

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

# you decide!

## Coral Calcium?!

Every so often the “latest and greatest” supplement hits the market and promises to cure everything from arthritis to premature balding. The latest product in this never-ending stream is coral calcium.

If you compare coral calcium to GNLD calcium products, you will clearly see that it doesn’t stand up to scientific scrutiny, and, in fact, it may be detrimental to your long-term health.

First, you need to ask yourself if coral calcium is from a source that is inside the human food chain. Not only is it not part of the human food chain, but it’s not part of the food chain for any living creature. Nothing eats coral! And the reason that nothing eats coral is because of its natural protection system. The beautiful colors of coral are toxins, which fend off would-be predators. This is nature’s wonderful way to protect coral, but would you want to



use a calcium supplement that may or may not have toxins in it?

Is coral calcium SAB-approved and does it have a long history of safe use? Absolutely not. Because of its position outside the human food chain, and its known toxic components, coral calcium is absolutely one of the poorest sources of dietary calcium one could choose. It has

no history as part of the human food chain, and as such we do not know the long-term effects of eating coral. In stark contrast, we do know that GNLD’s calcium choices, such as eggshell, are highly bioavailable, extremely pure, and have a long history of safe use.

Is coral calcium capable of curing multiple illnesses as claimed by many of its proponents? To date, there is not a shred of legitimate scientific evidence to support claims that coral calcium is a superior source of calcium or that it can cure multiple illnesses.

Finally, the coral beds of the planet are in a struggle for their survival, and harvesting coral for human consumption is ethically wrong. Many proponents claim that they only harvest “dead” coral that is no longer part of the living beds. However, coral, whether it is dead or alive, should not be harvested as a source for dietary calcium since there are other sources available that are superior and not environmentally sensitive.

When you are searching for a calcium supplement, look at all the advantages GNLD supplements offer. You will see there simply is no comparison. Of course, only you can decide!

Features and Benefits:	GNLD’s Calcium Product	Coral Calcium
From human food chain sources such as eggshell calcium?	Yes	No
History of long-term human consumption?	Yes	No
Gathered from non-endangered or ecologically sensitive sources?	Yes	No
SAB approved?	Yes	No
Assayed and guaranteed free from natural toxins or contaminants?	Yes	?
Chelated to maximize absorption?	Yes	?
“Magnesium, vitamin C, and betaine hydrochloride added for better calcium utilization?”	Yes	?
Scientifically proven to be highly bioavailable?	Yes	?
Percentage of “yes” answers	100%	0%