

Super Magnesium™

BRAND PARTNER PLAY BOOK



The mighty supplement. It's simply magnificent.

Three capsules of Super Magnesium supplement deliver a healthy, nature-powered dose to support a restful night's sleep and a calm nervous system, help reduce oxidative stress, and so much more. This formula combines the power of magnesium sources with higher availability harvested from the Irish Sea with the power of melon juice concentrate. Together they help maintain healthy magnesium levels in your body throughout the day. If you're looking for one multitasking supplement that does it all, make it Super Magnesium!

Item No. 46964 | 90 capsules

Retail \$43.42 | Wholesale \$33 | PV 28

Why you'll love it

Super Magnesium is the mighty supplement that:

- Supports over 300 functions in the body, including a calm nervous system, healthy organ function, restful sleep, bone function, cardiovascular health, liver health, and metabolic health*
- Reduces oxidative stress*
- Contains melon juice concentrate to increase magnesium efficiency in the body and reduce oxidative stress and fatigue*
- Supports healthy, restful sleep and the body's natural production of melatonin*
- Decreases serum concentration of cortisol (stress hormone) resulting in calming the central nervous system*
- Positively impacts emotional well-being by supporting a calm nervous system and gently soothing away occasional tension and everyday stressors*
- Reduces muscle fatigue and promotes muscle relaxation*
- Decreases physical fatigue while supporting an active lifestyle and normal energy levels*



How to use it

Take 1 capsule 3 times daily; can be taken with or without food. Safe for ages 14 and above.

Magnifying the natural power of our Super Magnesium supplement

THE KEY INGREDIENTS



Melon juice concentrate

Reduces oxidative stress and fatigue and increases magnesium efficiency in the body.* Your body naturally breaks down magnesium, sending it where it's needed most. Melon juice concentrate makes it as easy as possible for the body to break down magnesium and distribute it.

The melon juice concentrate used in our Super Magnesium supplement is sourced from the fruit fields in France.

We included it in our Super Magnesium supplement because it:

- Reduces oxidative stress and fatigue as shown by clinical studies*
- Protects magnesium levels and increases magnesium efficiency throughout the body*
- Allows the body to distribute magnesium to locations with increased metabolic need*
- Increases the expression of major antioxidants such as SOD, CAT and GPx, which are produced by the body*
- Increases muscle fibers in diameter*
- Induces a rearrangement of myosin fibers, promoting a more energy-efficient metabolism*



Marine magnesium (citrate and hydroxide)

Provides 70+ trace minerals that support over 300 functions in the body.

The magnesium found in our Super Magnesium supplement is sustainably sourced from the clean sea waters off the northern Irish coast and contains more than 70 trace minerals. These types of magnesium are considered highly bioavailable, allowing us to fit a full 300 mg dose of magnesium in three small "0" size capsules instead of requiring more or larger capsules.

Here are more reasons you'll love the magnesium we use in Super Magnesium:

- Magnesium supports a calm nervous system, healthy energy levels, an active lifestyle, and restful sleep*
- Your body naturally breaks down magnesium, and with the support of our melon juice concentrate, sends it where it's needed most*
- It gently soothes away occasional tension and everyday stressors, positively impacting emotional well-being*

- Magnesium decreases serum concentration of serum cortisol (the stress hormone) resulting in calming the central nervous system*
- Plus, it supports the body's natural production of melatonin*



Bergamot (Citrus aurantium) Vitality™ peel essential oil

Contains antioxidants and may provide cardiovascular and general wellness support.*

Bergamot Vitality essential oil is extracted from the rinds of oranges that grow on bergamot trees. Bergamot trees thrive in warm climates, primarily in southern Italy and the Middle East. The rinds are cold-pressed to create this oil with its fresh, complex citrus taste.

We included Bergamot oil because it:

- Contains antioxidants*
- May support a healthy lifestyle regimen*



More about sleep and stress

Why is sleep important for overall health and wellness? Here are a few reasons you rely on a good night's sleep for your overall health and mood:

Sleep is your brain's chance to recharge.

Your brain needs time to recover from the day and store all the things you learned and experienced.

Sleep is when your body really gets to work.

