



GENESTRA
BRANDS®



DOUGLAS
LABORATORIES

Seroyal

July 2017

Dear Valued Customer,

Re: Cal Mag Liquid 2 (Fruit Punch) – Formulation Update

Thank you for ordering GENESTRA BRANDS® Cal Mag Liquid 2 (Fruit Punch). We would like to inform you of the following changes to this product.

- **Revised bottle size – now 450mL per bottle (30 x 15mL servings).** Increased from 360mL (24 x 15mL servings)
- **Updated / New Health Canada-approved claims:**
 - Antacid.
 - For the relief of heartburn, indigestion and upset stomach associated with excess stomach acid.
 - Neutralizes excess stomach acid.
 - Adequate calcium throughout life as part of a healthy diet, along with physical activity may help prevent bone loss/osteoporosis.
 - Helps to maintain proper muscle function, including the heart muscle.
- **Removed vitamin D:** The previous formulation included a small amount of vitamin D (2.5 µg / 100IU). For a clinically relevant amount of vitamin D, we offer a number of alternate calcium/magnesium liquid products including:
 - GENESTRA BRANDS Cal Mag Berry Liquid+: a great-tasting natural blueberry-flavoured liquid that supports bone health with a combination of calcium, magnesium, boron and vitamins A, D, and K.
 - GENESTRA BRANDS® Cal Mag Raspberry Liquid: a great-tasting natural raspberry-flavoured liquid that supports bone health with a combination of calcium, magnesium, and vitamin D.
 - GENESTRA BRANDS® Cal Mag Vanilla Liquid+: a great-tasting natural vanilla-flavoured liquid that helps to maintain bone health and muscle function using a combination of organic calcium, and magnesium, plus vitamins D and K.
 - GENESTRA BRANDS® D-Mulsion 1000 – Citrus: a great-tasting citrus-flavoured emulsion providing 1000 IU of vitamin D₃, which helps in the development and maintenance of bones and teeth.
- **Revised Order Code: 05221-450 / Revised UPC: 8 83196 15160 8**

Helping to support your practice includes the continuous improvement of the product experience and overall patient compliance. We are confident that you will experience great results with this enhanced formulation. Continual client feedback is an important component of this process, helping to ensure product superiority and reliable results for your patients. Feel free to contact Seroyal customer service or your sales representative at any time to provide your input.

Thank you for your continued support.

Yves Yau
President, Seroyal

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Label (Ingredient Panel)

EACH TABLESPOON (15 ml) CONTAINS:	
CHAQUE CUILLÈRE À TABLE (15 ml) CONTIENT :	
Calcium (calcium carbonate)	600 mg
Magnesium (magnesium hydroxide).....	300 mg
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Calcium (carbonate de calcium)	600 mg
Magnésium (hydroxyde de magnésium)	300 mg

Non-Medicinal Ingredients: Purified water, glycerin, natural fruit punch flavour, xanthan gum, stevia leaf extract (rebaudioside A)

Ingrédients non médicinaux : Eau purifiée, glycérine, saveur naturelle de punch aux fruits, gomme de xanthane, extrait de feuille de stevia (rébaudioside A)

Label (Risk Information)

Recommended Dose: Adults and Adolescents (9 years and older): Take one tablespoon daily with a meal, a few hours before or after taking other medication or natural health products, or as recommended by your healthcare practitioner. Shake well before each use. Do not drink directly from the bottle. Guaranteed to contain no added wheat, gluten, soy, sugar, artificial colouring or flavouring, antimicrobial preservatives, dairy or animal products. Ideal for vegans. **Quality Assurance:** Safety-sealed for your protection and for product freshness. Do not use if outer seal is missing or broken. Store in a cool, dry place. Keep out of reach of children.

Posologie : Adultes et adolescents (9 ans et plus) : Prendre une cuillère à table une fois par jour au repas, quelques heures avant ou après avoir pris d'autres médicaments ou produits de santé naturels, ou selon l'avis de votre praticien. Bien agiter avant chaque usage. Ne pas boire directement à la bouteille. **Contenu garanti :** Sans addition de blé, de gluten, de soja, de sucre, de colorants ou d'arômes artificiels, d'agents de conservation antimicrobiens, de produits d'origine laitière ou animale. Idéal pour les végétaliens. **Qualité assurée :** Emballage scellé pour votre protection et pour préserver la fraîcheur du produit. Ne pas utiliser si le sceau de sécurité entourant le bouchon est absent ou brisé. Conserver dans un endroit frais, à l'abri de l'humidité. Garder hors de portée des enfants.

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