



# AIM CalciAIM™

CalciAIM™ provides highly absorbable calcium and supporting nutrients that are crucial to proper skeletal function and overall wellness.

There are 206 bones in the adult human body. Along with cartilage, those bones comprise the entire skeletal system, and their strength is imperative to good health. Proper bone density is dependent upon adequate amounts of calcium, the most abundant mineral in the human body. More than 99 percent of the nutrient is stored in the bones and teeth to support their structure. According to study data, more than three-quarters of Americans aren't getting the daily required amount of calcium in their diets. The consequences of this rampant calcium deficiency range from an increased risk of fractures to osteoporosis.

The high rate of calcium deficiency can be explained by the lack of primary food sources of calcium in the modern diet. Dietary supplementation, therefore, is necessary for most Americans to receive adequate amounts of calcium.

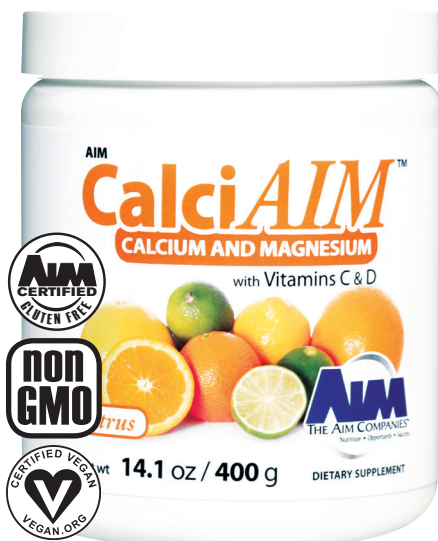
What many don't realize is that calcium deficiency is a health concern at all ages, not just for those 60 years of age and older. In fact, the recommended intake is higher from the ages of nine to eighteen than it is for those over the age of fifty. Osteoporosis can affect children as young as twelve, demonstrating that adequate calcium intake is important during the early stages of bone formation and growth.

In addition to its essential role in bone health, calcium is used by the body in several other ways. The nutrient is responsible for proper muscle contraction, central nervous system function, and hormone secretion. Research also suggests that a diet high in calcium may help lower and maintain blood pressure levels.

## Types of Calcium

CalciAIM is a natural citrus drink mix that features calcium carbonate, one of the most difficult forms of calcium to digest for two reasons. First, calcium carbonate is the most abundant naturally occurring form of calcium. Second, AIM used science to turn this poorly absorbable mineral salt into its most absorbable form, ionic calcium.

How did AIM do this? This phenomenon occurs when water is added to the balanced blend of calcium salts and citric and malic



## Key Benefits and Features

- Provides a unique combination of calcium lactate, gluconate, and carbonate in a bioavailable drink mix
- Vitamin D helps maintain cardiovascular health
- Stevia and xylitol provide the sweetness without the added sugar or concern of cavities
- An optimized calcium delivery system superior to tablets or capsules
- Each serving contains 386 mg of calcium
- An easy-to-use recommended serving chart based on age
- Provides a juice blend of mandarin and Valencia orange, carrot, Tahitian lime, and lemon that contribute natural occurring calcium from fruit
- Contains significant amounts of the complementary calcium nutrients, including magnesium, zinc, copper, and vitamins D, A, and C
- No added sugars, artificial colors, or sweeteners
- Ideal pH for creating the most absorbable form of ionic calcium

acids. The mixture results in a conversion from insoluble carbonate to soluble forms of calcium known as calcium citrate malate and, better yet, free-ionic calcium. This transformation occurs in the glass before you drink CalciAIM.

CalciAIM also contains two other forms of the mineral, calcium lactate and calcium gluconate. Calcium lactate is a soluble organic form of calcium that is bioavailable throughout the entire digestive tract. Calcium gluconate is a highly soluble form of calcium. It also inhibits kidney stone formation and stimulates bifidobacteria in the intestine, enhancing the absorption of calcium.