While you're sleeping, your body's performing the behind-the-scenes work that you never really notice until you're sleep deprived—healing and restoring itself, fortifying your immune system, and boosting your mood.

Sleep is when your body detoxes.

Sleep detox is the process of removing waste and toxins from the brain, especially during the third and fourth stages of sleep. It's when you're asleep that your body becomes more effective at removing waste products from brain cells, which can lead to clearer brain function. The space between brain cells can also increase, flushing out damaging molecules and reducing the risk of neurodegeneration.

So why do we sleep?

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|----------------------------|---------------------------------------|
| ✓ Mental wellness | ✓ Improved cognitive performance |
| ✓ Reduced stress | ✓ Detoxification of glymphatic system |
| ✓ Improved physical health | ✓ Weight management |
| ✓ Improved mood | ✓ Improved skin |

What are the consequences of not getting enough sleep?

We've all walked around in a fog and felt not quite ourselves the day or two after a lousy night's sleep. Sleep deprivation can lead to more serious issues, including:

- Impaired cognitive function
- Decreased alertness
- Mood disturbances
- Weakened immune system
- Increased risk of chronic diseases like obesity and diabetes
- Heightened stress levels

Why do I need magnesium?

Though it may seem like a mild-mannered supplement, what makes magnesium (Mg) so magnificent is how it serves as a co-factor in over 300 enzyme systems in the human body. It plays a crucial role in regulating the functions of every organ in your body. When you're trying to sustain a healthy, fulfilling, and active life, your magnesium level is one of the first things to check.

Despite its crucial role, many of us are unknowingly suffering from magnesium deficiency. Modern agricultural practices have depleted the soil of this vital supplement, making it harder for us to get enough magnesium from our diets. Add that to the stress of daily life, various chronic diseases, and the prevalence of over-processed foods, and magnesium deficiency has become an all-too-common yet often overlooked issue.

Signs of insufficient magnesium levels in the body:

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| • Stress | • Elevated blood pressure |
| • Anxiety | • Heart palpitations, fatigue |
| • Muscle cramps | • Headaches, constipation |
| • Disrupted sleep patterns | • Diminished cognitive function |



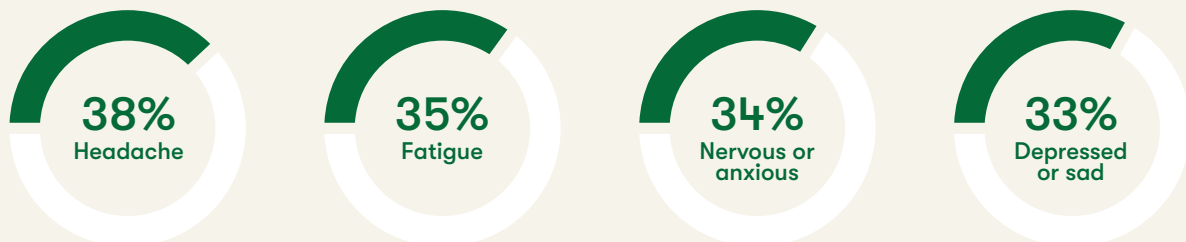
If magnesium is so important, why use magnesium citrate and hydroxide?

There are many kinds of magnesium to choose from, each with different benefits. We chose magnesium hydroxide and magnesium citrate for several reasons.

1. Most research studies show magnesium's impact requires a dose of around 300 mg of magnesium. The magnesium sources we chose enabled us to fit a full 300 mg dose of magnesium in three small "0" size capsules instead of requiring more or larger capsules. For example, a mere 8 percent of magnesium glycinate is actual magnesium, which would require three times as much—that's nine capsules—of that kind of magnesium to achieve the same benefit you receive from three capsules of Super Magnesium.
2. Both magnesium hydroxide and magnesium citrate are considered highly bioavailable. Moreover, combining our magnesium with melon juice concentrate increases the efficiency of our bioavailable magnesium by supporting the body as it distributes magnesium to areas with increased metabolic needs.
3. Both the magnesium hydroxide and citrate used in our Super Magnesium supplement are sourced from the clean waters of the Irish Sea. This provides a sustainable source of magnesium and minimizes our carbon footprint.

