

SEO Brief

CONTENT BRIEF 1: Emollients (Annie)- Ready for Ryan to check **Is emollient a protected word? please check highlighted sections.**

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com/collections/ocean-soothe-range>
- **Type of content:** Web page
- **Length of content:** 1200 (1253)
- **Recommended keywords (Primary):**
 - emollient
 - ocean soothe
- **Recommended keywords (Secondary):**
 - emollient cream
 - emollient ointment
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/collections/psoriasis-treatment>
 - <https://abundantnaturalhealth.com.au/collections/itching>
 - Recommend products from the Ocean Soothe Range
- **Additional information:**
 - Try to mention “emollient” 51 times without keyword stuffing. (49 mentions in text body, 56 including references)
 - While this is a long piece for a collection page, you can put the text at the bottom of the page and hide it under a read more tag.
 - Use at least 7 headings. Suggested headings:
 - <H1> Emollients
 - <H2> What is an emollient?
 - <H3> Emollient meaning
 - <H2> What do emollients do?
 - <H2> What is emollient cream used for?
 - <H3> Are emollients good for skin?
 - <H2> Types of Emollients
 - <H3> Emollient cream
 - <H3> Emollient ointment
 - <H3> Emollient spray
 - <H3> Soap alternatives
 - <H2> How to use emollients

Emollients

Emollients are a great tool to have in your arsenal if you suffer from dry skin. Dry skin is characterised by itchy, dry, and scaly skin, usually on the hands or feet [1]. A common symptom of many skin conditions, dry skin can be exacerbated by high temperatures, low humidity, frequent bathing, and aging skin [2].

What is an emollient?

Emollient meaning

‘Emollient’ refers to products that are applied to the skin. Emollients are designed to improve skin appearance, hydration and treat skin conditions such as psoriasis, eczema, and dermatitis.

Emollients are formulated using oils combined with water to produce the different types available on the market [1] – including creams, gels, ointments, sprays, and soap alternatives.

What do emollients do?

Emollients restore the skin barrier by providing an occlusive layer of protection to prevent further damage, as well as boosting hydration and maintaining the skin’s plasticity [3]. They contain humectants, which draw and hold water in the skin, and lipids (fats) which boost the lipid content of skin cells [4-6] on the skin [4, 7-8].

Emollients may also contain anti-itch agents [4], which help to protect the skin by reducing the urge to scratch. The temptation to scratch, while it may provide temporary relief, breaks the skin's protective layer, leaving the skin susceptible to micro-organisms which may be sitting on the skin's surface and under the nails. This leads to more inflammation and itchiness (and so the cycle continues).

What is emollient cream used for?

Are emollients good for skin?

Emollients are great for the skin! Healthy skin has natural moisturisers which protect and prevent it from drying out [3]. Dry skin lacks these natural moisturisers, which leave it prone to damage [3]. When the skin barrier is compromised, water leaks out and the skin becomes more permeable to irritants, allergens, and microorganisms [3]. This water loss causes skin dehydration which contributes to skin cracking, inflammation and pruritis (itching) [3].

Here's where emollients come in. High in natural oils and moisturisers, emollients provide a substitute for this protective barrier, help the skin to regenerate and boosts hydration [3]. Emollients are great adjuncts to treatment for dry skin conditions.

Types of Emollients

Different emollient products are available on the market differ by their fat content [1]. Where the 'greasier' emollients in the form of fatty emulsions, ointments and gels contain a higher ratio of fat to water, creams, and sprays contain lower amounts of fat and higher amounts of water [1]. Which type of emollient you use will depend on

the severity of your skin condition, the season, time of day, and personal preference [9].

Emollient ointment

As mentioned above, these emollient preparations are 'greasy', 'hold' more firmly and are therefore more noticeable on the skin. These thicker emollients are great to apply during the day, in cooler weather and on large, flat sections of the skin. They are less preferred in warmer weather, due to increased propensity to sweating, which may enhance the feeling of greasiness.

[Ocean Soothe® Gel](#) is a 100% natural emollient formulation which helps to soothe and soften the skin. It is a thick preparation and contains glycerol and aloe vera (a natural emollient) as well as magnesium and salt, provide antiseptic and antimicrobial properties. It is effective in relieving symptoms of mild psoriasis, skin dryness, skin irritation, itchiness, inflammation, scaling and redness.

Emollient cream

Emollient creams are 'waterier' when compared to gels and therefore are distributed more easily and evenly on the skin's surface. These emollients work well when used at night, as they are less likely to stain and mark bed sheets and clothing.

[Ocean Soothe Lotion®](#) is a luxurious, creamy emollient formulation high in salt and magnesium infused with olive oil and aloe vera, to hydrate, soothe, and soften the skin. It is non-staining to clothing and relieves symptoms of mild psoriasis, skin dryness, itchiness, inflammation, scaling and redness. To optimise results we recommend combining with Ocean Soothe® Gel.

