



spotlight on health

Calcium Shown To Reduce PMS And Support Healthy Bones

(NAPS)—Calcium supplements may do more than support strong and healthy bones.

Taking calcium may alleviate PMS symptoms and that will be welcome news to the 40 million women who suffer from PMS.

New Tums Calcium for Life *PMS* and Tums Calcium for Life *Bone Health* were created by Glaxo SmithKline in response to scientific evidence that the calcium carbonate found in Tums can help reduce the effects of Premenstrual Syndrome (PMS) and can help keep bones healthy and strong. Tums Calcium for Life *PMS* has been patented for PMS use.

According to a recent clinical study, two tablets taken twice daily—totaling the recommended daily 1200 mgs.—can help alleviate at least half of the irritability, mood swings, bloating, cramps, food cravings, and water retention that often accompany PMS, in as little as 60 days.

The supplement is sold in a full month's supply of 120 chewable tablets to make it easy for women to take the right amount of calcium each day and comes in two flavors: Strawberry and Sugar-free Orange Cream. Calcium for Life for *PMS* and *Bone Health* are both now available in the calcium aisle of your favorite retailer.

"Compared to other vitamin supplements and options that have not yet been proven effective clinically, calcium should be the first choice of women for their PMS symptoms," says Michael A. Thomas, M.D., Director of the Center for Reproductive Health at the University of Cincinnati.

The supplement is specially targeted to aid the more than 80 percent of women who do not get

adequate amounts of the mineral through their daily diets.

Calcium helps build and maintain bone mass which, according to preliminary studies, is especially crucial to women who suffer PMS who are at higher risk for bone loss.

"We are so excited to be able to offer a product that can finally help women with PMS..."

Mary Claire Kenworthy



A self-management program provides special money saving offers, tips on the most effective ways to incorporate the supplements into a daily routine and friendly support to help women experience optimal results. To enroll, call 1-800-321-2681.

With each purchase of Tums Calcium for Life *PMS*, a donation of 5¢ will be made to the Society of Women's Health Research, Washington, D.C.

The Bone Health strength, available in fruit flavors, is easy to take and is highly absorbable. Two tablets daily ensure the daily-recommended amount of calcium and will help increase bone mass and strengthen bones now as well as prevent bone diseases later in life. Adequate calcium intake is also important for men.

"With studies now showing that 1 in 5 men will suffer hip fractures, it is crucial for men to be taking adequate calcium to build and maintain bone strength and mass," says Mary Claire Kenworthy, brand manager, GlaxoSmithKline.

For more information, visit www.tumscalciumforlife.com.