

OS-CAL[®] Wellness Matters[®]

a magazine for healthy living

Important News!

Study confirms: Only Os-Cal is proven to help reduce the risk of hip fractures by 29 percent*

■ page 3

Ask the Doctor

Help for women with heavy periods

■ page 5

Should you get FRISKed?

Calculate your risk for fractures, online

■ page 7

hips, hips— hooray!

We love 'em. We hate 'em. But no matter how much we fret over them, we must protect our hips. Page 2



*AMONG CALCIUM SUPPLEMENTS, WHEN USED AS DIRECTED.

WIN FREE SHOPPING CARDS EVERY DAY 'TIL MARCH 28, 2007! P. 4

Hip Huggers

Study proves Os-Cal 500+D helps reduce fracture risk

Our hips. We rest our hands on them to say, “I’m feminine.” We bury our fists into them to say, “I’m mad.” We use them to balance babies and close car doors. And we wonder when the classical paintings of women flaunting prominent hips will be, well, hip again. Outside a museum anyway.

Love them or hate them, our hips are vital for a long, strong life. Shouldn’t we do everything possible to help strengthen them? On that front, there is good news.

Among calcium supplements, Os-Cal 500+D was recently proven to help reduce the risk of hip fracture by 29 percent among 50- to 79-year-old women who took it regularly.

Great news

The findings are part of a National Heart, Lung, and Blood Institute-sponsored clinical trial called the Women’s Health Initiative. And they’re great news for women who care for their bones by getting enough calcium.

Even more compelling, however, may be the numbers not found in the study.

For example, many women enrolled in the trial

were already at lower risk for hip fracture due to younger age and existing calcium intake. In fact, women entered the study with an average calcium intake of 1,150 mg/day—nearly double the national average.

While these factors may have diluted calcium supplementation’s true benefits, the message is still clear. The study’s authors conclude there are “several indications that *calcium intake does reduce the risk of hip fracture.*”

Hip tips

Why does all this matter? A recent report in the British medical journal *The Lancet* predicts that the number of hip fractures worldwide will jump to 6.3 million by 2050—up from 1.7 million in 1990.

So, while the WHI results are promising, they also serve as a reminder that it’s up to us to keep our bones strong. This goes double—even triple—for us gals because a woman’s risk of hip fracture is double to triple the risk of men.

In light of all of this, here are a few hip tips.

■ **If you are supplementing your calcium intake, good.** If you’re not, consider using Os-Cal regularly. The WHI study showed that, yes, for women who take a calcium supplement there is a reduced risk, but the fracture risk is even *more* greatly reduced when users take it *regularly*—twice a day!

■ **Take Os-Cal 500+D as directed.** Studies have shown that the kind of calcium in Os-Cal is best absorbed when taken *with meals*.

■ **Use it or lose it.** Build healthier, stronger better bones by walking, stair-climbing, dancing—anything that “teaches” your bones to handle weight and impact.

continued on next page



Alive with five

Whether taking Os-Cal supplements (twice a day with meals please!) or medication, sometimes a trick or two can help you remember.

- 1 Get in a groove.** Put your medication near something you use at the same time every day (such as coffee mugs, toothbrushes, etc.).
- 2 Jot it down.** Write a reminder on your daily to-do list or stick a note on the refrigerator.
- 3 Chart it.** Keep a chart or calendar that visibly reminds you of progress.
- 4 Ask for help.** Family and friends can be a great source of “reminder” support.
- 5 Go techno.** Ask your doctor or pharmacist about medicine containers that beep at dosage time. Set up e-mail reminders on your computer’s calendar program.

■ Watch what goes in. For better or worse, what we put into our body affects our bones. Smoking and excessive alcohol are bad for the bones. Dairy foods, broccoli and calcium-fortified juices and cereals are good for the bones. ■

The WHI study showed that, yes, for women who take a calcium supplement there is a reduced risk, but the fracture risk is even more greatly reduced when users take it regularly—twice a day!



Are you and a friend 'Connected at the Hip'? Go shopping, on us: WIN A GIFT CARD!

To celebrate the news that Os-Cal is the only calcium supplement proven to help reduce hip fractures by 29 percent*, we'd like you to go shopping on us! Every day, between now and March 28, go to oscal.com and enter to win two gift cards—one for you and one for a friend (worth \$29 each at great places like Home Depot, Amazon.com and others). You can enter only once a day, but you can enter every day! You must hurry, however: The "instant win" gift-card giveaway ends March 28, 2007. Go to oscal.com to get started today!

*Among calcium supplements. When used as directed.



