

# What sets PrizMAG apart?

- > **PrizMAG is a highly absorbable chelate mineral complex.**
- > Unlike many magnesium bisglycinate supplements, **PrizMAG is free of magnesium oxide**, which makes it **ultra-gentle on the bowel**.
- > **PrizMAG contains only magnesium bisglycinate** and does not include fillers or lubricants (such as magnesium stearate).
- > **PrizMAG is made up of magnesium and glycine** – a powerhouse formulation that **won a reader's choice award for Best Sleep Aid**.
- > **PrizMAG is encapsulated in pullulan** – a product of natural plant fermentation.

## Testimonials

“This is a great product. Fast acting and it works. Thanks for helping with a great night's sleep.”

-Lynne

“I take PrizMAG because it truly does help me sleep better and it helps calm my body. I find that I am better able to handle stressful situations when taking the supplement on a daily basis.”

-Richard

“It's been a TOTAL GAME CHANGER! Two months on, not only am I taking my PrizMAG religiously at night, but because I am now sleeping a deep, restorative sleep, my health has improved significantly.”

-Tanja

“I'd estimate that I'm getting about 200% more sleep since starting PrizMAG. Such a relief.”

-Courtney

# PrizMAG

Pure Magnesium Bisglycinate



Not your average magnesium

## Award winning magnesium

**RUDE HEALTH**  
★★★★★  
**PLATINUM**  
LOCKDOWN AWARD

Best Sleep Aid

**ITLHealth**

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## Buffered vs. Non-Buffered Magnesium Bisglycinate

While **magnesium bisglycinate** is one of the most absorbable forms of magnesium, the magnesium bisglycinate compound is larger and takes up more space than other forms. This leads to a lower dose of elemental magnesium, which is why most magnesium bisglycinate supplements are buffered.

A buffered magnesium bisglycinate contains magnesium oxide. This is done for two reasons:

1. **Magnesium oxide is cheap**, so it makes a cost-effective supplement.
2. **Magnesium oxide is a smaller compound** that will increase the amount of elemental magnesium per capsule.

## The problem with buffered magnesium bisglycinate

- It is not **pure magnesium bisglycinate**.
- **Magnesium oxide has a low absorption rate**.<sup>1</sup>
- Magnesium bisglycinate is the gentlest form of magnesium on the digestive tract. **When it is buffered with magnesium oxide, it may cause diarrhea and digestive discomfort**.<sup>2</sup>

## The PrizMAG Advantage

PrizMAG, a **non-buffered magnesium bisglycinate**, has **only one ingredient: magnesium bisglycinate**.

PrizMAG contains **80mg of elemental magnesium** your body can absorb. Our suggested serving is **four capsules**.



## Why does PrizMAG contain only 80mg of elemental magnesium per capsule?

We state 80mg on our label for two reasons: When magnesium bisglycinate is non-buffered, there's a limit to how much elemental magnesium will fit into a capsule due to its large molecular size. Secondly, the amount of elemental magnesium claimed depends on how the data is interpreted from the raw materials. All non-buffered magnesium bisglycinate supplements will have a range of 10-14% elemental magnesium. **We choose to state the lower range on our label because we want you to get what you pay for – nothing less.** PrizMAG is third-party tested to ensure you get a minimum of 80mg of elemental magnesium per capsule.

<sup>1-10</sup> Please email [info@itlhealth.com](mailto:info@itlhealth.com) for references

Even if a magnesium bisglycinate supplement is made with unbuffered magnesium, it usually contains lubricants, such as magnesium stearate. **PrizMAG is manufactured without the use of lubricants or other excipients.**

## Magnesium and Your Health

**Magnesium is one of the most important minerals for human health, supporting 80% of known metabolic functions.**<sup>3</sup>

While magnesium is the fourth most abundant mineral in the body, your body does not produce it; **it must be obtained from a food source.**

Modern farming practices and food processing methods have largely depleted the magnesium content from our food.<sup>4</sup> As a result, **most of the global population is deficient in this vital mineral.**<sup>5</sup>

Magnesium deficiency is associated with a myriad of symptoms<sup>6</sup>, including:

- **poor sleep** quality
- **daily fatigue**
- **restless legs syndrome** and **muscle cramps**
- **anxiety, stress** and/or **irritability**
- **lack of focus** and **performance**
- **high blood pressure** and elevated cholesterol levels
- **headaches** and **migraines**

A high-quality magnesium supplement may help to **alleviate many of these symptoms.**

## What is magnesium bisglycinate?

Amino acids are easy for the human body to absorb. Glycine – the smallest amino acid – is readily absorbed across the intestinal wall. **When two glycine amino acids bond to a magnesium molecule, it becomes magnesium bisglycinate** – a chelated form of magnesium. The **magnesium bisglycinate** can then be absorbed through the dipeptide channel into the intestinal wall, making it **one of the most highly bioavailable forms of magnesium.**<sup>7</sup>

## Better sleep?

**Magnesium is known to promote quality sleep – and so is glycine!** Studies show glycine may promote sounder sleep, reduce drowsiness, and promote alertness during the day.<sup>8</sup> When you choose a pure magnesium bisglycinate (magnesium + glycine), and take our suggestion of four capsules, you absorb more magnesium, and you get an ideal amount of glycine to **help promote a deep sleep.** This powerhouse combination led PrizMAG to **win a reader's choice award for Best Sleep Aid!**



Also  
**available in**  
**PrizMAG+**

**Magnesium Bisglycinate + Added Vitamins D3 & K2**

**Magnesium and vitamins D3 & K2 have a symbiotic relationship; they all play a vital role in the body's ability to absorb and metabolize calcium**, which affects bone health, heart health, and more.

**Vitamin D** is biologically inactive and must undergo two conversions to reach its active form, called calcitriol. **Studies show that vitamin D cannot be converted into this active form without adequate levels of magnesium**; it will remain stored and inactive in the body until magnesium status is sufficient for activation.<sup>9</sup>

This active form of **vitamin D** is necessary for the body to **absorb dietary calcium**. If the body cannot properly absorb dietary calcium, it resorts to taking calcium from the bones, which weakens them and prevents the formation of new bone material.<sup>10</sup>

**Vitamin K2** also has an important role in the **metabolization of calcium**, which promotes bone mineralization. It also helps to prevent calcium build-up in unwanted places, such as the organs and blood vessels.

PrizMAG+ is formulated to give you a synergistic balance between magnesium and **vitamins D3 & K2** — **three key nutrients for bone health, heart health, immune balance, and more!**