The Importance

Magnesium is the most important major mineral that is needed by your body. In order to function correctly and efficiently your body needs many nutrients. But if it is deficient in magnesium, there are over 300 biochemical reactions that either won’t occur at all or will occur very inefficiently. Somewhat like a car functioning with dirty battery terminals.

Also, magnesium is necessary for the correct assimilation of calcium and potassium and the correct and efficient functioning of enzymes. As you can imagine, without magnesium your body is going to be performing at very much less than full capacity. A deficiency in magnesium can go from slight to very severe and your body will be signaling to you that it is in trouble: SOS . . . HELP!

Body Symptoms

These signals are in the form of body symptoms. A slight deficiency and you will notice slight depression and lack of well-being. The body is telling you, Help, I'm in trouble. Then you start getting headaches, pain in the lower back, stiff, tight muscles, particularly in the back. The body is telling you, I'm in worse trouble, help me! Now!

But you ignore these messages. You haven't learnt to read and decipher them. You seek professional advice and . . . Well, you know what they advise.

Time goes by and now you start getting muscle cramps, then calcium deposits, muscle twitches and tics, high blood pressure. You ignore it and don't do anything about these signals.

You start to get nervous; you jump at sudden sounds. You have never been this way before. You are told that you are getting old, that you can expect this sort of thing. You now have trouble sleeping and continually wake up feeling tired. Your body goes into spasms (involuntary and abnormal muscular contractions) and jerks. Your body is calling out, You idiot, I need help now! Get some magnesium drink and take it night and morning!

Don't Ignore Warning Signals

You ignore these signals. Next, you find yourself with a chest pain, called angina pectoris. You ignore this also, and no one else seems to know what is causing it. You never did learn how to take care of your own body and have always left it to the so-called experts. These experts don't know either.

The next thing that happens is suddenly your heart starts racing. It goes out of rhythm. You don’t know what to do and neither does anyone else. Then one day you have been out working hard physically, or under stress, and all of a sudden you have a heart attack. Your body is telling you, I am in real trouble; I am almost at the end of the line. I need magnesium urgently and fast. NOW! So learn from me: The body is crying out for magnesium. It is deficient in magnesium. It cannot function unless it has sufficient of this mineral. I know this seems too simple.

Test it for Yourself

Prove me wrong. But in the test, use the correct magnesium product – otherwise you won’t get the required results.

How important is magnesium? It is so important that your body won’t function well with even a slight deficiency, and with a severe deficiency you could end up with a heart attack. So you tell me. Is magnesium important enough for you to learn about and consume?
Key Nutrient

Magnesium is an essential nutrient. It is necessary for every major biochemical process, such as digestion, protein synthesis, cellular energy production and glucose metabolism. Magnesium is also needed for bone strength, muscle strength and heartbeat, as well as the functioning of the nervous system. Over three hundred biochemical and bioelectric reactions depend on magnesium to occur. Without these taking place efficiently, the body is in trouble and so are you.

If you do not have sufficient magnesium, the body will not work properly and you will end up with the symptoms described earlier. By your drinking a good magnesium drink, these symptoms will gradually and mysteriously disappear. This will occur even if you only take a small amount of it.

Deficiency is Common

Contrary to common belief, magnesium deficiency is very common even among those who supplement it regularly. The reason for this is that the stress of modern lifestyle depletes magnesium reserves far more rapidly than was previously realized.

Activates Other Minerals

All other major minerals are dependent upon magnesium being present in order to function. The major minerals are magnesium, calcium, potassium and sodium. Of these, magnesium is by far the most important.

Magnesium versus Calcium

Calcium, a major mineral, needs magnesium in order to assimilate into the body. Calcium, however, should never be taken on its own. Otherwise, it will pull magnesium out of body parts in order to assimilate. This creates a greater magnesium deficiency and the person will feel worse. This occurs with people who drink milk. Milk is about 8 calcium to 1 magnesium and it will create a magnesium deficiency.

Magnesium regulates the entrance and utilization of calcium in the cells. Without magnesium, calcium remains in the body unused. This will result in calcium deposits in the joints (often called arthritis), gallstones, kidney stones, and in extreme cases calcification of the brain and other body organs and parts. This, in turn, results in loss of memory and loss of ability to reason and eventually the termination of life. All of these conditions have frequently been known to disappear after taking extra magnesium, especially the drink form.

