

CALCIUM FISH BONE (MCHC) POWDER CAPSULES



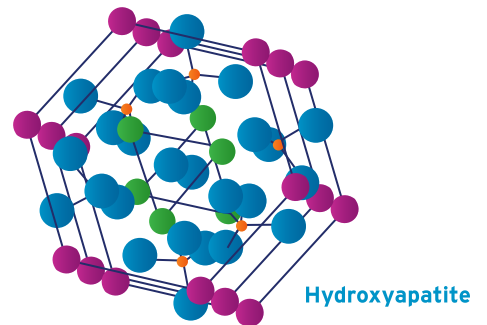
- + rich in calcium, phosphorus & collagen
- + helps support bone health & density
- + added vitamins D3 & K2 (MK-7)

NATURAL SOURCE OF MARINE CALCIUM HYDROXYAPATITE, PHOSPHORUS & COLLAGEN

Nutrition from the Sea



DO NOT TAKE IF YOU HAVE SEAFOOD ALLERGIES



CALCIUM

Calcium is an essential dietary mineral. It is present mainly in skeleton, which provides structural support for the body. Calcium is also necessary for muscle contractions, nerve cell signalling, and blood clotting. Calcium deficiency is known to lead to osteoporosis and is very common, with an estimated 20% of the New Zealand population being calcium deficient.





Like human bone, fish bone contains high levels of calcium and phosphorus. The calcium and phosphorus in fish bone has a natural physiological ratio of approximately 2:1, the perfect ratio for the human and animal body to absorb and utilise the calcium.

Fish bone also contains collagen, iron, magnesium, selenium, zinc and other minerals.

In addition fish bone contains special peptides that allow the human body to better absorb the calcium. Fish bone, therefore, is a source of dietary calcium, phosphorus and collagen that can be used to supplement health products and feeds.



Nutrition from the Sea

-  **CALCIUM FISH BONE (MCHC) POWDER CAPSULES**
-  **SHARK CARTILAGE POWDER CAPSULES**
-  **GREENSHELL™ MUSSEL POWDER CAPSULES**
-  **GREENSHELL™ MUSSEL POWDER TABLETS FOR PETS**



KEY COMPONENTS OF CALCIUM FISH BONE (MCHC) POWDER CAPSULES



CALCIUM HYDROXYAPATITE

Bone health requires more than just calcium, fish bone is also rich in minerals, including phosphorus, magnesium and other trace elements. When all of the minerals in bone are naturally present in the right ratio, it then forms a crystalline structure called **hydroxyapatite**. Calcium hydroxyapatite from fish bone is considered to be the most bio available form of calcium.

COLLAGEN

Fish bone is a rich source of collagen, our Calcium Fish Bone (MCHC) Powder Capsules contain approximately 14% collagen. Collagen is a major component of joints as well as tendons, ligaments and skin. When collagen in the joints wears away under mechanical stress or is degraded during inflammation, osteoarthritis results.

VITAMIN D3 & VITAMIN K2 (MK-7)

Added Vitamin D3 and Vitamin K2 (MK-7) in Calcium Fish Bone (MCHC) Powder Capsules will help with optimum utilisation of calcium. This combination may strengthen bone and improve heart health by the action of Vitamin K2 (MK-7) dependent proteins, which will help with the binding of calcium in bone matrix and inhibit formation of calcium in blood vessel walls.

BENEFITS & FEATURES

- + Highly bio available form of calcium and phosphorus
- + Specially processed to retain all minerals and keep calcium and phosphorus intact in their natural physiological ratio of 2:1
- + Contains marine collagen
- + Contains other trace elements including magnesium, iron, and zinc
- + Added Vitamin D3 and Vitamin K2 (MK-7) for optimal utilisation of calcium

SUSTAINABILITY

Calcium Fish Bone (MCHC) Powder is manufactured by United Fisheries Ltd using fish caught according to the New Zealand Quota Management System, a sustainable fishing resource. All extraction procedures meet the regulations and guidelines of New Zealand Ministry of Primary Industries (MPI).

STUDIES

Bone health is an area of growing importance. In the bone, two types of cells are required to maintain a balance between creating new bone matrix and breaking down bone matrix. Osteoblasts are cells that build bone and osteoclasts are cells that break down bone matrix. In the body, osteoclasts and osteoblasts work in unison so that bone can grow and repair. In osteoporosis, bone is broken down more quickly than it is created.

Research conducted on the effect of fish bone powder on osteoblast cells proliferation and osteoclast formation showed that the MCHC powder reduced the amount of osteoclast forming. The powder had a positive effect on osteoblast function and inhibited osteoclast activity.

ONE CAPSULE CONTAINS

Calcium Fish Bone (MCHC) Powder..... 615 mg
Encapsulated in a vegetable capsule.

ADDED VITAMINS

Vitamin D3..... (500 IU) 12.5 mcg
Vitamin K2 (MK-7)..... 50 mcg

TYPICAL ANALYSIS (PER 100 gm FISH BONE POWDER)

Protein.....	25.00 gm	Zinc	90 ppm
Calcium.....	25.13 gm	Manganese	17.5 ppm
Phosphorus	12.75 gm	Iron	6.2 ppm
Collagen	14.27 gm	Selenium	0.69 ppm
Magnesium	0.43 gm	Copper.....	0.18 ppm
Sulphur.....	0.25 gm	Boron	<5 ppm
Potassium	0.03 gm		

SUGGESTED DOSAGE

Take 1 capsule per day, or 2 if needed.

If taking prescription medication or if in doubt consult your healthcare professional.

Store in a cool dry place.



FOR MORE INFORMATION OR FEEDBACK ON OUR PRODUCTS, PLEASE CONTACT US.

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