



## PRESS RELEASE

FOR IMMEDIATE RELEASE

*\*Image available\**

Media Contact: Krista Nilsen  
Public Relations Manager  
Phone: 831-461-6337  
[KristaN@ThresholdEnt.com](mailto:KristaN@ThresholdEnt.com)

### **Source Naturals Introduces Mag/Cal 2:1™** *Bioactive Ratio for Bone Support*

**SCOTTS VALLEY, Calif. – September 29, 2009** – Most people know how important it is to eat a diet rich in calcium and magnesium, though an astonishing percentage of Americans are still greatly lacking in these nutrients, vital for bone strength, healthy metabolism, nervous system support and overall wellness. Mag/Cal 2:1™ is Source Naturals' answer to this incredibly common nutritional deficiency.

Source Naturals Mag/Cal 2:1 contains a 2:1 ratio of magnesium to calcium to compliment the average American diet, which can be low in magnesium-rich foods. A calcium-rich diet supports strong bones. Current scientific research indicates that magnesium helps to keep calcium circulating throughout the body, and is crucial in supporting calcitonin (calcium metabolism hormone) function. The two parts magnesium to one part calcium blend of Mag/Cal 2:1 is believed by many scientists to be highly effective for building optimal bone, muscle and body function strength.

“Studies show magnesium intake boosts the retention and use of both magnesium and calcium,” says Source Naturals Science Educator Guy Devin, Ph.D. “Many scientists propose that the required daily intake (RDA) for magnesium should be raised. Studies done regarding bone density and integrity, cardiovascular health, and nervous system function all point to needed increases in magnesium over calcium.”

“That being said,” Devin continues, “Calcium is crucial in forming strong bones, maintaining a regular heartbeat, transmitting nerve impulses, and a number of other everyday body functions. Mag/Cal 2:1 is a great way to meet the recommended daily intake of magnesium and calcium believed to be ideal for supporting a strong, healthy body.”

The components of Mag/Cal 2:1 provide many benefits for optimal body function. The suggested daily dosage, 600 mg of magnesium with 300 mg of calcium—along with vitamin D and zinc—makes Mag/Cal 2:1 an exciting new addition to Source Naturals' array of high quality vitamins formulated for maximum efficacy.

Mag/Cal 2:1 is available in two sizes: 90 tablets for \$9.98 or 180 tablets for \$18.50. To learn more about Source Naturals and Mag/Cal 2:1, or to find purchase locations, please visit [www.sourcenaturals.com](http://www.sourcenaturals.com)

###

#### **About Source Naturals**

Founded in 1978, Source Naturals is committed to enhancing individuals' potential to enjoy optimal health and well-being by providing superior quality dietary supplements and nutritional education. For more information or purchase locations, please visit [www.SourceNaturals.com](http://www.SourceNaturals.com).