

EASE

NATURALLY RELAXING MAGNESIUM

PRODUCT GUIDE

How to use - *and benefit from* - Ease
Magnesium, the super supplement
for everyone.

The
ENTREPRENEURIAL You

with Heneka Watkis-Porter

ACTIVATION



INTRODUCTION

My name is Ian Clark – I'm the Founder & CEO of Activation Products.

As entrepreneurs, we are always on the go. Thoughts and new ideas are always racing - and the result can be excess fatigue, stress, aches and brain drain, to name a few. If you have felt this way, it's very likely that your body is telling you it's craving additional magnesium, and in that case, I'm excited to share with you our eBook on our Ease Magnesium Spray.

Not many know that magnesium deficiency is one of the most overlooked health concerns. Yet, magnesium is also one of the important minerals that our body requires to properly function, build immunity, relieve pain and muscle soreness, regulate the nervous system and promote deep, restorative sleep.

We thank you for your interest in our products, and are excited to support you on your wellness journey towards a life filled with joy, energy and satisfaction; in bodies that look great and feel fantastic.

To your health!

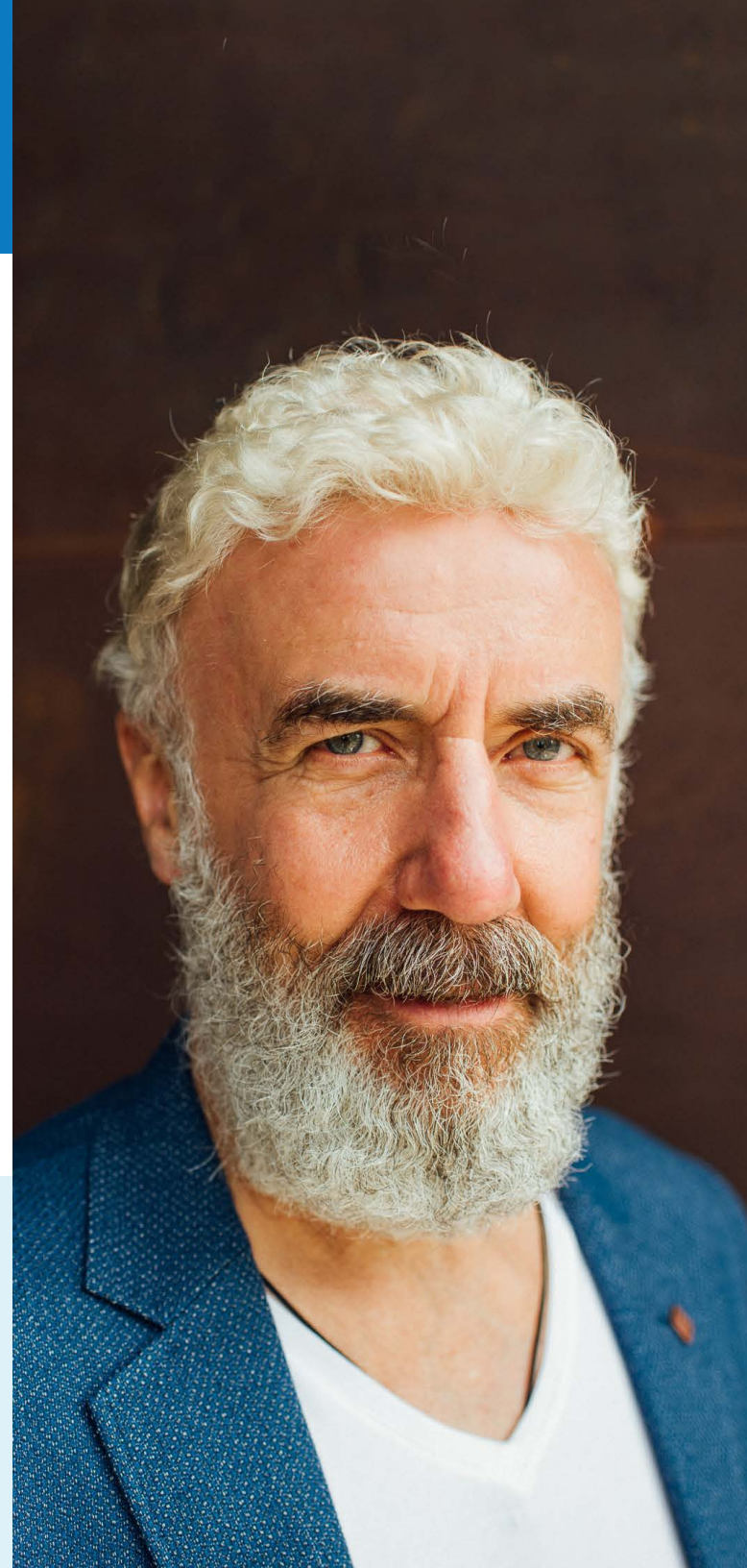


Ian Clark
Founder & CEO | Activation Products

In the following pages you'll discover:

