

“Athletes are under a tremendous amount of physical, chemical and mental stress, and so magnesium is absolutely vital for them to perform at their best.”

—Dr. David Pascal

TRACK AND FIELD ATHLETE SPECIALIST

## 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.



*A new level of health!*

### 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 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 ionic magnesium that mixes easily in water to restore healthy magnesium levels quickly and effectively.

**VEGETARIAN FORMULA • GLUTEN FREE • NON-GMO**

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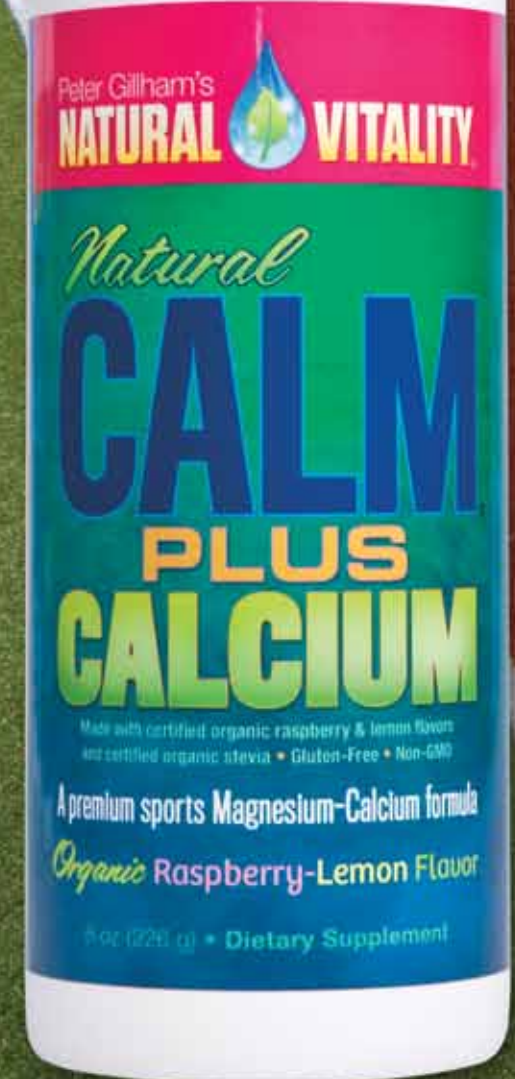


AVAILABLE AT

**MAGNESIUM-CALCIUM**

# Sports

**Premium Formula**





Calcium is an important nutrient essential for maintaining total body health. Your body needs it every day—not just to keep your bones and teeth strong, but to ensure proper functioning of muscles and nerves. It even helps your blood to clot. But can too much calcium be a problem? Yes, it can.

Excess calcium can deplete its vital sister mineral, magnesium, from the body and, as a result, can bring about symptoms of magnesium depletion, listed on the green page of this brochure. Calcium acts to *excite* nerves and is necessary for muscle contraction. Magnesium, on the other hand, *calms* nerves and is needed for muscle relaxation. Calcium makes bones stiff and hard, but magnesium is needed to avoid their becoming brittle. An excess of unabsorbed calcium may result in kidney stones and deposits in soft tissues such as arteries and heart cells, where it can calcify or harden into insoluble calcium.

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 through tiny gates and the calcium level temporarily becomes high. This is the action state in which a muscle cell, for example, will contract and tense the muscle. The magnesium guardian then helps push 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 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 function properly; it keeps your heart rhythm steady and supports a healthy immune system. 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 NEEDS MAGNESIUM

We believe calcium should not be taken on its own because it can pull magnesium out of body parts to supply the magnesium it requires for assimilation. Magnesium is necessary for over 300 different biochemical processes, such as digestion, energy production and the metabolism of proteins, fats and carbohydrates. It is also needed for bone strength, muscle strength and proper functioning of the heart and nervous system. While calcium requires magnesium, magnesium does not require calcium and can be safely and beneficially taken on its own.

## A MATTER OF BALANCE

Calcium deficiency can be a serious issue. We have, however, compounded the problem by promoting calcium supplementation without magnesium. In the United States we are consuming about 10 times more calcium than magnesium. Very few calcium supplements incorporate magnesium and when they do, there is often an imbalance of twice as much calcium as magnesium. In addition to the many calcium (without magnesium) supplements on the market, calcium is now added to cereals, crackers, juice, antacids and many other items (including soft drinks). Without a proper balance of these two minerals, magnesium becomes depleted, which can result in

the negative effects associated with lack of magnesium and a buildup of unassimilated calcium.

## SPORTS FORMULA

Athletes put their bodies under intense stress. Strenuous exercising and sweating (due to exertion and high temperatures) cause the body to lose magnesium. Many athletes are deficient in both calcium and magnesium.

Magnesium is also essential in addressing an issue common to almost all athletes—muscle cramping. When cramping occurs in workouts or competition, it is a sign of low magnesium levels. *Natural Calm Plus Calcium* balances a highly soluble and bioavailable form of calcium with *Natural Calm*—the best-selling, award-winning magnesium supplement—plus vitamins and minerals, so that the calcium you take will be fully utilized and you will have healthy magnesium levels. Magnesium won’t be depleted by calcium and there will not be a buildup of unabsorbed calcium.

*Natural Calm Plus Calcium* original

Supplement Facts		
Serving Size: 3 rounded teaspoons (7.5 g)		
Amount per Serving	% Daily Value	
<b>Magnesium</b> (elemental from magnesium citrate)	<b>350 mg</b>	<b>87</b>
<b>Calcium</b> (elemental from calcium gluconate)	<b>230 mg</b>	<b>23</b>
<b>Potassium</b> (elemental from potassium citrate)	<b>115 mg</b>	<b>3</b>
<b>Vitamin C</b>	<b>290 mg</b>	<b>483</b>
<b>Vitamin D<sub>3</sub></b>	<b>115 IU</b>	<b>28</b>
<b>Boron</b> (elemental from boron citrate)	<b>290 mcg</b>	<b>*</b>

\* Daily Value not established

*Natural Calm Plus Calcium* is available in original (unflavored) and organic raspberry-lemon flavors in 8 oz and 16 oz sizes.



**Ingredients:** A proprietary blend of citric acid and magnesium carbonate—which, in combination with water, creates ionic magnesium citrate—calcium gluconate, potassium citrate, ascorbic acid, vitamin D<sub>3</sub> and boron citrate.