



VEGETARIAN

CHILDREN'S CAL MAG & D

GLUTEN FREE

Tastes Like Chocolate Milk!

Dairy Free • Organic Cocoa • Natural Chocolate Flavor

PIONEER® clinician-formulated Children's Cal Mag & D provides nutritive support for children's healthy bones and teeth in a delicious chocolate, jungle animal shaped chewable tablet. It is formulated for kids ages four to thirteen with appropriate amounts of calcium and magnesium as well as vitamin D3 and trace minerals to support absorption and utilization. Organic natural cocoa powder adds whole food antioxidant flavonoids and helps provide a great chocolate flavor kids love. It is gluten-free, dairy-free and sugar-free, sweetened with tooth-friendly xylitol and maltitol.

Research suggests many factors contribute to strong and healthy bones, notably eating a healthy diet, engaging in regular exercise (especially weight-bearing), and obtaining adequate amounts of the nutrients calcium, magnesium and vitamin D. While people of all ages need to consume calcium and other bone-healthy nutrients, optimizing intake may be especially critical in childhood and adolescence, when the majority of bone formation takes place.

Most kids don't meet their needs for calcium through diet alone. National survey data shows that 71% of girls and 62% of boys ages 6 to 11 do not receive the adequate intake for calcium. Supplementation can help meet kid's calcium needs and PIONEER's clinician-formulated, chocolate chewable Children's Cal Mag & D is a natural choice.

CONSIDER THESE PIONEER® ADVANTAGES:

1. Researched Forms of Calcium & Magnesium.

Calcium and magnesium are well-known as critical nutrients for bone health. PIONEER® Children's Cal Mag & D provides each in both a naturally occurring form (*calcium carbonate, magnesium oxide*) and a well-absorbed citric acid chelate form (*calcium citrate, magnesium citrate*), all providing distinct advantages. The well-absorbed citrate forms of calcium and magnesium are held together by weak chemical bonds which require minimal stomach acid for cleavage, enabling the minerals they provide to be easily released. Naturally occurring oxide and carbonate forms are structurally smaller than chelates, permitting reasonable tablet and serving sizes. Research suggests all four calcium and magnesium forms in *Children's Cal Mag & D* may help provide nutritive support for healthy bone formation and bone density maintenance.

2. Vitamin D3 – A Necessary Nutrient.

A 2009 study in the journal *Pediatrics* found that 70% of America's kids aren't getting enough vitamin D. The human body manufactures vitamin D in response to sunlight, but many lack sufficient sun exposure to produce adequate amounts. Vitamin D is required for proper calcium metabolism, which is why, historically, those deficient in this nutrient may suffer from a softening of bone tissues. PIONEER® *Children's Cal Mag & D* provides 200 IU of vitamin D3 per two tablet serving and 400 IU per four tablet serving.

3. Trace Minerals.

Studies suggest that trace minerals such as copper, zinc, manganese and others are necessary for strong and healthy bones. PIONEER's *trace mineral complex* from natural sea vegetation provides a full spectrum of trace elements that may contribute to skeletal health.

4. Delicious, Premium Organic Cocoa.

Current research suggests that antioxidant cocoa flavonoids may offer numerous health benefits, including nutritive support for healthy cognitive and cardiovascular function. Cocoa also may help to support dental health – meaningful in a chewable tablet. PIONEER's natural, non-alkalized dark cocoa is grown on cooperative organic farms.

5. Naturally Sweet!

PIONEER® *Children's Cal Mag & D* is sweetened with *xylitol* and *maltitol*. Xylitol and maltitol are low-glycemic sweeteners that are noted for their tooth-friendly characteristics – ideal for use in a chewable tablet. Also, research suggests that maltitol may help to support intestinal calcium and magnesium absorption.

6. Verified Gluten-Free

Like all PIONEER® formulas, *Children's Cal Mag & D* is made with strictly gluten-free raw ingredients and *every batch* of finished product is laboratory tested to verify that it is below the low detectable limit of 10 ppm gluten/gladien proteins.

Bottles of 120 Chewable Tablets
Serving Size 2 tablets

	AMOUNT PER SERVING	%DV
Calories	5	
Total Carbohydrate	3 g	.1%†
Sugars	0 g	
Sugar Alcohol	2.5 g	
Vitamin D3 (cholecalciferol)	200 IU	50%
Calcium (3:1 carbonate:citrate)	250 mg	25%
Magnesium (2:1 oxide:citrate)	85 mg	21%
Organic Cocoa (<i>Theobroma cacao</i>) Bean	140 mg	*
Trace Mineral Complex (as sea vegetation: <i>Lithothamnion spp.</i>)	10 mg	*

† Percent Daily Value based on a 2,000 calorie diet *Daily Value (DV) not established.

Other ingredients: Maltitol, xylitol, maltodextrin (carrier), natural dark chocolate flavor, cellulose, guar gum, vegetable stearic acid, vegetable magnesium stearate, silica, organic stevia (leaf extract). 03.10

NOTE: Some ingredient details may be abbreviated on actual product labels.

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