

1-844-302-4539
(USA/Canada)

1-510-584-3856
(International)

6 AM – 4 PM PST
www.algaecal.com

Your Guide to **Bone Health**

A Quick Guide to Getting the Most
From Your Bone Health Journey

Contents

- 1 Congratulations,
Welcome to AlgaeCal
- 5 The AlgaeCal Community
Supports You
- 11 Ace your Next DEXA
(with help from our BHCs)
- 17 AlgaeCal's Family of
Bone-Health Products
- 19 Our Stronger Bones
for Life Guarantee
- 20 Chart: How to Take
Your Supplements
- 21 FAQs (Frequently
Asked Questions)
- 23 Take our 90-Day
Triple Power Challenge

Congratulations on choosing to build stronger, healthier bones naturally with AlgaeCal!

Hello and welcome! I'm Dean Neuls, founder of AlgaeCal. You now hold before you the results of 20 years of bone-health science research, millions of dollars spent on clinical studies, and my life's work and passion. Unlike traditional calcium, which merely slows bone loss, AlgaeCal's products are clinically shown to *increase* bone density no matter your age.

Live Life Fully with Renewed Strength and Passion!

Life is too short to let the fear of breaking a bone slow you down. That's why more than 100,000 health-conscious people have turned to AlgaeCal. Every day, customers share with us stories of their renewed confidence.

Many feel strong enough to garden, dance, play with their grandkids, and even go horseback riding—activities they once feared were behind them. Every one of these success stories brightens the day of my entire team. And one day soon, I hope you'll share your story too!

This is a Marathon, Not a Sprint

Just as our bones weaken over many years, rebuilding them takes time as well. When starting on AlgaeCal products, you may not notice a difference right away. That's normal. Deep within your body, these powerful nutrients are quietly working to build and strengthen your bones.

Check your Progress After 6 Months: That's when our clinical studies begin to show significant increases in bone density. It's also when our team starts hearing from delighted customers who are beaming about their improved DEXA scan results.

Here's the best part: The longer you take AlgaeCal, the stronger your bones become. Year after year. In fact, when you take AlgaeCal Plus and Strontium Boost as directed, I *guarantee* your bones will get stronger every year for the rest of your life—or I'll send your money back! (See page 19 for details.)

Exclusively for You: Two Free “Support Systems” to Help You Start Strong

Now that you have our powerful formula in your hands, my team is ready to get down to work: answering your questions, encouraging your progress, and supporting your bone-health journey. You're part of our AlgaeCal Family now, and we're in this together!

That's why we've created a couple of valuable resources exclusively for our customers. I urge you to check out these two free services which customers say jump-start their results:

