



# CALCIUM PLUS CHEWABLE TABLET (KENKOU BITAMIN)



- Contains Calcium, Vitamin D, and Vitamin K, essential elements for bone and teeth formation and mineralization.
- Researched and developed by a team of physicians and pharmacists to create KENKOU BITAMIN in chewable tablet form, ready to eat, with a pleasant taste, no added sucrose, and suitable for all genders and ages.
- Typically, calcium is unpleasant. Most ready-to-eat calcium dietary supplements contain less calcium or require the addition of flavoring agents and sweeteners, leading to dental caries and gastrointestinal side effects. If in tablet form, which is swallowed with water, it becomes large and difficult to consume. Therefore, Calcium Plus is designed to be easy to eat, safe, convenient, and to become a family habit.
- It's calcium in phosphate form, imported from the United States, with good water solubility and absorption. With a calcium content as high as 40%, similar to carbonate form but without the side effects such as constipation and bloating associated with carbonate.
- Convenient and can be consumed anytime, no need to take after meals.



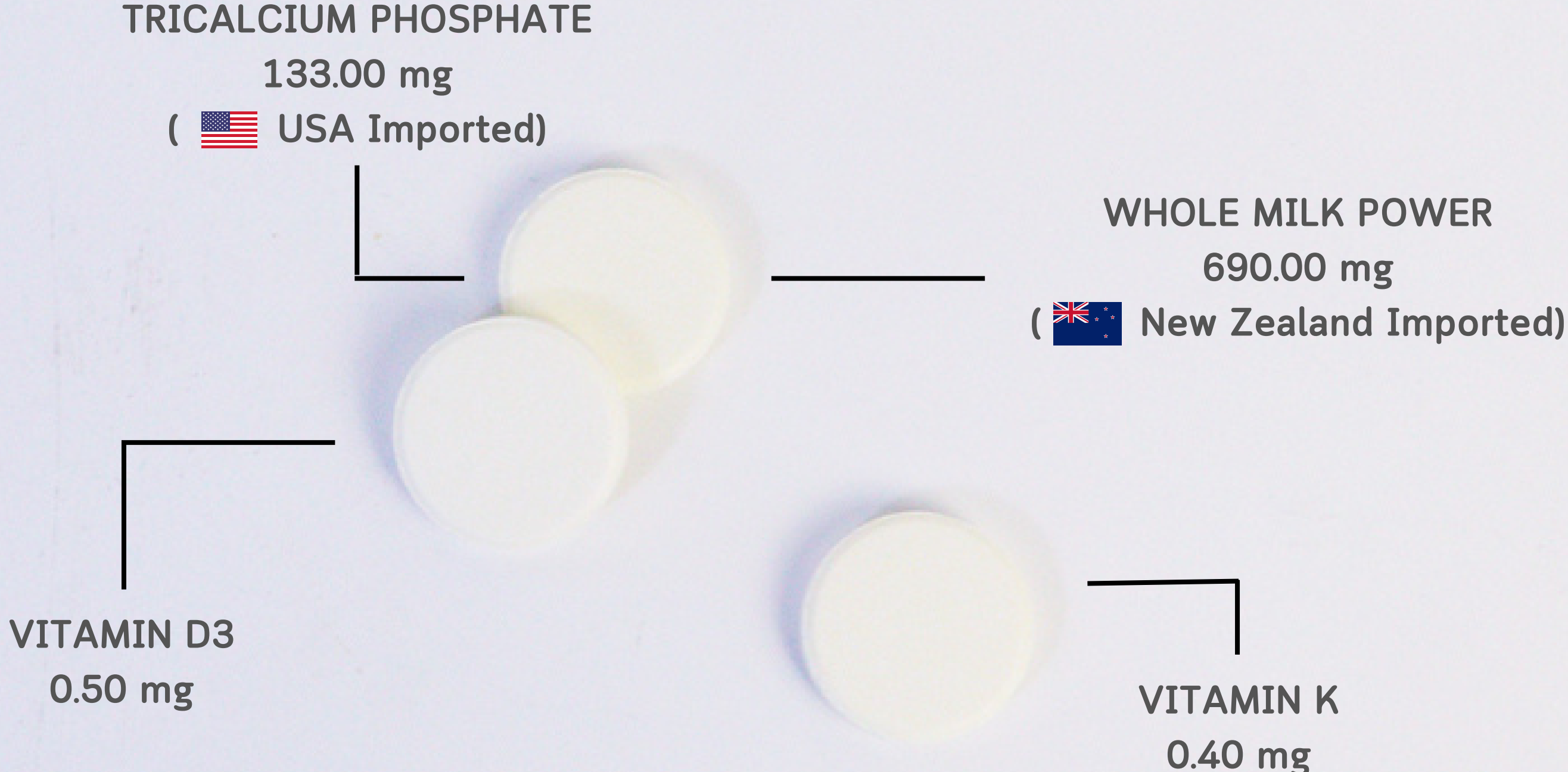
Contains: 8 tablets



Contains: 30 tablets



# CALCIUM PLUS™ CHEWABLE TABLET CONTAINS



CALCIUM PLUS is a phosphate form that is highly effective, safe, and provides high levels of calcium, equivalent to those of the carbonate form. It does not cause gastrointestinal side effects such as bloating or constipation, and it does not interfere with food absorption.

# CALCIUM PLUS™ (KENKOU BITAMIN)



Ca

CALCIUM

SUPPORT BONES AND TEETH HEALTH,  
INCREASES BONE DENSITY AND  
HELPS TO PREVENT OSTEOPOROSIS.



K

VITAMIN K

PROMOTES BONE MINERALIZATION

D

VITAMIN D

BOOSTS CALCIUM ABSORPTION

## How to Choose a Calcium Supplement

In general, we recommend using a calcium supplement in individuals who do not meet their daily requirements through diet alone. We suggest choosing a national brand to ensure USP (United States Pharmacopeia) standards are met so that dissolution and absorption are optimal. Avoid bone meal, oyster shell or dolomite as they may contain toxic ingredients.

