

Discover the power of Activation Europe's NEW Magnesium CALM Topical Spray



MAGNESIUM CALM



Magnesium CALM topical spray helps RELIEVE, RELAX and aids RECOVERY from your daily or physical activity, providing you with 28mg of the Purest form of bioavailable Magnesium per spray.

The information provided in this eBook is not a substitute for a consultation with your local physician and is not intended to be construed as personal medical advice. If you have a sign or symptom/'messenger' and feel it's appropriate, please contact your local surgery.

The life enhancing 'reminders' in this empowering eBook are provided for your personal growth so as to increase your knowledge and if necessary, to invite you to make smarter lifestyle and or environmental choices.

This eBook is NOT to be construed as an attempt to prescribe or practice medicine as we presently understand. This eBook can be used as a wider gauge in creating a better understanding as to where you are and perhaps what your body requires, with a focus on Mg. This eBook does NOT put forth any cure for any type of bodily sign, symptom/'messenger'. There is only ONE Dis-ease.... Molecular Chaos / Metabolic Chaos.

NB: All dis-ease labels are created due to: TOXICITIES (Such as: Mercury, Fluoride, Chlorine, PCB's, AI, Parabens, Toluene, Endocrine disruptors, etc) and or DEFICIENCIES (Not providing your body with its required 'shopping list' of essential NUTRIENTS from Mother nature's FOODS and or supplements).

If you do have any health challenges, then we invite you to seek out a person who deals in health and who is healthy! As the owner of this eBook, I hope to share the latest 'new science' research, which may inspire you to have a broader viewpoint about your physical body and its requirements.

Magnesium deficiency and its importance



*People aged over 65 are 80% deficient in magnesium.



*Teenage girls have daily levels that indicate gross deficiency of 53%.



*Since 1940 Levels of magnesium within our diet have declined by 21% .



*70% of UK adults may be magnesium deficient and the majority of children fail to get the basic RNI .

Our NEW Magnesium CALM provides your body with a fast and effective method of supplementing magnesium levels compared to alternative methods (oral supplements, etc)

Through a growing number of scientific studies and trials, transdermal magnesium (topical magnesium) has been proven to be more effective than tablets or capsules in delivering magnesium into your body.

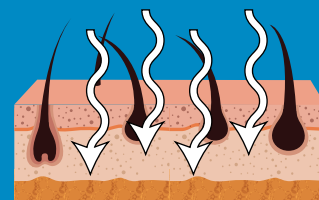
When Magnesium CALM is applied to your skin it is able to enter the body more effectively rather than being poorly absorbed within the digestive system.

Spray on

**Magnesium Deficiency can be Compensated by Transdermal Application within 4 to 6 weeks*

Then wipe once

**Oral Supplementation is Effective only after 4 to 12 months*



*Source:
Myth or Reality - Transdermal Magnesium
www.ncbi.nlm.nih.gov/pmc/articles/PMC5579607/

Magnesium - What's it all about?

Let us start at the beginning....

Did you know that Magnesium is the 4th most abundant mineral in your body, and it's involved in over 600 cellular reactions, from making DNA to helping your muscles contract as well as over 330 enzymatic processes, that we're presently aware of?

It's vital we have enough inside our body or we 'pay the piper' and start our journey down the 'dark side' by creating bodily signs and symptoms, which then become labelled by our Dr's and then we become a medical statistic! Nobody wants that and let me tell you NOW, it's got nothing to do with how old you are!

We've agreed that it's not how long we live, but about our quality of life, well according to Dr Carolyn Dean, over 80% of us are Mg deficient! REALLY? How come?

From the simple fact that we're not consuming enough FOODS that are rich in Mg. Today, most people are consuming high energy products, but NOT nutrient dense local, seasonal, (organic) if possible FOODS.

Yes, it may well taste good, loaded with refined processed white carb's, sugar and E-numbers, etc, however our bodies run on life enhancing Macro Nutrients: Fats, Proteins & Carbohydrates, as well as Micro Nutrients: Vitamins, Minerals, Trace Elements, Phyto-Nutrients, Enzymes, Bacteria, Co-Factors and many other vitally important elements, we're not even aware of.

