MAGNESIUM
NATURE'S MIRACLE MINERAL

Climbing Mt. Kilimanjaro to Fight World Hunger

CANADA'S
Olympic champion
PENNY OLEKSIAK
partners with:

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World Champion swimmer Penny Oleksiak is flanked by Linda and Dale Bolton.

MISSION CRITICAL

By Linda Bolton

In my 20s, I faced a host of personal challenges. Then, at age 31, I met Dale Bolton. Our values aligned. He is a spiritual person who had worked in Nicaragua and Haiti – helping these broken countries. We married.

Then, I watched my sister struggle to cope with the pain of migraines until she discovered Natural Calm magnesium, then only available in the US. Soon I began using Natural Calm to reduce insomnia and fibromyalgia pain. These are among the common symptoms of magnesium deficiency, which is common in the western world, the result of stress and foods grown in soils robbed of their basic nutrients.

In 2005, I became the exclusive Canadian distributor for Natural Calm, which in turn inspired my mission to raise awareness about magnesium deficiency. As CEO of Natural Calm Canada, I helped Dale create a social enterprise to address poverty. Visiting Africa, he learned about the lack of gardens in impoverished areas. He took a course on organic growing, investigated fundraising to start community learning gardens, and discovered how many people were dying from tropical diseases.

Thrive for Good was established in 2008 with a mission to lift thousands of orphans out of extreme poverty and into a self-sustaining, disease-free life. Today Thrive has a training center that has helped equip leaders in 20 countries.

Our goal is to make a dent in extreme poverty. In places whose average income is less than $500 a year, we have made more than 60% of communities self-sustainable. We provide the seeds and the tools and teach others how to use them.

In 2006, I learned about the use of topical products to increase magnesium levels through the skin via oil or gel. I started using these magnesium products and noticed reduced muscle cramps and improved muscle recovery. In 2020, we launched own brand of products under the name of Bolton's Naturals. All profits are also donated to Thrive For Good.

Linda Bolton
is the Founder and CEO
of Natural Calm Canada

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The natural way to stay calm and focussed.

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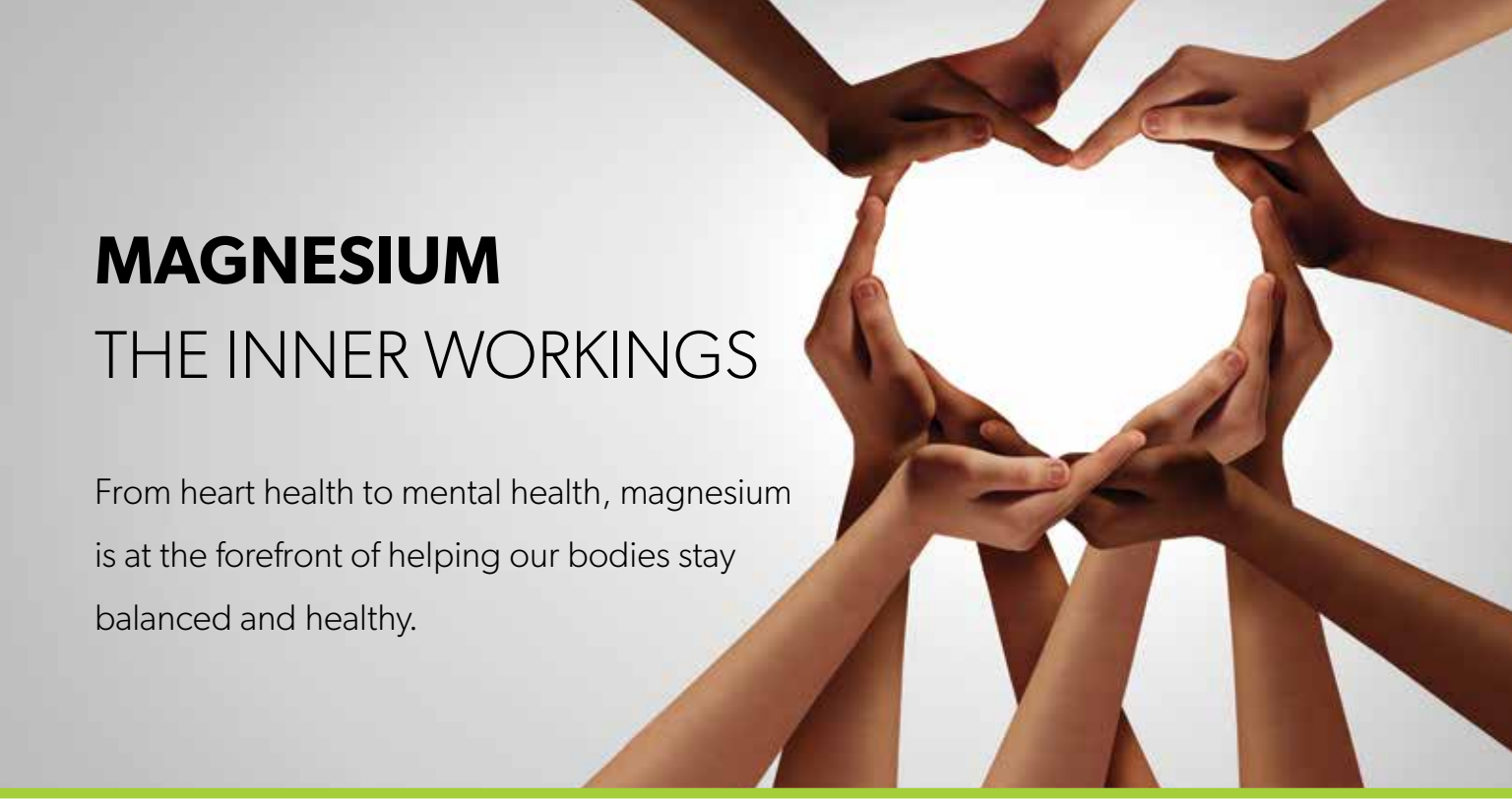

