

Tab C

UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY

FEDERAL TRADE COMMISSION,
Plaintiff,

v.

LANE LABS-USA, INC.,
CARTILAGE CONSULTANTS, INC.,
corporations, and
I. WILLIAM LANE and ANDREW J.
LANE, individuals,

Defendants.

Hon. Dennis M. Cavanaugh

00CV3174 (DMC)

DECLARATION OF
ELAINE MEYER

I, ELAINE MEYER, DECLARE AS FOLLOWS PURSUANT TO 28 U.S.C.

§1746:

1. My name is Elaine Meyer. I am a paralegal at the Federal Trade Commission (“FTC”) assigned to work on the above-captioned matter. The following statements are true and correct and based on my personal knowledge.
2. In my capacity as a paralegal, I have been charged with reviewing the compliance documents submitted by the Defendants in 2001, 2004 and 2006.

3. Attached hereto as Exhibit 1 is a true and accurate copy of pages from a Lane Labs website produced by Lane Labs as part of its compliance report of September 7, 2006.
4. Attached hereto as Exhibit 2 is a true and accurate copy of a compliance letter from counsel for Defendants William Lane and Cartilage Consultants dated February 8, 2001.
5. Attached hereto as Exhibit 3 is a true and accurate copy of a compliance letter from counsel for Defendants Lane Labs and Andrew Lane dated February 9, 2001.
6. Below I identify and summarize key items included in the Defendants' compliance reports, including, among other things, advertisements for AdvaCAL and Fertil Male that articulate Lane Labs' claims regarding these products, correspondence, and reports of research and studies. True and accurate copies of such documents, in the form they were produced to the FTC, are attached to this declaration.

AdvaCAL

7. LaneLabs advertises AdvaCAL on its websites (www.lanelabs.com and www.compassionet.com), the "CompassioNet" catalog, by direct mail, and on infomercials.

8. A 25-day supply of AdvaCAL has sold for \$39.95 at retail (Exhibit 10).
9. AdvaCAL advertisements claimed that the product increases bone density in women by as much as 10% per year from as early as February 2001 (Exhibit 4) to Winter 2006 (Exhibit 5).
10. AdvaCAL advertisements claimed that the product produced a 13.5% increase in bone mineral density after 24 months from approximately 2001 (Exhibit 6) to Winter 2006 (Exhibit 7).
11. AdvaCAL advertisements claimed that the product produced a 3.8% increase in bone mineral density after 4 months from as early as 2001 (Exhibit 6) to as late as Winter 2006 (Exhibit 7).
12. An article entitled “Battle for your Bones” claimed that those suffering from osteoporosis (ages 51-83) increased bone mineral density by 4.5% over 3 years in approximately 1999 or 2000 in the Health Sciences Institute newsletter (Exhibit 8), that was accessible via a link labeled “Published Research” on their website, LaneLabs.com. The FTC accessed this web page on February 21, 2001 (Exhibit 9).
13. AdvaCAL advertisements claimed that clinical studies showed that this product is substantially superior to Calcium Carbonate, Calcium Citrate Malate and Calcium Hydroxy Apatite in increasing spinal bone density in

post-menopausal women and elderly women. The Defendant used a chart to illustrate this comparison. The chart is contained in Exhibits 9 and 10 and is known to have been included in advertisements that ran consistently in LaneLabs Compassionet catalogs from approximately 2003 (Exhibit 11) to Winter 2006 (Exhibit 7). For an unknown period, the chart appeared in advertisements featuring Dr. I. William Lane (“William Lane”) as an expert endorser (Exhibit 10). The chart also appeared in advertisements featuring another expert endorser, Ann Louise Gittleman (Exhibit 11).

14. The aforementioned chart (Exhibits 10 and 11) showed that AdvaCAL increases bone density in elderly women by 3.2% over 2 years.
15. The chart showed that AdvaCAL increases bone density in elderly women (approximately 3.2% over two years), compared with Calcium Carbonate (approximately .6% over 2 years) and Calcium Hydroxy Apatite (approximately 1.9% over 2 years (Exhibits 10 and 11)).
16. The chart showed that AdvaCAL increases bone density in post-menopausal women by 2.5% over 2 years (Exhibits 10 and 11).
17. The chart showed that AdvaCAL increases bone density in post-menopausal women (approximately 2.6% over 2 years) compared with Calcium Citrate

(approximately 1% over 2 years) and Calcium Citrate Malate (approximately -1.2% over 2 years) (Exhibits 10 and 11).

18. AdvaCAL advertisements have claimed that AdvaCAL is the only calcium product that could “build bone” or increase bone mineral density. One ad made the claim that AdvaCAL is “clinically shown to INCREASE bone density. That’s something no other popular calcium tab or chew claims to do” (Exhibit 12). As late as Winter 2006, an AdvaCAL ad featuring Dr. Takuo Fujita made the claim, “No other method or preparation, calcium or otherwise, has ever demonstrated a significant increase in bone mineral density in just four months” (Exhibit 7).
19. In an infomercial recorded March 18, 2003, Defendant William Lane claimed that AdvaCAL is “the only calcium I know of where you can actually increase bone density” (Exhibit 13, p. 10).
20. In the same infomercial, Defendant William Lane claimed that regular calcium is “so hard, your body cannot absorb it, it’s like a rock” that “goes in one end and out the other” (Exhibit 13, p. 24).
21. AdvaCAL included representations from consumers in a 2003 infomercial and in advertisements in CompassioNet catalogs at various times between 2003 and 2005.

- a. One 41-year old consumer claimed that his bone density increased by 11.9% from taking AdvaCAL (Exhibit 13, p.7 and 16, Exhibit 14).
 - b. One 63-year old consumer claimed that her bone density increased by 6% from taking AdvaCAL (Exhibit 13, p. 7)
 - c. Another 28-year old woman claimed that her bone density increased by 20% from taking AdvaCAL (Exhibit 13, p. 16).
 - d. A 39-year old AdvaCAL user reported her bone density increasing from 3% lower than the average woman her age to 20% higher (Exhibit 13 p. 7, 11, and 12).
 - e. A 25-year old AdvaCAL user reported a 50% increase in bone density (Exhibit 13, p. 7).
 - f. An 80-year old user reported an 8% increase in bone density in 6 months (Exhibit 13, p. 25).
 - g. A doctor claimed that “you don’t have to have anyone be in pain, you don’t have to have them be in a nursing home because they broke a hip, and all you have to do is take your AdvaCAL to prevent that” (Exhibit 13, p. 37).
22. Through the article “The Battle for Your Bones,” which was, for an unknown period, accessible via the “Published Research” link on the Lane Labs’ website (see ¶ 9 above), Lane Labs claimed that AdvaCAL is

comparable or superior to two prescription drugs, Evista and Fosomax (Exhibit 8, Exhibit 9). In a more recent article of the same title and in the same newsletter, references to Evista and Fosamax were replaced with “Prescription Drug A” and “Prescription Drug B” (Exhibit 15).

23. Lane Labs has claimed that AdvaCAL had a 100% fracture reduction rate for elderly patients over 3 years, or 0 fractures per 1000 patient years. It compared this rate favorably against Calcium Carbonate, which it claimed had 357 fractures per thousand patient years, and it compared this rate favorably against a placebo, which it claimed had more than 500 fractures per thousand patient years. The ads that claimed this ran from around 2001 (Exhibit 16) to 2003 (Exhibit 14). The chart (Exhibits 10 and 11) was included in advertisements that ran consistently in LaneLabs catalogs between around 2001 until 2006.
24. In a print advertisement, Defendant William Lane is pictured stating “AdvaCAL™ is the #1 Bone Building Calcium. Period.” (Exhibit 10).
25. In the same print advertisement, Defendant William Lane is pictured saying “Osteoporosis is reversible if you take the right kind of calcium. I recommend AdvaCAL to men and women of all ages. The pills are small,

easy-to-swallow and amazingly effective. It's the only calcium I've seen that has been shown over and over to build bone density" (Exhibit 10).

26. AdvaCAL claimed in a chart as late as 2001 that the product is shown to be three times more absorbable than other calciums (Exhibit 8).
27. Defendant William Lane claimed in a 2003 infomercial that AdvaCAL is "highly available, highly absorbable," and that it is "three times as available as this [antacid] calcium" (Exhibit 13, p.24).
28. Defendant William Lane claimed in a print advertisement that "the vast majority of the calcium sold in this country—including the antacids—is calcium carbonate. It's cheap and plentiful, but nearly impossible for our bodies to absorb" (Exhibit 14).
29. In other versions of this advertisement, Defendant William Lane is quoted as saying that AdvaCAL is "highly absorbable" compared to other calciums (Exhibit 17).
30. Defendant William Lane claimed in the same infomercial that "most of the supplements out there don't have available or digestible calcium" (Exhibit 13, p. 37).
31. Attached hereto as Exhibit 18 is a true and accurate copy of "Substantiation of Advertising Claims for AdvaCAL" from Andy Lane, dated June 21, 1999.

32. Attached hereto as Exhibit 19 is a true and accurate copy of a letter dated April 22, 1999, from Andrew Lane to Monica Reinagel.
33. Attached hereto as Exhibit 20 is a true and accurate copy of a “Product and Marketing Analysis” on calcium supplements prepared for Lane Labs by Monica Reinagel (Draft 9/13/01).
34. Attached hereto as Exhibit 21 is a true and accurate copy of an email dated September 10, 2004 from Andrew Lane to Tom Brigliadoro et al.
35. Attached hereto as Exhibit 22 is a true and accurate copy of an email dated December 8, 2004 from Andy Lane to Jane Corcillo.
36. Attached hereto as Exhibit 23 is a true and accurate copy of an email dated February 9, 2005, from Andrew Lane to Leah Thomson of Healthy Healing.
37. Attached hereto as Exhibit 24 is a true and accurate copy of an email dated March 10, 2005, from Andrew Lane to Leah Thomson of Health Healing.
38. Attached hereto as Exhibit 25 is a true and accurate copy of an email dated March 23, 2005 (see bottom of page) from Andrew Lane to Khaled Alam of North Trading.
39. Attached hereto as Exhibit 26 is a true and accurate copy of an email dated May 11, 2006 from Andrew Lane to Leah Thomson.

Fertil Male

40. Advertising and promotional claims for Fertil Male appear in four sources: (1) the product label; (2) Compassionet catalogs from 2003-2006; (3) the current CompassionNet website; and (4) the current Lane Labs website.
41. A one-month supply of Fertil Male costs \$39.95 at retail (Exhibit 27).
42. Fertil Male labels include the claim “Clinically shown to Promote Sperm Count & Motility” (Exhibit 27).
43. Fertil Male advertisements claimed, as early as approximately July 2003 (Exhibit 27) and as late as approximately October 2003 (Exhibit 28), that the product “promotes normal fertility levels.”
44. Fertil Male advertisements claimed, as early as approximately July 2003 (Exhibit 27) and as late as Fall 2005(Exhibit 29), that the product is “clinically shown to promote sperm count, sperm motility (movement) and semen production without changing hormone levels.”
45. Fertil Male advertisements claimed, as early as approximately July 2003 (Exhibit 27) and as late as Fall 2005 (Exhibit 29), that these benefits would occur in 4 months.

46. Fertil Male claimed, as early as approximately July 2003 (Exhibit 27) and as late as Fall 2005 (Exhibit 29), that these benefits would occur “without changing hormone levels.”
47. Fertil Male advertisements claimed, as early as approximately July 2003, that “clinical research showed *Lepidium meyenii* G. (LMG) promoted sperm count, sperm motility and semen production without changing hormone levels” (Exhibit 27). As late as Winter 2006, Fertil Male advertisements claimed that *Lepidium meyenii* G. had been “clinically shown to support male health—including healthy semen production, sperm count, and sperm motility” (Exhibit 30).
48. Fertil Male advertisements included an endorsement from a biologist, as early as approximately July 2003 (Exhibit 27) to as late as approximately March 2004 (Exhibit 31), attesting that “LMG [*Lepidium meyenii* G.] is an important ingredient that helps promote male fertility. Most of its attributed properties have been corroborated scientifically.”
49. Fertil Male advertisements claimed, as early as approximately October 2003 (Exhibit 28) to as late as approximately March 2004 (Exhibit 31), that “taking Fertil Male for three to four months as a prenatal care supplement for men™ can help promote optimal sperm quality.”

50. Fertil Male advertisements included a testimonial, as early as February 2004 (Exhibit 32) and as late as Winter 2006 (Exhibit 30), from an employee of LaneLabs, attesting that Fertil Male had “dramatic” results, causing her husband’s sperm count to “skyrocket” in one month and allowing them to have a baby within less than a year.

I declare under penalty of perjury that the foregoing is true and correct. Executed on this 8 day of January, 2007.

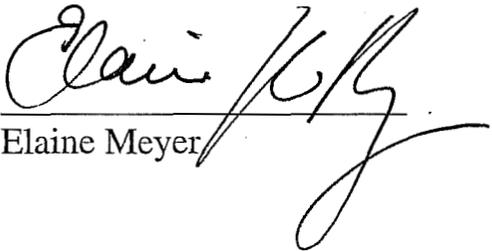

Elaine Meyer

Exhibit 1

CompassioNet

The Official **LANELABS** Catalog and Web Store

**Hurry
Free Offer
Ends
Soon!**

The #1 Bone-Building Calcium Now 10 times better

better solubility & disintegration

**New AdvaCAL
Fast Release!**

**New AdvaCAL Ultra
Fast Release!**



When LaneLabs introduced AdvaCAL and AdvaCAL Ultra in the mid 1990s, the scientific view of calcium changed forever.

Up until then, calcium supplements, at best, could only **prevent bone loss**. AdvaCAL was different. AdvaCAL demonstrated in multiple clinical studies that it could actually **build bone density**, quickly, naturally and safely. It's been nearly ten years and the other calciums still cannot build bone density. Meanwhile, AdvaCAL and AdvaCAL Ultra are even better.



Through improvements in calcium processing techniques and the capsule itself, LaneLabs has made the same AdvaCAL calcium that so many trust up to 10 times better than before for solubility and disintegration. This is done without harsh chemicals or processes that could hamper the activity of the **#1 bone-building calcium**. Another bonus - AdvaCAL *Fast Release* & AdvaCAL Ultra *Fast Release* capsules are still among the smallest and easiest to swallow.

Try AdvaCAL[®] Fast Release!

FREE

[click here for details](#)

or Call 1-800-510-2010 anytime

Sincerely,
Your Friends at CompassioNet

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AdvaCAL *Fast Release* - The #1 bone building calcium.

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LANE LABS
The Innovative Company

New AdvaCAL[®]

Fast Release!

The #1 Bone-Building Calcium
just got up to 10 times better
better solubility & disintegration



[AdvaCAL[®] Fast Release > Home](#)

What is advanced calcium AdvaCAL[®] Fast Release

AdvaCAL *Fast Release* (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese sea algae. AdvaCAL *Fast Release* is the #1 bone building calcium, clinically shown to build strong, healthy bones. AdvaCAL *Fast Release* capsules/caplets are well tolerated in the stomach, safe, small, and easy to swallow.

AdvaCAL *Fast Release* is also available in a complete bone health formula called AdvaCAL *Ultra Fast Release* with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

- Clinically proven to fight Osteoporosis
- Safe, small, easy-to-swallow AdvaCAL *Fast Release* capsules

Only AdvaCAL *Fast Release* advanced calcium blends natural calcium hydroxide and calcium oxide with a patented amino acid extract from Japanese sea algae to build stronger, healthy bones.

AdvaCAL *Fast Release* is the #1 Bone Building Calcium. Period.



Some 200 concerned consumers - some in wheelchairs, some on crutches or walkers - gathered at Paramus (NJ) Catholic High School in early October to hear Dr. Takuo Fujita deliver a clear, simple and very welcome message: "Osteoporosis is preventable."



After Hormone Replacement Therapy, What? The halting of a massive 16,000-patient NIH sponsored study of the effects of hormone replacement therapy (HRT) has left millions of women wondering what to

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do. Read More

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Call

Exercise and a healthy diet with adequate daily calcium intake may help younger women (especially white and Asian) reduce their osteoporosis risk later in life. Calcium intake above 2000mg are not likely to produce extra benefits.

Bone & Joint Health System

AdvaCAL® Fast Release is part of the Bone & Joint System
Click here to learn more!



Your results may differ.

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

- AdvaCAL® Fast Release • AdvaCAL® Ultra Fast Release • AdvaJOINT™ • AngloPGM • Better Than Chicken Soup • Breathe™
- CholesterALL™ • EnerG™ • Fertil Male™ • GI48™ • Gum Relief™ • H2GO® • Herbal V™ • ImmunoFin® • MSR Multi™
- Nature's Lining™ • Noxylane™4 • Omega Multi™ • PalmVitee® • Shark Cartilage Capsules • Shark Cartilage Powder • Skin Perfect Moisturizer • Skin Smoothing Bar • SunSpot™ES • TOKI™ • TOKI™ Color • Young & Active • Links

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The Innovative Company

New AdvaCAL®

Fast Release!

The #1 Bone-Building Calcium
just got up to 10 times better
 better solubility & disintegration

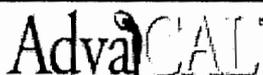


AdvaCAL Fast Release - The #1 bone building calcium.

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- Home
- How AdvaCAL Works
- Why It Works
- A Doctor's View: Dr Fujita
- Supplement Facts
- Directions For Use
- Frequently Asked Questions
- Customer Testimonials



Shopping

- Shop Now!
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AdvaCAL® Fast Release > How It Works

How AdvaCAL Fast Release Fast Release® works

AdvaCAL Fast Release is new to the United States, but it has been available for some years in Japan under the name AACa, where it is recommended by Dr. Takuo Fujita, President of the Osteoporosis Foundation of Japan and founder of the Calcium Research Institute.

Challenging the commonly held notion that Osteoporosis is a "woman's problem" related to changing hormone levels, Dr. Fujita observed that men, too, suffer from this debilitating condition. Recognizing this, he set out to find a solution that relied not on manipulating hormones but on helping your body break down and use calcium more efficiently.



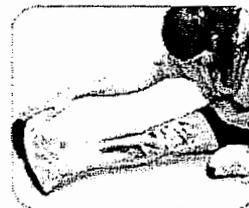
And he did it. In one study with women whose average age was 82 — the age at which bones are often so weak they break spontaneously — AdvaCAL Fast Release not only halted bone loss, it produced increases in bone mineral density.

Everybody knows calcium is essential for strong teeth and bones. But not everyone realizes that calcium is vital for other body systems as well. Your body uses calcium to help maintain a steady heartbeat and promote normal nervous system function. That's why you need 1000 to 2000 milligrams of calcium every day. And if your diet does not supply that much, your body taps its emergency supply — the calcium that's stored in your bones.

Why AdvaCAL Fast Release works where other calcium supplements cannot?

In most calcium supplements, the calcium is bound to another molecule. In calcium carbonate (Caltrate®, OsCal®, Tums®) it is bound to carbon... Read More

Bone & Joint Health System



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AdvaCAL® *Fast Release* is part of the Bone & Joint System
Click here to learn more!

Your results may differ.

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

- AdvaCAL® *Fast Release* • AdvaCAL® *Ultra Fast Release* • AdvaJOINT™ • AngioPGM • Better Than Chicken Soup • Breathe™
- CholesterALL™ • EnerG™ • Fertil Male™ • GI4S™ • Gum Relief™ • H2GO® • Herbal V™ • ImmunoFin® • MSR Multi™
- Nature's Lining™ • Noxylane™4 • Omega Multi™ • PalmVitee® • Shark Cartilage Capsules • Shark Cartilage Powder • Skin Perfect Moisturizer • Skin Smoothing Bar • SunSpot™ES • TOKI™ • TOKI™ Color • Young & Active • Links

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New AdvaCAL®

Fast Release!

The #1 Bone-Building Calcium
just got up to 10 times better
 better solubility & disintegration



AdvaCAL® Fast Release > Why It Works

Why AdvaCAL Fast Release works where other calcium supplements cannot?

In most calcium supplements, the calcium is bound to another molecule. In calcium carbonate (Caltrate®, OsCal®, Tums®) it is bound to carbon. In calcium citrate (Citracal®) it's bound to citric acid. In calcium lactate — the calcium you get from dairy products — the calcium is bound to lactic acid.

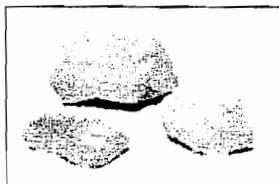
Before your system can absorb it, calcium — whatever the source — has to be broken apart from the carbon or citric acid or lactic acid to which it is bound. Stomach acid has the power to break this bond, and young stomachs, which secrete generous amounts of acid, do the job quite efficiently. But as we grow older our stomachs secrete less and less acid, and the process breaks down.



AdvaCAL®

Builds Stronger Bones
& that means
Fewer Fractures

AdvaCAL Fast Release builds stronger bones... and that means fewer fractures.

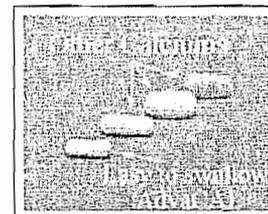


calcium carbonate

AdvaCAL *Fast Release* (AAACa Calcium) starts out as calcium carbonate. But then it is heated to a temperature of 800° C in a process so unique it has been patented. This extreme heat breaks the calcium-carbon bond, turning the calcium carbonate into two much smaller, easy-to-absorb molecules, calcium oxide and calcium hydroxide.

Then the resulting fine powder is combined with a proprietary blend of amino acids from sea algae, to help your digestive system absorb it even more efficiently.

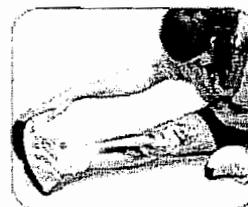
The end result: smaller, easier-to-swallow capsules that release more calcium into your bloodstream... enough to supply all the daily needs of your heart and nervous system, with some left over to start building your bones.



AdvaCAL *Fast Release* is an excellent supplement for women of all ages. It also is an excellent supplement for men, who need calcium for strong bones, too. And the sooner you start taking it, the sooner you will begin building up a calcium reserve to help keep your bones strong for the rest of your life.

Bone & Joint Health System

AdvaCAL® *Fast Release* is part of the Bone & Joint System
 Click here to learn more!



Your results may differ.

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- AdvaCAL® *Fast Release* • AdvaCAL® *Ultra Fast Release* • AdvaJOINT™ • AngioPGM • Better Than Chicken Soup • Breathe™
- CholesterALL™ • EnerG™ • Fertil Male™ • GI48™ • Gum Relief™ • H2GO® • Herbal V™ • IminunoFin® • MSR Multi™
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The #1 Bone-Building Calcium
just got up to 10 times better
 better solubility & disintegration



AdvaCAL® Fast Release > A Doctor's View:

World-famous AdvaCAL Fast Release® researcher reports...

Some 200 concerned consumers - some in wheelchairs, some on crutches or walkers - gathered at Paramus (NJ) Catholic High School in early October to hear Dr. Takuo Fujita deliver a clear, simple and very welcome message: "Osteoporosis is preventable." Dr. Fujita told his audience in no uncertain terms, "Take the best calcium - not the cheapest one!"



Takuo Fujita, M.D.

Founder of Japan's Calcium Research Institute, past president of Japan's Osteoporosis Foundation and author of over 400 scientific papers on calcium.

AdvaCAL Fast Release - The #1 bone building calcium.

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Emphasizing the importance of good nutrition and a healthy lifestyle, Dr. Fujita advised his listeners to exercise, eat a low-salt, low-phosphorus diet, avoid smoking, and take AdvaCAL Fast Release every day. "Everyone gets osteoporosis if we live long enough," he said. "But until fractures occur, there is no pain. That's why testing bone density is important... to identify the risk and take steps to prevent further damage."

Calcium balance is the key.

Of all the minerals in the body, calcium is not only the most abundant, but also the most precisely controlled. In order for the body to function normally, Dr. Fujita explains, the correct ratio of calcium in cell, blood and bone must be maintained.

Whenever blood calcium levels drop too low, the parathyroid gland releases a hormone, PTH, that stimulates the bones to release stored calcium into the bloodstream. And because calcium is absorbed very slowly through your digestive system, your system may continue pumping out PTH even when you've just taken a calcium pill.

That's why calcium absorption is so important, Dr. Fujita explained. Taking calcium in a readily absorbable form helps keep blood calcium levels balanced, reduces PTH

AdvaCAL®
Shopping

secretion, and helps avoid "calcium paradox" - problems associated with excessive • Sho
levels of calcium in various organs - as well as problems caused by simple calcium
deficit. • Con

Once a day is good. Twice a day is better.

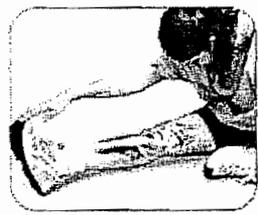
Dr. Fujita suggests taking AdvaCAL *Fast Release* in divided intakes — three in the
morning and three more at bedtime. The bedtime intake is especially important, he
emphasized, because PTH levels tend to rise at night. PRI

Whether you choose original AdvaCAL *Fast Release* or AdvaCAL *Ultra Fast Release*
with 167 mg AdvaCAL *Fast Release* calcium plus vitamins C and D, magnesium, zinc,
copper, manganese, silica and boron - you'll know you've done the right thing for
your bones.

**Source: Health Sciences Institute Members Alert, July 1999.*

**Bone & Joint
Health System**

AdvaCAL® *Fast Release* is part of the Bone &
Joint System
Click here to learn more!



Your results may differ.

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LANELABS

The Innovative Company

New AdvaCAL®

Fast Release!

The #1 Bone-Building Calcium
 just got up to 10 times better
better solubility & disintegration



AdvaCAL *Fast Release* - The #1 bone building calcium.

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AdvaCAL® *Fast Release* > Supplement Facts

Serving Size: 3 Capsules	Serving per Container: 50	
Amount per Serving	% Daily Value	
Calcium (from Calcium Hydroxide and Calcium Oxide)	500mg	50%
HAI™ Amino Acid Extract (from Sea Algae)	<1mg	*
* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value Not Established		

Other Ingredients:
 Citric Acid, Magnesium Stearate, gelatin

Bone & Joint Health System

AdvaCAL® *Fast Release* is part of the Bone & Joint System
 Click here to learn more!



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AdvaCAL® *Fast Release* • AdvaCAL® *Ultra Fast Release* • AdvaJOINT™ • AngioPGM • Better Than Chicken Soup • Breathe™
• CholesterALL™ • EnerG™ • Fertil Male™ • GI48™ • Gum Relief™ • H2GO® • Herbal V™ • ImmunoFin® • MSR Multi™
• Nature's Lining™ • Noxylane™4 • Omega Multi™ • PalmVitee® • Shark Cartilage Capsules • Shark Cartilage Powder •
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AdvaCAL Fast Release - The #1 bone building calcium.

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Fast Release!

The #1 Bone-Building Calcium
just got up to 10 times better

better solubility & disintegration



AdvaCAL[®] Fast Release > Directions For Use

Direction for Use

For maximum benefit, take 3 capsules in the morning and 3 capsules in the evening, preferably with meals.

Your body uses 1000 to 2000 mg of calcium every day to help produce energy and support heart and nerve function. From birth to around age 30 your body stores up more calcium than it uses. But little by little, your body becomes less efficient at absorbing calcium from your diet — so it has to “borrow” some of the calcium that’s stored in your bones. By the time you’re 60, you may have lost 30% or more of your total bone mass.



AdvaCAL Fast Release[®] Actually Builds Bone Density

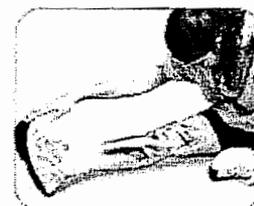
Chances are you’re already taking a calcium supplement. But the best ordinary calcium supplements can claim to do is help to stabilize your bone mineral content. AdvaCAL Fast Release (AAACa Calcium) can not only reduce the rate of bone loss as you grow older, but can actually increase bone mass.

AdvaCAL Fast Release (AAACa Calcium) does its job by changing the structure of the calcium so your body can handle it more easily.

Bone & Joint Health System

AdvaCAL[®] Fast Release is part of the Bone & Joint System

Click here to learn more!



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AdvaCAL® Fast Release > Frequently Asked Questions

How do I reduce my risk of Osteoporosis?

You can reduce your risk through weight-bearing exercise, not smoking, and eating foods rich in calcium such as: milk, broccoli, yogurt, salmon, and dark green vegetables.

How much calcium should I be taking?

The recommended calcium intake is 1000-1500 mg/day for adults*. However, national surveys indicate that most Americans are not meeting their required calcium intake through diet. A calcium supplement may be beneficial.

What is advanced calcium AdvaCAL *Fast Release*?

AdvaCAL *Fast Release* (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese seal algae – an extraordinary bone building calcium unlike any other. AdvaCAL is also available in a complete bone health formula, called AdvaCAL Ultra with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

How does AdvaCAL *Fast Release* compare to other calciums?

AdvaCAL *Fast Release* is the #1 bone building calcium, clinically shown to build strong, healthy bones.

Can I take AdvaCAL *Fast Release* with Osteoporosis prescribed drugs such as Fosamax™, Premarin™, HRT or Evista™?

Yes. AdvaCAL *Fast Release* is both safe and recommended with these products.

When should I take AdvaCAL *Fast Release* for best results?

For maximum benefit, take 3 AdvaCAL *Fast Release* or AdvaCAL Ultra *Fast Release* capsules twice daily (in the morning and in the evening), with a meal/snack to enhance absorption.

What are AdvaCAL *Fast Release*'s other benefits?

AdvaCAL *Fast Release* capsules are small and easy to swallow. AdvaCAL *Fast Release* is safe and well tolerated.

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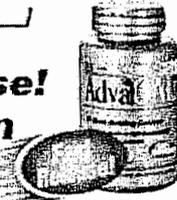
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better solubility & disintegration



AdvaCAL® Fast Release > Customer Testimonials

AdvaCAL Fast Release - The #1 bone building calcium.

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I have nothing but praise for Lanelabs. Their calcium product has natural bone-building nutrients, with no side effects.
Ethel S. Conover, Charlottesville, VA

After my bone scan, I was advised by my doctor to take a calcium supplement. I had been taking another calcium product, but decided to switch to AdvaCAL *Fast Release* because of a recommendation that I was given. I consider myself lucky to be feeling so well. I have no problems with side effects taking your products.
Valerie Hageman, Milford, CT

I don't intend to have a bone density test, ever. AdvaCAL *Fast Release* is the best source of calcium, as a preventive measure. I have used other calcium products and this is the one I think is the best.
Krystyna Haggerty, Hampden, MA

I've been taking AdvaCAL *Fast Release* and there are no side effects.
Mary Hamilton, MA

AdvaCAL *Fast Release* is a miracle! I truly feel this!
M.K. of W. Hartford, CT

I have been using AdvaCAL *Fast Release* and it helps. I had a bone density test that revealed no osteoporosis.
Helen Devine, Brooks, ME

I hadn't taken any hormone replacements but I have been taking AdvaCAL *Fast Release*. My doctor was so sure I'd have osteoporosis he insisted on a bone density test. But I was in good health using AdvaCal. It's more easily digestible than other products. I'd like to give it my son, who is allergic to dairy.
Mary Knox, Peterboro, NH

AdvaCAL *Fast Release* is easy to swallow and doesn't repeat on me. I'm fine. I use AdvaCal for preventive measures.
Irma Casella

I like AdvaCAL *Fast Release*! I have osteoporosis.

Genevieve Bonhaus, Atlantic Highlands, NJ.

I went for a bone density test last year and the results were so good, the doctor told me I didn't need another bone density test this year. I love the wonderful clinical reports and extra information on your products. I believe in your mission. LaneLabs AdvaCAL *Fast Release* is absorbed easily and builds bone density. It doesn't matter when you start taking AdvaCal, you're going to get on the right track.

Jane Robertson, Summit, NJ

AdvaCAL *Fast Release* is very easy to swallow and doesn't give me an upset stomach.

Mildred Metz, Vineland, NJ

I've been taking AdvaCAL *Fast Release* for almost a year now. I am very encouraged by AdvaCal. I know that I have osteoporosis because I get a bone density test every year. My physician suggested I take AdvaCal because it's more easily absorbed. I gave my three adult daughters bottles of AdvaCal along with literature about it for Christmas this past year!

Marilyn Pearson, Marlton, NJ

I am so thankful my chiropractor recommended AdvaCAL *Fast Release*. The technician said to me, "What are you doing? I can't believe you're not on medication." I'm so thrilled with your product. I have been taking other products that didn't work. You don't mind paying money for something that works. God bless you. You saved my life. AdvaCal really works!!

Ilse Palladino, Williamstown, NJ

I feel great! I'm energetic and I sleep well and more soundly. I saw results with AdvaCAL *Fast Release* immediately. There are absolutely no problems with side effects at all. It's a great product. So far, so good.

Barbara Rubin, Bergenfield, NJ

I had a series of tests, one involving my stomach that revealed an ulceration of a fairly severe nature. I was looking for a bone builder that would not cause this reaction. Ever since I started AdvaCAL *Fast Release*, I've had no problem. I intend to take another bone density test soon and will see if there is a difference.

Christine Quick, Sylmar, CA

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AdvaCAL Ultra *Fast Release* The #1 bone building calcium plus 8 other essential bone nutrients.

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New **AdvaCAL[®]**
Ultra
Fast Release!

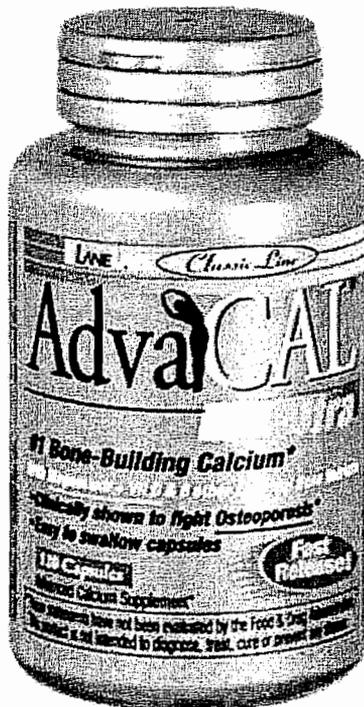
The #1 Bone-Building Calcium
just got up to 10 times better
better solubility & disintegration



[AdvaCAL[®] Ultra *Fast Release* with 8 Bone Nutrients > Home](#)

What is the difference between AdvaCAL *Fast Release* and AdvaCAL *UltraFast Release*?

AdvaCAL *Ultra Fast Release* is convenient, combining all the essential nutrients for bone health in a single capsule, while AdvaCAL *Fast Release* capsules allow you to "customize" your nutritional program, combining AdvaCAL *Fast Release* with other supplements according to your own needs and wishes. AdvaCAL *Ultra Fast Release* includes magnesium, vitamin D and 6 other essential bone nutrients for a complete bone health formula such as Vitamin C, Zinc, Copper, Manganese, Boron and Silica.



Call

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Other Ingredients:

Citric Acid, Croscarmellose Sodium, Magnesium Stearate, Stearic Acid, Hypromellose

Bone & Joint Health SystemAdvaCAL® Ultra *Fast Release* with 8 Bone Nutrients is part of the Bone & Joint System (Ultra)[Click here to learn more!](#)**Your results may differ.**

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Fast Release!

The #1 Bone-Building Calcium
just got up to 10 times better
 better solubility & disintegration



AdvaCAL[®] Ultra *Fast Release* with 8 Bone Nutrients >

Serving Size: 3 Capsules		Serving per Container: 50	
Amount per Serving	% Daily Value		
Vitamin C (from Ascorbic Acid)	100mg	167%	
Calcium (from Calcium Hydroxide and Calcium Oxide)	500mg	50%	
Vitamin D3 (Cholecalciferol)	200IU	50%	
Magnesium (from Magnesium Oxide or Citrate)	300mg	75%	
Zinc (as Monomethionate)	6mg	40%	
Copper (from Citrate)	1mg	50%	
Manganese (as Sulfate)	2mg	100%	
HAI™ Amino Acid Extract (from Sea Algae)	<1mg	*	
Silica (as Silicon Dioxide)	90mg	*	
Boron (from Citrate)	2mg	*	

* Percent Daily Values are based on a 2,000 calorie diet.
 ** Daily Value Not Established

Other Ingredients:

Citric Acid, Croscarmellose Sodium, Magnesium Stearate, Stearic Acid, gelatin

Bone & Joint Health System

AdvaCAL® Ultra *Fast Release* with 8 Bone Nutrients is part of the Bone & Joint System (Ultra)

[Click here to learn more!](#)



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better solubility & disintegration



AdvaCAL® Ultra *Fast Release* with 8 Bone Nutrients > Directions For Use

Direction for Use

For maximum benefit, take 3 capsules in the morning and 3 capsules in the evening, preferably with meals.