Emollient spray

Emollient sprays contain have much smaller fat to water ratios. These emollients are very light in comparison to the other types of emollients mentioned, therefore more pumps of the product are needed for similar effect. Emollient sprays are hassle-free and can be used in cases where fast relief from symptoms of dryness or inflammation are required.

Do you have dry, flaky, and problematic scalp? [Ocean Soothe® Scalp Spray](#) is a light, natural on-the-go spray for the relief of an irritated scalp and can be applied to the forehead, neck, behind and inside the ears. Great when combined with [Ocean Soothe® Scalp Serum](#)!

Soap alternatives

Soap and detergents such as SLS (sodium lauryl sulphate) are not recommended for the treatment of dry and itchy skin as they irritate and strip the skin of its natural oils [10]. It is therefore recommended that leave-in emollients should be paired with emollient, soap-free alternatives. This allows the skin to be cleansed effectively, while preserving the skin barrier and minimising water loss.

[Ocean Soothe® Inverse Relief Body Wash](#) is designed to cleanse and relieve problematic skin in folds, creases, and intimate areas of the body. Perfect alternative to soap and SLS free! Containing emollients Cocoamidopropyl Betaine, Sodium Methyl Cocoyl Taurate and Sodium Cocoyl Isethionate, which preserve and protect the skin barrier, rather than strip the skin of its natural oils. For a complete solution we suggest combining Ocean Soothe® Inverse Body Wash with our Ocean Soothe® Gel and Ocean Soothe® Lotion.

How to use emollients

Emollients are effective adjuncts to other treatments used for dry skin. It is important that they are applied correctly to maximise their effect.

As such, 250-500g of emollient should be used per week (more than you think!) to treat dry skin [11-12]. You may decide to combine different emollient preparations – ointments, gels, lotions, creams, and sprays at different times of the day, so make sure you use these products liberally and frequently during the day. In saying this, try to avoid soaps and detergents if you can, as these will expose the skin barrier to further damage [13]. Try an emollient washing product or soap-free alternative.

If you are using a medicinal topical preparation in combination with an emollient, a good rule of thumb is to wait at least 30 minutes between applications of topical flare treatments products and the protective emollient layer to optimise absorption [14].

If you are using an emollient from a tub, it is also good practice to transfer the emollient into a separate container to make sure you aren't cross contaminating the entire preparation with allergens or bacteria on your skin [3]. Alternatively, use emollient products with a pump to minimise product wastage.

When used correctly, emollients are an effective treatment for dry skin and are a great way to boost your skin health and reduce dryness. With lots of options available to suit all your dry skin needs, try [Abundant Natural Health's Ocean Soothe® Range](#).

Ocean Soothe® By Abundant Natural Health

Abundant Natural Health's 100% natural Ocean Soothe® Range, highly concentrated with salt and magnesium, harnesses the healing properties of the

ocean for effective relief from symptoms of mild psoriasis, problematic, dry, and flaky skin. We bring the benefits of the Ocean to you, no matter where you are.

Our Ocean Soothe® Range includes a family of products for optimal management of problematic skin, wherever it may be. From emollient [scalp serums](#), [sprays](#), skin [gels](#), [lotions](#), to [body washes](#), [bath soaks](#) and a [shampoo](#) and [conditioner](#), Abundant Natural Health is your one-stop shop for all things dry and problematic skin.

References

1. Marks, R. (1997). Emollients. CRC Press.
2. Fazio, S. B., Yosipovitch, G., Dellavalle, R. P., Callen, J., & Ofori, A. O. (2015). Pruritus: Etiology and patient evaluation. UpToDate. Retrieved from <https://www.uptodate.com/contents/pruritus-etiology-and-patient-evaluation>.
3. Moncrieff, G., Cork, M., Lawton, S., Kokiet, S., Daly, C., & Clark, C. (2013). Use of emollients in dry-skin conditions: consensus statement. Clinical and experimental dermatology, 38(3), 231-238.
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7. Chamlin, S. L., Kao, J., Frieden, I. J., Sheu, M. Y., Fowler, A. J., Fluhr, J. W., ... & Elias, P. M. (2002). Ceramide-dominant barrier repair lipids alleviate childhood atopic dermatitis: changes in barrier function provide a sensitive indicator of disease activity. *Journal of the American Academy of Dermatology*, 47(2), 198-208.
8. Msika, P., De Belilovsky, C., Piccardi, N., Chebassier, N., Baudouin, C., & Chadoutaud, B. (2008). New emollient with topical corticosteroid-sparing effect in treatment of childhood atopic dermatitis: SCORAD and quality of life improvement. *Pediatric Dermatology*, 25(6), 606-612.
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11. Primary Care Dermatology Society and British Association of Dermatologists. (2009). *Guidelines on the Management of Atopic Eczema*, Vol. 39. Berkhamsted: Medendium Group Publishing, 2009; 399– 402.

