

# 3 reasons for choosing MOO™

|                                 |                                   |  |
|---------------------------------|-----------------------------------|--|
|                                 | <b>MOO™</b>                       | Inorganic calcium supplement (calcium carbonate) |
| Source                          | Natural – milk                    | Inorganic source – limestone (chalk)             |
| Minerals present in right ratio | Calcium, magnesium and phosphorus | Calcium only                                     |
| Bioavailability                 | 70% bone mineralisation           | Only 33% bone mineralisation                     |

## Make MOO™ a part of your life

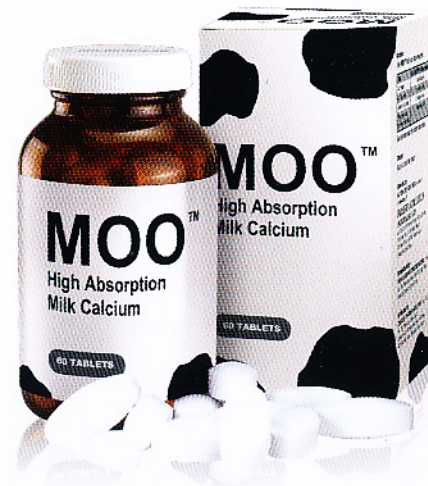
| Group                        |                    | Dosage<br>(Tablet per day) |  |
|------------------------------|--------------------|----------------------------|--|
| Adults                       | 18-50 years old    | 1                          | Tablets to be taken before meals.            |
|                              | Above 50 years old | 2                          |  |
| Children                     | above 8 years old  | 1                          | Take 2 tablets daily for treatment purposes. |
| Pregnant and nursing mothers |                    | 2                          |  |

## The “food state” calcium the real deal

- **Superior bioavailability**  
70 percent\* bone mineralisation
- **Clinically proven**  
effective in increasing bone mass density by 38 percent\*\*
- **Outstanding safety**  
suitable for lactose intolerant people, children and pregnant women
- **Milk minerals**  
come with calcium, magnesium and phosphorus in the right ratio as living bones

\* Pointillart et. Al. Reproduction Nutrition Development 2000;40

\*\* J.P Bonjour et Al. Journal of Clinical Investigation 1997;99:1287-94



MOO™ Info Centre

Tel: 1300-88-2700 E-mail: info@moomilkcalcium.com

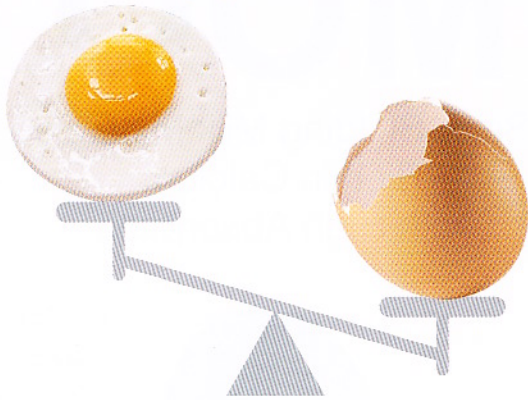
[www.moomilkcalcium.com](http://www.moomilkcalcium.com)

# MOO™

Bone Building Milk Minerals  
Rich in Calcium  
with High Absorption



Why don't you ever eat the eggshell?



Eggshell has more calcium than egg yolk and white. However, eggshell is **NOT** food. It cannot be digested and absorbed even if it is taken in powdered form. The nutrients in the yolk and white are "food" which can be easily digested and absorbed.

So, if you are taking a calcium supplement, make sure you take a supplement, like **MOO™**, that contains food-based calcium.