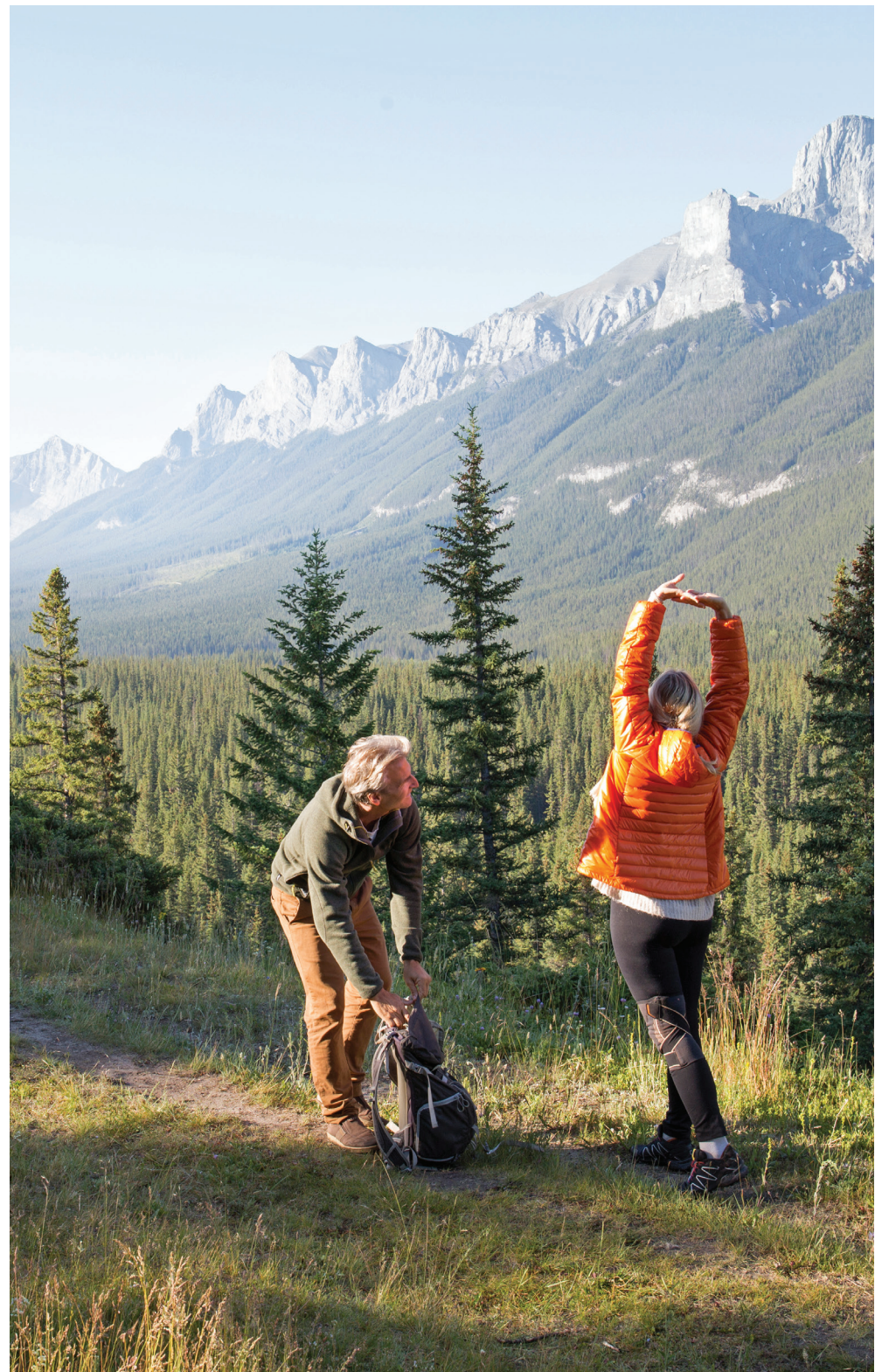
- **Personalized Supplement Schedule:** Our Bone Health Consultants (BHCs) are ready to customize your program based on your meal schedule, medications, health situation, and other factors. (See page 11.)
- **The AlgaeCal Community:** Connect with thousands of your bone-building peers and our bone-health experts in this private group created exclusively for positive, supportive AlgaeCal customers like you! (See page 5.)

Thank you for putting your trust in AlgaeCal. I can't wait for the day you call us to share your DEXA scan improvements and describe the smile on your doctor's face as she says, “Great job! Whatever you're doing, keep it up.”

To your health,



Dean Neuls
FOUNDER AND CEO





Strong Bones Start with Strong Support *The AlgaeCal Community* Has Your Back

Imagine surrounding yourself with other enthusiastic AlgaeCal users just like you: people who are taking control of their health, focused on building strong, youthful bones, and committed to doing whatever it takes to get—and stay—healthy!

That's the vision behind *The AlgaeCal Community*, our exclusive, members-only social network. You get to share, care, and grow with thousands of others who embrace a natural, clinically supported approach to increasing their bone density.

“It's so wonderful to have a platform to look for answers and to ask questions. I'm especially appreciative for a place I can trust.”

Ellen Featherly,
WINDSOR, CA

Connect with 17,000+ Like-Minded Bone Builders

Not everyone gets it. The fear of breaking a bone. The frustration of a bad DEXA scan. That inner voice pushing back against conventional bone health “solutions.” Rest assured, members of *The AlgaeCal Community* get it. Like you, they've been there.

Community members cheer each other on, pick each other up, and learn from one another. As a *Community* member, you can get insights from their hard-learned lessons and gain reassurance from their encouraging words. Then, celebrate together when you post your DEXA scan with across-the-board gains in bone density!

Our Experts Deliver: Bone-Health Science, Exercise Classes, Bone-Healthy Recipes, and More

Connecting with peers is at the heart of *The AlgaeCal Community*. But it's just the beginning. Our Community Managers and Contributing Experts offer the latest scientific research on diet, exercise, supplements, meditation, and other natural, effective ways to support bone health.

Experts in the bone health field charge upwards of \$200 for a 30-minute phone consultation. One community member who recently paid for such a consultation called it far less valuable than the insights she gets from *The Community* every day. Rest assured, you'll never see a monthly fee or any other cost. Consider this a welcome gift for joining the AlgaeCal family.