MAGNESIUM
THE INNER WORKINGS

From heart health to mental health, magnesium is at the forefront of helping our bodies stay balanced and healthy.

Since the mineral magnesium is involved in over 300 physiological processes, to say it's "integral" is somewhat understated. Dozens of common health disorders have been scientifically linked to a magnesium deficiency. However, these same conditions can also be improved, perhaps reversed, and in some cases even prevented when dietary changes are implemented.

ANXIETY & DEPRESSION

In Canada, over 5 million adults suffer from a mood disorder, namely anxiety and depression. In the U.S. it's six times that: over 30 million adults, yet only 39% seek help.

Since 1921, magnesium has been used to treat anxiety and depression as science has shown there is an inverse relationship between magnesium consumption and mood disorders. As the body becomes depleted of magnesium stores, the appearance of depression and anxiety increases.

Brain areas associated with anxiety include the amygdala, the hippocampus, and the prefrontal cortex. Studies show magnesium keeps anxiety at bay by inhibiting specific receptors in these brain regions.

A deficiency results in hyper-excitability in these receptors, leading researchers to suspect a magnesium deficiency may be one of the physiological origins.

Magnesium also promotes GABA-A receptor function. This is an inhibitory neurotransmitter that promotes calm and relaxation. It modulates hormonal activity associated with stress and decreases the fight-or-flight response.

ASTHMA, COPD, & THE LUNGS

Asthma attacks may be caused by allergic reactions to external substances like mold, dust, and feathers, or by exercise, emotional upset, or infection. The severity of the attack can be related to the amount of magnesium that's stored in the body. A deficiency can contribute to an increase in wheezing, airway obstruction, and decreased lung function.

Magnesium helps to alleviate asthma, along with other respiratory disorders such as COPD, by acting as a natural bronchodilator that increases airflow by relaxing the airways and surrounding muscles.

Studies show that 300 mg/day of magnesium supplementation significantly reduces broncho-spasm and the number of asthmatic episodes in children. Adults treated with a simple magnesium supplementation showed significant improvement.

ATHEROSCLEROSIS/ BLOCKED ARTERIES

Research demonstrates a direct link between atherosclerosis (blocked arteries) and low magnesium levels. Turns out that low magnesium levels cause a dysfunction in the blood vessel tissues. This dysfunction causes inflammation and the production of plaque, which results in atherosclerosis.

There is an interplay between calcium, fatty acids, cholesterol, and magnesium. Excess calcium, along with fatty acids and cholesterol, work in conjunction to produce plaque in the arteries. Magnesium helps to prevent this plaque formation, and it plays an important role in diverting calcium to the bones, thus reducing the potential for plaque formation.

CHOLESTEROL

When we talk about cholesterol, we have to differentiate between "good" and "bad" types. Low-density

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lipoprotein, LDL, is harmful because it carries cholesterol into the bloodstream, promoting the build-up of plaque on the arterial walls.

High-density lipoprotein (HDL), on the other hand, is considered beneficial to the body. It helps remove cholesterol from arterial walls and also helps to cleanse the blood, transporting it to the liver for processing and excretion.

According to a recent Canada-wide health survey, 57% of Canadians between the ages of 40 and 59 have unhealthy LDL levels. Studies indicate that a higher intake of magnesium can lead to a substantial decrease in unhealthy levels of blood triglycerides and an increase of HDL levels.

Magnesium acts like a natural statin drug. It helps to block a specific enzyme in the liver that produces LDL. When this enzyme is blocked, LDL levels decrease, but when magnesium levels are low, LDL levels continue to rise, which could mean an increased risk of coronary heart disease.

