



Innovations

What's New

New Names, New Packages and New Formulas

Over the next month or two you may notice some changes to a few of AOR's products. We are often asked why we make changes to our products. AOR's primary goal is to provide our customers with the best products possible, and when new research warrants changes, AOR is quick to respond.

In order to ensure that our formulas are the best that they can be we may choose to reformulate products. In other cases, we may find that the name or the packaging of a product requires modification. In these situations changes are made in order to better showcase the product, exposing its appeal to a larger group of individuals. In the end, our primary goal is to deliver the best possible products to our customers.

Changes to look out for

Anti-Focus is changing to Zinc-Carno E

This change will involve a minor reformulation of the product to include zinc carnosine instead of L-carnosine and zinc malate. The product will still include a complete vitamin E complex.

The name change reflects the fact that the benefits of zinc carnosine and vitamin E extend beyond the support of autistic spectrum disorders. This combination is beneficial for anyone suffering from gastrointestinal disorders or looking to support cognitive health.

Cosmaderm – New Package

The same great product in an improved package! Cosmaderm is now available in a pump for easier and more convenient use.

Ortho-Glucose II – New Formula

This reformulation has been made to provide the best possible product for blood sugar balance, while continuing to satisfy the requirements of Health Canada. The new formula replaces BMOV, DNJ and benagene, with other clinically proven ingredients including corosolic acid, R+ lipoic acid and pine bark extract.

We appreciate any feedback regarding Innovations. Please send comments and suggestions to innovations@aor.ca

Megan Tracey, Editor





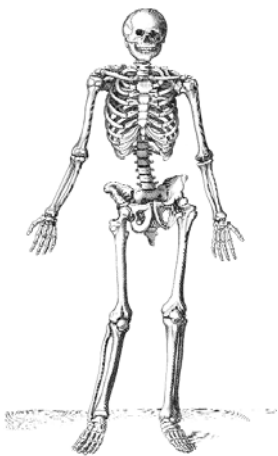
Spotlight On

Bone Health

The Facts

- Peak bone mass is achieved at an early age, age 16 in girls and age 20 in men
- Building strong bones during childhood and adolescence can be the best defense against developing osteoporosis later
- Women and men alike begin to lose bone in their mid-30s; as they approach menopause, women lose bone at a greater rate, from 2-5% per year
- Almost 2 million Canadians are living with osteoporosis
- Osteoporosis affects 1 in 4 Canadian women and more than 1 in 8 men over the age of 50 years, with 1 in 4 men and women having evidence of a vertebral fracture
- In Canada, almost 30,000 hip fractures occur each year. 70-90% of these hip fractures are caused by osteoporosis
- The cost to the Canadian health care system of treating osteoporosis and the fractures it causes is currently estimated to be \$1.9 billion annually
- By the year 2030, the number of hip fractures is expected to quadruple

Advanced Bone Protection (ABP) Milk Basic Protein



- Milk basic protein is a naturally occurring protein found in trace amounts in human and bovine milk
- Clinical trials have shown that ABP improves bone density in women within 6 months
- Benefits are obtained with a dose of only one small capsule per day
- ABP can be taken with or without food at any time of day
- ABP is Health Canada approved and has been issued a Natural Product Number (NPN)



Natural Solutions for Healthy Bones

The Benefits of ABP

In healthy bones the activity of bone building cells (osteoblasts) and cells that break down bone (osteoclasts) are in balance, with bone being regenerated at a steady pace. This ensures that the bones remain strong and healthy. However, in certain cases, osteoclasts can break down bone faster than osteoblasts can replace it. This situation leads to osteoporosis and weak bones that are prone to fracture.

While calcium is essential for the formation of bones, it is not enough on its own to restore bone health. If the osteoblasts are not incorporating the calcium into the bone, then taking calcium supplements alone will not be effective. ABP helps to make the bones more receptive to calcium, while increasing the number of osteoblasts and inhibiting excess activity of the osteoclasts. This helps to restore the normal balance of bone regeneration, leading to stronger, healthier bones. Research has shown that supplementation with milk basic protein significantly improved bone mineral density in women within six months.

