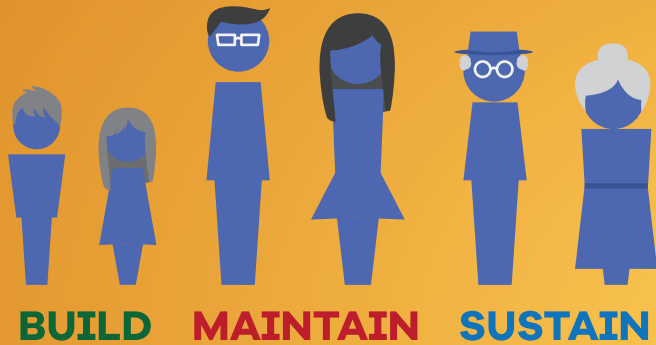
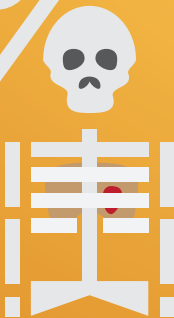


Calcium: a key nutrient for good bone health

Calcium, together with vitamin D, protein and other nutrients helps **children build** maximum peak bone mass, **adults maintain** healthy bones & avoid premature bone loss, and **seniors** to **sustain** mobility and independence.



99% of body's calcium is in skeleton



Results from the IOF Calcium Calculator

Of 6908 people who calculated their daily calcium intake,

89% did not meet recommendations for calcium intake*

*intakes below recommended dietary allowance (RDA), based on IOM (except for Italy)

consuming on average only **594 mg** /day.

Are you getting enough?

Calcium RDA according to Institute of Medicine IOM

1,000 mg/day
FOR ADULTS

1,200 mg/day
FOR WOMEN OVER 50
AND MEN OVER 70

1,300 mg/day
FOR YOUNG PEOPLE
AGED 9 TO 18