Your body uses 1000 to 2000 mg of calcium every day to help produce energy and support heart and nerve function. From birth to around age 30 your body stores up more calcium than it uses. But little by little, your body becomes less efficient at absorbing calcium from your diet — so it has to “borrow” some of the calcium that’s stored in your bones. By the time you’re 60, you may have lost 30% or more of your total bone mass.



AdvaCAL Fast Release® Actually Builds Bone Density

Chances are you’re already taking a calcium supplement. But the best ordinary calcium supplements can claim to do is help to stabilize your bone mineral content. AdvaCAL Fast Release (AAACa Calcium) can not only reduce the rate of bone loss as you grow older, but can actually increase bone mass.

AdvaCAL Fast Release (AAACa Calcium) does its job by changing the structure of the calcium so your body can handle it more easily.

Bone & Joint Health System

AdvaCAL® Ultra Fast Release with 8 Bone Nutrients is part of the Bone & Joint System (Ultra)

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LaneLabs now offer complete health systems. Our is a . It consists of: AdvaCAL® Ultra Fast Release with 8 Bone Nutrients.

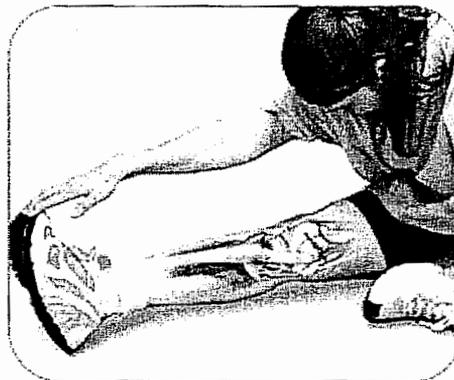
Bone & Joint System

Essentials for Healthy Bones & Joints

While Osteoporosis is thought of as being more of a woman's issue, you may be surprised to learn that the same is true in joint health. More women than men are affected by joint concerns. Lifestyle, aging, diet, and heredity all play a role in the quality of both bones and joints.

It is never too late to improve eating habits, supplementation and daily routines. Add more leafy green vegetables to your diet (a good source of calcium and vitamin K), get 10 minutes of sunshine daily for vitamin D, shed excess pounds and exercise more. "Impact" exercise (e.g. running) is best for bone building; lower stress activities (e.g. brisk walking, Pilates or swimming) will help joints, muscles and ligaments.

AdvaJOINT and AdvaCAL® *Fast Release*, working synergistically, provide the nutritional support your body needs for strong, healthy bones and joints.



This system is also available with AdvaCAL® *Fast Release*

AdvaCAL® Ultra Fast Release with 8 Bone Nutrients

AdvaCAL Ultra *Fast Release* The #1 bone building calcium plus 8 other essential bone nutrients.



Product Count:	120 Capsules
Serving Size:	3 Capsules
Servings per Bottle:	40
Retail Price:	\$36.95

Product Description:

AdvaCAL Ultra Fast Release The #1 bone building calcium plus 8 other essential bone nutrients.

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LaneLabs Men's Health System

LaneLabs now offer complete health systems. Our Men's Health System is a 2 Bottle System. It consists of: Fertil Male, Herbal V.

Men's Health System

Essentials for Men's Health

Men's reproductive health has two distinct components. The combination of herbs in Herbal V is designed to support male sexual function. Fertil Male, on the other hand, utilizes a single South American root to support healthy sperm activity.

Because they work differently and serve different purposes, you can take either one alone; by taking both, you can both intensify the sexual experience and optimize fertility.



Fertil Male
Supports Healthy Sperm Activity

Product Count: 90 Capsules
Serving Size: 1 Capsule
Servings per Bottle: 90
Retail Price: \$39.95

Product Description:
Supports Healthy Sperm Activity

[Shop Now](#)



Herbal V
A Natural supplement for male sexual function.

Product Count: 10 Capsules
Serving Size: 1 Capsule
Servings per Bottle: 10
Retail Price: \$17.50

Product Description:
A Natural supplement for male sexual function.

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Bone & Joint System • Healthy Digestion System • Heart Health • Men's Health • Skin & Hair System • Weight Management System • Wellness System

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and nervous system, with some left over to start rebuilding the strength of your bones. And it is free of the heavy metals found in some calcium pills.

AdvaCAL *Fast Release* is an excellent supplement for women of all ages. It also is an excellent supplement for men, who need calcium for strong bones, too. And the sooner you start taking it, the sooner you will begin building up a calcium reserve to help keep your bones strong for the rest of your life.

meta Title Learn How To Strengthen Your Bones and Increase Your Bone Mass With advaCAL From Lane Labs

meta Description AdvaCAL - Produce increases in bone mineral density.

meta Keywords how to build strong bones, prevent fractures, fracture prevention, bone loss

advaCALUltra After Hormone Replacement Therapy: Now What?

After Hormone Replacement Therapy

The halting of a massive 16,000-patient NIH sponsored study of the effects of hormone replacement therapy (HRT) has left millions of women wondering what to do.

In general, physicians prescribe HRT to decrease menopausal symptoms and to prevent osteoporosis and cardiovascular disease. Fortunately, there are excellent natural options to address each of these issues.

For minor symptoms of menopause like hot flashes, natural alternatives like soy and black cohosh provide phytoestrogens, which act like a mild type of estrogen without the dangerous side effects.

For cardiovascular health, vitamin E — particularly in its most potent form, tocotrienol — is a powerful antioxidant that helps keep the heart healthy and strong. Magnesium is also essential for a healthy cardiovascular system. Coenzym Q10 and the herb hawthorn are also potent antioxidants for heart health.

Women of all ages need to take steps to prevent osteoporosis, but postmenopausal women are particularly at risk. Almost everyone should be taking a high quality calcium supplement ... preferably one like AdvaCAL that is clinically shown to increase bone density. Regular weight-bearing exercise is important, as well, to help keep bones strong.

Although the news from the study is concerning, there is no need to panic. An alternative or holistic physician can help you address your health issues with effective and safe natural treatments.

meta Title Take Steps to Prevent Osteoporosis - AdvaCAL - It's not just about Women

meta Description Women of all ages need to take steps to prevent osteoporosis

meta Keywords prevent osteoporosis, bone density, bones, calcium, hormone levels,

FertilMale Glossary of Terms

none

meta Title Fertil Male

meta Description Learn more about fertile male

meta Keywords

FertilMale Home

Great News for Couples! Fertil Male™

Fertil Male™ helps support healthy sperm activity. It has LMG™, a Peruvian plant root infused with HAI™, a patented amino acid complex that appears to enhance absorption.

Fertil Male™ is a dietary supplement specifically developed to support healthy sperm activity.

Key Ingredients:

Fertil Male has LMGT, a clinical-quality Peruvian root infused with HAI™ (Heated Algal Ingredient). HAI™ is a patented amino acid complex from Japanese seaweed that appears to increase absorption. Fertil Male does not contain wheat, sugar, yeast, soy, dairy, fish, or preservatives, artificial colors or flavors.

- **Recommended Intake:**

Take one capsule three times daily with meals.

- **Safety:**

Both of the key ingredients in Fertil Male are natural and have been clinically studied in humans. Anecdotal reports suggest that you may experience enhanced energy levels and sexual desire while taking Fertil Male.

- **Storage:** Store at room temperature.

meta Title Fertil Male |

meta Description

meta Keywords

FertilMale Directions For Use**Directions for Use: Fertil Male™****Recommended Intake**

Take 1 capsule three times daily with meals.

meta Title Directions for Use - Fertil Male

meta Description Fertil Male for healthy sperm activity.

meta Keywords for healthy sperm activity

FertilMale Male Fertility Information

none

meta Title

meta Description

meta Keywords

FertilMale Supplement Facts

Serving Size: 1 Capsule	Serving per Container: 90	
Amount per Serving	% Daily Value	
Lepidium meyenii g. (root)	500mg	*
HAI™ Amino Acid Extract (from Sea Algae)	1.2mg	*
* Percent Daily Values are based on a 2,000 calorie diet.		
** Daily Value Not Established		

Other Ingredients:

Gelatin, Magnesium Stearate and Cellulose

meta Title Supplement Facts for Fertil Male

meta Description

meta Keywords

FertilMale How It Works

How It Works: Fertil Male™

The Peruvian botanical plant root LMG™ blended with HAI™, a patented amino acid complex from Japanese seaweed that appears to enhance absorption It helps promote sperm count, sperm motility and semen production without affecting hormone levels* (Follicle Stimulating Hormone – FSH, Luteinizing Hormone – LH, Testosterone – T, Prolactin – P). This plant root has been consumed for centuries by indigenous peoples.

In addition anecdotal reports suggest that you may experience enhanced energy levels and sexual desire when taking Fertil Male.

Fertil Male does not contain wheat, sugar, yeast, soy, dairy, fish, preservative or artificial flavors or colors. Thus the bioactive LMG is well tolerated and no negative effects have been reported.

meta Title Fertil Male | How it Works

meta Description Fertil Male contains the Peruvian botanical plant root LMG™ blended with HAI

meta Keywords

AdvaCAL TESTIMONIALS

I had a series of tests, one involving my stomach that revealed an ulceration of a fairly severe nature. I was quote: looking for a bone builder that would not cause this reaction. Ever since I started AdvaCAL *Fast Release*, I've had no problem. I intend to take another bone density test soon and will see if there is a difference.

Christine Quick, Sylmar, CA

AdvaCAL TESTIMONIALS

After my bone scan, I was advised by my doctor to take a calcium supplement. I had been taking another calcium quote: product, but decided to switch to AdvaCAL *Fast Release* because of a recommendation that I was given. I consider myself lucky to be feeling so well. I have no problems with side effects taking your products.

Valerie Hageman, Milford, CT

AdvaCAL TESTIMONIALS

I don't intend to have a bone density test, ever. AdvaCAL *Fast Release* is the best source of calcium, as a quote: preventive measure. I have used other calcium products and this is the one I think is the best.

Krystyna Haggerty, Hampden, MA

AdvaCAL TESTIMONIALS

I've been taking AdvaCAL *Fast Release* and there are no side effects.

Mary Hamilton, MA

AdvaCAL TESTIMONIALS

AdvaCAL *Fast Release* is a miracle! I truly feel this!

M.K. of W. Hartford, CT

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Mary Knox, Peterboro, NH

AdvaCAL TESTIMONIALS

AdvaCAL *Fast Release* is easy to swallow and doesn't repeat on me. I'm fine. I use AdvaCal for preventive quote: measures.

Irma Casella

AdvaCAL TESTIMONIALS

I like AdvaCAL *Fast Release*! I have osteoporosis.

Genevieve Bonhaus, Atlantic Highlands, NJ.

AdvaCAL TESTIMONIALS

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Jane Robertson, Summit, NJ

AdvaCAL TESTIMONIALS

AdvaCAL *Fast Release* is very easy to swallow and doesn't give me an upset stomach.

Mildred Metz, Vineland, NJ

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Marilyn Pearson, Marlton, NJ

AdvaCAL TESTIMONIALS

quote: I am so thankful my chiropractor recommended AdvaCAL *Fast Release*. The technician said to me, "What are you doing? I can't believe you're not on medication." I'm so thrilled with your product. I have been taking other products that didn't work. You don't mind paying money for something that works. God bless you. You saved my life. AdvaCal really works!!

Illse Palladino, Williamstown, NJ

AdvaCAL TESTIMONIALS

quote: I have nothing but praise for LaneLabs. Their calcium product has natural bone-building nutrients, with no side effects.

Ethel S. Conover, Charlottesville, VA

AdvaCAL TESTIMONIALS

quote: I feel great! I'm energetic and I sleep well and more soundly. I saw results with AdvaCAL *Fast Release* immediately. There are absolutely no problems with side effects at all. It's a great product. So far, so good.

Barbara Rubin, Bergenfield, NJ

AdvaCALultra TESTIMONIALS

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AdvaCAL FAQ's

question: How much calcium should I be taking?

The recommended calcium intake is 1000-1500 mg/day for adults. However, national surveys indicate that most Americans are not meeting their required calcium intake through diet. A calcium supplement may be beneficial.*

AdvaCAL FAQ's

question: What is advanced calcium AdvaCAL Fast Release?

AdvaCAL Fast Release (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese seal algae – an extraordinary bone building calcium unlike any other. AdvaCAL is also available in a complete bone health formula, called AdvaCAL Ultra with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

AdvaCAL FAQ's

question: How do I reduce my risk of Osteoporosis?

You can reduce your risk through weight-bearing exercise, not smoking, and eating foods rich in calcium such as: milk, broccoli, yogurt, salmon, and dark green vegetables.

AdvaCAL FAQ's

question: What are AdvaCAL Fast Release's other benefits?

AdvaCAL Fast Release capsules are small and easy to swallow. AdvaCAL Fast Release is safe and well tolerated.

AdvaCAL FAQ's

question: When should I take AdvaCAL Fast Release for best results?

For maximum benefit, take 3 AdvaCAL Fast Release or AdvaCAL Ultra Fast Release capsules twice daily (in the morning and in the evening), with a meal/snack to enhance absorption.

AdvaCAL FAQ's

question: Can I take AdvaCAL Fast Release with Osteoporosis prescribed drugs such as Fosamax™, Premarin™, HRT or Evista™?

Yes. AdvaCAL Fast Release is both safe and recommended with these products.

AdvaCAL FAQ's

question: How does AdvaCAL Fast Release compare to other calciums?

AdvaCAL Fast Release is the #1 bone building calcium, clinically shown to build strong, healthy bones.

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

question: What are AdvaCAL's other benefits?

AdvaCAL capsules are small and easy to swallow. AdvaCAL is safe and well tolerated in the stomach.

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

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The recommended calcium intake is 1000-1500 mg/day for adults. However, national surveys indicate that most Americans are not meeting their required calcium intake through diet. A calcium supplement may be beneficial.*

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

question: What is advanced calcium AdvaCAL?

AdvaCAL (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese seal algae – an extraordinary bone building calcium unlike any other. AdvaCAL is also available in a complete bone health formula, called AdvaCAL Ultra with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

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AdvaCAL is the #1 bone building calcium, clinically shown to build strong, more fracture resistant bones.

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

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Yes. AdvaCAL is both safe and recommended with these products.

AdvaCAL® Ultra with 8 Bone Nutrients FAQ's

question: When should I take AdvaCAL for best results?

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- AdvaCAL Ultra Fast Release
- AdvaJOINT
- Anglo PGM
- Anti-Aging Physician Moisturizer
- Anti-Aging Physician Skin Smoothing Bar
- Better Than Chicken Soup
- Breathe
- CholesterolALL
- EnerG
- Fertil Male
- GI48
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AdvaCAL® Fast Release Advanced Calcium - Frequently Asked Questions

How do I reduce my risk of Osteoporosis?

You can reduce your risk through weight-bearing exercise, not smoking, and eating foods rich in calcium such as: milk, broccoli, yogurt, salmon, and dark green vegetables.

How much calcium should I be taking?

2 Bottles automatically shipped every 50 days with your 5th shipment FREE!



LANELABS 004313

- ◆ ImmunoFin
- ◆ MSR Multi
- ◆ My Sweet Revenge
- ◆ Caramel Chocolate
- ◆ My Sweet Revenge
- ◆ Peanut Butter Fudge
- ◆ Natures Lining
- ◆ Noxylane4
- ◆ Noxylane4-DS
- ◆ Omega Multi
- ◆ PalmVitee
- ◆ SunSpot ES
- ◆ TOKI
- ◆ TOKI Color
- ◆ Weight Loss Journal
- ◆ Young & Active

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What is advanced calcium AdvaCAL Fast Release?

AdvaCAL Fast Release (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese seal algae – an extraordinary bone building calcium unlike any other. AdvaCAL is also available in a complete bone health formula, called AdvaCAL Ultra with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

How does AdvaCAL Fast Release compare to other calciums?

AdvaCAL Fast Release is the #1 bone building calcium, clinically shown to build strong, healthy bones.

Can I take AdvaCAL Fast Release with Osteoporosis prescribed drugs such as Fosamax™, Premarin™, HRT or Evista™?

Yes. AdvaCAL Fast Release is both safe and recommended with these products.

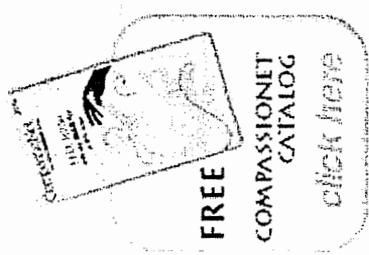
When should I take AdvaCAL Fast Release for best results?

For maximum benefit, take 3 AdvaCAL Fast Release or AdvaCAL Ultra Fast Release capsules twice daily (in the morning and in the evening), with a meal/snack to enhance absorption.

What are AdvaCAL Fast Release's other benefits?

AdvaCAL Fast Release capsules are small and easy to swallow. AdvaCAL Fast Release is safe and well tolerated.

Displaying page 1 of 1



Product Facts:

Product Count:	150 Capsules
Serving Size:	3 Capsules
Servings per Bottle:	50
Potency:	View Label
Availability:	In Stock!

Need more information about AdvaCAL Fast Release?

Please use this form to ask any questions you may have.

Your Name:

First

Last

E-mail Address:

Your Question:

VERIFICATION:



Please type the color of the third character

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*These statements have not been evaluated by the Food and Drug Administration. | **Your results may differ**
This product is not intended to diagnose, treat, cure, or prevent any disease.

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- AdvaCAL Ultra Fast Release
- AdvaJOINT
- Angio PGM
- Anti-Aging Physician Moisturizer
- Anti-Aging Physician Skin Smoothing Bar
- Better Than Chicken Soup
- Breathe
- CholesterolALL
- EnerG
- Fertile Male
- GI48
- Gum Relief
- H2Go
- Herbal V

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AdvaCAL Ultra Fast Release

Price: \$28.95

You Save: 28%

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MAXPlan: Avg. Price \$23.16

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Availability: IN STOCK

Leaves warehouse in 1-2 business days

FREE Shipping on orders over \$99 - view details

Overview

Supplement Facts

Directions for Use

MAXPlan

AdvaCAL® Fast Release Advanced Calcium - Testimonials

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2 Bottles automatically shipped every 50 days with your 5th shipment FREE!

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Christine Quick, Sylmar, CA

Displaying page 1 of 1

Product Facts:

Product Count: 150 Capsules

Serving Size: 3 Capsules

Servings per Bottle: 50

Potency: View Label

Availability: In Stock!

Need more information about AdvacAL Fast Release?

Please use this form to ask any questions you may have.

Your Name:

First

Last

E-mail Address:

Your Question:

VERIFICATION:



Please type the color of the third character

This step helps prevent unfair use of our contact form.

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Your results may differ

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AdvacAL® Fast Release Advanced Calcium - The #1 Bone Building Calcium Supplement

What is advanced calcium AdvacAL® Fast Release

AdvacAL *Fast Release* (AAACa) is natural calcium hydroxide and calcium oxide with HAI™, a patented amino acid extract from Japanese sea algae. AdvacAL *Fast Release* is the #1 bone building calcium, clinically shown to build strong, healthy bones. AdvacAL *Fast Release* capsules/caplets are well tolerated in the stomach, safe, small, and easy to swallow.

AdvacAL *Fast Release* is also available in a complete bone health formula called AdvacAL *Ultra Fast Release* with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese.

- Clinically proven to fight Osteoporosis
- Safe, small, easy-to-swallow AdvacAL *Fast Release* capsules

Only AdvacAL *Fast Release* advanced calcium blends natural calcium hydroxide and calcium oxide with a patented amino acid extract from Japanese sea algae to build stronger, healthy bones.

Supplement Facts

Serving Size: 3 Capsules		Serving per Container: 50
Amount per Serving	% Daily Value	
Calcium (from Calcium Hydroxide and Calcium Oxide)	500mg	50%
HAI™ Amino Acid Extract (from Sea Algae)	<1mg	*
* Daily Value Not Established. Contains oyster shell		

Other Ingredients:

Citric Acid, Microcrystalline Cellulose, Magnesium Stearate, gelatin

Directions for Use

For maximum benefit, take 3 capsules in the morning and 3 capsules in the evening, preferably with meals.

Your body uses 1000 to 2000 mg of calcium every day to help produce energy and support heart and nerve function. From birth to around age 30 your body stores up more calcium than it uses. But little by little, your body becomes less efficient at absorbing calcium from your diet — so it has to “borrow” some of the calcium that’s stored in your bones. By the time you’re 60, you may have lost 30% or more of your total bone mass.

LANELABS 004320

*These statements have not been evaluated by the Food and Drug Administration.
These products are not intended to diagnose, treat, cure, or prevent any disease.*

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Lane Labs Products > AdvaCAL Ultra *Fast Release*

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AdvaCAL Ultra *Fast Release* - AdvaCAL Calcium plus 8 Bone Nutrients

AdvaCAL Ultra *Fast Release* is an ideal *calcium supplement* for those who want a **complete bone building formula** in one easy-to-swallow capsule with magnesium, vitamins D and C, copper, boron, silica, zinc, and manganese. AdvaCAL *Fast Release* (AAACa) is natural calcium hydroxide and calcium oxide with HAI™ a patented amino acid extract from Japanese sea algae. AdvaCAL *Fast Release* is the #1 bone building calcium, clinically proven to build strong, healthy bones.

AdvaCAL Ultra *Fast Release* includes magnesium, vitamin D and 6 other essential bone nutrients for a complete bone health formula such as Vitamin C, Zinc, Copper, Manganese, Boron and Silica.

Supplement Facts

Serving Size: 3 Capsules	Serving per Container: 40	
Amount per Serving	% Daily Value	
Vitamin C (from Ascorbic Acid)	100mg	167%
Calcium (from Calcium Hydroxide and Calcium Oxide)	500mg	50%
Vitamin D3 (Cholecalciferol)	200IU	50%
Magnesium (from Magnesium Oxide & Citrate)	300mg	75%
Zinc (as Monomethionate)	6mg	40%
Copper (from Citrate)	1mg	50%
Manganese (as Sulfate)	2mg	100%
HAI™ Amino Acid Extract (from Sea Algae)	<1mg	*
Silica (as Silicon Dioxide)	90mg	*
Boron (as Boron Citrate, Asparate & Glycinate)	2mg	*
**Daily Value Not Established		

Other Ingredients:

Citric Acid, Croscarmellose Sodium, Magnesium Stearate, Stearic Acid, gelatin

Directions for Use

LANELABS 004322

For maximum benefit, take 3 capsules in the morning and 3 capsules in the evening, preferably with meals.

Your body uses 1000 to 2000 mg of calcium every day to help produce energy and support heart and nerve function. From birth to around age 30 your body stores up more calcium than it uses. But little by little, your body becomes less efficient at absorbing calcium from your diet — so it has to “borrow” some of the calcium that’s stored in your bones. By the time you’re 60, you may have lost 30% or more of your total bone mass.

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Exhibit 2

ULLMAN, SHAPIRO & ULLMAN, LLP

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TRADEMARK COUNSEL:
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& Partners
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BELGIUM

February 8, 2001

Via FedEx

Darren A. Bowie, Esq.
Assistant Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Room S-4002
Washington, DC 20580

**Re: FTC v. Lane Labs, et al.
Compliance Report - Cartilage Consultants Inc. & I. William Lane**

Dear Mr. Bowie:

Pursuant to your letter dated December 11, 2000 and our subsequent telephone conversations with respect thereto, we herein provide a written report setting forth the manner in which Cartilage Consultants Inc. and I. William Lane have complied with the Stipulated Final Order and Permanent Injunction entered in the United States District Court for the District of New Jersey (No. 00CV3174).

The information provided herein has been furnished by our clients and is intended to respond to the numbered items in your letter.

1. Regarding Parts I through V of the Order, neither Dr. Lane nor Cartilage Consultants have engaged in the manufacturing, labeling, advertising, promotion, offering for sale, sale or distribution of any of the products identified in Parts I through III BeneFin, Skin Answer, any shark cartilage product, any glycoalkaloid product or any food, dietary supplement or drug after the date of service of the Order. That being the case, Parts IV and V of the Order do not come into play.

ULLMAN, SHAPIRO & ULLMAN, LLP

Darren A. Bowie, Esq.
Assistant Director
Division of Advertising Practices
Federal Trade Commission
February 8, 2001
Page 2

2. Since neither Dr. Lane nor Cartilage Consultants engage in product sale or distribution and do not deal with distributors, no steps pursuant to Part VII of the Order are applicable to either of them.

3. Pursuant to Part VIII of the Order, Dr. Lane has not received, and will not receive, any funds or other assets relating to the purchase of shark cartilage and placebo for use in the NCI - Lane Labs BeneFin Clinical Trial.

4. Part IX of the Order does not apply to Dr. Lane or Cartilage Consultants since, as noted above, they are not engaged in the dissemination of advertising representations.

5. With reference to Paragraph X of the Order, there are no individuals who are subject to receiving either a copy of the Order or the letter shown in Appendix B of the Order, since there are no other principals, officers, directors or managers engaged by Dr. Lane or Cartilage Consultants, nor any employees, agents or representatives having responsibilities with respect to the subject matter of the Order. Please note that, as of the first week of July 2000, Ms. Marion Murphy's employment was terminated.

6. Responding to the information required by Part XII of the Order, Dr. Lane resides at 1795 Earhart Court, Daytona Beach, Florida 32124. Cartilage Consultants maintains an office address at P. O. Box 434, Short Hills, New Jersey 07078.

7. As we discussed on the telephone, Dr. Lane has previously furnished the Affidavit acknowledging receipt of the Cartilage Consultants Order, pursuant to Part XVI of that Order.

We trust you will find the foregoing responsive to your letter. If any further information is required, please contact the undersigned.

Very truly yours,

ULLMAN, SHAPIRO & ULLMAN, LLP

By:



ROBERT ULLMAN

Exhibit 3

ULLMAN, SHAPIRO & ULLMAN, LLP

COUNSELORS AT LAW

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NEW YORK, NY 10007
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TRADEMARK COUNSEL:
DENNIS H. CAVANAUGH

OF COUNSEL:
MILTON A. BASS
IRVING L. WIESEN

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† ADMITTED IN D.C., MA.
& ONTARIO, CANADA

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E.U. CORRESPONDENT
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& Partners
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BELGIUM

February 9, 2001

Via FedEx

Darren A. Bowie, Esq.
Assistant Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Room S-4002
Washington, DC 20580

**Re: FTC v. Lane Labs, et al.
Compliance Report - Lane Labs-USA, Inc. and Andrew J. Lane**

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Pursuant to your letter dated December 11, 2000 and our subsequent telephone conversations with respect thereto, we herein provide a written report setting forth the manner in which Lane Labs-USA, Inc. and Andrew J. Lane have complied with the Stipulated Final Order and Permanent Injunction entered in the United States District Court for the District of New Jersey (No. 00CV3174).

The information provided herein has been furnished by our clients and is intended to respond to the numbered items in your letter.

1.a) Complying with Part I of the Order, neither Lane Labs nor Mr. Lane have represented in any manner, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale or distribution of BeneFin or any other shark cartilage product, that such product prevents, treats or cures cancer.

b) Similarly, regarding Part II of the Order, neither Lane Labs nor Mr. Lane have represented in any manner, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale or distribution of Skin Answer or any other glycoalkaloid product, that such product prevents, treats or cures skin cancer.

Darren A. Bowie, Esq.
Assistant Director
Division of Advertising Practices
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c) Regarding Part III of the Order, we are providing separately herewith copies of advertising matter, printed materials and promotional materials for products being sold and distributed by Lane Labs. In some instances, these materials are not necessarily in the nature of product representations but, rather, is informational in nature either in terms of substantiation or so-called "third-party literature." This would be particularly so where product sales are promoted by mail-order solicitation. This information is provided in separately numbered folders as follows:

	<u>Product</u>
FOLDER NO. 1	Advacal (3A Calcium)
FOLDER NO. 2	BeneFin
FOLDER NO. 3	BeneJoint
FOLDER NO. 4	Herbal V
FOLDER NO. 5	ImmunoFin
FOLDER NO. 6	MGN-3
FOLDER NO. 7	NK-1000
FOLDER NO. 8	Palmvitee
FOLDER NO. 9	Skin Answer
FOLDER NO. 10	BeneFin and MGN-3
FOLDER NO. 11	MGN-3 and 31 Calcium
FOLDER NO. 12	Various Multiple Product Materials

With respect to product promotion on the Internet, we have provided printouts of the first two pages of each instance of product promotion from the company's web site. The complete web site, comprising general information not necessarily specific product related, is available to you at www.LaneLabs.com.

Also, under separate cover, you will be receiving a large tube containing six Lane Labs promotional posters used by the company.

Your letter also requests substantiation for claims made in promotional materials after the date of service of the Order. Lane Labs has provided us with a substantial number of documents, including scientific articles and reports from various publications. These documents, some of

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Assistant Director
Division of Advertising Practices
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which may be considered in the nature of third party literature, have been accumulated by the company to provide information and support for product claims in terms of direct substantiation and/or as supporting rationale. For convenience, I have separated the documents in six lettered folders as follows:

FOLDER A (1-110)	MGN-3 & NK 1000
FOLDER B (1-43)	Immunofin
FOLDER C (1-101)	Advacal/3A Calcium
FOLDER D (1-117)	Palmvitee
FOLDER E (1-271)	Herbal V
FOLDER F (1-444)	Skin Answer

Please note that there may be some overlapping between the folders and the documents contained therein. Also, again for convenience and for possible easier reference, we have attempted to apply sequential Bates Stamp numbering to the pages in each folder. Please note that there is no particular significance to the order of the folders or the documents in each folder.

d) With respect to Part IV of the Order, Lane Labs does not and will not misrepresent the existence, contents, validity, results, conclusion or interpretations of any test, study or research.

e) In compliance with Part V of the Order, Lane Labs has not used and will not use the name of any government agency or health organization in any manner that suggests or implies evaluation of Lane Labs's products, unless, of course, such is the case.

As indicated below, compliance with the terms of Parts I through V of the Order has also taken the form of supplying a copy of the Order to all relevant personnel.

2. In compliance with Part VII of the Order, approximately 3,800 certified, return receipt letters were mailed to distributors between October 16 and 26, 2000. Attachment A hereto consists of the first ten pages of a 500 page (approx.) printout containing all 3,800 (approx.) names. These names were compiled through a diligent search of the company's records.

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Division of Advertising Practices
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3. With respect to Part VIII of the Order, Lane Labs has not paid any amount to date for National Cancer Institute trial components, as the company has spent a significant amount of time developing the placebo for the trial as well as developing special labels and an investigator's "brochure." It is expected that the first purchase of clinical trial materials will occur in April 2001.

4. With respect to Part IX of the Order, copies of Lane Labs's advertisements and promotional materials covered by the Order, as well as substantiating documentation and contradictory or qualifying material in Lane Labs's possession, are maintained by a designated employee.

5. Provided herewith as Attachment B are copies of signed acknowledgments of receipt by all responsible personnel who were given a complete copy of the Order.

6. Regarding the information required by Part XII of the Order, Mr. Lane resides at 6 Villa Court, Park Ridge, NJ 07401. Lane Labs has maintained its offices and facilities at 110 Commerce Drive, Allendale, NJ 07401. Commencing in February, this address will be changed to 25 Commerce Drive, Allendale, NJ 07401. In June 2001, Mr. Lane will be moving his residence to 26 Fourth Street, Park Ridge, NJ 07656.

7. As we discussed on the telephone, Mr. Lane has previously furnished the affidavit acknowledging receipt of the Lane Labs Order pursuant to Part XVI of that Order.

In a recent conversation you asked that we address the matter of your disposition, under the Order, of the funds transferred to the Commission pursuant to the provisions of Part VIII insofar as the matter of consumer redress versus payment to the U.S. Treasury is concerned. Lane Labs's best estimate regarding BeneFin and Skin Answer sales is that approximately 50% of its sales of these products were direct to the consumer. Retrieval of individual customer names for such sales presents a number of practical problems.

On several occasions since the company's inception there have been changes in the operating systems employed by the company – resulting in the loss of various data, including consumer records. Thus, retrieval of the identity of consumers making direct purchases would be extremely time consuming, complicated, incomplete and uncertain. Also, we are advised that

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since a greater number of sales took place in the company's earlier years, as much as 25% or more of any mailings to such consumers may be expected to be returned stamped "undeliverable" or "addressee unknown." An additional complicating factor is the fact that for approximately the first three years of its existence, the company was outsourcing its order taking and fulfillment processes.

Viewing all of these factors together, we believe you may find payment to the Treasury to be the more practical alternative.

We trust you will find the foregoing responsive to your letter. If any further information is required, please contact the undersigned.

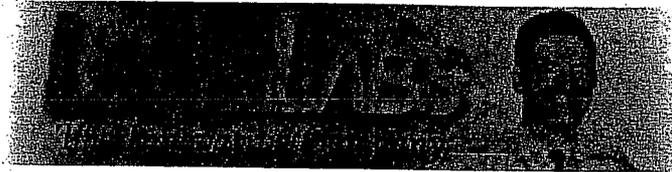
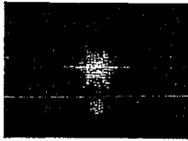
Very truly yours,

ULLMAN, SHAPIRO & ULLMAN, LLP

By:


ROBERT ULLMAN

Exhibit 4



- Home
- Products
- News
- Contact
- Ordering
- FAQ

Join the Mailing List!

E-mail*

Frequently Asked Questions



1. [AdvaCAL](#)
2. [BeneFin](#)
3. [BeneJoint](#)
4. [Herbal V](#)
5. [ImmunoFin](#)
6. [MGN-3](#)
7. [PalmVitee](#)
8. [SkinAnswer](#)

AdvaCAL

1. [How Is AdvaCAL Different From Other Calcium Supplements?](#)
2. [Why Is AdvaCAL More Absorbable Than Conventional Calcium?](#)
3. [What Is The Benefit Of AdvaCAL?](#)
4. [What Is AdvaCAL Made Of?](#)
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INDEX

How Is AdvaCAL Different From Other Calcium Supplements?

AdvaCAL is an advanced calcium data with clinical data showing that it can increase bone density in women of all ages, as much as 10% in a year. Other calcium pills or chews claim only to "stabilize bone density" or "prevent bone loss", not increase

stabilize bone density or prevent bone loss ...not increase bone density. The AdvaCAL advantage is its superior absorption by the body vs. other popular calcium forms.

AdvaCAL capsules are smaller and easier to swallow than other calcium tablets. It does not cause excess gassing like other calcium brands.

AdvaCAL builds bone density without adding any magnesium or ipraflavones.

[Back to Top](#)

Why Is AdvaCAL More Absorbable Than Conventional Calcium?

According to Dr. Takuo Fujita, MD, president of the Japan Osteoporosis Foundation, the patented calcium form in AdvaCAL is at 3-5 times more soluble than calcium carbonate and calcium citrate, the two most popular forms of calcium. Additionally, the amino acids found naturally in algae assist the absorption process, acting in a similar or better way than Vitamin D.

The active calcium form in AdvaCAL is Calcium Hydroxide and Calcium Oxide. These calcium forms appear to break down in the stomach much more readily because the bonds that hold the compound together are weaker than calcium carbonate and calcium citrate. The weaker the calcium bond, the more easily pure calcium can be released for absorption by the body.

One study suggested that as much as 90% of conventional calcium forms passes through the body unabsorbed. Dr. Fujita estimates that more than 40% of the calcium found in AdvaCAL can be absorbed in the body.

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What Is The Benefit Of AdvaCAL?

AdvaCAL is the first calcium supplement clinically proven to build bone density in post-menopausal women. No other popular calcium compound makes that claim.

It is easy to swallow and tolerate compared to other calcium "horse pills."

What Is AdvaCAL Made Of?

