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<http://www.shaklee.net/mimc/>

Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.
Open Order 5/1**

Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.



Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. *

#20057 <http://www.shaklee.net/mimc/>

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.
Open Order 5/1

Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. *



Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. *

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>



Chewable Cal Mag Plus

Helps build bones and reduce the risk of osteoporosis

The recommended dietary intake of calcium for adult women ages 25 to 50 is 1,000 mg per day. However, many women don't get that much. Studies also show that fewer than 50 percent of elderly women receive even 500 mg of calcium per day. The Institute of Medicine recommends that both men and women past the age of 50 should be getting 1,200 mg of calcium everyday. Young people are at risk, too. Research indicates that 90 percent of adolescent girls receive less than the recommended daily amount of calcium. One possible reason is that as children grow older, they are less likely to drink milk. Diets with sufficient calcium, together with regular exercise, can reduce the risk of osteoporosis later in life.

An estimated 10 million Americans have low bone mass, placing them at increased risk for osteoporosis.

CHALLENGE

Bones not only provide structural support for muscles and organs, they store vital minerals. So it's not surprising that bone health is one of the top health concerns for women, the prime candidates for osteoporosis — a systematic skeletal disease characterized by low bone mass and deterioration of bone tissue. Osteoporosis affects 20 to 25 million people, 80 percent of whom are women. The prevalence of osteoporosis increases with age and is found in 40 percent of women 80 years old or more. Women can lose up to 20 percent of their bone mass in the years following menopause, putting them at greater risk for osteoporosis. Failure to meet calcium requirements during childhood can impede maximum skeletal growth and bone mineralization, which can increase the risk of osteoporosis later in life.

CHEWABLE CAL MAG PLUS

Shaklee Chewable Cal Mag Plus provides 1,000 mg of highly concentrated and absorbable sources of elemental calcium, vitamin D to stimulate calcium absorption, and other bone-health minerals, including magnesium, copper, zinc, manganese, and boron. Chewable Cal Mag Plus:

- Has a new irresistible berry flavor that makes Chewable Cal Mag Plus the perfect supplement for children and for adults who prefer chewable tablets
- Helps reduce the risk of osteoporosis
- Helps build strong bones and teeth
- Helps retain normal blood pressure
- Helps reduce PMS symptoms such as bloating, cramps, water retention, irritability, and moodiness
- Promotes colon health
- Assists in muscle nerve transmission

WHO WILL BENEFIT FROM CHEWABLE CAL MAG PLUS?

- All women and men
 - For healthy bones
 - For healthy colon
 - To help retain normal blood pressure
- Women
 - To minimize PMS symptoms
- Children and Teens
 - For building peak bone mass

WHAT'S IN CHEWABLE CAL MAG PLUS?

Supplement Facts		
Serving Size: 4 Tablets	Servings Per Container: 30	
	Amount Per Serving	% Daily Value
Calories	10	
Total Carbohydrate	2 g	<1%**
Sugars	1 g	
Vitamin D (as cholecalciferol)	200 IU	50%
Calcium (as calcium carbonate & calcium citrate)	1000 mg	100%
Magnesium (as magnesium oxide)	100 mg	25%
Zinc (as zinc gluconate)	1.5 mg	10%
Copper (as copper gluconate)	0.2 mg	10%
Manganese (as manganese gluconate)	0.2 mg	10%
Boron (as boron protein hydrolysate)	1.0 mg	†

** Percent Daily Values are based on a 2000 calorie diet. † Daily Value not established.
Other ingredients: Dextrose, mannitol, sorbitol, acacia gum, natural berry flavors, citric acid.



Chewable Cal Mag Plus
120 tablets
#20126



KEY INGREDIENTS IN CHEWABLE CAL MAG PLUS:

- **Calcium** is essential for building and maintaining healthy bones and teeth. It assists in muscle strength and nerve transmission. Adequate intake helps reduce the risk of osteoporosis, helps retain normal blood pressure, helps reduce PMS symptoms, and promotes colon health.
- **Magnesium** plays a key role in bone mineralization. It also activates enzymes involved in the formation of bone and cartilage, and helps with muscular contractions and nerve transmission.
- **Vitamin D** is critical for bone health, because it stimulates the absorption of calcium.
- **Manganese, copper, and zinc** are minerals involved in bone metabolism. They serve as co-factors for enzymes that help build bone matrix.
- **Boron** is a trace mineral that may help retain bone-building elements like calcium and magnesium.*

IS THERE SCIENTIFIC EVIDENCE FOR THE INGREDIENTS IN CHEWABLE CAL MAG PLUS?

Recent published studies support the positive impact of calcium and vitamin D supplementation on bone health. In a double-blind, placebo-controlled study, researchers at the USDA Human Nutrition Research Center on Aging at Tufts University studied bone density in approximately 400 older men and women. Subjects were randomly divided into two groups, given either 500 mg of calcium and 700 IU of vitamin D or a placebo, and followed for a three-year period. The group that received the calcium and vitamin D experienced better bone health than those taking a placebo.¹

Researchers in the Netherlands conducted a meta-analysis of 33 studies on calcium and bone mass in adults 18 to 50 years of age. The intervention trials indicated that 1,000 mg of calcium a day given as a dietary supplement in premenopausal women can help slow down the loss of more than 1% of bone per year at most bone sites.²

Research supports the fact that it may never be too late to supplement with calcium, especially in the elderly. A study published in the *New England Journal of Medicine* found that calcium and vitamin D supplementation not only slowed bone loss, but also helped maintain optimum bone mass in women over the age 69.³

Recent evidence has suggested that disturbances in calcium regulation may underlie the symptoms of premenstrual syndrome (PMS). A recent clinical study found that 1,200 mg of calcium a day significantly reduced symptoms of PMS.⁴ Daily intake above 2,000 mg is not likely to provide any additional benefits.

WHY CHOOSE SHAKLEE CHEWABLE CAL MAG PLUS?

Chewable Cal Mag Plus offers:

- 100% of the Daily Value of elemental calcium
- A unique combination of highly concentrated and absorbable sources of calcium (carbonate and citrate)
- Powerful formula also includes the bone-building minerals magnesium, zinc, copper, manganese, boron, and vitamin D
- Great taste
- Kosher Certified

SUPPORT MATERIALS

- Calcium Flyer, Item #74696 (English), #74697 (Spanish)
- Product Guide, Item #74733 (English), #74734 (Spanish)
- Special Hotline Segment, Item #74641

REFERENCES

¹ Dawson-Hughes B, Harris S, Krall E, Dallal G. Effect of calcium and vitamin D supplements on bone density in men and women 65 years of age and older. *The New England Journal of Medicine* 1997; 337:670-676.

² Welton DC, Han CJ, Kemper G, et al. A meta-analysis of the effect of calcium intake on bone mass in young and middle-aged females and males. *Journal of Nutrition* 1995; 125:2807-2813.

³ Chapuy MC, Arlot ME, Duboeuf F, et al. Vitamin D₃ and calcium to prevent hip fractures in elderly women. *The New England Journal of Medicine* 1992; 327:1637-1642.

⁴ Thys-Jacobs S, Starkey P, Bernstein D, et al. Calcium carbonate and the premenstrual syndrome: effects on premenstrual and menstrual symptoms. *American Journal of Obstetrics and Gynecology*. 1998; 179:444-52.

* THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation for exchange or a full refund.



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