



## General Balance Calcium Magnesium

A reasonable choice for dental  
and bone health

Bone health balance product through scientific formulation

# General Balance Calcium Magnesium: 6 Key Points

1) Uses a triple complex calcium formula

2) 7-in-1 Functional

General Balance Calcium Magnesium 3 Types (Calcium, Magnesium, Vitamin D)  
+ 4 Additional Functional Ingredients (Vitamin K, Zinc, Copper, Manganese)

3) Ideal mixing ratio to increase absorption rate in the body

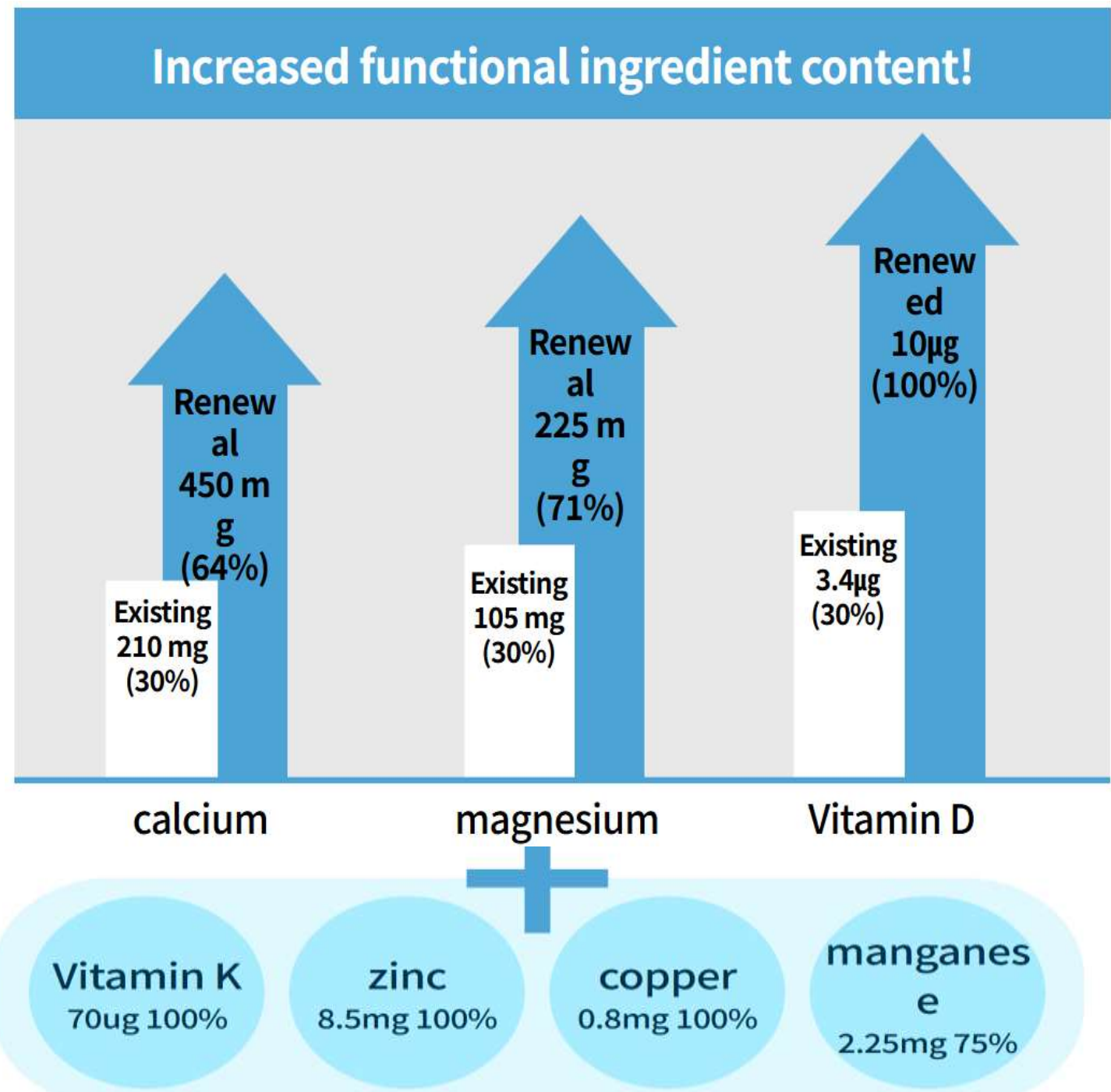
4) Added 6 carefully selected auxiliary ingredients

5) No additives

**POINT 01**

**Increased content compared to the existing General Balance Calcium Magnesium !**

**Added functionality!**



# Triple Complex Calcium Formula



## Seaweed calcium

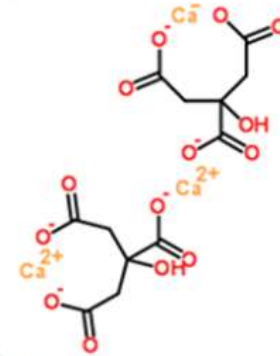
Use seaweed calcium obtained from clean seas



## Whey calcium

A calcium source with high bioavailability, separated from whey by centrifuging milk.