- General use instructions
- Five custom relief tips
- Answers to common questions
- Success stories from entrepreneurs like you

If you wish to try, or need to replenish your supply of Ease Magnesium Spray, [simply click this link.](#)



GENERAL USE

The recommended daily dose of Ease Magnesium is 30-40 sprays. Each spray delivers approximately 25 mg of magnesium, straight to the bloodstream.

Spray topically to the area where you are experiencing pain, to temples and base of head for migraine relief, or directly onto any area of your skin for overall health and body relaxation. Rub in. Your skin will absorb the magnesium within 90 seconds - most people begin to feel the positive effects within 20-30 minutes.

Ease Magnesium is effective any time, day or night...

- **To address specific aches and pains:** Spray directly on the area or into your palms first, then rub it in wherever it's needed - directly onto cramping, stiff and aching muscles or joints, as needed. You can use liberally for faster relief.
- **To address specific aches and pains:** Spray directly on the area or into your palms first, then rub it in wherever it's needed - directly onto cramping, stiff and aching muscles or joints, head and neck, etc. You can use liberally for faster relief.

✓ Lower abdomen

✓ Lower back

✓ Inner wrists

✓ Backs of knees

✓ Fronts of shoulders and hips

✓ Insides of lower legs

✓ Center of chest

✓ Ankles



RELIEF TIPS

Tip #1

Use before you slip into bed for a deeper, more restorative sleep.

Tip #2

Use after a workout to help speed up recovery, and reduce muscle soreness.

Tip #3

Use after a long day's work to help spray away stress and calm the mind.

Tip #4

Use first thing in the morning to alleviate overnight joint stiffness, and help wake up the body.

Tip #5

Use during a midday or late afternoon "coffee break" to reenergize the body, and to restore mental focus.



10 BENEFITS OF EASE MAGNESIUM

There are so many benefits that come from restoring and maintaining optimal magnesium levels in the body.

Here are our top 10 benefits with using Ease Magnesium Spray:

- 1 Helps you get a deeper, more restorative sleep.
- 2 Soothes muscle pain, helps alleviate spasms and cramps.
- 3 Restores moisture to skin and encourages healthy hair growth.
- 4 Prevents calcification and strengthens bones.
- 5 Boosts energy by breaking down glucose into usable fuel.
- 6 Helps reduce stress and anxiety by regulating the nervous system.
- 7 Promotes heart health, blood circulation and balanced blood pressure.
- 8 Accelerates cognitive function and improves mental clarity.
- 9 Prevents and helps eliminate headaches and migraines.
- 10 Soothes excess inflammation and decreases joint pain.



FREQUENTLY ASKED QUESTIONS

What makes Ease Magnesium Spray different from other magnesium topicals?

Ease is made with 'intelligent' magnesium chloride hexahydrate (iMCHTM), a superior version of basic magnesium chloride.

MCH is much easier for your body to absorb. This is evident when you put MCH and simple magnesium chloride in open containers side by side. MCH will actually absorb water from the ambient air and melt into a pool of water. This is because the hexahydrate part (six water molecules attached to each magnesium chloride group) attracts water to itself. By contrast, magnesium chloride will not dissolve if exposed to open air.

When Ease Magnesium Spray contacts the skin, the same thing happens, only much more quickly because of the high water content of the human body - which absorbs MCH much more easily than simple magnesium chloride.

What are the ingredients in Ease?

Ease Magnesium is a water-based product. The only ingredients are 100% pharmaceutical-grade magnesium chloride hexahydrate and pure H₂O.

Is it possible to use too much Ease?

You cannot over use Ease Magnesium if taken topically, as it is designed to be administered. When taken orally, magnesium can cause digestive upset and loose stool if too much is ingested. Since Ease enters your bloodstream through your skin, it bypasses your digestive system.



FAQ Continued



Are there any detoxing effects with Ease?

