

adora™

calcium supplements in chocolate



Supplement Sales


- Total Retail Market 2008 FDM (ex Wal-Mart) \$2,690,764,000*
-This category is #31 out of 200 measured categories
- Total Retail Sales in Drug Stores in 2008 \$1,574,041,000*
-This category is #3 out of 200 measured categories

Delicious Calcium Supplements – A Growing Need

- Calcium is the most popular dietary supplement with 2006 sales (most current figures available) of over \$1 billion**
- Studies have estimated that up to 78% of women are deficient in calcium***
- Baby Boomers are at high risk of osteoporosis with the disease impacting 55 percent of those age 50 and over***
- Consumers report poor compliance in taking calcium because they have trouble swallowing pills or chewing sticky supplements.

Adora™ Calcium's Advantages



- Made from creamy, rich chocolate that is naturally high in antioxidants
- Contains only natural ingredients - no artificial sweeteners, corn syrup, or trans fats
- Provides 500 mg of calcium per disk combined with Vitamin D for optimal absorption
- Does not stick to teeth
- Consumers report it is easier to digest than pills
- Does not contain gluten
- Certified Kosher by the Orthodox Union 
- The dark chocolate flavor is lactose-free
- Was a stand out in Consumer Reports October 2007 article, *Have Some Calcium with your Chocolate* where they said "MMM...nutrients...Adora had the claimed amount of calcium."
- Supported through the Web site www.adoraCalcium.com, along with numerous others such as About.com, FitSugar.com, CarrotsnCake.com, YummyDietFood.com, and many more.
- Consumers and nutrition experts really love the taste...

"Thank you so much for your product. I take calcium because I know it's important for my bone health, but had failed to find a supplement that I did not dread taking every day. Your supplements are a dream come true. Thank you so much!" – Della from Simpson, Louisiana

"I'm a full time Nurse Practitioner, working in an Osteoporosis center and I am probably your greatest fan! My patients and children love Adora, too. I couldn't be happier that it is now available at local stores. Adora is a great fix for a sweet treat after meals or even for a snack while you're on the go!" – Lianne from Farmington, CT****

Crave your Calcium™

*Source: IRI data as published in Chain Drug Review December 2008

**Source: www.nutraingredients-usa.com "Calcium and multivitamins drive US market"

***Source: National Osteoporosis Foundation www.nof.org

**** Testimonials are from emails sent by consumers