

DAILY CAL-MAG

FOOD COMPOUND VITAMIN

Vitamin, Mineral & Herbal Formula



Essential Nutrients *for* Optimal
Bone, Heart, & Muscle Health

Mineral Rich Foods

Enhanced Bioavailability

100% Amino Acid Chelated Minerals



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*Product Rationale
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RIGHTFOODS™ *CAL-MAG*

Rationale

The fundamental reasons and logical basis used to formulate RIGHTFOODS™ Daily Cal-Mag™.

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.

Daily Cal-Mag™ by RightFoods™ is a Food Compound Vitamin designed to nutritionally support the health of the skeletal, cardiovascular, and nervous systems.

Each mineral in **Daily Cal-Mag™** is skillfully combined with a nourishing whole food. RightFoods™ whole food extracts are excellent sources of essential vitamins, minerals and a multitude of beneficial food compounds. Current research has identified food compounds to have several important health-promoting roles in the body. The health benefits of foods rich in food compounds are so significant, health care professionals recommend a diet that is mostly comprised of fruits, vegetables, and whole grains. These are the foods rich in food compounds and essential nutrients, including minerals. Since the average American diet lacks enough servings per day of these foods, it is important to choose a **Daily Cal-Mag™** Food Compound Vitamin that provides essential minerals with the right foods to promote the health of the skeletal, cardiovascular, and nervous systems.

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 Cal-Mag™**. 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 Cal-Mag™** also provides a balanced calcium/magnesium ratio of 2:1. This is the same ratio found naturally in over 170 fruits, vegetables, and whole grains. The inclusion of mineral rich foods such as broccoli, kale, *hydrilla* (an aquatic green food), and alfalfa further enhances the absorption and utilization of the minerals in **Daily Cal-Mag™**. 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 calcium supplementation is diminished. Absorption and utilization are critical factors in determining the effectiveness of a calcium supplement.

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.

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.

SUPERIOR FOODS

Alfalfa (*Medicago sativa*)

This green food is rich in nutrients and food compounds including Chlorophyll, Calcium, Magnesium and Trace Minerals including Boron, as well as Vitamins K, C, A, E, Folic Acid and other B Vitamins, Flavonoids and Phytoestrogens. Compounds include isoflavones, and research indicates that it stimulates or enhances estrogen production. Nourishes the blood, liver and the body in general. Also indicated as useful in cholesterol management and reduction. Only the leaf and stem are used, no seeds.

Hydrilla verticillata

Hydrilla Verticillata is a rooted macrophyte, meaning that its roots draw nutrients from the soil or base of freshwater lakes, rivers and streams. Unlike algae (known as surface macrophytes) which float on top of fresh water and absorb nutrients from the surface, hydrilla lives below, protected from air-borne contaminants. Submerged macrophytes like *Hydrilla* accumulate more nutrients from the soil and water than surface macrophytes mineral content.

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 6:1), (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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