



GTC Nutrition Announces New Initiative to Improve Bone Health

NutraFlora® and CalciLife™ being endorsed as ingredients that improve calcium and magnesium absorption and increase soy isoflavone absorption.

October 25, 2003, Golden, CO– In response to the growing concern about calcium deficiency and bone health, GTC Nutrition LLC has announced they will place on a stronger emphasis on promoting their prebiotic ingredients to address issues regarding bone health. Plans include a consumer marketing strategy designed to assist consumers in making good choices for increasing the longevity of bone strength.

“GTC has always firmly believed in promoting health and well being.” remarked Jim Low, Director of Operations for GTC, “Prebiotics are proving to be powerful means for absorbing the nutrients associated with bone health, so GTC wants to share this valuable information with formulators and their customers.”

Considerations for raising awareness include a web site where consumers can get unbiased information about nutrients and absorption, as well as a new advertising campaign.

NutraFlora, a glucose-terminated, prebiotic fiber, has been repeatedly shown through well-designed, scientific studies to increase calcium absorption by up to 50% with as little as 3 grams a day. Over 20 studies have indicated a positive effect on calcium absorption specifically with scFOS.

Numerous studies have also indicated that NutraFlora promotes a significant increase in magnesium and soy isoflavones. Calcium, magnesium and isoflavones have all been shown to be vital building blocks for maintaining bone durability, a crucial consideration for the millions of Americans whose diets are seriously deficient in these nutrients.

Because NutraFlora scFOS is a prebiotic fiber that is highly fermentable, it works quickly. This means that when NutraFlora is added to food products or supplements that contain calcium, magnesium or isoflavones, it will help the body to absorb those nutrients. Other prebiotics can have positive effects on absorption of calcium, but because they ferment slower, the benefits may not be applicable to the product in which the prebiotic is included.

For products that do not naturally contain calcium or magnesium, GTC is offering formulators another option for preparing a bone-health formula: CalciLife, a prebiotic mineral formulation, high in calcium carbonate. This unique mineral matrix is derived from sea plants and has a porous structure, much unlike other calcium carbonate.

Both NutraFlora and CalciLife offer formulators numerous technical advantages and are easily to incorporate into almost any formulation. For more information, call GTC at 1-800-522-4682 or visit www.gtcnutrition.com.

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