**Fact: 90 percent of women are consuming chalk as their source of calcium supplement.**

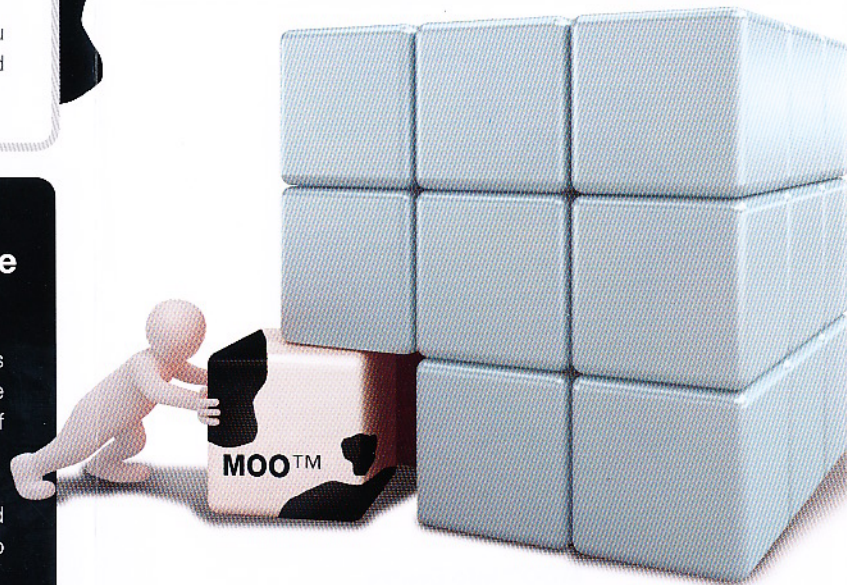
Most of the calcium supplements in the market contains calcium carbonate, which is chalk. Calcium carbonate (chalk) is poorly absorbed and may lead to the formation of kidney stones.\*

Stop feeding your bones with cheap, almost useless and possibly dangerous chalk. Go for the **LIVING** calcium, go for **MOO™**.

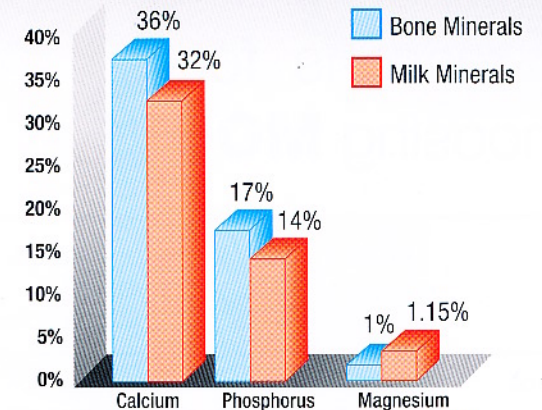
\* Ref: Sheldon.S & Rovik, D, 2001, PDR for Nutritional Supplements, Medical Economics Thomson Healthcare, Montvale

## MOOve MOOre milk minerals into your bones

Using a patented ultra-filtered technology pioneered by DMV International of The Netherlands, bone-building milk minerals are scientifically extracted, while casein, lactose and fat are removed.



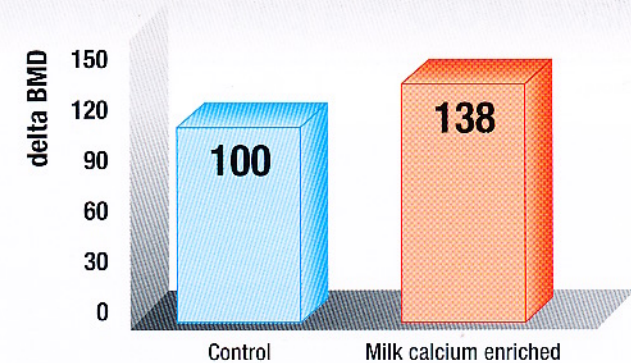
Calcium, magnesium and phosphorus ratio close to **living bones**



Minerals in **MOO™** in comparison to our living calcium.

The chart above shows that milk calcium in **MOO™** comes with the magnesium and phosphorus content in the right ratios as calcium. An analysis of milk calcium also shows that it contains other vital minerals like boron and Vitamin D in small but useful amounts. Thus, **MOO™** is a high-absorption calcium supplement with superior bioavailability.

**Clinically proven** to increase bone mass by **38%\***



A Swiss study done in 1997 which shows a significant bone growth with a 38 percent increase in the bone mass density (BMD) among girls given milk mineral fortified food.

\*J.P Bonjour et Al. Journal of Clinical Investigation 1997;99:1287-94