AdvaCAL is a patented natural complex containing calcium hydroxide, calcium oxide and algae-extract rich on amino acids for rapid absorption. AdvaCAL contains no Vitamin D (which can be dangerous at high doses) and is PH buffered with citric acid for assimilation.

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What Is The Recommended Dosage?

Each AdvaCAL capsule contains 150mg of elemental calcium. For daily maintenance, take 2 capsules twice daily with a meal- totaling 450mg calcium. For maximum benefit, take 3 capsules twice daily with meals- totaling 900mg calcium. AdvaCAL has shown clinically that it builds bone density based on 900mg (6 capsules) daily.

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Describe AdvaCAL's Clinical Research?

AdvaCAL has a several published medical studies with women of various (as old as 96) demonstrating its ability to build bone density. There are also successful published medical trials involving AdvaCAL on men and with animals. To review the actual clinical studies and abstracts click www.publishedresearch.com.

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BeneFin

- [1. When Should I Take BeneFin?](#)**
- [2. Is There A Difference Between BeneFin Powder And Caplets?](#)**
- [3. How Do I Take BeneFin Powder?](#)**
- [4. Does Making BeneFin Endanger Sharks?](#)**
- [5. What Should Shark Cartilage Smell And Taste Like?](#)**
- [6. How Does BeneFin Compare With Bovine Cartilage](#)**

Exhibit 5

Fight Osteoporosis HARDER!



**The #1 Bone-Building
Calcium. Period.**



AdvaCAL calcium

AdvaCAL Ultra
AdvaCAL calcium plus
8 essential bone nutrients

- **AdvaCAL is clinically shown to increase bone density**
- **Small, easy-to-swallow size**
- **Unmatched natural osteoporosis fighter**

Osteoporosis is a major public health threat for an estimated 44 million Americans, or 55 percent of people 50 years of age and older.

In the U.S. today, 10 million individuals are estimated to already have the disease and almost 34 million more are estimated to have low bone mass, placing them at increased risk for osteoporosis.

Of the 10 million Americans estimated to have osteoporosis, 8 million

are women and 2 million are men (Source: National Osteoporosis Foundation – 2005).

With menopause, women begin to lose bone mass at an accelerated rate as their estrogen levels fall. They can lose up to 20 percent of their bone mass in the five to seven years following menopause, placing them at increased risk for osteoporosis.

Osteoporosis is preventable for most people, if they take the necessary steps throughout their lives. Contrary to popular belief, osteoporosis doesn't happen only to old people, and if preventative steps are not taken, bone loss occurs earlier in life.

A comprehensive program that can help prevent

osteoporosis includes:

- a balanced diet
- weight-bearing exercise
- a healthy lifestyle with no smoking and limited alcohol intake
- bone density testing
- the RIGHT calcium supplement

The Right Calcium

Calcium is used in many metabolic processes. The average adult requires 1000 to 1500 mg of calcium every day. Adults who do not receive that much calcium from their daily diet may need to take a calcium supplement.

Most calcium supplements only promise to "reduce bone breakdown" or "stabilize bone mass."

One calcium can actually

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

affirm that it can increase bone mineral density: AdvaCAL®.



AdvaCAL Performance

In clinical tests AdvaCAL increased bone density by as much as 10%.

In studies with women of all ages, Dr. Takuo Fujita, M.D. – former President of The Osteoporosis Foundation of Japan – determined that AdvaCAL could not only halt bone loss – it could produce significant increases in bone mineral density. In one study, where participants’

average age was 82 – an age at which bones are often weak – bone density increased an average of 3% a year.

Absorption

Calcium is always attached to another compound, making it a calcium salt. Your body must break the bond between the calcium and the rest of the compound for the calcium to be absorbed.

How much elemental calcium your body can absorb depends on the form of calcium. It can be as little as

4% (calcium carbonate).

Building Bone Mass

What you should look for is not necessarily how much elemental calcium a given product may contain, or even how much calcium your body can absorb, but how much bone mass you can GAIN. With AdvaCAL, that number may surprise you!

RECOMMENDED USAGE:
Three AdvaCAL or AdvaCAL Ultra capsules twice daily, with a meal.

AdvaCAL vs. other Calciums

Type of Calcium	# of pills needed to get 1000mg Elemental Calcium	Source	Consistent Bone Density Increase	Pill Size
AdvaCAL	6	Smelted	Yes	Small
AdvaCAL Ultra	6	Oyster Shell		Medium
Calcium Citrate	14	Synthetic	No	Large
Calcium Hydroxyapatite	9	Bone Meal	No	Medium
Calcium Carbonate & Coral Calcium	8	Bone Meal Limestone Coral	No	Medium
Calcium D - Glucarate	25	Foods	No	Medium
Calcium Malate	17	Foods	No	Medium

Medical Doctors use AdvaCAL, too.

“The calcium I use is AdvaCAL. The reason I use it is that there has been dramatic evidence shown that AdvaCAL truly reverses the disease osteoporosis.”

Leigh Erin Connealy, M.D., CA

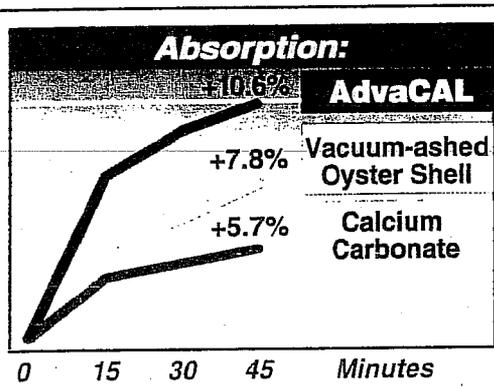
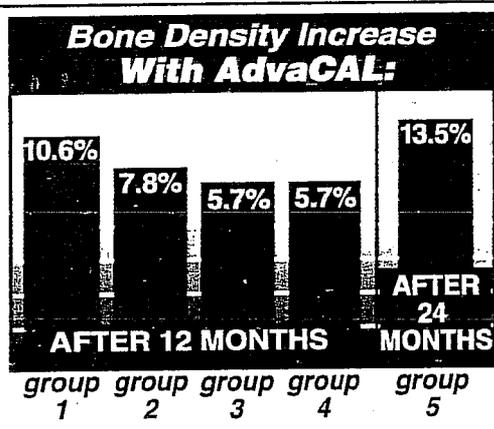
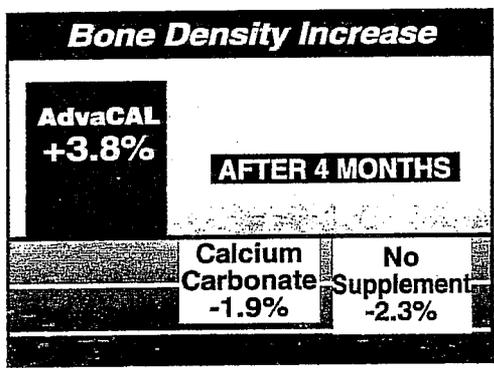
“As an osteoporosis expert, I appreciate the difference that AdvaCAL offers over other calciums. I recommend it to my patients and I take it myself every day.”

*– Martha Gonzalez, M.D., M.P.H.
Director, Women's Comprehensive Osteoporosis Center, CA*

Exhibit 6

FIGHT OSTEOPOROSIS HARDER

Clinical studies show that AdvaCAL does what no other calcium does: actually increases bone density in women.



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

The calcium you're taking now isn't doing the job... unless it's



Advanced Calcium Supplement

New, patented AdvaCAL™ actually builds bone density.

AdvaCAL is the calcium supplement proven in clinical tests to increase bone density in women. It is so revolutionary, so effective, it is recommended by the president of the Osteoporosis Foundation of Japan and has become Japan's leading calcium supplement.

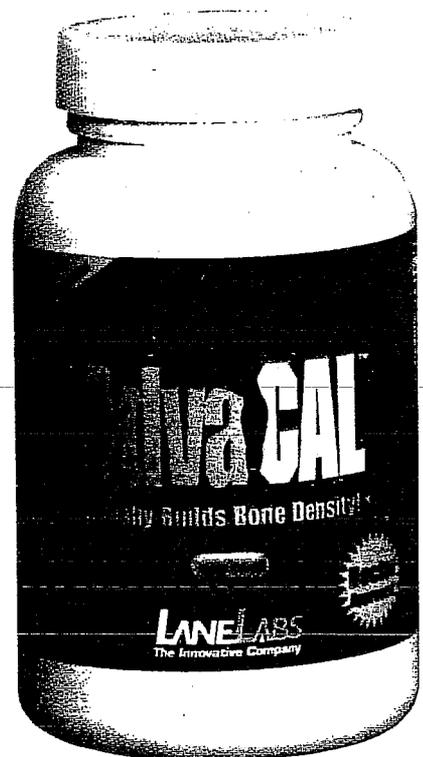
Unlike ordinary calcium supplements, advanced calcium AdvaCAL melds calcium hydroxide and calcium oxide with 38 trace minerals and amino acids that work together to ensure rapid, efficient absorption. This patented process makes AdvaCAL so much easier for your body to use, it goes to work 50% faster. And the capsules are slimmer and easier to swallow, too.

Fight osteoporosis harder - every day!

Advanced calcium AdvaCAL is the only calcium you should be taking every day... especially if your doctor recommends taking calcium.

"I recommend AdvaCAL because no other method or calcium has ever demonstrated a significant increase in bone mineral density in just four months."

- Takuo Fujita, MD,
President
The Osteoporosis
Foundation of Japan.



LANE
The Innovative Company

Exhibit 6

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

Exhibit 7



Creating the #1 Bone-Building Calcium

Takuo Fujita, M.D. has devoted his entire professional life to the study of calcium and how it works in the human body.

Early in his career, Dr. Fujita realized that maintaining healthy bones was inexorably linked to maintaining stable levels of calcium in the blood... and that stabilizing blood calcium could help to solve innumerable other health problems as well.

But even women who take a calcium supplement daily may experience moderate to severe bone loss. Simply swallowing a calcium pill is no guarantee that the mineral will actually make it out of the digestive tract and into the blood.

So Dr. Fujita set out to find a calcium that would move easily from the digestive tract into the bloodstream. He found his answer in a compound called AAACa, or Active Amino Acid Calcium. AAACa combines calcium that has been specially processed for easy absorption with HAI™, or Heated Algal Ingredient, which further enhances bioavailability. (In the U.S., AAACa is known as AdvaCAL®.)

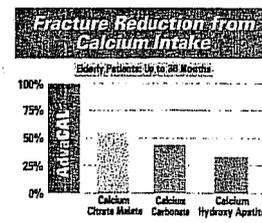
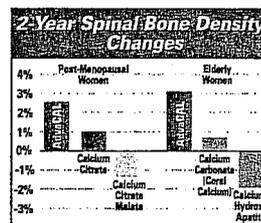
In one controlled study Dr. Fujita measured changes in bone mineral density that ranged from a loss of nearly 2% in only 4 months with calcium carbonate to an average increase of 3.8% over the same short period in

women taking AdvaCAL. In another 2 year study, women taking AdvaCAL saw a whopping 13.5% increase in bone mineral density.

Dr. Fujita recommends taking 1000 mg of AdvaCAL daily - 500 mg in the morning, and 500 mg before bed. Because bone resorption tends to peak while you are sleeping, bedtime intake is particularly important.

"No other method or preparation, calcium or otherwise, has ever demonstrated a significant increase in bone mineral density in just four months," Dr. Fujita says. "AdvaCAL is not the cheapest calcium supplement, but I believe it is the best."

Dr. Takuo Fujita is founder and past President of the Osteoporosis Foundation of Japan, Founder of the Calcium Research Institute, and author of numerous published studies on calcium metabolism.



AdvaCAL builds stronger bones... and that means fewer fractures.

The #1 Bone-Building Calcium. Period.

Choose AdvaCAL® or AdvaCAL® Ultra

Supplement Facts AdvaCAL		
Serving Size: 3 capsules		
Servings per container: 50		
	Amount Per Serving	% Daily Value*
Elemental Calcium (from Calcium Hydroxide and Calcium Oxide)	500 mg	50%
HAI Amino Acid Extract (from Sea Algae)	<1 mg	†
*Percent Daily Value based on 2,000 calorie diet. † Daily Value not established.		



Supplement Facts AdvaCAL Ultra		
Serving Size: 3 capsules		
Servings per container: 40		
	Amount Per Serving	% Daily Value*
Vitamin C (from Ascorbic Acid)	100 mg	167%
Elemental Calcium (from Calcium Hydroxide and Calcium Oxide)	500 mg	50%
Vitamin D3 (Cholecalciferol)	200 IU	50%
Magnesium (from Magnesium Oxide)	300 mg	75%
Zinc (as Monomethionate)	6 mg	40%
Copper (from Citrate)	1 mg	50%
Manganese (as Oxide)	2 mg	100%
HAI Amino Acid Extract (from Sea Algae)	<1 mg	†
Silica (as Silicon Dioxide)	90 mg	†
Boron (from Citrate)	2 mg	†
*Percent Daily Value based on 2,000 calorie diet. † Daily Value, not established.		

LANELABS



AdvaCAL Ultra
AdvaCAL calcium plus
8 essential bone nutrients

Item #	Description	Your Price	6+ Price Ea.
CAL-150P	AdvaCAL 150 Capsules	\$28.95	\$27.95
120U-V	AdvaCAL Ultra 120 Capsules	\$23.95	\$22.95

SAVE 20% more with MAXPlan!

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 2000 mg per day are not likely to provide extra benefit.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

To Order Call Toll-Free 1-800-510-2010

Exhibit 7 15

LANELABS 000576

Exhibit 8

HSI HEALTH SCIENCES INSTITUTE

MEMBERS ALERT

*Private access to hidden cures...powerful discoveries...breakthrough treatments...
and urgent advances in modern underground medicine*

The battle for your bones

A newly discovered form of calcium can prevent and reverse bone loss—
without dangerous hormonal manipulation

As more and more Americans are affected by osteoporosis, the disease has received increased attention in the media. You have probably seen the grim statistics on this heartbreaking condition, which forces more people into nursing homes than almost any other factor. You may not be aware, however, of new research linking this dreaded disease with such killers as **hypertension, arteriosclerosis, and senile dementia.**

Although most experts agree that osteoporosis is caused by a calcium deficiency, efforts to treat or prevent it with calcium supplements have been disappointing. As a nutrient, calcium is very poorly absorbed, with only a small percentage of the calcium we get—whether from food or supplements—actually making it into the bloodstream. While most doctors still recommend them for their female patients, calcium supplements are widely considered to be too little too late to prevent or reverse bone loss due to a lifetime of calcium deficiency.

Because the rate of bone loss in women accelerates rapidly after menopause, the mainstream approach to osteoporosis has focused almost exclusively on the use of synthetic hormone replacement therapy (HRT) or other estrogen-type drugs to delay post-menopausal bone loss. Unfortunately, this solution comes at a price. It only works as long as the drugs are continued indefinitely, and, as HSI readers are well aware, the side effects of long-term HRT include an increased risk of breast or uterine cancer.

But thanks to an exciting new breakthrough in nutritional medicine, you no longer have to weigh the benefits of osteoporosis protection against an increased risk of cancer. Nor do you have to wait until menopause to take action. New research from Japan suggests that a newly discovered and highly absorbable form of calcium has the power to prevent and reverse bone loss—without dangerous hormonal manipulation.

Why the current estrogen theory is flawed

The pharmaceutical companies have done a fairly good job of convincing the public, as well as the mainstream medical community, that estrogen replacement is the solution to osteoporosis. However, this narrow view completely ignores several critical facts about osteoporosis.

Osteoporosis prevention should begin long before menopause. The greater your bone mass and density when you enter menopause, the more easily you can sustain a post-menopausal reduction in bone density without medical consequences. Instead of waiting until menopause to begin treating osteoporosis with HRT, people should take preventive measures earlier in life, such as increasing their calcium intake—and bone reserves.

Other risk factors are involved. Your risk of developing osteoporosis is increased by a number of different variables, including heredity, medications, smoking, alcohol consumption, diet, and lack of exercise. Although the decline of estrogen certainly accelerates bone loss, the primary factor in developing

(continued on page

Dear Member,

As the population ages, osteoporosis has become one of the leading causes of disability in America. "Osteoporosis is the most common disease affecting mankind at present," states internationally recognized osteoporosis expert Dr. Takuo Fujita. "All of us will suffer osteoporosis if we live long enough—women and men alike."

It has also become big business for the pharmaceutical companies. Now that the evidence has shown that hormone replacement therapy (HRT) does *not* reduce a woman's risk of heart disease as previously thought, osteoporosis prevention is one of the few remaining justifications for using this risky therapy.

More recently, big players like Merck and Eli Lilly have invested millions of dollars to develop and market new drugs specifically for the treatment and prevention of osteoporosis, drugs like Evista and Fosamax, each of which has disturbing side effects.

In the financially motivated and often political battle for your bones being waged by the drugmakers, one critical fact is in danger of being overlooked: Osteoporosis is primarily due to a *lifelong* calcium deficiency. The typical American consumes only one-fourth of the calcium required for optimum health, most of it in poorly absorbable forms such as that found in dairy products.

Few people today can remember when scurvy (caused by a vitamin C deficiency), beriberi (caused by a thiamin deficiency), or pellagra (caused by a niacin deficiency) were common. And yet osteoporosis, a disease caused by a calcium deficiency, cripples and shortens the lives of 25 million Americans. But now, thanks to a dramatic breakthrough in calcium supplementation, first revealed at last month's HSI symposium in Florida and detailed in this month's exclusive feature story, osteoporosis may one day be included in the ranks of such obsolete conditions as beriberi and pellagra.

Read on for more details on how to put this breakthrough in nutritional medicine to work for you immediately.

Until next month,



Jenny Thompson
Editorial Director

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(continued from page 1)

The battle for your bones

osteoporosis appears to be long-term calcium deficiency.

Men also suffer from osteoporosis. Unlike women, who experience a period of rapid bone loss immediately following menopause, men lose bone density more gradually throughout their lives. The disease tends to affect men at an older age, but it often hits them harder. Men are more likely to die following a bone fracture than women. The pharmaceutical companies, however, have largely ignored the fact that men also suffer from osteoporosis. *None of the drugs developed to treat osteoporosis is approved for the treatment or prevention of bone loss in men.*

One independent scientist is quietly challenging the widely held "estrogen hypothesis" concerning osteoporosis. The author of over 400 original scientific papers in peer-reviewed journals in the United States, Europe, and Japan, Dr. Takuo Fujita has questioned the view of the medical mainstream, arguing that *the solution to osteoporosis lies not in the manipulation of hormones but in understanding the complexities of calcium metabolism.*

"Osteoporosis occurs in women earlier and more frequently than in men because of the marked bone loss immediately after menopause... sometimes giving the impression that osteoporosis is a disease of women... but premenopausal bone loss also occurs, as does gradual bone loss, in men. ... It seems to be about time to view osteoporosis independently of estrogen as a disease of the whole human race."

Nutrient deficiency diseases are not extinct

Our bodies need calcium for a variety of functions, including cellular-energy production and nerve and heart functions. Most of the body's calcium supply is stored in the bones, where it also provides strength and rigidity to the skeleton. If there is not enough calcium circulating in the blood to supply the body's cellular needs, the body will pull calcium out of its "reserves" in the bone. If calcium intake is chronically low, the bones will eventually become porous, weak, and prone to fracture.

In our well-fed society, diseases due to nutrient deficiencies (such as scurvy and beriberi) have become rare, making it easy to underestimate the serious health threat posed by widespread calcium deficiency. Without sufficient calcium in childhood and young adulthood, we simply can't build up sufficient bone mass to sustain the natural bone loss that occurs during the second half of our lives.

Experts estimate that in order to supply the body's cellular needs and build and maintain bone stores, we need to consume 1,000 to 2,000 mg of elemental calcium every day, starting in adolescence. Unfortunately, the average diet provides only about 500 mg of calcium. To make matters worse, our ability to absorb what little calcium we do consume declines with age. In view of this reality, the prevalence of osteoporosis is hardly surprising—and the need for more safe and effective treatments is essential.

Oyster shell ash breakthrough— breaking the absorption barrier

With a firm belief that reversing calcium deficiency—and not relying on hormone treatments—is the solution to osteoporosis and many other age-related health conditions, Dr. Fujita has spent a considerable part of his career searching for a form of calcium that could be more efficiently absorbed and used by the body.

The first breakthrough came in the discovery of a compound called AACa, a unique form of calcium derived from oyster shell. Although there are several calcium supplements on the market that are made of ground oyster shell, it has, however, two major drawbacks as a source of calcium. First, the shell of the oyster often contains many other heavy metals, including lead, which can remain in the finished product. Second, oyster shell contains the poorly absorbed calcium-carbonate form of the mineral.

AACa is created via a unique processing technique that overcomes these disadvantages. Instead of being mechanically ground to a powder, the oyster shells are heated to extremely high temperatures (800 C), creating a fine ash. This smelting process burns off any heavy metals that might be present in the natural shell. Even more importantly,

(continued on page 4)

How do popular calcium supplements compare?

Because it is unstable on its own, calcium is almost always found in nature as a *calcium salt*, attached to any one of a number of different stabilizing minerals. Most of the popular calcium supplements contain either calcium carbonate or calcium citrate. In order to be used by the body, the calcium must be released from its chemical bonds, generally through the digestive process.

Calcium carbonate (Caltrate, Tums) is one of the more concentrated forms of calcium, containing about 40 percent elemental calcium. It's also relatively inexpensive, making it popular with supplement manufacturers. The problem with calcium carbonate, however, is that the calcium molecules are very tightly bonded to molecules of carbon. In order for the calcium to be released into the bloodstream, the body has to dissolve this calcium/carbon bond.

Unfortunately, only a small percentage of the calcium in calcium carbonate is actually liberated by the digestive process and absorbed by the body. Low stomach acid can significantly affect the ability to dissolve the calcium/carbonate bond. People with normal levels of stomach acid may absorb only about 22 percent of the calcium in calcium-carbonate supplements. For older Americans, who tend to have less stomach acid, the percentage is even lower—about 4 percent.

Other calcium supplements (Citracal, for example) use a slightly more expensive compound called *calcium citrate*, in which calcium molecules are bonded to molecules of citric acid. The advantage of calcium citrate is that this bond is much weaker than the calcium/carbon bond, making it easier for the body to break down and absorb this form of calcium. Even people with low stomach acid can absorb up to 45 percent of the calcium in calcium-citrate supplements. The drawback is that calcium citrate contains only about 10 percent of elemental calcium, meaning that the number and size of capsules that need to be swallowed can be unmanageably large for many people.

(continued from page 3)

The battle for your bones

it also releases the calcium from the tough calcium/carbon bond, yielding calcium hydroxide and calcium oxide. These two compounds have much weaker molecular bonds, allowing them to be broken down more easily in the digestive tract. Early studies showed that AACa was absorbed more than twice as well as calcium carbonate.

Exotic algae treatment quadruples the effectiveness

But the real breakthrough came later, when Dr. Fujita discovered that the absorbability of AACa could be even further enhanced by adding a certain specially processed algae. This algae preparation (which has been translated from the Japanese as "Heated Algae Ingredient" and is referred to in the medical literature as HAI) contains no calcium itself but is a rich source of amino acids. Studies conducted by Dr. Fujita at the Calcium Research Institute in Osaka, Japan, show that HAI significantly increases the intestinal absorption of calcium. Dr. Fujita cannot yet fully explain how HAI does this, but he hypothesizes that the amino-acid content of the HAI somehow aids the absorption of the calcium in the gut.

When HAI is added to AACa, the result is an extremely high-potency calcium supplement that is absorbed *four times better* than typical calcium-carbonate supplements. The novel combination of specially processed oyster shell and HAI has rapidly become the top-selling calcium supplement in Japan. AACa has just been made available in North America. (In fact, members in attendance at last month's HSI Symposium at the Sanibel Harbour Resort and Spa, Florida, were among the first Westerners to have access to this remarkable product, which we obtained several weeks ahead of the scheduled market-release date.)

Dr. Fujita's research leaves no question that AACa is far more bioavailable than typical calcium supplements. But the true test is whether it is effective in preventing and treating osteoporosis, a test that all other calcium supplements to date have failed. To answer this question, Dr. Fujita designed a

(continued from page 4)

The battle for your bones

number of long-term, double-blind, placebo-controlled trials. Here are the groundbreaking results.

Natural bone-building nutrients work better than prescription drugs

In a study of 58 elderly women (with a mean age of 82), *AAACa* increased the bone mineral density (BMD) of the spine by over 3 percent after two years.¹ By comparison, women taking regular calcium-carbonate supplements experienced only a slight (0.6 percent) increase of spinal BMD and women taking a placebo lost almost 2 percent.

A 3 percent increase in spinal BMD is an astonishing result, particularly when you consider the advanced age of the people in the study. The ability of the body to absorb calcium declines very significantly with age, suggesting that the results would be even more dramatic for people in their 50s and 60s.

Even when tested on a group that would be expected to respond poorly if at all, *AAACa* rivals the effectiveness of the leading prescription osteoporosis drugs. A two-year study of Evista (raloxifene) reported only a 2 percent increase in spinal BMD, with a much younger test population—the mean age being only 54. A two-year trial of Fosamax (alendronate), with subjects ranging from 40 to 60 years of age, resulted in an increase of 3.5 percent of spinal BMD. As you can see in the chart below, *AAACa* works as well or better than these expensive drugs, and without the substantial side effects and risks.

A larger study conducted by Dr. Fujita indicates that *AAACa* not only is effective in preventing osteoporosis but also can actually be used to reverse bone loss once the disease process has occurred. In a trial of 136 patients (ages 51 to 83) already suffering from osteoporosis, those taking *AAACa* had an increase in spinal BMD of 4.5 percent over three

(continued on page 6)

Comparing Osteoporosis Therapies

Therapy	Change in spinal BMD after two years	Side effects	Risks
AAACa: 900 mg/day*	Increase of 3.2%	None	None
Calcium carbonate: 900 mg/day*	Increase of 0.6 %	None	None
Placebo*	Decrease of 1.8%	None	None
Evista (raloxifene)**	Increase of 2%	Hot flashes, leg cramps	Studies with laboratory animals found an increased risk of ovarian cancer. Can only be used by post menopausal women due to possible birth defects. Risk of potentially fatal bloodclots.
Fosamax (alendronate)**	Increase of 3.5%	Severe gastric upset, including esophageal ulcers and bleeding	Possible drug interaction with acid-blocking drugs (H2-blockers). Safety of use along with hormone replacement therapy has not yet been established.

Calcified Tissue International*, vol. 58, pp. 226-230, 1996 *Physician's Desk Reference* 1999, pp. 1576-1579; 1795-1799

¹ Fujita, Takuo et al., "Heated Oyster Shell-Seaweed Calcium on Osteoporosis," *Calcif Tissue Int*, vol. 60, pp. 506-512, 1996

(continued from page 5)

The battle for your bones

years.² By comparison, those taking a placebo lost about 3.5 percent.

Unlike prescription drugs and hormones that target only postmenopausal women, *AAACa* is appropriate for men and women of all ages and has no side effects or associated risks.

Calcium that is easy to swallow and digest

In addition to its superior absorbability and documented ability to prevent and reverse age-related bone loss, *AAACa* has other distinct advantages to typical calcium supplements. Most calcium supplements are manufactured as hard-pressed tablets, which can be extremely difficult to digest, especially for older people with reduced stomach-acid output or those taking acid-blocking drugs.

AAACa is manufactured as a loose powder encapsulated in a gel capsule, assuring that 100 percent of the active ingredients are released for absorption. (Also, unlike the "horse pills" you may be used to taking, *AAACa* capsules are smaller and more easily swallowed than most calcium supplements.)

Six capsules a day will provide 900 milligrams of highly absorbable elemental calcium, the amount proven effective in multiple scientific trials. According to Dr. Fujita's research, you can boost the effectiveness of calcium therapy by taking three capsules, half of the daily dosage, at bedtime. Most bone loss occurs at night, when PTH levels reach their peak. Dr. Fujita has shown that taking three capsules of *AAACa* before bedtime significantly decreases this nocturnal rise in PTH. This not only has a direct and beneficial impact on bone loss but also protects you from the dangers associated with an overactive parathyroid gland, such as high blood pressure, heart disease, and senility.

"Prevention and control of osteoporosis is not our final goal," notes Dr. Fujita, "but only a start toward the eradication of all the calcium-deficiency diseases and achievement of a healthy future for mankind."

Hyperparathyroidism: a hidden—and deadly— calcium danger

As a result of almost universal calcium deficiency, most older Americans suffer from chronically high levels of *parathyroid hormone*, or PTH. One of the functions of PTH is to pull calcium out of the bone and into circulation. As calcium deficiency becomes more and more pronounced, the parathyroid gland is stimulated to release more parathyroid hormone (PTH), resulting in a condition called *hyperparathyroidism*.

Several studies have found that older people with high levels of PTH have a significantly higher risk of death than those with low PTH levels, even taking into account other risk factors like high blood pressure and diabetes. This disturbing finding indicates that osteoporosis may be far more deadly than previously realized.

As Dr. Fujita explains: "Since excess PTH removes calcium from bone...bone mass decreases, leading to osteoporosis. In addition, calcium entering soft tissues like blood vessels and the brain... may cause functional deterioration of these organs [leading to] **hypertension, arteriosclerosis, and senile dementia**... Osteoporosis is thus by no means the only serious consequence of calcium deficiency."

Not only does *AAACa* dramatically increase bone mineral density, but tests showed that it also significantly reduced (by nearly 50 percent) the levels of circulating PTH—in both women³ and men⁴. In the tests, groups taking placebo or calcium carbonate supplements did not experience a significant reduction in PTH levels.

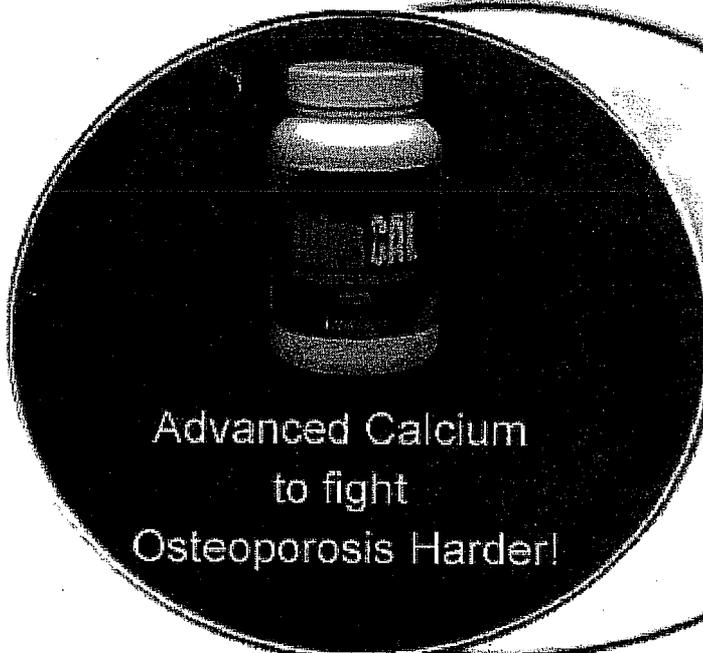
³ Fujita, Takuo, et al., "Effect of Calcium Supplementation on Bone Density and Parathyroid Function in Elderly Subjects," *Mineral and Electrolyte Metab*, vol. 21, pp. 229-231, 1995

⁴ Fujita, Takuo, et al., "Overnight Suppression of Parathyroid Hormone and Bone Resorption Markers by Active Absorbable Algae Calcium," *Calcified Tissue Int*, vol. 60, pp. 506-512, 1997

Exhibit 9

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AAACA Calcium

• Research Abstract

- A THREE-YEAR COMPARATIVE TRIAL IN OSTEOPOROSIS TREATMENT: EFFECT OF COMBINED ALFACALCIDOL AND ELCATONIN
- PERIPHERAL COMPUTED TOMOGRAPHY (PQCT) DETECTED SHORT TERM EFFECT OF HEATED OYSTER SHELL WITHOUT (AACA) AND WITH HEATED ALGAL INGREDIENT (HAI) (AAACA) A DOUBLE-BLIND COMPARISON WITH CACO(3) AND PLACEBO
- HEATED OYSTER SHELL-SEAWEED CALCIUM (AAA CA) ON OSTEOPOROSIS
- OVERNIGHT SUPPRESSION OF PARATHYROID HORMONE AND BONE RESORPTION MARKERS BY ACTIVE ABSORBABLE ALGAE CALCIUM. A DOUBLE-BLIND CROSSOVER STUDY
- NEW Fall of blood ionized calcium on watching a provocative TV program and its prevention by active absorbable algal calcium (AAA Ca).
- CALCIUM AND OSTEOPOROSIS
- POSTER PRESENTATION INCREASE OF INTESTINAL CALCIUM ABSORPTION AND BONE MINERAL DENSITY BY HEATED ALGAL INGREDIENT (HAI) IN RATS

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- [Natural Pharmacist](#)
- [FDA](#)
- [Mayo Clinic](#)

- OSTEOPOROSIS: PAST, PRESENT AND FUTURE

- **Journal Articles:**

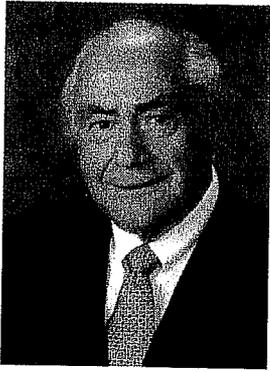
- A THREE-YEAR COMPARATIVE TRIAL IN OSTEOPOROSIS TREATMENT: EFFECT OF COMBINED ALFACALCIDOL AND ELCATONIN
- OVERNIGHT SUPPRESSION OF PARATHYROID HORMONE AND BONE RESORPTION MARKERS BY ACTIVE ABSORBABLE ALGAE CALCIUM. A DOUBLE-BLIND CROSSOVER STUDY
- OSTEOPOROSIS: PAST, PRESENT AND FUTURE

- **Books Literature:**

- THE BATTLE FOR YOUR BONES

This information is not intended to be a substitute for professional medical advice. You should not use this material to diagnose or treat a health condition or disease without consulting a qualified healthcare provider.

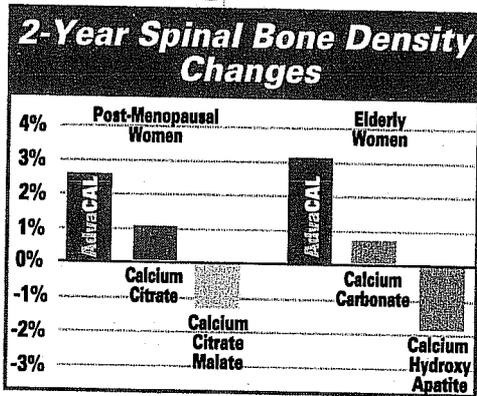
Exhibit 10



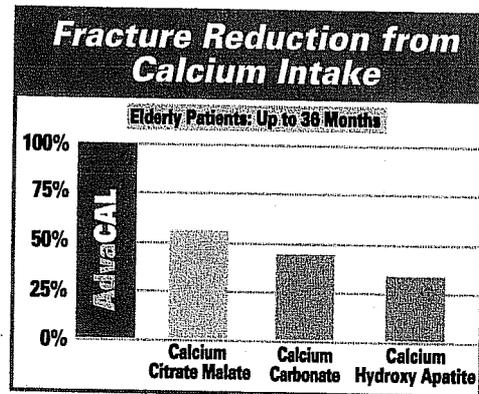
Dr. I. William Lane

“AdvaCAL™ is the #1 Bone Building Calcium. Period.”

Stronger Bones = Fewer Fractures.



- References:
- Fujita T, (1997) J Bone Miner Metab 15: 233-226
 - Rumi LA, (1999) Am J Ther Nov: 303-11
 - Strause, (1994) L J Nutr 124(7): 1060-4
 - Fujita T, (1996) Calcified Tissue Int 58): 226-230
 - Rueggsegger, (1995) Osteoporosis Int 5(10): 30-4
 - No other published data available

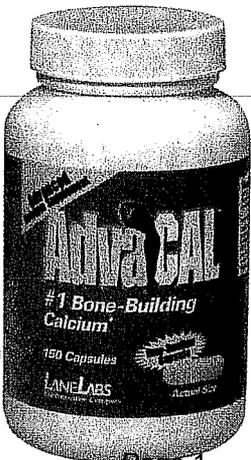


- References:
- Fujita T, (2001) 23rd Mtg of Amer. Society Bone and Mini Res: 164
 - Dawson-Hughes, (1997) NEJM 337(10): 670-676
 - Recker R, (1996) J Bone & Miner Res(12):1961-1966
 - Chevalley, (1994) Osteoporosis Int 4(5): 245-252
 - Citrate—Published data not available.

