Everyone can use magnesium in whatever levels they like. The only known effect of excess magnesium is a loose stool that dissipates within 24 hours of reducing magnesium intake. Many natural health practitioners believe the best way of determining ideal magnesium intake is to start with about 300 mg. of magnesium per day, and increase that amount by 300 mg. per week. If you reach a level that causes diarrhea before you reach 1200 mg. per day, cut back to the highest level that did not cause it.

**Ionic Minerals are Superior to all Others**

Minerals occur in foods (and most supplements) as compounds that consist of mineral ions and a “ligand” (citrate, carbonate, malate, ascorbate, lactate, etc.) to which these ions are attached. They are absorbed into the body only after the ions are freed from the ligand and carried into the blood by special carrier proteins. Mineral ions are freed from their ligands by the hydrochloric acid (HCL) produced in the stomach. As we age, we make less and less of this acid, which makes it harder and harder to free mineral ions from their ligands. Thus, absorbing minerals becomes more difficult.

Obviously, the minerals we can absorb best are those from which the ions can be most easily liberated. Following this logic, the best of all minerals are those that enter the stomach as ions. Since such minerals require no digestion at all, even those with the weakest digestive tracts can absorb them efficiently.

Ionic Fizz Calcium Plus and Ionic Fizz Magnesium Plus are the world’s premier ionic mineral formulas. The Magnesium Plus provides magnesium, potassium, zinc, manganese, copper, boron, silicone, and vitamins A, B-6, B-12, C, D and folic acid, because all these nutrients are vital for building strong bones, provide their minerals in 100% ionic form, and balance calcium and magnesium correctly.

**Which One Should I Use?**

Because 80% of Americans are magnesium deficient, we suggest that everyone use Ionic Fizz Magnesium Plus for 60 to 90 days with NO CALCIUM SUPPLEMENT. This gives the body a chance to saturate every cell with adequate levels of magnesium. Such saturation is hard to achieve when we also supplement calcium, because calcium tends to minimize magnesium absorption.

After 60 to 90 days of using Magnesium Plus, you may switch to Calcium Plus if you need the calcium. The best way to determine your need for calcium is, again, to complete the chart on the preceding page. If your total calcium intake already exceeds 1200 mg., you really don’t need calcium, but are probably in desperate need of magnesium. If you are short of 1200 mg., you can use the Calcium Plus in the amount needed to get to that level.

A good rule of thumb for usage follows:

- If you already get between 350-700 mg. of calcium per day, use two scoops of Calcium Plus per day.
- If you get between 750-1000 mg. of calcium per day, use one scoop of Calcium Plus per day, and one scoop of Magnesium Plus per day.
- If you get over 1000 mg. of calcium per day, use three scoops of Magnesium Plus per day (start with one scoop and increase by a half scoop each week until you get to three scoops). If any dosage induces diarrhea, reduce your dosage to the highest level at which diarrhea does not occur.

**Enjoy!!**

Ionic Fizz Calcium Plus and Ionic Fizz Magnesium Plus are the world’s finest mineral supplements, and, although they contain no sugar or artificial sweeteners, they actually taste good. People report all kinds of unexpected benefits from them. No doubt, you will, too. As with all Pure Essence products, they are guaranteed to your complete satisfaction. Thus, if you are anything less than delighted with your personal results, return the unused portion with your receipt to your place of purchase for a complete refund.
Calcium: Vital for Calcium Utilization

A region diet provides about 500 mg. per day of both calcium and magnesium. Studies show that vegans are more likely to be secreted, while also helping maintain cellular sensitivity to insulin. Thus, long term magnesium deficiency may undermine heart health because the imbalance between calcium and magnesium encourages heart contractions without sufficient relaxation between contractions. It promotes hypertension in the same way as the muscles of the bowel contract normally, but do not relax as they should, thus restricting peristalsis. It is magnesium deficiency that makes the United States and Northern Europe the world’s most constipated societies.

### How Much Calcium and Magnesium Do I Need?

The United States Recommended Daily Intake for calcium is 1000 to 1500 mg. for adults. The reason we may need more calcium than other cultures is that our diet contains factors that cause calcium to be excreted from the body. Another reason is that we absorb, at best, only about 30% of the calcium from foods and traditional supplements. Thus, 1000 to 1500 mg. of calcium intake must be adjusted by your total calcium intake is 1200 mg. or above, you don’t need supplemental calcium. If you are below that level, you need enough supplemental calcium to reach it. The minimum amount of supplemental magnesium you need is your total calcium intake multiplied by 0.67, minus 200 mg. For the amount you get from foods. The ideal level of magnesium you need is your total calcium intake, minus the 200 mg. you get from foods.

### Side Effects of Magnesium Supplementation

Those with severe kidney disease should not supplement large amounts of magnesium. Instead, they should balance magnesium with a vegetarian diet. Such a diet helps overcome kidney disease, and also creates a sound calcium and magnesium balance without taxing the already weakened kidney system. (Continued on next page)