

DAILY BONE CARE

FOOD COMPOUND VITAMIN

Vitamin, Mineral & Herbal Formula

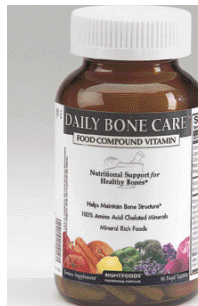


Nutritional Support *for*
Healthy Bones

Helps Maintain Bone Structure

100% Amino Acid Chelated Minerals

Mineral Rich Foods



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Product Rationale
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RIGHTFOODS™ DAILY BONE CARE

Rationale

The fundamental reasons and logical basis used to formulate RIGHTFOODS™ Daily Bone Care.

To Maximize Nutrient Utilization by Providing A Complete Active Range™ of Foods In A Broad Spectrum Formula.

No Nutrient Works Without The Benefit Of Food.

The latest research indicates that Food Compounds in food are needed to deliver nutrients to the cells. When these factors naturally occur you have the most efficient delivery mechanism. Food is the most effective method of nutrient delivery.

RIGHTFOODS™ Provides The Foods That Make The Vitamins And Minerals Work.

Recent science has proven that food is the key to nutrient delivery and utilization. Cutting edge scientific research on optimum health maintenance and preventative care indicates the undeniable importance of food. The broadest spectrum of Food Compounds from food, and the factors found in food, such as pigments, the enzymes and protein chaperones, are the most direct path to optimal Health.

A Broad Range Of Supplemental Components.

The human body needs a broad spectrum of nutrients to maintain optimal health. Eating to stay healthy is not as easy as it seems. A study in the July 16, 1999, issue of *Science* reports that people living in the United States and other industrialized nations often fail to obtain recommended daily minimums of essential nutrients. This is despite the fact that meals contain a nearly endless variety of food.

Research reveals an enhanced physiological response is obtained from moderate amounts of a broad spectrum of foods and food compounds. This broad spectrum of moderate supplemental and nutritive components provides greater health benefits than large amounts of one isolated supplement fraction or the isolated active constituents of a plant.

Bone is a dynamic tissue that is in a constant flux of resorption (breaking down) and restoration (rebuilding). To maintain a balance between these actions and reduce the risk of bone loss, health care professionals recommend men and women of all ages include a comprehensive nutritional supplement targeted to support bone health in addition to a daily multi-vitamin. **Daily Bone Care™** is a nutritionally advanced Food Compound Vitamin designed to provide complete nutritional support for optimal bone health.

Although calcium is a well-known nutrient for healthy bones, there is more to bone health than calcium alone. **Daily Bone Care™** is formulated with calcium, magnesium, phosphorus, vitamin D, vitamin K, silicon, boron, trace minerals, and nourishing whole foods.

Each nutrient in **Daily Bone Care™** is skillfully combined with a nourishing whole food extract. RightFoods™ whole food extracts are naturally rich in essential vitamins, minerals, and numerous beneficial food compounds. Current research has identified food compounds to have several important health-promoting roles in the body. In fact, one preliminary study found food compounds to be effective in increasing the mineral content of bones.

It has been proven a diet comprised mostly of fruits, vegetables, and whole grains, is an essential element to achieve and maintain good health. These are the foods rich in food compounds. One study identified a direct link between bone health and a diet that includes a variety of fruits and vegetables. The study revealed that food compounds other than calcium in fruits and vegetables positively affected

bone health.²

Since the average American diet lacks enough servings of fruits, vegetables and whole grains per day, it is beneficial to choose a Food Compound Vitamin. If you are concerned about the health of your skeletal system, **Daily Bone Care™** is the best choice to ensure you are getting all the essential nutrients and food compounds necessary to promote optimal bone health.

The *type* of calcium you take is more important than the *amount* you take. RightFoods™ exclusively uses 100% Amino Acid Chelated (AAC) minerals in **Daily Bone Care™**. All minerals, including calcium, need to attach to free amino acids for efficient absorption and utilization. More common forms of chelated calcium are calcium carbonate and calcium citrate. These forms of calcium are attached to molecules other than amino acids. In order for these chelates of calcium to be absorbed, the calcium must break away from the chelated citrate and attach to free amino acids in the digestive tract. A quality meal providing ample amounts of amino acids from digested protein needs to be consumed with these forms of calcium for efficient absorption to occur. Without enough of the right foods at the right time, the absorption rate of calcium carbonate or citrate is minimal. Studies have shown that since amino acid chelated minerals do not have to be broken apart through digestion and attached to free amino acids from food, they are *up to 300 times more absorbable than other mineral complexes like calcium citrate or carbonate*. **Daily Bone Care™** also provides a balanced calcium/magnesium ratio of 2:1. This is the same ratio found naturally in more than 170 fruits, vegetables, and whole grains. The inclusion of mineral rich foods such as broccoli, kale, kelp, *hydrilla* (an aquatic green food), and alfalfa further enhance the absorption and utilization of the minerals in **Daily Bone Care™**. The proteins and food compounds found in these foods act as “helping hands,” guiding the absorption and delivery of the minerals to the cells that need them most. This delivery mechanism, defined as utilization, is where good health begins. Without efficient utilization, the nutritional value of vitamin and mineral supplementation is diminished.

VITAMINS

Vitamin D3 – Cholecalciferol

Adequate levels of D3 are needed as Vitamin D is important to the regulation of calcium absorption. Vitamin D3 is the active hormonal form of Vitamin D. Food Sources: cod liver oil, cold-water fish, butter, egg yolk, dark green leafy vegetables. Sunlight on the skin is another source.

