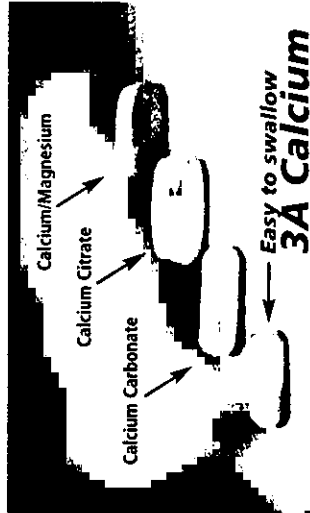


Extraordinary Calcium Complex

3A Calcium™ is a natural source of 39 minerals and amino acids including calcium, magnesium, boron, germanium, selenium, potassium, phosphorus, manganese, zinc, lysine, leucine, isoleucine, alanine, glycine, glutamic acid, serine, aspartic acid.

Each 3A Calcium capsule provides 200 mg elemental calcium (as calcium hydroxide and calcium oxide) with heat-treated sea algae to ensure superior calcium absorption.



Exercise and a healthy diet with adequate daily calcium intakes may help younger white and Asian women reduce their osteoporosis risk in later life. Calcium intakes above 2000mg per day are not likely to provide extra benefit.

Fight osteoporosis harder.

**NEW
200 mg
strength**



3A Calcium is clinically shown to increase bone density

"3A Calcium is really amazing because no other method or preparation, calcium or otherwise, has ever demonstrated a significant increase in bone mineral density in just four months."

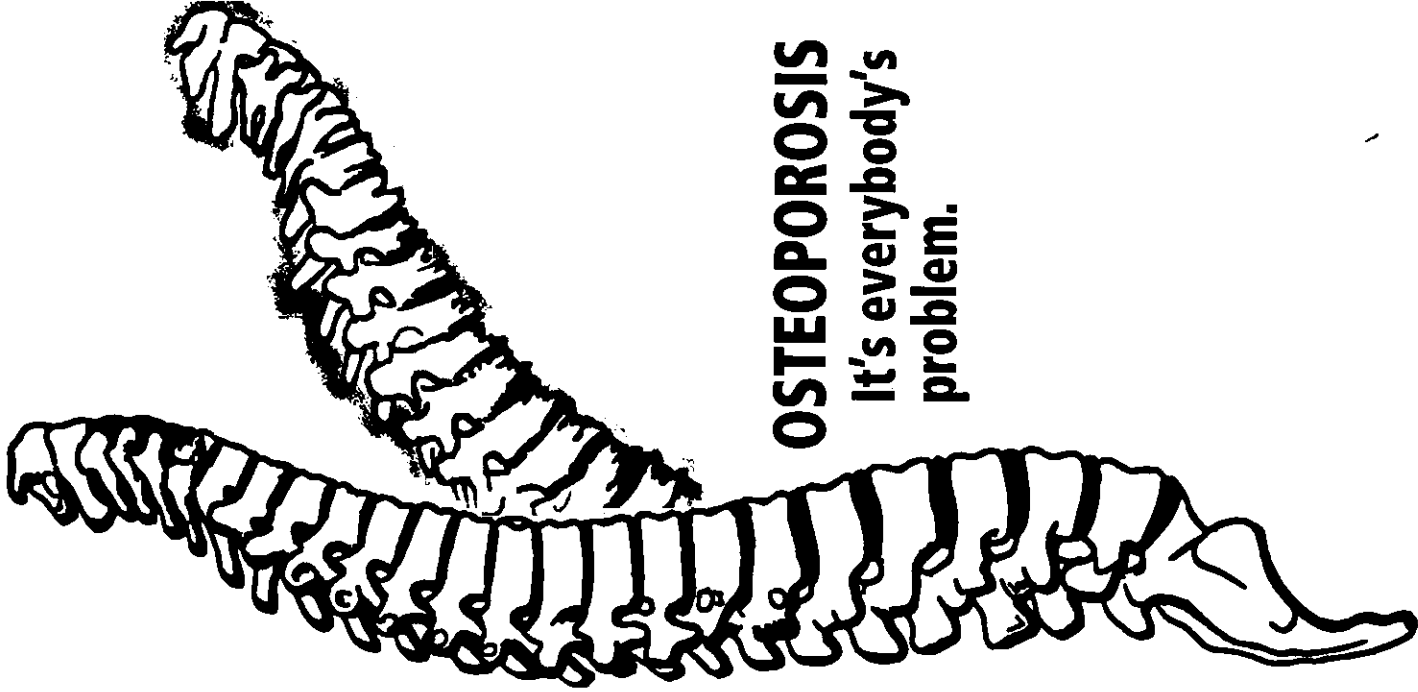
Dr. Takuo Fujita, M.D.
President
Osteoporosis Foundation of Japan

