

MAGNESIUM-DEFICIENT KIDS

It's not just adults who can get anxious because of magnesium-deficient diets. Our children are also susceptible when their favorite foods are magnesium-deficient hot dogs, pizza, and soda. The stress in their lives—from peer pressure, academic and athletic performance pressures, worries about body image, the changes and hormonal fluctuations of puberty, exposure to negative events and violence through the media—also contributes. Even playing in a band can be a risk factor! Children are underdiagnosed when it comes to magnesium deficiency, but they can have magnesium deficiencies for the same reasons as adults.

—Carolyn Dean, MD, ND

AUTHOR OF THE BOOK *THE MAGNESIUM MIRACLE*

SYMPTOMS OF MAGNESIUM DEPLETION

Due to the fact that magnesium is vital to so many bodily processes, deficiency can contribute to a wide variety of conditions, such as

- Stress
- Fatigue & Low Energy
- Inability to Sleep
- Muscle Tension, Spasms & Cramps
- Anxiousness and Nervousness
- Irritability
- Headaches
- Weakness
- Weakening Bones
- Abnormal Heart Rhythm*

Visit www.petergillham.com for additional information.

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



Life Nutrified!

Kids Natural CALM Multi

Supplement Facts

Serving Size: 1 capful (1 fl oz/30 ml) Servings per Container: 30

Amount per Serving	% Daily Value
Calories	40
Calories from fat	9
Total Fat	1 g 1.5%†
Total Carbohydrates	2 g < 1% †
Sugars	2 g
Vitamin A (as retinyl palmitate, beta-carotene (50%))	5,000 IU 100
Vitamin C (as ascorbic acid)	200 mg 333
Vitamin D ₃ (as cholecalciferol)	400 IU 100
Vitamin E (as d-alpha tocopheryl acetate)	30 IU 100
Thiamin (as thiamin HCl)	1.5 mg 100
Riboflavin (as riboflavin 5'-phosphate)	1.7 mg 100
Niacin (as niacinamide)	5 mg 25
Vitamin B ₆ (as pyridoxal 5'-phosphate)	2 mg 100
Folic Acid	300 mcg 75
Vitamin B ₁₂ (as methylcobalamin)	6 mcg 100
Biotin	50 mcg 15
Pantothenic Acid (as d-calcium pantothenate)	10 mg 100
Calcium (as calcium citrate)	200 mg 20
Magnesium (as magnesium citrate, Natural Calm®)	240 mg 60
Zinc (from zinc picolinate)	2 mg 13
DHA and EPA (from fish oil)	150 mg *
Total Omega-3 (from fish oil)	180 mg *
Proprietary Organic Kids' Fruit & Veggie Blend Acai, noni, goji, pomegranate, beets, broccoli, carrot, collard greens, kale, peas, pumpkin, spinach, tomato, apple, banana, blackberry, blueberry, cranberry, mango, orange, pineapple, raspberry, strawberry, tart cherry	200 mg *
Proprietary Amino Acid Blend L-proline, L-glutamic acid, L-alanine, L-arginine, L-aspartic acid, L-glutamine, L-lysine, L-serine, L-leucine, L-valine, L-threonine, L-phenylalanine, L-tyrosine, L-methionine, L-isoleucine, L-histidine, L-cystine	50 mg *
DMAE (as dimethylaminoethanol bitartrate)	35 mg *
Mineral Complex (ConcenTrace® trace minerals)	30 mg *
Choline (from choline bitartrate)	10 mg *
Quercetin	10 mg *

* Daily Value not established † Percent Daily Values based on a 2,000-calorie diet

Other ingredients: purified water, glycerin (vegetable source), organic agave nectar, citric acid, organic flavors, organic stevia (leaf) extract, potassium sorbate and sodium benzoate (to preserve freshness), xanthan gum. Contains fish (anchovy, sardine).