+



## Calcium citrate

Calcium source that is gentle, easy to digest, and has the highest digestion and absorption rates in the body.

## 7-in-1 Multi-functional

### "7-in-1, 7 Functions at Once"

General Balance Calcium Magnesium 3 Types (Calcium, Magnesium, Vitamin D)  
+ 4 Additional Functional Ingredients (Vitamin K, Zinc, Copper, Manganese)

Daily intake: 2 tablets (2,400mg) twice a day

Ca

#### Calcium 450mg (64%)

Necessary for bone and tooth formation, helps reduce the risk of osteoporosis, necessary for maintaining nerve and muscle function, necessary for normal blood clotting

Mg

#### Magnesium 225mg (71%)

Necessary for energy utilization, necessary for maintaining nerve and muscle function

Vitamin  
D

#### Vitamin D 10 ug (100%)

Necessary for the absorption and utilization of calcium and phosphorus, necessary for bone formation and maintenance, helps reduce the risk of osteoporosis.

Vitamin  
K

#### Vitamin K 70 ug (100%)

Necessary for normal blood clotting, necessary for bone formation

Zn

#### Zinc 8.5 mg (100%)

Necessary for normal immune function, necessary for normal cell division

Cu

#### Copper 0.8 mg (100%)

Necessary for the transport and utilization of iron, and necessary for protecting cells from harmful oxygen radicals

Mn

#### Manganese 2.25 mg (75%)

Necessary for bone formation, necessary for energy utilization, and necessary for protecting cells from free radicals.

## Ideal mixing ratio to increase absorption rate in



The Ideal blending ratio to maximize bioavailability!

**2 : 1**

Calcium 450mg    Magnesium 225

**Calcium and magnesium are blended in the most ideal 2:1 ratio to facilitate absorption and utilization by the body.**



## Vitamin D for calcium absorption in the body

**Vitamin D increases the concentration of calcium in the blood by promoting the absorption of calcium in the small intestine , promoting the reabsorption of calcium in the kidneys together with parathyroid hormone , and regulating the influx of calcium from bones into the blood .**

\*Reference [Food Safety Korea] Health Functional Food Functional Evaluation Guide, 'May help promote calcium absorption' section, 2017



## Vitamin K, necessary for normal blood clotting and bone formation

**Blood, necessary for normal blood clotting, is the most basic element for maintaining our body**

Vitamin K helps normal blood clotting by generating prothrombin. Thrombin is formed through the action of platelets and calcium ions, which then acts on fibrinogen to produce fibrin, causing blood clotting to occur.

**The key to a healthy bone is bone health / Vitamin K required for bone formation**

People often fail to consider Vitamin K for bone health. The fact is, Vitamin K, an easily overlooked vitamin, plays an important role in the body.



**Copper that** protects cells from free radicals and aids in the absorption and transport of iron.

- **Necessary for protecting cells from free radicals**
- **Necessary for the transport and utilization of iron**

Copper is a mineral primarily found in bones, muscles, and blood. It serves as a catalyst for enzymatic reactions within the body and prevents oxidative damage to cells.