CHRONIC PAIN & CHRONIC FATIGUE SYNDROME

Almost 20% of adult Canadians (about 5.5 million people) experience chronic pain, with the most common ailments being back pain and arthritis. The origin of chronic pain remains a mystery, but researchers have discovered two things: first, NMDA receptors in the brain play a crucial role; and second, pain-sensing nerve cells in the peripheral nervous system become over stimulated, sending chronic pain signals to the brain.

NMDA receptors are stimulated by a neurotransmitter called glutamate—a neurotransmitter that excites nerve cells to fire. The activation of NMDA receptors depends upon an influx of calcium into the nerve cell through a channel usually blocked by magnesium.

It is thought that a constant over stimulation of NMDA receptors causes a change within the brain that heightens or perpetuates the perception of pain. Magnesium works to inhibit NMDA receptor activity without the toxicity of over-the-counter pain medications. It has the potential to lessen postoperative pain, neuropathic

pain, complex regional pain syndrome, chronic fatigue syndrome and fibromyalgia.

DIABETES

Magnesium intake is directly related to the development of insulin resistant type II diabetes: as magnesium concentration in the blood increases, the incidence of type II diabetes decreases. This mineral plays an important role in the prevention and regulation of type II diabetes, yet 87% of diabetic patients fail to consume the minimum RDA requirement, and 37% end up with a deficiency and subsequent diabetic complications.

Further studies indicate type II diabetes can cause an increase in magnesium excretion through the urine, preventing magnesium from entering into the cells. Magnesium supplementation helps to:

- Restore intracellular magnesium levels
- Improve insulin sensitivity
- Reduce insulin resistance
- Decrease platelet reactivity, thus reducing risk for cardiovascular disease
- Control blood glucose levels
- Reduce body fat percentage, body mass index (BMI), triglycerides, and waist circumference
- Protect kidney function
- Slow the progression of peripheral neuropathy in type I diabetes

FIBROMYALGIA

Even though fibromyalgia (FM) has been considered a clinical disorder for the last 20 years, it's taken a long time for researchers to begin uncovering the cause of FM and its associative pain disregulation in the central nervous system.

In 2013, a study published in *Rheumatology International* demonstrated that magnesium supplementation provided significant improvements in several FM markers. Patients who received 300 mg/day of magnesium citrate over eight weeks saw a reduction in the number of tender points, tender point index, Beck Depression Inventory scores and Fibromyalgia Impact Questionnaire scores.

Many of the positive outcomes reported in the study were related to pain reduction, leading researchers to hypothesize that low magnesium levels may contribute to FM symptoms.

HYPERTENSION

Studies have demonstrated how magnesium participates in regulating the vascular tone and inflammation of blood vessels, specifically the inner lining. The supplement magnesium taurate has been reported to act as a natural calcium blocker in the cells, helping to improve the health of blood vessels in hypertensive diabetic patients.

Magnesium may also act as a natural diuretic, ridding the body of excess water and sodium that can cause high blood pressure. The therapeutic value of magnesium to help control hypertension remains unclear: some studies indicate its efficacy while others fail to demonstrate its effectiveness.

Despite the lack of scientific consensus, U.S., Canadian, European, and international medical treatment guidelines recognize the importance of magnesium and recommend it for hypertension prevention and management. Many experts believe that magnesium supplementation, coupled with a low sodium diet, should be the first line of defense against hypertension.

INFLAMMATION

Inflammation is the activation of the immune system as a result of infection, irritation, injury or an autoimmune condition. Researchers have found that when magnesium levels are too low, there is a profound increase in inflammatory cytokines, along with increased levels of histamine.

The body's inflammatory response is triggered to eradicate the irritant, but at the same time the surrounding healthy tissues become damaged by the inflammatory process itself; this is why inflammation is so worrying.

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The presence of inflammation will deplete magnesium levels, so supplementation is critical when the body is battling inflammation. Likewise, when a deficiency is present, excess calcium will collect around the inflamed area, causing blood vessels to constrict and decrease blood flow.

Increasing magnesium intake may decrease the inflammatory response and increase the ability to block excessive calcium build-up.

KIDNEY STONES

Along with the liver, the kidneys are the master cleansers of the body. They remove waste from the body, regulate and purge excess minerals such as magnesium, sodium, and potassium and, control the body's water levels and blood pressure.

Kidney stones are hard, crystallized mineral deposits that slowly grow in the kidney. Men are four times more likely to develop kidney stones than women.

The prostate gland in men enlarges as they age, leading to a condition called Benign Prostate Hypertrophy (BPH).

BPH can make it difficult to empty the bladder. Restricting urine flow allows chemicals and toxins to accumulate, ultimately forming crystals and stones in the kidneys.

People who develop calcium stones in their kidneys not only have excess calcium in their urine and kidneys, but also low levels of urinary citrate—a form of citric acid that inhibits calcium stone formation.