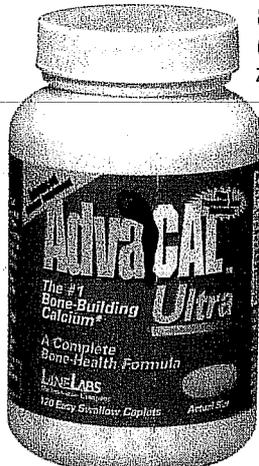
“The National Osteoporosis Foundation reports that most Americans are calcium deficient. Osteoporosis has become a national epidemic. Osteoporosis is reversible if you take the right type of calcium. I recommend AdvaCAL to men and women of all ages. The pills are small, easy-to-swallow and amazingly effective. It’s the only calcium I’ve seen that has been shown over and over to build bone density.”

— Dr. I. William Lane

AdvaCAL Advanced Calcium Capsules



AdvaCAL Calcium plus 8 bone-building nutrients (vitamins C and D3, magnesium, zinc, copper, manganese, silica and boron)



Find out how to get AdvaCAL FREE! See page 15 for details.

Item #	Description	Suggested Retail	1 Bottle Price	2-5 Price Ea.	6+ Price Ea.
ACAL150	AdvaCAL 150 Capsules	\$39.95	\$29.95	\$28.95	\$27.95
ACALULT120	AdvaCAL Ultra 120 Caplets	\$32.95	\$24.95	\$23.95	\$22.95

Exhibit 10
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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 2000 mg per day are not likely to provide extra benefit.

These statements have not been evaluated by the Food & Drug Administration.

Exhibit 11

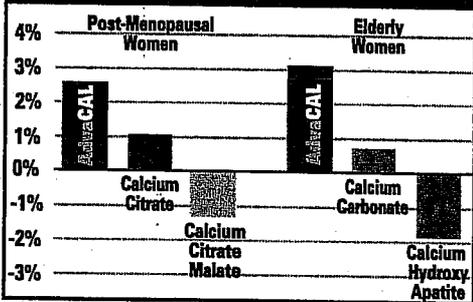


"AdvaCAL™ is the #1 Bone Building Calcium. Period."

Ann Louise Gittleman
Author of *The Fat Flush Plan* and *Super Nutrition for Menopause*.

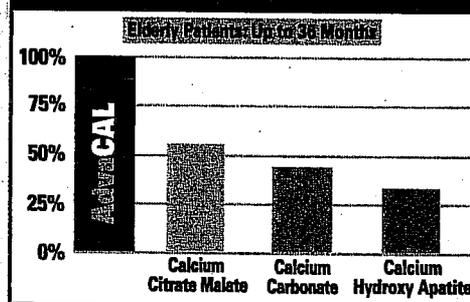
Stronger Bones = Fewer Fractures.

2-Year Spinal Bone Density Changes



- References:
- Fujita T, (1997) J Bone Miner Metab 15: 233-226
 - Rumi LA, (1999) Am J Ther Nov: 303-11
 - Strause, (1994) L J Nutr 124(7): 1060-4
 - Fujita T, (1996) Calcified Tissue Int (59): 226-230
 - Rueggsegger, (1995) Osteoporosis Int 5(10): 30-4
 - No other published data available

Fracture Reduction from Calcium Intake



- References:
- Fujita T, (2001) 23rd Mtg of Amer. Society Bone and Mini Res: 164
 - Dawson-Hughes, (1997) NEJM 337(10): 670-676
 - Recker R, (1996) J Bone & Miner Res(12):1961-1966
 - Chevalley, (1994) Osteoporosis Int 4(5): 245-252
 - Citrate—Published data not available.

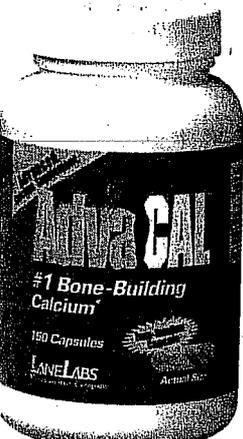
"Several years ago my mother, Edith, was diagnosed with osteoporosis and saw little improvement from taking a variety of natural remedies, including calcium supplements. I began giving her AdvaCAL™. In only a few months, she started seeing positive signs and so did I. She now feels and looks better. After 20 years I have finally found a calcium supplement I truly believe in. I urge you to try AdvaCAL."

Ann Louise Gittleman

For FREE ADVACAL, Join the

MAXPlan

see page 16 for details



Item #	Description	Suggested Retail	1-5 Price Ea.	6+ Price Ea.
ACAL150	AdvaCAL 150 Capsules	\$39.95	\$28.95	\$27.95
ACALULT120	AdvaCAL Ultra 120 Caplets	\$29.95	\$22.95	\$21.95

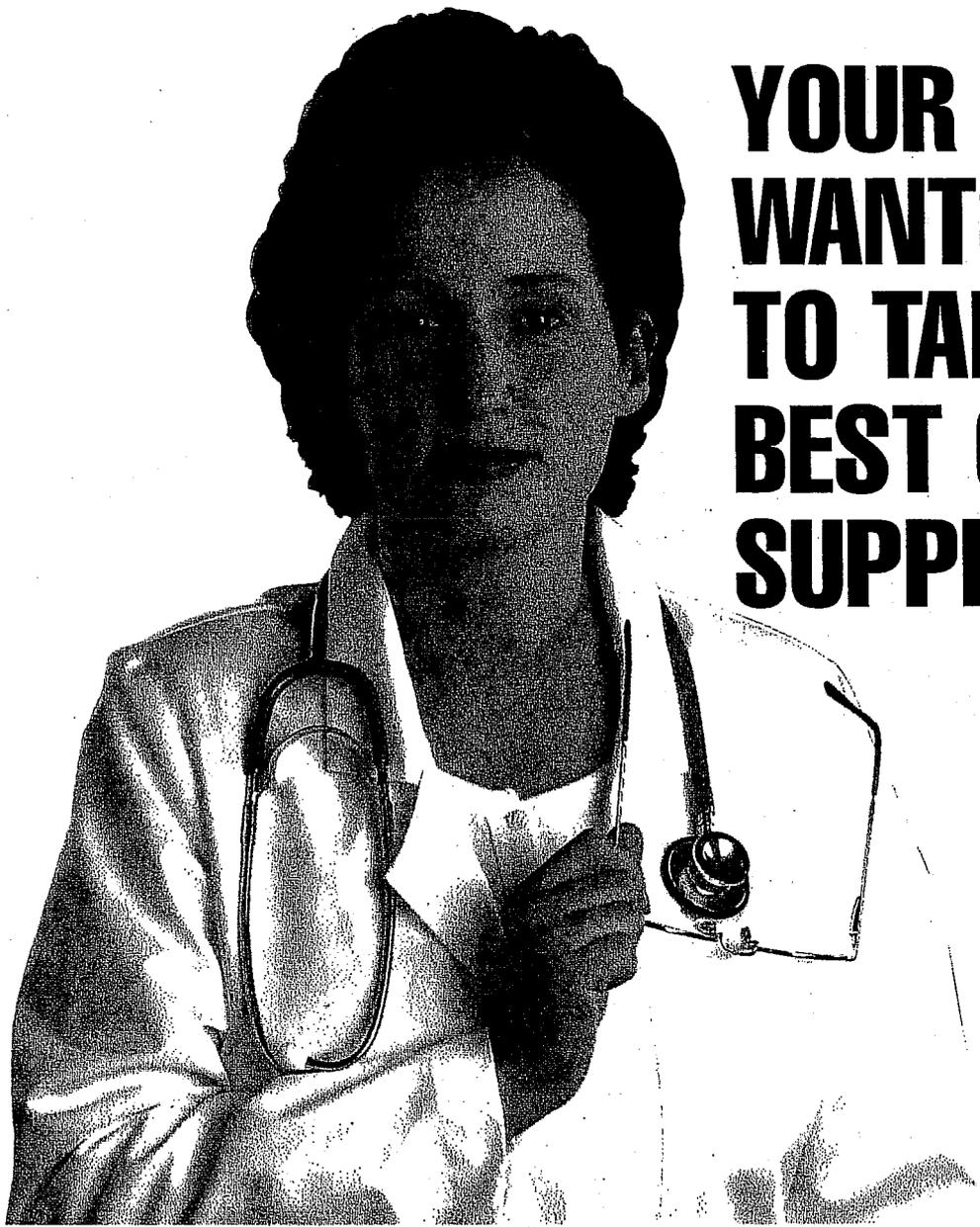
AdvaCAL Advanced Calcium Capsules

AdvaCAL Calcium plus 8 bone-building nutrients (vitamins C and D3, magnesium, zinc, copper, manganese, silica and boron)

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Exhibit 11

Exhibit 12



**YOUR DOCTOR
WANTS YOU
TO TAKE THE
BEST CALCIUM
SUPPLEMENT.**

AS LOW AS \$29.95
See order form for
Special Savings.
1-800-510-2010
ext. 1200

THAT MEANS YOU WANT

AdvaCAL™

Fight osteoporosis harder.

The reports are so new, even your doctor may not have heard. Advanced calcium AdvaCAL is clinically shown to INCREASE bone density. That's something no other popular calcium tab or chew claims to do.

For a difference you'll appreciate years from now, start rebuilding bone density today – with AdvaCAL.



150 capsules
per bottle

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Exhibit 12

Exhibit 13

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AdvaCal

3

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In the Matter of:)
Lane Labs-USA, Inc., et al.) Matter No. X000086
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March 18, 2003

The following transcript was produced from a videotape provided to For The Record, Inc. on August 24, 2006.

P R O C E E D I N G S

- - - - -

ADVACAL INFOMERCIAL

ON SCREEN: The following is a paid presentation for AdvaCal™

brought to you by LaneLabs

Exercise and a healthy diet with adequate calcium intake may help younger women reduce their osteoporosis risk. Calcium intake above 2000 mg are not likely to provide extra benefits. These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

MALE ANNOUNCER: The following is a paid presentation for AdvaCal, brought to you by Lane Labs.

FORBES RILEY: What do you think the future holds for you? Will you enjoy an active and independent lifestyle throughout your sixties, seventies, eighties and even nineties, or will you spend your golden years on a walker, wheelchair or in a nursing home, dependent on others and in pain?

Well, believe it or not, the choice is yours, and it all begins with decisions that you make as early as your thirties.

Coming up, you'll discover an incredible and

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1 simple health breakthrough that cannot only make a
2 dramatic difference in the way you feel today, it can
3 help ensure an active, healthy, independent tomorrow.

4 MALE ANNOUNCER: There is one substance on
5 earth that is so vital to human life not a single cell in
6 our bodies can live without it. It's what allows our
7 hearts to beat and our organs to function. It keeps our
8 brain sharp and our bones strong. This essential
9 building block of life is calcium.

10 ON SCREEN: CALCIUM

11 MALE ANNOUNCER: But how important is calcium
12 to the human body?

13 ON SCREEN: • Kidney Stones
14 • High Blood Pressure
15 • Cancer
16 • Premature Child Birth
17 • Osteoporosis

18 MALE ANNOUNCER: Well, being calcium deficient
19 can literally affect hundreds of diseases, including
20 kidney stones, high blood pressure, cancer, premature
21 childbirth and, of course, the silent killer,
22 osteoporosis. Osteoporosis is not just a disease of the
23 elderly, it strikes men and women of all ages, races and
24 nationalities.

25 ON SCREEN: Lauri T. Age 50

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1 **Diagnosed with Osteopenia**

2 LAURI T.: My bone density tested as being in
3 the low bone mass level and -- which they called
4 osteopenia, which puts me at risk for osteoporosis.

5 **ON SCREEN: Michelle C. Age 25**

6 **Nurse/Diagnosed with Osteoporosis**

7 MICHELLE C.: I had a bone density scan and it
8 came back positive for osteoporosis. So, as being 25, I
9 didn't believe it. I had another bone density scan and
10 saw another physician and had a third bone density scan
11 and it came back positive for osteoporosis.

12 **MALE ANNOUNCER:** In the first against
13 osteoporosis, taking absorbable calcium is critical. Yet
14 calcium supplements, even expensive ones or so-called
15 miracle products like coral calcium, have the exact same
16 main ingredient as the chalk you'd find in a teacher's
17 classroom. This chalky calcium is so difficult for our
18 body's to absorb that most of what you swallow simply
19 passes right through.

20 **ON SCREEN: Dr. Neil Herschenbein**

21 **Physician**

22 DR. NEIL HERSCHENBEIN: The vast majority of
23 calcium products are very poorly absorbable.

24 **ON SCREEN: Dr. Leigh Erin Connealy**

25 **Founder/So. Coast Medical Center**

1 DR. LEIGH ERIN CONNEALY: It's all about
2 absorbability. It's not what you take, it's all about
3 what you absorb.

4 DR. NEIL HERSCHENBEIN: If you're taking a
5 calcium that is not absorbed, you're basically just
6 wasting your money.

7 DR. LEIGH ERIN CONNEALY: AdvaCal has been
8 proven to be the most highly absorbable form of calcium
9 to prevent these illnesses.

10 **ON SCREEN: Bottle of AdvaCal**

11 **MALE ANNOUNCER:** AdvaCal has been shown to be
12 three times easier to absorb than ordinary chalky
13 calcium. AdvaCal is the most advanced, highly active
14 form of calcium you can buy with or without a
15 prescription. Those other calciums only claim to slow
16 bone loss --

17 **ON SCREEN: Chart**

18 **2-Year Spinal Bone Density Changes**

19 *** Results noticed in as little as 3 months**

20 **Bone Density Increase**

21 **AdvaCal Calcium Carbonate Calcium Hydroxy**

22 **Bone Density Decrease**

23 **MALE ANNOUNCER:** -- but AdvaCal is
24 scientifically proven over and over again to actually
25 increase bone density in as little as three months.

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1 **ON SCREEN: Carol B. Age 41**
 2 **Results unique. Results will vary**
 3 **Bone Density Increased 11.9% with AdvaCal**
 4 **CAROL B.:** When I learned that my bone density
 5 increased by 11.9 percent, I was ecstatic. I was so
 6 happy.

7 **ON SCREEN: Gina E. Age 39**
 8 **Results unique. Results will vary**
 9 **Bone Density Increased 20% with AdvaCal**
 10 **GINA E.:** My number was 3 percent below normal
 11 for my age. After taking AdvaCal, it went up 20 percent.

12 **ON SCREEN: Gay W. Age 63**
 13 **Results unique. Results will vary.**
 14 **Bone Density Increased 6% with AdvaCal**
 15 **GAY W.:** Since I've been taking AdvaCal, which
 16 has been just a little over a year, my bone density has
 17 increased 6 percent.

18 **ON SCREEN: Michelle C. Age 25**
 19 **Results unique. Results will vary.**
 20 **Bone Density Increased 50% with AdvaCal**
 21 **MICHELLE C.:** Within six months, my bone
 22 density scan came back 50 percent better, and I was truly
 23 amazed.

24 **ON SCREEN: Renowned Biochemist**
 25 **Featured Guest on "60 Minutes"**

1 **Best Selling Author**

2 **Researcher/Lecturer**

3 **Dr. I. William Lane**

4 **MALE ANNOUNCER:** Now, discover the real truth
5 and myths of calcium with renowned biochemist, best-
6 selling author and nutritional expert, Dr. I. William
7 Lane. And now, here's your host, Forbes Riley.

8 **ON SCREEN: Forbes Riley**

9 **Host**

10 **FORBES RILEY:** Now, did you know that the U.S.
11 Government recently announced that America is in the
12 midst of a calcium crisis? According to the National
13 Osteoporosis Foundation, the typical American is
14 dangerously calcium deficient. In fact, most of us only
15 get about one-half of the calcium that we need.

16 Now, Dr. Lane, what are some of the health
17 problems that can result from us not getting enough
18 calcium in our diet?

19 **ON SCREEN: Dr. I. William Lane**

20 **Biochemist/Featured on "60 Minutes"**

21 **DR. I. WILLIAM LANE:** Calcium is involved in
22 almost every body function, and so, if you're short of
23 calcium, it will affect many, many diseases. Some of the
24 more common known diseases would be high blood pressure,
25 kidney stones, cancer, and so all of these are affected

1 by calcium levels.

2 FORBES RILEY: Okay. I do know one that it's
3 linked to and that would be osteoporosis.

4 DR. I. WILLIAM LANE: Yes, that's the main one
5 that we hear all the time and that's most effective.

6 ON SCREEN: Pictures
7 Osteoporotic Bone Healthy Bone Density
8 (Low in Calcium)
9 *with proper diet and exercise

10 DR. I. WILLIAM LANE: Osteoporosis is a
11 shortness of calcium, so where the bones are devoid of
12 calcium or are low in calcium, and therefore, they're
13 brittle and more subject to breakage.

14 FORBES RILEY: I understand, and it says here
15 in my notes, that fractions from osteoporosis are now one
16 of the leading causes of disability and death in the
17 country. But something you may not have known is it
18 doesn't just affect women, does it?

19 DR. I. WILLIAM LANE: Men, as well as women,
20 have osteoporosis.

21 FORBES RILEY: America's calcium deficiency is
22 rampant. Is there any hope for us?

23 DR. I. WILLIAM LANE: There's hope in that
24 there is a new supplement out. It's called AdvaCal,
25 which the calcium in it is highly absorbable, highly

1 available. Actually, it's the only calcium that I know
2 of where you can actually increase bone density.

3 FORBES RILEY: I have a product at home. You
4 know, I take calcium supplements. Don't all calcium
5 supplements do that?

6 DR. I. WILLIAM LANE: All calcium supplements
7 have calcium. Whether the calcium is available, is
8 digestible, is absorbable is the question. Most calciums
9 are not highly absorbable.

10 FORBES RILEY: Why is AdvaCal so much more
11 absorbable than other calciums?

12 DR. I. WILLIAM LANE: It's because of a product
13 called H-A-I, which is heated algae ingredient.

14 **ON SCREEN: Calcium tablet**

15 **Heated Algae Ingredient**

16 **HAI Process**

17 FORBES RILEY: Okay.

18 DR. I. WILLIAM LANE: This product enhances the
19 availability of any ingredient it's mixed with.

20 FORBES RILEY: Now, where does H-A-I come
21 from?

22 DR. I. WILLIAM LANE: It's a Japanese product
23 made from seaweed, and this is an extract of a specific
24 seaweed. It's patented, too.

25 FORBES RILEY: Now, this is really what makes

1 AdvaCal different and certainly more effective than any
2 other calcium on the market?

3 DR. I. WILLIAM LANE: There are two things.
4 One is the processing of it --

5 FORBES RILEY: Um-hum.

6 DR. I. WILLIAM LANE: -- whereby they convert
7 the calcium carbonate to other forms of calcium, much
8 more absorbable, but also the hai.

9 FORBES RILEY: Dr. Lane, let's talk about some
10 of the health benefits you'll experience when you take
11 AdvaCal.

12 DR. I. WILLIAM LANE: You'll have better sleep,
13 you'll have fewer back pains, you'll have fewer cramps,
14 you'll have stronger nails.

15 FORBES RILEY: Um-hum.

16 DR. I. WILLIAM LANE: And you'll have more
17 secure teeth. All of this is tied to calcium, but the
18 most important is you'll have stronger bones and less
19 osteoporosis.

20 FORBES RILEY: And you notice the effects
21 quickly?

22 DR. I. WILLIAM LANE: You should notice all
23 these effects certainly within a three-month period.

24 (Music playing.)

25 ON SCREEN: AdvaCal bottle

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1 **ON SCREEN: Shannon M. Age 28**

2 **Better Sleep & Stronger Nails with AdvaCal**

3 SHANNON M.: Since I've started taking AdvaCal,
4 I have noticed that my sleep has improved, my nails are
5 in much better shape, a lot healthier. I don't get leg
6 cramps at night. And I'm, in general, feeling very
7 healthy.

8 **ON SCREEN: Harriet M. Age 62**

9 **Nurse/Improved Balance with AdvaCal**

10 HARRIET M.: As we get older sometimes our
11 balance is not as good as it once was, and I see an
12 improved balance, and I have more energy and I have more
13 endurance.

14 **ON SCREEN: Lauri T. Age 50**

15 **Less PMS Symptoms**

16 LAURI T.: I wouldn't take anything else. I
17 really feel that it's made a difference in my whole
18 energy, my strength, and not to mention, my whole
19 balance, you know, I feel like I'm on an even keel. I'm
20 sleeping better. I don't have the PMS that I did. It's
21 -- I'm absorbing it, I know I am, and I can feel the
22 difference.

23 **ON SCREEN: AdvaCal Bottle**

24 FORBES RILEY: If you think growing old means
25 growing weak, sick, bedridden and dependent on others,

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1 then think again. The actions that we take now in our
2 thirties, our forties and our fifties can have a huge
3 impact on the way we live, not only today but for the
4 rest of our lives.

5 **ON SCREEN: This is a paid presentation for**
6 **Advacal.**

7 **FORBES RILEY:** So, for stronger bones and
8 better overall health insist on the highly absorbable
9 number one bone-building calcium, insist on AdvaCal.

10 **ON SCREEN: Many Americans are Dangerously**
11 **Calcium Deficient**

12 **U.S. Government**

13 **MALE ANNOUNCER:** The U.S. Government has
14 declared many Americans are dangerously calcium
15 deficient. Osteoporosis now strikes women and men of all
16 ages, races and nationalities. But osteoporosis can be
17 prevented. A key is taking the right calcium and the
18 right calcium supplement is AdvaCal.

19 **ON SCREEN: Clinically Shown to be 3 Times More**
20 **Absorbable**

21 **MALE ANNOUNCER:** AdvaCal has been clinically
22 shown to be three times more absorbable than other
23 calciums.

24 **ON SCREEN: #1 Bone Building Calcium**

25 **MALE ANNOUNCER:** It's the number one bone-

1 building calcium, period.

2 **ON SCREEN: Calcium tablet**

3 **Heated Algae Ingredient**

4 **HAI Process**

5 **MALE ANNOUNCER:** The secret to AdvaCal is a
6 patented Japanese seaweed complex called hai or H-A-I.

7 **ON SCREEN: AdvaCal**

8 **Animation of Human Body**

9 **Dramatically Increases Calcium Absorption**

10 **MALE ANNOUNCER:** Hai dramatically increases
11 calcium absorption by the body. Hai is the key and no
12 other calcium in the world has it but AdvaCal.

13 **ON SCREEN: • Better Sleep**

14 **• Less Back Pain**

15 **• Less Cramps**

16 **• Stronger Fingernails**

17 **• More Secure Teeth**

18 **MALE ANNOUNCER:** With AdvaCal, you'll also have
19 better sleep, less back pain and cramps, stronger nails,
20 even more secure teeth.

21 **ON SCREEN: Pictures**

22 **Osteoporotic Bone**

Healthy Bone Density

23 **(Low in Calcium)**

24 ***with proper diet and exercise**

25 **MALE ANNOUNCER:** But most importantly, AdvaCal

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1 gives you stronger, more fracture-resistant bones.

2 **ON SCREEN: Jane W. Age 80**

3 **Results unique. Results will vary.**

4 **Taking AdvaCal for 1 1/2 years**

5 **JANE W.:** I had a crash on my bike and -- last
6 fall and I'm quite sure I would have had a broken bone if
7 I hadn't been on AdvaCal.

8 **ON SCREEN: Results in as little as 3 months**

9 **MALE ANNOUNCER:** You'll see results in as
10 little as three months.

11 **ON SCREEN: Samples of calcium tablets**

12 **AdvaCal Other Leading Calciums**

13 **Small capsules make AdvaCal easier to swallow**

14 **MALE ANNOUNCER:** Plus AdvaCal capsules are
15 small and easy to swallow.

16 **ON SCREEN: Gay W. Age 63**

17 **Diagnosed with Osteopenia**

18 **GAY W.:** The AdvaCal is really easy to swallow.
19 The capsules are small, and for an effective product to
20 have a small capsule is a real plus.

21 **MALE ANNOUNCER:** Don't be fooled by other
22 calciums that simply cannot build bone density. AdvaCal
23 is the number one bone-building calcium period.

24 **ON SCREEN: Connie P. Age 70**

25 **AdvaCal changed her life!**

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1 CONNIE P.: When the results of my bone density
2 test came in and there was some improvement, I had to
3 tell everybody.

4 **ON SCREEN: Shannon M. Age 28**

5 **Results unique. Results will vary.**

6 **Bone Density Increased 20% with AdvaCal**

7 SHANNON M.: I have regained approximately 20
8 percent bone density for my age group.

9 **ON SCREEN: Carol B. Age 41**

10 **Results unique. Results will vary.**

11 **Bone Density Increased 11.9% with AdvaCal**

12 CAROL B.: When I learned that my bone density
13 increased by 11.9 percent, I was ecstatic. I was so
14 happy.

15 **ON SCREEN: 90 capsules (slashed)**

16 **120 capsules (slashed)**

17 **150 capsules**

18 **Just One Low Payment**

19 **\$29.95 Plus S&H**

20 **Limited TV Offer (flashes)**

21 **Two Special Health Reports (flashes)**

22 **AdvaCal Quick Reference Card (flashes)**

23 **Immune Health Booklet (flashes)**

24 **Reports, Card & Booklet**

25 **FREE!**

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1 With order (flashes)

2 30 Day Risk Free

3 Money Back

4 Guarantee (flashes)

5 AdvaCal

6 Send check or M.O. to CompassioNet, P.O. Box
7 710, Saddle River, NJ 07458

8 30 Day Risk Free Money Back Guarantee less
9 shipping and handling

10 Call Now 1-800-213-0300

11 www.advacaltv.com

12 MALE ANNOUNCER: Call now and we'll send you a
13 bottle containing not 90, not 120, but 150 AdvaCal
14 capsules for the incredibly low price of just \$29.95.
15 You'll also receive these two special reports, the Battle
16 for Your Bones and Osteoporosis: Diagnosis and
17 Prevention. Plus, if you call right now, we'll also
18 include this AdvaCal quick reference card and this
19 special 20-page booklet, Seven Secrets of Maximum Immune
20 Health, all free with your order. But you must act
21 quickly.

22 Try AdvaCal for a full 30 days. If you don't
23 sleep better with less back pain and stress, if you don't
24 feel noticeably better and more energetic, simply send
25 back the empty bottle for a full refund, no questions

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1 asked.

2 **ON SCREEN: Ask Your Operator How To Get 2**
3 **Bottles FREE!**

4 **Above product information**

5 **MALE ANNOUNCER:** And don't forget to ask the
6 operator how you can get two bottles of AdvaCal
7 absolutely free. Call now.

8 **ON SCREEN: Just One Low Payment**

9 **\$29.95 Plus S&H**

10 **Limited TV Offer**

11 **AdvaCal**

12 **Send check or M.O. to CompassioNet, P.O. Box**
13 **710, Saddle River, NJ 07458**

14 **30 Day Risk Free Money Back Guarantee less**
15 **shipping and handling**

16 **Call Now 1-800-213-0300**

17 **www.advacaltv.com**

18 **MALE ANNOUNCER:** To order AdvaCal, the number
19 one bone-building calcium, have your credit card ready
20 and call 1-800-213-0300, that's 1-800-213-0300. Call
21 now.

22 **ON SCREEN: Connie P. Age 70**

23 **AdvaCal changed her life!**

24 **CONNIE P.:** AdvaCal has changed my life because
25 now I have peace of mind. I'm not worried about breaking

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1 a bone because I know my bones are getting stronger.

2 **ON SCREEN: Gay W. Age 63**

3 **Coral Calcium did not work**

4 GAY W.: I've tried coral calcium and that's
5 one of the things that I was doing in the two years that
6 it didn't change. So, I know for me, at any rate, it
7 doesn't build bone. AdvaCal is the only thing that I've
8 found that actually built bone and the bone density tests
9 show that.

10
11 CAROL B.: AdvaCal has improved my quality of
12 life. Of course it's a routine that I'm going to enjoy.
13 I mean, you brush your teeth to make them feel good; I
14 take AdvaCal to make my life better.

15 **ON SCREEN: AdvaCal Bottle**

16 FORBES RILEY: Dr. Lane, could you describe for
17 us the process that actually causes bone loss to occur?

18 **ON SCREEN: Dr. I. William Lane**

19 **Biochemist/Best selling author**

20 DR. I. WILLIAM LANE: Yeah, actually, it's best
21 described by talking about calcium by putting money in
22 the bank or taking money out.

23 FORBES RILEY: Okay.

24 DR. I. WILLIAM LANE: When calcium levels drop
25 in the blood, the body takes calcium out of the bank, it

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1 takes it out of the bone.

2 FORBES RILEY: Um-hum.

3 DR. I. WILLIAM LANE: When there's an excess of
4 calcium, it puts the money back in the bank, all right?

5 FORBES RILEY: Okay.

6 **ON SCREEN: FACT: Females Age 35**

7 **Have an average of 22 pounds of bone mass**

8 DR. I. WILLIAM LANE: When a woman is 35 years
9 old, all right, an average woman, she has approximately
10 22 pounds of bone in her body. That's represented by
11 these 22 one-pound blocks.

12 FORBES RILEY: Okay.

13 **ON SCREEN: FACT: Females Age 45**

14 **Have lost 2 pounds of bone mass**

15 DR. I. WILLIAM LANE: By the time she has
16 turned 45, according to the American Medical Association,
17 the AMA, she has lost two pounds of bone. So, let's take
18 two blocks away.

19 FORBES RILEY: Two pounds of bone goes away.

20 DR. I. WILLIAM LANE: All right.

21 FORBES RILEY: Okay.

22 **ON SCREEN: FACT: Females Age 55**

23 **Have lost 4 more pounds of bone mass**

24 DR. I. WILLIAM LANE: By the time she reaches
25 55 years of age, she has lost another four pounds of

1 bone.

2 FORBES RILEY: Really? Four pounds?

3 DR. I. WILLIAM LANE: Four pounds of bone.

4 FORBES RILEY: All right. One.

5 DR. I. WILLIAM LANE: So, one, two --

6 FORBES RILEY: Two.

7 DR. I. WILLIAM LANE: -- three --

8 FORBES RILEY: Three.

9 DR. I. WILLIAM LANE: -- four.

10 FORBES RILEY: Wow.

11

12 **ON SCREEN: FACT: Females Age 60**

13 **Have lost 3 more pounds of bone mass**

14 DR. I. WILLIAM LANE: Five years later, as she
15 reaches menopause, in those -- just those five years, she
16 losses another three pounds of bone. So, let's take
17 three pounds away.

18 FORBES RILEY: This is stunning. I had no idea
19 that this much bone loss occurred.

20 DR. I. WILLIAM LANE: All right.

21 **ON SCREEN: FACT: Females Age 60**

22 **Total of 40% bone loss since age 35**

23 DR. I. WILLIAM LANE: So, by the time she
24 reaches retirement age, 60 --

25 FORBES RILEY: Um-hum.

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1 DR. I. WILLIAM LANE: -- she's already lost 40
2 percent of her bone mass.

3 FORBES RILEY: I'm just stunned. I can't
4 believe that we lose this much bone mass at such an early
5 age. But is there a bright side to this story?

6 DR. I. WILLIAM LANE: Yes, there is. If you
7 use a product like AdvaCal, which has -- which has the
8 ability to build bone --

9 FORBES RILEY: Um-hum.

10 DR. I. WILLIAM LANE: -- instead of losing
11 bone, you can actually build bone back.

12
13 **ON SCREEN: Dr. Leigh Erin Connealy**
14 **Physician**

15 DR. LEIGH ERIN CONNEALY: Osteoporosis, believe
16 it or not, it's a reversible disease. Most patients
17 thing that once they have the diagnosis, that they're
18 stuck with those bone density values. But actually, it's
19 one of the easiest illnesses to treat effectively, if you
20 have the proper supplements. AdvaCal is an excellent
21 source to rebuild bone and reverse your bone density.

22 **ON SCREEN: Michelle C. Age 25**
23 **Nurse**

24 MICHELLE C.: In the last three years that we
25 have been using AdvaCal in our office, on numerous

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1 occasions, I've seen women just rejoice with happiness
2 because at their bone density scans, their bone density
3 has increased because they've been taking the AdvaCal
4 supplement.

5 ON SCREEN: AdvaCal 1-800-213-0300

6 www.advacaltv.com

7 DR. I. WILLIAM LANE: You know, many people
8 take their calcium in the form of antacids.

9 FORBES RILEY: I know that because during my
10 pregnancy, I lived on those antacid tablets and I'm sure
11 most pregnant women realize that you need those, and it
12 says right there, number one leading source of calcium.

13 DR. I. WILLIAM LANE: But you were getting a
14 lot of calcium, but unfortunately the calcium that you
15 were getting was not absorbable. So, a large part of it
16 went in one end and out the other.

17 FORBES RILEY: Okay. So, I wasn't getting the
18 benefits I thought I was getting.

19 DR. I. WILLIAM LANE: Unfortunately, no. And,
20 you know, Forbes, the calcium in these pills is very
21 much like the calcium in chalk.

22 FORBES RILEY: Like chalk for writing?

23 DR. I. WILLIAM LANE: Like chalk for writing.

24 FORBES RILEY: You're going to write with my
25 calcium tablet?

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1 DR. I. WILLIAM LANE: Yeah, I'm going to write
2 with your calcium pills. See, it writes beautifully.

3 FORBES RILEY: And because that's so hard, it's
4 not absorbing into my body?

5 DR. I. WILLIAM LANE: It's so hard, your body
6 cannot absorb it, it's like a rock.

7 FORBES RILEY: So, what happens to it?

8 DR. I. WILLIAM LANE: It goes in one end and
9 comes out the other.

10 FORBES RILEY: That's very disturbing. But
11 AdvaCal is totally different, isn't it?

12 **ON SCREEN: Calcium tablet**

13 **Heated Algae Ingredient**

14 **HAI Process**

15 DR. I. WILLIAM LANE: Totally different. It
16 starts with the same material, but because of the
17 processing with the heat and then later with the high, it
18 ends up highly available, highly absorbable, in fact --

19 **ON SCREEN: Animation of human body with**
20 **AdvaCal**

21 DR. I. WILLIAM LANE: -- three times as
22 available as this calcium.

23 FORBES RILEY: And how does that benefit my
24 body?

25 DR. I. WILLIAM LANE: Now, you can put money in

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1 the bank instead of putting money out of the bank.

2 FORBES RILEY: So, you get better bones, better
3 overall health, and these are for antacid only, not for
4 calcium.

5 (Music playing.)

6 ON SCREEN: Carol B. Age 41

7 Results unique. Results will vary.

8 Taking AdvaCal for 1 1/2 Years

9 CAROL B.: The difference between AdvaCal and
10 other calcium products is that AdvaCal will increase your
11 bone density.

12 ON SCREEN: Toni P. Age 65

13 Diagnosed with Osteopenia

14 TONI P.: To find a product such as AdvaCal
15 that can build your bone mass up again is just such a
16 benefit. It's such a wonderful thing.

17 ON SCREEN: Jane W. Age 80

18 Results unique. Results will vary.

19 Increased Bone Density 8% in 6 Months

20 JANE W.: I had a crash on my bike and -- last
21 fall and I'm quite sure I would have had a broken bone if
22 I hadn't been on AdvaCal.

23 ON SCREEN: Forbes Riley

24 Host

25 AdvaCal 1-800-213-0300

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1 **www.advacaltv.com**

2 FORBES RILEY: As a service to the community,
3 Lane Labs, the company behind AdvaCal, often conducts
4 free bone density screenings all across the country to
5 help inform people about calcium and bone health. Let's
6 take a look at a recent Lane Labs Bone Density Screening
7 Day.

8 **ON SCREEN: AdvaCal 1-800-213-0300**

9 **www.advacaltv.com**

10 **MALE ANNOUNCER:** A large cross-section of
11 people both young and old of many races and genders all
12 took advantage of an opportunity to find out how their
13 bone density scores would compare to the national average
14 of healthy young adults. Surprisingly, most felt well-
15 assured that they were properly prepared and had strong
16 bones and would score fairly well.

