



## Magnesium Glycinate Powder

- Provides Magnesium Bisglycinate Chelate for Optimal Absorption and GI Comfort
- High-Concentration Magnesium for Cardiovascular Support
- Helps Maintain Healthy Blood Pressure and Glucose Levels
- Promotes Energy Production and Muscle Relaxation

Magnesium is a mineral used by every organ in the body, especially the heart, muscles, and kidneys. By some estimates, up to 80 percent of Americans are not getting enough of this key mineral. Magnesium insufficiency has been implicated in a wide range of health challenges. This product Powder delivers 300 mg magnesium bisglycinate chelate in a delicious, strawberry-lemonade flavored mix that can be added to any beverage. Magnesium bisglycinate was chosen for its proven enhanced absorption. In addition, the chelated form of magnesium bisglycinate used in this formula is gentle on the stomach. Research has demonstrated this form to be well-tolerated, causing less laxation potential than other forms of magnesium, such as oxide.<sup>1</sup>

### Overview

Magnesium is an abundant mineral in the body and is found naturally in many foods, like green leafy vegetables. It is also found in over-the-counter medications, such as laxatives. The average American intake of magnesium, according to the National Health and Nutrition Examination Survey (NHANES Study) is critically low: Many Americans fail to consume the estimated average requirement (EAR) established by the Institute of Medicine.<sup>2</sup> In addition, more than 57% of the population does not meet the United States Department of Agriculture requirements for magnesium in the diet. Intracellular magnesium levels are decreased by excessive intake of alcohol, salt, coffee, phosphoric acid found in sodas, diets high in calcium and high stress levels.<sup>3</sup> Because of widespread nature of magnesium deficiencies, adequate daily intake of magnesium is critical for proper hydration, stress response, muscle relaxation, promoting healthy blood pressure levels, optimal bone mineral density, and blood sugar regulation.<sup>4,5</sup>

### Bioavailability : The Mineral Chelate Difference<sup>†</sup>

The importance of bioavailability is obvious. If consuming a magnesium supplement has little effect on improving the body's magnesium balance, there is no reason to ingest it. Signs of inferior mineral supplements include the use of cheap, poorly absorbed, rock-salt minerals like calcium carbonate and magnesium oxide (See Figure 1). These mineral forms slow and limit absorption, relying on adequate stomach acid to release magnesium ions which then enter the body via passive diffusion. And, because they tend to remain in the intestines longer, these forms of mineral supplements can cause intestinal distress such as constipation (calcium carbonate) or diarrhea (magnesium oxide).



† 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.



