

Test Your Calcium Quotient

Are you missing out on calcium? Nine out of 10 women fail to get the calcium they need. Men aren't doing much better — almost two-thirds of adult men don't meet their calcium requirements. In fact, calcium is one of the nutrients most likely to be lacking in the American diet.

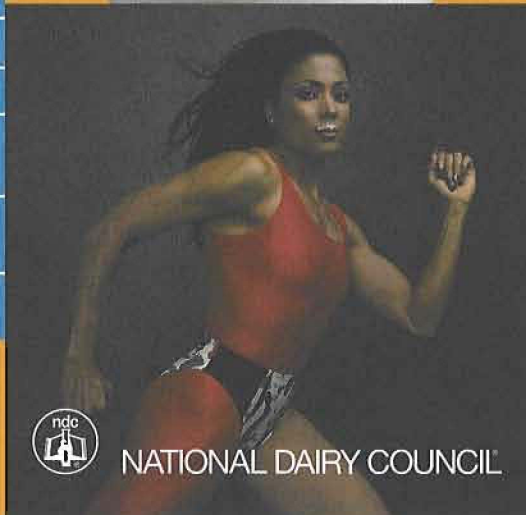
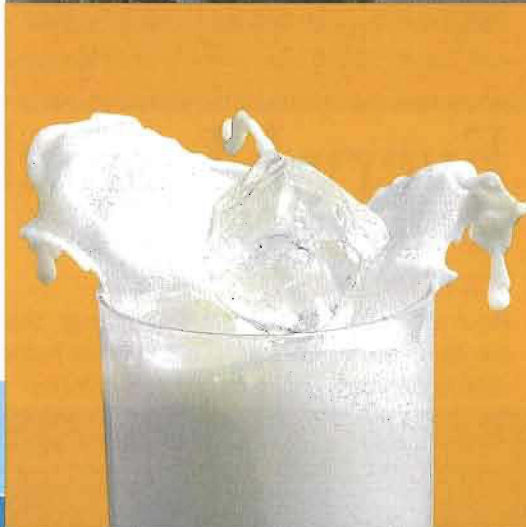
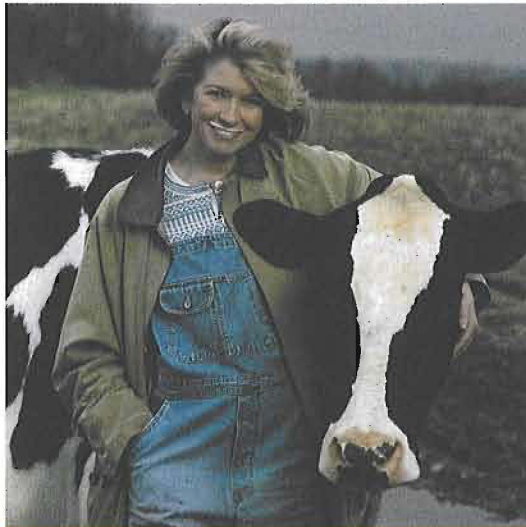
No bones about it, less bone without it

You need calcium to keep your bones in shape. Your bones need to last a lifetime — and it takes a lifelong commitment to keep them strong.

Without a steady supply of calcium in your diet, your body will steal it from the only source it has: your bones. Over time, frequent calcium withdrawals can make bones weak and fragile. This can lead to the crippling disease called osteoporosis, which is a major public health threat for 28 million Americans — including both women and men.

Calcium Counts

Research shows that most Americans don't get the calcium needed to build and maintain bone density. The National Academy of Sciences increased the recommended amount of calcium to 1,000 mg a day for adults. You can help meet this requirement by drinking three 8-ounce glasses of milk a day.



| If you're... | Your daily calcium need is... |
|---|-------------------------------|
| age 9 to 18 | 1,300 mg |
| age 19 to 50 | 1,000 mg |
| over age 50 | 1,200 mg |
| pregnant or breastfeeding (18 or under) | 1,300 mg |
| pregnant or breastfeeding (19 to 50) | 1,000 mg |

Source: Adequate Intakes of Calcium, Institute of Medicine/National Academy of Sciences, 1997.

