

SHAKLEE®



OsteoMatrix™

BONE HEALTH

- **Osteoporosis is a major health issue for 44 million Americans**
 - 1 in every 2 women and 1 in every 4 men over 50 will have an osteoporosis-related fracture in their lifetime
- Americans have the highest intake of calcium through dairy products in the world... **yet they have the highest rate of Osteoporosis**

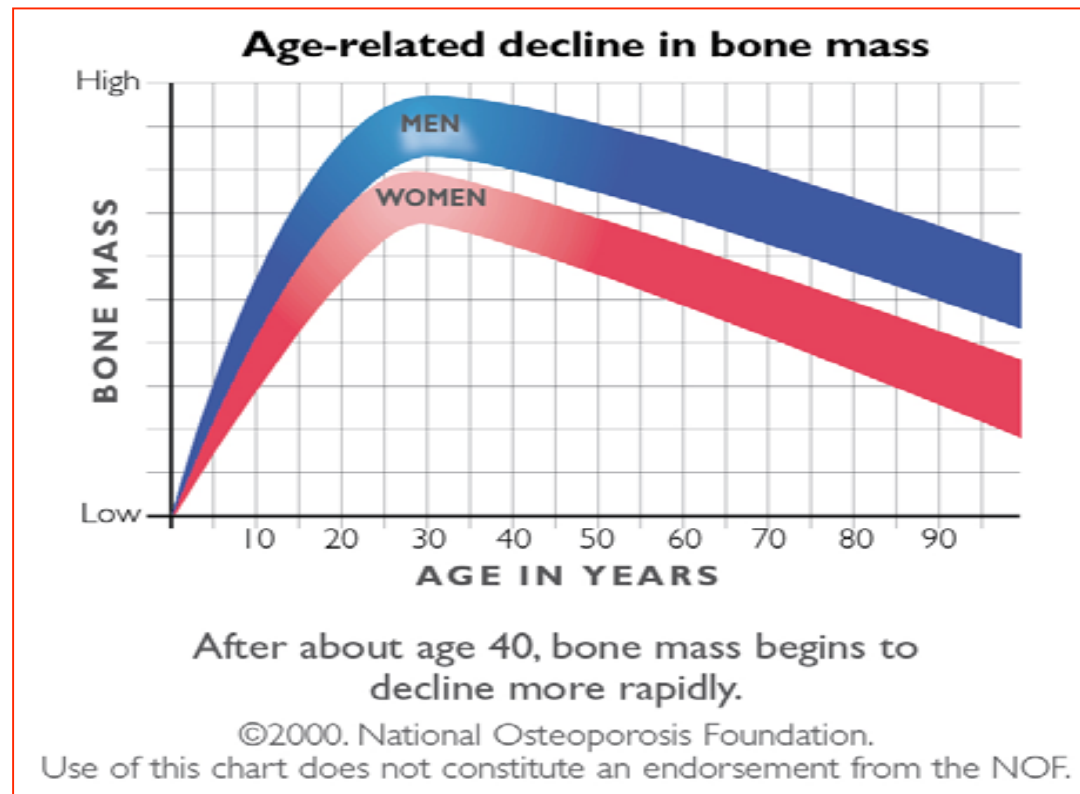
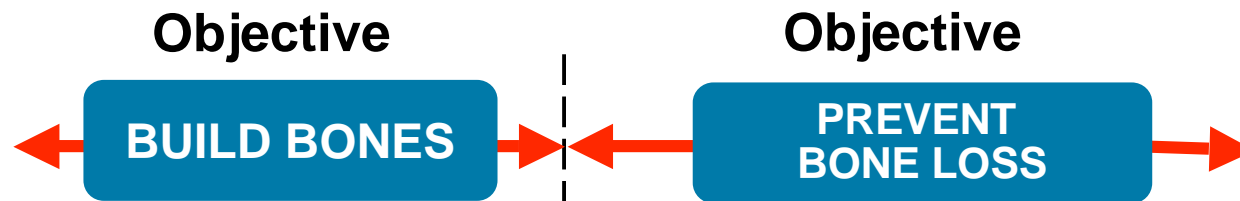
Adequate calcium intake is important, but daily intake above 2,000 mg is not likely to provide any additional benefits.