What is the market demand?

According to the American Psychological Association, around three-quarters of adults (76%) said they'd experienced health impacts due to stress in the prior month, including:



- Sleep problems are impacting us globally. A Mintel study found that close to **50%** of the global population suffers from sleep disorder—and this figure has been rising in recent years.
- While overall mineral usage is lower than vitamins (**56% versus 80%**), more than half of consumers do currently take a mineral supplement. While calcium drives the market, magnesium sales are on the rise.
- The global magnesium supplements market was valued at **\$10.12 billion** in 2020 and is projected to reach **\$19.01 billion** by 2028 at a CAGR of 8.2.
- Consumers aren't merely looking for a solution to make them fall asleep; they want something that helps them stay asleep and supports restful and restorative sleep.
- In the United States, **49%** of adults are willing to try or continue using magnesium as a natural sleep aid; **27%** currently use magnesium as a natural sleep aid.
- The sleep aids market was estimated at **\$64.1 billion** in the U.S. in 2021, and it's expected to grow at a CAGR of **6.3%** during 2022–2028.
- Sleep has been the fastest-growing category over the past four years. (NBJ, July 2023)
- Adults 18–24 have the greatest issue falling asleep, followed closely by 25–34-year-olds.

FAQ

Q. Is Super Magnesium supplement vegetarian and/or vegan friendly?

A. Yes, Super Magnesium supplement is both vegetarian and vegan friendly.

Q. Are any gluten-containing ingredients included in the Super Magnesium formula?

A. No, there are no gluten-containing ingredients used in the formulation of Super Magnesium supplement. This product may be manufactured in a facility that uses gluten in other product formulations; however, according to Current Good Manufacturing Practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are any corn-derived ingredients present in the Super Magnesium formula?

A. No, there are no corn-derived ingredients used in the formulation of Super Magnesium supplement. This product may be manufactured in a facility that uses corn in other product formulations; however, according to Current Good Manufacturing Practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are any soy-derived ingredients present in the Super Magnesium formula?

A. There are no soy-derived ingredients used in the formulation of the Super Magnesium supplement. This product may be manufactured in a facility that uses soy in other product formulations; however, according to Current Good Manufacturing Practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are any palm/coconut-derived ingredients present in the Super Magnesium formula?

A. Yes, the stearic acid used in the Super Magnesium formula is derived from palm oil. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are any tree nut-derived ingredients present in the Super Magnesium formula?

A. No, there are no tree nut-derived ingredients used in the formulation of Super Magnesium supplement. This product may be manufactured in a facility that uses tree nuts in other product formulations; however, according to Current Good Manufacturing Practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. Are any sesame-derived ingredients present in the Super Magnesium formula?

A. No, there are no sesame-derived ingredients used in the formulation of Super Magnesium supplement. This product may be manufactured in a facility that uses sesame in other product formulations; however, according to Current Good Manufacturing Practices (CGMPs), the machinery is cleansed and sanitized between products to prevent contamination. If you have additional concerns about using this product, we encourage you to speak to your health care provider.

Q. When is the best time of day to take Super Magnesium supplement?

A. You can take Super Magnesium supplement any time of day, according to your personal preference.

Q. Should I take Super Magnesium supplement with or without food?

A. Super Magnesium supplement can be taken with or without food.

Q. Are companion products available for Super Magnesium supplement?

A. Yes, Super Vitamin D tablets, Super Cal Plus™ supplement, Green Omega 3™ softgels, and Super B™ tablets are all wonderful companion products when you're using Super Magnesium supplement. For a relaxing evening, pair Super Magnesium with Deep Night Essence™ capsules and the AromaConnect™ Wake-Up Light.

Q. What type of capsule is used for Super Magnesium supplement?

A. Super Magnesium supplement uses a hypromellose (HPMC) vegetable capsule.

Q. What size is the capsule?

A. Super Magnesium capsules are size #0. This is approximately 21.6 mm in length and similar to the size and shape of our IlluminEyes™ supplement.

