



## **GTC Nutrition To Introduce CalciLife™ at Supply Side West**

*New Prebiotic Mineral Formulation Offers Health and Taste Advantages*

**August 18, 2003** –GTC Nutrition LLC will introduce CalciLife, a first-of-its-kind prebiotic mineral formula on October 2 at Supply Side West in Las Vegas. CalciLife combines a plant-derived marine mineral source including calcium, magnesium and trace minerals, and prebiotic fiber to boost absorption.

CalciLife was jointly developed by GTC Nutrition LLC of Golden, Colorado and Marigot Group Limited of County Cork, Ireland. CalciLife combines the benefits of a distinctive matrix of plant-derived sea minerals (derived from sea plants, not coral) and short chain fructooligosaccharides (scFOS), the most effective prebiotic available. This proprietary formulation is being marketing in the Americas by GTC Nutrition and in Europe by Marigot.

“The most beneficial aspect of CalciLife comes from the synergy of a natural mineral matrix that includes calcium, magnesium and 14 important trace minerals, all combined with a prebiotic ingredient that creates favorable conditions for absorption of minerals into the body. This combination guarantees a higher level of efficacy,” explains Dr. Linda Chamberlain Douglas, Manager of Scientific Affairs for GTC Nutrition. “The scFOS in CalciLife has been scientifically shown to increase calcium absorption by over fifty percent with a low dose and the marine mineral source has a unique porous structure not found in any other calcium product.”

While many consumers know they need to take in more calcium, most do not get enough. “Even among many health-conscious consumers, the ‘Calcium Gap’ is still prominent. A majority of women still are not getting the recommended daily dose of calcium,” explained Dr. Susan Lawlor, Research and Development Manager, of the Marigot Group. “CalciLife may be one of the best ways to get the calcium you need to help in the prevention of osteoporosis and other diseases associated with low calcium intake.”

In addition to supporting bone health, CalciLife provides additional digestive health and immune function benefits. CalciLife can also improve taste and texture of bars and other nutraceutical foods. “It is almost unheard of that the addition of calcium can actually help a product taste *better*,” stated Dr. Douglas. The porous structure of the sea mineral matrix contributes to a better mouth feel and texture without any chalky or bitter taste. In addition, CalciLife adds a slightly sweet taste and can help to mask off-notes associated with soy products or high intensity sweeteners.

For information, please contact GTC Nutrition at 1-800-522-4682.

### **About GTC Nutrition LLC**

GTC is a leader in providing natural, science-based ingredients to the food processing, nutraceutical and animal feed industries. For more information, visit [www.gtcnutrition.com](http://www.gtcnutrition.com).

#####