There are three major choices for calcium supplements: calcium carbonate, calcium citrate, and calcium phosphate:

**Calcium carbonate** contains the highest amount of elemental calcium. When properly taken, it is well absorbed. Calcium carbonate is probably the most cost-effective supplement. It must be taken on a full stomach to be properly absorbed, since hydrochloric acid is excreted in response to eating which enhances

absorption. In some individuals, calcium carbonate may cause gas or constipation. In such cases, the usual measures such as increased fluid intake and increased activity are recommended. If these measures are unsuccessful, then switching to another calcium formulation is recommended.

**Calcium phosphate** is a well-absorbed supplement that does not cause gas and constipation. It can be taken without regard to food. Calcium phosphate tends to be more expensive than calcium carbonate, but less expensive than calcium citrate.

**Calcium citrate** is the most easily absorbed supplement and is 50% bioavailable. The only disadvantages are the higher cost and lower percent of elemental calcium. Calcium citrate is the salt that is used to fortify breakfast cereals and orange juices.



## Over-the-Counter Calcium Supplements

### Calcium Carbonate

Provides 40% elemental calcium<sup>1</sup>

Product Name	Type	Strength per tab in mgs	Elemental calcium in mgs
Alka-Mints	calcium carbonate	850	340
Caltrate	calcium carbonate	1500	600
OsCal	calcium carbonate	625 or 1250	250 or 500
Rolaids <sup>2</sup>	calcium carbonate	550	220
Titralac Tablets	calcium carbonate	420	168
Titralac Liquid (1 tsp)	calcium carbonate	1000	400
Tums and Tums E-X <sup>2</sup>	calcium carbonate	500 or 750	200 or 300
Tums Ultra and Tums 500 <sup>2</sup>	calcium carbonate	1000 or 1250	400 or 500

<sup>1</sup> Calcium carbonate provides 40% elemental calcium. Therefore, a product which is 1250 mg calcium carbonate would yield 500 mg elemental calcium.

<sup>2</sup> Can be used safely as an antacid or calcium supplement. It does not contain other medication, only calcium carbonate.