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13. Cork, M. J. (1998). Complete emollient therapy. *The National Association of Fundholding Practices Official Yearbook*. BPC Waterlow, Dunstable, 159-168.
14. Lewis-Jones, S., Cork, M., & Clark, C. (2007). Atopic eczema in children—guideline consultation: a systematic review of the treatments for atopic eczema and guideline for its management. London: National Institute for Clinical Excellence (NICE).

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CONTENT BRIEF 2: Psoriasis (Annie)- Ready for Ryan to check- do you want references?

1. **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/page/psoriasis>
2. **Type of content:** Web page
3. **Length of content:** 2500 **2154 words**
4. **Recommended keywords (Primary):**
 - o psoriasis
 - o psoriasis treatment
5. **Recommended keywords (Secondary):**
 - o psoriasis causes
 - o what is psoriasis
 - o psoriasis cream
6. **Recommended internal links:**
 - o <https://abundantnaturalhealth.com.au/products/ocean-soothe-gel>
- **Additional information:**
 - o Mention “magnesium spray” at least 6 times throughout the text with 3 of those being “magnesium spray Australia”.
 - o Suggested headings:
 - <H1> Psoriasis
 - <H2> What is psoriasis?
 - <H2> Psoriasis symptoms
 - <H3> Is psoriasis itchy?
 - <H3> What does psoriasis look like?
 - <H2> Psoriasis causes
 - <H3> Is psoriasis an autoimmune disease?
 - <H2> Is psoriasis contagious?
 - <H2> Psoriasis treatment
 - <H3> How to treat psoriasis
 - <H3> Psoriasis Creams and Gel
 - <H4> Ocean Soothe Gel
 - <H3> How to cure psoriasis permanently
 - <H3> A company founded by a psoriasis sufferer

Psoriasis

What is psoriasis?

Psoriasis is a chronic, immune-mediated skin condition which according to the National Psoriasis Foundation (NPF) affects 125 million people worldwide. The condition is typically characterised by plaques or lesions which form due to the rapid proliferation of skin cells. With increased blood flow and inflammation, these areas become red, itchy, and inflamed. Many people with the psoriasis notice it varies over time. A 'flare-up' is a sudden worsening of the condition, often brought on by a 'trigger' such as environmental changes, consumption of alcohol, smoking, stress, illness, or infection.

Psoriasis symptoms

Common signs of psoriasis may include [1]:

- Dry, red, raised, 'scaly' areas of skin
- Skin rashes
- Skin pain and itchiness
- Joint stiffness and/or pain (read section on ['A note on psoriatic arthritis'](#) for more information)
- Nail changes (read section on ['Nail psoriasis'](#) for more information)

Psoriasis may look different for different people, body areas and skin tones, so if you think you might have psoriasis, get input from your doctor or dermatologist. Read the section [‘What does psoriasis look like’](#) to find out about each clinical subtype of psoriasis.

Is psoriasis itchy?

Yes, one of the most bothersome symptoms of psoriasis is persistent skin itchiness. This is due to chemicals called pruritogens (or itch mediators) which are released by the body as part of the inflammatory response. The temptation to scratch, while it may provide temporary relief, breaks the skin’s protective layer, leaving the skin susceptible to micro-organisms which may be sitting on the skin’s surface and under the nails. The colonisation of bacteria and other microorganisms leads to more inflammation and itchiness (and so the cycle continues). Breaking the cycle of itchiness and scratching is therefore essential to restoring skin integrity and preventing future flare-ups.

What does psoriasis look like?

Psoriasis may look different for each person that has it. There are different types of psoriasis including [plaque](#), [guttate](#), [pustular](#), [erythrodermic](#), [inverse](#), [nail](#), and [palmoplantar psoriasis](#). If you believe you have one of these types, it is important to consult with your doctor or dermatologist for a more specific diagnosis. Continue reading for a brief rundown of each type of psoriasis:

Chronic plaque psoriasis

[Plaque psoriasis](#) is the most common form of psoriasis characterised by the build-up of large distinctive 'plaques' with a whitish scaling of dead skin cells [2]. This type most commonly occurs on the elbows, knees, scalp and back [2]. Plaque psoriasis is chronic in nature but can vary over time.

Guttate psoriasis

Guttate psoriasis manifests as 'drop-like' papules usually present on the arms and abdomen. Guttate psoriasis can remit, recur, and progress into more severe forms of psoriasis. It can occur in young people with no known history of psoriasis and can be triggered by conditions such as strep throat [3].

Pustular psoriasis

Pustular psoriasis is characterised by the formation of pustules, widespread redness, and scaling [3]. Depending on the subtype, this form of psoriasis can have severe complications. Causes may include pregnancy, infection, or withdrawal from certain medications called glucocorticoids [3].

Erythrodermic psoriasis

Erythrodermic psoriasis is a relatively uncommon type of psoriasis which is characterised by generalised redness and scaling of the skin. Breaking of the skin barrier can leave patients at risk of infection and loss of electrolytes and fluids [3].

