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ANCIEN MINERALS

Frequently Asked Questions

Where does Ancient The pristine source for Ancient Minerals® magnesium products lies within a deep underground seabed Minerals® come from? in Northern Europe-nearly two miles beneath the surface-referred to as the Ancient Zechstein Sea. It is extracted from the earth by a process known as solution mining, and is globally the most coveted source of naturally occurring magnesium chloride in existence.

Is Ancient Minerals® No, although this is a common misconception. Magnesium "oil" is a term that was coined early in magnesuim "oil" the development of transdermal magnesium therapy. It refers to the hygroscopic nature (attracts actually oil? water molecules) of a highly saturated solution of magnesium chloride in water along with other trace elements. This super-saturated solution happens to present itself in an oil-like texture and lends itself particularly to absorption by the skin.

Why are oral magnesium There are two primary reasons: supplements so difficult to

- absorb for most people? 1. Meaningful quantities of magnesium from dietary supplements have a tendency to create a laxative effect in the majority of users. This reduces transit time through the gastrointestinal tract and decreases overall absorption.
 - 2. When large quantities of magnesium are taken in a single dose, a smaller overall percentage of magnesium is absorbed.

using other magnesium oral supplements. supplements orally if I Minerals® topically?

Should I continue This is a matter of personal choice, often dependent on how well or how poorly each individual tolerates

am also using Ancient Ancient Minerals® topical magnesium represents a welcome alternative:

- For those who prefer to avoid the inconvenience of taking pills.
- For those who experience loose stools, diarrhea or GI upset when taking oral supplements.
- For those who do have limited tolerance, Ancient Minerals® provides much needed additional magnesium without side effects.

l experience some tingling Some users of magnesium oil and magnesium gel with sensitive skin may experience tingling and/or when I apply the Ancient slight irritation at the site of application due to the high concentration of magnesium chloride. This Minerals® magnesium oil or is completely harmless, and varies based on a number of factors, including how much is applied and gel. Is this normal? where it is applied on the body.

> Diluting the magnesium oil 1:1 with pure spring water can reduce this effect, although this is a matter of personal preference. Those who experience this effect also report that the tingling lessens with each subsequent application.

> Another option is to choose Ancient Minerals® magnesium lotion or magnesium bath flakes, for use in foot soaks and/or full body soaks, which offer a gentler form of transdermal magnesium therapy, for those with extremely sensitive or broken skin.

limit for using Ancient Minerals® topically?

Is there a maximum daily No. The skin has a unique ability to self-regulate absorption, and therefore overuse is of little concern.

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effect like oral magnesium of minerals. supplements?

Will magnesium applied No, there is little to no potential for a laxative effect. This is a fundamental advantage of using Ancient topically produce a laxative Minerals® magnesium products topically, as your skin can naturally self-regulate the absorption

or "USP Grade"?

Is the magnesium chloride Many manufacturers rely on the phrases "Pharmaceutical Grade" and "USP Grade" to convey a sense of in Ancient Minerals[®] quality to consumers. Both "Pharmaceutical Grade" and "USP Grade" refer to the same thing-the public "Pharmaceutical Grade" standards set forth by the United States Pharmacopeia.

> There are several aspects of magnesium chloride defined by USP standards, but arguably the most important and controversial is the standard set for maximum allowable heavy metal content. This standard designates how much mercury, cadmium, lead and other toxic metals may be present while still receiving USP certification.

> In the case of magnesium chloride, the USP standard allows for a maximum heavy metal content of 10 parts per million (ppm). Because transdermal magnesium chloride comes into direct contact with our skin, we should pay particular attention to the fact that these allowed elements are known toxins. Even as low as a single part per million of mercury can have negative effects.

> What this means for you is that manufacturers can casually use the phrase "Pharmaceutical Grade" without telling you exactly what toxic heavy metals exist in the finished product, and at what levels-so long as these levels are below the USP limit.

> By no means do we consider this an acceptable practice, and certainly not a suitable method to represent the purity of Ancient Minerals®. For that reason, we refer to the "ultra-purity" of Ancient Minerals® as being far beyond any pharmaceutical standard that exists in the world, period. We are completely transparent in our efforts to redefine purity.

> Genuine Zechstein® lab results are available proudly to all who seek them. For more information on these results, please feel free to contact us.

