

AdvaCAL Bone Health Quick Reference Guide

About the AdvaCAL Bone Health Line

For **30+ years**, the **AdvaCAL** family of products has focused on one core principle in bone health nutrition: not just how much calcium is taken – but how well it is absorbed and utilized by the body.*

At the center of the **AdvaCAL** line is **AAaCa** (Active Absorbable Algal Calcium), a highly bioavailable calcium shown to support enhanced absorption and utilization compared to traditional calcium sources. Combined with targeted nutrients including vitamin D3, K2, and complementary bone support ingredients, **AdvaCAL** formulas are designed to support bone health across different stages of adult life.*

Backed by decades of bone health research and clinical development, the **AdvaCAL** line offers retailers a trusted, differentiated approach to foundational bone support and healthy aging wellness.*



LaneInnovative.com | 800-526-3005 | wholesale@laneinnovative.com

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

Everyday Bone Maintenance for Younger Adults*

Best For: **Young Adults**

Overview

AdvaCAL is designed to provide foundational daily bone support with highly absorbable **AAACa** calcium and vitamin D3 to help support healthy bone maintenance and long-term wellness.*



- **1,000 mg of AAACa Calcium + 1,000 IU Vitamin D₃** daily
- With HAI amino acid extract for enhanced absorption*
- Designed for early adult bone support*
- Extra-small capsules for easy swallowing
- Supports foundational bone strength before age-related decline*

Suggested Customer Types

- **Young adults** focused on daily wellness
- Customers seeking daily calcium support
- Wellness-focused younger adults

[LaneInnovative.com](https://www.laneinnovative.com) | 800-526-3005 | wholesale@laneinnovative.com

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

AdvaCAL Ultra 1000

● ENHANCED SUPPORT*

Enhanced Bone Support for Midlife Adults at Moderate Risk*

Best For: **Midlife Adults**

Overview

AdvaCAL Ultra 1000 builds upon foundational bone support with additional nutrients designed to help support bone density, healthy aging, and nutrient utilization during midlife wellness transitions.*



- **1,000 mg** of **AAACa** Calcium + **1,000 IU** Vitamin D₃ daily
- Includes K2 (MK-7), magnesium, zinc, boron, and complementary bone support nutrients*
- With HAI for improved calcium delivery*
- Supports bone density and healthy mineral turnover*
- Great for those **40+** seeking added cofactors for metabolism and bone strength*

Suggested Customer Types

- **Midlife adults** focused on healthy aging
- Customers seeking advanced bone support
- Wellness shoppers seeking calcium + K2

[LaneInnovative.com](https://laneinnovative.com) | 800-526-3005 | wholesale@laneinnovative.com

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

AdvaCAL Intensive

● ADVANCED SUPPORT*

Maximum Support for Adults 50+ and Postmenopausal Women*

Best For: **Adults 50+**

Overview

AdvaCAL Intensive is formulated for adults seeking more advanced nutritional bone support with targeted ingredients designed to help support bone health, mobility, and healthy aging.*



- **1,200 mg of AAACa Calcium + 1,700 IU Vitamin D₃** daily
- Includes Zinc, Copper, Manganese, and HAI
- High-strength formula for those at greater risk of bone loss*
- Supports healthy calcium absorption and skeletal renewal during aging*

Suggested Customer Types

- **Adults 50+** focused on bone wellness
- Customers supporting healthy aging
- Shoppers seeking advanced bone support

LaneInnovative.com | 800-526-3005 | wholesale@laneinnovative.com

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