

Magnesium

Nature's Silent Guardian

Over 300 bio-chemical reactions in the body depend on Magnesium; It helps maintain normal muscle and nerve function, 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 involved in energy metabolism and protein synthesis. There is increased interest in its role preventing and managing disorders such as hypertension, cardiovascular disease and diabetes ...

That's the official view of the US National Institutes of Health (NIH), and if it wasn't proof enough of the importance of Magnesium, further research has linked Magnesium deficiency with many health conditions, among them cancer, asthma, allergies, arthritis, kidney stones, migraine headaches and more (See 20 Reasons for taking Magnesium on Page 2).

"When the body has adequate Magnesium, we don't even know it's there. It is truly the silent guardian of our hearts, blood vessels, cells and bodies."

- Drs Mildred Seelig & Andrea Rosanoff in their book *The Magnesium Factor*

Foods high in Magnesium include nuts, seeds, spinach, yogurt, wheat germ and whole grains - but few of us eat enough of these to ensure an adequate Magnesium intake of 400 mg/day.

Intensive agriculture has depleted the soil of Magnesium, and NPK fertilizers just don't contain any; so it's not surprising that many people on a Western diet are Magnesium deficient.

Oral supplementation of Magnesium can cause stomach upset and that's why trans-dermal (through the skin) delivery of Magnesium has become the treatment of choice. It's gentle on the stomach, easy to apply, readily and safely absorbed, and the body will simply take what it needs.



"If you are only able to take one supplement, make sure it's Magnesium."

- Dr Carolyn Dean, author of *The Magnesium Miracle*

Health Matrix Magnesium Oil

Health Matrix Magnesium Oil is a saturated solution of pharmaceutical grade Magnesium Chloride and Kalahari crystal salt in ultra-purified water.

Simply spray it on to the torso or arms/legs and rub in (though not an oil, the solution has an oily feel.) One teaspoon (5ml) provides approx 600mg of elemental Magnesium.

You can also use Health Matrix Magnesium Oil as a massage oil -

Magnesium relaxes tired/sore muscles quickly - or as a mouthwash (a few sprays into the mouth will disinfect the oral cavity and help re-mineralize teeth and gums).

Health Matrix Magnesium Oil is available in 250ml bottles.

Cautions: Magnesium should not be used by people with kidney problems without medical supervision.

Most people will experience a mild stinging sensation when applying the oil (it usually goes away after a few minutes).

Health Matrix Magnesium Oil is sold at leading health stores and pharmacies or online at www.healthmatrix.co.za

Distributed in SA by Absolute Organix.

www.absoluteorganix.co.za

info@absoluteorganix.co.za

(011) 615 9233

According to Dr Carolyn Dean, author of the Miracle of Magnesium, the following health issues have all been scientifically proven to be affected by Magnesium deficiency:

1. Anxiety and Panic attacks - Magnesium (Mg) normally keeps adrenal stress hormones under control.

2. Asthma - Both histamine production and bronchial spasms increase with Mg deficiency.

3. Blood clots - Mg has an important role to play in preventing blood clots and keeping the blood thin, much like aspirin but without the side effects.

4. Bowel disease - Mg deficiency slows down the bowel, causing constipation, which could lead to toxicity and malabsorption of nutrients, as well as colitis.

5. Cystitis - Bladder spasms are worsened by Mg deficiency.

6. Depression - Serotonin, which elevates mood, is dependent on Mg.

7. Detoxification - Mg is crucial for the removal of toxic substances and heavy metals such as aluminium and lead.

8. Diabetes - Mg enhances insulin secretion, facilitating sugar metabolism. Without Mg, insulin is not able to transfer glucose into cells.

9. Fatigue - Mg-deficient patients commonly experience fatigue because dozens of enzyme systems are under-functioning. An early symptom of Mg deficiency is frequently fatigue.

