

**WANT TO HAVE STRONGER BONES ?**

**CALCIUM MAY NOT BE THE FIX-ALL SOLUTION TO PROMOTING BONE HEALTH**

## Introduction

“If you want to keep your bones healthy, you will need to take calcium,” this is the standard belief for many looking to improve their bone health. Additionally, as we age, many starts to worry about the risk of Osteoporosis, so they often take calcium supplements in large quantities daily. However, can it really guaranteed to keep our bones healthy?

In reality, it’s not that simple. In fact, there are two downsides to calcium absorption during our daily nutrition intake. First, the absorption rate of calcium decreases with age. The calcium absorption rate is about 50 percent for infants, 40 percent for children, and will drop to 20 percent for adults, with only about 15 percent absorption in the elderly.<sup>[1]</sup> In addition, problems with Anachlorhydria and elevated phosphate levels might interfere with the absorption of calcium. Foods like grains and vegetables contain oxalic acid, phytic acid and phosphoric acid which are substances that easily bind to calcium, resulting in low calcium absorption.<sup>[2]</sup>

If calcium cannot be effectively absorbed and utilized by our body, calcium will be excreted with the digestive system no matter how many calcium supplements we eat. Therefore, the process of efficiently absorbing calcium into the bloodstream value has been the subject of intensive research at Chenland.

## Take Extra Meal for Your Bones

In addition to supplementing calcium through your daily diet or calcium supplements, it is important for your body to take in calcium more efficiently and to reduce the loss of ingested calcium. By choosing Eubone™, a specially formulated botanical blend with three traditional Chinese herbs: *Eucommia ulmoides*, *Drynaria fortunei* and *Cuscuta chinensis* you can choose the natural, herbal alternative that is scientifically proven to be safe and effective. Additionally, to meet the problems of calcium absorption, we have made EuBone™ for the purpose of enhancing calcium absorption. In order to ensure the quality of our herbal formulations, we hand selected the best herbs only from the authentic medicinal material cultivation areas with full traceability from harvest to extract.



### References:

[1] Ods.od.nih.gov. 2020.Office of Dietary Supplements - Calcium. [online] Available at: <<https://ods.od.nih.gov/factsheets/Calcium-HealthProfessional/>>

[2] Healthline. 2020. Oxalate (Oxalic Acid): Good or Bad? [online] Available at: <https://www.healthline.com/nutrition/oxalate-good-or-bad>

**EU BONE**

Preclinical Studies:

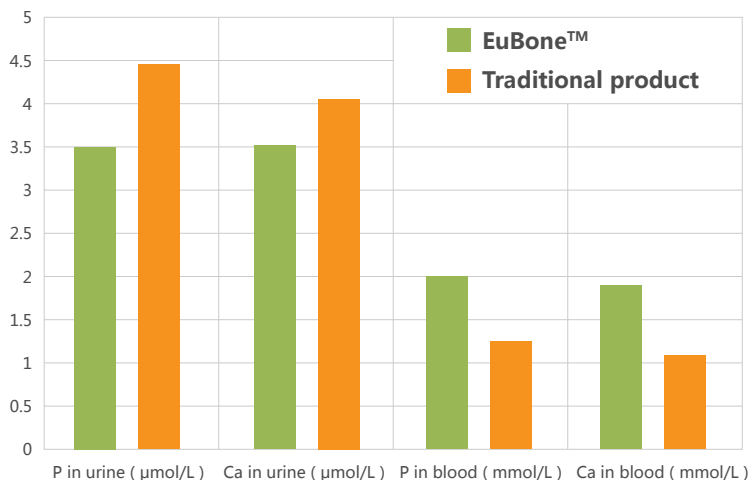
**A 100% Plant-based Bone Health Solution**

Dietary bone health supplements on the market often contain a large amount of calcium, magnesium, minerals, and vitamins that have low absorption rates when consumed. Traditional Vitamin D3 and K2 can improve calcium absorption, but the improvement is limited. [1]

We tested the effectiveness of EuBone™ on preventing Osteoporosis for 8 weeks in OVX rat models built by glucocorticoid injection. The results showed that taking EuBone™ can significantly increase bone density and elasticity, indicating that EuBone™ has the effect of reducing the risk of fracture.

EuBone™ is a 100% natural herbal formula without calcium addition. However, we found an increase in the calcium and phosphorus concentration in blood and a decrease in urine. The animal diet indicates that EuBone™ may promote calcium absorption, which is similar to calcium boosters like vitamin D3 and K2. In order to further verify this conclusion, we compared the changes of CA and P in blood between the EuBone™ group and traditional product (including Ca, Vit D3, Vit K2) group. EuBone™ group shows better Ca and P metabolism, although additional calcium is taken in the traditional product group.

**EuBone™ is a more effective solution on bone health**



Osteoporosis degree is observed through 3D micro-CT scanning. We can see EuBone™'s effectiveness directly on improving microscopic morphology of bone.

**SMI : A value that reflects the degree of osteoporosis**

Normal		Healthy bone	SMI:1.14
Placebo		Severe osteoporosis	SMI:1.71
EuBone™		Significant improvement after 8 weeks	SMI:1.38

Derived from the global health industry, Chenland will continue to strive for excellence and innovation with the purpose of providing safe and reliable natural dietary supplements for the industry.

**References**

[1] O'Keefe, J., Bergman, N., Carrera-Bastos, P., Fontes-Villalba, M., DiNicolantonio, J., & Cordain, L. (2016, March 22). Nutritional strategies for skeletal and cardiovascular health: Hard bones, soft arteries, rather than vice versa. Retrieved September 27, 2020, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4809188/>