As you age, your stomach cannot produce adequate amounts of acid to absorb calcium properly. *The Physician's Desk Reference* states, "The average person can only absorb 20 percent of calcium from tablets and 30 percent from capsules. Solubilized in a beverage, calcium powder provides approximately 98 percent of its bioavailable elemental calcium."

Proper calcium absorption is also dependent on acid. Calcium and magnesium become highly ionized in the pH range of 1 to 4. CalciAIM pH ranges from 4.0 to 4.2. This low pH is achieved by the inclusion of citric acid and malic acid in CalciAIM.

Each serving of CalciAIM provides 386 mg of calcium.

To complement the three forms of calcium, CalciAIM contains several other nutrients that support bone health and maintenance, including:

### Vitamin D

Ergocalciferol is a natural source of vitamin D derived from plants. Vitamin D is required for bone development and growth in children, maintenance of bones in adults, and prevention of osteoporosis and fractures in the elderly. This vitamin helps in the absorption and utilization of both calcium and phosphorous. According to the Vitamin D Council, maintaining adequate levels of vitamin D has been linked to a decreased risk of several degenerative diseases, including diabetes, osteoarthritis, and multiple sclerosis. CalciAIM provides your body with 283 international units (IU) or 7 mcg of vitamin D in every scoop.

### Magnesium

Magnesium is a mineral involved in hundreds of biochemical reactions in the body. Along with assisting in calcium uptake, magnesium plays a role in carbohydrate metabolism, muscle contraction, nerve transmission, and bone mineralization. Magnesium also has a vital role as a catalyst in enzyme activity, especially for enzymes involved in the production of energy.

### Zinc

Zinc is important in calcium absorption. Studies reveal that a low intake of zinc and low blood zinc levels can result in an increased risk of osteoporosis for men and women. Zinc also supports the immune system.

### Copper

Copper is an essential micronutrient and plays a role in the formation of bones.

### Vitamin C

Vitamin C is a powerful antioxidant that can improve immune, gum, and dental health. In addition, when paired with L-lysine, the vitamin can improve the development and maintenance of cartilage.

### L-lysine HCL

L-lysine HCL is an essential amino acid that must come from diet or supplementation. L-lysine can enhance the absorption of calcium into the bloodstream and limit its excretion by the urinary system.

### Other nutrients

In addition to these nutrients, CalciAIM also contains chicory root extract (prebiotic, calcium solubility), maltodextrin (nutrient preservation), xylitol (improved oral health), stevia leaf extract (natural sweetener), silicon dioxide (anti-caking), natural fruit flavors, and xanthan gum (texture).

The CalciAIM juice blend is composed of mandarin and Valencia orange, carrot, Tahitian lime, and lemon juices. This juice blend contributes natural calcium from these calcium-rich fruits. Each scoop contains 17 percent juice.

## Q & A

### Can I take other products in conjunction with CalciAIM?

Yes. CalciAIM can be mixed with all AIM products.

The vitamin K1 content in AIM BarleyLife® and AIM LeafGreens® complements CalciAIM and may lessen the risks associated with calcium deficiency. CalciAIM and AIM Peak Endurance® taste great when mixed together.

Although CalciAIM is mildly acidic, it can be mixed with BarleyLife because the combination of both products is less acidic than your stomach. High-fiber beverages like AIM Herbal Fiberblend® will slow the rate of calcium absorption, but both products will still provide benefits.

### Is there anyone who should not use CalciAIM?

This product is not recommended for those under the age of 4 and those on calcium-restricted diets due to heart disease medications. Consult a health care practitioner prior to use if pregnant, nursing, or taking medications.

### How much CalciAIM should I take?

Please follow this recommended Daily Servings chart:

Age	Recommended Daily Servings	Calcium from CalciAIM™	Magnesium from CalciAIM™
4 - 8	<b>1</b>	386 mg	104 mg
9 - 18	<b>2</b>	772 mg	208 mg
19 - 50			
Over 51	<b>3</b>	1,158 mg	312 mg

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