



PRESS RELEASE

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SOURCE NATURALS INTRODUCES CALCIUM HYDROXYAPATITE

Super Calcium for Bone Strength

SCOTTS VALLEY, Calif. – April 8, 2010 – Many people supplement their diets with calcium to increase and regulate bone density. But we may be paying for calcium our bodies can't use—many forms of calcium are difficult to absorb. Calcium Hydroxyapatite is a highly absorbable form of calcium that bones easily absorb for a strong, healthy skeletal system.

Source Naturals National Science Educator Guy Devin, Ph.D., says, "Our bones are a matrix of living tissues that are in a constant state of absorption, formation, and interaction with other body functions. As with any living system, the bones must be fed with the nutrients they need to thrive."

Calcium Hydroxyapatite contains trace minerals that act as cofactors for enzymes involved in the production of the organic parts of the bone (phosphorus, magnesium, iron, zinc, copper, manganese.) Additionally, this formula includes vitamin D, which makes this calcium even more absorbable.

Devin explains, "Calcium balance is generally positive through youth, neutral in the mature adult, and negative in older adults. Calcium is lost in varying amounts through feces, urine, sweat, and sloughed skin cells. Reduced estrogen levels in women result in reduced calcium absorption and retention, increased bone turnover, and lower bone mass."

Source Naturals Calcium Hydroxyapatite is available for a suggested retail price of: \$10.50 for 60 tablets, \$18.98 for 120 tablets and \$36.50 for 240 tablets. To learn more about Source Naturals and Calcium Hydroxyapatite as well as to find purchase locations, visit www.SourceNaturals.com.

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About Source Naturals

Founded in 1978, Source Naturals is committed to enhancing individuals' potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit www.SourceNaturals.com.