LANE MEDICAL

a division of

LANE
The Innovative Company
Allendale, NJ 07401

OSTEOPOROSIS
It's everybody's problem.



LANE MEDICAL

Women get osteoporosis sooner. But men get it, too.

Every adult human — man or woman — requires 1,000 to 2,000 milligrams of calcium every day to help produce energy, to support heart and nerve function and to build and maintain strong bones.

If daily intake does not equal daily need, the body makes up the shortfall by "borrowing" calcium from the bones. And after years or decades of such borrowing, the skeleton may become dangerously weak.

Taking a calcium supplement can help. But most calcium supplements are so hard for the digestive system to break down, as much as 80% — and sometimes even more — of the elemental calcium may pass right through the system without ever being absorbed.

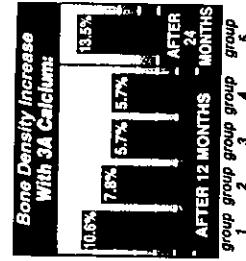
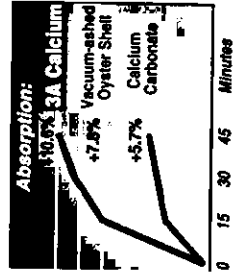
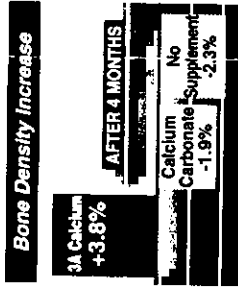
NEW NAME
NEW 200 mg strength

LANE MEDICAL



18 CAPSULES (200 mg) Dietary Supplement
This product has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

3A Calcium is the calcium supplement proven in clinical studies to increase bone density in women.



Unless the calcium is 3A Calcium™ (AAACa).

3A Calcium is Active Absorbable Algal Calcium — calcium with heat-treated sea algae (amino acids) that ensure superior calcium absorption.

The calcium in 3A Calcium has been treated by a patented process that breaks it down into readily absorbable calcium hydroxide and calcium oxide (plus other valuable minerals). The resulting fine powder is then combined with amino acids from specially processed sea algae to further enhance absorption.

The result is a smaller, easier-to-swallow capsule that releases calcium into the system more rapidly, to supply the daily needs of the heart and nervous system and to build bone density.

And in clinical studies with women of all ages that is exactly what happened. After taking 3A Calcium, bone density actually increased by as much as 10%.

3A Calcium is tested and proven effective.

3A Calcium (AAACa Calcium) has been extensively tested by Dr. Takuo Fujita, a leading osteoporosis researcher and head of the Osteoporosis Foundation of Japan. The results of his studies, some of which are outlined above, have demonstrated that 3A Calcium is the calcium that actually builds bone density.

Bone density, Dr. Fujita explains, is affected by three separate factors: changing hormone levels, a reduction in the body's ability to absorb calcium and an increase in the body's excretion of calcium. He believes that the unique combination of ingredients in 3A Calcium, and the patented process by which it is produced, work not only to increase calcium absorption but — perhaps even more importantly — to decrease calcium excretion as well.

These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.