Again, magnesium and calcium must be in the correct proportions, otherwise the calcium becomes a pollutant in the body causing heart disease, arthritis, hardening of the arteries, senility, osteoporosis, and calcification of organs and tissues as described earlier, which could eventually completely degenerate these organs and tissues. From this you can deduce that it is contra survival to take calcium without magnesium. The rule is "Never take calcium without magnesium. Calcium depends on magnesium for it to assimilate. Magnesium, on the other hand, doesn't require calcium in order to function. In fact, in many cases, magnesium taken on its own without any calcium will help you feel younger, more energetic, stronger, and give you a multitude of other benefits, all as a result of the magnesium being present to do its job.

What Depletes It?

Let's take a look at what depletes magnesium: Modern stresses, whether chemical, environmental or mental, frequently deplete magnesium reserves (which are often depleted faster than calcium
reserves). This can cause a magnesium deficiency and the resultant symptoms of internal stress, even when the person does take magnesium supplements if he takes more calcium than magnesium (which is very common). Extra magnesium can often mean the difference between a stressed body and a completely relaxed one. Magnesium depletion is a highly important issue, which will be crucial to understand. The following are Magnesium Depletors. Learn them well and apply accordingly. The more dominant they are in your life, the more magnesium your body will need. These items dramatically speed up the depletion of your body's magnesium storage, and make it necessary for much more magnesium to be consumed:

1. Mental stress,
2. Physical stress,
3. Coffee,
4. Sugar,
5. High sodium diet,
6. Alcohol,
7. Cola-type sodas,
8. Tobacco,
9. High perspiration,
10. Medical drugs of all types,
11. Low thyroid,
12. Chronic pain,
13. Diuretics,
14. A high carbohydrate diet
15. A high calcium diet.

Calcium? Yes. Can too much calcium be a problem? More than you ever thought possible. Differently put, excess calcium can become a real problem. Excess magnesium, on the other hand, is impossible. Excess calcium combined with low magnesium will create osteoporosis and fragile bones.

The Proof?

Here is an amazing example: What country has the highest rate of milk consumption? That's right, it is America. Now another question: What country has the highest consumption rate of calcium supplements? That's right, the answer is again America. So obviously, you would say, America must have the lowest occurrence of osteoporosis (calcium loss) of all countries, right? Believe it or not, the truth is the exact opposite! We have the highest rate! Why? Taking more calcium will not fix a calcium deficiency, which is quite evident from the statistics. Yet more magnesium will handle the calcium deficiency as well as the magnesium deficiency itself.

Magnesium vs. Calcium: Which product should you use?

We are frequently asked about when to use our various magnesium & calcium drinks. The following serves as a general guideline.

Our 3 basic formulas are:

1. **Natural Calm** (magnesium only, 615mg elemental per serving).
2. **Cal-Mag Plus** (high magnesium 319mg, low calcium 118mg, potassium 171mg).
3. **CalMag** (high calcium 488mg, low magnesium 244mg).
The first product (Natural Calm) doesn't contain any calcium and is always the first product to start a patient on. Many people will never require any other product. Products 2 & 3 contain calcium but in different proportions.

Different Folks = Different Proportions: Always keep in mind that different people require different calcium-magnesium ratios. Some require only magnesium (Natural Calm), some high magnesium and little calcium (Cal Mag Plus) and some high calcium, low Magnesium (CalMag).

Please refer to this guideline for quick answers.

Which product should you use and when do you switch to another one?

Another common question is: "when do I need to start taking calcium"? This, of course, will depend on the person's needs (i.e. if a person cannot assimilate calcium, supplemental calcium could be harmful). Many people will do best with Natural Calm on a regular basis; others will need the CalMag Plus, while others need to periodically switch between Natural Calm and one of the Calcium/magnesium formulas (to ensure proper calcium balance is maintained). A detailed description will follow under each product's header.

So when do you change the existing formula?

You change the existing formula ONLY if (1) the person gets no benefits from it or (2) it introduces new symptoms.

As long as a person does well on any given formula, he should be left on it.

This is your basic guideline on which product to select. If you seek more detailed information refer to the Extended Guideline.

Extended Guideline

Natural Calm

If a person is experiencing the symptoms of magnesium deficiency such as sleep difficulties, body tension, fatigue, muscle spasms or stiffness, heart conditions, PMS, depression, dispersal, diabetes, osteoporosis, asthma, nervousness, constipation, Natural Calm should be the first formula to use. The rule is: whenever a person manifests any number of major symptoms, Natural Calm is always the first product to start with. Most of these symptoms are magnesium deficiency and Natural Calm will correct the deficiency faster and more effectively than any other formula available today.

