

Be Naturally Calm!

WHERE TO BUY

Natural Calm is available from retailers across Canada, from independent natural health stores to major chains, including Loblaws, Rexall pharmacies and Shoppers Drug Mart. Visit naturalcalm.ca for retailer listings.

Natural Calm is available in original (unflavoured), organic raspberry-lemon, organic sweet lemon, organic orange, and organic cherry flavors in 8 oz and 16 oz sizes. Trial packs are available in boxes of 5 single-serving sachets.

LET'S CONNECT!

Our online community is the first to know about product giveaways, special events, valuable research and product tips.

Be in the know! Subscribe to our newsletter by filling out the simple sign-up form at naturalcalm.ca

You can also follow us on social media:

f facebook.com/naturalcalmcanada

@NaturalCalmCa

For inquiries, call 1 (866) 854 2256
or write info@naturalcalm.ca

naturalcalm.ca

This product is not intended to diagnose,
treat, cure or prevent any disease.

¹SPINS Data 2016: Natural Calm ranks #1, #3 and
#4 in the vitamins & minerals category by sales in Q2.

Created to Give

Natural Calm was introduced to Canada in 2004 by former nurse, Linda Bolton. Today, we're the sole Canadian distributors of Natural Calm magnesium.

But we are more than a natural health company—Natural Calm Canada was created to give.

Proceeds after business expenses are donated to Organics 4 Orphans, the humanitarian organization founded by Linda and her husband. Dale and Linda work on the ground in some of the world's poorest countries to introduce intensive, organic agriculture and natural medicine.

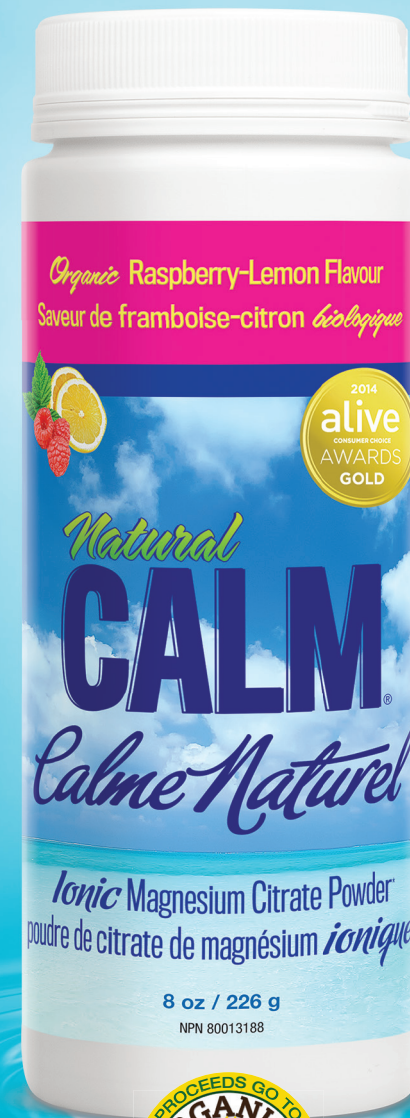
When you buy Natural Calm, you become our partner in giving. It's that easy. With one product, you can change your own health and change the lives of orphans.

[Learn more at organics4orphans.org](http://organics4orphans.org)



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The Better Magnesium



WHY MAGNESIUM

Every cell of our bodies relies on magnesium. It's known as the 'the spark of life' because without magnesium, the very process by which our cells derive energy ceases to function.

Magnesium is pivotal to hundreds of biochemical reactions across all bodily systems: for our nerves, brain, muscles, bones, organs and hormones, magnesium is essential.

Unlike many nutrients, magnesium is depleted every twelve hours. It must be constantly replenished.

As a supplement, it's non-toxic; any excess is safely eliminated. While too much magnesium is almost never a problem, too little can be a health disaster.

WHO'S NOT GETTING ENOUGH

According to Dr. Carolyn Dean, M.D., N.D. and best-selling author of *The Magnesium Miracle*, most North Americans aren't getting enough magnesium. Dean recommends 500 mg daily as a healthy starting place, in line with the intake common for adults 100 years ago.

Health Canada sets a lower bar, suggesting 350 mg/day as an adequate intake. Even based on this modest figure, up to 65% of us fall short. Today, many Canadian adults are getting only 200 mg/day.

WHY WE'RE DEFICIENT

We just aren't getting enough magnesium through food. Lifestyle, processed foods and modern agriculture's depleted soils are largely to blame. What magnesium we do ingest is often poorly absorbed or depleted by medication, caffeine, sugar, alcohol, excess calcium and stress.

Low-levels of magnesium are even more dangerous given Canadians' high intake of calcium through dairy, fortified foods and supplements. Calcium and magnesium need to be in balance for the chemistry of our cells to function properly. When calcium is in excess, we may experience symptoms of magnesium deficiency.

COMMON SYMPTOMS OF MAGNESIUM DEFICIENCY

- Headaches and migraines
- Stress, nervousness, panic-attacks and anxiety
- Insomnia and poor quality sleep
- Restless legs, muscle spasms, cramps and twitching
- Depression and irritability
- Fatigue, low energy
- Chronic neck and back pain, stiff, sore muscles
- Sugar-cravings and weight-gain
- Abnormal heart rhythm and palpitations
- PMS and hormonal imbalances
- Constipation, indigestion and acid reflux
- Teeth grinding

CONDITIONS ASSOCIATED WITH LOW MAGNESIUM

- ADD/ADHD
- Alzheimer's
- Arthritis
- Asthma
- Autism
- Blood clots
- Bowel disease
- Cardiovascular disease
- Cystitis
- Diabetes
- Hearing loss
- Hypertension and heart disease
- Irritable Bowel Syndrome
- Fibromyalgia
- Kidney disease and kidney stones
- Low bone density and osteoporosis

Research shows that supplementation with an effective, absorbable magnesium can bring freedom from symptoms of magnesium deficiency.



THE BETTER MAGNESIUM

Natural Calm is the better-tasting, better-absorbing, best loved magnesium drink.

- People rave about the organic, sugar-free fruit flavours.
- Our proprietary magnesium citrate formula delivers fast relief from symptoms of deficiency.
- Natural Calm is the #1 selling magnesium powder in North America (SPINS 2016), enjoyed and trusted by consumers for almost 40 years.

Backed by thousands of 5-star reviews, countless "changed my life" testimonials and awards, people love Natural Calm because it works!



CLINICALLY PROVEN MORE ABSORBABLE

Natural Calm is the only magnesium company to have sponsored a rigorous, in-vivo, double-blind study proving the absorbability of our products. Compared with two leading Canadian magnesium glycinate brands, only Natural Calm significantly increased magnesium levels. (Nutrasource, 2017).

IS NATURAL CALM RIGHT FOR YOU?

Magnesium is a safe and effective supplement for almost everyone. If you have kidney failure, myasthenia gravis, excessively slow heart rate or bowel obstruction, consult your healthcare practitioner before using any supplements.

It's easy to find the level of supplementation that's right for you. Take Natural Calm to the point at which bowel movements are comfortably loose. If you experience diarrhea, take smaller, more frequent doses, or decrease total daily dosage.

Our transdermal MagTherapy line of products bypass the digestive tract to help increase magnesium levels in the blood.