“It just boggles my mind that these women give us free info...Thank you for your mission in life to help women who may be struggling with bone loss.”

Julie Rush,
LA MIRADA, CA



YOU'VE EARNED FREE COMMUNITY ACCESS: NOW ACTIVATE IT!



Your purchase entitles you to free lifetime membership to *The AlgaeCal Community*. Now follow these easy steps to claim it.

1

Open your internet browser and type <https://bit.ly/ac-community-sh> in the search bar, or open the camera on your smartphone and point it at this QR code to automatically open the link.

2

Then, follow the instructions on the page. Once our team approves your access, Facebook will alert you. That's when you'll have full access to read and post messages!

Join *The AlgaeCal Community* to Hit the Ground Running

As a new member of the AlgaeCal family, getting involved in *The Community* will be one of the best decisions you make. Members share their experiences using AlgaeCal, along with strategies to help you start strong.

Some members share their DEXA scans to better understand their progress. Others check in to ask a question or share their story. Many have forged lifelong friendships. We can't wait for you to share your exciting results with other members of *The AlgaeCal Community*.

“It's great to know we are getting accurate honest information from knowledgeable people!”

LeeAnn Hughes-Mastin,
NUNDA, NY

“Every time I read an information-packed comment from our experts here, I breathe a quiet prayer of gratitude for their wisdom, generosity, and extreme patience in sharing their extensive knowledge!”

Mary Newman Huber,
LORDS VALLEY, PA

AlgaeCal Community Managers

Our wonderful Community Managers are on hand to answer your pressing bone-health questions and share resources to help you succeed on your bone-health journey. Plus, they'll announce contests, classes, and other events that connect you with other *Community* members while you learn more about bone health.



Cat Buckley

CERTIFIED YOGA FOR
OSTEOPOROSIS INSTRUCTOR

Cat works to keep *The Community* interactive and fun. Plus, Cat is a certified Yoga for Osteoporosis instructor! Follow along with her popular 8-week yoga series live or in our video library.



Megan Wong

REGISTERED DIETITIAN

Megan supports the group to make sure everyone gets their voices heard and works with our experts to bring you science-backed bone health advice.

AlgaeCal Contributing Experts

Your bone building is in safe hands with our leading Bone Health Experts. They'll help you stay current on the latest bone-health research with regular articles and live discussions on healthy bone topics. Plus, you can pose your most pressing questions through our popular *Ask the Expert* feature.



Dr. Emma Gasinski

PHYSICAL THERAPIST

Dr. Emma Gasinski is the AlgaeCal Community's in-house Doctor of Physical Therapy and a certified yoga teacher. Emma is passionate about healing the body with movement and nutrition and is here to answer your questions about exercise and injury recovery.



Lara Pizzorno

BONE-HEALTH EXPERT

Lara reclaimed her own bone health and has inspired thousands with her best-selling book, *Your Bones*. She shares the latest research on improving your bone quality, straight from her new book *Healthy Bones Healthy You!*

“I want to thank Lara and all the others who so selflessly give their time and knowledge, guiding us along the path to healthier bones and better overall health.”

Barbara Ann Miller,
PHILADELPHIA, PA



Ace Your Next DEXA Scan!

Customers say this free service makes the difference.

Regaining your bone health is like running a marathon. You need motivation and perseverance, along with a smart, dedicated coach who can lead you to victory. AlgaeCal goes one step better, giving you a team of bone-building coaches.

We call them Bone Health Consultants (BHCs for short)

Our customers call them patient, caring, and supportive. Consider them personal trainers to help you increase bone density—all just a phone call away. They're preparing you for the biggest race of your life: restoring your bones and regaining your confidence to live life fully.

Personalize Your AlgaeCal Program

BHCs ask about your medications, health conditions, diet, and other factors that affect bone building. Then, they work with you to create a solid plan, drawing on the success stories of hundreds of other customers who faced similar challenges.

“You've been fantastic in walking
me through my recent [DEXA] report.
You are a caring, knowledgeable,
and patient team.”

Mary Park,
BLANCO, TX

“My doctor was skeptical, but one year later...the bone density of my lumbar spine has increased by 8.8%, and my hip by 5.8%. I attribute my success...to the AlgaeCal team. Active listeners...and talented problem solvers.”

