



## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **IS THERE A DARK SIDE TO HIGH POTENCY CALCIUM? SOURCE NATURALS® MBP® BONE RENEW™ HELPS CONSUMERS AVOID POTENTIAL RISKS**

*Four Clinical Studies Show MBP Delivers Bone Density Support without Calcium  
Supplementation*

**SCOTTS VALLEY, Calif. – August 15, 2013** – Source Naturals®, a leading provider of nutritional supplements, introduces MBP® Bone Renew™, a breakthrough supplement for healthy bone density. Four well-controlled clinical studies show that MBP®, a tiny fraction of milk protein, generated healthy net bone formation results in women getting calcium from only their diets (no supplementation) after just six months of use.\*

Scientists and consumers are re-evaluating high-potency calcium supplementation in light of a number of recent preliminary studies suggesting that high levels may contribute to undesirable health outcomes. (Some scientists theorize that deposits of excess calcium into soft tissues may be a factor.) Because MBP® works by making bones more receptive to dietary calcium, it offers consumers a new natural solution for calcium support without high-potency supplementation.\*

Source Naturals CEO Ira Goldberg says, “We believe MBP® will change the way we think about supporting bone health naturally and become a ‘must have’ nutrient. MBP® makes bones more receptive to calcium, something calcium supplements cannot do on their own. MBP® also helps optimize the body’s natural bone renewing process by increasing the activity of bone-building cells.”\*

MBP® Bone Renew comes in a small tablet taken once daily, making it easier to take than many calcium tablets. Highly purified and concentrated, MBP® has only trace amounts of lactose, so it is suitable for most lactose intolerant people. A short consumer video explaining the science of MBP®, along with tips for bone health can be found at [mbp-bone-renew.com](http://mbp-bone-renew.com).\*

Most Whole Foods Markets, as well as other natural products stores and Internet retailers, carry MBP® Bone Renew. Purchase locations can be found at [SourceNaturals.com](http://SourceNaturals.com). Suggested retail prices are \$14.98 for 30 capsules, \$28.50 for 60 capsules, and \$55.50 for 120 capsules.\*

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### **About Source Naturals**

Source Naturals is dedicated to enhancing each individual's potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information, please visit [SourceNaturals.com](http://SourceNaturals.com).

**\*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.**

**\*\*All prices and ingredients are subject to change without notice.**

**Source Naturals is a registered trademark and Bone Renew is a trademark of Threshold Enterprises, Ltd. MBP® is a registered trademark of MEGMILK SNOW BRAND Co., Ltd., and is protected under multiple U.S. patents.**