You can increase citrate levels by adding lemon juice to water. Ironically, magnesium—just like urinary citrate—helps with the prevention of kidney stones.

MIGRAINES & HEADACHES

Magnesium is an excellent addition to your daily routine if you're prone to migraines and headaches. This mineral

allows the muscles to relax—promoting the release of any physical tension, thereby avoiding muscle cramping in the neck and shoulders. It also increases serotonin and releases it as needed to prevent migraines from starting. With daily supplementation, magnesium has been shown to reduce the frequency, duration, severity and intensity of migraines.

OSTEOPOROSIS

You can take all the vitamin D in the world to treat osteoporosis, but if you don't have magnesium, vitamin D can't do its job. Supplementation is associated with greater bone mineral density in elderly men and women and it plays a role in reversing osteoporosis.

Magnesium also helps to reduce a process called bone turnover: if you have a higher bone turnover, you have greater bone loss. However, excessively high or low levels of magnesium are both detrimental to bone health, so take your supplement as per the RDA.

PREGNANCY

Magnesium deficiency during pregnancy is common and the demand for magnesium increases during fetal development. As most women are already deficient before getting pregnant, it's important to understand the associated risks.

Preeclampsia, a complication that's associated with dangerously high blood pressure in the late stages of pregnancy or seizures (eclampsia), affects about 10% of pregnant women. It is a potentially serious condition. Intravenous magnesium is the treatment of choice as it relaxes the blood vessels, thus reducing blood pressure and complications.

SLEEP, INSOMNIA, & RESTLESS LEG SYNDROME

Fifty percent of older adults suffer from insomnia. Research indicates that there is a direct relationship between magnesium intake and sleep disturbances, insomnia, and restless leg syndrome (RLS).

Essentially, magnesium inhibits the excitability receptor in the brain, and promotes GABA-A receptor activity—a process that stimulates relaxation, which in turn allows you to fall asleep.

A double-blind clinical trial of older adults with insomnia found that 500 mg/day of magnesium significantly increased sleep time and sleep efficiency, while decreasing insomnia and sleep onset latency—the length of time needed to fall asleep.

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In terms of restless leg syndrome, it's not fully understood how magnesium improves this condition, but research has shown that supplementation with 300 mg/day significantly decreased periodic limb movements.

SPORT PERFORMANCE & PHYSICAL ACTIVITY

Whether you're a dedicated athlete or just trying to stay active, magnesium can make a surprising difference in your performance and endurance. In older adults, muscle strength is directly related to magnesium concentration in the blood—the more magnesium present, the stronger the muscles.

Likewise, the more you exercise, the more magnesium your body requires. It begins with the release of energy from adenosine tri-phosphate (ATP), which is your body's energy source.

In muscle tissue, magnesium also plays a role in oxygen uptake, energy production, and electrolyte balance. It's important to continue supplementing with magnesium before hitting the gym.

STRESS

Physical and emotional stress increases our need for magnesium, which is known as "the anti-stress mineral." The relationship between magnesium and stress is interwoven: stress depletes magnesium, yet magnesium intake counteracts stress.

The physiological response to stress includes increased blood pressure, hyperventilation, increased heart rate, an adrenaline and cortisol surge, and the fight-or-flight response.

Magnesium supplementation helps to reduce the cortisol response as well as to cleanse cortisol from the cells. It keeps excess calcium outside the cells, which helps to prevent rigidity, tension or hyper-excitability of muscle and nerve cells. It also calms the nervous system and relaxes muscles, thereby improving mood.

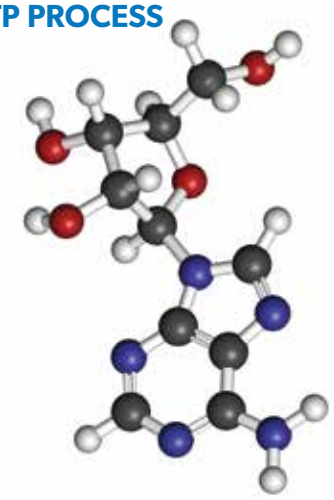
STROKE

Stroke is the third leading cause of death in Canada. Every year, over 25,000 Canadians experience a stroke, caused mostly by health conditions that are preventable: hypertension, high cholesterol, diabetes, drug use, obesity, physical inactivity, smoking, poor diet, sleep apnea, stress, and depression.

Generations ago, doctors prescribed magnesium chloride or magnesium sulphate, intravenously, when heart attack or stroke patients arrived at emergency rooms. When administered within three hours (post-stroke or heart attack), this mineral reduced the incidence of death by 50%.

