

Natural CALM

The Better Magnesium.

Better-Tasting, Better-Absorbing, Best-Loved.

A magnesium supplement is only as good as its absorbability. And when you're taking it every day, it has to taste great, too!

That's why Natural Calm is the #1-selling magnesium supplement in North America¹.

Formulated by magnesium experts, Natural Calm's proprietary formula:

- Has been trusted and loved for over 40 years
- Is the #1 selling magnesium powder in North America; Natural Calm outsells all other vitamins and mineral supplements¹
- Is the winner of multiple prestigious consumer and industry awards, including Alive Awards in Gold and Silver
- Is validated by thousands of 5-star customer reviews²
- Contains no fillers (like baking soda), preservatives, additives or artificial sweeteners
- Comes in plain and four delicious, organic fruit flavours sweetened with organic stevia

Natural Calm's more absorbable magnesium is also available in Calm Plus Calcium, Calm Kids, Calm Sleep and **NEW** Calm Balance!

Now, Natural Calm is the clinically proven magnesium.

In the first study of its kind – a double-blind, placebo-controlled, randomized crossover study – Natural Calm outperformed three other leading magnesium supplements.

Only Natural Calm significantly increased magnesium levels in the first eight hours, as measured by blood serum and magnesium levels in human subjects³.

Natural Calm has it over any pill or even capsule because you dissolve it in water. It's that dissolution that ionizes magnesium and makes it much better absorbed.

-Dr. Carolyn Dean, MD, ND June 2014



Why Magnesium?

- Magnesium is one of the world's best kept nutritional secrets.
- It's vital to our body. We need magnesium for 700-800 enzymatic reactions every day⁴.
- Low levels often lead to stress, fatigue & low energy, inability to sleep, irritability and other symptoms of magnesium deficiency
- Up to 65% of Canadians don't get enough magnesium through diet⁵.

The Better-Tasting, Better-Absorbing, Best-Loved Magnesium

Science shows that oral organic magnesium salts – including magnesium citrate and magnesium glycinate – are better absorbed. We also know that liquid magnesium is more effective than tablets.

“The amount of magnesium your tissues can use is based on how soluble the magnesium product is and the amount of elemental or ionic magnesium that is released⁶.”

Natural Calm’s magnesium citrate has the advantage over other liquid magnesium forms because it doesn’t require stomach acid to be absorbed. And as it passes through the gut, it stays soluble, unlike other forms of magnesium⁷. **That means it’s more bioavailable⁸.**

**Try the Better Magnesium, clinically proven more absorbable.
Ask your local retailer for a sample today!**



1. SPINS Data 2018: Natural Calm SKUs are #1, #2 and #4 out of all vitamins and minerals.
2. Reviews available on Amazon.com, Amazon.ca and NaturalCalm.ca
3. See the study methodology and results at <https://naturalcalm.ca/proven-more-absorbable/>
4. Dr. Carolyn Dean, The Magnesium Miracle, p. 13 - 15
5. Health Canada, <https://tinyurl.com/yczheqn>
6. Dr. Carolyn Dean, The Magnesium Miracle, p. 243
7. Lindberg et al. (1990). J Amer Col Nutr. 9(1), 48-55.
8. Correspondence from Dr. Crisafi



Thanks to Canadian retailers and loyal customers, Natural Calm Canada is helping end extreme poverty through organic agriculture and natural medicine. Together, we’re supporting Organics 4 Orphans, the not-for-profit we founded over 10 years ago to help the world’s poorest communities thrive sustainably. organics4orphans.org