysis of Randomized Controlled Trials, by Cockayne S, Adamson J, et. al.. *Arch Intern Med.* 2006;166(12):1256-1261; **Vitamin D and Calcium Supplementation Prevents Osteoporotic Fractures in Elderly Community Dwelling Residents: A Pragmatic Population-Based 3-Year Intervention Study,** by Larsen ER, Mosekilde L, et. al. *Journal of Bone and Mineral Research.* 2004;19(3):370-378; **Menatetrenone and vitamin D2 with calcium supplements prevent nonvertebral fracture in elderly women with Alzheimer’s disease,** by Sato Y, Kanoko T, et. al. *Bone.* 2005;36(1):61-68; **Vitamin K2 (Menatetrenone) Effectively Prevents Fractures and Sustains Lumbar Bone Mineral Density in Osteoporosis,** by Shiraki M, Shiraki Y, et. al. *Journal of Bone and Mineral Research.* 2000;15(3):515-522.

DISCLAIMER: These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.