



Health Awareness

Bone Divas: Free 2006 Calendar Encourages Women to Battle Osteoporosis

(NAPSA)—They're fit, over 55 and fabulous. They are the "Bone Divas," 13 dynamic women who have been diagnosed with osteoporosis or osteopenia and are striking a pose in a free 2006 calendar to encourage other women to take better care of their bones.

Vibrant and energetic, the Bone Divas include a wilderness hiker, Alpine and Nordic skiers, a distance walker and an international flight attendant—aged 57 to 78.

Osteoporosis threatens more than 44 million Americans age 50 and older. An estimated 10 million individuals (eight million of whom are women) already have the disease and nearly 34 million more have osteopenia (low bone mass), a condition that puts them at increased risk for osteoporosis. Often faced with no symptoms, half to almost two-thirds of women quit their osteoporosis medication within one year.

"I hope the Bone Divas Calendar can provide useful information and serve as an inspiration to women—to be aware of their bone health, treat it as directed to reduce the risk of fractures and remain active as they go through life," said Sharon Kreutter, a nurse and Ms. July.

For a free 2006 Bone Divas Calendar, as well as helpful tips



Vibrant and energetic Bone Divas encourage women to protect their own bones in a free 2006 calendar available now at www.ivillage.com/bonedivas.

on managing osteoporosis, go to: www.ivillage.com/bonedivas or call 800-426-6482. The 2006 Bone Divas Calendar debuted on iVillage with support and assistance from Roche and GlaxoSmithKline (GSK).

Tips For Better Bone Health

- **Work with your doctor** to monitor your osteoporosis and bone mineral density (BMD), as well as your overall health. It's important to evaluate the steps being taken to maintain bone health and to decide what treatment is right for you.

- **Get your recommended daily amounts of calcium and vitamin D.** If you are over 50 years of age and female, studies suggest you should have 1,200

mg of calcium and 400-600 IU of vitamin D each day through food and/or supplements.

- **Exercise.** Bones generally become stronger and denser when you place demands on them. Lack of exercise, especially as you get older, can contribute to lower bone mass or density. Exercise can also reduce your risk of falling by improving balance, flexibility and strength. Talk to your doctor about a safe, effective exercise program to best meet your needs.

- **Take your medication.** Medicine can be a key factor in protecting bone health in women with postmenopausal osteoporosis. Daily, weekly and even a once-monthly prescription medicine, Boniva® (ibandronate sodium) 150 mg, are available that can build bone density and reduce risk of fracture. But no medicine can work if you don't take it. So fill your prescription, take it properly and continue taking it—as directed.

- **Avoid smoking and excessive alcohol.** Smoking has been shown to interfere with the way your body uses calcium to help bones. Excessive alcohol can also reduce bone mass and increase the risk of fracture. If you want to consume alcohol, it should be limited to one drink or less a day (for women).

Important Safety Information: Boniva is a prescription medicine for the management of postmenopausal osteoporosis. You should not take Boniva if you have low blood calcium, cannot sit or stand for at least 60 minutes, have severe kidney disease, or are allergic to Boniva. Stop taking Boniva and tell your doctor if you experience difficult or painful swallowing, chest pain, or severe or continuing heartburn, as these may be signs of serious upper digestive problems. Follow the once-monthly Boniva 150 mg dosing instructions carefully to lower the chances of these events occurring. Side effects are generally mild or moderate and may include diarrhea, pain in the arms or legs, or upset stomach. If you develop severe bone, joint, and/or muscle pain, contact your healthcare provider. Your doctor may also recommend a calcium and vitamin D supplement. For Patient Information for Boniva, visit boniva.com.