



GENESTRA
BRANDS®



DOUGLAS
LABORATORIES

Seroyal

October 2017

Dear Valued Customer,

Re: Cal Mag Liquid (Mint) – Formulation Update

Thank you for ordering GENESTRA BRANDS® Cal Mag Liquid (Mint). 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 Codes:**
 - **450 mL: 05202-450 / UPC: 8 83196 151050 9**
 - **1000 mL: 05202-1000 / UPC: 8 83196 12520 3**

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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