10. Heart disease - Mg deficiency is common in people with heart disease. Mg is administered in hospitals for acute myocardial infarction (heart attack) and cardiac arrhythmia. Like any other muscle, the heart muscle requires Mg. Mg is also used to treat angina (chest pain).

11. Hypertension - With insufficient Mg, spasm of blood vessels and high cholesterol occur, both of which lead to blood pressure problems.

12. Hypoglycemia - Mg keeps insulin under control; without Mg, episodes of low blood sugar can result.

13. Insomnia - Sleep-regulating melatonin production is disturbed without sufficient Mg.

14. Kidney Disease - Mg deficiency contributes to atherosclerotic kidney failure.

15. Migraines - Serotonin balance is Mg-dependent. Deficiency of serotonin can result in migraine headaches and depression.

16. Musculoskeletal conditions - Fibrositis, fibromyalgia, muscle spasms, eye twitches, cramps and chronic neck and back pain may be caused by Mg deficiency and can be relieved with Mg supplements.

17. Nerve problems - Mg alleviates peripheral nerve disturbances throughout the whole body, such as migraines, muscle contractions, gastrointestinal spasms, and calf, foot and toe cramps. It is also used in treating central nervous symptoms of vertigo and confusion.

18. Obstetrics and Gynecology - Mg prevents PMS; prevents dysmenorrhea (cramping pain during menses); is important in the treatment of infertility; and alleviates premature contractions, preeclampsia, and eclampsia in pregnancy. Mg should be a required supplement for pregnant mothers.

19. Osteoporosis - Use of calcium with Vitamin D to enhance calcium absorption without a balancing amount of Mg causes further Mg deficiency, which triggers a cascade of events leading to bone loss.

20. Tooth decay - Mg deficiency causes an unhealthy balance of phosphorus and calcium in saliva, which damages teeth.

20
(really) good
reasons
for taking
Magnesium

Magnesium Oil

What athletes really need

Every athlete gets injured from time to time, and most athletes want to heal naturally and quickly without having to resort to drugs or surgery. "There is no greater way to accomplish this than by using trans-dermal Magnesium Chloride," says Dr Carolyn Dean, author of the book *The Magnesium Miracle*.

Trans-dermal (absorbed through the skin) Magnesium Chloride oil enhances recovery from athletic activity or injuries.

It reduces pain and inflammation while propagating quicker regeneration of tissues. It increases flexibility, which helps avoid injury, and it also increases strength and endurance.

On the performance side, Magnesium provides a valuable buffer for lactic acid produced by strenuous exercise.

Accumulation of lactic acid in the muscles can impair performance, endurance, and cause athletes to "hit the wall". Magnesium will help prevent this.

Magnesium therapy is not just healing, it's preventative too.

Hamstring injuries can be avoided through Magnesium supplementation because contraction and relaxation are dependent on adequate cellular levels of Magnesium.

A Magnesium oil sports massage helps increase flexibility and muscle tone, and therefore reduces the risk of injury. Other benefits are breakdown



of scar tissue after injury, improved blood circulation and increased oxygenation to the tissues which provides general relaxation and stress reduction and improves sports performance.

Where minor injuries and lesions occur, due to over-exertion and/or overuse, a Magnesium oil massage can break them down quickly and effectively.

A Magnesium oil sports massage can help prevent those niggling injuries that so often get in the way of performance and

achievement, whether a person is an elite athlete or a once a week jogger.

Health Matrix Magnesium Oil is a trans-dermal solution of pharmaceutical grade Magnesium Chloride and pristine Kalahari Crystal Salt in ultra-purified, re-vitalized water. It contains approx 600mg of elemental Magnesium per level teaspoon (5ml).

A Magnesium oil sports massage helps increase flexibility and muscle tone, and therefore reduces the risk of injury.



NOTE: This brochure is intended for informational/educational purposes only. Always consult with a registered health-care professional before embarking on any treatment with products mentioned in this brochure.

