

Mineral & Co.

[mineralandcompany.com](http://mineralandcompany.com)



# MAGNESIUM:

BENEFITS OF MAGNESIUM  
QUICK REFERENCE GUIDE

## A NOTE FROM LINDA LEE

*When we feel anxious, our brain floods the nervous system with hormones and chemicals designed to help us respond to a threat — even if there is no danger. Because of this added stress, insomnia often follows.*

I've had generalized anxiety since I was a kid. It was an almost constant worry with a multitude of panic attacks. I told no one.

The anxiety continued into adulthood, when I started an endless series of appointments with health practitioners who mostly wrote out prescriptions. After trying four different medications over many years, I was completely numbed out. It was like my entire emotional range just shut down and I couldn't even cry. I had morphed into someone I didn't even recognize. Something needed to change.

It was then that I decided to ditch Big Pharma — the revolving, impersonal, prescriptive door of traditional medicine that treats symptoms and not the human being — and find my own way to better mental and physical health.

While doing extensive research I learned that I'm just one of the millions of Americans that suffer from debilitating anxiety and insomnia. It's a national epidemic.

Serendipitously, I read a post about magnesium that got my attention. It was the missing piece I needed to finally manage the high anxiety and accompanying insomnia that had been with me all my life.

***It's not an exaggeration to say that my world changed thanks to the power of magnesium... the "miracle mineral."***

After trying several products already on the market, with no success, I contacted chemists and scientists to understand what it would take to create my own product. With their help, I eventually became a formulator myself. The vision for my restorative body butter was clear: the product would be made in a luxury base of organic oils and butters with no fillers, toxins or fragrances. It also had to be vegan, fair trade and sustainable, with a safe preservation system. Most importantly, it had to deliver results for customers.

Because of the positive feedback during our two years of beta testing, we now have a super-concentrated, highly absorbable product our customers find easy to use and love.



**Linda Lee**, founder of Mineral & Co.

## THREE BENEFITS OF MAGNESIUM, THE “MIRACLE MINERAL.”

Magnesium is involved in almost all of the body's major cellular metabolic and biochemical processes.<sup>1</sup> Among other things, it is an essential nutrient for:

- Experiencing restful sleep
- Alleviating stress and anxiety
- Reducing muscle soreness

Many people don't understand magnesium's importance to their overall wellbeing. In fact, they may not even know they are deficient.

According to World Health Organization statistics, as much as 75% of the U.S. adult population does not meet the U.S. Food and Drug Administration's

Recommended Daily Intake and, therefore, is magnesium deficient.

An adult body contains approximately 25g of magnesium, with 50% to 60% present in the bones and most of the rest in soft tissues.<sup>2</sup>

### RECOMMENDED DIETARY ALLOWANCES (RDAS) FOR MAGNESIUM<sup>3</sup>

Age	Male	Female	Pregnancy	Lactation
14–18 years	410 mg	360 mg	400 mg	360 mg
19–30 years	400 mg	310 mg	350 mg	310 mg
31–50 years	420 mg	320 mg	360 mg	320 mg
51+ years	420 mg	320 mg		

## THERE ARE THREE WAYS TO INCREASE THE AMOUNT OF MAGNESIUM YOU CONSUME ON A DAILY BASIS:



**1. Eat foods that are rich in magnesium, including pumpkin seeds, cashews, spinach and dark chocolate**

**2. Take over the counter supplements**

**3. Apply it topically for maximum absorption**

Supplements and transdermal (topical) products can be tricky. It's important to pay close attention to labels to understand how much of the product to use to reach the recommended daily allowance AND THEN understand how much more is necessary to ensure it is fully absorbed.

Most transdermal magnesium products made in the U.S. — sprays, lotions and creams — are drying, sticky, and don't absorb well. You'll need to apply about 1/3 of a cup or more just to get any benefit. You'll use a lot, but most of it will be wasted since many of them must be rinsed off after 20-30 minutes.

Oral supplements aren't much better. Not only do they cause GI upset, but only 20% or less is absorbed into the body.

Our high-quality, restorative body butter is truly different. We took great care to ensure that you only need to use one teaspoon per day, which equates to 200mg of absorbable magnesium, making it the most concentrated product on the market without requiring you to rinse it off.

<sup>1</sup> Magnesium: Biochemistry, Nutrition, Detection, and Social Impact of Diseases Linked to Its Deficiency, National Library of Medicine, 2021

<sup>2,3</sup> Magnesium Fact Sheet for Health Professionals, National Institutes of Health



## REDUCE STRESS AND ANXIETY

According to the Anxiety & Depression Association of America, 40 million people in the U.S. struggle with anxiety.

