



spotlight on health

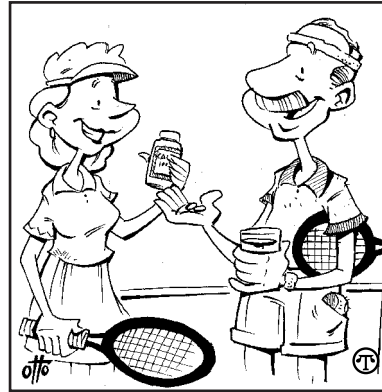
Men Take Charge Of Their Health By Adding Calcium!

(NAPSA)—While women have been hearing about the relationship between calcium and osteoporosis for years, in actuality, bone health is important for people of all ages and genders. Yet most men are not aware of osteoporosis as a men's health issue. Osteoporosis remains one of the most underdiagnosed and undertreated diseases in men. It is estimated that there are 2 million men in America with osteoporosis, and an additional 3.1 million who are currently at risk for the disease.

Calcium is well known for its role in helping to fight bone loss. Now, the same calcium that helps fight bone loss may help keep your colon healthy, too. According to a major clinical study, two Caltrate® tablets a day helped some patients maintain a healthy colon by reducing the risk of recurrence of colon polyps, a risk factor for colon cancer. Colon cancer is the third most common cancer in men and women, so calcium may play an important role in bone and colon health.

Some important risks associated with multiple health concerns affecting men today, including osteoporosis and colorectal cancer, can be reduced with simple lifestyle changes. A healthy diet that is low in fat, abundant in fruits and vegetables, rich in calcium with adequate vitamin D, avoidance of smoking and excessive alcohol intake, and engaging in physical activity including weight-bearing exercises may all help reduce the risks. Warning signs of osteoporosis in men include a change in posture or sudden back pain. However, the most common way osteoporosis is diagnosed in men is by loss of height or a fracture. By incorporating healthier lifestyles, men may be able to reduce their risk of osteoporosis, as well as the recurrence of colon polyps.

Dr. Barbara Levine, Director of the Calcium Information Center at



Experts believe osteoporosis often goes undiagnosed and untreated in men.

Rockefeller University, has been working with men's health issues for many years. "It is important for men to be aware of potential health concerns. They need health education and modification of lifestyle for reduced risk of several diseases," says Dr. Levine. "Most people don't realize that calcium has various health benefits for men. Calcium is proven to promote bone health, and in a major clinical study it has been shown to reduce the recurrence of colon polyps," says Dr. Levine. According to Dr. Levine, "Men older than 70 are especially at risk for osteoporosis and should be getting 1200 mg of calcium in their daily diet."

To address these health issues, Whitehall-Robins, the makers of Caltrate® and the Men's Health Network have formed a partnership to educate men and their families about health concerns for men, and steps they can take to reduce risk. "For ten years our organization has developed educational campaigns on men's health issues. Partnering with an organization such as Whitehall-Robins to spread the word is a natural fit," states Dr. David Gremillion of the Men's Health Network.

To learn more about osteoporosis, bone health and colon health, visit the site at www.caltrate.com.