Some people find that when they first begin supplementing with magnesium they experience certain detox effects. We have had reports of restlessness or increased energy. If your calcium levels are high, supplementing with magnesium can cause the calcium to be released into your bloodstream, leading to high calcium-related symptoms such as insomnia, muscle pain/spasms, etc. Once your system balances out, effects should subside. We recommend testing the number of sprays you use to find the right balance for you.

Is it necessary to take a calcium supplement when using Ease?

No, it's not necessary to take a calcium supplement when using Ease. It's always a good idea to consult with a licensed health care professional before starting on any supplement or dietary program. If you are already taking a calcium supplement, there is no reason to stop doing so unless your healthcare provider recommends it.

Ease is made with magnesium from the Dead Sea. Isn't this water source polluted?

The Dead Sea is visited daily by people seeking the health benefits of soaking in its concentrated minerals. Many minerals other than magnesium are also harvested from its rich waters and used with great effect.

The magnesium used in Ease has gone through an extensive purification process to create a very specific crystalline form of magnesium chloride hexahydrate, completely free of all pollutants, heavy metals, toxins and other minerals. This is what is known as "pharmaceutical grade" magnesium - absolutely pure, perfectly safe and healthy for the body.

FAQ Continued

How long does it take to feel Ease working?

Unlike other supplements, Ease begins working almost immediately. Within minutes of spraying on your skin you'll begin to feel its powerful soothing effect. Using Ease consistently on a daily basis will reverse magnesium deficiency, over time.

What makes Ease the highest quality supplement available?

Ease is made from pure, all natural iMCHTM sourced from the Dead Sea. It's some of the most effective, bioavailable magnesium in the world. iMCHTM is the most biocompatible version of magnesium because of its ability to be quickly absorbed transdermally (through the skin), and used by the body's cells.

Since the skin is the biggest organ, it allows for the highest level of absorption without taxing the digestive system, liver or kidneys. Oral magnesium supplements are poorly absorbed and can wreak havoc on the gut, often doing more harm than good. They also take longer to take effect.

How is Ease different from magnesium oils, flakes or crystals?

While we do not make comparison claims with similar products available on the market, we do stand 100% behind our Ease Magnesium Spray and its proven health benefits.

Is Ease safe for my skin?

Ease is great for your whole body, including your skin, and is 100% safe to apply topically directly onto your skin. We do always recommend spot testing whenever trying a new product, however most people report softer and healthier skin after using Ease.



SUCCESS STORIES

Sleeping like a baby

This product is absolutely amazing. I purchased my first bottle and had my family try it and it is super effective. The product worked so good for me that I brought it to my 80 and 77 yr old parents and they LOVE the results. They both slept through the night and had no leg cramps. Now, I have to buy more for my family. Absolutely worth a try for everyone.

Lisa Z.

Fastest pain relief

Ease helps with quick relief to pain in my feet, wrists and shoulders. It also keeps me calmer during the day when I rub it on my stomach routinely. When I feel like I'm having trouble going to sleep, I rub it on my stomach at bedtime too. Great product with many uses!

Marybeth R.

Works like magic

I use Ease nightly on my legs and lower back and find it immediately relieves my aches and pains, and I sleep soundly. I have recommended this product to a number of my friends and peers, and they have noticed similar results and have become regular users. It really works and truly lives up to its claims!

Richard A.

Will never stop using

I have been using Ease for the last 2-3 months. I was having severe leg cramps every night. The first three days of using this magnesium spray they were totally gone. I continue to use Ease every day, and I have not had another leg cramp since. I know it does all kinds of good stuff for my body and will NEVER stop using it.

Elaine H.

No more sleep exhaustion or pain

Years ago I suffered from extreme pain and sleep deprivation caused from my right hip. The first night I used Ease I experienced dreams for the first time in years. I am 73 years old and an avid golfer. I was ready to give it up because of the pain I had each time I played. That has also gone away! I talk about Ease to anyone who will listen, and know of several people who are using it because of my enthusiasm.

Nick B.

**Individual results may vary.*

THANK YOU!

I count it a privilege to have been invited on your entrepreneurial journey, and also your health and wellness journey. I'm excited for you to experience the benefits of Ease Magnesium, and look forward to many enjoying an energized and fully satisfied life.

Always remember, if you wish to experience, or are ready to replenish your supply of Ease Magnesium, **[simply click this link.](#)**

Have an Ease success story? Share your experience with us at **info@activationproducts.com**.



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