Magnesium supports the entire cardiovascular system. It lowers blood pressure and prevents the build-up of cholesterol and calcium on the walls of arteries, which otherwise may lead to blockages or thromboses (blood clots) that can cause a stroke or heart attack. Magnesium also acts as a healthy, natural blood thinner that helps to keep blood flowing smoothly. NC

ATP PROCESS



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MAGNESIUM RICH FOODS

Looking to increase your magnesium intake? Here are a few delicious sources:

AVOCADOS are growing in popularity. They are nutritious and a tasty source of magnesium, producing 58 mg per medium-sized avocado. Enjoy on toast, in smoothies, and on salads. They are high in potassium, vitamins B and K, and fibre. Yum!

NUTS, especially almonds, cashews, and Brazil nuts, are a great source of magnesium. For example, about 18 cashews (28 g) contain 82 mg of the mineral. Many nuts are also great sources of protein and fibre. Makes a great snack!

TOFU, a key food for the growing population of vegetarians, contains high levels of protein and magnesium. A 100-g serving has 8 g of protein and 53 mg of magnesium, making it a great meat alternative. Try it in a stir-fry or a deep-fryer!

WHOLE GRAINS contain many important nutrients, including magnesium. Wheat, oats, barley, buckwheat, and quinoa are a few good sources. Whole wheat flour, for example, contains 137 mg of magnesium per 100 g. Hand me the bread!

Climbing Kilimanjaro

Natural Calm Canada and not-for profit Thrive for Good challenge Africa's tallest peak. The goal: to teach families how to grow nutritious food — sustainably.

By David Holt

In September 2022, Penny Oleksiak, World Champion Olympic swimmer and passionate social activist, partnered with social enterprises Natural Calm Canada and Thrive for Good to support a fundraising adventure to climb Africa's tallest peak.

A dormant volcano in Tanzania, Mount Kilimanjaro is the highest mountain in Africa and the highest, single free-standing mountain in the world. It rises 5,895 metres (19,340 feet) above sea level. Oleksiak is the brand ambassador of Natural Calm — a company that gives 100% of its profits to fight global hunger.

The six-day climb was part of a campaign to fight the global food crisis by raising money for families and communities living on one meal a day so they can learn to grow nutritious food sustainably. Days before departure for Africa, Oleksiak sustained a training injury and underwent knee surgery, so she did not make the trip to Africa. Still, she supported the climb and the fundraising event, which raised a total of $255,000 by December 31, 2022.

World hunger has dramatically increased due to COVID-19, supply chain issues, shipping challenges, and the war in Ukraine. The sharpest rise has been in developing countries, where the marginalized and impoverished are at the most risk. Every day, more parents wonder how they'll feed their children. And more vulnerable people fall ill because they can't afford life-giving, nutritious foods.

By raising money through her partnership with Natural Calm and Thrive for Good, Oleksiak aims to save lives by spreading awareness and providing a solution to end malnutrition.

She gained international recognition after winning four medals – one gold, one silver, and two bronze at the 2016 Olympic Games in Rio de Janeiro, which was her first Senior National Team Event. At the Tokyo 2020 Games, she won three medals (one silver and two bronze), officially making her the most decorated Canadian Olympian of all time.

THRIVE

Oleksiak is an advocate of Natural Calm magnesium, one of North America's top-selling supplements. Performance athletes rely on magnesium because this essential mineral helps to maintain healthy muscles and promote muscle recovery after training. It also supports energy production and cardiovascular health.

"Without nutrition, I couldn't have achieved my goals," said Oleksiak. "Too many Canadians and people around the world are not living their best lives because of poor nutrition. Natural Calm and Thrive for Good are helping to change that."

While athletes require higher levels of magnesium, most Canadians do not meet the recommended minimum magnesium intake through their diet. Natural Calm has become a favourite magnesium product among Canadians who need to supplement their diets. This calming drink is best known to support sleep and reduce stress and pain.

Thrive For Good is a registered charity founded by Natural Calm Canada's founders Dale and Linda Bolton. It trains its community leaders around the world to grow life-sustaining organic, nutritious, and sustainable foods at a low cost. Thrive is on a mission to make nutrition accessible to the poorest communities. Natural Calm Canada donates company profits to Thrive for Good and has given $3.5 million since 2005.

Outside of her swim life, Oleksiak is a leader for the next generation of Canadian female empowerment. A passionate social activist, she received the 2022 Top 25 Women of Influence Award. Besides Thrive for Good, Penny has worked with The Toronto Humane Society, WE Day, and The Terry Fox Foundation.

NATURAL HIGH

This is the second annual climb to end hunger and malnutrition put on by Thrive. Last year a team of eight, including 68-year-old founder Dale Bolton, successfully summited, raising awareness for Thrive's work.

"In my 68 years, climbing Kilimanjaro was one of the biggest highs, spiritually, physically, and relationally as we worked together to reach the summit," said Bolton. "The mountain completely emptied us and filled us up at the same time. The convergence of all three was so powerful."

