

Orthomolecular Health Journal™

Special Edition

Premier Edition 2011

Special Points of Interest:

- Arterial Plaque Reduced—*Naturally*
- Atherosclerosis Reversed—*Naturally*
- Full Potential of Magnesium Fully Realized
- 100% Uptake *without* Side Effects
- Maximum Heart Health Support
- Anti-Aging Support

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New Advanced Magnesium Reduces Arterial Plaque

Maxcelint Laboratories Inc. (MLI) has announced the availability online of the world's most advanced scientifically-formulated nutritional supplement form of the essential mineral magnesium (Mg) — **Potentiated Magnesium**.

Potentiated Magnesium (pMg) has demonstrated in research studies and in its world-wide patents to *reverse* the atherosclerosis process and *reduce* the physical presence of calcified arterial plaque buildup and formation—and does so naturally without any deleterious side effects. Potentiated Magnesium is magnesium at its *full potential*.

Potentiated Magnesium® features Maxcelint Uptake® for maximum intestinal absorption and optimum cellular utilization – where it really counts – providing an unprecedented *100% uptake*. The key to pMg® reaching its full potential is its patented ability to overcome magnesium's inherent hydrophilic nature (i.e., attract and hold water in the GI tract), thus avoiding magnesium's usual laxative effect. This is the result of the Compound Complex™ process, which is a new form of chemical bond between the ingredient's molecules that imparts a Supercharged Synergy™ to the nutrients – resulting in the most powerful and effective form of nutritional supplements ever seen. Potentiated Magnesium provides unparalleled natural heart health, circulation, respiratory and cellular function, energy and Health Span support. More at: <http://www.maxcelint.com> (Reference: U.S. Patents 5,849,337 and 6,372,264 at www.uspto.gov and other patents issued in Canada, Japan, China, France, Germany and the United Kingdom) Potentiated Magnesium, pMg & Maxcelint Uptake are the exclusive registered trademarks of MLI.

Maximum Muscle Strength & Endurance — *Naturally*

Go To The MAX® is a unique blend of the world's most powerful and effective magnesium, Potentiated Magnesium (pMg), and the essential mineral zinc (Zn). When the nutrients in MAX are regularly taken, before exercise and at bedtime (when exercised muscles recover), an 11% to 56% increase in exercised muscle strength and endurance has been independently demonstrated – when engaged in regular exercise or sports, which strongly contributes to *peak physical performance*. MAX also helps increase aerobic capacity (VO₂ max), and helps speed recovery time after working out. Plus, MAX supports the energized function and strength of the most important muscle in the body – the heart – *100% naturally*. More: <http://www.maxcelint.com>
Go To The MAX, Potentiated Magnesium & pMg are the exclusive registered trademarks of Maxcelint Laboratories Inc.

“Only magnesium can balance calcium metabolism, while vitamin C strengthens the structural integrity of the arteries.”

“One of the most important things that magnesium does is to bond with ATP to form the complete energy complex MgATP.”

“Potentiated Magnesium doesn’t heal the body—Mother Nature does.”

Unbalanced Calcium Metabolism Sparks Cell Damage

The really important thing that pMg does is to *balance calcium metabolism*. As a natural calcium channel blocker, magnesium controls and regulates how much calcium goes into cells. If adequate magnesium is not available then excess calcium can damage the cell and cause it to malfunction. Cellular dysfunction and damage leads to cellular aging—and eventual cell demise. The cells most susceptible to damage are the *endothelial cells* that line the arteries, simply because they come into direct contact with the nutrient-transporting bloodstream. A long-standing marginal intake of vitamin C adds to the problem by weakening the structural integrity of the arteries. Unbalanced calcium metabolism is what sparks endothelial cell damage, which is what triggers arterial inflammation, and arterial plaque forms as a result. Only *magnesium* can balance calcium metabolism, while *vitamin C* strengthens the structural integrity of the arteries—pMg has the best of both. Only pMg has demonstrated reversal of the process and reduction of arterial plaque.

Energy Production & pMg®

As with all nutrients, Potentiated Magnesium (pMg) works on the cellular level. After navigating the GI tract, and being broken down into their component parts, the nutrient molecules and mineral ions are utilized by the body’s cells so they can function – the cellular process we call *metabolism*. One of the most important things that magnesium (Mg) does is to bond with the mitochondria-produced energy molecule adenosine triphosphate (ATP) to form the complete energy complex MgATP. This is why those who take pMg usually notice an increase in natural energy and as a result typically avoid the common mid-afternoon slump that many experience. And, the energy increase is a *natural* energy increase, fundamental as to how energy is produced by the mitochondria (the cell’s “power plant”), as opposed to an unnatural spike like that derived from health-damaging stimulants such as sugar or caffeine. *pMg naturally supports energy production.*

How pMg Works

Potentiated Magnesium works on the cellular and molecular level. Nutrients are the basic raw materials that allow the body to function. Adequate and balanced nutrients allow the cells to function in a normal manner. When the cells are functioning in a normal, balanced, and stable manner a condition of “homeostasis” is said to exist. The human body is continuously striving to maintain homeostasis. When cells malfunction, such as caused by unbalanced calcium metabolism, it sets the stage for disease states and accelerated aging. Fundamentally, it is the body that heals itself—provided there are *adequate* and *balanced* nutrients available to optimize the body’s internal environment and keep it strong so it can maintain homeostasis—thus helping to avoid cellular breakdown, disease states, and premature aging. Potentiated Magnesium doesn’t heal the body—*Mother Nature does.* (The elemental abbreviation for the essential mineral magnesium is Mg; the abbreviation for Potentiated Magnesium is pMg.)