No-skid home

Make your home fallproof with these five hip tips:

- 1 **Cut the clutter**—Remove loose cords or throw rugs.
- 2 **Get a grip**—Install grab bars in the bathtub and handrails along stairs.
- 3 **Light it up**—Use good lighting in stairways and entrances. Consider using the new portable, battery-powered night-lights that adhere anywhere in the home.
- 4 **Stick to it**—Use non-skid rubber mats near the kitchen sink and stove and no-skid tape in your bathtub.
- 5 **Clean it up**—Wipe up spills immediately.

Don't stop at fallproofing your home. Make your *body* stronger by getting enough vitamin D. This crucial vitamin, found in Os-Cal 500 + D, helps unlock calcium's bone-building potential—sort of like a key helps you unlock your, ahem, fallproof home.

Want more? *Study participants who took Os-Cal 500 + D had a 1 percent higher hip bone density than those taking placebo pills.*

Q: How often should women have a bone density test?

A: A bone density test is a safe, painless, quick method of helping to determine the risk of fracture due to bone status. The results allow your physician to work with you to decide the best course of action for your bone health. Candidates for bone density testing depend on risk factors for osteoporosis. In general, all women over age 65 should have a bone density test. Women less than 65 at high risk for bone loss should be tested earlier. Individuals with borderline results who are at risk for further bone loss may be tested every two to three years. If being treated for osteoporosis, many physicians will repeat testing every two years. Discuss this with your healthcare provider.

Q: I've heard about a new surgical procedure that's especially helpful for peri- and premenopausal women that lessens the frequency and duration of menstrual cycles. Could you explain?

A: It is estimated that up to 20 percent of women experience heavy menses. These heavy cycles can disrupt daily activities and negatively affect quality of life for countless women. Fortunately, hysterectomy is not the

only answer. Today, women have alternatives that include a procedure that removes or disrupts the uterine lining to markedly reduce menstrual flow. These procedures are called endometrial ablation or endometrial resection, and are usually performed in an outpatient surgical setting with very good results. Candidates are pre-menopausal women with heavy menstrual bleeding who have completed childbearing. Your physician may perform certain tests, such as pap smear and biopsy to rule out other abnormal uterine conditions. Results reveal that a majority of women note their menses are significantly lighter after the procedure, with many women noting that their flow stopped completely. Women who suffer from heavy menses should consult with their physician about these conservative treatments.



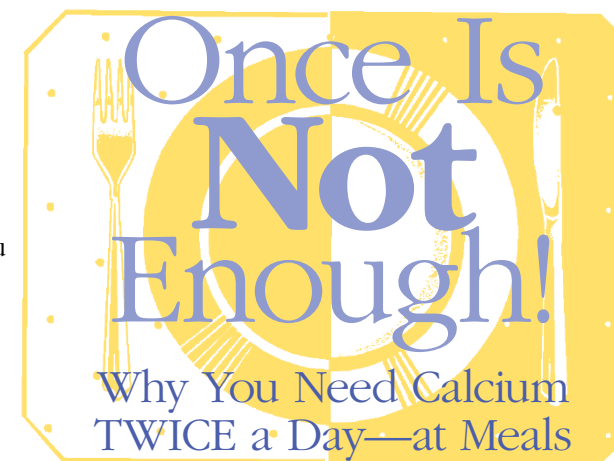
John Sunycz, M.D., is a board-certified OB/GYN practicing in southwest Pennsylvania and president of MenopauseRx.com. Send questions for Dr. Sunycz to WellnessMatters@MenopauseRx.com or mail them to Ask the Doctor, 1010 E. Missouri, Phoenix, AZ 85014.

You already know that it's important to ensure you get enough calcium in your diet. But there might be a problem here—can you guess what it is?

If you don't get enough calcium, your body attempts to meet its calcium needs by stealing it from your bones. Over time, that weakens your bones, which can lead to osteoporosis.

Unfortunately, as many as 90 percent of American women don't get enough calcium. Are you one of them?

■ A whopping 57 percent of people who take calcium supplements take them only once a day. That's simply not enough. Taking



Os-Cal less than twice a day diminishes the benefit received.

■ Some people forget to take their calcium supplements every day.
 ■ Some people tell us that they take their two Os-Cal tablets every day, but take them at the same time. That doesn't help either, because your body can't absorb

so much calcium at one time. That's why it's important to space out your calcium supplement intake.

So there you go. Three problems that have one simple solution: Remember to take your Os-Cal® calcium supplement, with meals, twice a day. Because, as the old saying goes, "Once is not enough!" ■



Taking Os-Cal TWICE a day, with meals, is the right way