



“Bioavailable magnesium from the sea.”

Recommended by **W. Gifford-Jones, MD**
Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health
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CERTIFIED

...for
muscle
& heart
health!



Seawater magnesium and multi-mineral complex for preventing magnesium deficiency.

NEW!

Certified Naturals™
Marine-Source Magnesium Capsules



Magnesium - A critical mineral!

The mineral magnesium plays a role in over 300 different biochemical processes in the human body.¹ It is critical for muscle, nerve, cardiovascular and bone health.

Magnesium levels in modern populations across the world are consistently low due to the declining mineral content in soils and the overconsumption of processed foods low in magnesium.² A recent Statistics Canada survey showed that magnesium was one of the top four nutrients in which Canadians are lacking. Canadians at every age group are not getting sufficient magnesium intake - ranging from 33% of young adults to 60% of adults over seventy years of age, being deficient.²

Magnesium deficiency in humans can result in numerous symptoms such as sleep issues, muscle weakness and twitching, chronic pain and fatigue, confusion, and a range of cardiovascular issues. If you think you might be deficient in magnesium levels, talk to your health care practitioner for testing.

If you are magnesium deficient, getting additional content of this mineral into your diet is essential. Foods that are naturally high in magnesium include nuts, seeds, cheese, yogurt, soy, legumes, spinach, okra, cereal grains, and fish.³ Magnesium supplementation is another way to ensure that one is getting enough magnesium.



What makes for an effective magnesium supplement?

An effective magnesium supplement requires several attributes. A magnesium supplement should be:

1. Bioaccessible

2. Bioavailable

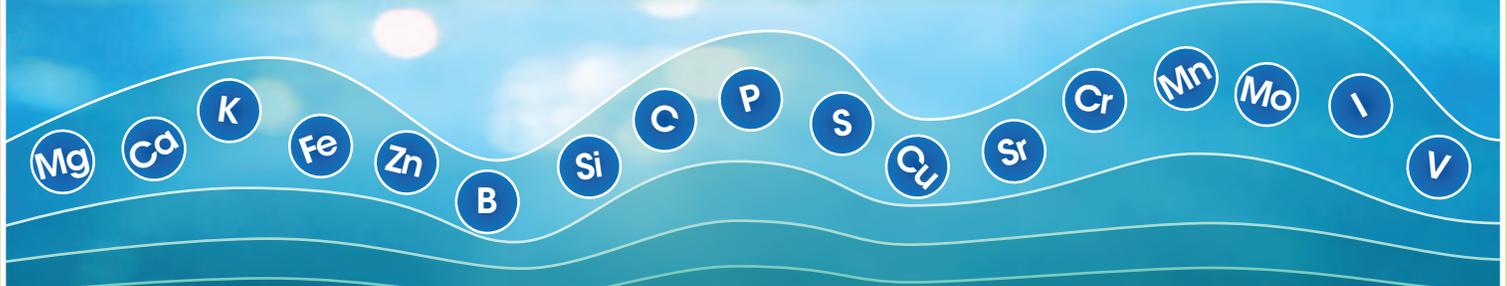
3. Potent/Convenient

An innovative magnesium source extracted from seawater has been shown to have all these advantages. It is called Aquamin[®] Mg and has been developed by the same researchers who discovered the benefits of an Icelandic algae-based calcium known as Aquamin[®].

Seawater has a remarkable similarity to the plasma portion of human blood in its concentration of salt and ions. While seawater itself is not consumable by humans due to its high content of salt (3.5%), it does naturally contain the entire range of minerals required by humans. An Irish research company has developed a method of extracting these essential minerals from seawater to make the absorbable multimineral complex Aquamin[®] Mg.

Aquamin[®] Mg is very concentrated - the process to extract Aquamin[®] Mg requires 500 tons of seawater to produce a single ton of magnesium.

Not just a magnesium supplement - Aquamin[®] Mg is a multi-mineral complex

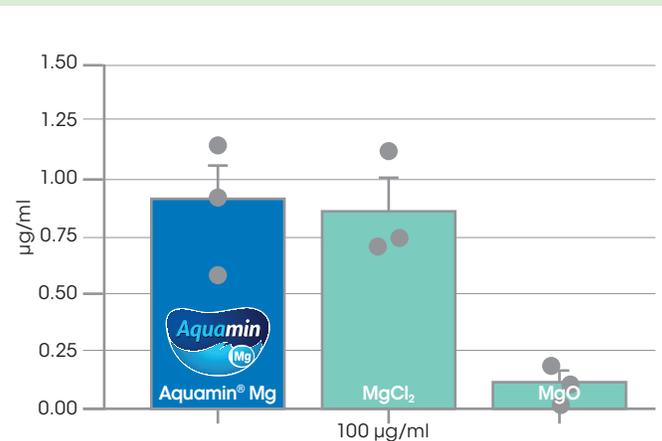


Aquamin[®] Mg contains 71 different trace minerals in addition to magnesium. Among these minerals are calcium, silicon, manganese, boron, strontium, potassium, iron, and zinc. Minerals work together synergistically - this complex of minerals makes Aquamin[®] Mg more useful to the body.

Aquamin[®] Mg - A bioavailable source of magnesium and minerals

Aquamin[®] Mg has been studied both for its bioaccessibility and bioavailability against other forms of magnesium. Bioaccessibility assesses whether the magnesium form is soluble in water to make it potentially available for intestinal absorption following ingestion. Bioavailability is the amount of magnesium that is intestinally absorbed and available for use by the body.