Natural Calm Canada is the sole Canadian distributor and marketer of Natural Calm in Canada. The company was founded in 2005 by multi-award-winning entrepreneur Linda Bolton and her husband, Dale Bolton. The couple, from Thornhill, Ontario, chose to establish the company as a social enterprise so they could pursue their passion for changing health around the world.

Filmmaker Nate Slaco documented the story along the seven-day Machame route to create an impactful 30-minute documentary, *Thrive on Kilimanjaro*.

Thrive for Good has a rich history and extensive experience, training over 125,000 people in 2022 alone. By 2025, Thrive aims to empower 1 million people in the developing world to lead healthy and sustainable lives by training them to grow nutritious and income-generating whole foods.

Thrive is spreading a naturally contagious model for growing health organically by training and equipping communities to create Life Gardens, so they can step out of poverty and teach others to do the same. The Thrive model for ending hidden hunger and poverty has been proven in over 1,000 communities like Kageyo, Rwanda.

Second time lucky

When James Woller, Executive Director of Thrive International, climbed Mt. Kilimanjaro 17 years ago, it was just himself and a guide and he kept a detailed journal. Climbing a mountain into the sky in the heart of Africa was a magnificent experience. When he made the climb again in 2022 as part of the Thrive fundraiser, the experience surpassed his previous adventure, both in the intensity of the experience and in the sense of accomplishment.

"It was awesome to go back and reflect on that first experience after this climb," he said. "This time my wife Rose and I were part of a team of 14. It was amazing – the hardest thing I've ever done. At altitude, with the low oxygen, all you wanted to do was sleep, hibernate."

He recalls his wife was quite sick, coughing in her sleep before the final push for the summit when they got up at midnight. "She is South African, extremely tough and determined," he says. "We all had some type of sickness from the hardship, but we had the camaraderie of all being in it together."

Another difference is that his photos from 17 years ago – it was the same time of year – showed snow and ice on the mountain. This time, with climate change, the snow and ice were gone and it looked like a moonscape.

Then there was elite athlete Penny Oleksiak, whose commitment and profile brought added support to the program. "Penny is fully supportive of Thrive," he says. "Also, I had a great experience with her associate Sophie. It was a bucket list experience for her."

To help with the climb, Woller took multivitamins and an electrolytes package that included magnesium. Still, after the climb it took Woller, who is 41 and healthy, some days to recover. "This made me admire Dale Bolton, who made the climb last year at age 68, even more."

With Dale's model, Thrive has doubled the number of beneficiaries from 60,000 to 120,000.

Woller received another benefit from the adventure, he realized. He had been disconnected from the internet for six days. "I looked at my journal from 17 years ago and saw that I had no cell phone at that time in my life. Back then, I even put away my watch. It felt really good to disconnect." NC

Straight to the bottom line

"Thrive's founders, Dale and Linda Bolton, hosted me, Kerri, Cynthia and Phil for a Thanksgiving meal -- half of us haven't met in person until today. As we connected and discussed Thrive's expansion and impact this year, we kept sharing that we are so honoured to do this work.

Our supporters have provided for many communities and families in dozens of countries across East Africa, Southern Africa and in India.

These communities give thanks today and every day for the those whose support that has taken away their stress about where and when their next meal will come from and given them new knowledge and skills to grow disease-fighting, whole foods sustainably.

Natural Calm Canada supporting Thrive is at the core of what we do. I often think that for many businesses giving can be a nice "add-on" or "nice-to have." For us, it's at the core of our identity – the driving force to our existence. Very few businesses can truly state they literally give 100% of their profits away. Our expansion, scale, and impact at Thrive wouldn't have been possible without the support of our business. It adds an incredible culture to our teams when we know that our growth and increased profits go straight to the bottom line of fighting poverty and increasing food security."

~ James Woller
International Executive Director
Thrive for Good

Q&A: Climb of a Lifetime

Sophie Kepinski looks back on her African adventure.

WHAT MOTIVATED YOU TO GO?

SK: I live in a mountain town in British Columbia and love hiking, so signing up to accompany Penny on this journey to Africa, while supporting a cause that is based on sustainability and providing nutrition to communities in need, was a dream come true for me.

DID YOU TRAIN IN ADVANCE?

SK: We committed to the trip only about 6 weeks in advance. Luckily, living in a ski town allows me to have an active lifestyle. I go to the gym, go ski touring and snowboarding in the winter, and I was learning to mountain bike, so I felt that these experiences really helped me. Then I committed to a long day-hike about once a week leading up to the trip, ascending and descending around 1,000 vertical metres for each hike. This was the key for me. Especially, when it came to figuring out my footwear in advance and avoiding blisters.

WHAT EXPERIENCES STAND OUT FOR YOU?

SK: The first day we hiked through a rainforest after a late start with limited time to get to camp before dark. I was just in awe of seeing trees and vines and the mist. The landscape was nothing like I had seen in Canada.