17 **UNIDENTIFIED FEMALE:** I don't think I'm worried
18 about my bones. I'm just kind of curious right now.

19 **UNIDENTIFIED FEMALE:** I'm 75 years old and I
20 take calcium every day.

21 **UNIDENTIFIED MALE:** I drink a lot of milk, but
22 that's it.

23 **UNIDENTIFIED FEMALE:** I rely on my diet and I
24 thought my diet was pretty balanced.

25 **UNIDENTIFIED FEMALE:** This is going to be

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1 pretty good because I've been taking calcium along the
2 way.

3 MALE ANNOUNCER: But many were wrong.

4 ON SCREEN: 40% Tested Scored Below Normal*
5 Bone Density

6 *100% is the national average of bone density
7 for a normal healthy young adult

8 MALE ANNOUNCER: Surprisingly, of all the
9 people tested on this date, over 40 percent of them
10 scored well below the acceptable normal range.

11 ON SCREEN: Advacal 1-800-213-0300
12 www.advacaltv.com

13 UNIDENTIFIED FEMALE: I didn't realize I was,
14 you know, low on it because I've been taking calcium for
15 a very long time.

16 UNIDENTIFIED FEMALE: You're 86 percent of
17 young adult, you're almost into the yellow which is
18 osteopenia.

19 UNIDENTIFIED FEMALE: Well, I was, yeah, kind
20 of surprised that it would be like this, yeah.

21 UNIDENTIFIED FEMALE: You're 63 percent of
22 young adult.

23 UNIDENTIFIED FEMALE: What do you think now?

24 UNIDENTIFIED FEMALE: Well, obviously, there's
25 some evidence that I probably need to rely on a

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1 supplement rather than just my regular daily diet.

2 MALE ANNOUNCER: What about you? Are you
3 getting enough calcium to keep your bones healthy and
4 strong? If you're truly concerned about which calcium
5 supplement is right for you, just remember AdvaCal is the
6 number one bone-building calcium, period.

7 UNIDENTIFIED FEMALE: I'm excited about the
8 product.

9 UNIDENTIFIED FEMALE: Yeah.

10 UNIDENTIFIED FEMALE: Yeah.

11 UNIDENTIFIED MALE: You know, I'm still young,
12 so I can do something about it and try to turn it around.

13 UNIDENTIFIED FEMALE: I'm anxious to take
14 AdvaCal.

15 FORBES RILEY: Dr. Lane, I recently gave birth
16 to a set of twins.

17 DR. I. WILLIAM LANE: Congratulations, Forbes.

18 FORBES RILEY: Thank you very much. I'm very
19 proud of myself.

20 DR. I. WILLIAM LANE: Uh-huh.

21 FORBES RILEY: But in terms of calcium, you
22 hear a lot about menopausal women. How does calcium
23 affect women in their child-bearing years?

24 DR. I. WILLIAM LANE: When you're bearing a
25 child, you have to create a whole skeleton. In your

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1 case, it was two skeletons.

2 FORBES RILEY: Right.

3 DR. I. WILLIAM LANE: And you're developing
4 milk in your breasts, so all of these are taking a
5 tremendous amount of calcium out of your bank.

6 FORBES RILEY: Well, I took my prenatal
7 vitamins. Wasn't that enough?

8 DR. I. WILLIAM LANE: Unfortunately, most of
9 the prenatal vitamins only contain 200 milligrams of
10 calcium, and the form of the calcium is not very active.
11 200 milligrams is only a fifth of what you need.

12 FORBES RILEY: So, it's very important to stock
13 up on your calcium reserves before you're thinking about
14 getting pregnant, certainly during and, of course,
15 afterwards?

16 DR. I. WILLIAM LANE: Yes, you have to
17 replenish the bank, and you should have the bank account
18 pretty full before you even start.

19 FORBES RILEY: Right. Which is why I'm really
20 glad that we discovered AdvaCal because this is a very
21 highly absorbable calcium.

22 DR. I. WILLIAM LANE: I would say to you that
23 this is a product that you should be using and you should
24 be using this, in my estimation, all the time, regularly.

25 UNIDENTIFIED FEMALE: Osteoporosis can happen

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1 to anybody, and as long as you're protecting yourself by
2 taking AdvaCal, then you don't have to worry about that
3 because it works.

4 HARRIETT M.: I've had dramatic results from
5 AdvaCal. As a result of looking at my test, the test
6 showed that I have bones of a 30-year-old.

7 JANE W.: Oh, absolutely, AdvaCal works 100
8 percent. I'll stay on it the rest of my life.

9 SHANNON M.: I tried many different products
10 over the years, but I always believed I was getting
11 results from all of them and I, obviously, didn't get
12 good results until I started taking AdvaCal.

13
14 **ON SCREEN: This is a paid presentation for**
15 **AdvaCal.**

16 FORBES RILEY: If you're just joining us, we're
17 talking about America's calcium crisis. Most Americans
18 only get about half of their daily need of calcium from
19 foods and supplements.

20 **ON SCREEN:** • High Blood Pressure
21 • Cancer
22 • Kidney Stones
23 • Premature Child Birth
24 • Osteoporosis

25 FORBES RILEY: Calcium deficiency has been

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1 linked to high blood pressure, cancer, kidney stones,
2 premature childbirth and especially osteoporosis, which
3 can lead to bone fractures that can change your life
4 forever.

5 **ON SCREEN: FACT: Females Age 35**

6 **Have an average of 22 pounds of bone mass**

7 **FORBES RILEY:** Earlier, Dr. Lane showed us that
8 bone loss begins at about age 35 --

9 **ON SCREEN: FACT: Females Age 60**

10 **Total of 40% bone loss since age 35**

11 **FORBES RILEY:** -- and by age 60, the average
12 woman has lost nearly 40 percent of her bone mass. We
13 learned that the vast majority of calcium supplements,
14 even the most popular antacids and the so-called coral
15 calciums, have the exact same main ingredient as ordinary
16 chalk.

17 **ON SCREEN: Animation of human body**

18 **Most Calcium Supplements are Poorly Absorbed**

19 **FORBES RILEY:** Most calcium supplements, even
20 the most expensive ones, are very difficult for our
21 bodies to absorb. So, most of it passes right through
22 without doing us much good. But AdvaCal is completely
23 different.

24 **ON SCREEN: Clinically shown to be 3 times more**
25 **absorbable**

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1 MALE ANNOUNCER: AdvaCal has been clinically
2 shown to be three times more absorbable than other
3 calciums.

4 ON SCREEN: Calcium tablet

5 Heated Algae Ingredient

6 HAI Process

7 MALE ANNOUNCER: The secret to AdvaCal is a
8 patented Japanese seaweed complex called hai or H-A-I.

9 ON SCREEN: AdvaCal

10 Animation of Human Body

11 Dramatically Increases Calcium Absorption

12 MALE ANNOUNCER: Hai dramatically increases
13 calcium absorption by the body. Hai is the key and no
14 other calcium in the world has it but AdvaCal.

15 ON SCREEN: • Better Sleep

16 • Less Back Pain

17 • Less Leg Cramps

18 • Stronger Fingernails

19 • More Secure Teeth

20 MALE ANNOUNCER: With AdvaCal, you'll also have
21 better sleep, less back pain and cramps, stronger nails,
22 even more secure teeth.

23 ON SCREEN: Pictures

24 Osteoporotic Bone

Healthy Bone Density

25 (Low in Calcium)

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1 ***with proper diet and exercise**

2 **MALE ANNOUNCER:** But most importantly, AdvaCal
3 gives you stronger, more fracture-resistant bones.

4 **ON SCREEN:** Results in as little as 3 months

5 **MALE ANNOUNCER:** You'll see results in as
6 little as three months.

7 **ON SCREEN:** Samples of calcium tablets

8 **AdvaCal Other Leading Calciums**

9 **Small capsules make AdvaCal easier to swallow**

10 **MALE ANNOUNCER:** Plus AdvaCal capsules are
11 small and easy to swallow. And for women in your child-
12 bearing years, AdvaCal is especially important.
13 Pregnancy and breastfeeding puts extraordinary demands on
14 your body's calcium supply. You'll need safe, absorbable
15 AdvaCal calcium before, during and after your pregnancy.

16 **ON SCREEN: Take Before, During & After**
17 **Pregnancy**

18 **FORBES RILEY:** AdvaCal is the most advanced
19 calcium that you can buy. It's the number one bone
20 building calcium, period.

21 **ON SCREEN: Connie P. Age 70**

22 **AdvaCal changed her life!**

23 **CONNIE P.:** When the results of my bone density
24 test came in and there was some improvement, I had to
25 tell everybody.

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1 **ON SCREEN: Shannon M. Age 28**

2 **Results unique. Results will vary.**

3 **Bone Density Increased 20% with AdvaCal**

4 **SHANNON M.: I have regained approximately 20**
5 **percent bone density for my age group.**

6 **ON SCREEN: Carol B. Age 41**

7 **Results unique. Results will vary.**

8 **Bone Density Increased 11.9% with AdvaCal**

9 **CAROL B.: When I learned that my bone density**
10 **increased by 11.9 percent, I was ecstatic. I was so**
11 **happy.**

12 **ON SCREEN: 90 capsules (slashed)**

13 **120 capsules (slashed)**

14 **150 capsules**

15 **Just One Low Payment**

16 **\$29.95 Plus S&H**

17 **Limited TV Offer (flashes)**

18 **Two Special Health Reports (flashes)**

19 **AdvaCal Quick Reference Card (flashes)**

20 **Immune Health Booklet (flashes)**

21 **Reports, Card & Booklet**

22 **FREE!**

23 **With order (flashes)**

24 **30 Day Risk Free**

25 **Money Back**

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1 Guarantee (flashes)

2 AdvaCal

3 Send check or M.O. to CompassioNet, P.O. Box
4 710, Saddle River, NJ 07458

5 30 Day Risk Free Money Back Guarantee less
6 shipping and handling

7 Call Now 1-800-213-0300

8 www.advacaltv.com

9 MALE ANNOUNCER: Call now and we'll send you a
10 bottle containing not 90, not 120, but 150 AdvaCal
11 capsules for the incredibly low price of just \$29.95.
12 You'll also receive these two special reports, the Battle
13 for Your Bones and Osteoporosis: Diagnosis and
14 Prevention. Plus, if you call right now, we'll also
15 include this AdvaCal quick reference card and this
16 special 20-page booklet, Seven Secrets of Maximum Immune
17 Health, all free with your order. But you must act
18 quickly.

19 Try AdvaCal for a full 30 days. If you don't
20 sleep better with less back pain and stress, if you don't
21 feel noticeably better and more energetic, simply send
22 back the empty bottle for a full refund, no questions
23 asked.

24 **ON SCREEN: Ask Your Operator How To Get 2**
25 **Bottles FREE!**

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1 **Above product information**

2 **MALE ANNOUNCER:** And don't forget to ask the
3 operator how you can get two bottles of AdvaCal
4 absolutely free. Call now.

5 **ON SCREEN:** Just One Low Payment

6 **\$29.95 Plus S&H**

7 **30 Day Risk Free**

8 **Money Back**

9 **Guarantee**

10 **AdvaCal**

11 **Send check or M.O. to CompassioNet, P.O. Box**
12 **710, Saddle River, NJ 07458**

13 **30 Day Risk Free Money Back Guarantee less**
14 **shipping and handling**

15 **Call Now 1-800-213-0300**

16 **www.advacaltv.com**

17 **MALE ANNOUNCER:** To order AdvaCal, the number
18 one bone-building calcium, have your credit card ready
19 and call 1-800-213-0300, that's 1-800-213-0300. Call
20 now.

21 **ON SCREEN:** AdvaCal 1-800-213-0300

22 **www.advacaltv.com**

23 **DR. LEIGH ERIN CONNEALY:** The calcium that I
24 use is AdvaCal. The reason why I use it is that there
25 has been shown dramatic evidence including what -- the

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1 studies that I've done myself that AdvaCal truly reverses
2 the disease process of osteopenia and osteoporosis.

3 DR. NEIL HERSCHENBEIN: You don't have to have
4 anyone be in pain, you don't have to have them be in a
5 nursing home because they broke a hip, and all you have
6 to do is take your AdvaCal to prevent that.

7 FORBES RILEY: Dr. Lane, who exactly is at risk
8 for calcium deficiency and osteoporosis-related
9 fractures?

10 ON SCREEN: Dr. I. William Lane
11 Researcher/Author/Lecturer
12 AdvaCal 1-800-213-0300
13 www.advacaltv.com

14 DR. I. WILLIAM LANE: I think everybody is, and
15 that's the reason that a product like AdvaCal is so
16 necessary to your diet.

17 FORBES RILEY: Well, primarily because we're
18 not getting enough calcium in our foods.

19 DR. I. WILLIAM LANE: Definitely, you're not
20 getting enough calcium in the foods and most of the
21 supplements out there don't have available or digestible
22 calcium.

23 I want to do a test with you, all right?

24 FORBES RILEY: Okay.

25 DR. I. WILLIAM LANE: For each question I ask,

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1 when the answer is no, I want you to hold up a finger.

2 FORBES RILEY: Now, can the people at home
3 play?

4 DR. I. WILLIAM LANE: The people at home can
5 play; I'd like them to play. All right?

6 FORBES RILEY: Okay. So, every answer that's
7 no, I'm holding a finger up.

8 ON SCREEN: Calcium Quiz:

9 Are you getting a good night's sleep?

10 DR. I. WILLIAM LANE: All right. Do you get as
11 much sleep as you used to?

12 FORBES RILEY: Funny you should say that. I'm
13 actually tossing and turning more. So, the answer's no.

14 ON SCREEN: Calcium Quiz:

15 Are you eating a balanced diet?

16 DR. I. WILLIAM LANE: All right. Are you
17 eating an adequate diet, in your opinion?

18 FORBES RILEY: I am always on a diet, so, no,
19 I'm sure I don't eat enough of the right foods.

20 ON SCREEN: Calcium Quiz:

21 Do you exercise on a regular basis?

22 DR. I. WILLIAM LANE: All right. Are you doing
23 enough physical exercise on a regular basis?

24 FORBES RILEY: That word regular -- no, no.
25 Okay.

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1 **ON SCREEN: Calcium Quiz:**

2 **Are your fingernails strong and hard?**

3 **DR. I. WILLIAM LANE:** All right. And are your
4 nails hard or are they soft?

5 **FORBES RILEY:** My fingernails are really
6 brittle.

7 **DR. I. WILLIAM LANE:** All right. So,
8 therefore, four -- you got four negatives.

9 **FORBES RILEY:** Is that bad?

10 **DR. I. WILLIAM LANE:** I would say if anyone is
11 holding up two, up to four fingers, they are definitely
12 calcium deficient, and I recommend that they should be
13 using a product such as AdvaCal.

14 **ON SCREEN: AdvaCal 1-800-213-0300**
15 **www.advcaltv.com**

16 **FORBES RILEY:** Dr. Lane, have you heard of any
17 reports of men who have seen benefits from taking
18 AdvaCal?

19 **DR. I. WILLIAM LANE:** Yes, yes, I have,
20 definitely.

21 **FORBES RILEY:** Well, so, men can have the same
22 benefits as women?

23 **DR. I. WILLIAM LANE:** Exactly the same.

24 **FORBES RILEY:** And we're talking about better
25 sleep.

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1 DR. I. WILLIAM LANE: Yes.

2 FORBES RILEY: We're talking about less pain.
3 For those weekend warriors, less backaches and cramps.

4 DR. I. WILLIAM LANE: Definitely.

5 FORBES RILEY: And before we talked about
6 weight loss. They can benefit from that as well?

7 DR. I. WILLIAM LANE: Weight loss as well, and
8 don't forget hard nails.

9 FORBES RILEY: Absolutely hard nails for all
10 those men. So, men can derive so many immediate benefits
11 from taking calcium. It also helps them avoid
12 osteoporosis.

13 DR. I. WILLIAM LANE: You know, and they should
14 be taking calcium and they also should be taking it in
15 this form because this is the form that's so active, in
16 my opinion.

17 GAY W.: AdvaCal is the only calcium product
18 that builds bone. I haven't seen anything else that can.

19 CAROL B.: It seems to be the only thing out
20 there that can actually stop osteoporosis and then
21 increase your bone density, and I haven't found anything
22 or read anywhere about another product that can do this,
23 and I just want to share it with the world.

24 FORBES RILEY: Well, now, there's no doubt
25 about it, we're all going to grow old. But as Dr. Lane

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1 has pointed out, that doesn't mean we have to become
2 sick, disabled and dependent on others.

3 DR. I. WILLIAM LANE: You know, Forbes, I'm now
4 80 years old and I'm having more fun, I'm traveling the
5 world. I'm doing everything I was supposed to do.
6 There's nothing holding me back. And I -- I actually
7 credit it, much of it, to AdvaCal.

8 FORBES RILEY: Well, you make 80 look really
9 good. Now, AdvaCal is a simple step that you can take
10 now to help make sure that you grow old gracefully, and
11 as Dr. Lane pointed out, you have fun doing it.

12 TONI P.: AdvaCal has delivered on its promise
13 to me. It is a product that's proved itself in many
14 ways, and definitely to my doctor who's still in shock.

15 JANE W.: I was so happy about it, that's why I
16 sent my bone scans to Lane Labs and told them I loved
17 their product and how wonderful it was.

18 CAROL B.: AdvaCal will work for you. It
19 worked for me, 11.9 percent increase in one year. I am
20 walking, living proof that AdvaCal works.

21 MALE ANNOUNCER: Now, there's no reason to be
22 another statistic due to the effects of osteoporosis.
23 The key is taking the right calcium and the right calcium
24 supplement is AdvaCal.

25 ON SCREEN: Clinically shown to be 3 times more

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1 **absorbable**

2 **MALE ANNOUNCER:** AdvaCal has been clinically
3 shown to be three times more absorbable than other
4 calciums.

5 **ON SCREEN: #1 Bone Building Calcium**

6 **MALE ANNOUNCER:** It's the number one bone-
7 building calcium, period.

8 **ON SCREEN: Calcium tablet**

9 **Heated Algae Ingredient**

10 **HAI Process**

11 **MALE ANNOUNCER:** The secret to AdvaCal is a
12 patented Japanese seaweed complex called hai or H-A-I.

13

14 **ON SCREEN: AdvaCal**

15 **Animation of Human Body**

16 **Dramatically Increases Calcium Absorption**

17 **MALE ANNOUNCER:** Hai dramatically increases
18 calcium absorption by the body. Hai is the key and no
19 other calcium in the world has it but AdvaCal.

20 **ON SCREEN: • Better Sleep**

21 **• Less Back Pain**

22 **• Less Cramps**

23 **• Stronger Fingernails**

24 **• More Secure Teeth**

25 **MALE ANNOUNCER:** With AdvaCal, you'll also have

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1 better sleep, less back pain and cramps, stronger nails,
2 even more secure teeth.

3 ON SCREEN: Pictures

4 Osteoporotic Bone Healthy Bone Density
5 (Low in Calcium)

6 *with proper diet and exercise

7 MALE ANNOUNCER: But more importantly, AdvaCal
8 gives you stronger, more fracture-resistant bones.

9 ON SCREEN: Results in as little as 3 months

10 MALE ANNOUNCER: You'll see results in as
11 little as three months.

12 ON SCREEN: Samples of calcium tablets

13 AdvaCal Other Leading Calciums

14 Small capsules make AdvaCal easier to swallow

15 MALE ANNOUNCER: Plus, AdvaCal capsules are
16 small and easy to swallow.

17 ON SCREEN: Gay W. Age 63

18 Diagnosed with Osteopenia

19 GAY W.: The AdvaCal is really easy to swallow.
20 The capsules are small, and for an effective product to
21 have a small capsule is a real plus.

22 MALE ANNOUNCER: Don't be fooled by other
23 calcium that simply cannot build bone density. AdvaCal
24 is the number one bone-building calcium, period.

25 ON SCREEN: Connie P. Age 70

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1 **AdvaCal changed her life!**

2 **CONNIE P.:** When the results of my bone density
3 test came in and there was some improvement, I had to
4 tell everybody.

5 **ON SCREEN: Shannon M. Age 28**

6 **Bone Density increased 20% with AdvaCal**

7 **SHANNON M.:** I regained approximately 20
8 percent bone density for my age group.

9 **ON SCREEN: Carol B. Age 41**

10 **Results unique. Results will vary.**

11 **Bone Density Increased 11.9% with AdvaCal**

12 **CAROL B.:** When I learned that my bone density
13 increased by 11.9 percent, I was ecstatic. I was so
14 happy.

15 **ON SCREEN: 90 capsules (slashed)**

16 **120 capsules (slashed)**

17 **150 capsules**

18 **Just One Low Payment**

19 **\$29.95 Plus S&H**

20 **Limited TV Offer (flashes)**

21 **Two Special Health Reports (flashes)**

22 **AdvaCal Quick Reference Card (flashes)**

23 **Immune Health Booklet (flashes)**

24 **Reports, Card & Booklet**

25 **FREE!**

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1 With order (flashes)

2 30 Day Risk Free

3 Money Back

4 Guarantee (flashes)

5 AdvaCal

6 Send check or M.O. to CompassioNet, P.O. Box
7 710, Saddle River, NJ 07458

8 30 Day Risk Free Money Back Guarantee less
9 shipping and handling

10 Call Now 1-800-213-0300

11 www.advacaltv.com

12 MALE ANNOUNCER: Call now and we'll send you a
13 bottle containing not 90, not 120, but 150 AdvaCal
14 capsules for the incredibly low price of just \$29.95.
15 You'll also receive these two special reports, the Battle
16 for Your Bones and Osteoporosis: Diagnosis and
17 Prevention. Plus, if you call right now, we'll also
18 include this AdvaCal quick reference card and this
19 special 20-page booklet, Seven Secrets of Maximum Immune
20 Health, all free with your order. But you must act
21 quickly.

22 Try AdvaCal for a full 30 days. If you don't
23 sleep better with less back pain and stress, if you don't
24 feel noticeably better and more energetic, simply send
25 back the empty bottle for a full refund, no questions

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1 asked.

2 **ON SCREEN: Ask Your Operator How To Get 2**
3 **Bottles FREE!**

4 **Above product information**

5 **MALE ANNOUNCER: And don't forget to ask the**
6 **operator how you can get two bottles of AdvaCal**
7 **absolutely free. Call now.**

8 **ON SCREEN: Just One Low Payment**

9 **\$29.95 Plus S&H**

10 **30 Day Risk Free**

11 **Money Back**

12 **Guarantee**

13 **AdvaCal**

14 **Send check or M.O. to CompassioNet, P.O. Box**
15 **710, Saddle River, NJ 07458**

16 **30 Day Risk Free Money Back Guarantee less**
17 **shipping and handling**

18 **Call Now 1-800-213-0300**

19 **www.advacaltv.com**

20 **MALE ANNOUNCER: To order AdvaCal, the number**
21 **one bone-building calcium, have your credit card ready**
22 **and call 1-800-213-0300, that's 1-800-213-0300. Call**
23 **now.**

24 **ON SCREEN: The preceding program has been a**
25 **paid presentation for AdvaCal™**

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1 brought to you by LaneLabs

2 Exercise and a healthy diet with adequate
3 calcium intake may help younger women reduce their
4 osteoporosis risk. Calcium intake above 2000 mg are not
5 likely to provide extra benefits. These statements have
6 not been evaluated by the Food & Drug Administration.
7 This product is not intended to diagnose, treat, cure or
8 prevent any disease.

9 MALE ANNOUNCER: The preceding was a paid
10 presentation for AdvaCal, brought to you by Lane Labs.

11 ON SCREEN: Script to Screen

12 Direct Thinking for Direct Response

13 Santa Ana, California

14 www.scriptoscreen.com

15 MALE ANNOUNCER: This has been a production of
16 Script to Screen, direct thinking for direct response.

17 (The videotape was concluded.)

18

19

20

21

22

23

24

25

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Exhibit 14

WHAT SATISFIED CUSTOMERS ARE SAYING...

...about MGN3®

"...after 6 weeks of taking MGN3, I can eat whatever I want. I'm feeling stronger everyday. I know it was the MGN3!!!"
 Bill Bailly
 Austin, TX

"I was constantly taking days off. I tried various things with mediocre results. When I started MGN3, I was delighted to find that it really made a difference. I have more energy! It is the most effective natural supplement I have come across without any negative effects."

Michael Bailey
 Powell, OH

"Thank you LaneLabs... for this wonderful product MGN3. Keep it coming!"

Sandi Brydges
 Big Pine, CA

"My doctor gave me the written literature on MGN3... I began MGN3 and it's made a HUGE difference in my life."

Joy Andrews
 NV

"MGN3 is a Godsend!"

The Wiegman Family
 NY

"I have been trying to improve the balance of helper and suppressor cells in my immune system for years... Last fall I began taking six capsules a day of MGN3. At the end of December, I sent my blood to the laboratory and every one of my tests was within the normal range."

Dr. Warren Levin
 Connecticut

...about H2Go™

"I've tried several other products, but nothing seemed to work. I started using H2Go in 2001 and I don't know what I would do without it."

E.O., Athens, PA

"My system is under consistent stress. I drink plenty of water and eat the right foods, but I have not found anything else that seems to work like H2Go. I've been in heaven ever since I started using it!"

C.S., Dallas, TX

...about AdvaCAL™

"I went for a bone density test last year and the results were so good, the doctor told me I didn't need another bone density test this year. AdvaCAL is absorbed easily and builds bone density. It doesn't matter when you start taking AdvaCAL, you're going to get on the right track."

Jane Robertson,
 Summit, NJ

"I hadn't taken any hormone replacements but I have been taking AdvaCAL. My doctor was so sure I'd have osteoporosis he insisted on a bone density test. But I was in good health using AdvaCAL."

Mary Knox
 Peterboro, NH

"As an osteoporosis expert, I appreciate the difference that AdvaCAL offers over other calciums. I recommend it to my patients and take it myself every day."

Martha Gonzalez, M.D., M.P.H.
 Director
 Women's Comprehensive
 Osteoporosis Center, CA

"In one year I had an 11.9% increase in bone density. This is unheard of!"

Carol Bradley
 Lakewood, WA

...about SkinAnswer®

"I would like to tell you how wonderful I find this product to be. I had a small sun-damaged skin spot on my hip. (After years of tanning!) I applied SkinAnswer twice a day for about a month. Thank you so much for such a miraculous product."

S.G.
 Playa del Rey, CA

"SkinAnswer is a wonderful product. I used it for a brown spot on my neck. I decided to try SkinAnswer and it really did work. Amazing. I love the product."

Richard Vegas
 Playareta, GA

"I had some sun-damaged areas on my face. I used SkinAnswer for about 2 months. The spots exfoliated without scarring! I'm a happy girl!"

J.R.
 Seattle, WA

"I have used this product two times on spots on my face, and have completely eradicated them. I had no side effects or problems."

G.L.

...about BeneFin®

"Each time I go back to the doctor, he is amazed and his advice to me is, 'keep doing it, whatever you're doing.'"

G.P., Livingston, TX

"I am very happy with your BeneFin product. My doctor can't believe my test results."

C.C., Fort Plain, NY

LANELABS 000151

Exhibit 15

*Private access to hidden cures...powerful discoveries...breakthrough treatments...
and urgent advances in modern underground medicine*

The battle for your bones

A newly discovered form of calcium can prevent and reverse bone loss—
without dangerous hormonal manipulation

As more and more Americans are affected by osteoporosis, the disease has received increased attention in the media. You have probably seen the grim statistics on this heartbreaking condition, which forces more people into nursing homes than almost any other factor. You may not be aware, however, of new research linking this dreaded disease with such killers as **hypertension, arteriosclerosis, and senile dementia.**

Although most experts agree that osteoporosis is caused by a calcium deficiency, efforts to treat or prevent it with calcium supplements have been disappointing. As a nutrient, calcium is very poorly absorbed, with only a small percentage of the calcium we get—whether from food *or* supplements—actually making it into the bloodstream. While most doctors still recommend them for their female patients, calcium supplements are widely considered to be too little too late to prevent or reverse bone loss due to a lifetime of calcium deficiency.

Because the rate of bone loss in women accelerates rapidly after menopause, the mainstream approach to osteoporosis has focused almost exclusively on the use of synthetic hormone replacement therapy (HRT) or other estrogen-type drugs to delay post-menopausal bone loss. Unfortunately, this solution comes at a price. It only works as long as the drugs are continued indefinitely, and, as HSI readers are well aware, the side effects of long-term HRT include an increased risk of breast or uterine cancer.

But thanks to an exciting new breakthrough in nutritional medicine, you no longer have to weigh the benefits of osteoporosis protection against an increased risk of cancer. Nor do you have to wait until menopause to take action. New research from Japan suggests that a newly discovered and highly absorbable form of calcium has the power to prevent and reverse bone loss—without dangerous hormonal manipulation.

Why the current estrogen theory is flawed

The pharmaceutical companies have done a fairly good job of convincing the public, as well as the mainstream medical community, that estrogen replacement is the solution to osteoporosis. However, this narrow view completely ignores several critical facts about osteoporosis.

Osteoporosis prevention should begin long before menopause. The greater your bone mass and density when you enter menopause, the more easily you can sustain a post-menopausal reduction in bone density without medical consequences. Instead of waiting until menopause to begin treating osteoporosis with HRT, people should take preventive measures earlier in life, such as increasing their calcium intake—and bone reserves.

Other risk factors are involved. Your risk of developing osteoporosis is increased by a number of different variables, including heredity, medications, smoking, alcohol consumption, diet, and lack of exercise. Although the decline of estrogen certainly accelerates bone loss, the primary factor in developing

LANELABS 000448

(continued on page 3)

Dear Member,

As the population ages, osteoporosis has become one of the leading causes of disability in America. "Osteoporosis is the most common disease affecting mankind at present," states internationally recognized osteoporosis expert Dr. Takuo Fujita. "All of us will suffer osteoporosis if we live long enough—women and men alike."

It has also become big business for the pharmaceutical companies. Now that the evidence has shown that hormone replacement therapy (HRT) does *not* reduce a woman's risk of heart disease as previously thought, osteoporosis prevention is one of the few remaining justifications for using this risky therapy.

In the financially motivated and often political battle for your bones being waged by the drugmakers, one critical fact is in danger of being overlooked: Osteoporosis is primarily due to a *lifelong* calcium deficiency. The typical American consumes only one-fourth of the calcium required for optimum health, most of it in poorly absorbable forms such as that found in dairy products.

Few people today can remember when scurvy (caused by a vitamin C deficiency), beriberi (caused by a thiamin deficiency), or pellagra (caused by a niacin deficiency) were common. And yet osteoporosis, a disease caused by a calcium deficiency, cripples and shortens the lives of 25 million Americans. But now, thanks to a dramatic breakthrough in calcium supplementation, first revealed at last month's HSI symposium in Florida and detailed in this month's exclusive feature story, osteoporosis may one day be included in the ranks of such obsolete conditions as beriberi and pellagra.

Read on for more details on how to put this breakthrough in nutritional medicine to work for you immediately.

Until next month,



Jenny Thompson
Editorial Director

If you would like to subscribe to the Health Sciences Institute, contact the member services hot line at (800) 981-7157 or (410) 223-2611.



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Our Mission

The Health Sciences Institute is dedicated to uncovering and researching the most urgent advances in modern underground medicine. Whether they come from a laboratory in Malaysia, a clinic in South America, or a university in Germany, our goal is to bring the treatments that work directly to the people who need them. We alert our members to exciting breakthroughs in medicine, show them exactly where to go to learn more, and help them understand how they and their families can benefit from these powerful discoveries.

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The battle for your bones

Osteoporosis appears to be long-term calcium deficiency.

Men also suffer from osteoporosis. Unlike women, who experience a period of rapid bone loss immediately following menopause, men lose bone density more gradually throughout their lives. The disease tends to affect men at an older age, but it often hits them harder. Men are more likely to die following a bone fracture than women. The pharmaceutical companies, however, have largely ignored the fact that men also suffer from osteoporosis. *None of the drugs developed to treat osteoporosis is approved for the treatment or prevention of bone loss in men.*

One independent scientist is quietly challenging the widely held “estrogen hypothesis” concerning osteoporosis. The author of over 400 original scientific papers in peer-reviewed journals in the United States, Europe, and Japan, Dr. Takuo Fujita has questioned the view of the medical mainstream, arguing that *the solution to osteoporosis lies not in the manipulation of hormones but in understanding the complexities of calcium metabolism.*

“Osteoporosis occurs in women earlier and more frequently than in men because of the marked bone loss immediately after menopause... sometimes giving the impression that osteoporosis is a disease of women...but premenopausal bone loss also occurs, as does gradual bone loss, in men. ... It seems to be about time to view osteoporosis independently of estrogen as a disease of the whole human race.”

Nutrient deficiency diseases are not extinct

Our bodies need calcium for a variety of functions, including cellular-energy production and nerve and heart functions. Most of the body's calcium supply is stored in the bones, where it also provides strength and rigidity to the skeleton. If there is not enough calcium circulating in the blood to supply the body's cellular needs, the body will pull calcium out of its “reserves” in the bone. If calcium intake is chronically low, the bones will eventually become porous, weak, and prone to fracture.

In our well-fed society, diseases due to nutrient deficiencies (such as scurvy and beriberi) have become rare, making it easy to underestimate the serious health threat posed by widespread calcium deficiency. Without sufficient calcium in childhood and young adulthood, we simply can't build up sufficient bone mass to sustain the natural bone loss that occurs during the second half of our lives.

Experts estimate that in order to supply the body's cellular needs and build and maintain bone stores, we need to consume 1,000 to 2,000 mg of elemental calcium every day, starting in adolescence. Unfortunately, the average diet provides only about 500 mg of calcium. To make matters worse, our ability to absorb what little calcium we do consume declines with age. In view of this reality, the prevalence of osteoporosis is hardly surprising—and the need for more safe and effective treatments is essential.

Oyster shell ash breakthrough— breaking the absorption barrier

With a firm belief that reversing calcium deficiency—and not relying on hormone treatments—is the solution to osteoporosis and many other age-related health conditions, Dr. Fujita has spent a considerable part of his career searching for a form of calcium that could be more efficiently absorbed and used by the body.

The first breakthrough came in the discovery of a compound called AACa, a unique form of calcium derived from oyster shell. Although there are several calcium supplements on the market that are made of ground oyster shell, it has, however, two major drawbacks as a source of calcium. First, the shell of the oyster often contains many other heavy metals, including lead, which can remain in the finished product. Second, oyster shell contains the poorly absorbed calcium-carbonate form of the mineral.

AACa is created via a unique processing technique that overcomes these disadvantages. Instead of being mechanically ground to a powder, the oyster shells are heated to extremely high temperatures (800 C), creating a fine ash. This smelting process burns off any heavy metals that might be present in the natural shell. Even more importantly,

(continued on page 4)

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3

How do popular calcium supplements compare?

Because it is unstable on its own, calcium is almost always found in nature as a *calcium salt*, attached to any one of a number of different stabilizing minerals. Most of the popular calcium supplements contain either calcium carbonate or calcium citrate. In order to be used by the body, the calcium must be released from its chemical bonds, generally through the digestive process.

Calcium carbonate (Caltrate, Tums) is one of the more concentrated forms of calcium, containing about 40 percent elemental calcium. It's also relatively inexpensive, making it popular with supplement manufacturers. The problem with calcium carbonate, however, is that the calcium molecules are very tightly bonded to molecules of carbon. In order for the calcium to be released into the bloodstream, the body has to dissolve this calcium/carbon bond.

Unfortunately, only a small percentage of the calcium in calcium carbonate is actually liberated by the digestive process and absorbed by the body. Low stomach acid can significantly affect the ability to dissolve the calcium/carbonate bond. People with normal levels of stomach acid may absorb only about 22 percent of the calcium in calcium-carbonate supplements. For older Americans, who tend to have less stomach acid, the percentage is even lower—about 4 percent.