Starting to use Natural Calm & symptoms turn up – Some people who are heavily deficient in magnesium may go through a major healing crisis as the magnesium will set off as many as 300 processes occurring in the body all at once. In these cases, the person should start with much less, maybe just a pinch, and as the body can handle greater amounts, the dosage can be gradually increased.

Cal-Mag Plus

This formula is switched to when lack of calcium causes the following manifestations:

Using Natural Calm & new symptoms turn up – On occasion, after a certain period of using Natural Calm, a person may be caught up entirely on his magnesium deficiency. When this happens
the exclusive use of Natural Calm may induce a re-occurrence of some symptoms. Should this happen, it is because all of the calcium in the body has been assimilated and the person is now ready for fresh calcium to keep in balance. Balance is the key here. Cal Mag Plus should be the first choice. But if symptoms persist, CalMag is the right formula.

**Using Natural Calm & symptoms persist** – If Natural Calm is used for a while and some of the symptoms still persist, it is now time to provide the person with calcium by switching to CalMag Plus and seeing if the switch makes the desirable difference. In the event of only a slight improvement with some symptoms still left, switching to CalMag (higher calcium) is advisable.

**CalMag**

Use this formula when a person fails to get results from Natural Calm or Cal Mag Plus. This formula is best suited to anyone who does not have a magnesium deficiency but has a calcium deficiency. A calcium deficiency can create similar symptoms. Remember, for some people, taking magnesium too long exclusively, may create a calcium deficiency.

Again, even with CalMag, always be alert to any symptoms appearing when it comes to long-term use. For some people this formula, used too long, could create calcium excess again, so check periodically, to see if an occasional switch to Natural Calm is necessary.

**Purpose of all 3 formulas**

Please note that the purposes of all of the above formulas is to regulate calcium/magnesium levels in the body. Needs may vary during different stages of one's life. Whenever possible, we recommend kinesiology testing to determine the right formula.

Many people can't tolerate high calcium supplements (short or long term) and react to it adversely. For such people magnesium alone or CalMag Plus will do a much better job regulating calcium levels in the body (magnesium is what makes calcium active, as well as ridding the body of excess calcium, which is toxic).

**Caution:** Never put people on high calcium "because they are old" or "because they need to get calcium". Too much calcium, when inappropriately prescribed (common practice) can deplete magnesium and that will cause a host of new symptoms. Use ONLY what makes them feel better.

**How to Use Natural Calm**

**Preparation:** As you can read from the label, Natural Calm is made as a tea by placing the powder in hot water to dissolve. Cold water can be added at will for instant drinking.

**How much?** It is important to understand that individual needs will vary. Some individuals will need more Natural Calm than others. We recommend that you start with 1 teaspoon daily, and increase your dose up to the point of loose stools. This will be the dose you will need to maintain for regular use.

The final amount taken could range anywhere from a 1/4 teaspoon to 3-4 teaspoons. This could be taken all at once or split to 2-3 smaller dosages throughout the day.

**Diarrhea:** If you get diarrhea, it is a sign that you used too high a dose, and you need to cut it back to the point where the diarrhea does not reappear.
**What about kids?** The same applies as before. Start with a small amount and increase. We recommend starting with 1/4 a teaspoon and increasing, depending on the kids physical size. If they are 10 years old they can often handle up 1/2 - 1 teaspoon.

**Form:** Natural Calm comes in a powder and is prepared as a tea (see How to Use for more info)

**Ingredients:** Water Soluble Magnesium Citrate, and nothing else (205mg of elemental magnesium per teaspoon). Manufactured using a proprietary process exclusive to Natural Vitality. Contains NO yeast, dairy, egg, gluten, soy, wheat, sugar, starch, preservatives, artificial colors or flavoring.

**Serving Size:** 1-3 teaspoons (product label explains exactly how to monitor appropriate dosage).

**Effectiveness:** What makes Natural Calm so special over other forms of magnesium supplements is that it is water soluble and assimilates instantly and thoroughly, and works even in cases of highly impaired digestion.

**Doctors and clinics:** Natural Calm is used by over 1,000 doctors and health clinics nationwide with great success.

[Hint on preparing your Natural Calm to drink: Heat some pure water in a stainless steel kettle or pot on the stove top. (Never use a microwave.) Put your Natural Calm dosage into a ceramic cup or mug and add a small amount of the hot water. Allow the bubbling and fizzing to subside. Fill the remainder of the cup with room temperature water to cool it down enough to drink. To make the Natural Calm more palatable (for those who don’t like to drink it straight), you might wish to add a small amount of juice from a fresh-squeezed lemon. Add the lemon juice after you have mixed in the room temperature water. Drink to your health!]