



Even Better...

Consumers have come to love the delicious, all-natural chocolate of Adora™ Calcium — that won't ever change! But, research and consumer input has led us to an even better formula for bone health, along with an exciting, vibrant new look for the brand.

A UNIQUE BONE HEALTH FORMULA

Beginning in 2010, the new formula of Adora Calcium will include:

More Than Double the Vitamin D! (250 IU per serving)

- » Includes D3, the most active form of the nutrient
- » Essential for calcium absorption
- » Key in boosting immunity and preventing diseases such as cancer.

Now With Magnesium! (40 mg per serving)

- » An often overlooked nutrient for bone health
- » Magnesium assists with calcium absorption without impacting product size or taste.

No Vitamin K

- » Consumers who are on blood thinning medication must avoid vitamin K
- » Learn how to get enough vitamin K from diet alone at www.AdoraCalcium.com and www.WomensCircleofHealth.com.

A VIBRANT NEW PRESENCE

Adora Calcium has a fresh new look:

- » Product imagery emphasizes Adora's real, rich chocolate
- » A continuation of our popular, resealable packaging with enhanced product information
- » An updated website and bold marketing materials.

SOME THINGS NEVER CHANGE

Capitalizing on all of the benefits of our rich, all-natural chocolate, Adora Calcium will continue to be:

- » High quality calcium (500 mg of calcium carbonate)
- » Naturally high in antioxidants
- » Chewable and easier to digest than large pills
- » Gluten free and lactose free (dark chocolate)
- » Certified kosher by the Orthodox Union. ©