Other calcium supplements (Citracal, for example) use a slightly more expensive compound called *calcium citrate*, in which calcium molecules are bonded to molecules of citric acid. The advantage of calcium citrate is that this bond is much weaker than the calcium/carbon bond, making it easier for the body to break down and absorb this form of calcium. Even people with low stomach acid can absorb up to 45 percent of the calcium in calcium-citrate supplements. The drawback is that calcium citrate contains only about 10 percent of elemental calcium, meaning that the number and size of capsules that need to be swallowed can be unmanageably large for many people.

(continued from page 3)

The battle for your bones

It also releases the calcium from the tough calcium/carbon bond, yielding calcium hydroxide and calcium oxide. These two compounds have much weaker molecular bonds, allowing them to be broken down more easily in the digestive tract. Early studies showed that AACa was absorbed more than twice as well as calcium carbonate.

Exotic algae treatment quadruples the effectiveness

But the real breakthrough came later, when Dr. Fujita discovered that the absorbability of AACa could be even further enhanced by adding a certain specially processed algae. This algae preparation (which has been translated from the Japanese as "Heated Algae Ingredient" and is referred to in the medical literature as HAI) contains no calcium itself but is a rich source of amino acids. Studies conducted by Dr. Fujita at the Calcium Research Institute in Osaka, Japan, show that HAI significantly increases the intestinal absorption of calcium. Dr. Fujita cannot yet fully explain how HAI does this, but he hypothesizes that the amino-acid content of the HAI somehow aids the absorption of the calcium in the gut.

When HAI is added to AACa, the result is an extremely high-potency calcium supplement that is absorbed *four times better* than typical calcium-carbonate supplements. The novel combination of specially processed oyster shell and HAI has rapidly become the top-selling calcium supplement in Japan. AACa has just been made available in North America. (In fact, members in attendance at last month's HSI Symposium at the Sanibel Harbour Resort and Spa, Florida, were among the first Westerners to have access to this remarkable product, which we obtained several weeks ahead of the scheduled market-release date.)

Dr. Fujita's research leaves no question that AACa is far more bioavailable than typical calcium supplements. But the true test is whether it is effective in preventing and treating osteoporosis, a test that all other calcium supplements to date have failed. To answer this question, Dr. Fujita designed a

The battle for your bones

number of long-term, double-blind, placebo-controlled trials. Here are the groundbreaking results.

Natural bone-building nutrients work better than prescription drugs

In a study of 58 elderly women (with a mean age of 82), AAACa increased the bone mineral density (BMD) of the spine by over 3 percent after two years.¹ By comparison, women taking regular calcium-carbonate supplements experienced only a slight (0.6 percent) increase of spinal BMD and women taking a placebo lost almost 2 percent.

A 3 percent increase in spinal BMD is an astonishing result, particularly when you consider the advanced age of the people in the study. The ability of the body to absorb calcium declines very significantly with age, suggesting that the results would be even more dramatic for people in their 50s and 60s.

Even when tested on a group that would be expected to respond poorly if at all, AAACa rivals the effectiveness of the leading prescription osteoporosis drugs. A two-year study of Leading Prescription Drug A reported only a 2 percent increase in spinal BMD, with a much younger test population—the mean age being only 54. A two-year trial of Leading Prescription Drug B, with subjects ranging from 40 to 60 years of age, resulted in an increase of 3.5 percent of spinal BMD. As you can see in the chart below, AAACa works as well or better than these expensive drugs, and without the substantial side effects and risks.

A larger study conducted by Dr. Fujita indicates that AAACa not only is effective in preventing osteoporosis but also can actually be used to reverse bone loss once the disease process has occurred. In a trial of 136 patients (ages 51 to 83) already suffering from osteoporosis, those taking AAACa had an increase in spinal BMD of 4.5 percent over three years.² By comparison, those taking a placebo lost

(continued on page 6)

Comparing Osteoporosis Therapies

Therapy	Change in spinal BMD after two years	Side effects	Risks
AAACa: 900 mg/day*	Increase of 3.2%	None	None
Calcium carbonate: 900 mg/day*	Increase of 0.6 %	None	None
Placebo*	Decrease of 1.8%	None	None
Leading Prescription Drug A	Increase of 2%	Hot flashes, leg cramps	Studies with laboratory animals found an increased risk of ovarian cancer. Can only be used by post menopausal women due to possible birth defects. Risk of potentially fatal bloodclots.
Leading Prescription Drug B	Increase of 3.5%	Severe gastric upset, including esophageal ulcers and bleeding	Possible drug interaction with acid-blocking drugs (H2-blockers). Safety of use along with hormone replacement therapy has not yet been established.

*Calcified Tissue International, vol. 58, pp. 226-230, 1996

¹ Fujita, Takuo et al., "Heated Oyster Shell-Seaweed Calcium on Osteoporosis," *Calcif Tissue Int*, vol. 60, pp. 506-512, 1996

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The battle for your bones

about 3.5 percent.

Unlike prescription drugs and hormones that target only postmenopausal women, *AAACa* is appropriate for men and women of all ages and has no side effects or associated risks.

Calcium that is easy to swallow and digest

In addition to its superior absorbability and documented ability to prevent and reverse age-related bone loss, *AAACa* has other distinct advantages to typical calcium supplements. Most calcium supplements are manufactured as hard-pressed tablets, which can be extremely difficult to digest, especially for older people with reduced stomach-acid output or those taking acid-blocking drugs.

AAACa is manufactured as a loose powder encapsulated in a gel capsule, assuring that 100 percent of the active ingredients are released for absorption. (Also, unlike the "horse pills" you may be used to taking, *AAACa* capsules are smaller and more easily swallowed than most calcium supplements.)

Six capsules a day will provide 900 milligrams of highly absorbable elemental calcium, the amount proven effective in multiple scientific trials. According to Dr. Fujita's research, you can boost the effectiveness of calcium therapy by taking three capsules, half of the daily dosage, at bedtime. Most bone loss occurs at night, when PTH levels reach their peak. Dr. Fujita has shown that taking three capsules of *AAACa* before bedtime significantly decreases this nocturnal rise in PTH. This not only has a direct and beneficial impact on bone loss but also protects you from the dangers associated with an overactive parathyroid gland, such as high blood pressure, heart disease, and senility.

"Prevention and control of osteoporosis is not our final goal," notes Dr. Fujita, "but only a start toward the eradication of all the calcium-deficiency diseases and achievement of a healthy future for mankind."

¹ Fujita, Takuo et al., "A Three-year Comparative Trial in Osteoporosis Treatment," *J. Bone Miner Metab*, vol. 15, pp. 223-226, 1997

Hyperparathyroidism: a hidden—and deadly— calcium danger

As a result of almost universal calcium deficiency, most older Americans suffer from chronically high levels of *parathyroid hormone*, or PTH. One of the functions of PTH is to pull calcium out of the bone and into circulation. As calcium deficiency becomes more and more pronounced, the parathyroid gland is stimulated to release more parathyroid hormone (PTH), resulting in a condition called *hyperparathyroidism*.

Several studies have found that older people with high levels of PTH have a significantly higher risk of death than those with low PTH levels, even taking into account other risk factors like high blood pressure and diabetes. This disturbing finding indicates that osteoporosis may be far more deadly than previously realized.

As Dr. Fujita explains: "Since excess PTH removes calcium from bone...bone mass decreases, leading to osteoporosis. In addition, calcium entering soft tissues like blood vessels and the brain... may cause functional deterioration of these organs [leading to] **hypertension, arteriosclerosis, and senile dementia**... Osteoporosis is thus by no means the only serious consequence of calcium deficiency."

Not only does *AAACa* dramatically increase bone mineral density, but tests showed that it also significantly reduced (by nearly 50 percent) the levels of circulating PTH—in both women³ and men⁴. In the tests, groups taking placebo or calcium carbonate supplements did not experience a significant reduction in PTH levels.

³ Fujita, Takuo, et al., "Effect of Calcium Supplementation on Bone Density and Parathyroid Function in Elderly Subjects," *Mineral and Electrolyte Metab*, vol. 21, pp. 229-231, 1995

⁴ Fujita, Takuo, et al., "Overnight Suppression of Parathyroid Hormone and Bone Resorption Markers by Active Absorbable Algae Calcium," *Calcified Tissue Int*, vol. 60, pp. 506-512, 1997

Exhibit 16

World-famous AdvaCAL™ researcher reports... AdvaCAL™ Users Have Fewer Fractures!



Dr. Takuo Fujita

Some 200 concerned consumers — some in wheelchairs, on crutches or walkers — gathered at Paramus (NJ) Catholic High School in early October to hear Dr. Takuo Fujita deliver a clear, simple and very welcome message: "Osteoporosis is preventable." Citing statistics that showed a dramatic reduction in fracture risk among AdvaCAL™ users, Dr. Fujita told his audience in no uncertain terms, "Take the best calcium — not the cheapest one!"

In one study — zero fractures!

In one study, Dr. Fujita said, AdvaCAL users had a nearly unbelievable rate of 0 fractures per thousand patient years. This contrasts with a reported rate of 357 fractures per thousand patient years for calcium carbonate, and more than 500 fractures per thousand patient years for those who took a placebo.

Emphasizing the importance of good nutrition and a healthy lifestyle, Dr. Fujita advised his

listeners to exercise, eat a low-salt, low-phosphorus diet, avoid smoking; and take AdvaCAL every day. "Everyone gets osteoporosis if we live long enough," he said. "But until fractures occur, there is no pain. That's why testing bone density is important... to identify the risk and take steps to prevent further damage."

Calcium balance is the key

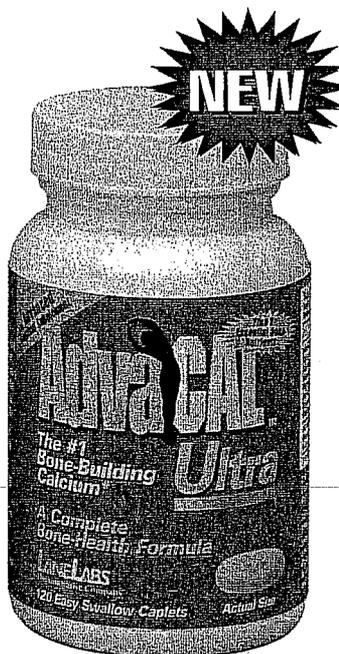
Of all the minerals in the body, calcium is not only the most abundant, but also the most precisely controlled. In order for the body to function normally, Dr. Fujita explained, the correct ratio of calcium in cell, blood and bone must be maintained.

Whenever blood calcium levels drop too low, the parathyroid gland releases a hormone, PTH, that stimulates the bones to release stored calcium into the bloodstream. And because calcium is absorbed very slowly through your digestive system, your system may continue pumping out PTH even when you've just taken a calcium pill.

That's why calcium absorption is so important, Dr. Fujita explained. Taking calcium in a readily absorbable form helps keep blood calcium levels balanced, reduces PTH secretion, and helps avoid "calcium paradox" — problems associated with excessive levels of calcium in various organs — as well as problems caused by simple calcium deficit.

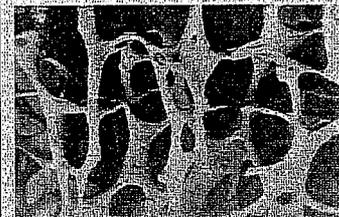
In a question-and-answer session after his talk, Dr. Fujita suggested taking AdvaCAL in divided doses — three in the morning and three more at bedtime. The bedtime dose is especially important, he emphasized, because PTH levels tend to rise at night.

As for the difference between AdvaCAL and AdvaCAL Ultra, it's strictly a matter of preference. AdvaCAL Ultra is convenient, combining all the essential nutrients for bone health in a single caplet, while AdvaCAL capsules allow you to "customize" your nutritional program, combining AdvaCAL with other supplements according to your own needs and wishes.

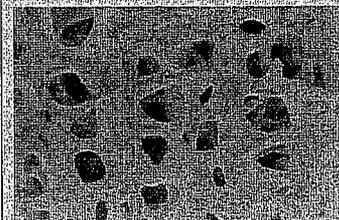


Exercise and a healthy diet with adequate daily calcium intake may help younger women (especially white and Asian) reduce their osteoporosis risk later in life. Calcium intakes above 2,000 mg are not likely to provide extra benefit.

A Fracture Waiting to Happen?



Osteoporotic Bone (Cross Section)



Normal Bone (Cross Section)

"Osteoporosis" means "porous bones" and these two photos make the reason for its name absolutely clear.

The lower photo shows the internal structure of normal bone. In the photo on the top, osteoporosis is well advanced. Note how the criss-crossing structures, which are continuous in normal bone, have thinned and in some cases broken down completely in the osteoporotic bone.

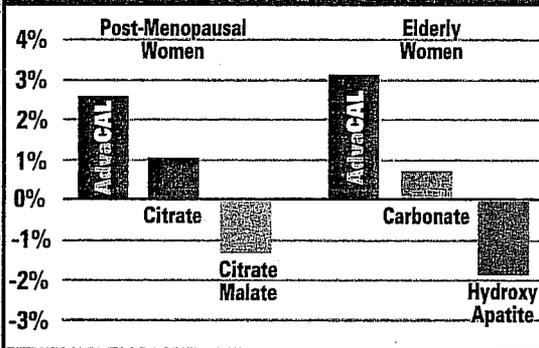
Our bones are constantly changing in response to bodily needs. When blood calcium is low, calcium is withdrawn from bone to help supply other organs. When blood calcium is high, calcium is redeposited into bones. After the age of 30, the withdrawals tend to exceed the deposits, and the type of damage shown above becomes more widespread. Ultimately bones may become so fragile they fracture without apparent cause.

Exhibit 16

AdvaCAL is the #1 Bone Building Calcium. Period.

Stronger Bones = Fewer Fractures.

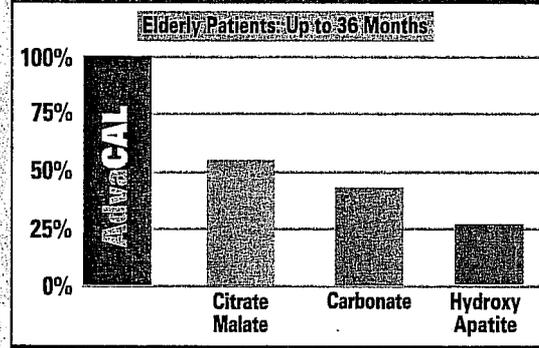
2-Year Spinal Bone Density Changes



References:

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Fracture Reduction from Calcium Intake

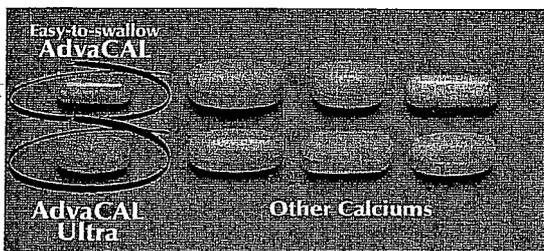


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- Citrate—Published data not available.

Only AdvaCAL advanced calcium blends natural calcium hydroxide and calcium oxide with a patented amino acid extract from Japanese sea algae to build stronger, more fracture resistant bones.

Safe, small, easy-to-swallow AdvaCAL caps are also available in an "Ultra" bone health formula that includes magnesium, vitamins C and D, copper, silica, boron, zinc and manganese.



Capsule or caplet, AdvaCAL is smaller and easier-to-swallow than all the rest!

AS LOW AS \$23.95



LANELABS
The Innovative Company

Exercise and a healthy diet with adequate daily calcium intake may help younger women (especially white and Asian) reduce their osteoporosis risk later in life. Calcium intakes above 2,000 mg are not likely to provide extra benefit.

Exhibit 17

Stalking the **Silent Killer**

Osteoporosis is the disease that strikes without warning.
A new form of calcium helps stop it in its tracks.

America is in the middle of an epidemic, and many of us don't even know it's happening.

The disease is osteoporosis, and yes, it is a silent killer. Some 24% of patients with osteoporotic hip fractures die in the year following their fracture – and many of them didn't even know they had a problem till the fracture occurred.

IT'S NOT JUST ABOUT WOMEN ANY MORE

While most of us still think of osteoporosis as something that strikes women aged 60-plus, its precursor, osteopenia, is beginning to appear in women of 30 or even younger. And increasing numbers of men are also being diagnosed with this potentially debilitating condition.

Researchers are working furiously to develop effective new treatments. But the good news is that there is a calcium supplement available right now that is clinically proven to fight osteoporosis without the side effects of drugs.

THAT SUPPLEMENT IS ADVACAL®

No matter what else you're doing for your bones, you should be taking calcium every day. But just any calcium will not do. Because, contrary to what you may have believed, most calciums simply do not build bone. At best,



Dr. I. William Lane demonstrates how, starting with 22 pounds of calcium in her bones at age 35, a woman loses nearly 40% of her bone mass by the time she's 60.

they help you maintain the bone you already have.

But there is one supplement – AdvacAL – that is so much easier for your body to use that it has actually been shown in clinical tests to increase bone density by as much as 13%.

BONE LOSS CAN START AT A VERY EARLY AGE

While shooting a TV show on AdvacAL last year, the makers of AdvacAL sponsored free bone density tests for women of all ages. Many of the participants were astounded. Women in their 20s and 30s discovered their bone mineral density (BMD) was significantly lower than average. They had osteopenia.

Shannon Mitchell, 27, had been taking a well-known calcium sup-

plement for years. Imagine her horror when her BMD test revealed thinning bones.

Gina Escobar, 39, thought she was in perfect shape. She was appalled to learn her BMD was lower than average for her age.

ADVACAL – THE #1 BONE-BUILDING CALCIUM

Shannon and Gina both found their answer in AdvacAL – the #1 bone-building calcium. The AdvacAL capsules are small and easy-to-swallow – not like those “horse pills” most calciums make you take – but the difference it makes is huge.

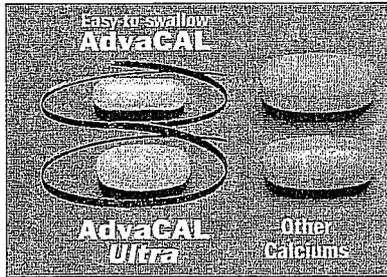
Shannon switched from her regular calcium to AdvacAL. Two months later, her BMD was 20% higher.

And Gina? “I went from being

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 2000 mg per day are not likely to provide extra benefit.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

16 FREE – 60 count AdvacAL® when you join MAXPOINT



Unlike other calcium "horse pills", AdvaCAL is small and easy-to-swallow.

3% lower than the average woman my age to being about 20% higher," she says. "AdvaCAL and a walking program got me feeling really good."

AND THERE WAS MORE GOOD NEWS

People on the TV show also reported sleeping better, having fewer cramps, stronger nails, healthier hair, and fewer "bad days" with PMS.

ALMOST EVERYONE NEEDS A CALCIUM SUPPLEMENT

No matter how healthy their diets, most women do not get all the 1,000 to 1,500 mg of calcium they need every day. And that's bad news, not just for their bones, but for their overall health.

WHY IS ADVACAL SO EFFECTIVE?

Dr. I. William Lane clears up this mystery on the TV show. "Calcium is one of the least absorbable compounds," he explains. "That's because most calcium supplements are made by simply grinding oyster shells, or coral, or some other calcium source, into a fine powder and forming it into tablets. But the powdered calcium remains firmly bound to another mineral. In coral calcium, for example – which is a form of calcium carbonate – the other mineral is carbon. And your body cannot use the calcium, until it has broken

continued on page 18

A Doctor's View...

There are real differences between calciums. Some slow bone loss. One increases bone mass.

By Takuo Fujita, M.D.

I have spent nearly 50 years in calcium research with one goal in mind – to find a way to increase the amount of calcium that gets out of the digestive tract and into the cells.

Most calciums are so hard for your body to break down and use, they simply cannot increase bone mass. In fact, only 20% or so of the calcium you eat is absorbed. This is a very, very low figure. In order to really help the body utilize calcium we have to improve the absorption.



Dr. Takuo Fujita is founder and past-President of the Osteoporosis Foundation of Japan and author of more than 400 published studies on calcium metabolism.

Exercise can help. So can eating.

Exercise will activate the bone cells to prevent calcium loss. And exercise also stimulates calcium absorption. Both are important; we can't substitute exercise for calcium, but if we exercise more, we prevent bone loss.

Taking calcium with food improves absorption. That is because gastric acid, which is released in response to food, helps break the calcium down.

But a better calcium is the real key

However, there is one calcium – AdvaCAL – which is so readily soluble, it does not even need gastric acid for full absorption. And because AdvaCAL is so easy to absorb, it can not only maintain bone strength, but can actually increase bone density (BMD).

AdvaCAL provides proof... not promises

As a researcher, I am trained to look for proofs, not promises. So I have conducted a large number of clinical studies (more than 400 in all) to verify AdvaCAL's efficacy.

In one double-blind trial of AdvaCAL against calcium carbonate and a placebo we found a very impressive increase in bone mineral density in those who received AdvaCAL, and a very significant fall in bone mineral density in those who took the placebo. Calcium carbonate did perhaps slightly better than the placebo, but it did not compare with AdvaCAL.

The right calcium for menopause... and beyond

Even more remarkably, when I went back some years later and re-examined these women, I found that whereas several members of the placebo and calcium carbonate groups had experienced fractures, there had been no fractures at all among member of the AdvaCAL group.

For all these reasons, AdvaCAL is the calcium I recommend for women at menopause and beyond.

Order toll free 1-800-510-2010

17



Scenes from the AdvaCAL Show!



"I had been taking calcium and HRT even before my bone density test and I still tested as having osteopenia. Within the first 10 days of taking AdvaCAL, I could actually feel the difference. I take it at night and I have a much better night's sleep. I feel my overall health has benefited from taking AdvaCAL. I've recommended it to many friends and acquaintances, including my doctor."

-Lauri L. Thompson, CA

"At the age of 27 I was screened at a health food store, believing I would have fabulous density as I am an active vegetarian and have taken calcium supplements for at least the last ten years. What a shock to find osteopenia! After 2 months of AdvaCAL and increased exercise, I have increased my bone density by 20%. I'm recommending AdvaCAL to family members, strangers in health food stores, the whole world."



-Shannon Mitchell, TX



"After I was diagnosed with osteoporosis, a friend told me about AdvaCAL. My doctor said calcium alone wouldn't help osteoporosis but I did some research and decided to try it. My next density test showed improvement and I feel great."

-Connie Pacheco, NM

Medical Doctors use AdvaCAL, too.

"The calcium I use is AdvaCAL. The reason I use it is that there has been dramatic evidence shown that AdvaCAL truly reverses the disease process of osteopenia and osteoporosis."

-Leigh Erin Connealy, M.D., CA

"As an osteoporosis expert, I appreciate the difference that AdvaCAL offers over other calciums. I recommend it to my patients and I take it myself every day."

-Martha Gonzalez, M.D., M.P.H.

Director, Women's Comprehensive Osteoporosis Center, CA

A testimonial reflects the personal experience of one person. Individual results may vary.
- We look forward to hearing your story!



continued from page 17

that bond."

ADVACAL IS TREATED TWICE TO MAKE IT SUPER-SOLUBLE

"To make AdvaCAL," Dr. Lane says, "calcium carbonate is heated to 900° F — a temperature so high that the mineral bond is broken and the carbon (and heavy metals) are burned away. What remains is an ash composed of highly absorbable calcium hydroxide and calcium oxide. Then the ash is combined with HAI™, or Heated Alga Ingredient, which increases both absorption and bioavailability even more."

RECOMMENDED USAGE:

3 capsules in the morning and 3 at bedtime.

Supplement Facts AdvaCAL

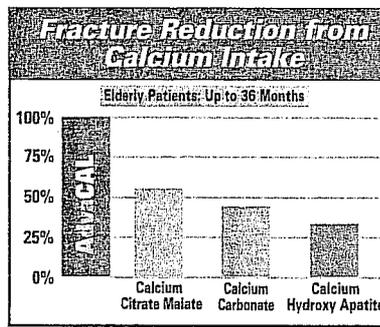
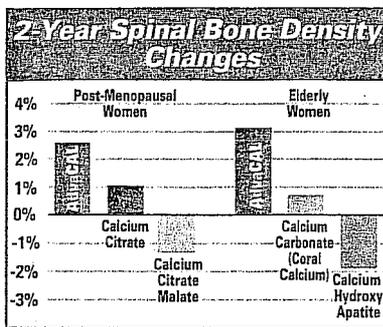
Serving Size: 3 capsules
Servings per container: 18

	Amount Per Serving	% Daily Value*
Elemental Calcium (from Calcium Hydroxide and Calcium Oxide)	500 mg	50%
HAI Amino Acid Extract (from Sea Algae)	<1 mg	†

*Percent Daily Value based on 2,000 calorie diet.
† Daily Value not established.

Other ingredients: Citric Acid, Gelatin, Magnesium Stearate.

18 FREE - 60 count AdvaCAL® when you join MAX^{PL} club!



AdvaCAL builds stronger bones... and that means fewer fractures.

UNMATCHED CLINICAL RESULTS

Not only has AdvaCAL been shown in clinical tests to build bone density – but when some of the participants in the original trials were re-examined several years later, their bones were still so healthy that not one of them had experienced an osteoporosis-related fracture.

And these were women with an average age of 80!

STRONGER BONES = FEWER FRACTURES!

If you want to reduce your risk of osteoporosis, the time to start taking AdvaCAL is right now. As Dr. Lane says on the TV show, “The sooner you start taking a highly absorbable calcium supplement, the less likely you are to develop a problem.” And based on the results of clinical trials, that supplement clearly should be AdvaCAL.

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 2000 mg per day are not likely to provide extra benefit.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Who should take AdvaCAL®?

- ☑ Women over 40
- ☑ Men over 50
- ☑ Anyone who:
 - has had an unexplained fracture
 - has relatives with osteoporosis
 - takes steroids or anticonvulsants
 - smokes
 - drinks
 - is anorexic
 - has low bone mass
 - is very thin
 - is on a high protein diet

The #1 Bone-Building Calcium. Period.

NEW Bonus Size

25 extra - FREE!

Supplement Facts AdvaCAL Ultra		
Serving Size: 3 caplets		
Servings per container: 48		
	Amount Per Serving	% Daily Value*
Vitamin C (from Ascorbic Acid)	100 mg	167%
Elemental Calcium (from Calcium Hydroxide and Calcium Oxide)	500 mg	50%
Vitamin D3 (Cholecalciferol)	200 IU	50%
Magnesium (from Magnesium Oxide)	300 mg	75%
Zinc (as Monomethionate)	6 mg	40%
Copper (from Citrate)	1 mg	50%
Manganese (as Oxide)	2 mg	100%
HAI Amino Acid Extract (from Sea Algae)	<1 mg	†
Silica (as Silicon Dioxide)	90 mg	†
Boron (from Citrate)	2 mg	†

*Percent Daily Value based on 2,000 calorie diet.
† Daily Value not established.

Other ingredients: Citric Acid, Cellulose, Crospovidone, Hydroxypropyl Methylcellulose, Magnesium Stearate.

Choose AdvaCAL® or AdvaCAL® Ultra for

- Fracture-resistant bones
- Better sleep
- Less back pain
- Fewer cramps
- Stronger nails



AdvaCAL
Advanced Calcium
Capsules

AdvaCAL Ultra
AdvaCAL Calcium plus
8 bone-building nutrients

Item #	Description	Your Price
CAL-150BP	AdvaCAL 150 175 Capsules – Special Bonus Size	\$28.95
CAL-120UBP	AdvaCAL Ultra 120 145 Caplets – Special Bonus Size	\$23.95

Join **MAXPlan** — 5th Shipment FREE + 60 count AdvaCAL (\$17.95 value)

FREE with your order
✓ Audio/Video CD: “The AdvaCAL Story”

Order toll free 1-800-510-2010

19

Exhibit 18

Date: June 21, 1999

To: Commercial Clearance and Advertising Standards Departments

From: Andy Lane

RE; Substantiation of Advertising Claims for AdvaCAL

A TV commercial storyboard for AdvaCAL advanced calcium supplement was presented for approval. Substantiation was requested in the following areas:

1. "By age 36 a woman begins losing bone mass...."

Substantiation: In the 1984 report of panel experts on Osteoporosis from the U.S. Government's National Institutes of Health concluded "Peak bone mass is achieved at about 35 years of age for cortical bone and earlier for trabecular bone." "After reaching its peak, bone mass declines throughout life due to an imbalance in remodeling." [Report Enclosed]

2. and with age her bones may become brittle and weak"

Substantiation: Same NIH report as above -- The risk of developing osteoporosis increases with age and is higher in women than in men... Its cause appears to reside in the mechanisms underlying the accentuation of the normal loss of bone, which follows the menopause in women and occurs in all individuals with advancing age (emphasis added). "Osteoporosis is a common condition affecting as many as 15-20 million individuals in the United States."

3. "Ordinary Calcium Supplements can not increase bone density"

Substantiation: According to IRI Reports, the top selling calcium supplements in Food, Mass and Drug Stores are by sales ranking Caltrate (Calcium Carbonate), Oscal (Calcium Carbonate), CitraCAL (Calcium Citrate). Clinical research -- most notably those published in the New England Journal Of Medicine and Journal of Endocrinology & Metabolism conclude that neither Calcium Citrate nor Calcium Carbonate build bone mass... although they can reduce or stabilize bone loss. Citracal even uses in its advertising "clinically proven to stabilize bone mass."

4. Now there's AdvaCAL. A calcium complex so advanced it's patented.

Substantiation: See enclosed patent 5,296,246

LANELABS 003502

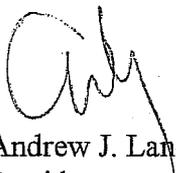
5. "Clinical studies show that AdvaCAL actually builds bone density"

Substantiation: Enclosed are several studies on AdvaCAL (also called AAACa or HOSS Calcium) showing efficacy at different ages. Among 58 elderly women (avg age of 82), AdvaCAL grew bone density significantly ($P < .05$) at both 1yr and 2 yrs versus a placebo fed group. Calcium carbonate fed group of women also loss bone density in most cases (Mineral and Electrolyte Metabolism -1995). In 1997, a study of middle-aged Osteoporosis/Osteopenia patients showed an significant increase in lumbar spine bone density at 3 years (Journal of Bone and Mineral Metabolism—1997). A study involving pre-menopausal women who took AdvaCAL for 4 months increased trabecular bone density significantly compared to baseline, whereas calcium carbonate at a similar dose did not (Osteoporosis International -1997, American Society for Anti-Aging--1999). [Studies Enclosed].

6. "Fight Osteoporosis Harder."

Substantiation: U.S. Food & Drug Administration allow Osteoporosis claims for calcium products with use of standard disclaimers (ours is in the first slide or storyboard). We say AdvaCAL fights harder because it is the first calcium shown in clinical research to build bone density - directly fighting the thinning bone of Osteoporosis.

Sincerely,



Andrew J. Lane
President

Exhibit 19

March 16, 2005

Ms. Leah Thompson
Healthy Healing Inc.
300 Country Club Heights
Carmel Valley, CA 93924

Hello Leah:

Enclosed is clinical research and additional information on our AdvaCAL® calcium (AAACa) I promised to send you for Linda's proposed one-page article in Healthy Healing. Of particular interest to Linda should be two documents: the "Product and Marketing Analysis" we commissioned in 2002 and the Health Sciences Institute newsletter story "A Battle for Your Bones."

AdvaCAL offers the following benefits versus other calciums:

1. Actually builds bone density. That's something no calcium has demonstrated consistently in clinical research. AdvaCAL has done so in humans (multiple studies). The key to AdvaCAL is the high rate of absorption of calcium hydroxide and calcium oxide further enhanced with HAI (heated Algal Ingredient) for additional bioavailability and parathyroid modulation. HAI is also what helps make Toki so effective. In reviewing the Health Sciences Institute newsletter, AdvaCAL actually matched the bone building performance of leading Osteoporosis drugs, without the safety issues or side effects.
2. Reduced fracture data and evidence of reduce PTH levels (one small study each)
3. Easy-swallow size, unlike most calcium supplements
4. Should be used with HRT, Evista, Fosamax or other Osteoporosis drugs, which prevent osteoclast activity. AdvaCAL encourages new osteoblast activity.

LaneLabs conducts Bone Mineral Density screenings around the country. Participants have seen positive results from AdvaCAL in as little as three months. With the recent declaration of an Osteoporosis/Calcium crisis by the U.S. Surgeon General, AdvaCAL is especially relevant for Linda's readers.

Linda is a great communicator and we have a great product – that's a powerful combination that can help thousands of mid-lifers (like me!). Leah, we have lots more information (eg. patents, processing techniques presentations) if Linda would like to see them.

Sincerely,

Andrew J. Lane
President

LANE LABS

The Innovative Company

April 22, 1999

Monica Reinagel
4718 Kernwood Avenue
Baltimore, MD 21212

Dear Monica:

As you know, ordinary calcium supplements can only slow the rate of bone loss that leads to osteoporosis. Lane Labs is excited to introduce to HSI readers a revolutionary calcium supplement from Japan that has been clinically shown to actually build postmenopausal bone density, without the side effects of hormonal drugs or supplements. The calcium is so well absorbed by the gut, this product doesn't even require added Vitamin D (which can be risky at high doses) to be effective. We believe you'll be impressed with the science behind this calcium supplement.

This top selling calcium supplement in Japan is called AAACa (we'll be calling it AdvaCAL in the U.S.) and Lane Labs will be offering it exclusively in the U.S starting in June. This was a product introduced to us by a Japanese associate a couple of years ago and we have been chasing it down ever since. We haven't found a calcium product backed by the level of published clinical efficacy of AdvaCAL.

Osteoporosis:

Called the "silent epidemic" by Yvonne Sherrer MD author of A Woman Doctor's Guide To Osteoporosis ("WDGO"), Osteoporosis effects 28 million American men and women over 35. This thinning of the bone that leads to risk of fracture is most acute in post-menopausal women, where up-to one-third of bone mass is lost in the first five years after menopause. Men begin rapid bone loss at about 75. According to one article I've read, about 40% of women and 13% of men over 50 will have an osteoporosis-related fracture in their lifetime. As Takuo Fujita MD (more on him later) writes: "Osteoporosis is the most common disease affecting mankind at present. All of us will suffer osteoporosis if we live long enough --women and men alike."

As you know, Monica, the body's skeleton is constantly remodeling -- "old bone is removed by osteoclast cells while new osteoblasts help build new, replacement bone. Osteoblast cells attract the calcium and phosphorus from the blood, which ultimately becomes part of the body's skeleton. Osteoporosis occurs when either osteoclast activity increases and/or osteoblast activity decreases to the point that bone is susceptible to fracture.

Treatment Options: -- Hormones that Slow Osteoclast Activity

1. Estrogen Replacement Therapy (ERT)
&
Hormone Replacement Therapy (HRT)

Conventional treatment for osteoporosis focus on providing hormones to replace decreased estrogen production by the ovaries beginning with menopause. Premarin/Prempro® (conjugated estrogen), along with Progestin to reduce

LL1107

breast cancer risk, are very popular, although HRT (estrogen + Progestin) carries an increased risk of uterine/breast cancer because it stimulates uterine/breast tissue growth. It may also cause nausea, vomiting, hot flashes, and changes in cycles.

Evista, Fosamax, Calcitonin

Evista® (Raloxifene), sold by Eli Lilly, has been called "designer estrogen." Evista's mechanism is prevention of bone destruction as opposed to building new bone) does not work as well as ERT or HRT but is much better tolerated. It also does not also carry the breast/uterine cancer risk of ERT or HRT. However, mice and rat studies have revealed an increase in ovarian cancer at dosages below therapeutic. There is also the best-selling drug Fosamax® (Alendronate), which appears to be quite effective without cancer risk slows bone resorption (slows osteoclast activity) does not increase cancer risk but does cause severe gastric upset in a number of patients. Merck has been accused of under-reporting the number of study patients who had difficulty with this drug.

Calcitonin Ipriflavone

Calcitonin (injection/nasal delivery) is a calcium-regulating thyroid hormone of the free of significant side effects, but it has only shown modest bone regrowth. Finally, a new substance called Ostivone™ (Ipriflavone) has been introduced to health food stores and alternative doctors. Although positioned as "natural estrogen," Ipriflavone is a synthesized Isoflavone. Its long-term effects are not fully understood because the longest study with this hormone is two years.

