



AIM CalciAIM™



NPN 80033077

CANADA

CalciAIM provides highly absorbable calcium and supporting nutrients that are crucial to proper skeletal function and overall wellness.

How is CalciAIM Unique?

- Provides a unique combination of calcium lactate, gluconate and carbonate in a bioavailable drink mix
- Contains complementary calcium nutrients, including magnesium, zinc, copper and vitamins D and C
- Ideal pH for creating the most absorbable form of ionic calcium
- Stevia and xylitol provide the sweetness without the added sugar or concern of dental cavities

Approach

There are 206 bones in the adult human body. Along with cartilage, those bones comprise the entire skeletal system, and their strength is imperative to good health. Proper bone density is dependent upon adequate amounts of calcium, the most abundant mineral in the human body.¹ More than 99 percent of this nutrient is stored in the bones and teeth to support their structure.² In addition to its essential role in bone health, calcium is responsible for proper muscle contraction, central nervous system function and hormone secretion.

Getting enough calcium through diet and supplementation are vital in maintaining strong, youthful bones. Regular exercise and sufficient sleep are also contributing factors to good bone health. The recommended intake is higher from the ages of nine to eighteen than it is for those over the age of fifty. This is because adequate calcium intake is important during the early stages of bone formation and growth.

A new study has found that calcium intakes have decreased in Canada in recent years as Canadians eat less dairy products and use fewer calcium supplements.³ The consequences of a calcium deficiency are something that we need to keep in mind as we age. What many do not realize is that calcium deficiency is a health concern at all ages, not just for those 60 years of age and older.

Bioavailable Calcium

CalciAIM underwent careful formulation to determine the most beneficial types of calcium, the most effective method of delivery, and a combination of nutrients to help achieve healthy skeletal mass and overall whole-body health.

Key Benefits and Features

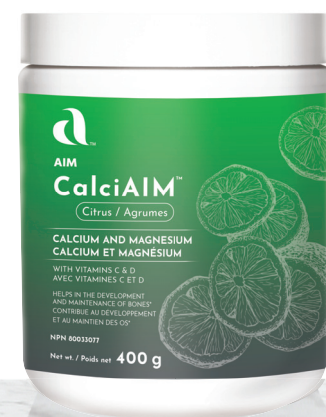
- Helps in the development and maintenance of bones, cartilage, teeth and gums
- Helps to maintain immune function
- An optimized calcium delivery system superior to tablets or capsules
- Each serving contains 400 mg of calcium
- Provides a juice blend of mandarin and Valencia oranges, carrots, Tahitian limes, and lemons that contributes natural occurring calcium from fruit
- No added sugars, artificial colors or sweeteners

CalciAIM is a natural citrus drink mix that features calcium carbonate, one of the most difficult forms of calcium to digest for two reasons. First, calcium carbonate is the most abundant naturally occurring form of calcium. Second, AIM used science to turn this poorly absorbed mineral salt into its most absorbable form: ionic calcium.

How did AIM do this? This phenomenon occurs when water is added to the balanced blend of calcium salts and citric and malic acids. The mixture results in a conversion from insoluble carbonate to soluble forms of calcium known as calcium citrate malate and, better yet, free-ionic calcium. This transformation occurs in the glass before you drink CalciAIM.

CalciAIM also contains two other forms of the mineral: calcium lactate and calcium gluconate. Calcium lactate is a soluble organic form of calcium that is bioavailable throughout the entire digestive tract. Calcium gluconate is a highly soluble form of calcium. It also stimulates bifidobacteria in the intestine, enhancing the absorption of calcium.

As you age, your stomach cannot produce adequate amounts of acid to absorb calcium properly. The *Physician's Desk Reference* states, "The



average person can only absorb 20 percent of calcium from tablets and 30 percent from capsules. Solubilized in a beverage, calcium powder provides approximately 98 percent of its bioavailable elemental calcium.”⁴

Proper calcium absorption is also dependent on acid. Calcium and magnesium become highly ionized in the pH range of 1 to 4. CalciAIM pH ranges from 4.0 to 4.2. This low pH is achieved by the inclusion of citric acid and malic acid in CalciAIM.

To complement the three forms of calcium, CalciAIM contains several other nutrients that support bone health and maintenance.

Vitamin D - Ergocalciferol is a natural source of vitamin D derived from plants. Vitamin D is required for bone development and growth in children and maintenance of bones in adults. This vitamin helps in the absorption and utilization of both calcium and phosphorous. CalciAIM provides your body with 300 international units (IU) or 7.5 mcg of vitamin D in every scoop.

Magnesium - Magnesium is a mineral involved in hundreds of biochemical reactions in the body. Along with assisting in calcium uptake, magnesium plays a role in carbohydrate metabolism, muscle contraction, nerve transmission and bone mineralization. This mineral also has a vital role as a catalyst in enzyme activity, especially for enzymes involved in the production of energy.

Zinc - Zinc is important in calcium absorption. This trace mineral also supports the immune system.

Copper - Copper is an essential micronutrient and plays a role in the formation of bones.

Vitamin C - Vitamin C is a powerful antioxidant that can improve immune, gum and dental health. In addition, when paired with L-lysine, this vitamin can improve the development and maintenance of cartilage.

L-lysine HCL - L-lysine HCL is an essential amino acid that must come from diet or supplementation. L-lysine can enhance the absorption of calcium into the bloodstream and limit its excretion by the urinary system.

How to Use CalciAIM

- Adolescents aged 12-18: Take one rounded scoop (8.33 g) daily with a meal. Adults aged 19 and over: Take one rounded scoop twice daily with meals. Mix with 240 - 300 ml of cold water.
- Take a few hours before or after taking other medications.
- Keep out of reach of children.
- Close tightly after opening and store in a cool, dry dark place. Do not refrigerate.

FAQs

Can I take other products in conjunction with CalciAIM?

Yes, CalciAIM can be mixed with all AIM products.

CalciAIM and AIM Peak Endurance™ taste great when mixed together.

Although CalciAIM is mildly acidic, it can be mixed with BarleyLife®. The mineral combination of CalciAIM creates a very alkalinizing product. High-fibre beverages like AIM Herbal Fiberblend® will slow the rate of calcium absorption, but both products will still provide benefits.

Is there anyone who should not use CalciAIM?

Consult a health care practitioner prior to use if you are following a low protein diet.

Distributed exclusively by:

¹ National Research Council (US) Committee on Diet and Health. *Minerals*. 1 Jan. 1989, www.ncbi.nlm.nih.gov/books/NBK218735/.

² National Institutes of Health. "Calcium." *NIH Office of Dietary Supplements*, U.S. Department of Health and Human Services, ods.od.nih.gov/factsheets/Calcium-Consumer/.

³ Vatanparast H, Islam N, Patil RP, Shafiee M, Whiting SJ. Calcium Intake from Food and Supplemental Sources Decreased in the Canadian Population from 2004 to 2015. *J Nutr*. 2020 Apr 1;150(4):833-841.

⁴ Institute of Medicine (US) Committee to Review Dietary Reference Intakes for Vitamin D and Calcium. "Overview of Calcium." *Dietary Reference Intakes for Calcium and Vitamin D*, U.S. National Library of Medicine, 1 Jan. 1970, www.ncbi.nlm.nih.gov/books/NBK56060/.