### Calcium Citrate

Provides 21% elemental calcium<sup>1</sup>

Product Name	Type	Strength per tab in mgs	Elemental calcium in mgs
Citracal Liquitabs	calcium citrate	2376 mg/tab	500
Citracal 950	calcium citrate	950 mg/tab	200
Citracal 1500	calcium citrate	1500	315
Citracal 1500-D	calcium citrate	1500	315 + 200 I.U. vitamin D <sub>3</sub>

### Calcium Phosphate (tribasic)

Provides 39% elemental calcium<sup>1</sup>

### Calcium Phosphate (dibasic)

Provides 30% elemental calcium<sup>1</sup>

Product Name	Type	Strength per tab in mgs	Elemental calcium in mgs
Posture	calcium phosphate	1500 mg/tab	600 mg
Posture-D	calcium phosphate	1500 mg/tab	600 + 125 I.U. vitamin D <sub>3</sub>

# Calcium

Fact Sheet for Health Professionals



The forms of calcium in supplements contain varying amounts of elemental calcium. For example, calcium carbonate is 40% calcium by weight, whereas calcium citrate is 21% calcium [1]. Elemental calcium is listed in the Supplement Facts panel, so consumers do not need to calculate the amount of calcium supplied by various forms of calcium in supplements.

The percentage of calcium absorbed from supplements, as with that from foods, depends not only on the source of calcium but also on the total amount of elemental calcium consumed at one time; as the amount increases, the percentage absorbed decreases. Absorption from supplements is highest with doses of 500 mg or less [15]. For example, the body absorbs about 36% of a 300 mg calcium dose and 28% of a 1,000 mg dose [16].

Some individuals who take calcium supplements might experience gastrointestinal side effects, including gas, bloating, constipation, or a combination of these symptoms. Calcium carbonate appears to cause more of these side effects than calcium citrate, especially in older adults who have lower levels of stomach acid [1]. Symptoms can be alleviated by switching to a supplement containing a different form of calcium, taking smaller calcium doses more often during the day, or taking the supplement with meals.



# An Overview on Efficacy of Chewable Tablets in Improving Oral Drug Delivery

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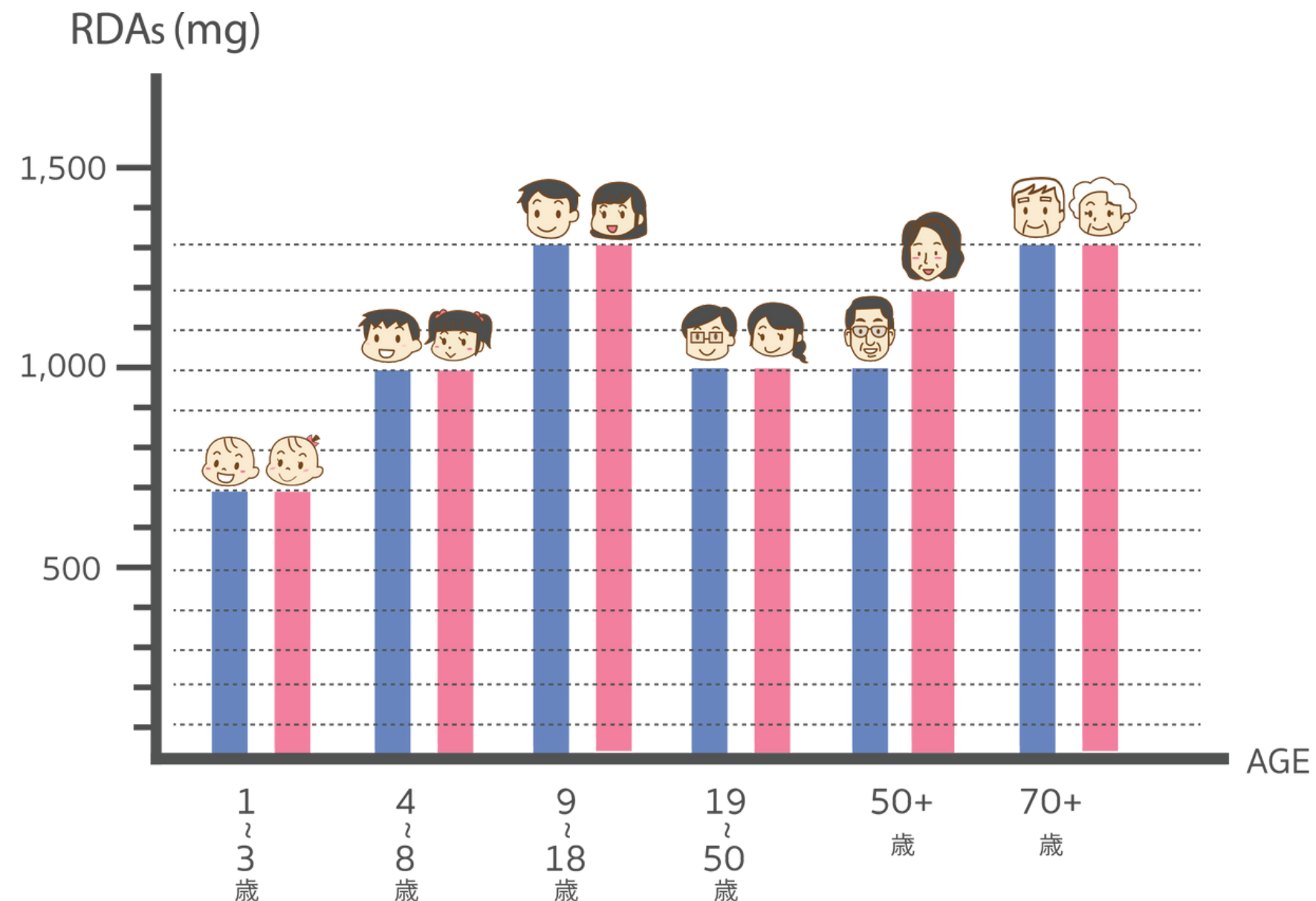
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## Advantages of chewable tablets

