

“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 cause a wide variety of conditions, such as

- **Low Energy**
- **Fatigue**
- **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 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?

Magnesium is involved in over 300 chemical processes in the body, including digestion, energy production, muscle function, bone formation, creation of new cells, activation of B vitamins and relaxation of muscles, as well as assisting in the functions of the heart, kidneys, adrenals, brain and nervous system.

Magnesium impacts

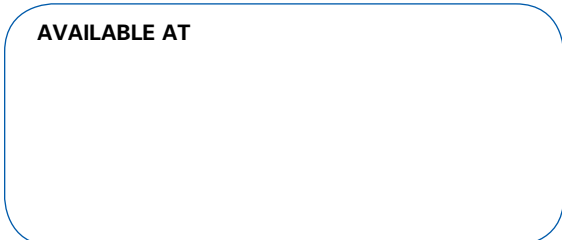
- **Stress Management** • **Heart Health**
- **Bone Health** • **Energy** • **Women's Health**
- **Men's Health** • **Athletic Performance**

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) and **Remineralize the Earth** (www.remineralize.org).



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Stress can be caused by many things in our lives. It's difficult to limit the external factors that contribute to stress, *but there is something we can do about how we respond to them.*

Stress on a Cellular Level

To fully understand stress, you need to understand something about two key minerals—calcium and magnesium. The roles of 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.

When we are under stress, our cells—which in a relaxed state contain magnesium—go through a change. Calcium—normally outside the cells—enters the cells, forcing the magnesium out. This is the state in which our bodies are alert, tense and ready to deal with any environmental danger or other threat.

Once the stressful situation is under control, magnesium flows back into the cells, pushing the calcium out, and the body is again in its relaxed rest state.

That is how things *should occur*. But what about really major stress and being under continual stress? And what happens if the body's magnesium levels are not adequate to force the calcium back out of the cells?

This is where you need to know more about the vital role of magnesium. It not only 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 & Magnesium: A Matter of Balance

Calcium deficiency can be a serious issue and continues to be heavily promoted through the media and advertising. Calcium is an important nutrient your body needs every day but *too much calcium can be a problem*. The hidden cause of calcium deficiency is the fact that **available calcium is not being assimilated by the body due to a lack of magnesium**. Unassimilated calcium ends up in the soft tissues of the body (not the bones) where it deposits and hardens (calcifies).

Unless these two minerals 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 in various unhealthy conditions (see list of magnesium depletion symptoms).

Women taking calcium supplements to prevent osteoporosis—*without adequate magnesium*—can actually *lower* the vital bone mineralization process. Without magnesium, calcium will not work properly.

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 most magnesium capsules and tablets are not completely absorbed by the body.



Magnesium deficiency can be caused by many 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.

Natural Calm—The Anti-Stress Drink™

Natural Calm is the solution to restoring a healthy magnesium level and balancing your calcium intake—the result of which is *natural stress relief*. Developed by pioneering nutritional researcher Peter Gillham, **Natural Calm is the best-selling magnesium supplement on the market for the second year in a row** according to health food supermarket scanner reports.¹ It features a proprietary process that provides a highly absorbable, effective magnesium in liquid form so that it's ready to go to work right away.



Natural Calm handles excess calcium in the body and can gradually reduce accumulated calcium, giving a new lease on life and instant relief to many symptoms of magnesium depletion.

If you need or currently take calcium, Natural Calm Plus Calcium provides a balance of calcium and magnesium, which won't result in a buildup of calcium and also contains vitamin C, vitamin D and boron to assist in the assimilation, utilization and distribution of calcium within the body.

Natural Calm is available in original, raspberry-lemon, sweet lemon and orange natural flavors in 4 oz, 8 oz and 16 oz sizes and convenient single-serving packs. Natural Calm Plus Calcium is available in original and raspberry-lemon flavors in 8 oz and 16 oz sizes.

1. SPINs data, 2008.