

MEGA MAGNESIUM NIGHT



Available in 126g and 272g.

- Calm the mind
- Relax the body
- Support healthy sleeping patterns

KEY FORMULA FEATURES

- Formulated with high strength, enhanced absorption Meta Mag®
- Passionflower has been used in traditional Western herbal medicine to help relieve restless sleep in times of stress
- Delicious Mango Passion flavour can be enjoyed warm or cold



Calm a racing mind



Relax tense muscles



Support healthy sleeping patterns



Support a healthy stress response




Enhanced absorption Meta Mag®

INGREDIENTS

Each scoop (6.6g) contains	
Magnesium glycinate dihydrate (Meta Mag® - Magnesium diglycinate) Equiv. Magnesium	3g
<i>Passiflora incarnata</i> , dry herb extract from dry herb (Passionflower)	300mg
Glycine	545mg
	3g
	743mg

PROFESSIONAL PRESCRIBING GUIDELINES

Directions for use (Adults):

Mega Magnesium Night	 Night
Add 1 scoop and stir well in 200mL of water once daily	 6.6g 200 mL
Dosing tip	Can be mixed into cold or warm water.

Or as directed by a healthcare professional.

HCP COUNSELLING QUESTIONS & PRESCRIBING TIPS

Can I take Ethical Nutrients Mega Magnesium Night long term?

Yes, Ethical Nutrients Mega Magnesium Night can be taken every day to boost daily magnesium and promote healthy sleeping patterns.

Do I need to take Ethical Nutrients Mega Magnesium Night with food?

No, this product can be taken with or without food.

Can I take Ethical Nutrients Mega Magnesium Night with sleep medication?

Ethical Nutrients Mega Magnesium Night may increase the effectiveness of sleep medications. Discuss with your Healthcare Provider before taking this product.

Can I take Ethical Nutrients Mega Magnesium Night if I am vegetarian or vegan?

Yes, Mega Magnesium Night is vegan and vegetarian friendly.

What is used to sweeten Ethical Nutrients Mega Magnesium Night?

Mega Magnesium Night is naturally sweetened with stevia.

Not all cautions, contraindications and warnings are listed. For full details and references, contact Clinical Support.

Warnings: None

Cautions:

Magnesium may form insoluble complexes with some medications. Separate doses by at least 2 hours¹

Contraindications:

Allergy and hypersensitivity: Avoid if hypersensitive to passionflower.^{2,3,4,5}

Heart block: Consider avoiding magnesium supplementation^{6,7}

Severe kidney disease: Magnesium supplements may increase the risk of hypermagnesaemia in patients with chronic kidney disease^{8,9}

Pregnancy: Contraindicated.

- Passionflower has demonstrated uterine stimulant activity in animal models.^{10,11,12}
- Passionflower use may or may not be associated with an increased risk for premature rupture of membranes or meconium aspiration syndrome. These outcomes were seen in four case reports.¹³

Breastfeeding: Appropriate for use.^{14,15,16}

Free from: Gluten, wheat, dairy, lactose, cereals, eggs, nuts, and yeast.

No added: Artificial flavouring or colouring.

CUSTOMER PRESENTATION

- Stress affecting quality of sleep
- Night time muscle soreness/tightness
- Trouble winding down at night

CLINICAL FEATURES:

CALM THE MIND

Clinically, higher levels of stress during the day are significantly associated with higher levels of stress/worry at bedtime and a consequent lowering of sleep efficiency and quality.¹⁷ Additionally, adults saying they are stressed are more likely to feel the flow-on effects of getting too little high-quality sleep such as low energy levels, irritability, trouble focusing, and feeling more stressed.¹⁸ Passionflower has traditionally been used to calm the mind in traditional Western herbal medicine,¹⁹ and these calming actions have been demonstrated in a randomised, placebo-controlled trial by Movafegh et al. Subjects were assigned either 500mg of passionflower extract or placebo, 90 minutes before surgery to assess the effects on preoperative anxiety and sedation using a numerical rating scale (NRS)[Figure 1]. Those who took the

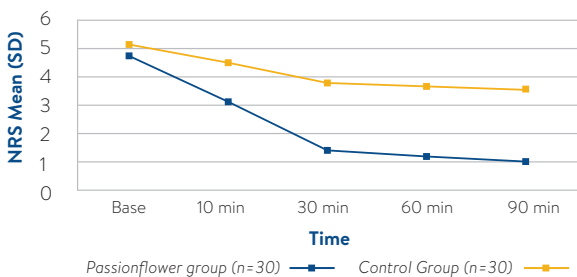


Figure 1: Numeric Rating Scale (NRS) of anxiety scores at different time intervals in those receiving passionflower versus placebo control group.

passionflower extract experienced significantly lower NRS anxiety scores than those in the control group ($p < 0.001$).²⁰

RELAX THE BODY

Muscular tension is one of the most reported symptoms of stress.²¹ Given that magnesium is required for proper muscle function and relaxation,²² it is little wonder that magnesium levels and stress exist in a cyclical relationship where magnesium deficiency can increase release of stress hormones such as corticosteroids. This in turn further lowers tissue magnesium levels.²³

Studies have shown that plasma and total magnesium levels are significantly decreased in both sub-chronic and chronic stress and contribute to shorter sleep duration.²⁵ Therefore, supplementation with magnesium may not only improve sleep latency through the relaxation of the body,²⁶ but also decreasing stress itself via mechanisms such as decreasing the effects of excitatory glutamate at the NMDA receptor.²⁷

SUPPORT HEALTHY SLEEPING PATTERNS

Interaction with GABA^A receptors suppresses REM sleep, helping to maintain deep sleep, whilst activation of GABA^B receptors decreases the time between wakefulness and REM sleep, decreasing sleep latency.²⁸ Flavonoids in passionflower have been found to bind with high affinity to both fast response GABA^A receptors,²⁹ and slow response GABA^B receptors.³⁰

Glycine functions as an inhibitory neurotransmitter that plays an important role in sleep, through modulation of the NMDA receptors and downregulation of glutamate. In a study of volunteers who received 3g of glycine or a placebo before bedtime, those receiving the glycine reported significant improvements in their sleep quality and feelings of fatigue the next morning ($p = 0.022$).³¹ Another study showed the same 3g dose of glycine significantly improved subjective ease of falling asleep and time falling asleep ($p < 0.01$), which correlated with significantly shortened latency to stage 2 ($p = 0.01$) and short wave sleep ($p = 0.019$), as assessed by electroencephalogram.³²

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Contact our Clinical Support
Australia:
P: 1800 777 648
E: clinicalsupport@metagenics.com.au

New Zealand:
P: 0508 227 744
E: clinicalsupport@metagenics.co.nz

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