



250 million years in the making

UNMATCHED PURITY & QUALITY

What makes Genuine Zechstein™ magnesium different from other magnesium products that are currently available? The answer is simple. The imposition of human influence, or as in the case of Genuine Zechstein™ magnesium — *a total lack of it*. Genuine Zechstein™ magnesium is extracted from the Ancient Zechstein Seabed, some 1500 to 2000 meters deep in the interior of the earth where it has remained isolated from external forces for the past 250 million years, unexplored until now. Genuine Zechstein™ magnesium is exclusive to the Ancient Minerals brand of topical magnesium products.

Genuine Zechstein™ magnesium is in the highly coveted form of magnesium chloride, one of the most bio-available and easily assimilated magnesium compounds in both dietary and topical applications. Magnesium chloride has often been referred to as the "Master Magnesium Compound" due to its clinical efficacy in a wide range of therapeutic applications, but until now has only been available from less than desirable sources. The most easily attained source of magnesium chloride involves a natural process of salt water evaporation from large bodies of water such as the Pacific Ocean, the Great Salt Lake, and the Dead Sea. While this method can be produced with little effort, the finished product is only as good as the source, and unfortunately mankind's indiscriminate use of fossil fuels and synthetic chemicals has ensured that every body of water on this planet contains measurable levels of toxins. The second most abundant source of magnesium chloride is produced in a laboratory environment utilizing hydrochloric acid and magnesium hydroxide, where the artificially generated result is also subject to measurable levels of certain heavy metals such as lead and mercury. By comparison, Genuine Zechstein™ magnesium is extracted in its 100% raw natural state, unmatched in purity and quality by any other known source on the planet.

GENUINE ZECHSTEIN

From start to finish, the utmost care is given to the handling and production of the finished product in order to preserve the unsurpassed purity and ancient energy of the source. Each batch is produced under stringent GMP quality control standards, and is analyzed for a wide array of heavy metals and minerals for verification of purity. The Genuine Zechstein™ emblem is a trademark of purity on every Ancient Minerals magnesium product, and is an assurance that you are receiving only the finest natural magnesium chloride in the world. For a current certificate of analysis, please visit www.genuinezechstein.com.

THE ORIGIN OF THE ZECHSTEIN SEA

Some 240-270 million years ago, the world looked quite different from the world we know now, and dinosaurs had yet to roam the earth. All continents were more or less grouped together as one large continent referred to as "Pangea" with its center at the equator. In its center a large inner sea (the Zechstein Sea) was situated, and was separated from the ocean by small strips of land. The Zechstein Sea was fed by rivers and ocean that flooded intermittently, which flushed salty water into the sea. Since the climate was warm and arid, evaporation equalled or exceeded the inflow thereby concentrating salts in the Zechstein Sea. This is comparable to the Dead Sea area nowadays, but on a much larger scale; the Zechstein Sea extended approximately from present-day Great Britain to Poland, and Denmark to the Netherlands.