

health

Whole-Food Calcium

Most Calcium supplements are derived from limestone. Plant-sourced Bone Strength *Take Care*™ Tiny Tabs deliver bone-strengthening Calcium within the infinite complexities of whole food.*

Bone-Health Complex

Provides key nutrients—including whole-food cultured Vitamin D3—that help the body effectively utilize Calcium to promote normal bone creation.*

Beyond Bone Health

Formulated with TargetCal™, featuring whole-food sourced Vitamin K2 that directs Calcium to bones where you need it and functions to help maintain artery health.*

Promotes Joint Health

Plant-sourced Calcium, Magnesium and multiple trace minerals have also been shown to support movement, joint flexibility and joint function.*

Slow & Steady Release

Delivered in an easy to swallow tiny tablet, our holistic Calcium formula offers a slow, steady release for the body's consistent nourishment.*

GLUTEN FREE

Red Marine Algae ▶



NEWCHAPTER®

NON-GMO VERIFIED FORMULA



Bone Strength *take care*™

tiny tabs

Plant-Sourced Whole-Food Calcium, Not Limestone

- Slow & Steady Release Calcium Formula with Magnesium and D3
- **TARGETcal** with K2 Acts to Direct Calcium to Bones*



240 Tiny Tablets

DIETARY SUPPLEMENT

Supplement Facts

Serving size 6 Tablets
Servings per container 40

Amount Per Serving		%DV
Vitamin D3 (as cholecalciferol from culture media)	1000 IU	250%
Vitamin K1 (as phyloquinone from culture media)	35 mcg	44%
Vitamin K2 (as menaquinone-7 from natto)	45 mcg	56%
Calcium (from algae <i>Lithothamnion calcareum</i> & <i>coralloides</i>)	770 mg	77%
Magnesium (from algae <i>Lithothamnion calcareum</i> & <i>coralloides</i>)	58 mg	14%
Strontium (from algae <i>Lithothamnion calcareum</i> & <i>coralloides</i>)	5 mg	•
Silicon (from algae <i>Lithothamnion calcareum</i> & <i>coralloides</i>)	2 mg	•
Vanadium (from algae <i>Lithothamnion calcareum</i> & <i>coralloides</i>)	13 mcg	•

* Daily Value not established

Other ingredients: Culture media (organic milled soy, organic *Saccharomyces cerevisiae* [active and inactive], organic maltodextrin, organic gum acacia, organic alfalfa powder, lactic acid bacteria [*L. acidophilus*, *B. bifidum*, *L. rhamnosus*], papain [deactivated]), bromelain [deactivated]), organic barley grass, organic gum acacia, maltodextrin, hypromellose, silicon dioxide and sunflower oil.

Contains: Fermented soy and fermented wheat (as food source for *Saccharomyces cerevisiae*).*

*The wheat has been processed to allow this food to meet the Food and Drug Administration (FDA) requirements for gluten-free foods.

Distributed by NEW CHAPTER, INC., 90 TECHNOLOGY DRIVE, BRATTLEBORO, VT 05301

For questions or comments call 888-874-4461

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Gluten free; 100% vegetarian; no artificial flavors or colors.

Suggested use: Six tablets daily with food.



EXCLUSIVE
TARGETcal™
FORMULATION

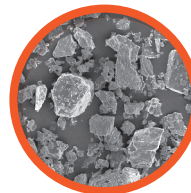
Caution: As with any dietary supplement, you should advise your healthcare professional of the use of this product. If you are nursing, pregnant, or considering pregnancy, or having any surgery planned, you should consult your healthcare professional prior to using this product. Do not take if on blood therapy or thinners such as warfarin. Discontinue use and contact your healthcare professional if you experience a side effect or an allergic reaction. **Keep out of reach of children.**

*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.

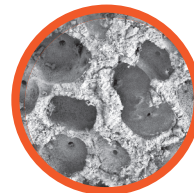
holistic

New Chapter® *Take Care*™ formulas target specific areas of wellness and provide combinations of whole-food cultured vitamins, minerals, herbs and superfoods to support health and wellness.*

THE CALCIUM COMPARISON:
Microscopic Views of a Rock and a Plant



LIMESTONE CALCIUM
IN RAW FORM
Magnified 3000x



RED MARINE ALGAE CALCIUM
IN RAW FORM (*Lithothamnion*)
Magnified 3000x

Bone Health & Calcium: Plant vs. Rock?

Typical calcium supplements are derived from rocks (limestone). Simple, rock-based calcium has a flat, basic architecture and lacks many other bone-supportive nutrients.

The Whole-Food Difference

Bone Strength *Take Care*™ is different. Plant-sourced and porous, our Calcium is part of an intricate matrix of minerals that are organized in a natural honeycomb structure. For holistic bone nourishment, it delivers whole-food Calcium, Magnesium and multiple other trace minerals.

Sustainably Sourced

The Calcium complex in Bone Strength *Take Care* is derived from a natural plant form called Red Marine Algae (*Lithothamnion*), sustainably harvested from pristine shores along the Icelandic coastline.