Inverse psoriasis

Inverse psoriasis occurs in the folds of the skin, including the genitals, around and in the buttocks, under the arms and/or breasts [3]. Plaques tend to be smooth and shiny, with minimal scaling [3].

Nail psoriasis

Nail psoriasis can emerge with or before plaques are seen on other areas of the body [3]. Nails become weak, and patients may also notice pitting (tiny holes), as well as red lines (called splinter haemorrhages) and/or a colour change of the nail [3].

Palmoplantar psoriasis

Palmoplantar psoriasis occurs on the hands and feet. The plaques are red, raised and may have fissures or splits through the skin (which can be very painful) [3] Due to the location of these plaques, this type can affect a person's ability to walk and perform activities of daily living.

A note on psoriatic arthritis

Psoriatic arthritis is an inflammatory musculoskeletal condition associated with psoriasis which affects the joints of the body [4]. It is thought to affect up to 30% of patients with psoriasis [5], where psoriasis generally comes before the arthritis [4]. It is clinically distinct from rheumatoid arthritis and more commonly affects people with severe psoriasis.

If you have psoriatic arthritis, you may experience joint pain, stiffness, and generalised fatigue. It may be difficult to get moving in the mornings, which can take 30 minutes or so to subside.

Psoriatic arthritis can affect multiple joints in the body and can change presentation over time. The common ways psoriatic arthritis can present include [6]:

- Asymmetric oligoarthritis – where fewer than five joints are involved, and the corresponding joint on the other side of the body is not affected.
- Symmetric polyarthritis – more joints are involved, and corresponding joints on the other side of the body are also affected.
- Distal arthritis – involves the joints near the tips of the fingers and toes.
- Arthritis mutilans – arthritis which deforms and destroys the joints.
- Spondyloarthritis – arthritis that affects the spine and can cause the fusion of the vertebrae across the joint.

It is unknown what causes psoriatic arthritis and there are treatments available to help ease symptoms you may experience. Engaging in regular exercise, although difficult due to the pain, is important to help keep your joints mobile and maintain your muscle strength.

Psoriasis causes

The aetiology of psoriasis is incredibly complex, and develops due to a combination of immune, genetic, and environmental factors. These can vary from individual to individual. That is, what might trigger someone else's psoriasis, may not trigger yours. Some people with psoriasis can easily identify the causes of their flare-ups,

however for others this can be more complex. In either case, it is worth exploring the triggers with your doctor so that you can make appropriate lifestyle and medication changes to keep your psoriasis under control.

Is psoriasis an autoimmune disease?

Psoriasis is likely to be an autoimmune disease, which is where the body attacks its own skin cells. In psoriasis, the immune system infiltrates the skin, causing the top layer to multiply at a rapid rate. As these skin cells proliferate and fail to shed from the surface, the characteristic lesions of psoriasis form. Chronic inflammation means greater blood flow, causing localised redness. This inflammation also increases the chemicals which cause itching (or pruritogens), which make you want to scratch. Read section ['Is psoriasis itchy?'](#) for more information about the causes of skin itchiness in psoriasis.

Is psoriasis contagious?

Psoriasis is not contagious. This means you cannot get it from direct or indirect physical contact with someone who has psoriasis. However, there is a large genetic component, which means if a family member has psoriasis, you are at a greater risk of developing it. That being said, you can still get psoriasis even without a family history.

What are the environmental causes of psoriasis?

There are large environmental and behavioural components to developing psoriasis. You may find certain triggers such as stress, alcohol, smoking, certain medications, infections, even the season may trigger a 'flare-up' [1].

How to cure psoriasis permanently

Psoriasis is a lifelong, variable condition. Although there is no cure, there are options out there to help improve the appearance of and reduce troublesome symptoms associated with psoriasis and/or psoriatic arthritis. Read the section [‘Psoriasis treatment’](#) for a detailed overview of psoriasis treatment options.

Psoriasis treatment

How to treat psoriasis

The treatment of psoriasis varies from individual to individual, and what may work on someone else, may not work on you. It is important to take a holistic approach and discuss the options available to you with your doctor. The process to treatment may be trial-and-error. You may also need to make some lifestyle changes such as diet, exercise, and stress management to help your symptoms.

Medical treatments for psoriasis [1]

Here is a list of some conventional medical treatments used for the management of psoriasis (it is by no means exhaustive). Although there is no cure, keeping your symptoms under control can make a significant difference to your quality of life.

Apremilast

This is an oral medication which reduces inflammation for psoriasis and psoriatic arthritis. You may notice improvements in a few weeks, however side effects may

include stomach upset, nausea, headache, respiratory infections, and mood changes.

Biologics

These are injectable medications which target the immune system response in moderate to severe psoriasis. Biologics are generally used when other treatments have not worked. They are effective within a few weeks of use, however may not be covered by health insurance.

