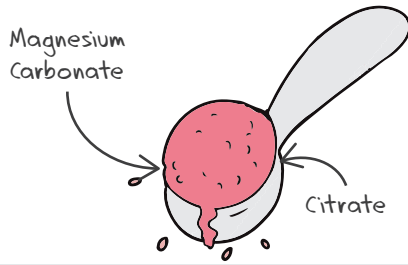


# Ionic-Fizz™ Magnesium Plus™

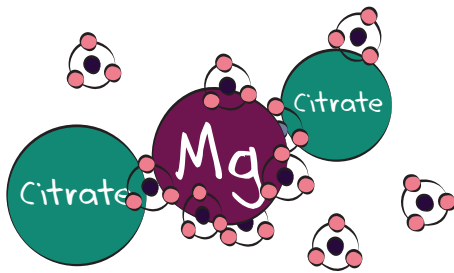
## THE BEST CHOICE FOR MAGNESIUM SUPPLEMENTATION



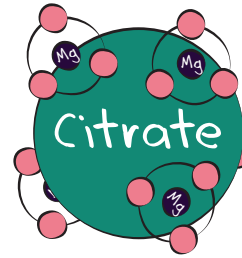
Each serving contains 300 mg of magnesium ions bound to carbonate, and about 2700 mg of citrate.



When you mix a scoop of Ionic-Fizz™ Magnesium Plus™ with water, chemical reactions take place.



The gentle fizzing that occurs in the glass, is the citrate “liberating” magnesium ions from the carbonate.

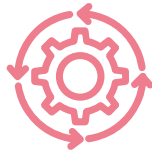


While some of the magnesium ions liberated will be absorbed as ions in your stomach, others will bind with the citrate.



## SUPERIOR ABSORPTION

The magnesium in pills and capsules is hard to digest. Ionic-Fizz™ Magnesium Plus™, on the other hand, is 100% digested in the glass due to the chemical reactions that occur. Because of this, your body will be able to absorb more magnesium.



## AND UTILIZATION

Absorbing magnesium is the first step to better overall health. The second is utilizing it at the cellular level. For that, you need nearly a dozen other nutrients and a complete array of trace minerals. Ionic-Fizz™ Magnesium Plus™ is the only ionic magnesium product that provides these co-nutrients.



Pure Essence Laboratories, Inc.  
P.O. Box 95397, Las Vegas, NV 89193  
(888) 254-8000 - Fax: (702) 990-7405

[www.pureessencelabs.com](http://www.pureessencelabs.com)