

REACTED MAGNESIUM POWDER



RECOMMENDED USE

- *Helps in the development and maintenance of bones and teeth*
- *Helps in tissue formation*
- *Helps to maintain proper muscle function*
- *Helps the body's ability to metabolize carbohydrates, fats and proteins*

ESSENTIAL VITAMINS

Magnesium is a mineral used by every organ in the body, especially the heart, muscles, and kidneys. According to a 2012 Canadian Community Health Survey (CCHS), approximately 30% of males and 35% of females ages 19 to 30 are deficient in magnesium.¹ Magnesium insufficiency has been implicated in a wide range of health challenges. Reacted Magnesium 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.²

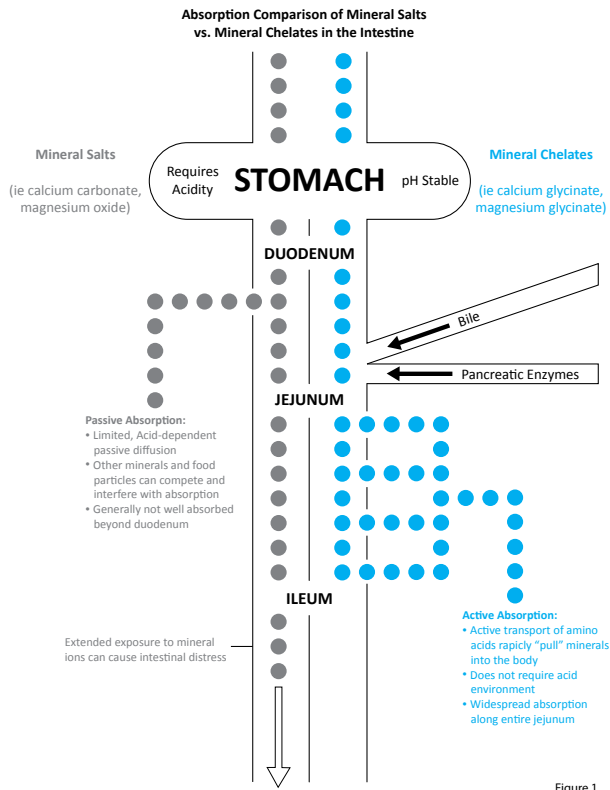
Overview

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. According to the 2012 survey, more than 34% of Canadians over age 19 consumed magnesium in quantities below the Estimated Average Requirement (EAR), with the prevalence of inadequate intakes rising to greater than 40% in half the adult age and sex groups.¹ 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.³ Because of widespread nature of magnesium deficiencies, adequate

daily intake of magnesium is critical for proper hydration, maintenance of proper muscle function, optimal bone mineral density.^{4,5}

Bioavailability : The Mineral Chelate Difference[†]

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).



In addition, other in vitro comparison studies have shown significantly superior absorption of magnesium chelates compared to other mineral forms:

- Multiple double blind studies found urinary excretion of magnesium chloride higher than magnesium glycinate.⁷⁻⁸
- Magnesium glycinate is shown to have a reduced laxative effect when compared to other forms of magnesium.⁹

Magnesium chelates are gentle, "gut-friendly" minerals that do not cause diarrhea that often accompanies magnesium oxide and other rock-salt forms. Albion™'s magnesium chelates have extensive clinical research proving their superior bioavailability, biologic activity, stability, and improved tolerance.

Bone Health†

Magnesium is involved in bone formation and influences the activity of osteoblasts and osteoclasts, cells responsible for the breakdown and formation of bone.¹⁰ Several population-based studies have found positive associations between magnesium intake and the state of bone strength and mineralization in men and women.¹¹⁻¹²

Recommended Dose

Adults: Mix 1 scoop (5.7 g) with water or the beverage of your choice and take once daily.

Medicinal Ingredients (per scoop)

Magnesium (Albion™ Minerals Magnesium bisglycinate) 300 mg

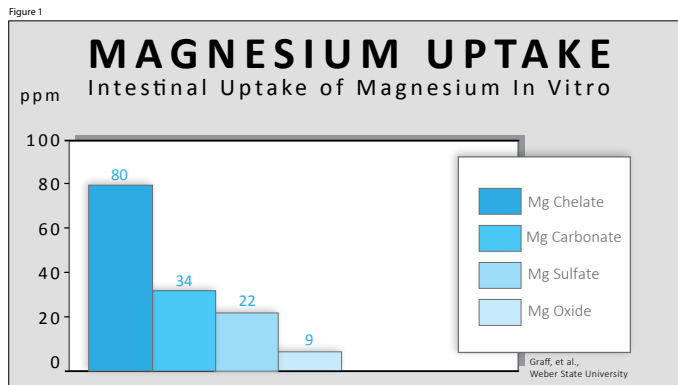
Non-Medicinal Ingredients

Citric acid, Strawberry flavour, Rebaudioside A (Organic).

To be sure this product is right for you, always read and follow the label.

Reacted Magnesium provides the additional benefit of highly-absorbed, Albion™ magnesium chelates. Albion™ is the world leader in manufacturing highly bioavailable mineral chelates, a specialized form of minerals bound to amino acids. This patented process creates organic mineral compounds which use active absorption mechanisms in the gastrointestinal tract to greatly enhance mineral absorption. In an in vitro magnesium comparison study reported by Graff et al. at Weber State University, evidence suggested that Albion™'s magnesium amino acid chelate had (See Figure 1)⁶:

- 8.8 times greater absorption than magnesium oxide
- 5.6 times greater absorption than magnesium sulfate
- 2.3 times greater absorption than magnesium carbonate



References

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