Also, unfortunately because we 'take more' than we put back, our top soils are seriously depleted in so many essential nutrients, including Magnesium. Our local, seasonal, organic foods are therefore lacking in these life enhancing nutrients, compared to 70+ years ago before commercial (Big-Agri) farming practices using monoculture (The cultivation of a single crop in a given area) and NPK fertilisers (Nitrogen, Phosphorus & Potassium). New advances in farming have seriously drained crops of Mg+ and ruined foods that were once great sources.

NB: When I state Mg+, I also mean many other life sustaining nutrients like: Ca, Na, K, P, B, Zn, Cu, Mn, Se, Co, Mo, S, etc, etc

The fact is, we're in dire need to get Magnesium (and the other life enhancing nutrients) back into our bodies through the right kind of Mother Nature's FOODS and high-quality supplementation/products.

NB: Remember anything with a SHELF LIFE does not have a SELF LIFE – Period!

You may know that LOW Mg levels in our body have been linked to many negative health outcomes, such as; low energy levels/weakness, depression, high blood pressure, arrhythmias (any disturbance/abnormal in the rhythm of our heartbeat) and heart dis-ease.

The main focus of this eBook is to 'remind you' about that which you may have forgotten because we are constantly being bombarded with so much misinformation/fake news and or distracted with stuff our body simply does not need. Please understand that your body has a 'shopping list' requirement of nutrients. The new science clearly states that 70% + of our wellbeing is simply determined by how happy/in balance our microbiome/microbiota is! Bet you didn't know that!

*** There's your discount code at the end of this eBook**

WWW.MAGNESIUMCALM.CO.UK



The benefits of MAGNESIUM CALM



- 1 Better Sleep**
Mg CALM promotes deep and restful sleep.
- 2 Muscle Relief**
Eases muscle pain and helps alleviate spasms and cramps.
- 3 Beauty**
Helps restore moisture to your skin & encourages healthy hair growth.
- 4 Tension Buster**
Prevents and eliminates headaches.
- 5 Mineral Absorption**
Allows calcium to be used effectively by your body. Aids bone strength.
- 6 Energiser**
Helps break glucose down into a usable energy source.
- 7 Mood Boost**
Helps to regulate your nervous system, easing stress and anxiety.
- 8 Cardiovascular Care**
Helps maintain healthy blood circulation and balances blood pressure.
- 9 Brain Health**
Accelerates cognitive function and encourages mental clarity.
- 10 Anti-Inflammatory**
Soothes excess inflammation and decreases pain in your joints.

Magnesium CALM contains the purest form of bioavailable magnesium - Magnesium Chloride Hexahydrate ($\text{MgCl}_2 \cdot 6\text{H}_2\text{O}$)
Each spray will provide you with 28mg of Magnesium.

Magnesium's Pivotal Role

Magnesium plays a pivotal role in replaying signals between our brain and our body. Mg is important for maintaining a healthy heartbeat. It naturally works in partnership with Calcium (Ca), which is essential for generating heart contractions. Simply put – Ca enters your heart cells and it stimulates muscle fibres to contract. Mg counters this effect, by helping these cells relax. When Mg levels are low, Ca may overstimulate heart muscle cells, which can lead to rapid or irregular heartbeats!

You'll have heard of Potassium (1), this too is another vital mineral that many parts of our body require, including our brain, nerves, heart and muscles. It has been labelled as an electrolyte, like Ca, Sodium (Na), Mg and other minerals, that manages how much water we have in our body. Potassium basically moves nutrients into cells and removes waste. It also counters the effects of Na, which helps blood pressure. Our kidneys control how much Potassium is in our body, however like Mg, Na, etc if levels are too low or indeed too high, "Houston we have a problem!"

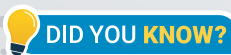
Once again, it's all about BALANCE (Yin/Yang – Homeostasis) and to the degree we have enough of each nutrient in our body, with an absence of many toxins, then our body does NOT show or display any signs and symptoms of dis-ease, or what I call 'Messengers'. What's that?

