



Contacts:
Trina O'Brien, GTC Nutrition
303-468-5077 or 303-589-9805
tobrien@gtcnutrition.com

Jennifer Tilliss, Linhart Public Relations
303-951-2566
jtilliss@linhartpr.com

**May is the Month for Colorado to *Get Hip to Bone Health*
National Osteoporosis Awareness and Prevention Month is an Ideal Time for the
Entire Family to Learn How to Build Stronger Bones**

GOLDEN, Colo. (May 1, 2007) – Osteoporosis levels in Colorado are expected to rise to almost 847,100 by 2010, according to the National Osteoporosis Foundation (NOF). But by taking simple steps, Colorado families can begin building stronger bones to reduce this threat. May is National Osteoporosis Awareness and Prevention Month, and a great time to educate Americans of *all ages* about the risks associated with poor bone health and what they can do to help build stronger bones.

Osteoporosis is a disease that does not discriminate. Men, women and children are *all* at risk. According to the NOF, one in four men and one in two women over age 50 will experience an osteoporotic fracture. Only about 12 percent of females and 32 percent of males are getting enough calcium (the daily recommend value of calcium is 1,200 mg for this age group) during the early teenage years, a critical period for achieving peak bone mass. Compounding this problem is the large number of Americans who remain unaware of what it takes to build strong bones.

A recent survey conducted by Opinion Research Corporation for GTC Nutrition found that most Americans – about 70 percent – are unaware that only about a third of the calcium they consume is absorbed by the body. In fact, almost half of all those surveyed mistakenly believe they absorb 50 to 100 percent of the calcium they ingest.

The following are six simple tips from Dr. Coni Francis, registered dietitian with GTC Nutrition, that every person can easily follow to help build strong bones:

- 1. Consume a diet rich in calcium** – The daily recommended allowance of calcium ranges from 1,000 to 1,300 mg depending on age, and if you can't get enough calcium through your diet, you should take a calcium supplement to help increase calcium intake.
- 2. Get vitamin D** – Your body can't absorb the calcium you take in without vitamin D. You can get vitamin D either from your diet or from the sun.
- 3. Exercise** – Weight-bearing exercise can help those of all ages develop and maintain strong bones. In fact, children and adolescents who participate in regular exercise are more likely to achieve peak bone mass than those who remain sedentary.

4. Don't smoke and avoid large quantities of alcohol – Smoking and consuming excessive amounts of alcohol can increase your risk for osteoporosis.

5. Eat foods fortified with prebiotics – You can boost the amount of calcium your body absorbs by eating foods enhanced with prebiotic fibers, like NutraFlora® prebiotic fiber. Scientific studies have shown that prebiotic fibers such as NutraFlora help to increase calcium absorption. NutraFlora is easily identifiable on food packaging by its green leaf seal.

6. Discuss bone health with a healthcare professional – Take the initiative to talk to your doctor or healthcare professional about the health of your bones, including risk factors and preventative measures you can take throughout your lifetime.

It is never too early or late to begin following these steps for building stronger bones. In fact, bone density and bone mass peak in the late teenage years and early 20s, making it important to begin building strong bones early in life.

“While we may never absorb 100 percent of the calcium we consume, prebiotics can help to significantly boost calcium absorption. Prebiotic fibers nourish probiotics, or ‘beneficial bacteria’, found in food like yogurt, helping to naturally increase the amount of calcium and other minerals absorbed from food,” said Dr. Francis. “One of the most effective prebiotics on the market today is NutraFlora® prebiotic fiber. It acts quickly and is active during the peak time for calcium and mineral absorption – about four hours after food is ingested, which is several hours faster than other prebiotics on the market.”

Foods enhanced with NutraFlora® prebiotic fiber, such as Horizon Organic® yogurts and smoothies and NuVim™ dietary supplement beverages, are available at local grocery stores and can be easily identified by the green leaf seal. NutraFlora-enhanced food, beverage and supplement products are an ideal way to increase calcium absorption, fiber intake and improve overall health. In addition, NutraFlora is also the only prebiotic fiber produced in North America that has been approved by the National Organic Standards Board for use in organic products, such as Horizon Organic yogurt.

To learn more about bone health, visit the National Osteoporosis Foundation Web site at www.nof.org.

To learn more about NutraFlora, visit www.nutraflora.com.

About GTC Nutrition

GTC Nutrition, a business unit of Corn Products International, Inc., is a recognized leader in providing innovative, customized ingredient solutions along with scientific, technical and marketing expertise to the food processing, dietary supplement and animal feed industries. GTC Nutrition promotes health globally with innovative functional food ingredients and unsurpassed customer support. For more information, visit gtcnutrition.com.

#