

Miracle *Magnesium*

By Tracey Wood - Nutritionist

Magnesium is important in more than 300 chemical reactions that occur within the human body. This essential element helps to maintain normal nerve and muscle function, supports a healthy immune system, keeps the heartbeat steady, and helps bones remain strong. It also helps regulate blood glucose levels and aids in the production of energy and protein. In the stomach, magnesium helps neutralize stomach acid and moves stools through the intestine. There is ongoing research into the role of magnesium in preventing and managing disorders such as high blood pressure, heart disease, and diabetes.

According to the US National Institutes of Health, an adult body contains approximately 25g magnesium, with 50 - 60% present in the bones and most of the rest in soft tissues. Less than 1% of total magnesium is in blood serum, and these levels are kept under tight control. Magnesium homeostasis is largely controlled by the kidney, which typically excretes about 120mg magnesium into the urine each day. Urinary excretion is reduced when magnesium status is low.

Magnesium Deficiency and Risk Factors

Studies show that up to 80% of Americans are deficient in magnesium. Modern diets include many foods that contain minimal amounts of magnesium—white flour, meat, and dairy. Modern lifestyles are filled with stress, caffeine, and digestive problems, all of which can contribute to excess loss of magnesium. Diets high in protein, calcium, or vitamin D will also increase the need for magnesium.

Early signs of magnesium deficiency include loss of appetite, nausea, vomiting, fatigue, and weakness. As magnesium deficiency worsens, numbness, tingling, muscle contractions and cramps, seizures, personality changes, abnormal heart rhythms, and coronary spasms can occur. Severe magnesium deficiency can result in hypocalcemia or hypokalemia (low serum calcium or potassium levels, respectively) because mineral homeostasis is disrupted.

Symptomatic magnesium deficiency due to low dietary intake in otherwise healthy people is uncommon because the kidneys limit urinary excretion of this mineral. However, habitually low intakes or excessive losses of magnesium due to certain health conditions or the use of certain medications can lead to magnesium deficiency. Magnesium deficiency usually occurs when people have liver disorders, heart failure, vomiting or diarrhoea, kidney dysfunction, and other conditions.

Certain individuals are more likely to be at risk of magnesium inadequacy:

- People with **gastrointestinal diseases like Crohn's disease or celiac disease** can experience magnesium malabsorption and loss.
- Magnesium deficits and increased urinary magnesium excretion can occur in people with **insulin resistance and/or type 2 diabetes**. The magnesium loss appears to be secondary to higher concentrations of glucose in the kidney that increases the urine output.
- Magnesium deficiency is common in people with **chronic alcoholism**. In these individuals, poor dietary intake and nutritional status; gastrointestinal problems including vomiting, diarrhoea, and steatorrhea (fatty stools) resulting from pancreatitis; renal dysfunction with excess excretion of magnesium into the urine; phosphate depletion; vitamin D deficiency; acute alcoholic ketoacidosis; and hyperaldosteronism secondary to liver disease can all contribute to decreased magnesium status.
- **Older adults** have lower dietary intakes of magnesium than younger adults. In addition, magnesium absorption from the gut decreases and renal magnesium excretion increases with age. Older adults are also more likely to have chronic diseases or take medications that alter magnesium status, which can increase their risk of magnesium depletion.



Topical Magnesium

In many people, oral magnesium supplements can cause an upset stomach, nausea, vomiting, diarrhoea, and other side effects. Topical, or transdermal (across the skin) magnesium therapy is a new form of magnesium supplementation that is easy, convenient, and affordable. Topical magnesium is particularly helpful for those seeking a safe method of increasing magnesium intake beyond that possible with oral supplements, or for those who have a low tolerance for oral magnesium, evidenced by diarrhoea or other intestinal complaints.

- ✓ Avoids problems of gastrointestinal irritation and diarrhoea, through bypassing the digestive system entirely
- ✓ Passes directly into the tissues via the skin, where it is quickly transported to cells throughout the body

AIM Magnesium Products

Mag-nificence Crystals, Lotion and Spray:

AIM Mag-nificence provides three applications of readily-available magnesium—crystals, gel/lotion, and spray. Each application is applied topically, which is the most effective way to get cellular magnesium into the cells. As an essential mineral, magnesium is critical to the utilization and production of energy during cell metabolism. In





addition, magnesium also affects the central nervous system, neuromuscular system, and the cardiovascular system. These products help to maintain whole body health, promote relaxation, and create cell energy through production of ATP.

According to Livestrong.com, magnesium chloride (as found in AIM's products) is the most efficient delivery system of the mineral and provides various benefits for muscle health and pain management. Topical applications of the mineral may treat and improve muscle pain, cramps and fatigue.

Cell Wellness Restorer:

Cell Wellness Restorer is a blend of desalinated seawater and elements essential to the body's good health. One such element is magnesium – a mineral that is vital to the production and transfer of energy within the body, the contraction and relaxation of muscles, and the conduction of nerve impulses. Cell Wellness Restorer is an ideal way to start the day, or to end it. This product has been known to reduce stress, improve sleep, increase energy, and relieve sunburn and insect bites.



Mag-nificence lineup to change

The Mag-nificence™ magnesium bath crystals will be going away when current inventory is depleted.

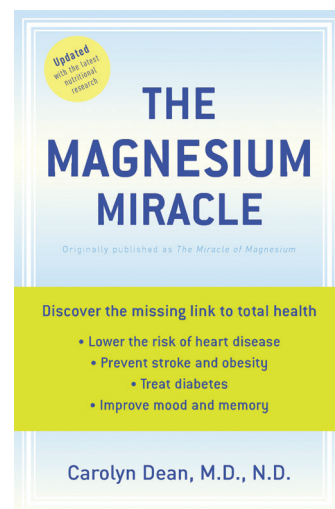
We will continue to carry the Mag-nificence magnesium spray and magnesium body lotion

For more information on Magnesium

Have a look at the Magnesium Miracle

Code: BOK223

Price: R180.00



Compensation plan changes

Effective 01 January 2016 the Associate Director title will be eliminated from the AIM Income plan. Once the December 2015 commission data has been calculated and results posted (around 06 January 2016) all remaining memberships with the ASD title will be reset to GBD (Group Builder).

Effective 01 January 2016 any membership at the Director level or higher may renew their membership without loss of title or down-line by either accumulating 600 BVP or more in personal purchases over their membership year or by paying a membership renewal fee of (\$150 USD) R 1,350.00

There is a 90-day grace period. The annual renewal fee for the Growth Phase titles will be R180.00

Exchange rate changes

As of 1 Jan 2016 the exchange rate for the volume rebate earnings will increase from R8.15 to R9.00 to the US Dollar.

**Fresh Focus Volume 2:
Fiber - Part 1**