



Boost calcium
for stronger bones with
milky liquid goodness!



SURBEX
BIO-ENHANCED
CALCIUM
PLUS

Abbott
A Promise for Life

What is calcium?

Calcium is a crucial mineral found in bones and teeth. 99% of it is found abundantly in our bones and teeth, while the remaining 1% is in our blood.^{1,2}

What is the function of calcium?

Besides helping to build strong bones and teeth, calcium also aids in nerve conduction, muscle contraction, and blood clotting.¹

What is peak bone mass?

Peak bone mass is the largest amount of bone tissue that a person has at any point in life. Generally, most people reach their peak bone mass at around 30 years old. It is therefore important that we monitor our calcium intake from an early age so that we achieve our peak bone mass.



What is osteoporosis?

Osteoporosis occurs when bone mineral density decreases and bone becomes more porous. Osteoporosis is known as the silent disease. Insufficient calcium intake from the diet (including supplements) will lead to a greater chance of developing osteoporosis. Once your bones become porous, the risk of fractures and falls will increase gradually.¹

Who are those at risk of getting osteoporosis?

- Female¹
- Postmenopausal^{1,2}
- Have a small skeletal frame¹
- Caucasian or Asian¹
- Family history of osteoporosis and fractures¹
- Advanced age¹
- Sedentary lifestyle¹
- Vegetarian²



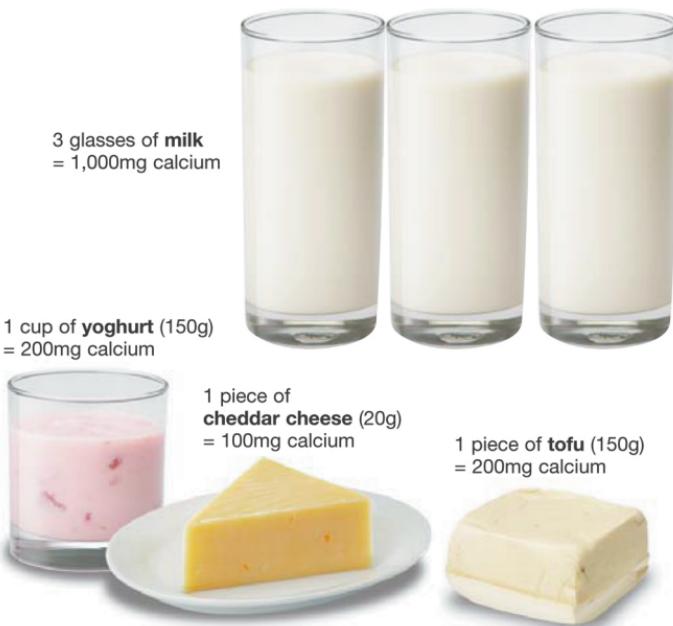
If you are at risk, help yourself by taking calcium-rich food, or calcium supplementation as an alternative to help fulfill your daily calcium requirement.

Does your daily diet fulfill your calcium intake?

Try monitoring your diet so that you can check if you have fulfilled your daily calcium intake. According to a local study, the Malaysian population is only consuming 300-400mg of calcium daily.³ This indicates that our diet is lacking in calcium generally, which may lead to osteoporosis in our later life.

Male & Female Age	Calcium (mg/day)	Pregnancy & Lactation
4 to 8 years	800	N/A
9 to 13 years	1300	N/A
14 to 18 years	1300	1300
19 to 50 years	1000	1000
51+ years	1200	N/A

*Source: US National Academy of Sciences (NAS)



How to choose a good Calcium Supplement?

As recommended by the National Osteoporosis Foundation, Calcium in liquid or chewable form dissolves well; hence, absorption will be increased.

- Liquid calcium supplements dissolve well because they are already broken down before they enter the stomach.
- Liquid calcium is readily available when it reaches the small intestine for absorption.

Why is 500mg per dosage enough?

The National Osteoporosis Foundation recommends that 500mg calcium per dose is best absorbed by the body and should be taken several times a day.

- The percentage of calcium absorbed decreases as the amount increases.
- 500mg per dosage, or less, allows better absorption rates.

How to improve calcium absorption?

• Pre-emulsified system for good absorption

Self-emulsifying system which contains safflower oil & lecithin that allows fast dissolution of the calcium for optimal absorption in our body.

• Vitamin D also plays an important role in calcium absorption because insufficient vitamin D reduces the efficiency of calcium being absorbed.



SURBEX Bio-Enhanced Calcium Plus



✓ 350mg of **elemental Calcium** with **Bio-Enhanced technology** which contains safflower oil & lecithin for optimal absorption



Vitamin D

✓ Contains Vitamin D for efficient absorption of calcium in your small intestine



Milky Liquid Goodness

✓ Liquid capsule & lactose free
✓ Suitable for non-milk drinkers

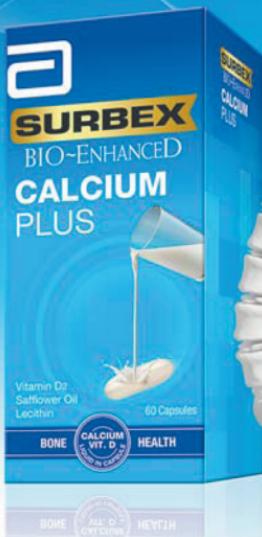


References: 1. Houtkooper L. and Farrell V.A.. Calcium Supplement Guidelines. The University of Arizona 2011. 2. National Institute of Health. Calcium 2011. 3. Chee SS, Ismail M.N, Ng KK and Zawiah H. Food intake assessment of adults in rural and urban areas from four selected regions in Malaysia. Mal J Nutr 1997;3(2):91-102 4. Strategy for Osteoporosis. National Osteoporosis Foundation 1999 issue.



