

“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

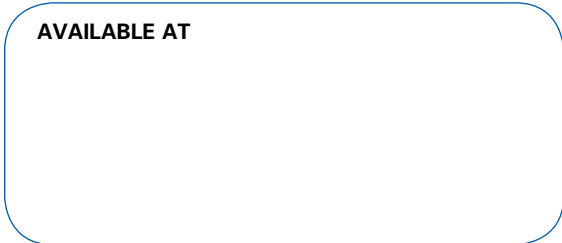
- **Stress Management** • **Heart Health**
- **Bone Health** • **Energy** • **Women's Health**
- **Men's Health** • **Athletic Performance**

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).



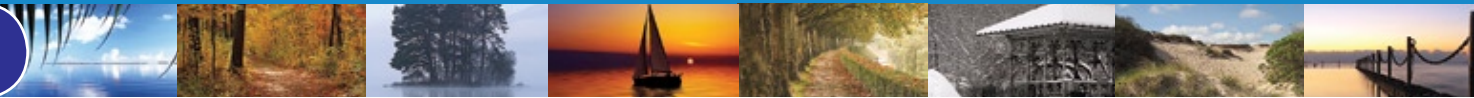
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Why it's important to
balance
your calcium intake





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 each 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 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 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. This doesn’t mean *supplemental* calcium and of course doesn’t factor in the magnesium needed to balance it. 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 can result in kidney stones.

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



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

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 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 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 second year in a row**



according to health food supermarket scanner reports.¹ It features a proprietary process developed by pioneering nutritional researcher Peter Gillham that provides a highly absorbable, water-soluble ionic magnesium that’s ready to go to work right away.

Natural Calm handles excess calcium in the body and can gradually reduce accumulated calcium, giving fast relief to many symptoms of magnesium depletion.

If you need supplemental calcium, *Natural Calm Plus Calcium* provides a safe 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.

1. SPINs data, 2008.