



# AIM Mag-nificence™ CWR

Mag-nificence CWR is a magnesium bath additive that provides an effective way of increasing cellular absorption of this essential mineral without having to take an oral supplement.

## How is Mag-nificence Unique? —————

- No pills to take
- Carefully researched magnesium chloride to provide maximum absorption by the body
- Absorbing magnesium through the skin is one of the most effective methods of absorption
- Magnesium chloride is the safest and most beneficial form of this element

## Approach —————

Magnesium is one of the most essential elements to living organisms. Its functions in the human body are vast—everything from electrolyte maintenance to metabolism, to heart health and so much more can be traced back to magnesium. Supplemental magnesium can help create a body in balance and lead to improved health in a number of areas.

As an essential mineral, magnesium is involved in more than 300 enzymatic reactions inside the body.<sup>1</sup> In its most prominent role, magnesium is critical to the utilization and production of energy during cell metabolism. Consider that magnesium is the second-most-abundant, positively charged ion in cell fluids, and you can see how the transfer, storage and utilization of intracellular energy rely on this mineral.

In addition to its effect on energy, magnesium also affects the central nervous system, neuromuscular system and the cardiovascular system. It produces and transports energy, synthesizes protein, transmits nerve signals and relaxes muscles. About 65 percent of all the body's magnesium resides in bones and teeth, and the mineral plays a key role in the health of both.<sup>2</sup> The remaining percentage of magnesium can be found in body fluids and in muscle and tissue cells, with the highest concentrations in heart and brain cells. This speaks to magnesium's value in cardiovascular and neurologic health.

Magnesium is essential to your health. Without it, numerous biological processes would never occur including DNA and RNA synthesis, reproduction and protein synthesis.<sup>3</sup>

## Key Benefits and Features

- Helps with the absorption of magnesium
- May help alleviate muscle soreness
- Helps maintain healthy bones
- Supports over 300 essential metabolic reactions

## Magnesium Chloride —————

The ocean covers more than 70 percent of the earth's surface.<sup>4</sup> The most common type of magnesium found in seawater is magnesium chloride. This natural source of such an essential mineral is also one of the easiest to absorb because of its water solubility. Absorbing magnesium chloride while swimming in the sea may be one of reasons people feel so good afterward. Other types of this mineral are not as easily absorbed, such as magnesium sulfate (Epsom salt). Bioavailability made magnesium chloride the natural choice for Mag-nificence.

## About Mag-nificence CWR —————

Mag-nificence provides a way to apply readily available magnesium chloride, absorbed topically, not consumed orally—a departure from most AIM nutritional products. Magnesium is not easily broken down and used by the body, and the older we get, the harder it is to get adequate absorption through an oral supplement.

Mag-nificence CWR effectively assists the body in maintaining whole-body health. The efficacy of Mag-nificence may be noticed after consistent use of CWR bath additive. Regular use assists the body in restoring balance and health through cellular rejuvenation.

This bath additive may also be applied directly to the skin. Using a spray bottle with some added Mag-nificence CWR is a convenient way to apply this topical source of absorbable magnesium.

Each ounce of Mag-nificence CWR contains 2,400 mg of elemental magnesium.



## FAQs

### I started using Mag-nificence CWR and feel worse. Why?

The intensity of Mag-nificence CWR may result in a normal body process called detoxification. It is your body flushing out toxins. For more information, see AIM's Detoxification datasheet.

### How can I test for a magnesium deficiency?

Unfortunately, there is not a good test to detect magnesium deficiency. A blood test will not show low intracellular magnesium since only about 1 percent of the body's total magnesium is in the blood

### What can cause a magnesium deficiency?

Magnesium deficiency can result from inadequate intake, reduced absorption or excessive excretion. Common societal problems, physical stress and a high-starch diet may increase the body's need for magnesium.

### What are the symptoms of a magnesium deficiency?

Because magnesium is involved in so many different processes in the body, the symptoms of magnesium deficiency cover a broad spectrum. Subtle symptoms include muscle aches, pains, cramps and headaches. Low energy and regular fatigue are also signs of low magnesium.

### Is Mag-nificence CWR the same as AIM Cell Wellness Restorer™?

Mag-nificence CWR is formulated to have the same benefits as Cell Wellness Restorer but with over 150 percent more magnesium.

### Is there anyone who should not use Mag-nificence?

Do not use if you are sensitive to magnesium or if your health care practitioner has restricted your magnesium intake. Use caution if you have any open cuts or abrasions. Keep out of reach of children. Not for oral consumption.

1. Office of Dietary Supplements - Magnesium. [ods.od.nih.gov/factsheets/Magnesium-HealthProfessional/](https://ods.od.nih.gov/factsheets/Magnesium-HealthProfessional/).
2. Healthline. *10 Evidence-Based Health Benefits of Magnesium*. [www.healthline.com/nutrition/10-proven-magnesium-benefits](https://www.healthline.com/nutrition/10-proven-magnesium-benefits).
3. National Institutes of Health. "Magnesium - Consumer - NIH Office of Dietary Supplements (ODS)." *National Institutes of Health: Office of Dietary Supplements*, [ods.od.nih.gov/factsheets/Magnesium-Consumer/](https://ods.od.nih.gov/factsheets/Magnesium-Consumer/).
4. US Department of Commerce, and National Oceanic and Atmospheric Administration. "How Much Water Is in the Ocean?" NOAA's National Ocean Service, 1 June 2013, [oceanservice.noaa.gov/facts/oceanwater.html](https://oceanservice.noaa.gov/facts/oceanwater.html).

## How to use Mag-nificence CWR

- Mix 2 ounces (60 ml) of CWR in a bath (or footbath) of warm to hot water and soak for 20 to 30 minutes. Six applications per bottle.
- You may use more depending on your needs. Product can also be applied directly to the skin. Skin patch test recommended.
- Keep out of reach of children.
- For external use only.

Each bottle supplies 28,800 mg of elemental magnesium.

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