

ellactiva®

Calcium Supplement



“All the Calcium you need”



ellactiva®

Calcium Supplement

ellactiva® for Coeliacs

ellactiva® calcium contains < 20 ppm of gluten, therefore making them suitable for a gluten free diet.

ellactiva® for Vegetarians

ellactiva® calcium chews contain condensed skimmed milk. If you are vegetarian and consume dairy products ellactiva® calcium chews are suitable for your diet.

Nutrition Information

Typical Values	Per 2 chews	%RDA
Calories	168 kj/ 40kcal	
Protein	0.2g	
Carbohydrate	4.8g	
Fat	1.2g	
Calcium	800mg	100
Vitamin D (as D3 200 iu)	5ug	100

%RDA= Recommended Daily Allowance

Dosage

Stage of Life	RDA mg	No. of ellactiva chews per day
Infants	270	Supplements not recommended
Children 1-3 yrs	500	Supplements not recommended
Children 4-8 yrs	800	2 ellactiva chews per day
Adolescents 9-18 yrs	1300	3 ellactiva chews per day
Adults 19-50 yrs	800	2 ellactiva chews per day
Pregnancy, Lactation	1200	3 ellactiva chews per day
Menopause & 51 yrs+	1200	3 ellactiva chews per day

Each Chew contains only
20 calories!



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ellactiva® soft, creamy chews are a delicious and effective way to achieve the recommended daily intake of calcium required. The revolutionary chew is in a convenient format, overcoming the difficulties of Dysphagia without the chalkiness of the common chewable calcium tablets. Containing Calvital 400®, a unique complex of natural milk minerals and other key bone-building nutrients, just two chews will provide 100% of the recommended daily allowance of calcium and Vitamin D.

Calvital 400® composition

Calcium Carbonate, Vitamin D3, Natural Milk Minerals Complex rich in Calcium, Phosphorous and Magnesium. The benefits include:

- Contains highly bio-available milk minerals, proven to be very effective for healthy bones.
- Very clean taste, better than other calcium ingredients.
- Ca:P ratio of 2.20:1 contributes to efficient calcium absorption.
- Derived from a natural dairy source.

ellactiva® is vital for

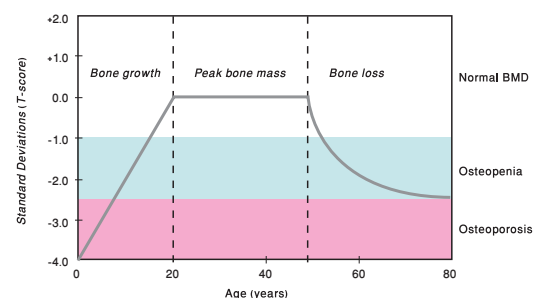
Menopausal Women: regular calcium intake can help prevent osteoporosis in menopausal women and can also reduce the effects of osteoporosis such as bone loss and frailty.

Younger Women: younger women can counter the onset of osteoporosis at a later age by increasing their bone density through ensuring their bodies' daily calcium requirements are met.

Pregnant and Nursing mothers: calcium is especially important for pregnant and nursing mothers with supplementary calcium needs for themselves and their developing babies.

Growing Children: growing children need to be provided with their daily calcium needs to ensure the healthy development of their teeth and bones.

ellactiva® can help support bone growth, maintain peak bone mass and counter the effects of bone loss



BMD: Bone Mineral Density

T-scores: is the number of standard deviations below the average for a young adult at peak bone density. There are different T-scores depending on which group of young adults were used.
Normal bone: T-scores better than -1
Osteopenia: T-scores between -1 and -2.5
Osteoporosis: T-scores less than -2.5

The Role of Calcium

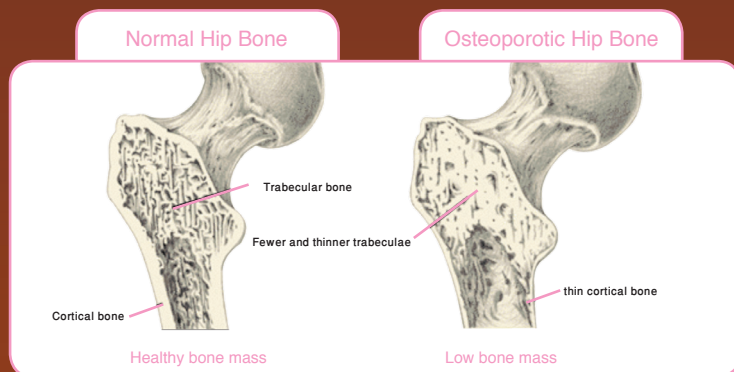
- The typical body has 1000g of calcium,
 - 99% of which is in the bones and teeth where its primary role is structural.
- The remaining 1% is in our blood and soft tissue and helps regulate muscle contractions including your heartbeat,
 - Making sure nerves carry messages and blood clots normally.
- The blood will always take priority in using calcium so if the body does not have enough calcium it takes it from the bones as an emergency supply to ensure the blood and soft tissue has enough calcium to work properly.
- Calcium is metabolized in the body by vitamin D.

Calcium Deficiency

- If there is insufficient calcium in a person's diet over a period of time (or insufficient vitamin D to metabolize it) the body will continue to break down more bone than it makes.
- Consequently, high risks of bone health will start to arise:

Weakened bones **Osteoporosis**

Hip bone break down due to Osteoporosis



Facts

- 35% of people suffer from Dysphagia (difficulty in swallowing) with a higher percentage of sufferers in the elderly.
- 58% of women consume less than 800mg of calcium per day
- 68% of women aged 25-34 consume less than 800mg per day.



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