GLUTEN FREE • NON-GMO



www.naturalvitalitykids.com

Our children
deserve the best





Our children deserve the best. Good nutrition is a cornerstone of good health and vital for proper development. The objective in creating *Kids Natural Calm Multi* was to combine the highly beneficial effects of magnesium with a comprehensive premium multi to provide children with key nutrients missing from their diets.

24 Organic Fruits and Veggies

As we know, fruits and vegetables are fundamental nutritional factors in a healthy diet. *Kids Natural Calm Multi* incorporates **superfruits** (organic pomegranate, açai, goji and noni), **fruits** (apple, banana, blackberry, blueberry, cranberry, mango, orange, pineapple, raspberry, strawberry and tart cherry) and **vegetables** (beets, broccoli, carrot, collard greens, kale, peas, pumpkin, spinach and tomato). We took extra care to use organic produce to ensure no pesticide, herbicide or fungicide residues, chemical fertilizers or genetically modified ingredients were included in our formula.

Omega-3 DHA & EPA

Technically, docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) are biologically active omega-3 fatty acids. They are basic building blocks in cells and are needed throughout the entire body for good health. As children grow and develop, they require these fatty acids as essential components in their diets. Omega-3 DHA and EPA are an integral part of cell membranes and precursors of several important cellular messengers. DHA has been recognized as necessary for brain, visual and nervous system health and development.

The fish oil used in *Kids Natural Calm Multi* is sourced from the purest wild sardine and anchovy, fished in cold, pristine waters off South America where there are significantly fewer environmental impurities.

It is the product of a healthy, fully sustainable fishery and is a renewable resource.

Calcium and Magnesium Balance

Calcium and magnesium are key nutrients that need to be in balance with each other in order for good health to be fully maintained. Calcium excites nerves, while magnesium calms them down. Calcium makes muscles contract. Magnesium is necessary for muscles to relax. You experience the tensing (calcium) and relaxing (magnesium) interaction of these two elements each time your heart beats, when you feel your pulse, and every time you breathe.

When we are under stress (and don't think that stress applies only to adults), our cells—which in their resting state contain magnesium—go through a change. Calcium, normally outside the cells, enters the cells and the calcium level becomes high. This is the action state in which a muscle cell, for example, will contract and tense the muscle. The magnesium then pushes the calcium out of the cell and the cell is again in its resting, relaxed state.

Think of it as an on-off switch. The “off” is magnesium and the “on” is calcium.

But what happens to a cell that is not in balance—where the magnesium level in the body is deficient?

In simple terms, the “off” switch doesn't fully turn off. That means calcium can continually leak into the cells and stimulate cell activity (the “on” switch). The result is *stress*, which may be accompanied by one or more of the magnesium deficiency symptoms listed on the other side of this page.

Magnesium helps your child's muscles and nerves function properly; it keeps heart rhythm steady, supports a healthy immune system and also assists in keeping bones strong. This essential mineral helps regulate blood sugar levels, promotes normal blood pressure and is required for producing and storing

energy. It's easy to see why many researchers say that no single dietary factor is as critical as magnesium.

Natural Calm

Natural Calm is the solution to both restoring a healthy magnesium level and balancing your calcium intake—the result of which is *natural stress relief*. **Natural Calm has been the best-selling magnesium supplement on the market for over four years in a row** according to health-food supermarket scanner reports.¹

Lots of Good Stuff

Kids Natural Calm Multi includes bioavailable calcium, vitamins, ConcenTrace® minerals, amino acids, and DMAE (*dimethylaminoethanol*)—a substance that is naturally produced in small amounts in the brain and supports improved mental focus.

Organic Flavor

Kids will like the organic fruity splash flavor, sweetened with organic stevia and organic agave. Simply mix with an equal amount of water or add to juice.



GLUTEN FREE	NON-GMO
Made with NATURAL CALM	ORGANIC FLAVOR
ORGANIC AGAVE AND STEVIA	FAST ABSORPTION

1. SPINs data, 2010.