

### Calcium with a DIFFERENCE

# Superior alternative to Calcium Carbonate and other calcium supplements

- More efficient & sequential absorption
- Higher elemental calcium content 400mg elemental calcium
- 2 times more Calcium per molecule
- Longer half life
- Soluble across broad range of GI pH
- Can be taken with PPI therapy and antacids
  No risk of reduced calcium absorption
- Gut "Friendly" Calcium

  No gastric problems like bloating or flatulence
- Can be taken with or without food
- Augmented with glycine and vitamin D2

\*Dietary calcium deficiency

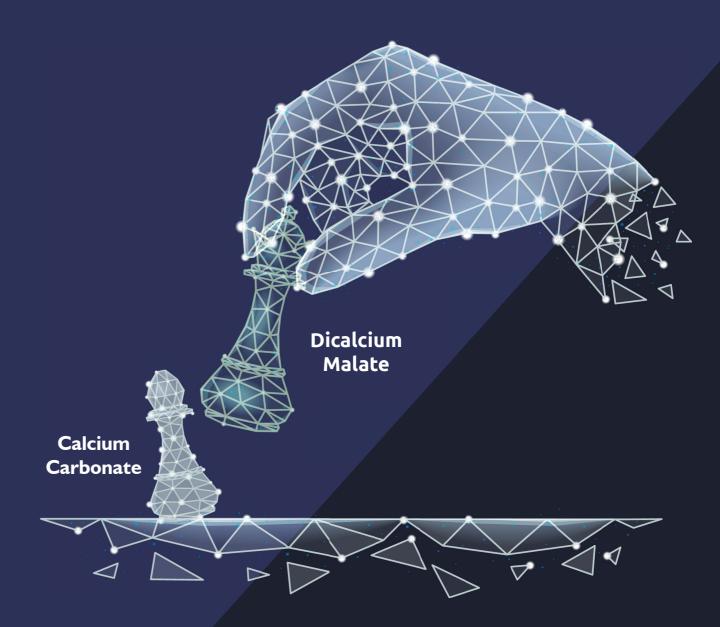




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#### Disclaimer: This product is not intended to diagnose, treat, cure or prevent any disease.

# Instead of just conventional Calcium Carbonate



# Restart with

n calcium deficiency and bone health

CALCIDE

Dicalcium Malate 400mg, Vit D2 400 IU, Folic Acid 100mcg, Glycine 10mg Tablets

Calcium with a DIFFERENCE

In calcium deficiency and bone health

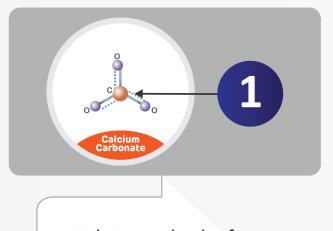
# CALCIDEF



Dicalcium Malate 400mg, Vit D2 400 IU, Folic Acid 100mcg, Glycine 10mg Tablets

# Calcium with a DIFFERENCE

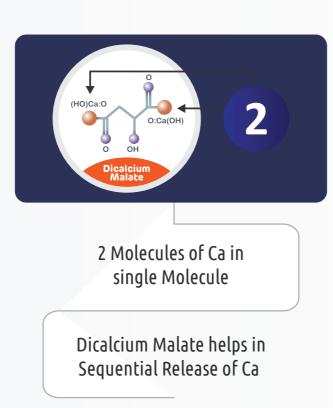
#### Calcium Carbonate



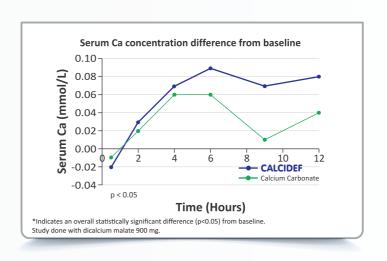
Only One Molecule of Ca

Ca Carbonate releases bunch of Ca at site of absorption

### **Dicalcium Malate**



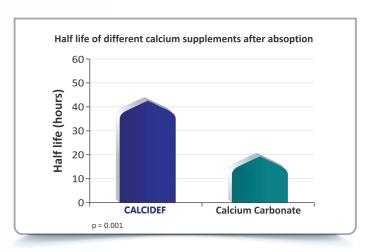
# Improved Bioavailability<sup>1</sup>



## Calcium Carbonate

High Gastric PH affects its dissolution & solubility

# Longer Half life (42.48hrs.)<sup>2</sup>



# **Dicalcium Malate**

Dicalcium Malate is Soluble across broad range of PH due to presence of malic acid

<sup>1.</sup> Information available from https://firstendurance.com/wp-content/uploads/2010/03/DimaCal\_SSW\_final21.pdf accessed on 2 july 2020.

<sup>2.</sup> Mukherjee R et al. FASEBJ;10:A1063-A1064.

In calcium deficiency and bone health

# CALCIDEF



Dicalcium Malate 400mg, Vit D2 400 IU, Folic Acid 100mcg, Glycine 10mg Tablets

# Calcium with a DIFFERENCE

Superior alternative to Calcium Carbonate

Better tolerated & Safe

No gastric problems seen

No acid rebound & gas formation

# Calcium Carbonate CaCo<sub>3</sub> + 2HCl = CaCl<sub>2</sub> + H<sub>2</sub>O + CO<sub>2</sub> CALCIDEF

## Calcium Carbonate

CaCO<sub>3</sub> reacts with HCL to form CO<sub>2</sub> that causes gastric problems & poor compliance

# **Dicalcium Malate**

Dicalcium Malate is GI Friendly Ca

No production of gas, hence no gastric problems

In calcium deficiency and bone health

# CALCIDEF



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# Calcium with a DIFFERENCE

# Higher Presence of Ca in absorable form for longer time

### Calcium Carbonate

Has to be taken with food for better absorption

PPI or Antacid therapy affects its solubility & absorption

### **Dicalcium Malate**

Can be taken before/after food.

Can be taken along with antacid therapy or PPIs

# Higher dissolution - Higher absorption

#### Comparative Dissolution % Media Calcidef Calcium Carbonate 100.0 500 ml of 0.1 N HCI (gastric pH) 55.5 500 ml of 1N HCI, followed by 400 ml pH 51.7 97.7 4.5 Acetate Buffer 500 ml of pH 4.5 Acetate Buffer (pH under 4.0 62.6 fed condition) 79.3 500 ml of Purified water 2.0 77.7 500 ml of pH 5.5 Citrate buffer (deodenal pH) 9.0 500 ml of 0.1N HCI, followed by 400ml pH 56.5 99.2 5.5 citrate buffer