以高钙滋益
的钙乳来强化骨骼！

Tingkatkan kalsium
untuk tulang yang
lebih kuat dengan
kalsium berkhasiat
dalam bentuk cecair!



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什么是钙？

钙是骨骼及牙齿中的关键物质之一。多达99%的钙存在于我们的骨骼和牙齿，其余1%是在人体的血液里。^{1,2}

钙的功能是什么？

除了帮助建立强健的骨骼和牙齿，钙也有助于神经传导，肌肉收缩和血液凝固。¹

什么是尖峰骨质量？

尖峰骨质量是一个人在生命中的任何一个时期拥有最多的骨组织量。一般上，大多数人在30岁左右达到其尖峰骨质量。因此，在早年时期就开始注意我们的钙摄取量很重要，它有助我们达到尖峰骨质量。



什么是骨质疏松症？

当骨质密度减少和骨变得更加多孔时就会发生骨质疏松症。骨质疏松症被称为沉默的疾病。从饮食（包括补充剂）中摄取的钙量不足极有可能将导致骨质疏松症。一旦您的骨骼变得多孔，它将逐渐增加发生骨折和跌倒的风险。¹

谁是骨质疏松症的高风险群？

- 女性¹
- 停经后的女性^{1,2}
- 骨架较瘦小者¹
- 高加索或亚洲人¹
- 家族有骨质疏松症及骨折者¹
- 高龄者¹
- 久坐不动生活方式者¹
- 素食者²



若您是属于高风险群，您应摄取高钙食物或服用钙补充剂作为替代，帮助满足您的日常钙摄取量。

您的日常饮食是否满足钙的摄取量？

尝试留意您的饮食，看看它是否达到您所需要的日常钙摄取量。根据一项国内的研究，马来西亚的人口一天只摄取 300-400毫克钙。³ 这显示我们的饮食普遍缺少钙，它可能会在我们日后的生活导致骨质疏松症。

男性及女性年龄	钙质(毫克/天)	怀孕和哺乳
4至8岁	800	N/A
9至13岁	1300	N/A
14至18岁	1300	1300
19至50岁	1000	1000
51至岁或以上	1200	N/A

*资料来源：美国国家科学院(NAS)



如何选择良好的钙补充剂？

根据国家骨质疏松症基金会的建议，液体钙或钙咀嚼片容易溶解，因此易于被身体吸收。

- 液体钙补充剂更容溶解，因为它们在进入胃前已被分解。
- 液体钙在进入小肠时已处于可被小肠轻易吸收的状态。

为何500毫克剂量就已经足够？

国家骨质疏松症基金会也建议500毫克钙剂量是身体的最佳吸收率，它在一天内应分为数次服用。

- 钙的剂量增加与钙的吸收率成反比。
- 不超过500毫克剂量可提供身体更佳的吸收率。

如何改善钙吸收率？

- 预先乳化系统以获得更好吸收率
Bio-Enhanced 科技提供自行乳化系统，使钙能快速地溶解以便在体内达到高吸收效果。



- 维生素D对钙的吸收率同时扮演重要的角色，这是因为缺少维生素D 会降低钙在体内的吸收率。

SURBEX Bio-Enhanced Calcium Plus



- ✓ 350毫克钙素连同 Bio-Enhanced 科技提供最佳吸收率



维生素D

- ✓ 含维生素D以提高钙质在小肠的吸收率



乳白液体的益处

- ✓ 液体胶囊及不含乳糖
- ✓ 适合不喝牛奶的人



No. 1

Surbex Zinc

The top selling B-complex supplement.*

Surbex Zinc 最畅销综合维他命B补充剂。*

Surbex Zinc ialah suplemen B-kompleks terlaris.*



Pharmaceutical-grade health supplements

Undergoes stringent tests to ensure quality, purity & safety.

医药剂的保健品

经过严格的测试，无论是品质、纯净度和安全性皆获得一致保证。

Suplemen kesihatan gred farmaseutikal

Melalui ujian ketat bagi memastikan kualiti, ketulenan & keselamatan.



Bio-Enhanced Technology

Bio-Enhanced technology for optimal absorption to maximise the benefits of the supplements.

Bio-enhanced 技术

使用活性强化技术。达到最佳吸收率以带来最佳的保健效益。

Teknologi Bio-Enhanced

Menggunakan teknologi Bio-Enhanced berpaten. Penyerapan optimum untuk memaksimumkan manfaat suplemen.

SURBEX

Provides a wide range of supplements for your family's health needs.

SURBEX 提供您一家人健康所需要的完整保健品。

SURBEX menyediakan rangkaian luas suplemen untuk keperluan kesihatan keluarga anda.



* Source / 资料来源 / Sumber : IMS data for Malaysia Private Sector Pharmaceuticals Jan - Dec 2012

For more information, please call

1-800-88-0709

(Mon to Fri, 9.00am to 5.00pm)

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