Summary of Effect on Spinal BMD

Therapy	Chg Spinal BMD Post Menopause No Osteop.	Chg Spinal BMD With Osteop.	Side Effects
Fosamax	+ 6 -10% @ 3 yrs (Merck Webpage)	+3% @ 3 yrs (Merck Webpage)	Gastric Upset For Many
Estrogen +Progestin ERT/HRT	+ 8-10% @ 1 yr ("WDGO" pg 60)		Increased Brst Cancer Risk, Nausea, bleeding, brst soreness (50% of patients stop within 6 months) -- source WDGO pg 61
Evista	+ 2% @ 2yrs (Lilly Webpage)		Mild. Way Have increased risk of ovarian cancer
Calcitonin	+ 0% '97 PDR pg 2402		Mild. Benefit - reduces pain from existing fractures
Ipriflavone	+1.3% @ 2 yrs. Cal Tissue 61; 142-47, 97		Mild

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2. Calcium Supplements

There are several forms of calcium, including oyster shell (e.g. Oscal), calcium carbonate (eg. Caltrate) and calcium citrate (e.g. Citracal). Many calcium supplements add vitamin D to increase absorption. Others add magnesium to better match the chemical structure of bone.

These calcium supplements have been shown in clinical studies to reduce the rate of bone loss or to stabilize bone loss...but not to increase bone density. Many osteoporosis sufferers take calcium in addition to conventional therapies. Clinical studies have shown that Calcium Citrate is most absorbable but low in elemental calcium (10% by weight). Calcium carbonate is least absorbable but most dense (40% elemental calcium by weight).

AdvaCAL

AAA Ca (AdvaCAL) is one of the top-selling calcium supplements in Japan, despite being one of the most expensive. The reason for its success is the years of clinical research and recommendation by respected calcium researcher Dr. Takuo Fujita, MD. Since the late 1980s several of Dr. Fujita's studies have shown that AdvaCAL does what ordinary calcium can't...actually builds bone density. As discussed below, AdvaCAL's secret is its absorbability (without vitamin D) and its ability to help regulate activity of the parathyroid hormone. The latter action is important because PTH actively increases with menopause, wrongly encouraging bone resorption.

AdvaCAL's technology is patented in Japan and the U.S. It entails high-temperature melding of sea algae and oyster shell calcium. The oyster shell is smelted at 800c to burn away heavy metals and bacteria while breaking the calcium molecular bond to carbon. Separately, sea algae are baked in a proprietary "casserole" that enables the plant calcium to be more readily absorbed by the human gastrointestinal system. These two calcium sources then are mixed together. Citric acid is added to neutralize pH, forming a hybrid calcium citrate. After spray-drying, the powder is encapsulated and ready for sale.

There are non-definitive theories on what makes AdvaCAL more absorbable than conventional calcium. First, it ends up as an ultra-dense calcium citrate with a much higher level of elemental calcium than common calcium citrate. Secondly, it is believed that the amino acids found naturally in algae assist the absorption process, acting in a similar way as Vitamin D.

The Calcium Deficiency Hypothesis

A decidedly different approach to viewing osteoporosis was advanced by Dr. Takuo Fujita, M.D. a leading researcher on calcium in Japan. Dr. Fujita – at a sprightly 73 – is president of the Osteoporosis Foundation of Japan and is founder of the Calcium Research Institute. He has published 500 papers, most in Japanese.

Dr. Fujita has challenged the traditional "Estrogen Hypothesis" of Osteoporosis (Osteoporosis International 1997 (Suppl. 3) S6-S9) by pointing out that estrogen deficiency can not explain osteoporosis by "corticosteroid excess, immobilization and nutritional deficiency." Also, the nature of the disease varied along geographical and ethnic lines. He believes in a new hypothesis of osteoporosis – independent of estrogen – called "The Calcium Deficiency Hypothesis."

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According to the Calcium Hypothesis, osteoporosis patients suffer estrogen deficiency, decreased calcium absorption and increased urinary calcium excretion. Conventional calcium may not have the high absorption needed to offset the body's lesser ability to absorb calcium and help suppress PTH secretion. For that reason Dr. Fujita has been studying the effects of AAA Ca (AdvaCAL)

AdvaCAL (AAA Ca) Research

Here is a top line of his research that I have in English. We expect some more papers when our agents return from Japan next week:

Calcified Tissue International (1996) 58:226-230
Mineral And Electrolyte Metabolism (1995):21:229-231

58 hospitalized elderly (mean age 82) women were randomized into three groups (double-blind) and given daily either 900mg of AdvaCAL, 900mg of Calcium Carbonate or a placebo containing no calcium. Each patient also received 600 mg of calcium as part of a hospital food. Results are as follows:

Group	Test Product	Lumbar Spine BMD/Basal Value (1 Year)	Lumbar Spine BMD/Basal Value (2 Years)	Radial BMD/Basal Value (1 Year)	Radial BMD/Basal Value (2 Years)
A (n=20)	900mg AdvaCAL	+1.9% *	+3.2%* ✓	-.6%	+5%
B (n= 18)	900mg CaCO ₃	-2.0%	+6%	-2.3%	-1.2%
C (n=20)	Placebo	-3.7%	-1.8%	-2.9%	-3.0%

*Significant at P<..05 versus placebo. Note: CaCo3 was never significantly better versus placebo.

AdvaCAL increased lumbar spine BMD significantly and whole body calcium better than Calcium Carbonate. Urinary Ca/Cr, serum alkaline phosphatase and serum intact PTH were lower suggesting PTH suppression and decreased bone resorption.

Journal of Bone and Mineral Metabolism (1997)15:223-226 ✓

136 Osteopenia/Osteoporosis patients were divided into groups and studied over 3 years. Of the 20 patients who received 900mg daily of AdvaCAL, lumbar spine BMD increased by 4.5% after 3 years. This was significant (P=.0293) versus the control. AdvaCAL exceeded BMD growth of injectable Calcitonin, hydroxyvitamin D, alone but not combined.

Calcified Tissue International (1997) 60:506-512

A double blind, placebo controlled study on 9 healthy men (mean age =55), were divided into three groups and given AdvaCAL or placebo. Both AdvaCAL groups received 900mg daily, although one received 150mg after meals and 450 at night, the other received 300mg after meals. Results showed that men who took a ½ daily dose of AdvaCAL at night suppressed the nocturnal rise in PTH and bone resorption in 5 days.

LL1110

Other Studies (these are available as key tables/charts – see AAA Ca Collected Data)

Intestinal Absorption of AdvaCAL was compared to vacuum-ashed oyster shell calcium and Calcium Carbonate (n=5). AdvaCAL showed markedly superior absorption at 15, 30 and 45 minutes based on serum CA after intraluminal infusion. Statistically superior intestinal absorption $P < .05$ was demonstrated in parathyroidectomized rats at 1 hour and $P < .01$ at 2 hours.

A double blind study of postmenopausal women revealed at 4 months that AdvaCAL increased radial trabecular BMD 3.8%, while CaCO₃ decreased 1.9% and the placebo group decreased 2.3%. In addition, there were no subjects with spinal fractures over two years with AdvaCAL, 57% with CaCO₃ and 66% with a placebo.

AdvaCAL will be sold initially through CompassioNet and eventually at retail stores. Our tentative price points are \$29.95 for 150 capsules, which should represent a 2-3 month supply for the average customer. For more extreme cases, we would recommend the clinical dosage of 900mg (6 capsules daily). One final note – the AdvaCAL capsules are easy to swallow ...not horse pills like the popular calcium supplements

In sum, AdvaCAL does naturally what no other calcium supplement has ever done. In several cases, it does a better job with BMD than the hormonal products. We think this product is very real and very revolutionary.

Sincerely,

Andrew J. Lane
President

LL1111

Exhibit 20

Product and Marketing Analysis—Calcium Supplements

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<i>AdvaCAL</i>	<i>4</i>
<i>Calcium Carbonate</i>	<i>6</i>
<i>Calcium Citrate</i>	<i>8</i>
<i>Calcium Citrate Malate</i>	<i>10</i>
<i>Calcium Hydroxyapatite</i>	<i>11</i>
<i>Cost and dosage comparison</i>	<i>14</i>
<i>Data Comparison Table</i>	<i>15</i>
<i>References</i>	<i>18</i>

Introduction

Overview

This analysis compares the research and data on various forms of calcium supplements, specifically regarding their bioavailability, ability to increase bone mineral density (BMD), decrease parathyroid hormone (PTH), and other markers of bone health. We have collected information from:

- Medical research databases
- Full text medical journal articles
- Personal Correspondence w/ researchers
- Standard and alternative reference texts
- Third-party editorial sources such as newsletters, health books, internet sites
- Published Marketing materials
- Customer and Technical Support Staff

Research Background

There is significant disagreement among researchers about which forms of calcium are the most bioavailable and/or effective in preventing bone loss or increasing bone density. The data presented by various investigators are inconsistent and their conclusions often contradictory. However, several key relationships have been well established and are widely accepted. They include:

1. Increasing age (coupled with low calcium and vitamin D intake) → elevated parathyroid hormone → increased bone resorption.¹
2. Increased calcium (and D) intake → lower PTH → slower rate of bone loss or increased bone density.
3. Combined calcium and vitamin D supplementation moderately reduces bone loss and significantly reduces fracture incidence in older men and women.²

Note: Several researchers assert that calcium supplementation can only help slow bone loss but cannot build bone density in postmenopausal women. This statement, while widely believed, is disproved by various studies, including Fujita's work with AdvaCAL.

Supplementation Issues

1. **Recommended Amount.** Overall, calcium is well tolerated and non-toxic. In the U.S. and Europe, calcium deficiency and related disorders are epidemic;³ over-consumption is rare. Moreover, the body's regulating mechanisms make deficiency more likely than overload.
 - "The gut reduces calcium absorption much more in response to a high-calcium diet than it increases absorption in response to a low-calcium diet."⁴

¹ Meunier 1996

² O'Brian 1998

³ Heaney 1992, Meunier 1996.

⁴ Sheikh 1990

- When calcium intake is increased to 2.5 g per day, the “chief effect is a decrease in resorption rather than an increase in accretion.”⁵
- Nonetheless medical authorities warn that intake in excess of 2000mg a day can lead to side effects such as constipation (not all forms), or cause problems for people with certain medical conditions such as kidney stones. FDA states that calcium intake above 2000 mg a day is unlikely to provide additional benefit.” Benefits seems more dose-dependent: studies using 500mg a day show a benefit but not as impressive as 1000 or 1500mg a day.⁶
2. **Divided Dosage.** Calcium absorbed in the small intestine and unabsorbed calcium is excreted through the feces.
 - The same amount of calcium divided into two doses results in 30% more absorption than if taken as a single dose. Four divided dosages resulted in 60% more calcium absorption.⁷Dividing to two, three: The same amount of calcium taken in two doses results in 30% more absorption than a single dose. Four divided doses results in 60% more absorption.
 - Calcium absorption is 95% complete within 2.5 hours of an oral dose.⁸
 - Divided dosage results in a more sustained decrease in PTH than a single dosage.⁹
 - Osteoporosis patients absorb calcium less efficiently. (Parsons V et. Al *Calcified Tissue Research* 2:83-92, 1968. No abstract available.) Dividing dosage allows greater exposure time in the small intestine and may increase absorption.
 3. **With or without meals.** Some authorities counsel that calcium should be taken on an empty stomach:
 - Calcium can compete with other nutrients for absorption. For ex., calcium may interfere with iron absorption if both are present in the same meal.¹⁰
 - Certain food components such as fiber can interfere with calcium absorption.Despite these issues, it does appear that consuming calcium supplements with meals offers an absorption advantage.
 - Co-ingested food was reported to result in a 20-25% improvement in absorption compared with values obtained when calcium was ingested on an empty stomach.¹¹
 - In patients with low stomach acid, calcium absorption from some forms (esp. Ca carb) can be reduced by 75% or more when supplements are taken on an empty stomach. Taking calcium with meals restores calcium absorption to normal levels.¹²

⁵ Durance 1973

⁶ Dawson-Hughes 1991

⁷ Heaney 1992

⁸ Reginster 1993

⁹ Reginster 2001

¹⁰ Whiting 1995

¹¹ Reginster 1993

¹² Recker 1985

4. **Accessory nutrients.** Bone formation relies on many minerals and nutrients, including magnesium, zinc, copper, and boron. Multi-nutrient formulas such as AdvaCAL Ultra address this issue. But in terms of the body's ability to absorb and use calcium **vitamin D appears to be the most critical co-nutrient** especially for elderly or osteoporotic patients.
- Calcium absorption throughout the small intestine is highly dependent on vitamin D.¹³
 - Vitamin D increased bioavailability of calcium in healthy subjects¹⁴ and has been shown to greatly enhance the ability of calcium supplementation to slow or prevent bone loss in postmenopausal, elderly, and osteoporotic subjects.
5. **Delivery Format.** Several authors and authorities note that pressed tablets or poorly produced products are unreliable and may not dissolve as intended. Loose powder, chewable, and effervescent delivery mechanisms are widely considered to be more reliable in making the nutrient available for absorption.¹⁵

¹³ Sheikh 1990

¹⁴ Mortensen 1996

¹⁵ Heaney 1992

AdvaCAL

Product Summary

Active absorbable calcium produced by adding Heated Algae Ingredient to hi-temperature processed oyster shell calcium. Elemental calcium is in the form of calcium hydroxide (small amount of calcium oxide)

Pros

- Loose powder (not pressed tablet) dissolves more reliably
- Small capsule size
- Purity (high temperature process removed heavy metals)
- High absorption/bioavailability
- 900mg produces results equal to or better than higher doses of other forms of calcium
- HAI appears to work as well or better than vitamin D in enhancing absorption and bone formulation

Cons

- 6 capsules per day
- Expensive (3x the next most expensive form and 8x the average of all products)

Claims/Evidence

1. **More Bioavailable** AdvaCAL was approximately 30% better absorbed than Ca Carb by healthy male subjects.¹⁶
2. **Increase bone mineral density.** A study of 58 elderly women (mean age = 80) compared the effects of 900mg AdvaCAL (divided dose) with 900mg Ca Carb, and placebo for 24 months.¹⁷

Study 1	AdvaCAL	Ca Carb	Placebo
Lumbar BMD	+3.2%	+0.6%	-3.4%
Radial BMD	+0.5%	-1.2%	-3.0%

A second study compared the effects on 58 elderly women (mean age +82) of 900mg AdvaCAL with 900mg of Ca Carb and placebo for 18 months.¹⁸

Study 2	AdvaCAL	Ca Carb	Placebo
Lumbar BMD	+6.0%	-0.2%	-9.0%
Radial BMD	-0.7%	-5.2%	-14.5%

A third study of 136 subjects (men and women) with osteoporosis aged 51-83 compared AdvaCAL (900mg) with activated vitamin D over a period of 3 years.¹⁹

¹⁶ Fujita 1996 (2)

¹⁷ Fujita 1996

¹⁸ Fujita 1995

¹⁹ Fujita 1997

Study 3	AdvaCAL	Activated Vit D	Placebo
Lumbar BMD	+4.5%	+3.7%	-3.6%

3. Reduce PTH by 50% after 6 months in elderly subjects.²⁰
4. HAI increases absorption of AACa in a dose dependent manner.²¹

Comments

1. All other forms of calcium analyzed for this report had published research by multiple authors and institutions. Calcium hydroxide (as a dietary supplement) appears to be unknown and uninvestigated except by Dr. Fujita. However, Fujita has published several different studies, each with consistent and compelling results. One concern is the high drop out rate...in the 1996 study, for example, he starts out with 58 subjects but by the end he has data only on 18 of these. Presumably the advanced age of the subjects resulted in a very high death rate, but it does undermine the statistical significance of the results.
2. Although Dr. Fujita's research indicates that Ca carbonate has no effect on PTH, most other research indicates that Ca carbonate and citrate both reduce PTH reliably and significantly. Fujita's data on his control groups is consistent with other research.
3. Fujita states that HAI functions in lieu of vitamin D. Comparison of Fujita's research with similar research on the effects of Calcium plus D in elderly populations show that AdvaCAL not only works better than calcium alone or vitamin D alone, but better than calcium plus vitamin D.²²

²⁰ Fujita 1996

²¹ Fujita 2000

²² Fujita 1996; Meunier 1996

Calcium Carbonate

Summary

Calcium carbonate is an inexpensive form of calcium commonly used in supplements in which the elemental calcium is tightly bonded to carbon molecules.

Pros

- Inexpensive source of calcium
- Concentrated: 40% elemental calcium
- Fewer capsules needed
- Cost effective

Cons

- Low absorbability (ca. 22%-40%)
- Low stomach acid (common in older persons) may reduce absorbability as low as 4%²³
- Ca Carbonate from Oyster Shell may include impurities such as lead and aluminum.²⁴
- Pressed tablets may not dissolve reliably²⁵

Claims/Evidence

1. **Bioavailability.** In healthy post-menopausal women, researchers found Ca Carb to be equivalent to calcium citrate in effect in serum calcium and serum PTH.²⁶
2. **Prevent bone loss** in perimenopausal women. A study of 295 women compared the effects of Ca carb at two dosages (1000mg and 2000mg) for two years.²⁷

	1000mg	2000mg	Control
Lumbar bone	-1.3%	-0.7%	-3.5%

3. **Lower PTH, Increase Bone Density, Reduce Fractures** In a large study of elderly, institutionalized women in France, calcium with vitamin D reduced fractures, increased BMD and Lowered PTH.²⁸

Study 1	1200 mg + 800IU D	-28% PTH	-23% Fractures	+2.7% BMD (femoral)	-4.6% BMD (placebo)
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A second four-week study of elderly patients showed a 16% drop in circulating PTH.²⁹

²³ Recker 1985

²⁴ Whiting 1994

²⁵ Kobrin 1989

²⁶ Hale 2001; Heaney 2001

²⁷ Elders 1991

²⁸ Meunier 1996

²⁹ Kochersberger 1990

Study 2	1000 mg	-16% PTH			
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4. **More effective than Ca Citrate or Hydroxyapatite** In healthy male volunteers, (age 18-35) researchers measured the acute effects of 500mg of several different calcium salts, including Ca carb, Ca citrate, and hydroxyapatite (HA). While “no statistically significant differences in serum CA increments were observed between the different calcium salts,” the researchers found that Ca carb induced the most significant decrease in PTH, closely followed by Ca Citrate. HA was the least effective in decreasing PTH levels. Ca Carb (as well as Ca Citr) also produced the most sustained reduction of PTH levels.³⁰ These results were confirmed by other researchers.³¹

Comments

1. Some researchers conclude that, given the “equivalent bioavailability” of the two leading products, and “the added compliance issue of taking 4 calcium citrate vs. two calcium carbonate,”³² “...the cost benefit analysis favors the less expensive carbonate product.”³³

³⁰ Deroisy 1997

³¹ Reid 1986

³² Hale 2001

³³ Heaney 2001

Calcium Citrate

Product Summary

A highly soluble form of calcium, in which the calcium is weakly bonded to citric acid.

Pros

- More absorbable
- Does not depend on stomach acid
- Recommended for use by people who take acid-suppressing drugs such as Tagamet, Zantac or Pepcid
- Can be taken and absorbed effectively without meals
- Does not cause constipation

Cons

- Less concentrated elemental calcium, more capsules needed to get equivalent dose.

Claims/Evidence

1. **Bioavailability.** Several studies indicate that Ca citrate is more bioavailable than Ca carb.³⁴ Approx 25% better absorbed than carbonate form (meta-analysis of 15 studies and 184 subjects.)³⁵ Absorbability 39% vs. 31% for Ca carb.³⁶
2. **Advantageous for patients with hypochlorhydria.** More absorbable by patients with insufficient stomach acid when taken without food. A small study (20 subjects) found that those with achlorhydria absorbed an average of 45% of calcium citrate but only about 4% of calcium carbonate. Interestingly, subjects with normal stomach acid absorbed only 24% of citrate vs. 22% for carbonate. When administered with a meal, calcium carbonate was equally well absorbed by normal patients and achlorhydric patients.³⁷
5. **Prevents or reduces bone loss in older postmenopausal women.**

	dosage	Duration	Subjects	Result BMD	Placebo
Study 1 ³⁸	800mg	24 months	56 (early post meno)	+1.03% (spinal)	-2.38%
Study 2 ³⁹	500mg	24 months	169 (6+ yrs post meno)	-1.9% (spinal)	-2.27%
				-0.3% (radial)	-0.73%
Study 2 ⁴⁰	500mg	24 months	67 (1-5 yrs. post meno)	-2.6% (spinal)	-2.94%
				-0.4% (radial)	-2.03%

³⁴ Nicar 1985

³⁵ Sakhaee 1999

³⁶ Harvey 1990

³⁷ Recker 1985

³⁸ Ruml 1999

³⁹ Dawson-Hughes 1990

⁴⁰ Dawson-Hughes 1990

Promotional literature (Citracal) cites “clinical studies” showing that postmenopausal women had a 44% reduction in bone loss after two years.

6. Reduce PTH.

	Dosage	Duration	Reduction in PTH
Study 1 ⁴¹	500mg	24 mo.	9%
Study 2 ⁴²	800mg	24 mo.	0%

Comments

1. There are conflicting studies about citrate’s advantage over carbonate. Some studies⁴³ find it better absorbed, others find it equivalent to carbonate in its effects on serum calcium and other markers.⁴⁴ One even found that Ca carb was absorbed better (39%) than citrate (30%).⁴⁵ The most clear advantage to Ca citrate is in patients with low stomach acid or who need for whatever reason to take their calcium supplements on an empty stomach.

⁴¹ Dawson-Hughes 1990

⁴² Ruml 1999

⁴³ Sakhaee 1999; Harvey 1990

⁴⁴ Hale 2001; Heaney 2001

⁴⁵ Sheikh 1987

Calcium Citrate Malate**Product Summary****Pros**

- Does not interfere with iron absorption⁴⁶

Claims/Evidence

1. **Better absorbed** than calcium carbonate.⁴⁷ (36% vs. 26% for Ca Carb⁴⁸)
2. **Increase rate of bone acquisition** in young girls by 20% (500mg)⁴⁹
3. **More effective in maintaining bone mass** than either placebo or calcium citrate. (Although in the early postmenopausal group, the bone loss from the spine was faster with CCM than with citrate.⁵⁰

dosage	Duration	Subjects	CCM	Citrate	Placebo
500mg	24 months	169 (6+ yrs post meno)	-0.9% (spinal)	-1.9%	-2.27%
			+1.0% (radial)	-0.3%	-0.7%
500mg	24 months	67 (1-5 yrs. Post meno)	-3.1% (spinal)	-2.6%	-2.9%
			-0.05% (radial)	-0.4%	-2.0%

4.. **Reduce PTH.** Dawson-Hughes showed a reduction of about 9% in PTH (after two years) for both CCM and CC.

Comments

1. There is less research on CCM than on Ca Carb or Ca Citrate and shows either no advantage or only a slight advantage over the two more commonly found forms. The initial excitement over this “new” delivery system seems to have tapered off.
2. The patented Citrimate brand is licensed exclusively to GNC.

⁴⁶ Heaney 1992

⁴⁷ Smith 1987

⁴⁸ Miller 1988

⁴⁹ Lloyd 1996

⁵⁰ Dawson-Hughes 1990

Calcium Hydroxyapatite

Product Summary

Freeze-dried whole bovine bone powder. The calcium is found in the form of hydroxyapatite, combined with other trace minerals as well as organic compounds found in bone. The proprietary product is variously referred to as Hydroxyapatite (HA), Microcrystalline Hydroxyapatite (MCHC), Whole Bone Extract (WBE), ossein-hydroxyapatite and Osspoan.

Pros

- Naturally-raised animals are free of impurities such as pesticide residues
- Non-heat processing preserves bone matrix proteins and other organic constituents of healthy bone
- Same form of calcium found in bone tissue
- Much lower sodium than other forms of calcium, of value in certain disease conditions⁵¹
- High phosphate content (Phosphate shown to be necessary for optimum absorption of calcium, to prevent calcium loss from bone, and to condition responsiveness of bone to factors affecting formation and resorption.⁵²)

Cons

- Low concentration: approx 15-21%
- Requires high volume
- Frequently administered as a powder, which was found to be unpalatable or unacceptable to 25-30% of study participants.⁵³
- Inconsistent potency

Claims/Evidence

1. **Bioavailable** More than twice as well absorbed as calcium gluconate in a small study (n=15) of elderly osteoporosis patients (age 70-98).⁵⁴
2. **Increase bone mass** A study of 64 post menopausal women suffering from a disease that causes malabsorption of calcium and accelerated bone thinning. They were treated for 14 months with 1000 mg of calcium from either hydroxyapatite or calcium gluconate. All groups received injectable D as well. The control group lost bone, the ca gluconate group maintained bone, while the HA group gained bone.⁵⁵

Study 1	HA + D	CG + D	Control + D
Change in cortical thickness	+6.1%	+1.5%	-5.5%

⁵¹ Stellan 1985

⁵² Windsor 1973

⁵³ Dixon 1983; Stellan 1985

⁵⁴ Windsor 1973

⁵⁵ Epstein 1982

3. Prevent bone loss

In a study of 36 patients with active hepatitis being treated with steroids (which leads to osteoporosis) HA was able to prevent bone loss marginally better than controls over a 2 year period. Differences between the MCHC group and the control group are almost all “non-significant”. Although PTH was not measured, “biochemical investigations were suggestive of a reduction in parathyroid overactivity.”⁵⁶

4. Reduce back pain in osteoporosis patients.

A small study administered HA (6-8grams/day) over 12 months to 40 patients at risk of osteoporosis due to steroid therapy. Changes in bone density and volume between the groups “came close to being statistically significant.”⁵⁷ The most impressive finding of this study was that the treated group reported dramatic decrease in back pain during the trial. Due to the subjective nature of this symptom and the fact that the trial was not placebo-controlled, this finding is somewhat biased.

5. Slow bone loss.

A group of men and women in their 60s with steroid induced osteopenia (n=64) were given 6 grams for 12 months. Radial bone density decreased significantly in both groups with a significant advantage for the MCHC group. Ulna bone density fell in both groups without significant difference.

	HA	Control
Radial BMD	-0.04%	-0.05%
Ulna BMD	-0.03%	-0.03%

Changes in spinal X-rays did not differ significantly. Patients in control group had more back pain.⁵⁸

6. Improve fracture healing

One older study reported improved healing of fractures in middle aged and elderly patients (Mills TJ *Manitoba Medical Reviews* 45:92, 1965). Abstract unavailable.

7. More effective than Ca Carb (@1400mg/day)

in reducing bone loss in a study of 40 osteoporotic patients lasting 20 months.⁵⁹

	HA	Ca Carb
BMD (trabecular)	-0.8%	-1.8%

Comments

1. Marketing materials make much of the fact that nutrients found in bone, such as magnesium zinc, manganese, copper, silicon, C, D, K, B1, Boron and Glucosamine are present in MCHC. However, the amounts of these nutrients are not specified and are probably minute.
2. The product appears to be of variable composition and potency depending on the age of the cows being harvested and other variables. Researchers and the manufacturer

⁵⁶ Stellan 1985

⁵⁷ Pines 1984.

⁵⁸ Nilson 1983

⁵⁹ Reugsegger 1995

- have at various times stated that the calcium content was as low as 15% and as high as 25%. Content of fat, moisture, and other nutrients may also vary widely.
3. Although it has been studied in several populations (RA patients, hepatitis patients, osteoporosis patients) the benefits seem modest at best, with differences between the product and the control groups being not statistically significant or only barely significant. Head to head comparisons with other forms of calcium show HA to be more poorly absorbed and to have less of a positive impact on serum calcium and serum PTH than other calcium salts, including Ca carb and Ca citrate.⁶⁰

⁶⁰ Deroisy 1997; Heaney 1992; Reid IR

Cost and dosage comparison

Product	Elemental CA per tab/cap	Caps per 1000 mg	Cost/1000mg
AdvaCAL	150mg	6+	\$1.77
Caltrate	600mg	2	.17
Citracal	630mg	2	.18
Calcimate	800mg	1+	.14
Maalox	240mg	4	.29
Natrol	650mg	2	.53
Os-Cal	500mg	2	.17
Rolaids	220mg	4+	.12
Tums	200mg	5	.13
Viactiv	500mg	2	.23

Source: www.Drugstore.com

Note: Because it is so much more expensive than other calcium supplements, it may be more useful in marketing materials to compare AdvaCAL (cost, efficacy, side effects, risks) with osteoporosis drugs as we did in the HSI article. (Data on cost could be added).

Data Comparison Table

Form	Calcium Hydroxide + HAI	Calcium Carbonate	Calcium Citrate	Calcium Citrate Malate	(Micro-Crystalline) Calcium Hydroxyapatite Ultra-Bone Up, Ossopan	Calcium w/D (1200 mg Ca, 800IU D, elderly pop.) ¹
Brand Names	AdvaCAL	Caltrate, Maalox, OS-Cal, Roloids, Tums, Viactiv	Citracal	Calcimate (GNC)		N/A
Elemental Ca	50%	40%	24%	100% ²		N/A
Absorbability	(?)	22%-40% ³	24%-47% ⁴	36% ³	15-20%	N/A
Effect on PTH Long term	- 50% after 6 mo. ⁷	-16% after 4 wks ⁸	- 9% after 2 years. ⁹	- 9% after 2 years ¹⁰	20% ⁶	N/A
Effect on PTH Short term		-37% after 4 hours (1000mg) ¹¹	-20% after 4 hours (1000mg) ¹²		-37% after 4 hours (1000mg)	- 28% after 3yrs
Effect on (BMD) in osteoporosis pts (Lumbar)	+3.2% after 2 yrs (@900mg) ¹³ +6.1% after 18 mo. (@900mg) ¹⁵ +4.5% after 3 yrs (@900mg) ¹⁷	+0.6% after 2 yrs (@900mg) ¹⁴ -0.2% after 18 mo. (@900mg) ¹⁶				+2.7% after 18 mo.
Effect on BMD in osteoporosis pts (Radial)	+0.5% after 2 yr (@900mg)	-0.8% after 20 mo. (@1400mg) ¹⁸ -1.2% after 2 yr (@900mg)			-1.8% after 20 mo. (@1400 mg) ¹⁹	
Effect on BMD in healthy post-menopausal women (spinal)		-1.91% after 2 yrs (@500 mg) ²⁰ -1.3% after 2 years (@1000mg); -0.7% after 2 years (@2000mg) ²²	-0.92% after 2 yrs. (@500mg) ²¹ +1.03% after 2 years (@800mg) ²³		-0.04% after 1 year (@910mg)	
Reduce fractures						23%

Exhibit 20

Data Comparison Table References

- ¹ Meunier 1996
- ² GNC marketing materials (<http://www.gnc.com/products/calciate/Page4.html>)
- ³ Harvey 1990; Sheikh 1987; Heaney 1992
- ⁴ Harvey 1990; Heaney 1992, Recker 1985; Sheikh 1987
- ⁵ Miller 1988, Heaney 1992
- ⁶ Heaney 1992
- ⁷ Fujita 1996
- ⁸ Kochersberger 1990
- ⁹ Dawson-Hughes 1990
- ¹⁰ Dawson-Hughes 1990
- ¹¹ Reid 1986
- ¹² Reginster 1993
- ¹³ Fujita 1996
- ¹⁴ Fujita 1996
- ¹⁵ Fujita 1995
- ¹⁶ Fujita 1995
- ¹⁷ Fujita 1997
- ¹⁸ Reugsegger 1995
- ¹⁹ Reugsegger 1995
- ²⁰ Dawson Hughes 1990
- ²¹ Dawson-Hughes 1990
- ²² Elders P
- ²³ Ruml 1999

Data Comparison Notes

When comparing numbers, it is important to compare “apples to apples.” Important distinctions include:

1. **Where is bone density being measured?** Typical sites include femur, radius, and the lumbar vertebrae. But the effect of calcium supplementation on bone loss or formation at these sites may vary greatly
2. **How old are the subjects?** Loss of bone mass and density is most pronounced in the 5 years immediately following menopause and most resistant to calcium therapy during this time.⁶¹ The majority of studies found that calcium supplement can slow but not prevent the loss of bone during this early menopausal period. After this period, calcium supplements are more effective in preventing further bone loss.
3. **Are the subjects suffering from osteoporosis?** The effects of intervention are often more dramatic in osteoporosis patients because the baseline bone density is lower.
4. **Does the study measure short term or long term effects?** Many studies use PTH suppression as a measure of how effectively a supplement will prevent bone resorption. Some evaluate the acute effects of calcium on PTH (after several minutes or hours), while others look at long term effects (months or years).

⁶¹ Dawson-Hughes 1991

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Exhibit 21

Andy Lane

From: Andy Lane [alane@lanelabs.com]
Sent: Friday, September 10, 2004 4:15 PM
To: Tom Brigliadoro; Beatrice Querel; MaryPat Gillen
Subject: January C'Net Catalog Thoughts

Changes I am contemplating for January catalog

1. adding back the deleted products - to give the impression of more and bigger (Fertil Male, Fertile Female?, Oils, Viracle, Palmvitee -- coming back I think). Only incremental cost is the paper
2. Testimonials from Lane employees:
 - Tom (Director of Marketing on MSR) "9 Months and Several Belt notches later"
 - Kelli (CompassioNet Customer Service) - Why a 22 year old takes Toki everyday
 - Andy (President of LL) - Healthy male, exercises regularly -- low BMD.
 - GI48
 - H2GO
3. Reference Guide to Find our products by brand names fast
4. New Test Position for AdvacAL - "Beyond calcium" Yet Safe and Effective
5. New Test Position for H2Go - Re- test Makes other laxatives obsolete focus (currently more of a lifestyle approach)
6. MSR - Has to be more a system approach under Dr. Steiner
7. Drive Web traffic. Web is a cheaper way of doing business.

Any other thoughts welcome....

Andy

Andrew J. Lane
President
LaneLabs USA, Inc.
25 Commerce Drive
Allendale, N.J. 07401
201-760-2814
alane@lanelabs.com

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Exhibit 22

Andy Lane

From: Andy Lane [alane@lanelabs.com]
Sent: Wednesday, December 08, 2004 11:34 AM
To: Jane Corcillo
Subject: testimonial changes

I will fax over additional feedback on the page.

Additions:

ImmunoFin

"As a store owner, I have witnessed the effectiveness of ImmunoFin. One of my customers is healthier and happier thanks to it. I feel very comfortable recommending ImmunoFin."

Katherine Boucher
New Leaf - Westwood, MA

Fertil Male

" I'm glad to say that in as little as two months Fertil Male made a dramatic difference. I thank my wife for insisting and LaneLabs for a great product."
Joe Faber

Deletions:

Nature's Lining

emove quote of M.C. NJ

Exhibit 23

Andy Lane

From: Andy Lane [alane@lanelabs.com]
Sent: Wednesday, February 09, 2005 11:19 AM
To: Leah Thomson
Cc: Beatrice Querel
Subject: RE: Linda Page: Expo-West

Linda Page: Expo-WestHi Leah -

I put 6 bottles of CholesterALL and AdvaJoint in the mail to you today, plus pages from catalog on them. Also, I sent you some small bottles of AdvaCAL calcium (per my earlier email to you about Linda possibly devoting a page to it). The AdvaCAL difference is simple ...it is the one calcium clinically shown to build bone density in multiple human clinical studies. No other calcium can make that claim. In fact, AdvaCAL even matches the bone building performance of certain drugs (e.g. Evista) without the side effects. It has been recommended in the Health Sciences Institute Newsletter and in health magazines.

AdvaCAL is our #1 seller and it is the calcium for women (even men nowadays) aggressively needing to build bone density. AdvaCAL can and should be used by people taking prescription Osteoporosis drugs since the drug makers recommend taking calcium with their products. AdvaCAL can build bone synergistically with the drugs. I know Linda will love this product!

Finally, we will put Linda on the auto ship plan.

Andy Lane
 201-760-2814

-----Original Message-----

From: Leah Thomson [mailto:leah@healthyhealing.com]
Sent: Tuesday, February 08, 2005 6:36 PM
To: Andy Lane; Beatrice Querel
Subject: Linda Page: Expo-West

Hi Andy,

Thank you for the information on AdvaJoint and CholesterALL, we look forward to receiving the samples.

Please thank Beatrice, Linda did receive her order for January. Hopefully, Linda's order is set up to go out automatically, I hate having to call and bother you every month.