It also plays a role in aiding the absorption and transport of iron

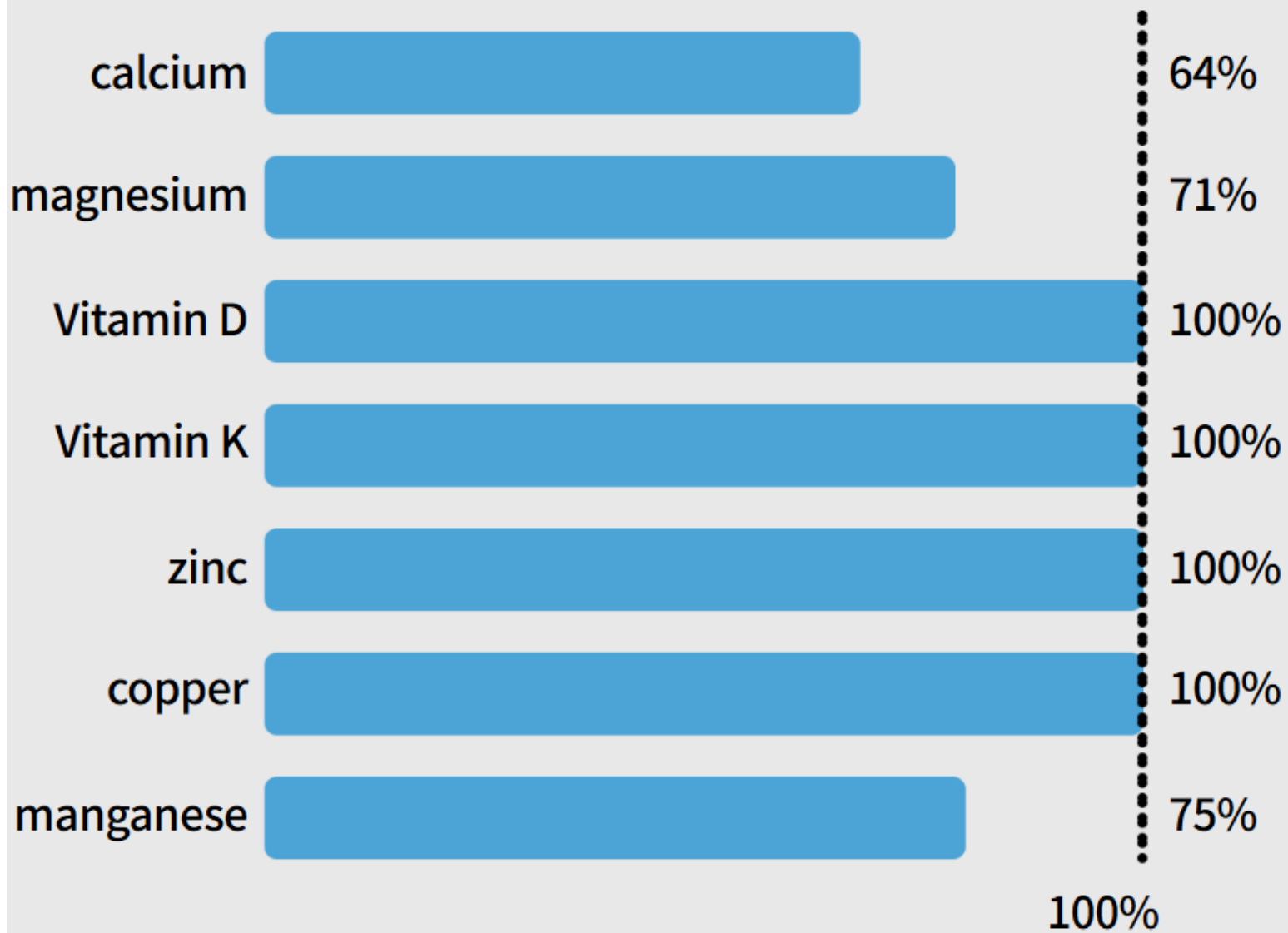


## **Zinc**, necessary for normal immune function and cell division

Zinc is an essential nutrient involved in major biological reactions within the body, serving as a component of over 200 enzymes.

It is an essential nutrient involved in the synthesis of nucleic acids such as DNA and RNA, and is absolutely necessary for normal cell division.

# General Balance Calcium Magnesium Daily Nutritional Reference Intake



## Added 6 carefully selected auxiliary ingredients

A circular image showing a wooden scoop filled with a light brown, powdery substance, likely beer yeast extract, with more powder spilled out below it.

**Beer yeast  
extract**

A circular image showing a bundle of fresh green bamboo stalks with leaves, representing the source of bamboo sap extract powder.

**Bamboo sap  
extract powder**

A circular image showing a piece of dried, light brown ginseng root with its characteristic branching structure, representing the source of fermented ginseng extract.

**Fermented ginseng  
extract**

A circular image showing a close-up of a white liquid being poured from a glass, representing hydrolyzed milk protein.

