

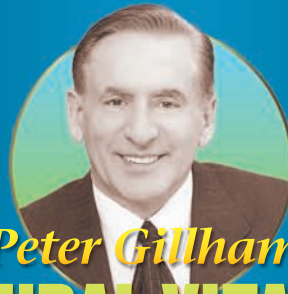
LACK OF ADEQUATE MAGNESIUM is the major cause of body difficulties, and when you handle the magnesium deficiency you will see miracles occur before your eyes.

Children can get muscle cramps, muscle spasms, experience nervousness or a tense body the same as adults but they can't tell you what is wrong.

Children are at the beginning of life and getting them off to a flying start will help set them up for a healthy and happy life—which is what we want.

All of the signs of a magnesium deficiency in adults also apply to children. So do the results obtained by handling that deficiency. The only difference is that children don't require as much magnesium as adults do because they have smaller bodies. Put *Kid's Formula Calm* in water and let them drink it. The water acts as a carrier and takes the magnesium to wherever the body needs it. Give your children *Kid's Formula Calm* and you will see almost instant results.

—Peter Gillham



Peter Gillham's
NATURAL VITALITY™

Kid's
FORMULA

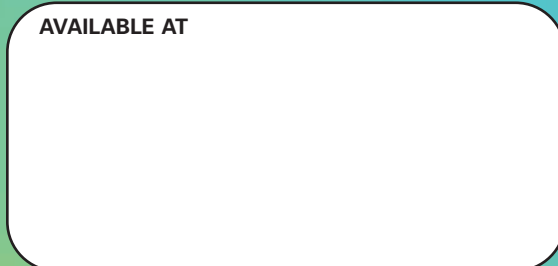
CALM™

The Anti-Stress Drink

Balances Calcium Intake

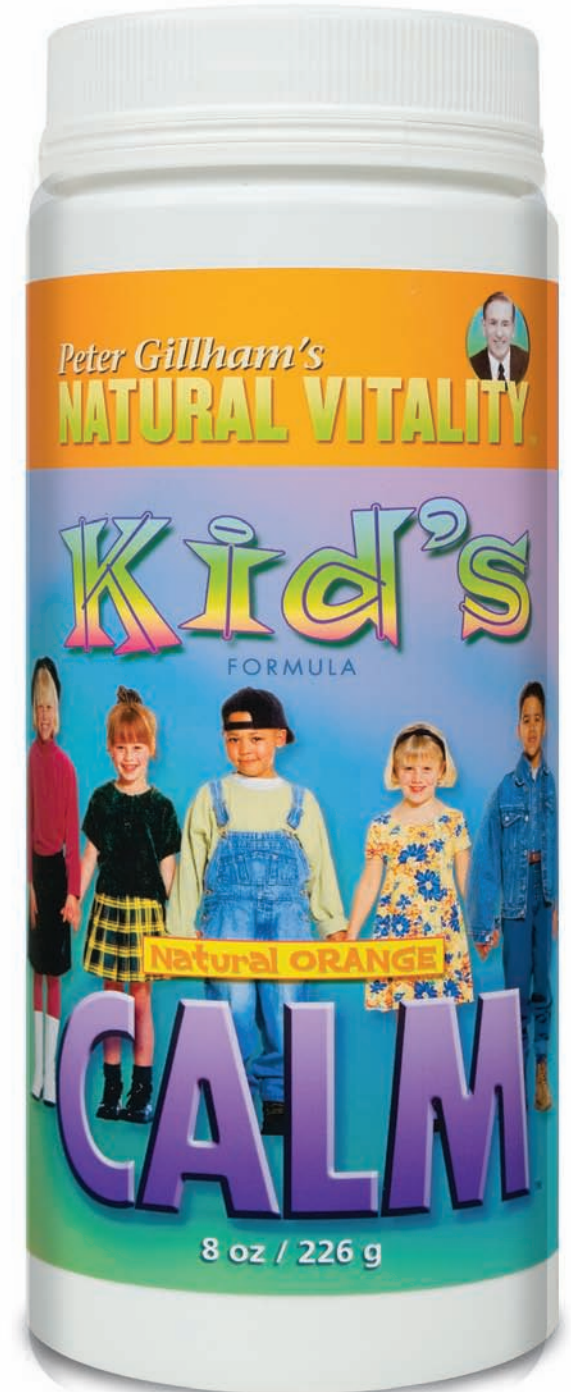
Restores Healthy Magnesium Levels

AVAILABLE AT



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The Anti-Stress Drink



Kids Need Magnesium Too!