Q. How often should I take Super Magnesium supplement?

A. Take 1 capsule 3 times daily.

Q. Are essential oils used in the formulation of Super Magnesium supplement?

A. Yes, Bergamot (Citrus aurantium) peel oil is included in Super Magnesium supplement.



**Magnesium naturally supports the body's
creation of melatonin.**

Product Comparisons



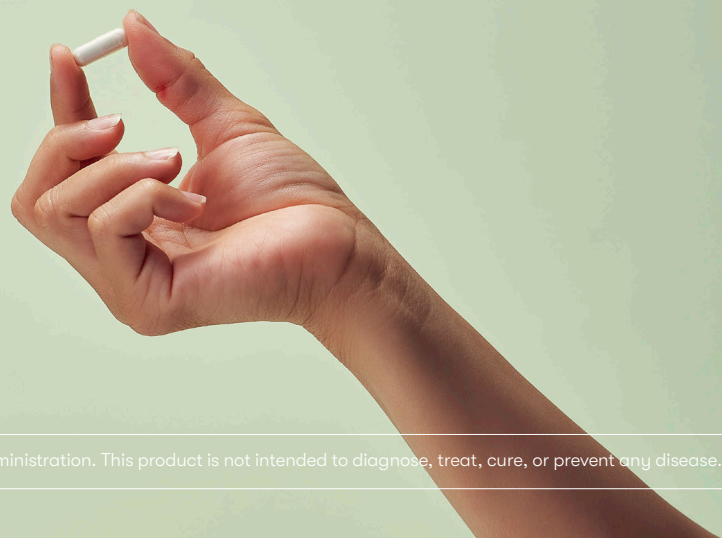
	Super Magnesium™ supplement	Deep Night Essence™ supplement	Mineral Essence™ supplement	Kidscents® Unwind™ stick pack
Who is it for?	Those looking to support a calm nervous system and restful sleep as they wind down; decrease physical fatigue, and support healthy energy levels while they're on the go*	Those looking for a nature-based, long-term sleep support solution	Those with active lifestyles who need additional mineral support Those who consume processed foods or are not getting sufficient mineral intake from diet alone Individuals seeking to enhance their nutrient intake with highly bioavailable essential ionic minerals	Those looking for a melatonin-free sleep support formulated for children to help promote a calm and relaxed state, reduce restlessness, and support focus and mental clarity at home and in the classroom*
Key Ingredients	<ul style="list-style-type: none"> • Melon juice concentrate • Bioavailable magnesium 	<ul style="list-style-type: none"> • Proprietary Night Blend (spearmint and green tea extract) • Lemon balm • Lavender essential oil • Spearmint essential oil 	<ul style="list-style-type: none"> • Salt (trace mineral complex) • Honey • Royal jelly • Lemon 	<ul style="list-style-type: none"> • L-theanine • 5-HTP • Magnesium
Form	Capsule	Capsule	Liquid tincture	Stick pack
Point of difference	<p>Supports the body's natural production of melatonin—contains no melatonin*</p> <p>Supports a calm nervous system and healthy, restful sleep*</p> <p>Supports an active lifestyle</p>	No melatonin	<p>Features a proprietary blend of trace minerals and essential oils, ensuring superior absorption and bioavailability</p> <p>Provides essential ionic minerals</p> <p>Formulated for quick absorption</p>	<p>Convenient, one-dose packets</p> <p>Helps children ages 4+ enjoy a calm, relaxed state as they focus both at home and in the classroom</p>

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Product Comparisons



	Super Magnesium™	Deep Night Essence™	Mineral Essence™	Kidscents® Unwind™ stick pack
Key benefits	<p>Supports over 300 functions in the body, including a calm nervous system, healthy organ function, restful sleep, and metabolic health*</p> <p>Inhibits oxidative stress*</p> <p>Contains melon juice concentrate to increase magnesium efficiency in the body and reduce oxidative stress and fatigue*</p> <p>Decreases physical fatigue while supporting an active lifestyle and normal energy levels*</p>	<p>May ease occasional stress and promote relaxation without causing drowsiness*</p> <p>Contains a blend of spearmint and green tea extract, which may support concentration, normal cognitive function, and visual recall*</p>	<p>Balanced, full-spectrum ionic mineral complex*</p> <p>Enhanced with essential oils*</p> <p>Excellent source of magnesium*</p>	<p>Helps promote a calm state*</p> <p>Helps with occasional sleeplessness*</p> <p>Reduces restlessness* as you support focus and mental clarity at home and in the classroom*</p> <p>Eases occasional irritability and stress*</p>



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How to share Super Magnesium supplement

1. Experience it yourself.

The best sharing tool is your own experience with Super Magnesium!