**Hydrolyzed milk  
protein**

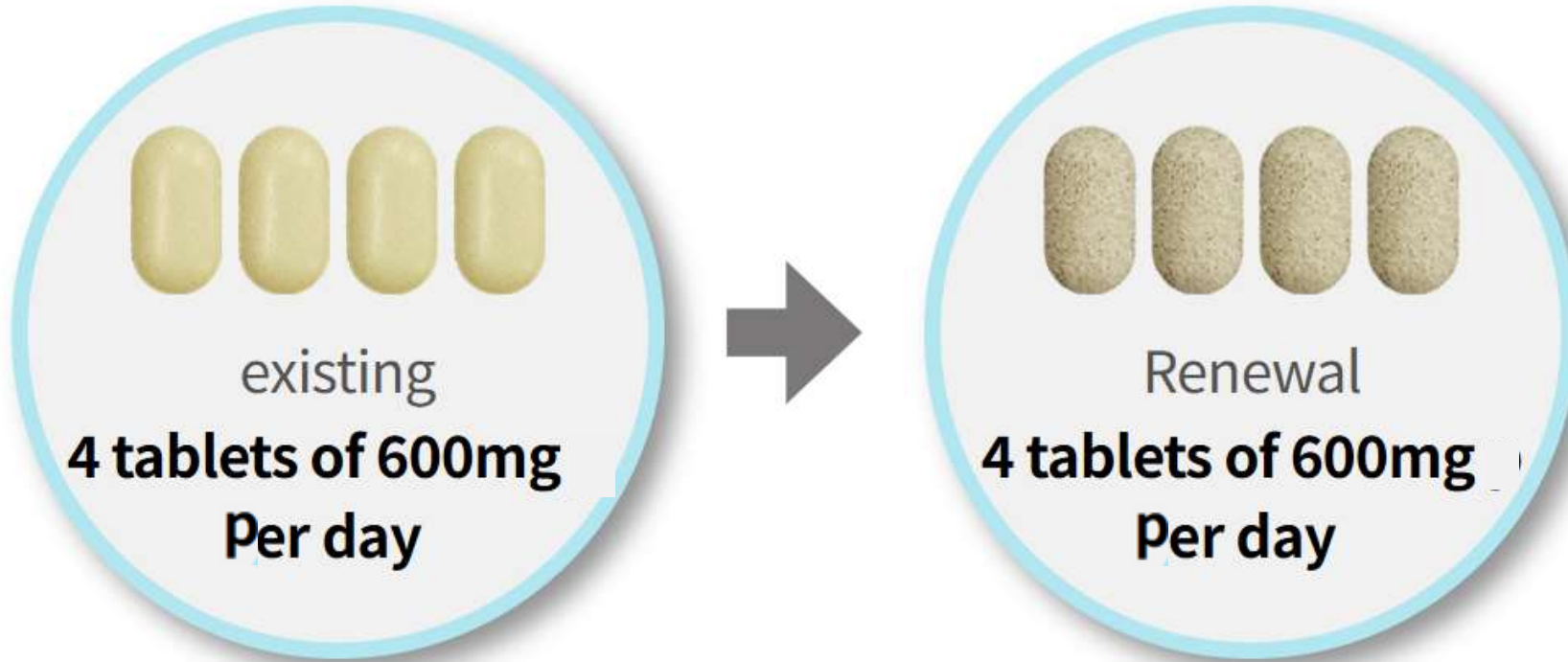
A circular image showing a close-up of numerous small, light-colored, oval-shaped seeds, representing safflower seed extract powder.

**Safflower  
seed extract powder**

A circular image showing a shark swimming in the water, representing the source of shark cartilage extract powder.

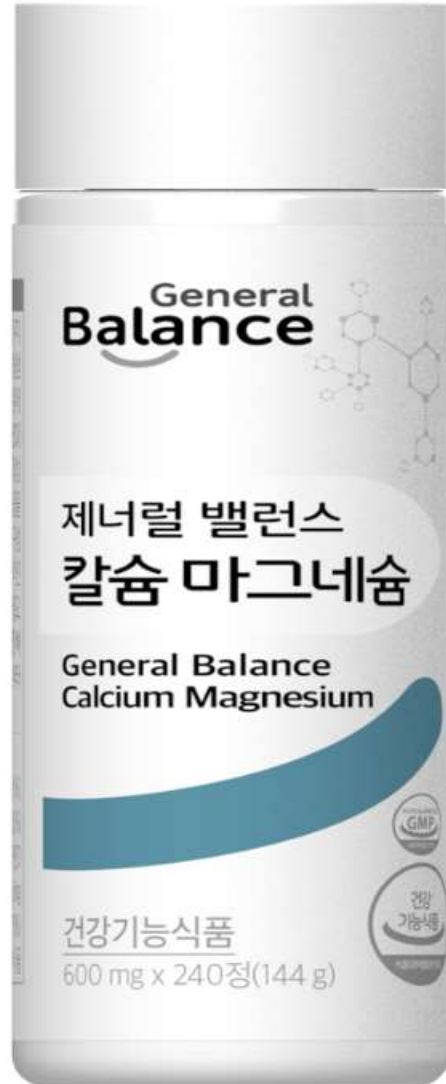
**Shark cartilage  
extract powder**

# The color of General Balance Calcium Magnesium **Tablets has changed.**



# No additives

No additives in the product (excluding raw materials)



Magnesium stearate



HPMC (hydroxypropylmethylcellulose)



synthetic fragrance



flash



sweetener

# We recommend **this** to the following people



For those seeking help with bone health and reducing the risk of osteoporosis



For those who want a vibrant life



People who are unable to manage their health due to a busy lifestyle



Modern people who are prone to insufficient nutrient intake

BRAND STORY

# BRAND STORY



General  
**Balance**

**General Balance is a healthy habit that restores internal balance to modern people with irregular lifestyles.**

We aim to restore health balance from the disrupted lifestyles of modern people caused by stress, nutritional imbalances, and environmental pollution, and promote health not only in Korea but also worldwide with products that have been verified for both functionality and safety.