"The well-being of children" was the chief concern among Californians, outranking the cost of living, taxes and even war and terrorism, according to a recent poll conducted by the Field Research Corporation for the Lucile Packard Foundation for Children's Health.

Parents and non-parents alike have reason to be worried about children's health, due to the youth obesity epidemic, the alarming rise of type 2 diabetes and the growing number of children (estimated at close to 6 million) labeled as having ADD or ADHD and placed on prescription drugs.

MAGNESIUM AND HEALTHY CHILDREN

Magnesium plays an important role in essentially every life function. It helps maintain normal muscle and nerve activity, keeps heart rhythm steady, supports a healthy immune system and keeps bones strong. Magnesium also helps regulate blood sugar levels, promotes normal blood pressure and is known to be involved in energy metabolism and protein synthesis. Many researchers believe that no single dietary factor is as critical as magnesium.

DOES YOUR CHILD HAVE A HEALTHY MAGNESIUM LEVEL?

A significant percentage of the population—adults and children—have below healthy magnesium levels. The recommended amount of magnesium the body requires on a daily basis is greater than people think—if they think about it at all.

Magnesium deficiency can be caused by a number of things, including—but not limited to—lack of adequate dietary magnesium, emotional stress, some drugs such as antibiotics, heavy exercise, diabetes, gastrointestinal disorders and excessive calcium in the diet.

SYMPTOMS OF MAGNESIUM DEPLETION

Because magnesium is required for hundreds of enzymatic reactions (*enzymes are protein molecules that stimulate every chemical reaction in the body*), deficiency can cause a wide variety of symptoms, such as

**Low Energy • Fatigue • Weakness
Inability to Sleep • Weakening Bones
Muscle Tension, Spasms and Cramps
Abnormal Heart Rhythms • Headaches
Anxiousness • Nervousness • Irritability**

Kid's FORMULA Calm

Peter Gillham formulated this *Natural Calm* for kids (four years old and up). It contains magnesium, zinc and vitamin C for growth, relaxation and immunity. Kids will love it! The natural orange flavor tastes like a sweet, juicy orange.

Children ages 4 to 8 years should be taking 130 mg of magnesium and children ages 9 to 13 should be taking 240 mg, according to the Recommended Daily Allowances.

This formula will relax the nerves and help a child to grow, concentrate and stay healthy. Contains no sugar or artificial sweeteners and zero carbs.

Supplement Facts

Serving Size: 1/2 teaspoon

Amount per 1/2 teaspoon	% Daily Value
Magnesium 85 mg (elemental from magnesium citrate)	65
Vitamin C 200 mg (as magnesium ascorbate)	444
Zinc 2 mg	20

Ingredients: Magnesium Citrate, Magnesium Ascorbate, Zinc, Stevia and Natural Orange Flavor. No sugar or artificial sweeteners added.

WE DISAGREE that children should be given drugs to handle symptoms which have arbitrarily been labeled "ADHD."

"The ADHD diagnosis is tailored to justify the use of stimulants for the behavioral control of children in groups. It enumerates behaviors that healthy children often display in structured, over-controlled groups in which their individual needs are unmet.

"Ultimately, by suppressing emotional and behavioral signals of distress and conflict, stimulants allow adults to ignore the needs of children in favor of creating a controlled environment. Meanwhile, stimulants do not improve academic performance and provide no long-term improvement in any aspect of a child's behavior or life."

—Peter R. Breggin, MD

"ADHD" AND MAGNESIUM

University of Maryland Medical Center reports that some experts believe children with ADHD may be exhibiting the effects of mild magnesium deficiency (such as irritability, decreased attention span, and mental confusion). In one study of 116 children with ADHD, 95 percent were magnesium deficient. In a separate study, 75 magnesium-deficient children with ADHD were randomly assigned to receive magnesium supplements in addition to standard treatment or standard treatment alone for 6 months. Those who received magnesium demonstrated a significant improvement in behavior, whereas those who received only standard therapy without magnesium exhibited worsening behavior.

Kid's FORMULA Calm

**The Anti-Stress Drink
Balances calcium intake**

Restores healthy magnesium levels