Do I need to shower or Rinsing off magnesium oil or magnesium gel after use is a matter of personal preference, and depends rinse the magnesium off on how much you apply and where it is applied on the body. Typically, the more magnesium oil or gel after using it? used per application, the higher likelihood you may prefer to rinse it off. In roughly twenty minutes your skin can take full advantage of topically applied magnesium, and it may be removed at that point. Keep in mind also, that Ancient Minerals® magnesium gel is not designed to be fully absorbed into the skin, so rinsing off after applying is a fairly common practice.

Ancient Minerals®

Are there any Avoid using Ancient Minerals® magnesium gel, magnesium lotion or magnesium oil near mucus **precautions for using** membranes such as the eyes and nose, which can cause some irritation.

magnesium products? In addition, though applying the magnesium oil and/or gel to broken skin, open pores or wounds can be highly therapeutic and cleansing, the high concentration of magnesium salts may cause discomfort. If you are using Ancient Minerals® on broken skin or lesions (i.e. psoriasis, eczema, acne, etc.) it is strongly advised to begin with magnesium baths until the skin had a chance to start healing and become less sensitive to the higher concentration of magnesium chloride in the oil and gel.

Are Ancient Minerals® Most definitely! Ancient Minerals® magnesium baths are the preferred application by most parents, and magnesium products safe to have been used with great success on children as young as 6 months old. They are not only safe, but **use with children?** also highly therapeutic and can calm even the most restless young ones.

Are Ancient Minerals® Absolutely. Ancient Minerals® topical magnesium products are just as effective on animals and pets magnesium products safe as they are on humans. In fact, natural and alternative veterinary clinics around the world use our for animals and pets? magnesium gel and magnesium oil for everything from wound care to general health maintenance.

products on the market?

How does Ancient Ancient Minerals® is the only topical magnesium brand formulated using the exclusive Genuine Minerals® compare with Zechstein® magnesium chloride source. Other manufacturers use inferior forms of magnesium, sourced **other topical magnesium** from impure ocean deposits and contaminated inland water sources.

the Ancient Minerals® magnesium oil to sensitive, sunburned skin. sunburned skin?

Is it okay to apply Although magnesium is a well-known anti-inflammatory agent and may aid in mild to moderate sunburn recovery, the potency of the full strength magnesium oil will more than likely be a bit too harsh for

> If you wish to utilize topical magnesium for this purpose, we recommend a much more diluted application such as the Ancient Minerals® magnesium bath flakes, or a dilution of the Ancient Minerals® magnesium oil of at least 10 to 1 so as to not potentially agitate already injured skin. This would also apply to those with various forms of dermatitis, such as eczema or psoriasis.

Can I apply lotion on Many people struggle with dry skin during summer months due to weather changes, increased bathing, top of Ancient Minerals® swimming pool chlorination, etc. Since the Ancient Minerals® magnesium oil is a high concentration **magnesium oil?** magnesium salt, for some it may add to that hurdle.

> We recommend that if you wish to use a moisturizing lotion following your application of magnesium oil to wait at least 15-20 minutes prior to doing so to give the oil adequate time to absorb into your skin on its own. Don't forget that we also have a fantastic lotion selection amongst our Ancient Minerals® line that is completely free of toxic ingredients and provides a luxurious blend rich in emollients with the added benefit of our Zechstein magnesium.

or after my workout?

Is it better to apply There are numerous fitness benefits to be had by having sufficient magnesium in the body at all times. the Ancient Minerals® That being said, usage both before and after rigorous activity have varying perks that you may want to magnesium oil before capitalize on depending on your fitness goals and schedule.

> Magnesium can help to increase endurance, stamina, flexibility, and even power output, which are all persuasive reasons for use prior to working out. However, it is also used in the body for muscle recovery along with a whole host of biological processes that are impacted when we exert ourselves.

restless sleep and leg discomfort?

Is topical magnesium Magnesium in the body acts as a natural nerve calmer and muscle relaxant, among other things. Because beneficial for those with of these qualities, those with restless sleep and leg discomfort often find a modicum of relief simply by boosting their magnesium levels whether via food or supplementation.

> The benefit of applying magnesium topically is that it can have a more direct and immediate effect to the area in which it is applied - which is obviously incredibly helpful for those experiencing localized pain or discomfort. Our experience has been that initial use will require more frequent applications, tapering off once magnesium levels are sufficiently, and consistently, boosted.

> Feedback from those experiencing restless sleep and leg discomfort has suggested that application of the magnesium immediately prior to sleep would be the most effective, as well as keeping it accessible on a nightstand should periodic use throughout the night be required.