



# Magnesium Citrate 250 mg Softgels

**MUSCLE RELAXATION,  
NERVE & HEART HEALTH\***

## Supplement Facts

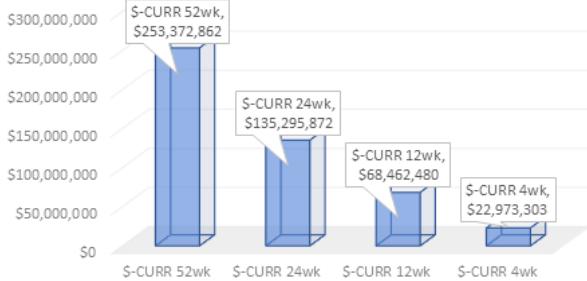
Serving Size 2 Softgels  
Servings Per Container 30

	Amount Per Serving	% Daily Value
Magnesium (as magnesium citrate)	250 mg	60%



## Market Overview

**MAGNESIUM MARKET SALES OVERVIEW**



QuickTABS® Sales Momentum Period Ending 06/17/2023

- ✦ The Global Magnesium Citrate Market is forecasted to be growing at a CAGR of 3.29% from 2023 to 2029. Magnesium Citrate is one of the most well-absorbed forms of supplemental magnesium.
- ✦ According to TABS – Nielsen, in the past 12wks there has been a market growth for magnesium citrate of 44%.
- ✦ From the 12wk to 24wk there was an increase of 16%.

## Key Selling Points

- ✦ The Magnesium Citrate provides multiple benefits. It supports muscle and nerve functionality and recovery from exercising. It promotes bone health as it helps regulate calcium levels in the body. Magnesium plays an important role in heart health as it supports blood pressure regulation and blood sugar control. To add to that, magnesium levels correlate with sleep quality as it plays a role in regulating neurotransmitters that promote relaxation and sleep.\*
- ✦ It's better absorbed by the body due to its citrate form and provides fast absorption.\*

## Product Information

<b>Item #</b>	1861-60
<b>Item Name</b>	Magnesium Citrate 250 mg softgels
<b>Item UPC</b>	3 11845 1861 5 7
<b>Bottle Count</b>	60
<b>Case Quantity</b>	72
<b>Case UPC</b>	1 03 11845 1556 5 5
<b>Case Weight (lbs)</b>	21.55
<b>Case Dims (in) (L x W x D)</b>	14.125 x 14.125 x 9