

“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. Most magnesium is inside our cells. Very little is in the blood. Low cellular or unbalanced magnesium can show up as a variety of symptoms, such as

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

Visit www.naturalvitality.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.



Makers of Natural Calm.

Why is nutritional magnesium so important?

Magnesium is one of the most important basic nutrients that power our bodies, and it is required for more than 700 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 one in five) get sufficient magnesium in our diets. This means supplementation is needed, and *Natural Calm* is the best-selling, award-winning ionic magnesium that mixes easily in water to restore healthy magnesium levels quickly and effectively.

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Calmful Living is a lifestyle magazine and website full of tips and inspiration to help people live happy, low-stress lives. After all, we believe everyone deserves a calmful mind, body and world.



Feel More of the
CALM EXPERIENCE
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— Feel the — CALM EXPERIENCE

Hear the fizz. Feel the Calm.





Magnesium 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 supply in the body is deficient?

In simple terms, the “off” switch doesn’t fully turn off. That means calcium can continually leak into the cells and stimulate cell activity (the “on” switch). The result is *stress*, which may be 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 to convert the food we eat into usable life 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 cause problems.

The recommended adequate daily 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 might become depleted (too much calcium can deplete magnesium levels). This can result in an inability to quickly recover from stress, and this imbalance *itself* can be a source of stress.



Do You Have a Healthy Magnesium Level?

The amount of magnesium required daily by the body is greater than most people think. The majority of us don’t get enough magnesium from the food we eat.

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

The Anti-Stress Drink

Natural Calm is the multi-award-winning solution to both restoring a healthy magnesium level and balancing your calcium intake—the result of which is *natural stress relief*. **Natural Calm has been the best-selling magnesium supplement on the market for over ten years in a row** according to health-food supermarket scanner reports.¹ It features a proprietary formula 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* is Certified R.A.W., Verified Non-GMO, and independently Tested & Approved by the Healthy Living Foundation to meet the strictest purity standards of California’s Prop 65.

Feel The Calm Experience

Millions have experienced the stress relief and health benefits that *Natural Calm*, The Anti-Stress Drink, can provide. We call it The Calm Experience.

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

1. SPINS data, 2016.

