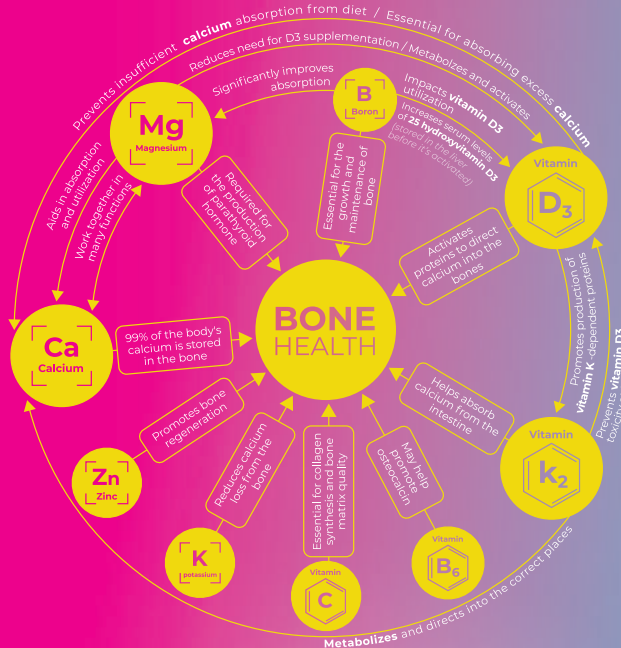


# MAG365 BF

## Bone Formula:

### Ionic Magnesium Citrate + Cofactors

**MAG365 BF** is formulated with synergistic nutrients that help to promote optimal **bone health** by helping to direct dietary calcium to where it is needed most – the bones – and to help prevent it from collecting in dangerous places, such as the organs and blood vessels. As a bonus, the cofactors in **MAG365 BF** also work to support many aspects of wellbeing, including **heart health, immunity, stress relief, and hormone function.**



# Testimonials



*I was diagnosed with mild osteopenia in 2019. It was then that I started on **MAG365**, along with vitamin D3, vitamin K2 and boron, and I stopped all calcium tablets. I am delighted to report that my latest scan shows I now have normal bone density.*

**-Margaret**



*My bone density scan went up after being on this product. Overall I'm really happy with it.*

**-Laura**



*This BF formula is genius—its powder form makes it so easy to put into my drinking water throughout the day. My anxiety has gone, my hormones are well regulated, and I generally have more energy. I can feel confident that what I am putting in my body is safe, as there are no fillers or chemicals, just 100% goodness!*

**-Janet**

# MAG365



## Bone Formula



Allergen Free & Vegan



Pure Ionic Magnesium Citrate + Cofactors For Bones



No Fillers



Proudly made in Canada

MULTI-AWARD WINNING MAGNESIUM

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### > UNDERSTANDING IONIC MAGNESIUM CITRATE

**MAG365** ionic magnesium citrate powder is made up of two ingredients: magnesium carbonate & citric acid. When hot water is added to the powder, it causes the carbonate to disperse, creating a fizz. The magnesium ion is then forced to bind to the citric acid. This proprietary process provides an absorbable and fast-acting ionic magnesium supplement that has been recognized with several awards and commendations.

### > CALCIUM

Adequate calcium is easy to obtain through diet, as many foods are fortified with calcium. The body is also continuously recycling its calcium stores, which could leave people with a dangerous surplus when they consume excessive amounts of both calcium-rich foods and supplements.<sup>1</sup> This calcium surplus can collect in the organs, arteries, brain, eyes, and joints if we are missing the cofactors needed to place it into the bones and teeth.<sup>2,3,4</sup>

### > DO YOU NEED TO SUPPLEMENT WITH CALCIUM?

Many bone health supplements focus on calcium, whereas **MAG365 BF** takes a different approach: It contains key cofactors needed to help the body absorb dietary calcium and to direct excess calcium out of the body while working synergistically to support the bones. **A study conducted in 2010 found that women who took calcium supplements had an increased risk of cardiovascular disease by up to 30%.<sup>3</sup>** Subsequent studies suggest calcium supplements may raise overall risk for heart disease and may accelerate the deposit of calcium in blood vessels and soft tissues.<sup>4</sup> This can lead to a wide range of illnesses, including atherosclerosis, cataracts, bone spurs, kidney stones, and more due to calcium buildup.