FACT

Health Experts are concerned about the bone health of teens and young men and women due to dietary choices

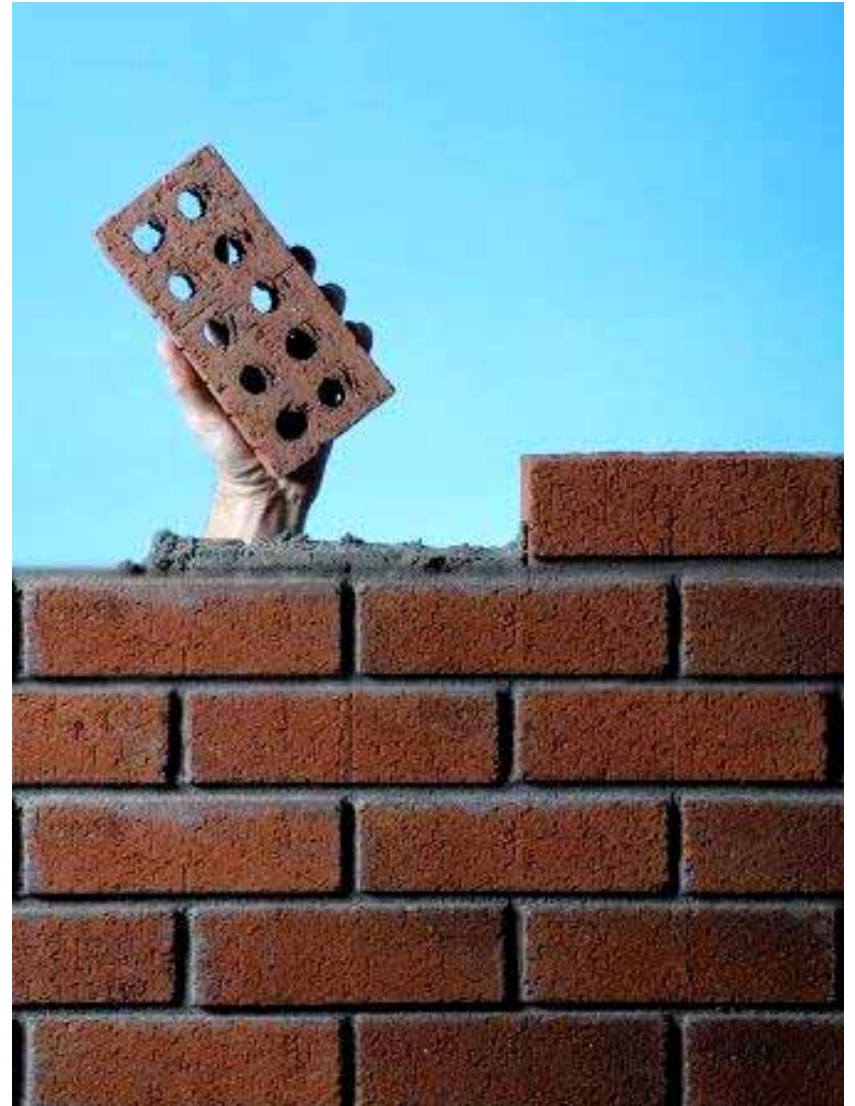
- Teenagers are drinking less milk and increasing their consumption of sodas.
- Sodas *leach* calcium out of the bones

PEAK BONE BUILDING OCCURS AROUND AGE 28 – THEN STARTS TO DECLINE



IT TAKES MORE THAN JUST CALCIUM TO BUILD STRONG, HEALTHY BONES

- Throughout your life, calcium forms the bricks that help build and maintain strong bones.
- But your body also needs other key nutrients including magnesium, vitamins D & K, and others for the mortar that fortifies the bone matrix.



OSTEOMATRIX™

The nutritional bricks and mortar your bones need!



- **More than Just Calcium**
 - Comprehensive Bone-Building Formula
 - More nutrients than leading brands
- **Clinically Proven Absorption**
 - Proven to increase blood calcium levels
- **Easy to Take**
 - Small, coated caplets
 - Daily dose is only 4 caplets

COMPREHENSIVE BONE-BUILDING FORMULA*



Nature's most concentrated and absorbable sources of elemental **Calcium**

100% DV of **Magnesium** essential for bone matrix formation

100% DV of **vitamin D** stimulates calcium absorption

Clinically proven amounts of **Boron**
A catalyst for bone formation*

Vitamin K for proper mineral binding

Copper, zinc, and manganese to activate bone forming enzymes

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Shaklee OsteoMatrix™

MORE BONE-BUILDING NUTRIENTS THAN LEADING BRANDS

OsteoMatrix™

More bone-building nutrients than the leading brands in an easy-to-swallow caplet



