



Consumer Healthcare
P.O. Box 1467
Pittsburgh, PA
15230

Tel. 412 200 4000
www.gsk.com

MEDIA CONTACTS:

Jen Dobrzelecki or May Baccari
CKPR
212 889 6401
jdobrzelecki@ckpr.biz
mbaccari@ckpr.biz

Lori Lukus
GlaxoSmithKline Consumer Healthcare
412 200 3543
lori.h.lukus@gsk.com

**FREE CONSUMER HOTLINE RESPONDS TO NEW SURGEON GENERAL'S REPORT
CALLING FOR BONE HEALTH AWARENESS AND EDUCATION**

*Callers to 1-866-MY CALCIUM Can Connect With Live Healthcare Professionals
for Helpful Information on Report, Bone Health and Calcium Deficiency*

PITTSBURGH (October 14, 2004) — Today's release of *Bone Health and Osteoporosis: A Report of the Surgeon General* underscores the critical role public education will play in eradicating a health threat that affects nearly 44 million people and contributes to 1.5 million bone fractures each year. To help the Surgeon General achieve his goal of providing better information, especially for those at risk, GlaxoSmithKline (GSK) Consumer Healthcare, maker of the two most doctor-recommended calcium supplements, Os-Cal[®] and TUMS[®], is sponsoring a free consumer-education hotline.

On Friday, October 15, 2004, Americans can call 1-866-MY-CALCIUM from 8 a.m. to 8 p.m. (EDT) to speak with *live healthcare professionals* who can dispense vital information about the Surgeon General's report, bone health and calcium deficiency, a leading cause of osteoporosis. Callers can also request educational literature, including a brief summary of the Surgeon General's report, and free Os-Cal and TUMS samples.*

A comprehensive library of recorded information, accessible through automated touch-tone menus, will continue to be available to hotline callers after October 15.

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* While supplies last

“Over the past several decades, scientists have learned a significant amount about the prevention, diagnosis and treatment of bone disease,” said U.S. Surgeon General Richard H. Carmona, M.D., M.P.H., FACS, in the preface to the new report. “Our next and most critical step is to transfer this knowledge from the research laboratories to the general population.”

The consumer hotline is the first initiative in a multi-year education, awareness and prevention program sponsored by Os-Cal and TUMS called *Take CaRE America (Take “Calcium Regularly, Every Day”)*. The campaign will also include a comprehensive on-line resource, www.calciuminfo.com, to help Americans determine how much calcium is right for them, calculate their daily calcium intake, learn how to prevent and treat osteoporosis and find answers to commonly asked questions.

In addition, *Take “CaRE” America* activities planned throughout the remainder of 2004 and 2005 will encourage Americans to “know their numbers” – height, bone density, recommended calcium requirement and actual calcium intake – to help them identify osteoporosis risk factors and prevent the long-term consequences of calcium deficiency.

Calcium Deficiency: A Leading Cause of Osteoporosis

One of the leading causes of osteoporosis and low bone mass is calcium deficiency. The body requires a certain amount of calcium to flow through its blood and soft tissues every day for muscles to contract correctly, blood to clot and nerves to function. When people don’t get adequate amounts of dietary calcium, their bodies meet their calcium needs by stealing the mineral from their bones. This weakens the bones over time and contributes to the development of osteoporosis.

Calcium Beyond Bone Health

Calcium deficiency may contribute to a number of other medical conditions, including hypertension, obesity, colon cancer and tooth loss.

Meeting the recommended daily intake of calcium is also important for expectant mothers, who transfer calcium to their unborn babies every day. However, the majority of pregnant women don’t get enough calcium through diet or from their daily prenatal vitamins, most of which only contain 200 to 300 milligrams of calcium.

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Recommended Calcium Amounts vs. Intake

Experts recommend the following daily calcium intakes:

<u>Infants</u>	<u>Milligrams Per Day</u>
0 – 5 months	210
6 – 11 months	270
<u>Children</u>	<u>Milligrams Per Day</u>
1 – 3 years	500
4 – 8 years	800
<u>Males/Females</u>	<u>Milligrams Per Day</u>
9 – 18 years	1,300
19 – 50 years	1,000
51 – >70 years	1,200
50+ years women not on HRT ²	1,500
<u>Pregnant and Lactating</u>	<u>Milligrams Per Day</u>
<18 years	1,300
19+	1,000

Source: ¹National Academy of Sciences; ²Optimal Calcium Intake. NIH Consensus Statement

While most Americans are calcium deficient, they are usually unaware that they are not getting enough of this vital nutrient. In fact, a recent survey conducted by GlaxoSmithKline Consumer Healthcare, makers of Os-Cal and TUMS, reveals that nearly half of all women are certain they meet or exceed their daily calcium requirements, but when asked to note the amount of calcium they think they need, women surveyed responded with an average of 720 milligrams, far less than what National Academy of Sciences standards call for. The most recent National Health and Nutrition Examination Survey (NHANES) conducted by the Centers for Disease Control (CDC) indicates that adult women are actually getting an average of under 800 milligrams of calcium each day.

With today's hectic lifestyles, people are often unable to obtain enough calcium from food sources alone. Dietary restrictions, such as low-fat and low-carbohydrate, can also play a role. Taking calcium supplements, such as Os-Cal or TUMS, can help people achieve recommended amounts of calcium quickly, conveniently and inexpensively. For most supplements, it takes just one or two tablets with breakfast and dinner to meet the recommended amount of calcium.

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Besides getting enough calcium every day, another key to osteoporosis prevention and treatment is an understanding of the risk factors for the disease, which is prevalent across all genders, ethnic groups and ages. Controllable risk factors include improper diet, lack of exercise, smoking, excessive use of alcohol and a low intake of calcium. Risk factors that are unavoidable include being thin or having a small frame, advanced age and family history of the disease.

About GlaxoSmithKline Consumer Healthcare

GlaxoSmithKline Consumer Healthcare is one of the world's largest over-the-counter healthcare products companies and ranks second globally in sales of oral care products. Its more than 30 well-known products include such medicine cabinet staples as Aquafresh[®] toothpastes and toothbrushes, Nicorette[®], NicoDerm[®] CQ, Os-Cal[®], Sensodyne[®] and TUMS[®].

About GlaxoSmithKline

GlaxoSmithKline — one of the world's leading research-based pharmaceutical and healthcare companies — is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

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