Of course, calcium is essential for bone health, as 99% of the body's supply is found in the bones,<sup>5</sup> but there are other nutrients that are critical pieces to the calcium/bone health puzzle:

### > MAGNESIUM

**Magnesium** influences the synthesis and utilization of the active form of **vitamin D**, which aids the body in absorbing calcium and phosphate into the bones and teeth.<sup>6</sup> Magnesium also works to stimulate a hormone called calcitonin,<sup>7</sup> which is needed to draw calcium out of the blood and soft tissues and put it into the bones, thereby promoting healthy bone structure while simultaneously helping to prevent calcium buildup in the organs and blood vessels.

Studies suggest that the vast majority of the population is deficient in magnesium.<sup>8</sup> Because magnesium plays a vital role in the body's absorption and utilization of calcium, magnesium deficiency is linked to a wide range of illnesses, including cardiovascular and metabolic diseases, respiratory illness, neurological conditions (including stress, depression, and anxiety), and bone disorders, including osteoporosis.<sup>8</sup>

### > VITAMIN D3

**Vitamin D** relies on sufficient **magnesium** intake for its metabolism, otherwise it is stored in the body until there is enough magnesium available to activate it.<sup>9</sup> The activation of vitamin D is essential for bone health; without sufficient levels of vitamin D, the body cannot form enough calcitriol, a hormone and the active form of vitamin D. Calcitriol is critically necessary for the body to absorb dietary calcium.<sup>10</sup>

While vitamin D3 is a cofactor needed for calcium absorption, there are additional cofactors that are both dependent on and necessary for vitamin D to function: **Boron** increases the activity of vitamin D, and vitamin D promotes the production of **Vitamin K**-dependent proteins — another cofactor critical for bone health.

### > VITAMIN K2

**Vitamin K2** is key for calcium absorption and utilization, as it activates a set of proteins involved in bone formation and mineralization, while simultaneously inhibiting soft tissue calcification. (**Vitamin D** is needed to promote the production of these proteins.)<sup>11</sup>

**Vitamin K2** plays a critical role in preventing vitamin D toxicity, a condition that leads to a buildup of calcium in the blood known as hypercalcemia. Hypercalcemia may occur in cases of vitamin D3 supplementation when not enough vitamin K2 is consumed to prevent calcium from **accumulating** in the wrong places.<sup>11</sup>

### > BORON

**Boron** plays a key role in the absorption of **magnesium**, increasing the multiple health benefits associated with this vital mineral— including optimal bone health.

Studies suggest boron may have beneficial effects on an array of bodily functions, including calcium metabolism, bone formation, and the function of steroid hormones—including vitamin D, estrogen and testosterone, key players in preventing bone deterioration. Boron also works to reduce the amount of calcium and magnesium the body loses through urinary output.<sup>12</sup>

### > VITAMIN C

**Vitamin C** is known for its many immune-boosting benefits, but it is also essential for collagen synthesis and bone matrix quality. Vitamin C also plays a key role in bone health by scavenging free radicals that are harmful to the skeletal system.<sup>13</sup>

### > ZINC

**Zinc** is required for normal skeletal development and for the maintenance of healthy bones. Studies show zinc may also play an important role in promoting bone regeneration; it appears to support bone-building cells while helping to prevent the formation of cells that stimulate bone breakdown, making it a key component in overall bone health.<sup>14</sup>



**MAG365 BF** was formulated to help promote optimal bone health, but the synergistic nutrients in this formula are also beneficial for many aspects of wellbeing, including heart health, immunity, stress relief, and hormone health – **leading it to win a reader's choice award for Best Women's Product!**

*(But it's great for men, too!)*

## MAG365 BF

Formulated to promote optimal dietary calcium absorption and to promote healthy bones. Contains **magnesium** plus **vitamins D3, K2 (MK-7), C, & B6, boron, zinc, and potassium**. Available in natural and exotic lemon flavours.

## MAG365 BF PLUS CALCIUM

**MAG365 BF plus Calcium** is the same great **MAG365 BF** formula containing cofactors for optimal bone health with the addition of calcium. **This is formulated for those whose doctors have recommended calcium supplementation.** It contains a ratio of three parts magnesium to two parts calcium. Research shows this is an ideal ratio when taking dietary calcium into account. Available in natural and exotic raspberry lemon flavours.