- Increased patient comfort; no water required to swallow.
- Improves bioavailability by avoiding spoilage.
- Pleasant taste and product differentiation have improved patient acceptance, especially in pediatrics.
- Suitable for bedridden people, disabled people, travelers, busy people, etc. who do not have water every time.
- For physiological and psychological reasons, children by early childhood usually have difficulty swallowing tablets and capsules. In such cases, chewable tablets are preferred due to their superior patient acceptability (palatableness) and stability (Taranum R and Mittapally S, 2018).



- Enables effective taste masking along with pleasant mouth feel.
- The size of the dosage form is difficult to swallow. In such cases, chewable tablets are suitable.
- The efficacy of the therapeutic is enhanced by the size reduction that occurs while chewing the tablet prior to swallowing.
- It serves as an ideal drug delivery method for aphasia patients as it reduces the risk of aspiration.
- Stimulate the flow of saliva in the mouth.
- Can be used as an alternative to liquid dosage forms when fast acting is required.
- The efficacy of the therapeutic is enhanced by the size reduction that occurs while chewing the tablet prior to swallowing.

# RECOMMENDED CALCIUM INTAKES



**授乳**  
Lactation  
800 mg (19-50 歳)

**妊娠**  
Pregnancy  
1,000 mg (19-50 歳)

● =   
● = 

**RDAs = Recommended Dietary Allowances for Calcium**

**Reference : Institute of Medicine (US) Committee to Review Dietary Reference Intakes for Vitamin D and Calcium**

**Remarks : For adults, the main criterion that the FNB (Food and Nutrition Board at the National Academies of Sciences, Engineering, and Medicine) used to establish the RDAs was the amount needed to promote bone maintenance and neutral calcium balance.**

**For children and adolescents, the RDAs are based on intakes associated with bone accumulation and positive calcium balance.**

# Calcium Plus Chewable Tablets are suitable for:



Children who need to increase their height, drink little milk, or have a limited variety of foods.

1.

Elderly individuals who need to increase bone mass and reduce the risk of osteoporosis.

2.

Pregnant and breastfeeding women who need calcium to support child development.

3.

Individuals with broken or fractured bones who need to enhance the healing process.

4.

Those who have difficulty swallowing large tablets.

5.

Menopausal women or individuals who need to build strong bones, muscles, and teeth.

6.

# PHYSICIAN AND PHARMACIST FORMULATED



- DELICIOUS CHEWABLE CALCIUM TABLET FOR KIDS AND ADULTS.
- HIGH CALCIUM CONTENT WITH VITAMIN D & K.
- 0% ADDED SUCROSE.
- WELL-ABSORBED & DIGESTIVE FRIENDLY.
- READY-TO-EAT



CHEWABLE TABLETS

Made from 100% New Zealand Milk 



Support Bones & Teeth Health



Build Strong Bones, Muscles & Teeth

ケンコウビタミン  
カルシウム

カルシウムプラス

CALCIUM PLUS™

Vitamin D | Vitamin K

砂糖0%添加  
0% ADDED SUCROSE



Help Reduce Osteoporosis Risk



Stimulate Bone Healing Process

