

Why is Magnesium so important?

Magnesium is often referred to as the **'spark of life'** because it is involved in over *600 reactions* in the body.

However, the **average daily magnesium intake for men and women in the UK is below the daily amount recommended by the government.**¹ This lower intake level may be in part be caused by food farming techniques, manufacturing and processing.²

Modern lifestyles that include stress, poor sleep and high intensity exercise alongside increased caffeine and sugar intake contribute to the body's depleting magnesium stores.

What's more, the **magnesium content of plant foods is known to have decreased by 20-30%** over the last 60 years.³ This means we can't rely on magnesium-rich foods such as green leafy vegetables, wholegrains, nuts, seeds and beans to provide high enough levels of this crucial mineral in the same way that we used to.



did you know?

To get enough magnesium (**375mg**) you would need to eat at least:

1 x medium organic avocado

225g serving organic cooked spinach

250g serving organic cooked black beans

100g serving of organic tofu

EVERY SINGLE DAY!

WHY YOU NEED MAGNESIUM

- ✓ **Sleep** – Magnesium is often nicknamed **'nature's tranquiliser'** and is a vital nutrient for healthy, restful sleep. 
- ✓ **Stress & Anxiety** – Magnesium helps you to deal with stress, is calming and supports a balanced mood. 
- ✓ **Energy** – Magnesium is needed for your body to both make and use energy. **Feeling tired can be a common sign of low magnesium.** 
- ✓ **Sport & muscle function** – Anyone exercising regularly is at increased risk of low magnesium. Muscles need magnesium too; cramps and spasms are common signs of low magnesium. 
- ✓ **Female hormones** – Magnesium is important for all aspects of female health, especially to support monthly cycle and perimenopause. 

WHY CHOOSE MAGNESIUM GLYCINATE SUPPLEMENTS?

- ✓ **Optimal absorption** – Magnesium glycinate is a superior form of magnesium that has been **scientifically formulated for optimum absorption.** 
- ✓ **No side effects** – It can be taken in higher doses **without any unwanted side effects** such as diarrhoea or stomach discomfort.
- ✓ **Tablet or powder form** – Magnesium glycinate can be supplemented in a convenient tablet or powdered form for flexible dosage.

References:

1. National Diet and Nutrition Survey. Results from Years 5-6 (combined) of the Rolling Programme (2012/13 – 2013/14). Published September 2016. PHE publications gateway number: 2016248
2. Vormann J. Magnesium: nutrition and metabolism. Mol Aspects Med. 2003 Feb- Jun;24(1-3):27-37
3. Worthington V. Nutritional quality of organic versus conventional fruits, vegetables and grains. J Altern Complement Med 7: 161-173, 2001.