This material has been reviewed for technical accuracy by The American Dietetic Association.



NATIONAL DAIRY COUNCIL

Do You Need To Bone Up On Calcium?

See if you're getting your fair share of calcium. Answer the following questions — you may be in for a surprise. Look for the answers on the back.

1. I get enough calcium with the milk in my cereal.

True False

2. I often grab a soft drink or iced tea at lunch.

True False

3. Now that I am an adult, calcium is not important.

True False

4. Lots of different foods contain calcium.

True False

5. I can get the calcium I need from a supplement.

True False

Tips for Tolerance

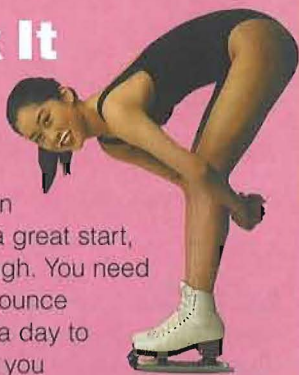
If you are lactose intolerant, recent studies indicate you may be able to enjoy 2 cups of milk daily — one with breakfast and another several hours later with dinner — without experiencing discomfort.

- Drinking milk with other foods, rather than on an empty stomach, seems to help.
- You may also want to try lactose-reduced or lactose-free milk found in the dairy case in most supermarkets.
- Or add lactase enzyme drops to regular milk to make it easier to digest, or look for dairy digestive supplements (lactase caplets) at your drugstore.
- Talk to your physician first — what you think is lactose intolerance could be something else.

MILK

Where's your mustache?™

Check It Out



1. False. Milk in the morning is a great start, but it's not enough. You need at least three 8-ounce glasses of milk a day to get the calcium you need. One simple way to work in more milk is to break out of your daily grind and go for a caffè latte instead of your regular cup of joe. And find ways to cook with milk — use milk instead of water when preparing soups and hot cereals.

2. If you answered True, it's time to rethink your drink. One of the easiest ways to boost daily calcium is to have a glass of milk at every meal. Stir in a spoonful of chocolate syrup or heat a mug of milk in the microwave with a splash of vanilla extract for a change of pace. Remember: A cup of fat free milk is 80 calories and you'll get 300 milligrams of calcium and plenty of other nutrients in return.



3. False. While your bones may be as long as they will ever be, you can continue to add bone tissue to make them denser and stronger. But it takes a calcium-rich diet to do that. Calcium remains an essential mineral throughout your life — and milk is a childhood favorite that's still an important drink as an adult.

4. False. About 75% of the calcium in the food supply comes from milk and milk products. Other foods may contain calcium, but in smaller amounts. To get the same amount of calcium found in 3 glasses of milk, you would have to eat 7 cups of raw broccoli, 3 ounces of sardines and 6 cups of red beans.



5. If you answered True, you're missing out on the other nutrients milk provides like vitamin D, which helps your body absorb the calcium and deposit the mineral into your bones. Besides, a pill can't make up for an inadequate diet. Nutrition experts recommend a food-first approach.

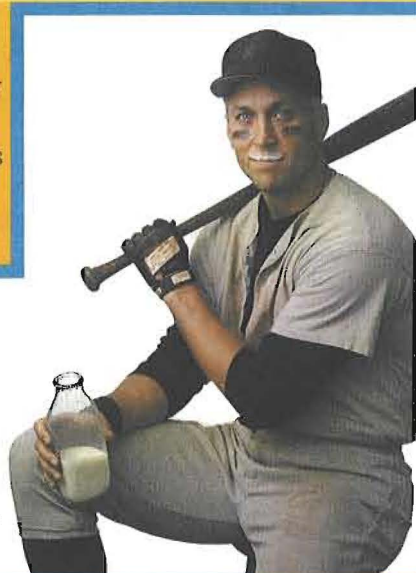
Rate Your Risk Of Osteoporosis

Learn more about this bone-thinning disease that causes 1.5 million fractures of the hip, spine and wrist each year. Answer the following questions to determine your risk for developing osteoporosis.