Judy Pearson
EVERETT, WA

How Do We Know BHCs Improve Your Success?

Customers tell us! In fact, over 1,000 call us each year to rave about their latest DEXA scans, newfound vigor, and other health wins. They love getting to celebrate with their BHC who was in their corner the whole way. And our BHCs love celebrating with them just as much. This is why we're here.



Patrick Mooney
DIRECTOR OF CUSTOMER SUCCESS

"Our Bone Health Consultants love changing lives. Their passion, patience, and caring shows through. They go above and beyond to help every customer achieve stronger, healthier bones."



Julia Pegelo
BONE HEALTH CONSULTANT

"The people who reach out to us are uncertain, open, and desperate for a solution. I get to be on their side, as an advocate and educator. I love having such a positive impact on people's lives!"

Exceptional Support from Caring, Patient Professionals

BHCs are trained in science-backed approaches for improving bone health. Best of all, you can count on them to address all of your concerns. Completely. You'll never get interrupted or rushed off the phone. (Our average call lasts 27 minutes.) And remember, there's no such thing as a silly question! This is your health, and it's important to us.



Deena Helm
BONE HEALTH CONSULTANT

"It fills my bucket to empower people and give them hope. It gets even better when customers call months later, excited about their latest DEXA scan results."

JUMP-START YOUR PATH TO BETTER BONES; CALL A BHC TODAY!

Call today at **1-844-302-4539** (6 AM – 4 PM PST)
Outside the U.S. and Canada, call **1-510-584-3856**

“Fabulous and personal customer service. You respond directly to our concerns...and provide such practical information along with evidence.”

Abigail Adams,
ATLANTA, GA

Here are a few ways our BHCs can support your bone-health success:



Create an AlgaeCal Schedule That Fits Your Needs

Medicines and food can affect how your body absorbs nutrients. BHCs take into account your medications, other supplements, and even meal times to create a customized, easy-to-follow schedule that ensures you get maximum benefit.



Recommend Exercise or Diet Changes that Work for You

Maintaining a healthy diet and exercising regularly (particularly weight-bearing exercise) contribute to healthy bones. After discussing your current regimen and your needs, our BHCs can provide lifestyle suggestions that support bone health.



Provide You the Motivation to Keep Going

Building healthy bones doesn't happen overnight. Checking in with your BHC can help you through occasional setbacks and keep you on track. When you sprint past the healthy-bone finish line, they'll be the ones popping the champagne corks!



Help You Through Early Challenges

People often react differently to changes in their diet. Your BHC can offer strategies to minimize any adjustment period as your body takes in all the bone-building nutrients it craves.





AlgaeCal's Family of Products to Support Your Healthy Bones

AlgaeCal starts with our exclusive species of marine algae (*Lithothamnion superpositum*), sustainably harvested on a South American beach. Each kiwi-sized algae ball is hand-picked, sun-dried, then milled into a powder, which is packed with the full spectrum of calcium, magnesium, boron, and 10 other essential minerals. There is no extraction process, and no additives are used—the algae powder is just pure, whole food from a living plant.

This amazing plant is at the heart of our bone support formulations, clinically shown to increase bone density, year after year!

AlgaeCal Plus

AlgaeCal Plus supplies all 13 essential bone-supporting minerals; calcium, magnesium, boron, copper, manganese, silicon, nickel, selenium, strontium, phosphorus, potassium, vanadium, and zinc. We add in clinical doses of vitamin D3, vitamin K2, and additional boron and magnesium to make AlgaeCal Plus your complete, multi-nutrient approach to bone building.

NOTE: For those taking the older class of anticoagulants, we offer **AlgaeCal Basic**, which has less vitamin D3 and excludes the vitamin K2, and additional boron and magnesium. If you don't take blood thinners or can move to newer types, you will see better bone-density results with **AlgaeCal Plus**.





Strontium Boost

Strontium Boost contains an element long known to strengthen bones and reduce fracture risk. Strontium—which is found naturally in water, food, and soil—stimulates bone-building cells while slowing down the cells that break down bone. When paired with AlgaeCal as strontium citrate, study participants increased their bone density by 3% to 4% per year. When you consider that people over 40 lose about 1% of their bone density per year, gaining 3% to 4% is very exciting!

NOTE: Our Bone Builder Pack includes AlgaeCal Plus and Strontium Boost for a powerful one-two punch in the fight against bone loss. In fact, when you take both products as directed, we guarantee ongoing increases in bone density. See page 19 for the full guarantee details.

