



# Twelve Reasons to Take MAGNESIUM



## Health Equations MAGNESIUM Plus

- CONTAINS MAGNESIUM IN SYNERGISTIC COMBINATION with other trace minerals — calcium, copper, manganese, chromium and molybdenum. Magnesium Plus is a proven and effective delivery system that carries magnesium directly to the site of absorption in the small intestine.
- OPTIMIZES MAGNESIUM ABSORPTION: Unbound, free charged magnesium is delivered directly to its absorption site in the small intestine. No other magnesium or mineral supplement does this. Delivery of free and charged minerals to their site of absorption in the small intestine is necessary to absorb minerals.
- COST EFFECTIVE & SAFE because you absorb all the magnesium you take. Unabsorbed minerals interfere with the absorption of other vital nutrients, unfavorably increase or decrease intestinal motility and adversely effect the bowel microorganism population.
- A COMPLETE & EFFECTIVE MINERAL SUPPLEMENT when combined with an electrolyte solution.
- 90 capsules per bottle.

**Magnesium is a potent anti-inflammatory agent.** Adequate magnesium intake lowers many inflammatory markers. Most symptoms and disease begin with inflammation.

**Currently, dietary magnesium is at best 50% of the recommended daily allowance.** In the last century, the magnesium content of food decreased by approximately 50% as a consequence of food processing, loss of soil and loss of minerals in soil.

**Water is a primary source of magnesium.** Intake of hard water due to its high magnesium content is associated with lower blood pressure. Natives who move to urban areas have an increased incidence of high blood pressure and heart disease due to a decrease in magnesium in their food and water.

**In a study of over 7,000 subjects** participating in the Honolulu Heart Program, men whose daily intake of magnesium exceeded 320mg had only 4 cases of heart disease per 1,000 compared to 7 cases per 1,000 with an intake of less than 180mg.

**Magnesium absorption is decreased**, and/or magnesium loss is increased by coffee, alcohol, phosphates, (e.g. in dark sodas) and by calcium and calcium supplements.

**Magnesium, not calcium, is the principal mineral required for healthy bones.** Magnesium sufficiency promotes deposition of calcium in bones. Magnesium deficiency results in calcium deposition in soft tissues. Plaque in arteries is 50% calcium, only 3% cholesterol.

**Magnesium regulates nerves and muscles.** In addition to high blood pressure, magnesium deficiency results in excitability, irritability, inability to relax and muscle cramping.

**Magnesium deficiency also results in decreased levels of neurotransmitters** (messengers in the brain). Therefore, magnesium deficiency contributes to sleep disturbances and depression.

**Magnesium is a very effective “calcium channel blocker.”** Calcium channel blockers are a group of medications prescribed regularly for hypertension and heart disease. Not surprisingly, magnesium often reduces blood pressure without medication.

**Elevations in insulin are proportionate to the degree of magnesium deficiency.** High insulin, known as hyperinsulinism, poses a serious risk for developing diabetes and Metabolic Syndrome. Cardiovascular disease and hypertension commonly occur in both of these disorders.

**Magnesium is essential for DNA repair.** Damaged DNA contributes to the development of cancer.

**Magnesium facilitates calcium absorption and retention.** Conversely, high calcium intake interferes with magnesium absorption. Studies have found an increased rate of death in populations with a high calcium intake.