2. Find your target audience.

Reach out to new people and current Customers who you think would be interested in Super Magnesium. These could include:

- **Health-conscious individuals:** Sleep and stress management are crucial for overall health. People who prioritize their general well-being may be interested in better sleep, stress relief, and the importance of magnesium in their overall health.
- **Fitness enthusiasts:** Highly active people understand the importance of magnesium for muscle recovery, physical and emotional well-being, and metabolic health. They also know that healthy sleep patterns and stress management are the foundation for a healthy body.
- **Busy go-getters:** People with lots of responsibilities and full schedules are often looking for convenient and effective ways to manage their stress levels and improve sleep.
- **Stressed professionals:** Individuals with demanding jobs or high-pressure work environments are often seeking natural solutions for stress relief and mood improvement.
- **Anyone looking for better sleep:** People who struggle with sleep, work swing shifts, or have irregular sleep patterns may be interested in natural ways to help the body unwind.



3. Share what you love.

Tell others how excited you are about this product, what sets it apart from similar options, and how easy it is to incorporate it into your daily routine. You can find images to create your own content on our YL Essentials app. Most of what you post should be your own authentic content.

Example social media script:

"Did you know almost 50% of people are magnesium-deficient? Crazy, right? Especially considering that magnesium deficiency is linked to muscle cramps, headaches, fatigue and can also lead to many chronic diseases. I noticed a huge difference in my emotional well-being and post-workout recovery when I started taking magnesium consistently. I've been loving Super Magnesium because it uses bioavailable magnesium harvested from the coast of Ireland and melon juice concentrate that increases magnesium efficiency in the body while reducing oxidative stress and fatigue. DM me or drop a comment and I'll give you all the details on my favorite supplement.*

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4. Follow up and reach out.

Respond to comments on your social content in direct messages. Use a conversational tone to share info from the Product Information Page, FAQ document, and this guide.

If you have Customers who have expressed an interest in NingXia Red or a Young Living supplement in the past, reach out to them through text, email, or direct message.

Example script:

"Hey, _____, I remember you loved your results with the NingXia Red® Reset and mentioned you were interested in [relevant goal or product benefit]. We just got a brand-new product that supports a calm nervous system and healthy restful sleep while reducing oxidative stress and fatigue. It pairs perfectly with NingXia Red! I think you'd love it! Can I send you more info?"*

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5. Create a wellness experience.

Gather friends together and create an experience or event that helps you add value to their health journey and goals. Help your attendees better implement daily habits of de-stressing, healthy sleep patterns, and ways to achieve a state of calm. In-person experiences create a community of likeminded individuals that can hold each other accountable and help each other keep their health and wellness goals.

What does this look like?

- Hold activities that help bring you closer to your wellness goals while creating community, building relationships, and holding each other accountable. Try weekly group hikes, yoga classes, sound baths, a walking group, run club, or weekly yoga in the park.
- Prepare simple and easy DIY activities like calming essential oil room sprays, roll-on perfumes, or yoga mat sprays. Remember to have pens and paper handy for taking notes!
- Give your guests a hands-on experience with our Super Magnesium™ supplement and Ningxia Red® drink. Try making stress-away spritzers or sleepy-time mocktails.
- Share tips for natural stress relief and better sleep.



In-person experiences not for you? Host an experience group online! We've provided you with all the resources and step-by-step instructions [HERE](#).

6. Host a Make a Shift Reset experience.

Take your experience to the next level and host a **RESET** that keeps your customers accountable for their health goals.

