



# WOMEN'S HEALTH

## Phosphorus Key In Preventing Osteoporosis

(NAPSA)—According to a new survey, American women aged 30 and older are taking greater action to prevent osteoporosis than breast cancer, obesity and diabetes. Yet, there is a serious gap between women's concern about osteoporosis and their knowledge about supplements for bone health.

Nine out of 10 women report taking concrete steps to prevent bone loss, including taking a calcium supplement (55 percent) and exercising. But, most women are unaware that, for optimal bone health, calcium supplementation has to be paired with an appropriate daily intake of phosphorus, an essential nutrient that comprises approximately one-third the mass of bone mineral. "While the importance of calcium for bone health is irrefutable, clinical studies have shown the effectiveness of calcium supplementation in maintaining bone integrity may be limited if supplemental phosphorus is not also provided," says Dr. Machele Seibel, Professor of Obstetrics & Gynecology, University of Massachusetts Medical School and Medical Director, Inverness Medical Innovations, Inc.

Several studies have demonstrated the importance of the calcium/phosphorus balance for bone health. The most recent, published in the *Journal of the American College of Nutrition*, found that as calcium intake increases without a corresponding increase in phosphorus, total phosphorus absorption falls, and the risk for phosphorus deficiency rises. Calcium supplementation without adequate phosphorus may actually lead to a reduction in bone mass.

The survey reveals that women are not aware of the health benefits of phosphorus. Only 20 percent of those surveyed say phosphorus is very important for bone health. About 83 percent cannot name any health benefits associated with phosphorus. Among



**While many women are taking action to prevent bone loss, most are unaware of the importance of phosphorus in building and maintaining healthy bone.**

women who say they are taking steps to combat osteoporosis, only 36 percent agree that phosphorus helps build and maintain healthy bones. Even among women diagnosed with osteoporosis or osteopenia (low bone mass), only 21 percent are aware of phosphorus' health benefits. "These findings are significant because they illuminate the large gap between women's concern about preventing bone loss and the knowledge they need to accomplish that goal," says Karen Giblin, President of Prime Plus/Red Hot Mamas® Menopause Management Education Programs. "For women in their 30s and beyond, the easiest way to ensure the proper balance of both nutrients is to supplement their diet with a calcium supplement, such as Posture-D®, that contains both calcium and phosphorus," adds Dr. Seibel.

Posture-D®, the only calcium/phosphorus supplement widely available at food, drug and mass retailers, contains the same calcium-phosphorus ratio as healthy bone. It was developed and is marketed by Inverness Medical Innovations, Inc. To learn more, visit [www.postured.com](http://www.postured.com) or for menopause information log on to [www.redhotmamas.org](http://www.redhotmamas.org).