Methotrexate

This is an oral or injectable medication used to suppress the immune system for moderate to severe psoriasis. You may notice improvements in 3 months however it can damage your liver. It is recommended to avoid alcohol while taking this medication. Careful monitoring of liver function is required and methotrexate is not safe to use while pregnant.

Immunosuppressants

There are a variety of oral immunosuppressants like prednisolone and which suppress the overactive immune system in psoriasis. These are only appropriate for short-term use only.

Corticosteroids

Corticosteroids are topical ointments or creams which have anti-inflammatory effects to counteract the hyperactive immune system seen in psoriasis. These can be purchased over-the-counter, however prescriptions are required for strong

formulations. While they are great to use in sensitive areas, they can cause skin thinning and stretch marks.

Calcipotreine or calcitrol

Calcipotreine or calcitrol are topical ointments or creams used to suppress the hyperproliferation of skin cells seen in psoriasis. While it does not cause skin thinning like corticosteroids, it may irritate the skin.

Calcineurin inhibitors

Calcineurin inhibitors are topical treatments which block inflammatory mediators which are overactive in psoriasis. This treatment is good for use in skin folds or sensitive areas.

Tar

Tar is applied to the skin, however it is unclear the mechanism of action it uses to control psoriasis. It is often used in conjunction with other treatments and there are a variety of types available including shampoos, lotions, and oils. One drawback is that tar can stain clothing and has an unpleasant odour.

Tazarotene

Tazarotene is a topical treatment derived from vitamin A which acts to decrease skin cell division and reduce inflammation seen in psoriasis. Improvements are generally seen in 8 weeks, and it is often combined with other psoriasis treatments.

Ultraviolet therapy

UVB radiation penetrates the skin and improves the appearance of psoriasis. It is delivered by a dermatologist, however can be expensive and may not be covered by health insurance. There is also a risk of developing skin cancer with this treatment.

Natural psoriasis remedy – The Ocean Soothe® Range

Looking for a natural solution to mild psoriasis and problematic skin?

The ocean, rich in minerals and electrolytes, has natural healing properties. In fact, people with skin conditions such as psoriasis and eczema bathe in the Dead Sea for the benefits of the mineral-rich ocean water. While the high concentration of salt cleanses and sloughs off layers of dead skin, the mineral magnesium, a natural anti-inflammatory, helps to calm the skin and provide flare-up relief.

Abundant Natural Health's 100% natural Ocean Soothe® Range, highly concentrated with salt and magnesium, harnesses the healing properties of the ocean for effective relief from symptoms of mild psoriasis, problematic, dry, and flaky skin. We bring the benefits of the Ocean to you, no matter where you are.

Our Ocean Soothe® Range includes a family of products for optimal management of problematic skin, wherever it may be. From [scalp serums](#), [sprays](#), skin [gels](#), [lotions](#), to [body washes](#), [bath soaks](#) and a [shampoo](#) and [conditioner](#), Abundant Natural Health is your one-stop shop for all things problematic skin.

In fact, our Ocean Soothe Lotion and Gel have received the 'Seal of Recognition' from the Natural Psoriasis Foundation. Find out how these products became [recognised by the NPF](#).

A company founded by a psoriasis sufferer

Why is psoriasis so important to us at Abundant Natural Health?

Abundant Natural Health's CEO, Tony Crimmins, is a sufferer of chronic psoriasis. Trying everything for medicine to natural remedies, Tony became frustrated by the lack of improvement in his condition, and even more so by the side effects of the multiple medications and treatments he was undergoing. He never gave up hope of finding something safe to help relieve the pain and itchiness.

Tony launched Abundant Natural Health in 2016 to fulfill his dream of developing topical solutions to many debilitating pain conditions, including psoriasis. Six years on, Abundant Natural Health has over 20 natural products specifically formulated to improve human health and wellbeing, with many more in development.

Proudly **100% Australian owned, grown and made,** Abundant Natural Health has complete product traceability, and we vouch for the quality, purity, and effectiveness of our all-natural formulations.

References

1. Feldman, S. R. (2020). Patient education: Psoriasis (Beyond the Basics). UpToDate. Retrieved from : <https://www.uptodate.com> Accessed, 13 Jan 2021.
2. Mason, A. R., Mason, J., Cork, M., Dooley, G., & Hancock, H. (2013). Topical treatments for chronic plaque psoriasis. Cochrane Database of Systematic Reviews, (3).

3. Feldman, S. R., & Duffin, K. C. (2019). Psoriasis: epidemiology, clinical manifestations, and diagnosis. UpToDate. Waltham, MA: UpToDate Inc. Retrieved from: <https://www.uptodate.com> Accessed, 13 Jan 2021.
4. Brockbank, J., & Gladman, D. (2002). Diagnosis and management of psoriatic arthritis. *Drugs*, 62(17), 2447-2457.
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6. Gladman, D. D., & Ritchlin, C. (2010). Clinical manifestations and diagnosis of psoriatic arthritis. UpToDate. com, v18.

