



NuVet Labs[®]

“Your Pet’s Best Friend”

5717 Corsa Ave

Westlake Village, CA 91362

Calcium in NuVet Plus

NuVet Plus contains

- 100 mg of Calcium (Derived naturally from Oyster Shell)
- 83 milligrams of Phosphorous

NuVet is useful in helping the body to process Calcium (which is particularly necessary for dogs with Calcium buildup). The high quality Calcium in NuVet Plus (derived from Oyster Shell) is balanced with Phosphorus and Magnesium in the correct proportion so there is no buildup of any of these minerals – in effect, each helps to balance out the other. This naturally-occurring balance is not typically found in pet food, which is why Calcium buildup often occurs.

Calcium and Phosphorous are essential to proper supplementation; these two minerals work together in the body to maintain the growth and structure of the skeletal system. Studies have shown it is important for pets to receive Calcium and Phosphorous in the correct ratio in order for the minerals to be properly utilized by their bodies. Specifically, this ratio is 8.3 parts Phosphorous to 10 parts Calcium. This crucial balance occurs naturally in the source of farm-raised freshwater oyster shells found in NuVet Plus. In each serving of NuVet Plus there are 83 milligrams of Phosphorous and 100 milligrams of Calcium.

What really matters for proper intake of minerals is the consumption of all the various chemical compounds that naturally contain the elements Calcium and Phosphorous. In foods containing artificial ingredients, the chemical analysis may show seemingly correct concentrations while not

accurately representing accessible nutrients in useable quantities. For example, limestone contains significant amounts of Calcium, and this high Calcium content will appear in a chemical analysis. However, limestone is nearly impossible to digest, so nearly all of the Calcium will be eliminated through the pet's feces. When Calcium and Phosphorous are derived from natural food sources (as in NuVet Plus), the chances are much better that both of these elements will be supplied in a balanced mix of compounds that are digestible and "bio-available" for proper metabolism.

Phosphorous or Calcium deficiency can occur if these two minerals are not consumed in the correct ratio or properly balanced with other minerals. Feeding Calcium without adequate Phosphorous can prevent proper intake and utilization of Calcium. Feeding Phosphorous without adequate Calcium can actually cause the body to deplete the bones of Calcium (causing them to weaken) and overtax the kidneys. NuVet Plus provides appropriate levels of both elements in an absorbable form containing other vital natural compounds. In addition, there is no possibility of over-supplementation, since NuVet Plus is mostly water-soluble (meaning that any nutrients the pet does not need will be flushed out of its system).

NuVet Plus to young (typically large-breed) dogs:

It is true that caution should be taken when supplementing with Calcium (with animals and humans alike). Although Calcium is essential to a balanced diet (especially with the rapid growth experienced during first year of life), feeding the wrong type of Calcium can be detrimental. In years past, fat-based bone meal was the primary source of Calcium in supplements. However, this proved dangerous, especially for large-breed dogs.

As a result of these problems, most pet food and supplement manufacturers eliminated fat-based Calcium more than 20 years ago. When Calcium is consumed alone, the body has difficulty absorbing and utilizing it; as a result, it can either pass through or build up in the system. This can cause the bones to become brittle or grown abnormally, resulting in long-lasting problem

Calcium is an essential mineral, but it needs to be processed properly by the body. NuVet Plus contains Calcium from Oyster Shell (farm raised and microscopically monitored), which is one of the most robust sources of water-soluble Calcium available.

More importantly, NuVet Plus also contains a precise combination of Phosphorus and Magnesium, which is crucial in helping the body process Calcium effectively so it can be absorbed by the heart, skeletal framework and vital organs. Several major universities have determined that integrating precise amounts of Phosphorus and Magnesium with Calcium helps the body to metabolize not only the Calcium from the supplement itself, but also other Calcium present within the body.

NuVet Plus only contains 100 mg of Calcium, compared to dog foods that may have 5,000 mg.

Additionally, our quality manufacturing processes through an FDA registered laboratory ensure that all ingredients are microscopically tested 3 separate times for safety and consistency. The GMP and USP manufacturing standards guarantee every serving of NuVet contains the same precise quantities of each ingredient.

Having been in business since 1997 and with more than a million pets of all ages served (from puppies to senior dogs) NuVet Plus, we have never had a Calcium-related problem.

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