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MAGNESIUM: THE WHITE GOLD, FOR ATHLETES AS WELL

Magnesium deficiency amongst many Dutch people

Research has shown that many Dutch people suffer from a magnesium deficiency. This can result in a wide range of complaints. Think of muscle cramps, restless legs, headaches or migraines, back pain, neck cramps, or abdominal cramps during menstruation. Many of these symptoms can be traced back to a chronic deficiency of the mineral magnesium. Dr Richard Danel, the chairman and founder of the Magnesium Health Institute, agrees with this assessment: "Even risks that we had taken for granted as being a natural part of old age, such as cardiovascular disease, diabetes, or rheumatic conditions, also appear to have a relationship with chronic magnesium deficiency."

This is because magnesium plays an important role in all of our cells. The mineral controls more than 350 bodily processes and supports other minerals and vitamins. As a result, magnesium is one of the essential necessities of life, just like water and oxygen. A persisting case of magnesium deficiency can result in several symptoms.

What does magnesium do for your body

Amongst other things, magnesium helps to improve your sleep and to relax your muscles and joints. It also boosts your energy level and stimulates fat burning. On average, a human needs about 400 milligrams of magnesium per day, depending on that person's lifestyle, age, and body weight. Ideally, this amount of magnesium should be received from your diet. In recent decades, however, it has become increasingly difficult for us to obtain the right amount of magnesium from our diets. This is partly due to a decreasing amount of magnesium in the soil, which contributes to the

emergence of magnesium deficiency amongst many people in the Western world. This shortage is worsened by, for example, drinking soft drinks, ingesting high amounts of sugar, taking medication, experiencing stress, or doing sports at a high intensity. That is because all of these processes increase the body's requirement of magnesium.

New insights

Because of this, doctors are prescribing magnesium supplements at an increasing frequency to treat various symptoms, such as insomnia and disturbed sleep, muscle cramps, restless legs, headaches, stress, migraine, skin conditions, arthritis, or osteoporosis. This additional intake of magnesium is often prescribed in the form of oral food supplements. However, as has long been assumed and has recently been scientifically proven, magnesium chloride can also be absorbed in the body through the skin. This is a very welcome alternative route that adds magnesium to the cells in a highly effective way, without any gastric or intestinal drawbacks.

The white gold, from a natural source

All Permsal products contain pure magnesium chloride from the Permian period. This mineral salt is a naturally occurring body substance which, unlike most other products, is absorbed very well by the body. The purest natural magnesium salt in the world is extracted from the Zechstein Sea, which dried up 250 million years ago. It is found deep underground near the city of Veendam, in the province of Groningen.

Professional athlete shares discovery

Professional beach volleyball player Dirk Boehlé has a good track record with Permsal's products.

"Under the supervision of the Brazilian top coach Wesley Pinreihó, I train at Lindobeach in The Hague every day to prepare for the upcoming 2020 Summer Olympics in Tokyo. Many of these training days are quite intense. I often have legs that feel heavy or suffer from a buildup of lactic acid, and I frequently have a lot of muscle pain." Boehlé was told that Permsal would reduce these ailments. "I am a level-headed, no-nonsense Dutch guy from Zeeland, and wanted to experience it for myself first, to see if it works," says Boehlé. "After every training session, I rub the product on my body before I hit the showers. Or I will use magnesium crystals in a footbath or when taking a bath, to relax and absorb some extra magnesium. I have now noticed that it gives me additional energy, and that it helps me to recover faster. It also allows me to put a heavier strain on my body, and to do so more often. Permsal magnesium helps me enormously with my workouts."

For Boehlé, Permsal is a discovery that he likes to share with others. "I am surprised that magnesium supplements are not yet being used by everybody. That is why I want to put in this effort: to ensure that more people will use it", he says. "The great thing is that during my quest I came into contact with Permsal, a product that makes me stronger. And if it works for a professional athlete, it works for everyone."

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