NB: Messengers are what is presented to our physical body (usually pain, discomfort, low energy levels, etc), which affect our physical, mental and emotional balance. A messenger is a sign and symptom that we're out of BALANCE. You and I didn't learn this at school, however as you'll be aware, the pH of our body (7.45), our Blood Pressure (120/80), our neurotransmitters, our Autonomic Nervous System (ANS), our Microbiome, our Prostaglandins and so many more systems in our body, all need to be in balance. Too high not good, too low not good either!

In summary - Mg in our body is key to unlocking hundreds of enzymatic reactions (all internal bodily processes require enzymes), which affects every single biological system. Mg activates enzymes that control digestion, absorption and utilisation of the FOOD you consume. It also plays a pivotal role in the creation of energy by activating ATP. What's ATP?

ATP - Adenosine triphosphate, is a complex organic chemical that provides energy to drive many processes in living cells, e.g. muscle contraction, nerve impulse propagation, and chemical synthesis.

Mg plays a role in regulating muscle contractions. Like your heart, Mg acts in partnership as a natural Ca blocker to help muscles relax. If our body doesn't have enough Mg to work in partnership with Ca our muscles may contract too much causing cramps and or muscle spasms. (3) Hence, Mg commonly being used to treat muscle cramps. You may also be slightly dehydrated and or Potassium deficient.



DID YOU KNOW?

**Magnesium Has Benefits Against
Type 2 Diabetes and
can Lower Blood Pressure.**

Which Foods are Rich in Mg?



Green leafy vegetables (e.g. Spinach, Kale, Cavolo Nero, etc)

Fruit (Figs, Avocado, Banana and Raspberries, Cherries, Apricots etc)



Nuts and seeds (Best if sprouted overnight – soaked in water and then rinsed)



Legumes (black beans, chickpeas and kidney beans)



Vegetables (peas, broccoli, Cabbage, Green Beans, Artichokes, Asparagus etc)

Seafood (salmon, mackerel, tuna, Clams, Mollusks, Prawns etc)



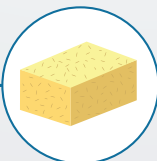
Whole grains (brown rice, oats, Corn - Meal Rye Flour, Whole Barley)

Raw cacao (Supercharged with magnesium and flavanoids)



Dark Chocolate (choose a product containing at least 70% cocoa solids)

Tofu (Approximately 30mg of Magnesium per 100g of Tofu)



Baked beans (Approximately 43mg of Magnesium per 110g of Baked Beans)

Chlorella powder (Also contains more than 15 Vitamins and minerals)



What about taking Mg supplements?

It's always FOOD first, supplements are supplementary, however if you wish to maximise your health, according to Dr's Al Sears & Carolyn Dean then take 600-1000mg daily as a supplement.

NB: The caveat here... Consuming local, seasonal (organic) plant foods will be the simplest and best at increasing your daily optimal Mg levels, however adding a great quality Mg supplement and or spray can help.

Further explanation...

You can increase your Mg intake by taking supplements and this may be beneficial for many people. It may be best to talk with your dietitian about magnesium supplementing, as excessive supplementation can lead to diarrhoea and or stomach upsets. If you do take Mg supplements and have very loose stools, then either stop and or cut back.

The challenge today is that due to 'Intestinal permeability' (Leaky Gut) and or dysbiosis (An imbalance between the types of bacterial organisms present in a person's natural microflora, especially that of the gut) taking an oral Mg supplement maybe poorly absorbed. Those people with a poor gut function or malabsorption issues may be better off using a topical Mg spray, like our Magnesium CALM. This is absorbed transdermally through our skin and can be used daily.

Magnesium and your Microbiome

It is the genetic material of all the microbes - bacteria, fungi, protozoa and viruses - that live on and inside our human body.