One day we climbed the Barranco Wall. One moment I had to hold my guide's hand and almost leap to the next rock. I looked down and realized one wrong move could have turned out very wrong. Nothing but cliffs and rocks below. It was impressive to watch everyone in my group be so out of their comfort zone and accept the challenge.

On summit day we got to base camp at around 4 pm and we had a 12 am wakeup call that night to start summiting at 1 am. We made our way to the trail with our headlamps and warmest clothes. It must have been -15 degrees at the most. We began climbing in the pitch black at a high altitude. At around 3 am the winds started howling again. It felt like a Canadian winter in January, but we had to keep going. Our guides, who also had little-to-no sleep, were singing to keep the morale high. They carried most of our daypacks too, it was crazy to think that whatever challenge we were facing, they were probably doing twice the work—it was our job just to put one foot in front of the other.

The sun finally started to rise, which was breathtaking. You could see the mountain peaks above the clouds. Slowly the warmth of the sun made the walk more bearable, but the closer we got to the peak, the less oxygen we had. I could feel the pressure in my head build as we got to the top. My whole body started aching. We pushed through to make it to the top of Uhuru peak. We all felt emotional. Our past five days were building up to this moment. We got our group picture and hurried down because staying at that altitude was very unpleasant. Walking down to base camp seemed to take forever, but at least the hardest part was behind us.

WHAT DID YOU LEARN FROM THE CLIMB AND FROM YOUR FELLOW CLIMBERS? WHAT DID YOU LEARN ABOUT AFRICA AND AFRICANS?

SK: I learned that so much about how our limitations in life are mental. I never would have imagined myself to be able to summit the tallest mountain in Africa on two hours' sleep. But when I just accepted this, the whole journey became much more manageable.

I also learned to be present. I was nervous to go on a trip with 13 strangers since I had signed up to go on the trip with Penny. Once I met everyone, I felt at ease. When you're in the wilderness and disconnected from society, you connect with people on a different level, especially when you're enduring the climb of a lifetime.

My fellow climbers were so welcoming. Everyone had something unique to bring to the table. Everyone was sharing supplies that someone else may have forgotten, whether it was clothes or snacks. These little moments of generosity went a long way in making it up there as a team.

I learned that Tanzanians might be some of the warmest, kindest, and most hard-working people in the world. One of their common sayings is "Karibu," which is Swahili for "you are welcome." The Tanzanians say this so frequently, I felt it reflects their warm and welcoming culture. Even at the airport, I felt that the security staff were extra kind. I was sad to leave. NC

Your guide to our family of products

The natural way to stay calm and focussed.

NATURAL CALM MAGNESIUM CITRATE POWDER

Natural Calm is the better-tasting, better-absorbing, best-loved magnesium drink. Magnesium helps to calm stress and regulate mood; promote a deeper, more restful sleep; and relax muscles. Magnesium is an essential mineral that's critical to the health of every organ, muscle, bone, blood vessel, nerve, and each cell of your body. Yet most of us don't get enough. That's why symptoms of low magnesium are so common, including irritability, depression, anxiety, insomnia, tension, cramps, pain and more.

Never chalky, lumpy, or fake-sweet, Natural Calm tastes like a soothing fruit tea, with nothing artificial added and no sugar. Fast-acting, Natural Calm is proven to be more absorbable than other leading magnesium supplements, so you feel the calm quickly.

NATURAL CALM KIDS MAGNESIUM CITRATE POWDER

Kids love the fizzy bubbles and the organic raspberry flavour. Parents love that Natural Calm for Kids has no sugar, preservatives, additives, or artificial sweeteners. Identical to our best-selling Natural Calm magnesium citrate for adults, Kids' Calm includes easy-to-follow dosing on the label for kids from 1 – 18.

NATURAL CALM MAGNESIUM GUMMIES

The better-tasting, better-absorbing, best-loved magnesium, now in a delicious, chewable gummy. Vegan, gluten-free & less than 1 gram of sugar per serving. Perfect for the whole family, from ages 4 and up! Now available in delicious raspberry and orange flavour. Magnesium is an essential mineral that's critical to the health of every organ, muscle, bone, blood vessel, nerve, and each cell of your body. Yet most of us don't get enough. That's why symptoms of low magnesium are so common, including irritability, depression, anxiety, insomnia, tension, cramps, pain and more.

NATURAL CALM SLEEP

Formulated with magnesium citrate, plus magnesium glycinate, GABA, L-theanine and melatonin, Calm Sleep helps to promote relaxation before sleep, reset the body's sleep-wake cycle, increase total sleep time, reduce the time it takes to fall asleep, and improve magnesium levels for overall health.

Getting enough sleep is one of the most important things you can do for your health. Not only does your brain need quality sleep in order to "clean" and balance itself, but it's also during slumber that the heart and blood vessels repair, the immune system strengthens, and hormones are balanced.