| QUESTION | YES | NO |
|---|-----------------------|-----------------------|
| Do you have a small, thin frame or are you Caucasian or Asian? | <input type="radio"/> | <input type="radio"/> |
| Has a female member of your immediate family broken a bone as an adult? | <input type="radio"/> | <input type="radio"/> |
| Are you a postmenopausal woman? | <input type="radio"/> | <input type="radio"/> |
| Have you had an early or surgically induced menopause? | <input type="radio"/> | <input type="radio"/> |
| Have you been taking high doses of thyroid medication or high or prolonged doses of cortisone-like drugs for asthma, arthritis or other diseases? | <input type="radio"/> | <input type="radio"/> |
| Is your diet low in milk/milk products and other sources of calcium? | <input type="radio"/> | <input type="radio"/> |
| Are you physically inactive? | <input type="radio"/> | <input type="radio"/> |
| Do you smoke cigarettes or drink alcohol in excess? | <input type="radio"/> | <input type="radio"/> |

Source: National Osteoporosis Foundation

The more times you answer "yes," the greater your risk for developing osteoporosis. See your physician for more information. Your physician may recommend a bone mass measurement test. This test measures your bone density and helps predict your risk of future fracture.



Every Mustache

Has the Same Amount of Calcium

No matter what type of milk you choose, they all contain the same amount of calcium and other nutrients. The only difference you'll find is the fat and calories.

| Milk (1 cup) | Calories | Fat (g) | Calcium (mg) |
|-----------------|----------|---------|--------------|
| Fat free (skim) | 80 | 0 | 300 |
| 1/2% lowfat | 90 | 1 | 300 |
| 1% lowfat | 100 | 2.5 | 300 |
| 2% reduced fat | 120 | 5 | 300 |
| Whole | 150 | 8 | 300 |



American Heart Association

Fat free and 1/2% lowfat milk meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

So if you choose fat free or lowfat milk you'll still receive all the nutrients of whole milk. You can keep your heart healthy, too. Look for the American Heart Association heart-check mark on cartons of flavored and unflavored varieties of fat free or 1/2% lowfat milk.

And here's more heart-healthy news...

Some studies suggest that a lowfat diet rich in lowfat milk and milk products may help reduce the risk of high blood pressure — a major risk factor for heart disease.

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To help you "Drink 3"
call 1-800-WHY-MILK or click on
<http://www.whymilk.com/>.

OSTEOPOROSIS

Are You at Risk?

If you are a woman and past menopause, follow these three steps.

Step 1 Talk to your doctor today about your risk for Osteoporosis.

YES NO

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Are you past menopause? |
| <input type="checkbox"/> | <input type="checkbox"/> | Did you or your mother lose height, have a curved back, or break a hip, wrist, or spine after age 50? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you Caucasian or Asian? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a small, thin frame? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you ever been a smoker? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you take or have you ever taken oral steroids, such as prednisone? |



Discuss your answers with your doctor.

Step 2 Request a DEXA, bone density test.

Step 3 If you have low bone mass or osteoporosis, ask your doctor if ACTONEL is right for you.

- ACTONEL is a prescription medication to treat and prevent post-menopausal osteoporosis.
- ACTONEL works fast to help reverse bone loss and protect your bones.
- ACTONEL is proven to increase bone density in as early as 3 months.
- In studies, the overall occurrence of side effects with ACTONEL was similar to placebo (sugar pill). Side effects are generally mild to moderate and may include back or joint pain, stomach pain or upset, or constipation.

You should not take Actonel if you have low blood calcium, severe kidney disease, or cannot sit or stand for 30 minutes. Stop taking Actonel and tell your doctor if you experience difficult or painful swallowing, chest pain, or severe heartburn, as these may be signs of serious digestive problems. Follow dosing instructions carefully.

AND NOW
Actonel is available in
a once-a-week dose