Vitamin K

Vitamin K is necessary for the manufacture of blood clotting factors, for bone building and has antioxidant properties. Healthy intestinal flora will produce Vitamin K. Vitamin K plays a key role in the activation of osteocalcin which works with calcium in bone building. Food Sources: fat-soluble chlorophyll which is the type of chlorophyll naturally occurring in plants. broccoli, cabbage, turnip greens.

MINERALS

If all the available forms of minerals were absorbed with equal efficiency, we could eat soil as the most direct source of nutrients. This soil source doesn't work because the minerals in the soil are in what is known as an "inorganic" form. Minerals are classified as organic only when they have been incorporated into living cells.

Most inorganic minerals are positively charged. The intestinal wall has a negative charge. The conflict between these charges causes the vast majority of minerals ingested in the inorganic form to be lost. Only a small percentage of inorganic minerals can be transformed within the body, into the organic form and delivered to the blood stream. For example, it is now generally accepted that only a small portion of iron, approximately 5 - 10%, is transformed and assimilated when it is ingested in the inorganic form. The rest has potential to be stored and create problems within the body.

Amino Acid Chelates

Since most forms of inorganic minerals are positively charged, the need arose to develop an organic mineral delivery system that is negatively charged. Amino acid chelates are an organic form which combines minerals with amino acids. This chelation process increases mineral assimilation by as much as 300%.

Some forms of minerals, such as citrates and gluconates, form weak organic complexes that rapidly ionize in the body. Evidence presently available indicates that these complexes do not significantly increase the utilization of minerals. In fact, a published study on intravenous (direct delivery to the blood) calcium gluconate delivery revealed no increase in utilization.* The organic structure that is best suited for mineral chelation is amino acids.

Amino Acid Chelate Utilization

It is theorized that Amino Acid Chelates enhance the body's ability to utilize the attached minerals through their affinity for other amino acids. These amino acids combine to form the Protein Chaperones™ that are necessary for the delivery of the mineral.

Amino Acid Chelate Safety

Another important aspect of the Amino Acid Chelate delivery system is the effect the amino acids have on the mineral ion. Inorganic minerals, when ionized, have the potential to fly around the body causing damage much like free radicals. When these inorganic minerals are attached to amino acids they are calmed and become safe.

*The American Journal Of Medicine, Evaluation of Intravenous calcium as Therapy for Osteoporosis Volume 55; pg. 14, 1973.

Calcium

Calcium is vital to the structure of bones and teeth, contraction of muscles, enzyme activity, regulation of the heart beat, release of neurotransmitters and clotting of the blood. It is also, an important factor in the health of the nervous system. Food Sources: kelp, yogurt, dairy products, collard greens, kale, almonds, yeast, greens, brazil nuts, sesame seeds, sunflower seeds, broccoli, tofu.

Magnesium

The primary function of Magnesium is that of enzyme activation, with participation in more than 300 enzymatic reactions in the body. It plays a critical role in energy production, bone structure, and muscle structure and function and is an important factor in the sodium and potassium pump, and in the metabolism of calcium. Food Sources: kelp, wheat bran & germ, almonds, cashews, brewer's yeast, nuts, whole grains, tofu, dark leafy greens, seeds, and legumes.

Boron

Boron is important to the maintenance of bone and joint functions. It has been found to reduce the excretion of calcium and magnesium and is important to the production of the active form of vitamin D3. Boron supports the activity of estrogens and testosterone. Food Sources: fruits and vegetables.

Phosphorus

Aids in the formation and maintenance of strong bones and teeth; important in energy metabolism.

Silicon

Required for the formation of collagen for bones and connective tissue. Promotes healthy nails, hair, and skin.

SUPERIOR FOODS

Hydrilla verticillata

Hydrilla verticillata is a fresh water rooted algae found in Georgia and Florida. *Hydrilla* is especially

rich in calcium, with abundant trace minerals, polysaccharides, amino acids, micro and macro nutrients. This superior green food possesses protective antioxidant and detoxifying activity.

Complete Active Range™ Food Compounds:

Terpenes (Carotenoids^{††}: Carrot 3:1), (Limonoids: Orange 3:1, Lemon 3:1), (Saponins: Alfalfa 3:1), (Lycopene: Tomato Extract 4:1); Phenols (Betanin: Beet 3:1), (Anthocyanins: Cranberry 25:1, Wild Blueberry 7:1), (Flavonoids: Citrus 3:1, Acerola 4:1, Rose Hips 4:1), (Isoflavones: Kudzu 10:1); Amines (Chlorophyll: Hydrilla 50:1), (Enzymes: Green Papaya 3:1); Polysaccharides (Rice Bran 3:1, Shiitake 3:1), (Pectin: Apple 3:1); Organosulfurs (Indoles: Cabbage 3:1), (Sulforaphanes: Broccoli 5:1), (Isothiocyanates: Kale 3:1), (Thiosulfonates: Onion 3:1); Lipids (Omega-3: Flax 3:1), (Sterols: Pumpkin Seed 4:1), (Isoprenoids: Spinach 3:1); Organic Acids (Ellagic Acid: Black Currant 3:1), (Coumaric Acid: Green Pepper 5:1).

*Carotenoids including Lutein, Zeaxanthin, Cryptoxanthin, Alpha-Carotene, and Lycopene.

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