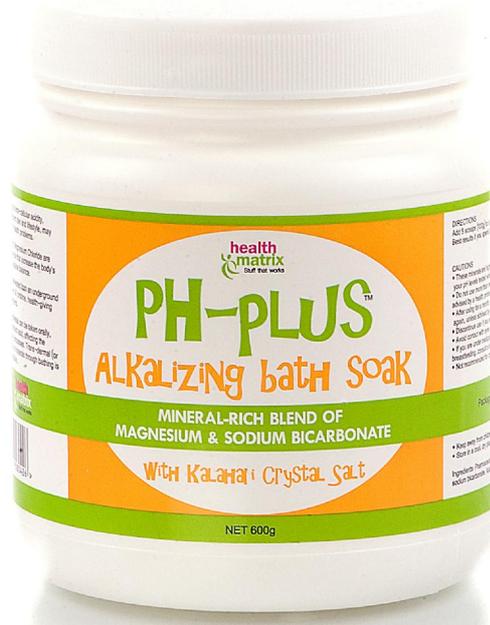
The easy way to balance pH

Excess acidity is a key underlying factor in many chronic ailments, from gout and kidney stones to obesity, arthritic and heart conditions, diabetes and even cancer.

Shifting one's diet towards more alkaline foods such as green vegetables, increasing one's intake of filtered, alkaline water and taking mineral supplements are all important strategies for reducing excess acidity and restoring the body's pH balance.

Health Matrix now makes it even easier to counter excess acidity with its new pH-Plus alkalizing bath soak.

pH-Plus combines two of Nature's most powerful alkaline minerals – Magnesium Chloride and Sodium Bicarbonate – with pristine Kalahari crystal salt containing over 60 minerals and trace elements.



Just add 100g (5 scoops) of pH-Plus to a hot bath and soak in it for at least 20 minutes for maximum benefit. The result: a deeply relaxing, alkalizing experience. Alternatively, add up to 3 scoops to a foot bath.

This "through-the-skin" delivery method, called trans-dermal absorption, is an effective way of transporting alkalizing minerals into the body (our ancestors relied heavily on bathing in mineral-rich springs to cure a variety of common ailments).

Trans-dermal delivery also has an advantage over oral intake of minerals because it does not interfere with pH balance in the stomach (which needs to be acidic).

Bathing in pH-Plus is also a great way to relax tense muscles, especially after strenuous exercise or a stressed day at the office, and many people have found that mineral-rich baths may also help to alleviate various inflammatory skin and joint conditions.

pH-Plus is available in 600g tubs (enough for 6 alkalising baths) from leading health stores and selected pharmacies, or online at www.healthmatrix.co.za

Purple Protein packs an anti-ageing punch

Introducing Health Matrix Purple Protein, a potent blend of bio-active hydrolyzed collagen with anti-oxidant rich Amazon acai extract.

Collagen is a key protein in the body that ensures cohesion, elasticity and regeneration of cartilage and bone, and is thus an excellent supplement for people with osteoporosis and arthritic conditions.

In addition, hydrolysed collagen has powerful anti-ageing properties - it helps the skin to remain firm and youthful. It is a true "beauty from within" solution.

Purple Protein uses only the highest quality, clinically trialled Peptan™ hydrolyzed collagen, manufactured in France. It is a high purity, natural, bioactive product containing more

Proven to restore bone, joint and skin health



than 90% (dry weight) protein that can be easily taken (simply stir into a

glass of fruit juice or milk or add to a smoothie) and is easily digested.

Purple Protein contains 20 amino-acids, mainly glycine, proline and hydroxyproline. The glycine and proline concentration is 10 to 20 times higher than in other proteins. This very specific composition of amino-acids gives Purple Protein functional benefits especially for joint and bone health.

Purple Protein is available at leading health stores or pharmacies, or online at www.healthmatrix.co.za. Purple Protein is sold in 400g tubs.

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