



# Mag-nificence™

**Mag-nificence offers two different choices of topical magnesium—lotion and CWR bath additive—to provide effective ways of increasing cellular absorption of this essential mineral.**

## What is magnesium?

Magnesium may be one of the most essential elements to living organisms. Its function in the human body is vast—everything from electrolyte maintenance to metabolism to heart health and so much more can be traced back to magnesium. Supplemental magnesium can help create a body in balance and lead to improved health in a number of areas.

As an essential mineral, magnesium is involved in more than 300 enzymatic reactions inside the body. In its most prominent role, magnesium is critical to the utilization and production of energy during cell metabolism. Consider that magnesium is the second-most-abundant, positively-charged ion in cell fluids, and you can see how the transfer, storage and utilization of intracellular energy rely on this mineral.

In addition to its effect on energy, magnesium also affects the central nervous system, neuromuscular system and the cardiovascular system. It produces and transports energy, synthesizes protein, transmits nerve signals, and relaxes muscles. About 65 percent of all the body's magnesium resides in bones

and teeth, and the mineral plays a key role in the health of both. The remaining percentage of magnesium can be found



## Key Benefits and Features

- Critical to energy production at the cellular level
- Supports healthy bones, teeth, heart tissue and brain cells
- Relaxes muscles and eases athletic injury
- Lessens or eliminates headache pain
- Natural cellular protectant
- Restores cellular magnesium levels
- Facilitates safe and effective detoxification
- Involved in over 300 enzymatic reactions
- Offered in a lotion and CWR bath additive

in muscle and tissue cells and body fluids with the highest concentrations in the heart and brain cells. This speaks to magnesium's value in cardiovascular and neurologic health.

Magnesium is essential to your health. Without it, numerous biological processes would never occur.

## Magnesium Chloride

The ocean covers more than 70 percent of the earth's surface. The most common type of magnesium found in seawater is magnesium chloride. This natural source of such an essential mineral is also one of the easiest to absorb because of its water solubility. Absorbing magnesium chloride while swimming in the sea may be one of reasons people feel so good afterward. Other types of this mineral are not as easily absorbed, such as magnesium sulfate, and can cause side effects. Safety and bio-availability made magnesium chloride the natural choice for Mag-nificence.

## About Mag-nificence

Mag-nificence provides two ways to apply readily available magnesium chloride, absorbed topically, not consumed orally—a departure from most AIM nutritional products. One of the most effective ways to get magnesium into the cells is by absorption through the skin. Magnesium is not easily broken down and used by the body, and the older we get, the harder it is to get adequate absorption through an oral application.

Mag-nificence products effectively assist the body in maintaining whole-body health.

The lotion provides topical magnesium in a fragrance-free, moisturizing blend of shea butter, coconut oil, and jojoba

seed oil. CWR bath additive delivers magnesium with mica minerals.

Regardless of the method, the intensity of Mag-nificence may be felt as it treats the body, balancing and restoring it to greater youth, tone, strength, beauty, health and well-being.

The efficacy of the Mag-nificence products may be noticed after consistent use of the lotion or CWR bath additive. Consistent use assists the body in restoring balance and health through cellular rejuvenation.

## How to Use

### Magnesium Body Lotion

Generously apply the lotion onto clean skin and smooth in gently. Avoid contact with eyes, mouth and sensitive areas. Some individuals may experience a tingling sensation on the skin after applying the lotion, but this is normal.

The lotion's topical magnesium supplements the intake of this essential mineral while moisturizing the skin with shea butter, coconut oil, and jojoba seed oil.

**Each tube supplies 6,168 mg of elemental magnesium.**

### Magnesium Bath Additive (CWR)

Mix 2 ounces (60 ml) of CWR in a bath (or footbath) of warm to hot water and soak for 20 to 30 minutes. Six applications per bottle. You may use more depending on your needs. Product can also be applied directly to the skin.

**Each bottle supplies 28,800 mg of elemental magnesium.**

*The combined use of the Mag-nificence products speeds up the delivery of magnesium to the cells.*

## Q & A

### **I started using Mag-nificence, and I feel worse. Why?**

The intensity of the Mag-nificence products may result in a normal body process called detoxification. This can manifest itself in fatigue, rashes and headaches, and edema can occur. It is your body flushing out toxins. For more information, see AIM's Detoxification Datasheet.

### **How can I test for a magnesium deficiency?**

Unfortunately, there is not a good test to detect magnesium deficiency. A blood test will not show low intracellular magnesium since only about 1 percent of the body's total magnesium is in the blood.

### **Who is deficient?**

Magnesium deficiency can result from inadequate intake, reduced absorption or excessive excretion—risk factors that manifest themselves in specific ways such as overuse of laxatives, diuretic therapy, kidney disease, alcoholism, anorexia, severe diarrhea and malabsorption syndromes. In addition, two common societal problems, physical stress and a high-starch diet, may increase the body's need for magnesium.

Symptoms of magnesium deficiency cover a broad spectrum because magnesium is involved in so many different processes in the body. Subtle symptoms include muscle aches, pains, cramps, insomnia and headaches. Low energy and regular fatigue are also signals of low magnesium. Serious symptoms include high blood pressure, heart palpitations, difficulty breathing, osteoporosis and digestive problems.

### **Is Mag-nificence CWR the same as AIM Cell Wellness Restorer?**

Mag-nificence CWR is formulated to have the same benefits as Cell Wellness Restorer but with over 150% more magnesium.

### **Is there anyone who should not use Mag-nificence?**

Do not use if you are sensitive to magnesium or if your physician has restricted your magnesium intake. Use caution if you have any open cuts or abrasions. Keep out of reach of children. Not for oral consumption.

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