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CONTENT BRIEF 3: Itching

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/page/itching>
- **Type of content:** Web page
- **Length of content:** 1200 **1330 words**
- **Recommended keywords (Primary):**
 - itchy skin
 - itching
 - skin irritation
- **Recommended keywords (Secondary):**
 - itchy skin at night
 - anti itch cream
 - how to stop itching
 - itching at night
 - itchy skin treatment
 - itching cream
 - stop itch cream
 - stop itching
 - body itching
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/collections/salt-body-products/products/ocean-soothe-gel>
 - <https://abundantnaturalhealth.com.au/page/psoriasis>

- o <https://abundantnaturalhealth.com.au/products/ocean-soothe-lotion>
- o <https://abundantnaturalhealth.com.au/products/ocean-soothe-flare-relief>
- **Additional information:**
 - o Mention “itchy skin” at least 25 times throughout the text.
 - o Suggested headings:
 - <H1> Itchy and irritated Skin
 - <H2> What is itchy skin?
 - <H2> Itchy skin causes
 - <H3> Dry skin
 - <H3> Psoriasis
 - Recommend Ocean Soothe Gel and internal link to Psoriasis page
 - <H3> Eczema
 - <H3> Hives
 - <H3> Heat rash
 - <H3> Insect bites
 - <H3> Obstetric cholestasis
 - <H2> How to stop itching
 - <H3> Anti itch creams
 - <H3> Itchy skin at night
 - <H3> Natural remedies for itchy skin

Itchy and Irritated Skin

What is itchy skin?

Skin itchiness (or pruritis) is a bothersome symptom most people experience at some point in their life. Itchy skin or skin irritation is not in itself a condition, however it a common symptom of a wide range of skin diseases.

The pathogenesis of itchy skin is complex and not fully understood by the medical community. It is thought to be controlled by nerve fibres than branch into the skin, called histamine-sensitive and non-histamine sensitive nerves, which are different from the nerves which signal pain [1]. Histamine-sensitive nerves carry signals for

acute (short-lasting) itchy skin, where non-histamine-sensitive nerves carry signals for chronic (long lasting) itchy skin) [1]. These are activated by 'itch' chemicals in the skin, which bind to receptors on the nerve endings [1]. This signal is transmitted up to the brain, which causes you to sense the itch and have the urge to scratch your skin.

Scratching itchy skin provides temporary relief. This is because it has an blocks the nerves carrying the itch signal [2,3]. Scratching breaks the skin's protective layer, leaving the skin susceptible to micro-organisms which may be sitting on the skin's surface. The colonisation of bacteria and other microorganisms leads to more inflammation and itchiness.

Itchy skin causes

Causes of itchy skin range from dermatological conditions to infections, kidney, liver and endocrine diseases, drug reactions, neurologic disorders and psychological conditions [1]. This article will focus mainly on the dermatologic causes of itchy skin.

Dry skin

Dry skin (xerosis) is characterised by itchy, dry, and scaly skin, usually on the hands or feet [1]. It is a common condition in older people and may be caused by high temperatures and low humidity, and frequent bathing which strip the natural oils off your skin [1].

Eczema

Eczema is a common skin condition which manifests as patches of dry, irritated, red, itchy skin. There are two main types - atopic dermatitis and contact dermatitis [1].

Atopic dermatitis often emerges in childhood but can be present in all ages [1]. It presents as red, itchy plaques on the skin, in the joint folds, on the face, and scalp [1]. In many cases, a harmless trigger such as contact with wool or sweating can trigger atopic dermatitis [4]. There is also a vicious itch and scratch cycle, whereby scratching stimulates heightened itch sensation [1].

Contact dermatitis is induced by an irritant or allergen [1]. For people with allergic contact dermatitis, contact with the substance causes an immune response, whereas exposure to an irritant will cause physical damage to the skin [1]. Itchy skin occurs due to local inflammation, increased dermal blood flow and release of itch mediators.

Hives

Hives (urticaria) is a common dermatologic disorder characterised by intensely itchy, red welts on the skin [1]. These tend to go away after a few hours, and may be triggered by an allergy, physical trauma to the skin or other systemic disorders [1].

Psoriasis

Psoriasis is an immune-mediated disease, characterised by the hyperproliferation of skin cells and increase in skin inflammation. As these skin cells multiply and fail to shed from the surface, the characteristic lesions of psoriasis form. Chronic

inflammation increases the chemicals which cause itching (pruritogens). Read our article entitled [‘Psoriasis’](#) for a more comprehensive overview of the condition.

Abundant Natural Health’s [Ocean Soothe Lotion](#) and [Gel](#) have received the ‘Seal of Recognition’ from the Natural Psoriasis Foundation (NPF). This means they are safe and effective for the relief from symptoms of mild psoriasis and problematic skin.

Find out how these products became [recognised by the NPF](#).

Heat rash

Heat rash (eccine malaria) is caused by a blockage in the sweat ducts causing swelling, inflammation, and a short-lasting, itchy skin rash [5]. Ducts can be blocked by swelling around the ducts, skin cells and other debris [5].