Real Secret of Health & Longevity — Latest Research

Life begins and ends with the **cell**. The human body is composed of cells, an estimated 100 trillion of them. Cells are living, dynamic, vitally functioning clumps of protoplasm surrounded by a selectively permeable protective membrane. Cells contain numerous very tiny organ-like structures called **organelles**. Like the organs within the human body, it is the organelles within cells that provide the cell's dynamic quality and allow the cells to function. Just like the organs in the human body, how well each organelle functions determines how well the whole cell functions. Healthy functioning organelles means healthy functioning cells, healthy functioning cells means healthy functioning organs and tissues, and healthy functioning organs and tissues forms the basis for health and longevity. Cells maintain their function by taking in three basic things: Nutrients, water and oxygen. After the cells use what they need to function, the cells then eliminate waste byproducts. This functional cellular process is what is known as *metabolism*. Of course, to function normally the cells need adequate and balanced nutrients. Any inadequacy will compromise normal cell function. In a real sense, "we are what we eat." That is, the quality and quantity of nutrients (and of course water and oxygen) is the primary determining factor in **normal cell function**—and cellular dysfunction. To remain healthy and thrive, the cells need adequate and balanced nutrients (and minimal expose to pollutants and toxins). Anything less contributes to cellular dysfunction. Cellular dysfunction (cells not functioning normally) weakens the cell and is what sets the stage for disease conditions, and is the first stage of cellular aging—i.e., cellular dysfunction, damage, demise and decay. Cells that naturally wear out with the passage of time is considered *normal aging*. Cells that are damaged to the point of dysfunction, as a result of an improper diet and inadequate nutrient intake, is considered *premature aging*. Normal aging is inevitable, but premature aging is not. The key to slowing the aging process and preventing premature aging is to keep the cells functioning normally, for as long as possible, and to avoid those things known to cause cell dysfunction. It is well-known that in addition to quality and quantity of nutrients, nutrients must also be in **balance** for optimum cell function. One of the fundamental and most important balances that must be maintained for optimum cell function, and to prevent cell dysfunction, is the balance between the essential minerals calcium and magnesium. Excess dietary calcium (from animal foods, i.e., meat and dairy), or conditions that cause calcium to be leached from bones (from consuming sodas and sugar), without adequate balancing magnesium (from plant foods, i.e., fruits, veggies, nuts and seeds), causes a sharp increase in the amount of calcium in the bloodstream. Excess and unbalanced calcium in the bloodstream negatively impacts cells, especially the *endothelial cells* that line the arteries and heart, causes unbalanced calcium metabolism, and is a major factor in premature aging. The adequate intake/uptake of the essential mineral magnesium is what keeps us **Young at Heart™**. A normally functioning and healthy cardiovascular system is the key to health and longevity. *The study of the uptake and proper utilization of nutrient molecules on the cellular level is the science of **orthomolecular biochemistry**—which is the basis for understanding how nutrients work in the body and how they support health and enhance the human Health Span (healthful longevity).*

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*Youthful Vitality
Forged From Nature's
Strength™*

Spotlight: The Basis of Health

Good health is no accident. Health does not just happen, or happen in a vacuum. Health is a determined path, not an incidental occurrence. Health happens through you, not to you. The basic determinate of health is primarily *lifestyle*. The foundation that supports lifestyle are **The Five Pillars of Health™** which include:

Proper Nutrition (*The Basis*) = The MediterrAsian Diet - A natural blend of the Mediterranean Diet with a strong Asian seafood influence, which consists of: A variety of fresh vegetables and fruits, legumes (beans, lentils, peanuts, peas and soybeans), fish and seafood, 100% whole grains, olive oil, nuts, seeds, and a select few animal products like fresh eggs, yogurt, a little soft cheese, occasional fresh meat, and no refined carbs, sugar-laden foods, fried foods, trans fats or hydrogenated oils. Basically, a wholesome plant-based food and seafood diet is Proper Nutrition.

Regular Exercise (*The Catalyst*) = Walk 30/100 Daily (30 minutes at a 100 steps/minute pace), or Runwalking (alternating between walking with short spurts of running), plus regular Weight Training (free weights, machines, or body weight). Regular Exercise is the catalyst that sparks vigorous health and youthful vitality.

Adequate Sleep (*The Replenishment*) = 5 Full Sleep Cycles. Sleep naturally occurs in about 90 minute cycles, with these cycles getting gradually shorter as we age, and is made up of Restorative Deep Sleep (which is when the brain rests and exercised muscle repair and growth take place), and a lighter sleep called Rapid Eye Movement (REM) sleep (which is when dreaming occurs). The optimum amount of sleep varies with age, but for most adults it should be about 5 full 90 minute cycles for about 7.5 to 8.5 hours of sleep per night. Adequate Sleep is required for mental rest and physical replenishment— without it the body cannot properly function.

Stress Management (*The Support*) = Stress & Tension Alleviating Response™ (STAR). Chronic stress is a killer. How we *think* determines the level of stress we experience. What we take in with our senses (mostly our eyes and ears), and how we think about it, will determine our level of stress. Stress is a state of mind that manifests as a physical and psychological response. Muscle tension is the physical manifestation of stress, while anxiety and depression are the mental manifestation. The STAR 60-second stress-buster technique instantly releases pent-up stress.

Vital Nutrients (*The Key*) = Potentiated Magnesium® (pMg) + Other Essential Nutrients. The key to vibrant good health is an adequate supply of vital nutrients. To have good health, we must have and maintain a healthy heart. It is well-known that the most heart-healthy nutrient is magnesium. It is equally well-known that vitamin C is the most vascular-healthy nutrient there is. Together they provide the maximum support for a healthy functioning cardiovascular system, and the most powerful and effective form of the essential mineral magnesium and vital vitamin C is pMg. More about pMg & The Five Pillars of Health at: <http://www.maxcelint.com>

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