Who can take ABP?

The great thing about ABP is that nearly everyone can take it. It is a naturally occurring protein that is found in both cow's milk and in human breast milk, it has no negative side effects, can be taken with or without food, and since only a small daily dose is required, it comes in small and easy to swallow capsules. It is also free of lactose, so it is suitable even for individuals who are lactose intolerant, although individuals with severe milk allergies should not take ABP.

Not only can ABP benefit women with osteoporosis, it can also help healthy adults or even children improve their bone strength, increase their peak bone mass, and reduce their future risk of osteoporosis!



What about Strontium?

Strontium is another very effective bone building supplement. Research has shown that strontium is extremely effective for increasing bone density and preventing fractures in women with osteoporosis. Strontium acts to increase osteoblast activity, reduce bone breakdown and promote the formation of new, healthy bone. These actions complement those of ABP very well. To get optimal benefits for bone health and strength, strontium and APB can be taken together. Just be sure that you are getting enough calcium and vitamin D every day as well, since these nutrients are also essential for the building of new bone.

The only problem with strontium is that there are some restrictions for taking it. It must be taken on an empty stomach, at a different time of day than calcium supplements, and it is not recommended for individuals with kidney disease or who have an increased risk of blood clots. For individuals looking for something easier to take or who have either of the aforementioned conditions, ABP provides a safe and highly effective alternative to strontium.

F.A.Q.

Bone Health

Q: I drink milk every day, do I still need to take ABP?

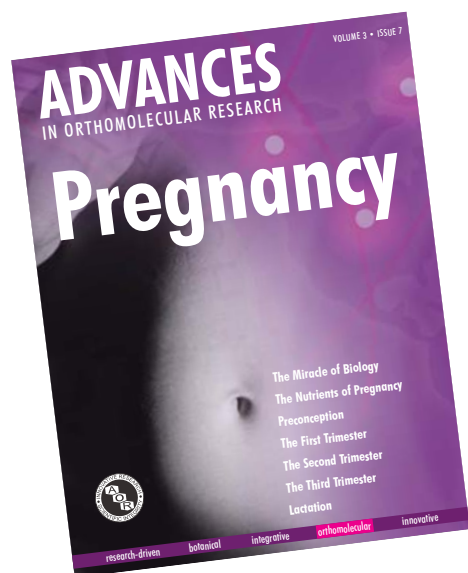
A: Research has shown that 40 mg of MBP per day is required for the formation of healthy bones and improvement of bone density. To consume an equivalent amount in the form of milk, it would be necessary to drink nearly a litre of milk every day, which would contain about 550 calories. A single small capsule of Advanced Bone Protection provides 40 mg of MBP without the extra calories.

Q: I've heard that strontium and calcium should not be taken at the same time, so why is there strontium in Ortho-Bone?

A: Strontium is included in Ortho-Bone to maintain the natural ratio between calcium and strontium as found in foods high in calcium. Strontium is also an essential nutrient for bones. The dose in Ortho-Bone is low, and is not a therapeutic dose like that found in Strontium Support II or Advanced Bone Protection + Strontium.

Q: What is the difference between Ortho-Bone and Bone Basics?

A: Ortho Bone is more complete and is recommended for those suffering from bone loss, osteopenia or osteoporosis. Bone Basics is an excellent formula and is great for those looking to maintain their bone health. The main difference between the two formulas is that the recommended dose for Ortho Bone is 10 capsules per day and 6 capsules per day for Bone Basics. Ortho Bone also contains more advanced forms of the nutrients present in the formula.



Now Available

Pregnancy

The latest edition of Advances explains the importance of proper nutrition during pregnancy. The magazine highlights essential vitamins and nutrients for each stage of development from preconception to nursing.

This issue, as well as past issues of Advances, are available from AOR. To order copies please contact innovations@zor.ca or call 1-800-387-0177



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