Causes of heat rash include vigorous physical activity, high heat and humidity, illnesses with a fever and blocking of the skin with nonporous materials [5]. Heat rashes generally go away, however can be managed through active cooling, removing non-breathable clothing and bandages, and treating fevers (if applicable) [5]. To prevent heat rash, gentle exfoliation of the skin, to remove skin cells and debris is recommended [5]. If severe, heat rash may also be treated with topical anti-itch creams and medications [5].

Insect bites

Insect bites are usually harmless, however can cause severe allergic reactions and transmission of insect-borne illnesses [6]. Stings differ from bites as the insect inject venom into the skin [6]. Reactions to insect bites occur due to exposure to their

saliva, causing an inflammatory response, resulting in itchy skin, local inflammation, redness and swelling [6]. A puncture site may also be observed [6].

Treatment of insect bites involves washing the area with soap and water and cooling the area with an ice pack [6]. Topical anti-itch creams may also be beneficial to soothing the area [6]. If you suspect an allergic reaction, seek medical attention immediately as an injection of adrenaline (epinephrine) may be required [6].

Obstetric cholestasis

Obstetric cholestasis (intrahepatic cholestasis of pregnancy- ICP) is a very common condition which occurs usually in the second or third trimester [7]. The liver produces a substance called bile, which is released by the gallbladder to help you digest fats [7]. In ICP, this flow of bile is obstructed, causing a build-up in the liver, which absorbs into other tissues [7]. Itchy skin is a cardinal symptom and usually occurs on the palms of the hands and soles of the feet, with itchiness increasing at night-time [7]. Treatment of the condition involves a two-pronged approach 1) relieving itchy skin, 2) reducing morbidity and mortality in the fetus, as bile acids can leak through to the placenta, causing a variety of complications such as increased risk of prematurity, fetal distress, and meconium aspiration [7].

How to stop itching

Anti-itch creams

Anti-itch creams, moisturisers and emollients are essential to breaking the cycle of itchy skin.

Abundant Natural Health's [Ocean Soothe Gel](#) and [Lotion](#) are proven to relieve skin dryness, enhance skin hydration, soothe skin, relieve inflammation and are antipruritic (anti-itch). Due to the high salt content, they have antimicrobial and antiseptic properties, which can help with minor abrasions and cuts caused by excessive scratching, and help to promote skin regeneration.

Itchy skin at night

Nocturnal pruritis is a common phenomenon characterised by an increase in itchy skin during the night. It can be related to skin conditions described in the section [‘Itchy skin causes’](#) however there are also natural causes including skin dryness, loss of moisture or dehydration, changes in blood flow to the skin and delivery of chemicals (pruritogens) which cause itchy skin.

Use a moisturiser or anti-itch cream, such as [Abundant Natural Health's Ocean Soothe Lotion](#), apply a cold compress and make sure you are wearing clothing that allows your skin to breathe (such as cotton).

Natural remedies for itchy skin

Looking for a natural solution to mild psoriasis, and dry, itchy, irritated skin?

The ocean, rich in minerals and electrolytes, has natural healing properties. In fact, people with skin conditions such as psoriasis and eczema bathe in the Dead Sea for the benefits of the mineral-rich ocean water. While the high concentration of salt cleanses and sloughs off layers of dead skin, the mineral magnesium, a natural anti-inflammatory, helps to calm the skin and provide relief from inflammation and itchy skin.

Abundant Natural Health's 100% natural Ocean Soothe® Range, highly concentrated with salt and magnesium, harnesses the healing properties of the ocean for effective relief from symptoms of mild psoriasis, problematic, dry, flaky and itchy skin. We bring the benefits of the Ocean to you, no matter where you are.

Our Ocean Soothe® Range includes a family of products for optimal management of problematic skin, wherever it may be. From [scalp serums](#), [sprays](#), skin [gels](#), [lotions](#), to [body washes](#), [bath soaks](#) and a [shampoo](#) and [conditioner](#), Abundant Natural Health is your one-stop shop for all things itchy skin.

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seeking treatment because of something you have read on this website. Before beginning any type of natural, integrative, or conventional treatment regimen, it is advisable to seek the advice of a licensed healthcare professional. Information is gathered and shared from reputable sources; however, Abundant Natural Health is not responsible for errors or omissions in reporting or explanation.