Triple Power Omega 3 Fish Oil

Triple Power Omega 3 Fish Oil provides generous doses of DHA and EPA to strengthen cell membranes, boost mood, and provide other anti-aging benefits. Each great-tasting table-spoon contains 1,480 mg of pharmaceutical-grade fish oil along with astaxanthin and curcumin to further protect your body from free-radical damage and support bone health.

Best of all, Triple Power is bottled in small batches and nitrogen-flushed to keep it fresh. That means no fishy taste or burps! The mango-flavored formula is sweetened with xylitol for great taste and emulsified so your body digests and metabolizes it more quickly.



Stronger Bones For Life. Guaranteed!

Want your bones to grow stronger and healthier every day for the rest of your life? Then take AlgaeCal's **Bone Builder Pack** (AlgaeCal Plus and Strontium Boost), and we guarantee you'll increase your bone density year after year for as long as you take the products.

Here's how the guarantee works:

1. Get a DEXA scan to establish your baseline bone density measurements.
2. Within 30 days of your scan, start taking both **AlgaeCal Plus** and **Strontium Boost** at full dose.
3. Get a follow-up DEXA scan at the same clinic at least 6 months after your first scan. (For the most accurate numbers, get your follow-up scan on the same machine as your baseline scan.)

You WILL see improvements in either your hip or spinal bone density—or we'll refund every penny you paid us between your two scans.

No matter whether your second scan is 6 months, 12 months, or even 24 months after you start, as long as you took the Bone Builder Pack as directed between scans, you're covered.

In other words, you'll see "scan to scan to scan" improvements for the rest of your life—or your money back!

NOTE: It's important to **take AlgaeCal for a minimum of 6 months** because that's when measurable results start to appear. But don't stop there. The longer you take AlgaeCal, the stronger your bones will get!

How to Take Your AlgaeCal Supplements

If you're wondering when to take your AlgaeCal supplements, don't worry, it's rather simple! The diagram below is a basic plan of how to schedule your supplements throughout your day.

AlgaeCal Plus



Take 2 capsules every morning with food

&



Take 2 capsules every evening with food



Strontium Boost



Take 2 capsules before bed



Take with or without food, but separate from calcium by at least 2 hours



AlgaeCal Basic



Take 3 capsules daily for full clinical dose



Take with food, no more than 2 capsules at once to ensure best absorption.



Triple Power



Take 1 tablespoon daily to maintain omega 3 levels

OR



Take 2 tablespoons daily to increase omega 3 levels



Some medications and supplements simply require separation from AlgaeCal Plus and Strontium Boost. For general guidelines, please reach out to our Bone Health Consultants at support@algaecal.com or by calling 1-844-302-4539 (USA/Canada) or 1-510-584-3856 (International).

Frequently Asked Questions

AlgaeCal's mission is to help you achieve stronger, healthier bones. A critical part of that is providing honest, science-based information on our products. Here are answers to the most common questions customers ask about our products:

1. How do you know AlgaeCal increases bone density? Has this been scientifically tested?

Three human clinical studies involving AlgaeCal formulations have shown increases in bone density. The most recent lasted for 7 years and showed a linear increase in bone density every year! That means you can expect steady bone-building results for as long as you take AlgaeCal products. See test details: <https://bit.ly/ac-research-sh>



2016 Ragus Research Award for Best Original Research Paper by the Journal of the American College of Nutrition

2. How long can I take AlgaeCal Plus and Strontium Boost?

We recommend taking the full dosage of AlgaeCal Plus and Strontium Boost until you have a DEXA scan that shows healthy bone mineral density in all measured areas. At this point, you can stop taking the Strontium Boost and continue with just the full dosage of AlgaeCal Plus. Remember, bone loss is a natural, ongoing process, so it's important to continue overcoming bone loss with the nutrients in AlgaeCal!

3. What are the concerns on strontium? Is it safe?

Strontium is an earth element found naturally in soil, everyday foods, and your bones. Confusion arises over a synthetic drug version called strontium ranelate, which is known to cause severe side effects and has never been approved for use in North America.

Strontium Boost contains strontium citrate, which has been established as safe through clinical studies. In this form, strontium strengthens your bones safely and naturally when you take it in addition to AlgaeCal Plus.

To ensure full absorption, take Strontium Boost at least 2 hours apart from calcium-rich foods and 4 hours apart from antacids. For other tips or for help scheduling your products, call our Bone Health Consultants at 1-844-302-4539.

