

Only MAGONATE® combines the benefits of a liquid with the benefits of gluconate.

Liquids provide many advantages over pills.

The liquid formulation of MAGONATE® provides quicker digestion than pills. Pills have to dissolve when they get to the stomach; liquid does not.¹² Because MAGONATE® is a liquid, it's simple to take—just swallow 1 teaspoon 3 times a day on an empty stomach—it's that easy. MAGONATE® is easily mixed with liquids. Just add a dose to water or juice.

Gluconate also provides benefits relevant to athletes.

What makes gluconate so unique is its rapid action. Peak effects can be experienced in less than 1 hour, compared with 2 to 4 hours for other magnesium salts.^{5†} Gluconate also delivers greater *bioavailability*. Simply put, this means more usable magnesium is delivered to the body by gluconate than by other magnesium salts, additionally providing more efficient absorption.^{13,14†}

Discover the other benefits of MAGONATE® by visiting our web site at www.MAGONATE.com

MAGONATE
Liquid Magnesium Gluconate Supplement

†Peak effect occurred in less than 1 hour when magnesium was taken on an empty stomach; it was within an hour after food.

†These studies were conducted in animals.



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What's missing from your workout?

- » Do you experience muscle fatigue and cramping?
- » Are you failing to reach your muscle development goals?
- » Is your energy low?
- » Does your endurance suffer?

If so, you could be experiencing magnesium deficiency.

Athletic people demand a lot from their bodies, and because of this, they experience greater losses of magnesium and other minerals during and after their workouts.^{1,2} You might not be familiar with magnesium or the effects magnesium depletion can have on you, but if you participate regularly in intense exercise, you might be suffering from reduced magnesium. Some data show that a magnesium shortage can have a negative effect on athletic performance.³

According to the US Department of Agriculture, 62% of Americans do not get enough magnesium.⁴ While the average adult needs 350 to 450 mg of magnesium each day,⁵ athletes and people who exercise regularly need extra magnesium to replenish depleted levels.

Magnesium levels can easily be replenished and maintained with MAGONATE®—the only liquid form of magnesium gluconate on the market.



MAGONATE
Liquid Magnesium Gluconate Supplement

» INSIDE:

Find out how poor magnesium levels can affect athletic performance.

Magnesium is vital to many athletic body functions.

Magnesium is a crucial component in helping some body systems work correctly and with greater efficiency. It's been shown that magnesium is vital to more than 300 enzyme-related reactions.⁶ This brochure highlights some of the reactions most relevant to athletes.

Muscle cramping and fatigue.*

Muscle cramps are often experienced by athletes with reduced magnesium.^{7,8} Athletes take part in intense exercise that can deplete their magnesium balance at a greater rate than that in people who do not exercise.^{1,2} Many athletes can't replace depleted magnesium levels simply by eating magnesium-rich foods; therefore, body functions that require magnesium may suffer unless these levels are replaced.

It's also important to consider the role magnesium plays in muscle contraction.⁶ It's been shown that maximum contraction of certain muscle groups is linked to having adequate magnesium levels.⁹ The ability to contract muscles is especially important to athletes who desire dependable muscle control.

Muscle development.*

Athletic people spend a lot of time in the gym learning to isolate and develop different muscle groups. This development of specific muscles helps these athletes perform tasks to the peak of their ability. But if magnesium levels are low, muscles may not be able to develop as effectively as they should.

In order to build muscle tissue, the body must undergo protein synthesis. Protein synthesis is a complex chain of events that happens in the cells of the body. Simply put, protein synthesis is one of the steps that must occur to build bigger muscle cells. Clinical research has shown that protein synthesis may depend on optimal magnesium levels.¹⁰

Efficient energy metabolism.*

Athletic people continually train in order to build endurance. Endurance essentially is energy that has been saved and can be used when the athlete needs it most. Physical performance depends on the body making and using energy efficiently.

Numerous body functions that help produce energy are magnesium dependent.^{2,11} One of the factors key to physical performance is the efficiency with which energy is made and used. If the body doesn't make enough energy, peak performance will not be possible.¹¹

MAGONATE® helps replace and maintain healthy levels of magnesium.*

Athletes take on more in a day than most other people take on in a few weeks. While they demand more of themselves, their bodies work harder to keep up. This constant demand depletes their bodies of essential nutrients and minerals, including magnesium.

MAGONATE® can help. MAGONATE® is the only liquid form of magnesium gluconate on the market. Read on to discover what makes MAGONATE® so valuable to athletes in search of the competitive edge.

Find MAGONATE® at your local pharmacy.

If MAGONATE® is unavailable, your pharmacist can use the numbers below to order it.

NDC	SRP	WHOLESALE ITEM NUMBER	
MAGONATE® Liquid 12 Oz 0256-0184-07	\$14.99	McKesson	193-7531
		Cardinal	3882073
		Morris Dickson	706663
		ABC 6-Digit	840-924
		ABC 7-Digit	497-9290

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Caution: People with kidney disease should not take magnesium supplements without the supervision of a physician.

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