NingXia Red® Reset

If you've already helped a Customer participate in a 14-day Reset with NingXia Red, suggest adding Super Magnesium™ and Deep Night Essence™ supplements to their daily routine. Ningxia Red has been clinically shown to boost energy levels, improve sleep patterns, and reduce daily stress. Imagine these benefits enhanced with Super Magnesium's ability to support a calm nervous system.

Rest and Renew 14-Day Reset

Try hosting a Rest and Renew 14-Day Reset with your team and invite others to join you. This Reset combines the benefits of our Ningxia Red drink with the Super Magnesium and Deep Night Essence supplements to create healthy sleep and stress management habits that provide the foundation for overall wellness.

RELAX AWAY™ SPRITZER

4 ounces NingXia Red® beverage

1/2 cup sparkling water

1 scoop Golden Turmeric -
Mango Rose drink powder

2 drops Copaiba Vitality™
essential oil

DIRECTIONS

1. Combine ice, NingXia Red beverage, Golden Turmeric powder, and Copaiba Vitality oil.

2. Stir until well chilled.

3. Pour the mixture into a wine glass or a cocktail glass of choice.

4. Top with sparkling water or a seltzer like La Croix.

NINGXIA BEDTIME BEVVY

4 ounces NingXia Red® beverage

4 ounces sparkling water or
seltzer like La Croix

2 drops Lavender Vitality™
essential oil

Ice

DIRECTIONS

1. Combine ice, NingXia Red beverage, and Lavender Vitality oil.

2. Shake for 10–15 seconds until well chilled.

3. Pour the mixture into a wine glass or a cocktail glass of choice.

4. Top with sparkling water or a seltzer like La Croix.

5. Take with Super Magnesium capsules.



30 minutes to better rest*



Promote a restful night's sleep.* (1 min.)
Take 2 Deep Night Essence™ capsules
30 minutes before bed.



Unwind from daily stressors.* (6 min.)
Stretch or meditate and take Super Magnesium™
supplement to calm the nervous system.*



Lower your body temperature. (20 min.)
Enjoy a warm bath to boost blood
flow to the skin, increasing heat loss.



Create a slumber sanctuary. (3 min.)
Put away screens and start diffusing
calming essential oil scents.

Cross-selling opportunities

For current and new Customers, you can suggest pairing Super Magnesium supplement with the following products for even more benefits:



NingXia Red® Beverage

A sweet and tangy drink made from Ningxia wolfberries, pomegranates, blueberries, and other superfruits. Clinically shown to boost energy levels, improve sleep patterns, and reduce daily stress.*

- Contains a synergistic blend of Orange, Tangerine, Lemon, and Yuzu essential oils
- Contains powerful ingredients that support antioxidant processes*
- Supports whole-body health and wellness*
- Helps prevent oxidative stress*
- Supports normal eye health*
- Supports healthy digestion*



Deep Night Essence™ supplement

A non-drowsy supplement that features a proprietary blend of spearmint and green tea extracts, offering melatonin-free, non-drowsy support for your body's natural sleep cycle.*

- Supports the regulation of the body's natural sleep cycle (circadian rhythm)*
- Promotes more restful sleep*
- May support quality sleep and relaxation without drowsiness*



AromaConnect™ Wake-Up Light Diffuser

A smart, first-of-its kind, app-enabled 4-in-1 device that merges light, sound, and nature's best scents to bring you seamless mornings and peaceful nights.*

- **Dual-port atomizing diffuser:** Effortlessly blend essential oils to create a customized aromatherapy experience.
- **Wake-up light:** Promote refreshing mornings and peaceful rest as the light mimics the natural colors and brightness of the sunrise and sunset.
- **Sound machine:** Enjoy a variety of soothing sounds, including 10 options such as ocean waves and birds chirping, with three exclusive sounds from Young Living farms for enhanced relaxation.
- **Alarm clock:** Start and end your day punctually with customizable alarm settings.
- **AromaConnect app:** Schedule customized diffusion that's convenient and easy to set up.
- **Coverage area:** Use in areas up to 400 square feet.
- **Manual operation:** Operate conveniently without relying on the Aroma Connect™ app, providing flexibility and ease of use.
- **5 ml and 15 ml oil bottle functionality:** Diffuse your favorite singles and blends from either 5 or 15 ml bottles.

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