Bottom line, if we do not provide your microbiome with its nutritional requirements, then we become sick. FOODS are primary. Whatever we consume, once it is absorbed, digested, assimilated, before being eliminated becomes us. IT IS NOT about the CALORIES, it's all about the INFORMATION in the CALORIES, which are all the Life Enhancing NUTRIENTS our bacteria and human cells require.

Not all Mg is created equal

There are many chemical combinations of Magnesium available on the market today. You know that when it comes to cost effectiveness and supplement bioavailability, you require the BEST.

You require the cleanest, most effective Mg you can find. One which is colourless, odourless and does NOT leave stains or leave any sign on you and or your clothes.

Our EMSURE - Magnesium Chloride Hexahydrate – Magnesium CALM – Relief, Relax, Recover, Topical Spray 250ml & 100ml (Travel size – Airplane) is premium quality. It can be used on any part of your skin, simply spray and wipe once.

NB: If you have damaged or broken skin you may find our Mg causes some discomfort, but this will ease. We suggest you only spray on parts of your body (skin) such as chest, back, legs, arms/armpit and NOT eyes or on cuts/damaged skin.

Symptoms of Magnesium Deficiency include:



Loss of appetite



**Low energy levels/
weakness**



Nausea



Vomiting



Fatigue



**Abnormal Heart
Rhythms**



**Numbness or
Tingling**



**Muscle Cramps /
Contractions**



**Mg Has Anti-Inflammatory Benefits
and
Can Help Prevent Migraines.**

Your Mg - Draining HABITS

A conscious life is one worth living and I'm sure you'll be delighted to learn about some of your habits which sneak into our daily routines, which may then undermine our efforts to be at peace.

As with most things in life, it's all about BALANCE as previously shared and 'choosing' the right environment, after all you and I are a 'product' of our environment and unfortunately, most people design a lifestyle around their own labelled pathologies (The science of the causes and effects of diseases).

#1 – Poor Cephalic Response



Whats that?

It's the stages before you consume foods/supplements, whereby your body is ready to digest any foods you consume by gastric secretion. Your brain sends a signal to your stomach to produce acids which break down your foods. Before this, your body naturally produces enzymes that break down the foods you chew. (Remember, drink your solids and chew your liquids). That is, ensure when you're chewing foods, that they are broken down as small as possible before swallowing.

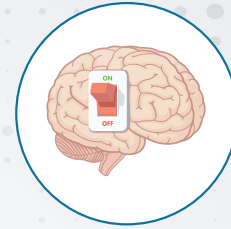
We all live busy lives, but between 30-40% of our digestive efficacy is down to our body producing a peaceful cephalic response. If we're in a rush, watching TV, looking at our iPhones, stressed before eating, these moments hinder your body's ability to absorb life enhancing nutrients, even if they're in the foods!

From the first smell of our foods, to the peaceful seated position we're in consciously consuming (As in PRESENT with our foods!) our meal, will ensure our body does its job effectively.

Once again - It's NOT about the calories in our foods, it's about the essential INFORMATION that's in our foods.

The In-Formation are the: Macronutrients:- Correct ratios of Fat & Protein vs Carbs for each meal and Micronutrients:- Minerals, vitamins, trace elements, Phyto-nutrients, co-factors and stuff we don't even know about, which are in our local, seasonal organic FOODS.

#2 – Poor State Management Control



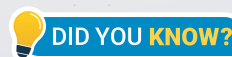
Your thoughts create your REALITY. Your reality is an expression by how you feel and the activities you perform daily.

Simply put, the more stressed you are due to poor 'control' of your mind, the more Mg you'll utilise and of course, if you're not getting enough through your diet or supplementation then BAM the above Symptoms of Magnesium Deficiency can be manifested.

You always want to rise in a morning feeling full of energy, ready to share your passions and be of service to others. It may seem 'normal' to many people to feel tired, foggy, scraping yourself out of bed in a morning.

Then, like most people we seek out to find a socially acceptable stimulant to make us feel better. Along comes caffeine (Coffee, teas) or an energy drink, then later on - alcohol, medication and even more caffeinated beverages or sugar / refined carb's!