This nighttime natural sleep aid features a blend of natural sleep-promoting ingredients and tastes like a delicious fruit tea, with organic wildberry flavour and stevia.

DIRECTIONS FOR USE: Pour about 1/2 cup of hot water into a cup or glass. Add Natural Calm powder, let it fizz, stir and enjoy. Hot water speeds up the process whereby Natural Calm converts from magnesium carbonate and citric acid to a highly absorbable, ionic magnesium citrate drink. Afterwards, you may add Natural Calm to cool or cold water, or even juice.

Bolton's NATURALS

HEAVENLY SLEEP LIQUID MELATONIN

Sometimes our bodies don't deliver enough sleep-inducing melatonin at bedtime – especially as we age. Those who may need to supplement include those over the age of 40; anyone who struggles to fall asleep, is exposed to digital screens or other sources of blue light before bed, has jetlag or is planning a trip across time zones, works evening or night shifts, is negatively affected by seasonal changes, or has a a biological sleep clock that's simply 'off.' Liquid melatonin is absorbed more quickly than tablets, so the trigger to sleep is released right away.

Ingredients: *Melatonin. Contains no sugar, artificial sweeteners, wheat, eggs, dairy, soy or nuts. Does not contain genetically modified ingredients or animal products.*

MAGNESIUM CHLORIDE BALM WITH LAVENDER

Relieves muscle pain and improves skin while delivering fast-acting topical magnesium. Penetrates the skin to relieve tension better than Epsom salts. Helps restore healthy magnesium levels. Soothes, protects and boosts skin's moisture retention.

Magnesium Chloride is made from magnesium chloride in its most natural state, with over 90 other trace minerals not found in lab-produced magnesium chloride. This emollient balm combines magnesium chloride with natural coconut oil, raw shea butter, lavender essential oil and beeswax.

Suggested Use: Smooth into areas of tension or to seal in moisture on the body or face. Ingredients: Magnesium chloride (concentrated from seawater), fractionated coconut oil, raw shea butter and beeswax.

MAGNESIUM CHLORIDE GEL

A form of topical magnesium that is absorbed quickly through the skin, delivering magnesium directly to cells. Relieves muscle pain, tension, and spasms; soothes and softens skin; and prevents magnesium deficiency. Use Magnesium Chloride Gel at your massage therapy session, after a workout, a long day hunched over a desk – or anytime you experience symptoms of magnesium deficiency.

Ingredients: *Each 1ml of gel contains 225mg of magnesium chloride, equivalent to 60mg of elemental magnesium. Non-medicinal ingredients: Amigel™, a 100% natural gelling and stabilizing polysaccharide agent (no petroleum). Contains no fragrance.*

MAGNESIUM CHLORIDE LIQUID (OIL)

Magnesium Chloride Liquid is absorbed through the skin, delivering magnesium directly to cells. It's a highly absorbable form of topical magnesium. Also known as "magnesium oil" for its silky texture, magnesium chloride provides relief from muscle tension, spasms, cramps, aches and pains – and it softens skin!

Use following a workout, to release tension after a long day or anytime you experience symptoms of magnesium deficiency.

MAGNESIUM CHLORIDE SPRAY

Use whenever you need measurable relief from muscle tension, aches and pains. A great way to prevent magnesium deficiency – and soften skin. The spray bottle makes it easy to use. Because it's pre-diluted with distilled water, even those with sensitive skin can enjoy the benefits of transdermal magnesium and lavender. The right choice for adults and kids alike.

Ingredients: *Magnesium chloride. Each 1ml of spray contains 225mg of magnesium chloride, equivalent to 60mg of elemental magnesium. Non-medicinal ingredients: Distilled water. Contains no fragrance.*

MAGNESIUM LOTION

Magnesium Chloride Lotion is a soothing blend of magnesium chloride, jojoba seed oil, squalene, shea butter and more. Specifically formulated to alleviate symptoms of magnesium deficiency, moisturize, protect, and heal rough skin; and reduce the appearance of fine lines.

"A huge part of my success in the Olympics is because I have had the opportunity to feed my body the nutrients it needs. I have access to healthy, nutritious foods that help me to perform and reach my full potential in life. If I didn't have this, I wouldn't be able to train and would be prone to injuries and sicknesses, holding me back from reaching my goals. Read this again, there are millions of people around the world that are living on less than one (unhealthy) meal per day. How are they supposed to function?"

~ Penny Oleksiak

Natural CALM CANADA

Natural Calm

The Better Magnesium.

Penny Oleksiak, world champion and Canada's most decorated Olympian.

all flavours sweetened with Stevia

The **Better** Absorbing, **Better Tasting, Best** Loved **Magnesium**!

Available wherever natural health products are sold.

naturalcalm.ca

100% profits are donated to help end world poverty • les profits sont versés à la lutte contre la pauvreté

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thriveforgood.org

Linda Bolton
Founder & CEO
Bolton's Naturals