



# AIM CalciAIM™



CalciAIM is a dietary supplement that 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, A 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.<sup>1</sup> More than 99 percent of this nutrient is stored in the bones and teeth to support their structure.<sup>2</sup> According to study data, more than 40 percent of Americans are not getting the daily required amount of calcium in their diets.<sup>3</sup> The consequences of a calcium deficiency are something that we need to keep in mind as we age.

The high rate of calcium deficiency can be explained by the lack of primary food sources of calcium in the modern diet. Therefore, dietary supplementation is necessary for most Americans to receive adequate amounts of calcium.

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. 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.

In addition to its essential role in bone health, calcium is used by the body in several other ways. This mineral is responsible for proper muscle contraction, central nervous system function and hormone secretion.

## Bioavailable Calcium —————

CalciAIM is a natural citrus drink mix that features calcium carbonate, one of the most difficult forms of

## Key Benefits and Features

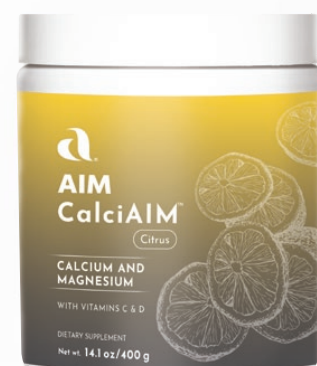
- Vitamin D helps maintain cardiovascular health
- An optimized calcium delivery system superior to tablets or capsules
- Each serving contains 386 mg of calcium
- An easy-to-use recommended serving chart based on age
- Provides a juice blend of mandarin and Valencia oranges, carrots, Tahitian limes, and lemons that contributes natural occurring calcium from fruit

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."<sup>4</sup>



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.

## 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 alkalizing product. High-fiber 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?

This product is not recommended for those under the age of 4 and those on calcium-restricted diets due to heart disease medications. Consult a health care practitioner prior to use if pregnant, nursing or taking medications.

## How much CalciAIM should I take?

Please follow this recommended Daily Servings chart:

Age	Recommended Daily Serving(s)	Calcium from CalciAIM	Magnesium from CalciAIM
4-8	1	386 mg	104 mg
9-18	2	772 mg	208 mg
19-50			
Over 51	3	1,158 mg	312 mg

## How to Use CalciAIM

- Mix 1 round scoop (8.33 g) with 8 to 10 oz (240 to 300 ml) of cold water. Best taken with food.
- Consult a health care practitioner prior to use if pregnant, nursing or taking medications. Not recommended for children under age 4 and those placed on calcium-restricted diets due to heart disease medications.
- Recommended: Use product within 60 days of opening. In hot, humid environments store in a frost-free freezer.
- Keep out of reach of children.
- Close tightly after opening and store in a cool, dry dark place. Do not refrigerate.

1. National Research Council (US) Committee on Diet and Health. *Minerals*. 1 Jan. 1989, [www.ncbi.nlm.nih.gov/books/NBK218735/](http://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, eds. [od.nih.gov/factsheets/Calcium-Consumer/](http://od.nih.gov/factsheets/Calcium-Consumer/).
3. Linus Pauling Institute. "Micronutrient Inadequacies in the US Population: an Overview." *Oregon State University*, 1 Jan. 2020, [lpi.oregonstate.edu/mic/micronutrient-inadequacies/overview](http://lpi.oregonstate.edu/mic/micronutrient-inadequacies/overview).
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/](http://www.ncbi.nlm.nih.gov/books/NBK56060/).

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