OsteoMatrix™

Caltrate® 600+D

Citracal® +D

Os-Cal® 500+D

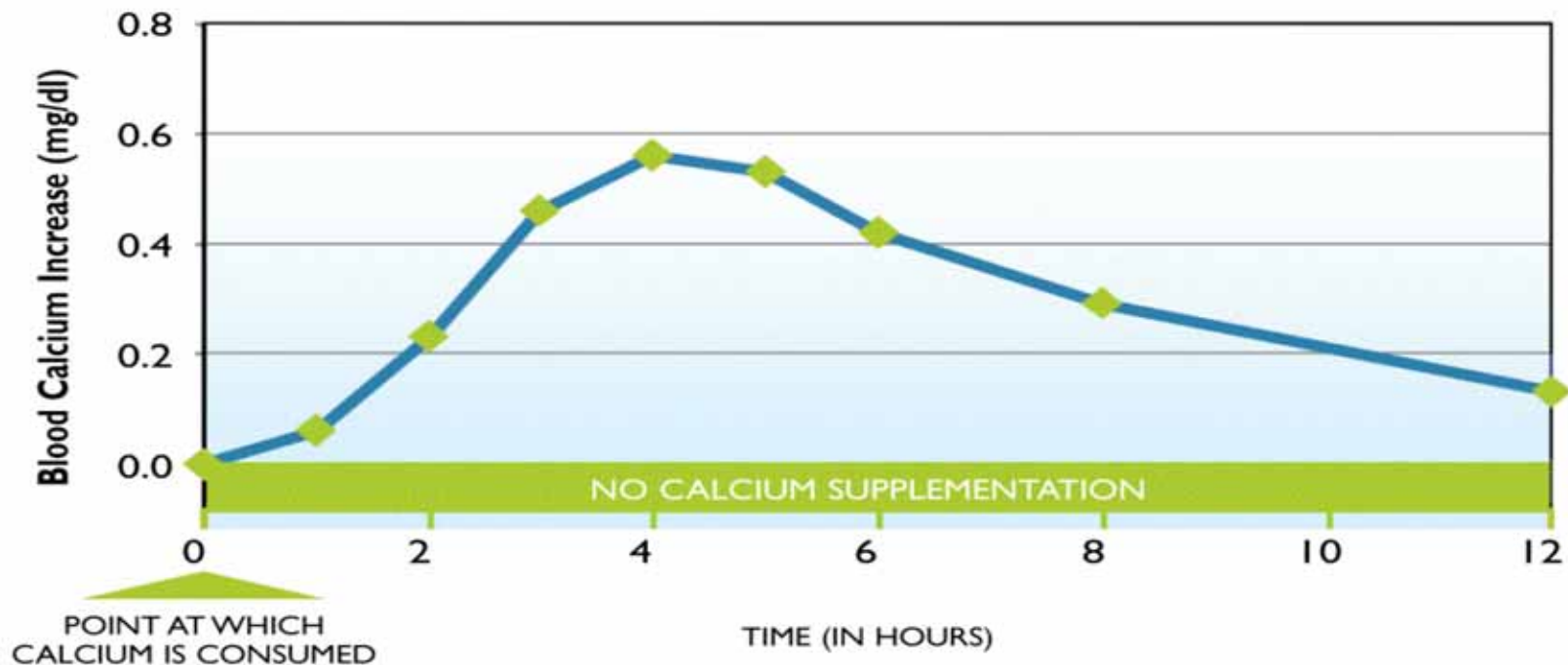
Calcium	1,000 mg	1,000 mg	1,000 mg	1,000 mg
Magnesium	400 mg	—	—	—
Vitamin D	400 IU	400 IU	636 IU	400 IU
Boron	3 mg	—	—	—
Vitamin K	40 mcg	—	—	—
Zinc	1.5 mg	—	—	—
Copper	0.2 mg	—	—	—
Manganese	0.2 mg	—	—	—
Tablet Size (shown actual size)				

Comparison is based on 1,200 mg of calcium. Source: Nielsen, FDMx, 52 weeks ending 10/8/05. This comparison of label ingredients was conducted on November 28, 2005 and is valid only for the named products marketed at that time. All trademarks are the property of their respective owners.

**EASY-TO-SWALLOW,
COATED
CAPLETS**

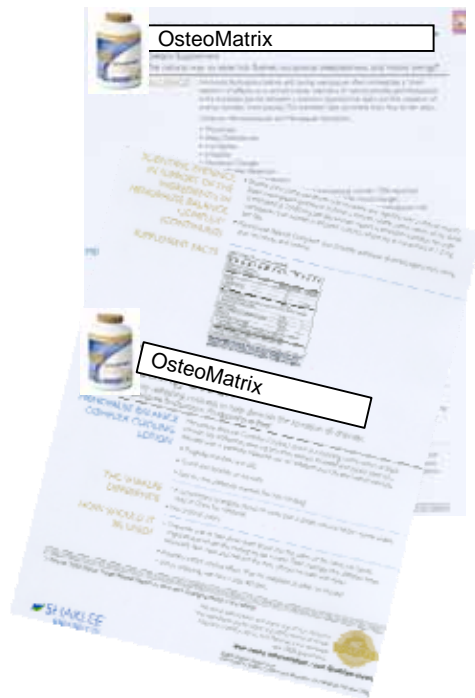
OsteoMatrix™

Clinically proven to increase calcium absorption



The best way to measure calcium absorption from a supplement is to measure changes in blood calcium levels after supplement consumption. Consumption of just two caplets of OsteoMatrix resulted in statistically significant increases in blood calcium levels for up to 12 hours.

Support Materials



- OsteoMatrix Brochure (English #75278 / Spanish #75279)
- www.ShakleeOsteoMatrix.com
- OsteoMatrix Product Info Sheet