

“Both our current diet and tendency to oversupplement with calcium... make getting enough magnesium almost impossible.”

—Carolyn Dean, MD, ND

AUTHOR OF THE BOOK *THE MAGNESIUM MIRACLE*

## Symptoms of Magnesium Depletion

Millions suffer daily from symptoms that can result from a lack of magnesium. Due to the fact that magnesium is so vital to so many bodily processes, deficiency can contribute to a wide variety of conditions, such as

- Stress
- Fatigue & Low Energy
- Inability to Sleep
- Muscle Tension, Spasms & Cramps
- Anxiousness and Nervousness
- Irritability
- Headaches
- Weakness
- PMS and Hormonal Imbalances
- Weakening Bones
- Abnormal Heart Rhythm
- Calcification of Organs

Visit [www.petergillham.com](http://www.petergillham.com) for additional information.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



### Why is nutritional magnesium so important?

According to the National Institutes of Health, Office of Dietary Supplements, magnesium is the fourth most abundant mineral in the body and is **essential to good health**. Approximately 50 percent of total body magnesium is found in bone. The other half is found predominantly inside the cells of tissues and organs.

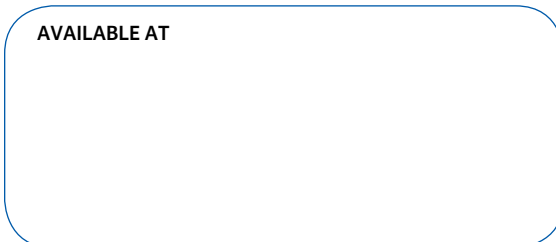
Magnesium is one of the most important basic nutrients that power our bodies and it is required for more than 300 biochemical reactions. But since our bodies don't produce this mineral, we need to replenish its supply every day. Due to nutrient-deficient soil and fast-paced lifestyles, few of us (estimated at less than 20 percent) get sufficient magnesium in our diets. This means supplementation is needed, and *Natural Calm* is the best-selling, award-winning magnesium that mixes easily in water to restore healthy magnesium levels quickly and effectively.

### NATURAL REVITALIZATION

A portion of the profits from the sale of *Natural Calm* goes to our *Natural Revitalization* environmental action initiative, which helps fund **Conservation International** ([www.conservation.org](http://www.conservation.org)) and **Remineralize the Earth** ([www.remineralize.org](http://www.remineralize.org)).



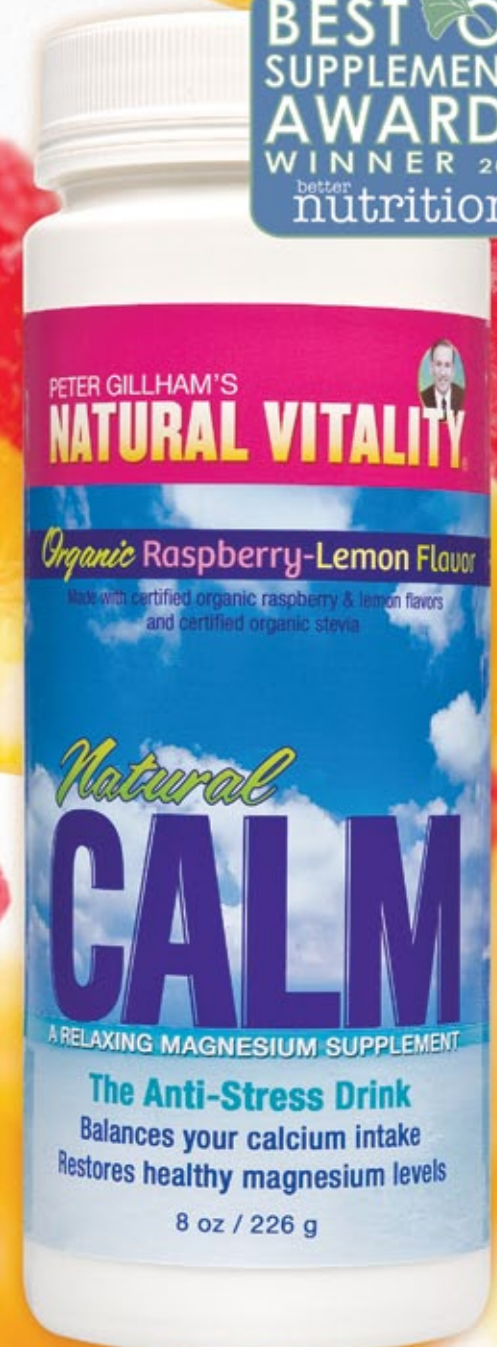
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**M**agnesium and calcium are fundamental nutrients that need to be in balance with each other in order for you to fully experience good health. Their importance on a cellular level is critical. Calcium and magnesium are like opposite sides of a coin. Calcium excites nerves, while magnesium calms them down. Calcium makes muscles contract. Magnesium is necessary for muscles to relax. Calcium is needed for blood clotting, but magnesium keeps the blood flowing freely.