Remember: We all go out of our way to seek pleasure and to avoid pain. That's a normal human response in each moment. The question could be, are my lifestyle choices, life enhancing or life draining?



Magnesium functions as an electrolyte, maintaining fluid balance in your body.

Your Mg - Draining HABITS

Continued

#3 – Eating a SAD/BAD CRAP DIET



We've already been reminded that it's going to be tough to ensure our body receives enough Mg+ through our eating habits.

The SAD - Standard American DIET / BAD - British Average DIET is mostly CRAP - Carbohydrate rich / Caffeinated, Refined, Additives/Alcohol and Processed.

Think about it, over 90% of what is sold in our regular supermarket aisles, is packaged, processed, tinned, which means there's no 'life' or information in them, but boy, do they taste good!

It's NOT about the taste per se, it's all about the essential nutrients as we've shared above in our FOODS/SUPPLEMENTS.

No sane person puts DIEsel in a petrol car! If they did, hopefully they would do it once, learn from it and never, ever do it again. That's costly in more ways than just your money!

Now however, we've allowed our corporations to sell us, dead, dysfunctional, denatured products, rich in sugar, refined carb's, processed white salt, GMO Soy, vegetable oils, E-Numbers/additives, preservatives, etc.

You know that the Mg+ content of refined products is super low. All packaged products and Fast Foods (McD's, KFC, etc) for example Do NOT contain anything that your microbiome and or human cells require!! And as a 'side-effect' they actually make you ill, over time by putting further 'nails' in your proverbial coffin, instead of adding deposits into your precious 'Health Bank Account'.

*** Joke: What's the difference between a P-Harm-aceutical drug and a poison?
Think about it!!**

Answer can be found on the last page

#4 – Drinking DIET & regular Fizzy drinks



It's not rocket science this. There honestly is NO-THING in a soda pop drink that provides your body with any life sustaining nutrients, PERIOD. You know that, right? They don't even quench your thirst, but certainly drain your energy stores (Reducing mitochondrial function - The main job of mitochondria is to perform cellular respiration. They are known as the powerhouses of our body cells as they produce ATP - ENERGY), blow your neurotransmitters (Most of which are produced in your stomach like, Serotonin, dopamine, etc), interrupt the balance with your sterol-hormones, upset your autonomic nervous system and seriously disrupt the pH of your body to name a few things.

NB: One big thing you can do, which makes you a super conscious consumer, is to ensure that whatever you consume adds to your quality of life. Whatever you eat or apply to your body (Man-made products, drugs, inc. socially acceptable ones you take, deodorants, make-up, lipstick, body wash products, perfumes, etc) can either increase / enhance your wellbeing or it takes away/reduces your nutrient levels (Mg+) more than it delivers.

The big take home message here is, if you 'choose' to eat/drink anything with a 'SHELF LIFE', then you'll be zapping your nutrient stores to process and remove it from your body. According to Nutritional Magnesium.org,

"Sugar causes magnesium deficiency because 28 molecules of magnesium are required to metabolize one molecule of sucrose (table sugar) and 56 molecules are required to metabolize one molecule of fructose." (10)

Any sudden insulin spike from sugar utilises your Zn stores as well as increases a loss in Mg, Ca, K, and Chromium loss through your urine

Your Mg - Draining HABITS

Continued

#5 – Caffeine



You know sugar causes mineral losses due to other chemicals they contain like phosphorus in High Fructose Corn Syrup, processed salt, etc. Add to that caffeine found in these soda's, coffee and teas and BAM, you're in real trouble of causes massive inflammation internally.

Caffeine has a diuretic effect, which causes further mineral loss. It also affects your acetyl choline levels, B-Vitamins and L-Lysine. Caffeine also affects negatively your blood sugar levels!

I'm not saying, you can't or shouldn't consume foods and or drinks that contain caffeine. I am wanting you to become aware of the fact that, it's another challenge on our Mg front.

Once again, if you're going to indulge in a drink which contains caffeine, please ensure you're replacing your Mg stores through your foods and or high-quality supplements and if you drink two cups of coffee, then have two cups of great quality water (Filtered if from the tap/faucet).

