



Magnesium Power

UNIQUE MAGNESIUM BLEND
ADDRESSES INDIVIDUAL NEEDS

GUARANTEED ABSORPTION FULLY
IONIZED AND FULLY SOLUBLE
FOR BONE, HEART, MUSCLE AND NERVES



MAGNESIUM POWER — ESSENTIAL FOR GOOD HEALTH

It is not surprising that magnesium deficiency is rampant. The U.S. Department of Agriculture Dietary Survey shows that at least 80% of Americans are magnesium deficient. Magnesium is a buffering mineral used by the body to neutralize acids. Chronic stress and the acid-producing effects of caffeine, alcohol, processed foods, and sugar deplete magnesium stores in the body. The typical Western diet is high in acidic foods and low in magnesium rich foods. **Magnesium Power** delivers magnesium in fully soluble, fully ionized alkaline salts, ready to buffer the body against the damaging effects of acidity.*

Only **Magnesium Power** has the benefit of a combination of four transport cofactors. These cofactors first deliver magnesium to the cells, and then add an energy boost when taking their place as activators in the energy production pathway.*

For preventing and reversing osteoporosis, magnesium may be more important than calcium. Magnesium balances calcium supply, keeping it from being excreted; active vitamin D3 also requires adequate magnesium levels. **Magnesium Power** contains only pharmaceutical-grade or better ingredients, optimal for keeping the bone mineral bank full.*

ENHANCED MAGNESIUM ABSORPTION

The key to increasing magnesium status is proper absorption. Most people absorb only 4% to 30% of popular magnesium supplements. Typically, supplements contain the oxide or chloride forms of magnesium, which are difficult to absorb. In addition, people absorb magnesium differently; the form of magnesium best absorbed by each individual can vary. Through taking **Magnesium Power**, which combines three highly bioavailable forms (magnesium glycinate, magnesium ascorbate, and magnesium citrate), the individual will receive the form of magnesium right for him or her, and the synergy of the three will increase absorption of all.*

MAGNESIUM POWER: CELL ENERGY ESSENTIAL SYNERGY

For some individuals with magnesium deficits, magnesium supplements alone may not be enough to eliminate symptoms. Cells need magnesium to drive the pathway that takes up more magnesium, creating a vicious cycle of deficiency. Fortunately, **Magnesium Power** taken with **Cell Energy** boosts magnesium uptake by combining with magnesium and carrying it as a neutral compound effortlessly through cell membranes.*

When a single mineral is taken at high doses, it can sometimes impair absorption.

MAGNESIUM: MOST IMPORTANT FOR THE HEART

Cardiologists find studies illustrating the importance of magnesium for a healthy heart especially compelling. Numerous studies show it is effective for preventing complications in coronary care unit patients. Thousands of people are unnecessarily stricken with heart disease because of magnesium deficiency.*

In one study, researchers compared the magnesium and calcium concentrations in the hearts of individuals who died of heart disease to those who died of other causes. Researchers found significantly lower levels of magnesium in patients who died of heart disease compared to the control group. The study concluded that, "Magnesium deficit in the arterial wall probably plays a certain role in this disease."*

Another study evaluated the effects of magnesium supplementation on patients in the early stages of heart disease. At the end of the study, researchers concluded, "The administration of intravenous magnesium to patients in the immediate post-infarction period is cardio-protective and decreases the incidence of arrhythmia, pump dysfunction, and death."*

REFERENCES

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3. Rude RK, Adams JS, Ryzen E, et al.: Low serum concentration of 1,25-dihydroxyvitamin D in human magnesium deficiency. *J Clin Endo Metabol* 1985; 61: 933-940.
4. Lindberg JS, et al.: Magnesium bioavailability from magnesium citrate and magnesium oxide. *J Am Coll Nutr* 1990; 9: 48-55.
5. Bohmer T, et al.: Bioavailability of oral magnesium supplementation in female students evaluated from elimination of magnesium in 24-hour urine. *Magnes Trace Elem* 1990; 9: 272-278.
6. Vlad M, Uza G, Porr PJ, Caseanu E, Petrescu M: Magnesium and calcium concentration in the abdominal aorta of patients deceased by ischemic heart disease. *Magnes Res* 2000 March; 13 (1): 37-41.
7. Gyamlani G, Parikh C, Kulkarni AG: Benefits of magnesium in acute myocardial infarction: timing is crucial. *Am Heart J* 2000 April; 139(4): 703.

Directions: As a dietary supplement, take one (1) capsule, one (1) to six (6) times daily, with meals or as directed by your health professional.

SUPPLEMENT FACTS

Serving size: 1 Capsule
Servings per container: 180

Energized Nutrients	Amount per serving	% Daily value
Magnesium (as ionized glycinate).....	85 mg.	20
Magnesium (as ascorbate).....	8 mg.	2
Magnesium (as citrate).....	17 mg.	4
Total Elemental Magnesium	110 mg.	26
Vegetable Capsule	100 mg.	*
Vegetable Fiber	37.5 mg.	*
C16 and C18 alkyls [†]	7 mg.	*

[†]From whole, untreated palm fruit and leaf
* Daily value not established

Other Ingredients: None

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*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.