### Calcium & Magnesium: A Matter of Balance

You experience the tensing (calcium) and relaxing (magnesium) interaction of these two elements each time your heart beats, when you feel your pulse, and every time you breathe.

When we are under stress, our cells—which in their resting state contain magnesium—go through a change. Calcium, normally outside the cells, enters the cells and the calcium level becomes high. This is the action state in which a muscle cell, for example, will contract and tense the muscle. The magnesium then pushes the calcium out of the cell and the cell is again in its resting, relaxed state.

Think of it as an on-off switch. The “off” is magnesium and the “on” is calcium.

But what happens to a cell that is not in balance—where the magnesium level in the body is deficient?

In simple terms, the “off” switch doesn’t fully turn off. That means calcium can continuously leak into the cells and stimulate cell activity (the “on” switch). The result is *stress* accompanied by one or more of the magnesium deficiency symptoms listed on the other side of this page.

Magnesium helps your muscles and nerves function properly; it keeps your heart rhythm steady, supports a healthy immune system and also assists in keeping

your bones strong. This essential mineral helps regulate blood sugar levels, promotes normal blood pressure and is required for producing and storing energy. It’s easy to see why many researchers say that no single dietary factor is as critical as magnesium.

### Calcium—Too Much of a Good Thing?

Calcium deficiency can be a serious issue. It is an important nutrient your body needs every day, but *too much calcium can also be a problem.*

The recommended adequate intake of calcium according to the National Institutes of Health, Office of Dietary Supplements, is 1,000 mg for adults aged 19–50 and 1,200 mg for 51 plus. There are many adults who are taking 1,200–1,500 mg of supplemental calcium *in addition to their dietary intake of calcium* (an 8 oz cup of low-fat fruit yogurt contains 345 mg of calcium and one cup of nonfat milk contains 306 mg). Unassimilated calcium can end up in the soft tissues of the body where it deposits and hardens (calcifies) or in the urine where it may result in kidney stones.

## Reduce Stress Naturally

Unless calcium and magnesium are properly balanced, magnesium becomes depleted (too much calcium can itself deplete magnesium levels). This can result in an inability to quickly recover from stress and can itself be a source of stress.



Natural Calm is available in original, organic raspberry-lemon, organic sweet lemon and organic orange flavors in 8 oz and 16 oz sizes. Original Natural Calm and organic raspberry-lemon are also available in single-serving packs.

### Do You Have a Healthy Magnesium Level?

Most people don’t get enough magnesium, including many who already take magnesium. There are two reasons for this: the amount of magnesium required by the body is greater than people think and many magnesium capsules and tablets are not completely absorbed by the body.

Magnesium deficiency can be caused by a number of *stresses* on the body, including—but not limited to—lack of adequate dietary magnesium, emotional stress, some drugs (diuretics, antibiotics, oral contraceptives, insulin, cortisone), heavy exercise, diabetes, gastrointestinal disorders and too much calcium in the diet.

### The Anti-Stress Drink

*Natural Calm* is the solution to both restoring a healthy magnesium level and balancing your calcium intake—the result of which is *natural stress relief*. **Natural Calm is the best-selling magnesium supplement on the market for the third year in a row** according to health food supermarket scanner reports.<sup>1</sup> It features a proprietary formula developed by nutritional researcher Peter Gillham that provides a highly absorbable, water-soluble magnesium in ionic form (having molecular charge that allows the element to easily bond with water), so it is ready to go to work right away.

*Natural Calm* can gradually reduce accumulated calcium, giving fast relief to many symptoms of magnesium depletion.

### Stress Relief and Health

Millions have experienced the stress relief and health benefits *Natural Calm* provides. Drink stress away naturally with The Anti-Stress Drink. You deserve the best. We want you to feel healthier and be happier.

1. SPINs data, 2008.