With Linda being an Anti-Aging Expert, it is important that you send her products that play a role in the aging process. As we move forward, more and more of her public speaking engagements center around beauty and anti-aging, and because of the high quality of Lane Labs products and our relationship Linda always recommends your products.

I know that 2004 was a rough year and things have been changing for you, thus Linda's role is changing. It's very important to Linda that we support Lane Labs through this transition.

Linda has a new book coming out in April called, Diets for Healthy Healing, Dr. Linda Page's Natural Solutions To America's 10 Biggest Health Problems. I have attached the cover, and a brief description. Linda will be making diet suggestions, and recommending products in this new book, and we will be going after a much more mainstream market. We are very excited about the sales potential and marketability of this new book.

As we put together our 2005 travel and publicity schedule we need to know what role Lane Labs would like to play. Would you like to renew Linda's contract, or do we need to rewrite it? We have a pretty busy schedule at Expo West, but we would like to meet with you, for a brief meeting to discuss how you would like to move forward in 2005? Let me know when you are available.

Exhibit 24

Andy Lane

From: Andy Lane [alane@lanelabs.com]
 Sent: Thursday, March 10, 2005 9:52 AM
 To: Leah Thomson
 Subject: RE: Linda Page AdvaCal Endorsement

Re: Linda Page AdvaCal EndorsementHi Leah -

I will put the info together this week and send it out. AdvaCAL is extraordinary for one reason - it is the only calcium clinically shown to build bone density consistently in clinical trials.

My understanding is that Linda would have an AdvaCAL article much like the Toki article in her book. Right?

Andy

-----Original Message-----

From: Leah Thomson [mailto:leaht@healthyhealing.com]
 Sent: Wednesday, March 09, 2005 6:11 PM
 To: Andy Lane; Betrice Querel
 Subject: Re: Linda Page AdvaCal Endorsement

Hi Andy,

Sorry to hear that we won't be seeing you at Expo-West. Linda would be happy to write a one page article on AdvaCal. Please send me information about AdvaCal that would be most important to include in the article.

Thanks,
 Leah

Leah Thomson
 Director of Marketing and Sales

Crystal Star Herbal Nutrition
 831-583-9375
 leah@healthyhealing.com
 --

On 2/9/05 5:13 AM, "Andy Lane" <alane@lanelabs.com> wrote:

Hi Leah - thanks for the kind words. We love working with Linda too.

LaneLabs is not exhibiting at Expo West this year and I am going to be in Tokyo in early March. Quite frankly, we've seen the number of new store attendees at Expo East/West decline over time, so we have put the funds into more consumer advertising.

We are all for continuing the relationship with Linda.

The one-page article Linda has done on Toki is excellent. Would she do a similar type of treatment for our AdvaCAL calcium (because of its unmatched bone building capability -- supported by human clinical studies and tons of testimonials)?

Andy Lane

Page 1

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LL1306
 Exhibit 24

Exhibit 25

Andy Lane

From: North Trading [north_trading@hotmail.com]
Sent: Friday, March 25, 2005 3:52 AM
To: alane@lanelabs.com
Subject: North Trading Co

Dear Mr. Lane

I have reviewed the market products for the past two days and I was really putting a great effort to work this deal out because I do believe that your company products are unique, superior and innovative, but on the other hand we still have to be realistic in pricing or else we will target only 5% of the lebanese nation, Just to put you in the scene of the lebanese economy, it is somehow different from the states here the average income of an individual is 400\$.

From here you could tell that we will not be able to sell such products for that high prices, so what I did is that I have selected few products and I suggest the price for which we could purchase.

next to each you will see the suggested fob price plus the amount that will be purchased in the first order, of course this is only the beginning later on this will be our monthly supply, but a product needs really a six month launching period for all doctors to be aware of its existence and realize its benefit.

fertile male		6\$	1500
my sweet revenge tb	9\$	1000	
cholester all	4\$	1500	
2go	4\$	1000	
nerG	6\$	1500	
advajoint		8\$	1500

Last thing I want to tell you is that if things worked out and we succeeded in bringing this business to the land of prosperity. Let us then think big and consider marketing your products all over the middle east, there you will find the real difference because in the gulf area you'll have there a big purchasing ability.

Looking back to hear from you soon

sincerely yours

Khaled Alam

>From: "Andy Lane" <alane@lanelabs.com>
>To: "North Trading" <north_trading@hotmail.com>
>Subject: LaneLabs
>Date: Wed, 23 Mar 2005 08:25:34 -0500

>Hello Khaled -

>I understand your predicament. Premium priced products is what we are all about and we deal with it successfully in the U.S. everyday. To use your example... We are not selling calcium with AdvaCAL. We are selling an clinically proven Osteoporosis Fighter (with bone building results on par with prescription pharmaceuticals) without the risks or side effects. Our AdvaCAL (tm) calcium has a suggested retail of \$39.95. (150 capsules). Our AdvaCAL Ultra (which is AdvaCAL plus 7 bone minerals) has a suggested retail of \$36.95 for 120 capsules. Calciums in the U.S. sell for about \$6.00; that is not our competitive set. AdvaCAL customers (really all LaneLabs

>customers)are motivated to deal with an important health situation now.
>
>LaneLabs is all about superior technology,supported with clinical evidence.
>We will never be a low price brand - we are an education company with a
line
> of products consumers trust to actually work. They do.
>
>Here's my suggestion to see if this can work for both of us. You have our
>price list for branded products that I emailed you. Email me the prices
>(FOB
>US) you can live with for the brands you want and the number of bottles you
>want for your first order. If it make sense to us, we will do it. If not,
>we can part as friends. Neither of us needs a drawn-out haggle session;
>we're both too busy. Any long term relationship has to be beneficial for
>both parties....otherwise it will never last.
>
>If you are an education-oriented company with premium supplements, LaneLabs
>is the right choice for you. There is no company in the U.S. like us. If
>not, I fully understand.
>
>I look forward to receiving your email.

>Andy

>-----Original Message-----

>From: North Trading [mailto:north_trading@hotmail.com]
>Sent: Tuesday, March 22, 2005 5:35 PM
>To: alane@lanelabs.com
>Subject: RE: Future Prospect

>Hello Mr.lane

Thanks for your prompt response,We have revised your price list and we have
>noticed that you have just decreased the pice by like 20-30% from what was
>publitized on the shopping website,but to tell you the truth we can't work
>with such prices because we still want to pay shipping and handling which
>gathers around 30% and the % for pharmacist is by law 22,5% most pharmacies
>take offers on such product and if we take for example advacal which your
>offering to us for 17.31\$
>it will arrive to lebanon for 24.74
>lets say we placed only 30% profit(since we have many expenses) 35.3\$
>and the pharmacist will put his 22.5% it will be 45.59\$
>do you think sir that we could sell a bottle of calcium form fourty five
>dollars

>and for the real its only calcium and the most expensive calcium on the
>market here is a bottle of 60 tablets sold to the public for 10\$

>I dont want to be pushy but these prices are not feasibel not even within a
>close differnce ,since here were not talking in 20 or 30 bottles ,we are
>talking in large volume and maybe one day our yearly consumption from one
>product would be like 50,000 unit

>So please revise your price list inorder to have a good start.

>goodluck

> >From: "Andy Lane" <alane@lanelabs.com>
> >To: "North Trading" <north_trading@hotmail.com>
> >Subject: RE: Future Prospect
> >Date: Tue, 22 Mar 2005 10:42:34 -0500

>Hello Khaled -

> >Thanks for your interest. We are happy to work with you and are willing
>to

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> >give you exclusive rights based on a verbal agreement. (We do not do
> >written
> >contracts until the customer actually orders with us for 6 months).
> >
> >Attached is a wholesale price list for LaneLabs products. Export
> >distributor
> >pricing is 15% less than our very best pricing (called Platinum Partner).
> >
> >Prices are FOB U.S. paid by wire transfer.
> >
> >We are anxious to grow our business in the Middle East and want to work
> >with
> >an experienced partner like you.
> >
> >
> >Andy Lane
> >201-760-2814
> >

> >-----Original Message-----

> >From: North Trading [mailto:north_trading@hotmail.com]
> >Sent: Tuesday, March 22, 2005 3:48 AM
> >To: alane@lanelabs.com
> >Subject: Future Prospect
> >
> >

> >Dear Mr.Alane
> >

> >We would like to thank you for your cooperation,concerning our offer for
> >distribution,as we have mentioned in our previous mail,we are a
> >distributor

> >company and we are the exclusive distributor of several industries
> >pharmaceutical,nutrinioal,and electronical.
> >

> >We have a great experience in the field of nutrional products,and we have
> >revealed our interest in your innovative products ,beacuse what we are
> >really searching for is a new formulations since the market is fed up of
> >repetions.
> >

> >As you know sir we will be responsible for registering ,and marketing the
> >productand ,since your products are branded, we will carry the marketing
> >through physians,by having a regular monthly visits from our team,and
> >making
> >a gathering presentation on new researches concerning a new formulation.
> >

> >What we look forward from Lane labs is to provide us with a competitive
> >price

> >for us to carry all the expenses and be affordable to the lebanese
> >market.you only need to provide us with the F.O.B price for the following
> >products which we are intresed in marketing in lebanon for the time being
> >,and as you know quantities will grow by time,and we will assure you that
> >our bussines will grow progressively by time to the extent we will become
> >the reference of sales as our history proved that.
> >

> >List of products:

- > >1-Herbal V
- > >2-My sweet revenge
- > >3-omega multi
- > >4-nature's lining
- > >5-palm vitee
- > >6-noxylane 4 double strength
- > >7-sun spot es
- > >8-advacal
- > >9-advacal ultra
- > >10-adva joint
- > >11-cholester all
- > >12-energ G
- > >13-fertil male

> >14-h2go
> >
> >we really appreciate your cooperation again sir and let us have a good
> >start.
> >
> >Sincerly yours
> >
> >Khaled Alam
> >GM
> >009613228122
> >
> >
> >Express yourself instantly with MSN Messenger! Download today it's FREE!
> ><http://messenger.msn.click-url.com/go/onm00200471ave/direct/01/>
> >
> ><< LLPRICELISTjan05.xls >>
> >
> >
> >Express yourself instantly with MSN Messenger! Download today it's FREE!
> ><http://messenger.msn.click-url.com/go/onm00200471ave/direct/01/>
> >
> >

Express yourself instantly with MSN Messenger! Download today it's FREE!
<http://messenger.msn.click-url.com/go/onm00200471ave/direct/01/>

Exhibit 26

11/21/05 09:10 FAX 202 520 2559

Andy Lane

From: Andy Lane [alane@lanelabs.com]
Sent: Thursday, May 11, 2006 9:20 AM
To: Leah Thomson
Cc: Sarah Abernathy
Subject: RE: AdvaCAL Write up in Healthy Healing



advacal-fast-releas
e-from-cata...

Hi Leah and Sarah -- AND CONGRATULATIONS LEAH. Hope all is well.

Attached are some AdvaCAL Fast Release PDF's from our catalog that should be helpful for the article. I can provide more clinical evidence if Linda needs to see it.

The big points are:

1. AdvaCAL is the #1 bone building calcium. AdvaCAL has shown clinically that it can build bone (at statistically significant level) in Osteoporotic/Osteopenic women of all ages. Other calciums have only shown clinically that they can slow or prevent bone loss....regardless of dosage.
2. AdvaCAL has demonstrated clinically that it can reduce the rate of fracture reduction
3. AdvaCAL and AdvaCAL Ultra capsules are small and easy to swallow
4. The best Natural Osteoporosis fighter just got 10 x better....as AdvaCAL and AdvaCAL Ultra FAST RELEASE (10x better in solubility and disintegration).

We have plenty of great testimonials...really miraculous stories. Also, Linda can make Osteoporosis health claim for calcium (as done in the catalog pages or on our website).

By the way, we are getting tremendous interest and growth in our probiotic, GI48. Unique technology. Strong clinical evidence. Another article possibility for Linda????

Andrew Lane
President
LaneLabs - USA, Inc.
25 Commerce Drive
Allendale, NJ 07401
201-760-2814
201-236-9091 (fax)
alane@lanelabs.com
www.lanelabs.com

-----Original Message-----

From: Leah Thomson [mailto:leah@healthyhealing.com]
Sent: Wednesday, May 10, 2006 7:02 PM
To: Andy Lane
Cc: Sarah Abernathy
Subject: FW: Advacal Write up in Healthy Healing

Hi Andy,

How are you? Let us know which version of AdvaCal you would like us to promote and if its the Fast Release - send us some pronto. Linda needs to try it before she will let us put it in Healthy Healing.

I think that we are coming up on Linda's annual product shipment time. The once a year schedule worked out beautifully. By the way, we are still getting daily phone calls from

people asking about TOKI, and we are sending them on to you.

Hope you are well,
Leah

Leah Thomson
Director of Marketing and Sales

Crystal Star Herbal Nutrition
1-800-736-6015 ext. 13
leah@healthyhealing.com

----- Forwarded Message
From: Sarah Abernathy <sarah@healthyhealing.com>
Date: Mon, 08 May 2006 13:21:19 -0700
To: <alane@lanelabs.com>
Subject: Advacal Write up

Hi Andy,
Well, we're finally ready to reprint Healthy Healing. We are a bit behind schedule because this has been an extremely heavy production time for us, especially as far as printed materials go.

As per our discussion, we will be including a page on Advacal in the book along with the Toki information.

I am just wondering whether you would like the Advacal write up to come from your website, and its new information on AdvacAL® Fast Release.

Please let me know how you would like me to proceed or if you have any special requests for this write-up.

Thanks so much!

PS. Leah's twins are now 3 months old and are very healthy boys. Their names are Andres and Emilio.

Sincerely,
Sarah Abernathy
Executive Editor
Herbal Consultant
Healthy Healing Ent.
<http://www.healthyhealing.com>

The products, service and advice contained in this correspondence are intended solely for informational and educational purposes and not as medical advice. Please consult a medical professional if you have questions about your medical health.

"Hi Leah.

Are you a mother yet?!!! Best wishes. (Don't worry, parenthood is a inch...NOT!!!)

What is status of AdvacAL write-up?

Andrew Lane

President
LaneLabs - USA, Inc.
25 Commerce Drive
Allendale, NJ 07401
908-760-2814
908-236-9091 (fax)
alane@lanelabs.com"

----- End of Forwarded Message

----- End of Forwarded Message

LL1276

Exhibit 27

Great news for couples!

LaneLabs introduces Fertil Male™, a natural supplement for male fertility

Historically, fertility has been considered a woman's issue. That's not the case anymore. Today, fertility experts understand that a man's fertility levels are a major contributing factor.

WHAT AFFECTS MALE FERTILITY LEVELS

Millions of American men may not maintain healthy fertility levels due to a number of factors: smoking, drinking, stress, a compromised immune system, environmental factors (working with chemicals), heat (tight briefs, hot tubs, saunas), and age.

Male fertility is defined by the "sperm quality", which refers to semen volume, sperm count, sperm motility, (movement) and sperm morphology (shape). Fertil Male promotes normal fertility levels.

FERTILITY AND SEXUAL VIRILITY ARE UNRELATED

Sexual virility is the capability of having a pleasing



Fatherhood: The Greatest Gift!

sexual performance. This has nothing to do with the fertility status of a man. It is common for men to have perfectly normal sexual relations and have less than satisfactory fertility levels.

MALE FERTILITY LEVELS CAN BE ASSESSED

Ask your doctor for a male fertility evaluation, which might include your medical history, a physical examination and a semen analysis.

Another option is to use an at-home screening male fertility test (available in some

pharmacies) to measure your sperm concentration (total number of sperm per milliliter of semen).

FERTIL MALE™

A NATURAL AND SAFE SUPPLEMENT

Fertil Male offers a new supplement for couples who long for that special gift.

Fertil Male is clinically shown to promote sperm count, sperm motility (movement) and semen production.

Fertil Male has LMG™, a Peruvian plant root infused with HAI™ (Heated Algal Ingredient), a patented amino acid complex from Japanese seaweed that dramatically enhances absorption. Fertil Male contains no wheat, sugar, yeast, salt, soy, dairy, fish, preservatives, artificial colors or flavors.

Clinical research showed LMG promoted sperm count, sperm motility and semen production without changing hormone levels (i.e. Follicle Stimulating

Hormone (FSH), Luteinizing Hormone (LH) and testosterone). Anecdotal reports suggest that Fertil Male also enhances energy levels and sexual desire in men.

The recommended intake is one capsule three times daily with meals. Sperm take about three months to mature, and an additional thirty days to be able to fertilize an egg. In one human research study, benefits were noted in four months.

What people are saying about Fertil Male™

"Nutritional support of the male reproductive organs is vital and essential to achieve maximum fertility rates especially in these toxic times."

Leigh Erin Connealy, M.D.

"LMG is an important ingredient that helps promote male fertility. Most of its attributed properties have been corroborated scientifically."

X. Monaco, Biologist

"The best way to enhance the reproductive process is to work with the body by nourishing those organs naturally!"

Dr. J. Hill, Ph.D., N.D.

THE NORMAL RANGES FOR SPERM QUALITY ARE:	
Sperm Count	More than 20 million per (mL)
Sperm Motility	More than 50% of the sperm should be motile
Sperm Morphology	More than 30% of the sperm must have a normal shape (oval head, mid-piece and tail)
Semen Volume	Between 2-5 mL

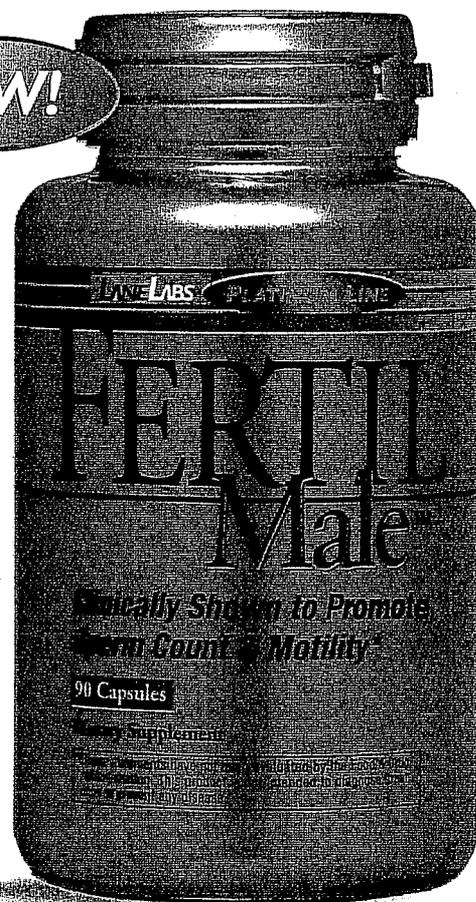
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

LANE LABS

PLATINUM LINE

Fatherhood: The Greatest Gift!

NEW!



Fertil Male™ is clinically shown to promote sperm count, sperm motility (movement) and semen production without changing hormone levels. It has LMG™, a Peruvian plant root infused with HAI™, a patented amino acid complex that dramatically enhances absorption.

In one human research study, benefits were noted in four months.

"It's a natural product with great potential in fertility."

Dr. G.F. Gonzales
Endocrinologist, M.D.

Find out how to get Fertil Male FREE! See page 3 for details.

Item #	Description	Suggested Retail	1-5 Price Ea.	6+ Price Ea.
™M-90	Fertil Male - 90 Capsules	\$39.95	\$34.95	\$33.95

Exhibit 28

Great news for couples!

Fertil Male™ – the prenatal care supplement for men™

Historically, fertility has been considered a woman's issue. Today, fertility experts understand that a man's fertility levels are a major contributing factor.

WHAT AFFECTS MALE FERTILITY LEVELS

A variety of factors may affect male fertility: smoking, drinking, stress, immune health, environmental factors (working with chemicals), heat (tight briefs, hot tubs, saunas), and age.

Male fertility is defined by the "sperm quality", which refers to semen volume, sperm count, sperm motility, (movement) and sperm morphology (shape). Fertil Male promotes normal fertility levels.

FERTILITY AND SEXUAL VIRILITY ARE UNRELATED

Sexual virility is the capability of having a pleasing sexual performance. This has nothing to do with a man's fertility status. A man may have perfectly normal sexual relations even if he does not have optimal fertility levels.



Fatherhood: The Greatest Gift!

MALE FERTILITY LEVELS CAN BE ASSESSED

Ask your doctor for a male fertility evaluation, which might include your medical history, a physical examination and a semen analysis.

Another option is to use an at-home screening male fertility test (available in some pharmacies) to measure your sperm concentration (total number of sperm per milliliter of semen).

FERTIL MALE™ A NATURAL AND SAFE SUPPLEMENT

Fertil Male is a nutritional supplement that is clinically shown to promote sperm

count, sperm motility (movement) and semen production.

Fertil Male has LMG™, a Peruvian plant root infused with HAI™ (Heated Algal Ingredient), a patented amino acid complex from Japanese seaweed that dramatically enhances absorption. Fertil Male contains no wheat, sugar, yeast, salt, soy, dairy, fish, preservatives, artificial colors or flavors.

Clinical research showed LMG promoted sperm count, sperm motility and semen production without changing hormone levels (i.e. Follicle Stimulating Hormone (FSH), Luteinizing Hormone (LH) and testosterone). Anecdotal reports suggest that Fertil Male also enhances energy levels and sexual desire in men.

Sperm take about three months to mature, and an additional thirty days to be able to fertilize an egg. In one human research study, benefits were noted in four months.

Prenatal Health: Not just for Moms!

When today's health-conscious couples are ready for that special gift, the woman may change her daily lifestyle such as giving up smoking, drinking, caffeine, and taking prenatal vitamins — all to help ensure the best possible environment for that healthy start.

But many couples do not realize that there is something the man can also do to help this process.

A NUTRITIONAL SUPPLEMENT FOR MALE FERTILITY

Taking Fertil Male for three to four months as a prenatal care supplement for men™ can help promote optimal sperm quality. Healthy sperm is necessary as part of having a good healthy process.

It is essential for the male partner to optimize his health and fertility levels just as much as it is for the female. Fertil Male — a healthy start, even if it's your first, second or third try! Because Dad's reproductive health can be just as important as Mommy's.

THE NORMAL RANGES FOR SPERM QUALITY ARE:

Sperm Count	More than 20 million per mL
Sperm Motility	More than 50% of the sperm should be motile
Sperm Morphology	More than 30% of the sperm must have a normal shape (oval head, mid-piece and tail)
Semen Volume	Between 2-5 mL

RECOMMENDED USAGE:
One capsule three times daily with meals.

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

Exhibit 29

MALE PRENATAL CARE

■ Fertil Male™ is clinically shown to promote:

- Sperm count
- Sperm Motility
- Semen Production

■ Does not change hormone levels



By Chris D. Meletis, N.D.
Author of "Enhancing Fertility: Natural Approaches for Couples"

Ever since ancient times, the female womb has been a symbol of fertility. Yet, pregnancy is the result of the successful meeting of the male sperm and the female egg. The old adage that it takes two to tango, rings true once again in the case of fertility.

It's a national challenge

Maintaining healthy fertility levels is a national challenge today. In one study reported by the U.S. NIH (National Institute

of Health), sperm density in the U.S. declined over 50% from 1938 to 1990. (Swan, BioEssays, 1999.) In my estimation, that's a very good reason for most men to be taking a nutritional supplement designed to support healthy fertility.

What is healthy male fertility?

Normal male fertility ranges are:

- Sperm count – more than 20 million per mL
- Motility – more than 50%
- Morphology – more than 30% of sperm must have normal shape
- Semen volume – 2-5 mL

Male hormone levels play an important role as well. The right level of testosterone — not too low OR too high — is essential. So is maintaining a healthy prolactin level. Other hormones involved include Luteinizing Hormone (LH), which controls testosterone-producing cells, and Follicle Stimulating Hormone (FSH) which is responsible for sperm production.

Little things can make a big difference

Some simple steps to help optimize fertility include: reducing stress, smoking, and drinking, addressing environmental factors (chemical exposure), optimizing immune function, and avoiding excessive heat (hot tubs, saunas) and tight briefs.

The right food, nutrient support, diet and lifestyle changes can all contribute to fertility health.

Fertil Male Can Help

Once you have established a good diet and lifestyle, herbal products can also help. According to the scientific literature, the *Lepidium meyenii* G. in Fertil Male™ can help the body promote healthy sperm count, sperm motility, and semen production about 4 months, without altering hormone levels.

RECOMMENDED USAGE:

One capsule three times daily with meals for at least 4 months.



Note: Fertil Male is a dietary supplement. Please consult your doctor for fertility concerns.

FERTIL Male™

The Prenatal Care Supplement for Men

Fertil Male™ is clinically shown to safely promote sperm count, sperm motility (movement) and semen production in four months without affecting hormone levels.



LANELABS 000563

Item #	Description	Your Price	6+ Price Ea.
FM-90	Fertil Male, 90 Capsules	\$34.95	\$33.95

Part of the CompassioNet Men's Health System!

See Page 33

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Exhibit 30



Husband + Wife + Fertil Male™ = One big happy family!

Kelli and Joe Faber (above) love being parents. It took them 2 years and a lot of trying to have Cassandra (now 4). So when they started thinking about having another baby, Kelli suggested something different.

A LaneLabs employee, Kelli had read the research on Fertil Male. Made from *Lepidium Meyenii G*, a South American root, it's been clinically shown to

support male health — Lots of lifestyle factors including healthy semen production, sperm count, and sperm motility. Kelli brought some home for Joe to try.

The results were dramatic. In the first month, Joe's sperm count skyrocketed. And less than a year later, baby Madeline made her appearance. "We didn't do anything special," Kelli marvels. "It just happened!"

environmental issues, body temperature, even underwear! But sometimes even the healthiest of lifestyles just doesn't do the trick. That's when it's good to know about Fertil Male. "I've told all my friends, and a lot of them are trying Fertil Male," Kelli says. "I think it's great — and Joe does, too!"



LANELABS

FERTIL Male™

BUY 2 or more, Get
1 FREE!

RECOMMENDED USAGE:
One capsule 3 times daily, with a meal for at least 4 months.

Item #	Description	Your Price	6+ Price Ea.
FM-90	Fertil Male, 90 Capsules	\$34.95	\$33.95

SAVE 20% MORE with MAXPlan!

Note: Fertil Male is a dietary supplement. Please consult your doctor for fertility concerns.

You'll love what Herbal V™ can do for you!

Works in as little as 2 hours • Supports male sexual function
Daily intake NOT necessary!

With Yohimbe, Damiana and Saw Palmetto, Herbal V supports male health AND sexual function. It's the natural answer to boost desire and increase genital blood flow — a key to healthy male performance. And it works in as little as 2

hours, so you just take it as needed — daily intake is not necessary.



BUY 2 or more, Get
1 FREE!

LANELABS

Item #	Description	Your Price	6+ Price
HV-10	Herbal V, 10 Capsules	\$15.95	\$14.95

SAVE 20% MORE with MAXPlan!

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

Exhibit 31

Fertil Male™ – The Prenatal Care Supplement for Men™

Recently LaneLabs' own Dr. Jennifer Nissen met with fertility expert Dr. Chris D. Meletis to discuss natural alternatives for male fertility. Here is a transcript of their conversation:

Dr. Nissen: Dr. Meletis, how did you become interested in the topic of fertility?

Dr. Meletis: As a parent and clinician I have seen the joy of having children. Clinically, I have worked with numerous men and women wishing to become pregnant. Other than a life threatening illness, I have not seen a more committed and motivated group of patients. My dream would be that everyone desiring the tremendous blessing of parenthood would be successful.

Dr. Nissen: Do people generally think of fertility as a woman's issue?

Dr. Meletis: Absolutely. Ever since ancient times, the female womb has been a symbol of fertility. Yet, pregnancy is the end result of the successful meeting of the male sperm and the female egg. The old adage that it takes "two to tango" rings true once again in the case of fertility. In fact, about 30% of the time it is the male that has low fertility levels, 30% of the time is the

female, the other 30% is a combination of both partners. The last 10% is unknown.

Dr. Nissen: What is happening to male sperm quality?

Dr. Meletis: The U.S. NIH (National Institute of Health) reported in one study that sperm density in the U.S. declined over 50% from 1938 to 1990 (Swan, BioEssays 1999).

Male fertility issues typically arise from four primary issues that relate to either sperm or semen. There needs to be normal ranges for healthy sperm quality, which are as follows:

1. Sperm count of at least 20 million sperm per milliliter (about 1/30 of an ounce)
2. Sperm motility needs to be more than 50% motile
3. Sperm morphology should be more than 30% normal shape (head, mid-piece, tail)
4. Semen volume/production levels between 2-5 milliliters (mL) of semen

Most men should be taking steps to enhance overall sperm quality. Maintaining healthy fertility levels is a national health challenge today.

Dr. Nissen: How are male hormone levels tied into fertility?

Dr. Meletis: When it comes to optimal male fertility, hormonal balance is essential. Hormone levels shouldn't be too low or high. Probably the biggest single impediment to fertility to males is overproduction of prolactin hormone, which can be increased for many reasons including drinking. Other hormones involved are Follicle Stimulating Hormone (FSH) responsible for sperm production, Luteinizing Hormone (LH) controls testosterone-producing cells, Testosterone (T) responsible for the development and maintenance of male secondary sex characteristics, plus others. If any of these hormones are out of balance, they might interfere with fertility. One must have a good understanding of hormones and have them tested when appropriate.

Dr. Nissen: What are the options for men needing to support their fertility levels?

Dr. Meletis: Drugs and medical treatments are options for couples with fertility issues. These typically long processes can be expensive and physiologically exhausting. For support of healthy fertility there are wonderful natural approaches

that work to improve the pathways and biochemistry within the body needed to nourish and fuel fertility. This can take the form of the right food, nutrient support, diet and lifestyle changes and use of potent herbal products.

Dr. Nissen: Would you recommend a product like Fertil Male for any man thinking about having children... in other words as prenatal care for men?

Dr. Meletis: From a clinical perspective I feel it is incumbent upon the male partner to optimize his health and fertility levels just as much as it is for the female. In fact, the transmission of healthy sperm in sufficient quantity is essential. Often men are under the misconception that only the female health is important during this special time, yet the clinical literature definitely points to the importance of both the male and female preparing with diet, lifestyle and fueling their body right to achieve their goal. I would have all my male patients pursuing fatherhood consider Fertil Male as a prenatal care supplement for men.

RECOMMENDED USAGE:
One capsule three times daily with meals.



Chris D. Meletis, N.D. served as Dean of Naturopathic Medicine and Chief Medical Officer of the National College of Naturopathic Medicine and is currently a member of the Scientific Advisory Committee for OMEP, an Oregon state program involving medical doctors, pharmacologists and pharmacists with a mission of preventing adverse side effects and interactions. Dr. Meletis' new book, *Enhancing Fertility: Natural Approaches for Couples*, will be published by Basic Health Publications in Spring, 2004.

Prenatal Health: Not just for Moms!

When today's health-conscious couples are ready for that special gift, the woman may change her daily lifestyle such as giving up smoking, drinking, caffeine, and taking prenatal vitamins — all to help ensure the best possible environment for that healthy start. But many couples do not realize that there is something the man can also do to help this process.

A NUTRITIONAL SUPPLEMENT FOR MALE FERTILITY

Taking Fertil Male for three to four months as a prenatal care supplement for men™ can help promote optimal sperm quality. Healthy sperm is necessary as part of having a good healthy process.

It is essential for the male partner to optimize his health and fertility levels just as much as it is for the female. Fertil Male – a healthy start, even if it's your first, second or third try! Because Dad's reproductive health can be just as important as Mommy's.

**Fatherhood:
The
Greatest Gift!**

"Nutritional support of the male reproductive organs is vital and essential to achieve maximum fertility rates especially in these toxic times."

Leigh Erin Connealy, M.D.

"LMG is an important ingredient that helps promote male fertility. Most of its attributed properties have been corroborated scientifically."

X. Monaco, Biologist

"The best way to enhance the reproductive process is to work with the body by nourishing those organs naturally!"

Dr. J. Hill, Ph.D., N.D.



A man can have an active and pleasing sex life and still have less than satisfactory fertility levels.

Fertil Male™ is a dietary supplement that promotes sperm count, sperm motility (movement) and semen production in 4 months without affecting hormone levels. Fertil Male has LMG™, a clinical-quality Peruvian root infused with HAI™ — a patented amino acid complex that dramatically enhances absorption.

"It's a natural product with great potential in fertility."

**Dr. G.F. Gonzales
Endocrinologist, M.D.**

Find out how to get Fertil Male FREE! See page 3 for details.

Item #	Description	Suggested Retail	1-5 Price Ea.	6+ Price Ea.
FM-90	Fertil Male - 90 Capsules	\$39.95	\$34.95	\$33.95

Exhibit 32

It Takes 2!

By Chris D. Meletis, N.D.
Author of "Enhancing Fertility: Natural Approaches for Couples"

Ever since ancient times, the female womb has been a symbol of fertility. Yet, pregnancy is the result of the successful meeting of the male sperm and the female egg. The old adage that it takes two to tango, rings true once again in the case of fertility.

IT'S A NATIONAL CHALLENGE

Maintaining healthy fertility levels is a national challenge today. In one study reported by the U.S. NIH (National Institute of Health), sperm density in the U.S. declined over 50% from 1938 to 1990. (Swan, BioEssays, 1999). In my estimation, that's a very good reason for most men to be taking a nutritional supplement designed to support healthy fertility.

WHAT IS HEALTHY MALE FERTILITY?

The key factors for male fertility are sperm count, morphology, motility, and semen volume (production). A healthy sperm count is at least 20 million sperm per milliliter (one mL is 1/30 of an ounce). More than 50% of the sperm should have good motility (movement). At least 30% of the sperm must have good morphology (normal shape). And semen volume should be between 2 and 5 mL.

Male hormone levels play a very important part in fertility health. The right level of testosterone — not too low OR too high — is essential. So is maintaining a healthy prolactin level. (This can be affected by a number of things, including drinking.) Other hormones involved include Luteinizing Hormone (LH), which controls testosterone produc-

RECOMMENDED USAGE:

One capsule three times daily with meals for at least 4 months.

ing cells, and Follicle Stimulating Hormone (FSH) which is responsible for sperm production.

LITTLE THINGS CAN MAKE A BIG DIFFERENCE

Some simple things that can be pursued to alleviate scientifically linked factors affecting fertility include: reducing stress, smoking, and drinking, addressing environmental factors (chemical exposure), optimizing immune function, and avoiding excessive heat (briefs, hot tubs, saunas).

Today, there are some wonderful natural approaches that work to improve the pathways and biochemistry within the body needed to nourish and fuel fertility. These can take the form of the right food, nutrient support, diet and lifestyle changes, and use of potent herbal products.

HERBS CAN HELP

Once you have established a good diet and lifestyle, the use of herbal products can also help. According to the scientific literature, the *Lepidium meyenii* in Fertile Male™ can help the body promote healthy sperm count, sperm motility, and semen production in about 4 months, without altering hormone levels.

Note: Fertile Male is a dietary supplement. Please consult your doctor for fertility concerns.



One Couple's Story

My wife and I are in our early 30s and decided to expand our family. We both wanted to start a healthy lifestyle including diet, exercise and the right supplementation.

My wife, Kelli, who works at LaneLabs, heard about Fertile Male and did her homework. We read the clinical research and other details such as how the main ingredient in Fertile Male has been used for more than 2,000 years for fertility in South America effectively and how quickly you can see results with no side effects.

I was a little skeptical at the beginning since I'm not much of the vitamin/supplement type of guy but decided to go for it, not just because she kept insisting on it but because it was a natural and safe product to try. I had nothing to lose.

Well, I'm glad to say that in a little as two months Fertile Male made a dramatic difference. I thank my wife for insisting and LaneLabs for a great product.

Joe Faber, NJ

The Prenatal Care Supplement for Men™



Fertile Male™ is clinically shown to promote sperm count, sperm motility (movement) and semen production in four months without affecting hormone levels.

Item #	Description	Your Price
FM-90	Fertile Male 90 Capsules	\$34.95
FM-4M	Fertile Male 4 month supply (4 bottles)	\$129.95
Join MAXPlan — 5th Shipment FREE + 60 count AdvCAL (\$17.95 value)		

FREE with your order

✓ Special Report: "10 Secrets to Peak Male Fertility"

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

Order toll free 1-800-510-2010

15