Demanding job. Caring for your family. Hectic home schedules. All three can easily derail your wellness plan for a day... a week... or a month.

During stressful situations, your body naturally eliminates magnesium. And if it's not restored... insomnia, mood swings and a general lack of energy occur.

Incorporating magnesium, a natural relaxant, into your daily routine provides a safe method to reduce stress. And the cumulative effects can be outstanding.

Once you start to feel better, a domino effect begins to happen. You get better quality sleep, which leads to more energy. You begin to eat better, allowing you to make sharper decisions. You laugh more; you are kinder to yourself with more compassion and positive thought patterns. You find that you've created a safe, beautifully healthy environment all around you. Ultimately, you return to who you were before the day's stressors took hold.



### LESS STRESS AND ANXIETY ALSO MEAN:

- A sense of well-being
- More restful sleep
- Ability to handle stress better
- Clearer mind
- Reduced inflammation
- Relaxed muscles



The increased demands on your time and mental energy may have you wishing that you could magically step into a more holistic, eco-friendly lifestyle. We want that for you, too. That's why we created our high-quality, restorative body butter to help you see results in as little as one to two weeks.



## RESTFUL SLEEP



You often hear about investing in your financial future, but what about daily investments for your mental health and wellness?

- A 2021 report from the American Sleep Association reported that 50 to 70 million adults in the U.S. are affected by a sleep disorder.
- Additionally, the CDC has said that over one-third of Americans are sleep-deprived.
- And the World Health Organization estimates that 70% of Americans are magnesium deficient.

As a nation, we're just not getting enough sleep... kids included.

Lack of sleep may decrease focus and attention in adults, leading to a greater risk of falls, bone fractures, and car accidents. In children, it can lead to attention and behavior problems or hyperactivity. As a result, their learnings aren't going into longer-term memory.

### MAGNESIUM CAN HELP.

It regulates a neurotransmitter called GABA (Gamma-Aminobutyric Acid), which controls anxiety, stress and fear... key insomnia triggers.

In addition to calming the body and mind, magnesium is also instrumental in boosting your circadian rhythms.

Circadian rhythms act as your internal clock; they send signals to your brain when it's time to sleep, and when to wake, based on the time of day. *Healthy circadian rhythms allow you to sleep deeper and longer.*

At Mineral & Co. we want to give you the product you need to sleep better today and into the future.





## RELIEVE SORE MUSCLES AND CRAMPS

### ANOTHER AREA WHERE PROPER LEVELS OF MAGNESIUM ARE ESSENTIAL IS MUSCLE FUNCTION.

Magnesium deficiency is commonly characterized by:

- Cramping (especially in the legs or feet)
- Muscle twitches or tightness
- Headaches
- General body aches and pains

It stands to reason that if you are experiencing these symptoms frequently, your body won't be able to relax itself and your muscles will remain tense or sore.

Not only does magnesium help with muscle recovery, but it also impacts other nutrients. For instance, the activation of vitamin D, which increases muscle strength and reduces pain.

Unfortunately, like with magnesium, the CDC reports that vitamin D deficiency is common in the U.S. If the deficiency isn't corrected, muscle mass and performance will decline.

Having the recommended dietary allowance of magnesium ensures that the body has the nutrients it needs for muscle function and recovery... and supports healthier levels of other vitamins. It truly is a miracle mineral.

We don't believe that finding the right solution for your sleep, anxiety or sore muscles should be your full-time job. We've done the research and created a winning formula. It's up to you to reap the benefits.



**Magnesium is the FIRST ingredient in all Mineral & Co. products.** Only the highest quality organic ingredients are used — without fillers or harmful preservatives. Our restorative body butters are available in unscented and lavender; [click](#) to purchase yours today!

*"Relaxed sleep, leg/foot cramps went away, no digestive issues. Felt like I can handle stress better. Feels like it works faster and better than mag pills."*  
**Katherine F.**

*"With our world in such turmoil, I was repeatedly having issues 'coming down after just a normal day.' The Mg butter truly helped me quiet the "monkey mind" that so often occurs after a hectic day."*  
**Allison B.**

*"I've been using the lavender blend for a few weeks now and I couldn't be happier with it. I've never slept better!"* **Matt G.**

*"I'm really digging the magnesium butter. Have not had a single leg cramp! Cannot tell you how happy I am."* **Kathy C.**