4. What are the advantages of taking Strontium Boost?

Strontium Boost gives your bone remodeling process an extra boost, so you build bone faster while slowing down bone deterioration.

Participants of our clinical trials who also took Strontium Boost increased bone density on average by 3% over one year vs. 1.3% for AlgaeCal alone. That means Strontium Boost can give you faster bone-building results. That's especially important for anyone losing more than 1% of bone each year. Previous studies of strontium have shown reduced fracture risk, so taking it can improve the strength and quality of your bones.

5. How much calcium do you need each day?

AlgaeCal Plus contains 720 mg of elemental calcium in a daily dose. Since the average western diet provides 500 mg of calcium a day, this is the ideal amount to reach the recommended daily target of 1200 mg of calcium for adults over 50.

Take our 90-Day Triple Power Challenge!

Triple Power Omega 3 Fish Oil fuels your body with healthy essential oils associated with greater longevity, improved brain health, and improved cardiovascular health. And you can significantly increase your omega 3 blood levels in just 90 days by taking **Triple Power Omega 3 Fish Oil** as directed. In fact, we guarantee it!

Here's How the Challenge Works:

1. Order a 90-day supply of Triple Power Omega 3 Fish Oil and two Omega 3 blood tests. (You can get both products at AlgaeCal.com or by calling our customer service team.)
2. Use one of the finger-stick tests to take a blood sample. Then, put the sample in the enclosed postage-paid envelope and stick the envelope in the mail. OmegaQuant Laboratories will measure the percentage of omega 3 in your blood and send you the results within 5 business days of receiving your test.
3. For the next 90 days after taking the blood test, take at least two tablespoons of Triple Power Omega 3 Fish Oil daily.
4. After 90 days, send in another blood test to see how much your omega 3 levels have improved.

You WILL see a significant increase in your omega 3 levels—or we'll promptly refund your entire 3-bottle purchase cost.

This challenge is open to individuals whose omega 3 levels are below 8%, the level at which you have enough omega 3 in your blood to properly fuel your brain, heart, eyes, skin, and joints.

FOR MORE INFORMATION, GO TO:

<https://bit.ly/triple-power-fish-oil-sh>

6. Can I take AlgaeCal Plus and Strontium Boost along with bone medications?

Absolutely. All bone drugs require calcium supplementation and AlgaeCal Plus is the highest quality calcium available. Strontium Boost is another important nutrient for bone health. To ensure proper absorption, we recommend taking these products 2 hours from each other.

If you have a medical condition or are taking medications, it's always best to confirm your supplement regimen with a doctor. Consult a doctor if you are on blood thinners, as vitamin K interacts with certain anticoagulants, or you have impaired kidney function, as strontium may need to be limited or avoided.

7. How does Triple Power Omega 3 Fish Oil support my bone health?

You've likely heard how omega 3 fatty acids support heart, brain, and joint health. Growing evidence also shows positive effects on bone and muscle mass. A balanced intake of omega 3s helps prevent your muscles from turning to fat—sarcopenia—which is a major cause of bone loss as we age.

Along with freshly-sourced fish oil, Triple Power contains 2 powerful antioxidants, astaxanthin and curcumin, which further protect your cells and tissues from free-radical damage, a key contributor to bone loss.

8. Why isn't Triple Power Omega 3 Fish Oil supplied in capsules?

Triple Power liquid is created as an emulsion, which is 3x better absorbed than standard fish oil capsules and less prone to oxidation. Coated capsules can hide rancid fish oil, which often resurfaces as unpleasant fish burps. Triple Power's delicious mango flavor, with no fishy aftertaste, lets you know that your omega 3s are fresh.

9. Does AlgaeCal Plus cause any side effects?

AlgaeCal Plus comes from a natural, whole-food source and contains minerals that help direct calcium away from soft tissue and directly to your bones. In fact, no adverse side effects were found in three human clinical trials where participants used AlgaeCal Plus. AlgaeCal is also less likely to cause side effects for you because it has been shown effective at a lower dose (720 mg).

Some users may experience an adjustment period as their body absorbs the vitamins and minerals they've lacked. While any discomfort is generally mild, we recommend that those sensitive to food changes add AlgaeCal to their diet more slowly.

For answers to dozens more questions, and the latest bone-healthy tips on lifestyle, nutrition, exercise, and recipes, check out: <https://bit.ly/expert-insights-sh>