NB: On top of the replacing water after coffee cups, I'd also like to remind you that you will increase your energy levels, reduce your stress, reduce your food consumption as well as assist in all biochemical reactions internally if you drank: $0.033 \times \text{your weight in Kg} = \text{Litres daily of great quality water}$. Or for our wonderful USA friends, that's drink $\frac{1}{2}$ your body weight in fluid ounces.

#6 Alcohol



Sugar and alcohol increase Mg waste through urine by our kidneys & liver. On top of that, alcohol also stops the ability of your body in absorbing Magnesium in your stomach.

Alcohol is what I call 'empty calories'! That is, they don't contain any life enhancing nutrients, which our bacteria/body requires in order for it to be absorbed, assimilated and removed from our body, it costs more than it delivers.

My suggestion would be to consume some good quality fat and protein before you drink any alcohol.

We all know life is a choice, right!

So, what's your next move? You've been reminded about some simple, cool information.

It all boils down to this, live your DREAM and not someone else's!

Tap into your own internal resources by asking yourself some Empowering Questions, like:-

"What is my next empowering move, which will enhance my quality of life right now?"

"What new, exciting changes can I sustain in my life, which improve my wellbeing?"

"How can I apply some of the health information above to improve my family's health?"

How about this: Create your own empowering Q, which takes you closer to your goals or purpose. Keep asking them on a regular basis and reap the rewards.



DID YOU KNOW?

Magnesium may improve bone health both directly and indirectly, as it helps to regulate calcium and vitamin D levels.

Experience the benefits of Magnesium CALM today

Helps Prevent Headaches

Pharmaceutical Grade Mg

Restores Skin Moisture

Soothes Joint Pain

Helps Reduces Inflammation

Free From Contaminants



250ml



100ml

100% Purity

Helps Alleviate Stress

Eases Muscle Pain

Promotes Deep Sleep

Restores Skin Moisture

Handy Travel size

BUY NOW

www.magnesiumcalm.co.uk

THANK YOU

A massive, THANK YOU for reading my first eBook and to Aven King @ QCDesign.uk for his amazing creative abilities.

Thank you also to Allan Clark. Without this man, we wouldn't have Magnesium CALM.

My next eBook is called, "The 6 Essential Healthy Foundational Principles, which empowers YOU"

I'm truly grateful and would like to offer you a permanent 10% discount on any of our Life Enhancing supplements and or products.

Discount Coupon Code: aemalm010

NB: This code only works on items NOT already discounted

Many thanks again, love and many blessings,

Magnus, Family & Team XX



Synergistics Europe Ltd.

Experience the benefits of Oral Magnesium Supplements

<https://www.synergisticseurope.com/product/magnesium-com-100/>

<https://www.synergisticseurope.com/product/mag-citrate-4oz/>

References

1. <https://www.webmd.com/a-to-z-guides/what-does-potassium-do-body>
2. <http://www.mrc-mbu.cam.ac.uk/what-are-mitochondria>
3. <https://www.healthline.com/nutrition/what-does-magnesium-do#muscle-function>
4. https://www.cdc.gov/dhdsr/data_statistics/fact_sheets/fs_bloodpressure.htm
5. <https://www.ncbi.nlm.nih.gov/pubmed/22318649>
6. <https://www.ncbi.nlm.nih.gov/pubmed/1330360>
7. <https://www.ncbi.nlm.nih.gov/pubmed/19020533>
8. <https://www.ncbi.nlm.nih.gov/pubmed/27402922>
9. <https://www.ncbi.nlm.nih.gov/pubmed/27402922>
10. <http://www.nutritionalmagnesium.org/magnesium-sugar-and-your-health-safe-alternatives/>

JOKE Answer: Dosage!

Heavily modified Images / Backgrounds / Icons sourced from freepik.com - commercial licence

Synergistic Europe Ltd, Ironworks House, Warton Road, Carnforth, Lancashire, LA5 9EX