In the study, Aquamin[®] Mg was compared against magnesium oxide (MgO) and magnesium chloride (MgCl₂). Magnesium oxide is the form of magnesium that is the most potent in elemental content (60%) but is not considered well absorbed. Magnesium chloride is considered well absorbed but is low in its elemental content (12%). Aquamin[®] Mg was shown to be the best of both worlds - it is several times more soluble and absorbable than magnesium oxide, matching magnesium chloride, yet offering a more convenient potency than the chloride version (Aquamin[®] Mg is 33% elemental magnesium).⁴



Aquamin[®] Mg was shown to be many times more bioavailable than magnesium oxide and even more bioavailable than magnesium chloride.⁴



Aquamin® Mg + Aquamin® Calcium - A "smart" combination

Current clinical trials are evaluating Aquamin® Mg's benefits for cognitive health. It is known that a deficiency of the minerals magnesium and calcium are linked to symptoms of cognitive decline, such as poor memory formation. A combination of supplemental Aquamin® calcium (algae source calcium) together with Aquamin® Mg has already been evaluated in animal studies. This combination of mineral sources showed promise in overcoming age-related cognitive decline.⁵ Equivalent human studies on cognitive decline have been completed and are soon to be published.

This combination of Aquamin® Mg and Aquamin® Calcium has also been shown in clinical studies to improve the diversity of intestinal flora in the gut. The resulting increases in friendly bacteria also increased the presence of the most beneficial short-chain fatty acids (SCFAs) in the gut; these SCFAs are associated with reducing inflammation and promoting gut health. These findings show promise for both brain and digestive health in populations consuming high fat/high sugar Western diets.⁶

Cognitive Studies - Aquamin® Mg Magnesium + Aquamin® Calcium



To match the potency of the current human cognitive studies that have been conducted with Aquamin® Mg and Aquamin® Calcium, users can take 1 capsule of Certified Naturals™ Plant-Source Calcium Magnesium together with 1 capsule of Certified Naturals™ Marine-Source Magnesium (equaling 219 mg calcium and 317 mg of magnesium).

How to take Marine-Source Magnesium

Marine-Source Magnesium has been shown to be well absorbed in clinical studies.⁴ Even so, some people are sensitive to magnesium supplementation and can experience laxative effects at amounts over 350 mg per day. Health Canada's maximum supplemented dosage for magnesium supplements is 500 mg per day. Here are some suggestions to have an optimal magnesium experience:

If you are taking Marine-Source Magnesium without other magnesium containing supplements:

Take 1 capsule daily with food for an initial week. If you require additional magnesium after getting used to this initial dosage, take a second capsule with food at a different time of the day. Many people get good results for relaxed sleep by taking their magnesium later in the day with dinner.

If you are combining with Certified Naturals™ Plant-Source Calcium Magnesium Capsules:

The normal dose of Plant-Source Calcium Magnesium capsules is 2 capsules 2 times per day. If you are adding Marine-Source Magnesium into your regimen, then take your normal 2 capsule dose of Plant-Source Calcium Magnesium with food during the day. Then take 1 capsule of Marine-Source Magnesium with 1 capsule of Plant-Source Calcium Magnesium with food at dinner; this dosing will ensure you are not taking too much magnesium.

If you are combining with Certified Naturals™ Plant-Source Calcium Magnesium Liquid:

The normal dose of Plant-Source Calcium Magnesium Liquid is two tablespoons daily. Because each dose has 200 mg of magnesium, we would recommend only taking 1 tablespoon of the liquid per day, and then follow it with 1 capsule of Marine-Source Magnesium with a meal at a different time of the day.

Frequently Asked Question:

Q: Marine-Source Magnesium is from seawater extraction - is it high in sodium content?

A: No, Marine-Source Magnesium is not a high source of sodium. Each capsule would provide approximately 0.61 mg of sodium. The Health Canada recommendation for sodium intake is 2300 mg per day.



The Growing Magnesium Market

The awareness of magnesium's benefits has been growing with both health practitioners and consumers over the last decade. Magnesium is now in the top 10 selling ingredients in the natural health industry and still growing at double-digit percentages annually. It is close to passing calcium as the top-selling single mineral.⁷

Marine-Source Magnesium represents a new opportunity in the magnesium category. A source of magnesium with clinical research that has convenient potency, without blending with lesser sources of magnesium. Most of the popular magnesium supplements on the Canadian market are a blend of magnesium bisglycinate diluted with magnesium oxide.



Recommended use: Helps to maintain proper muscle function, including the heart muscle. Helps to prevent magnesium deficiency. Helps in energy metabolism, tissue formation and bone development. Helps to maintain normal electrolyte balance.

Recommended dose: Adults: Take 1 capsule 1 to 2 times daily with food or as directed by a health care practitioner. Adolescents (9-18): Take 1 capsule daily with food or as directed by a health care practitioner.

Medicinal ingredients: Each vegetable capsule contains:
Magnesium (Aquamin Mg™* magnesium hydroxide) 250 mg
*Aquamin Mg™ is a marine-source magnesium and mineral matrix extracted from fresh Irish seawater.

Non-medicinal ingredients: Colloidal silicon dioxide, microcrystalline cellulose, vegetable grade magnesium stearate and hypromellose (vegetable capsule).

Known adverse reactions: At 2 capsules per day: Some people may experience diarrhea.

KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.

Free from animal derivatives, artificial colours, artificial flavours, gluten, wheat, lactose, dairy, preservatives, soy, added sugar, yeast and GMO materials.

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Certified Naturals™ is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are Certified... for your health.

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