CONTENT BRIEF 4: Magnesium for muscle recovery: delayed onset muscle soreness

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/blogs/news/magnesium-for-muscle-recovery>
- **Type of content:** Web page
- **Length of content:** 1500 (1333 words)
- **Recommended keywords (Primary):**
 - magnesium for muscle recovery
 - delayed onset muscle soreness
- **Recommended keywords (Secondary):**
 - magnesium for muscles
 - magnesium for sore muscles
 - magnesium for muscle pain
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/collections/magnesium-body>
 - <https://abundantnaturalhealth.com.au/products/magnesium-spray>
 - <https://abundantnaturalhealth.com.au/products/magnesium-ache-relief-bath-soak>
 - <https://abundantnaturalhealth.com.au/products/magnesium-gel>
- **Additional information:**
 - Mention “muscle recovery” at least 9 times, “magnesium” over 50 times and “delayed onset muscle soreness” at least 10 times.
 - Suggested headings:
 - <H1> Magnesium for muscle recovery: delayed onset muscle soreness
 - <H2> What is delayed onset muscle soreness?
 - <H3> Why does delayed onset muscle soreness occur?
 - <H2> Using magnesium for muscle recovery
 - <H3> Magnesium for sore muscles
 - <H3> Magnesium for muscle cramps
 - <H3> Magnesium for muscle relaxation
 - <H2> Can magnesium be used to treat delayed onset muscle soreness?
 - <H2> Which magnesium is best for muscles?
 - <H3> Topical magnesium
 - <H3> Magnesium supplements
 - <H2> Should you take magnesium before or after a workout?
 - <H2> Using high quality magnesium for muscles

Magnesium For Muscle Recovery: Delayed Onset Muscle Soreness (DOMS)

What is delayed onset muscle soreness?

Delayed onset muscle soreness (DOMS) is commonly experienced after exerting your muscles beyond what they're used to. From going for a run for the first time in a while to a heavy weights session at the gym, a variety of exercise activities can bring on this muscle soreness. While unpleasant, delayed onset muscle soreness is an indication of important muscle adaptations, which are essential to optimising muscle function and mass.

Why does delayed onset muscle soreness occur?

Delayed onset muscle soreness is not just muscle fatigue. It is related to a process called exercise induced muscle damage. According to the Muscle Damage Theory (Hough, 1908), when muscles are loaded beyond their normal levels, mechanical trauma occurs, tearing the muscle fibres apart, allowing fluid to flow into the muscle over a period of hours to days. This swelling pressure in the muscle stimulates nerve endings which produce pain signals. This process, while it may leave you feeling stiff and sore, is essential to stimulating protein synthesis which helps with muscle recovery and repair. This is what allows the body to make more muscle fibres to

allow it to withstand higher loads. It is this process which leads to muscle building or hypertrophy.

It is important to note that this experience lessens after repeated bouts of exercise with similar loading on the muscle. That is, given time and consistency, delayed onset muscle soreness should reduce in frequency and intensity.

It is important to note that delayed onset muscle soreness is just that - delayed. Any immediate muscle soreness or pain during or immediately following physical activity is not normal and should be investigated.

Using magnesium for muscle recovery

Magnesium is an essential mineral for the daily function of our bodies. Young, old, or in-between, important biological processes such as energy production, fuel utilisation and muscle recovery and contraction are dependent on magnesium balance [1,2,3]. Magnesium has a variety of applications in maintaining muscle function, relieving muscle soreness and optimising muscle recovery.

Magnesium for sore muscles

Magnesium is a natural anti-inflammatory, which means it helps to reduce inflammation and swelling (through reducing the key inflammatory marker C-reactive protein). This means it is great for muscle recovery - relieving tired, stiff, and sore muscles, such as in cases of delayed onset muscle soreness.

Topical magnesium, such as [Abundant Natural Health's Magnesium Gel](#) is a great option, and perfect for deep tissue massages. This thick, luxurious gel relieves

muscle pains, aches, and soreness, supports joint health, and helps supports muscle health, function, and mass.

Magnesium for muscle cramps

Magnesium plays a key role in how the brain communicates with the muscles and in muscle contraction itself. Combine strenuous exercise with low magnesium and you're more likely to experience muscle cramping [4].

Help to prevent and relieve muscle cramps with [Abundant Natural Health's Magnesium Gel](#), which is perfect for massaging into those tight and sore muscles. If you're out and about, pop a bottle of [Magnesium Spray](#) in your sport's bag, to get rid of those pesky leg cramps on-the-go.

Magnesium for muscle relaxation

Muscle recovery and relaxation is just as, if not more important than exercise itself. After a strenuous exercise session, it is important to give your muscles a chance to properly recover to ensure they are working optimally and to prevent overuse injuries.

Soak your cares away in [Abundant Natural Health's Magnesium Bath Soak](#), which combines organic certified magnesium, lavender oil and highly concentrated salt leaving your muscles supple and ready for a restorative night's sleep. After your bath, [Abundant Natural Health's Magnesium Lotion](#) is excellent for soaking up your daily dose of Magnesium, while moisturising your skin. It is great for use on tired legs, feet, or any other areas of tenderness.

Can magnesium be used to treat delayed onset muscle soreness?

Absolutely it can! A natural anti-inflammatory, magnesium can help to reduce swelling within the muscles which contributes to delayed onset muscle soreness. Enhance your muscle recovery through topical magnesium application of a [Magnesium Spray](#) or [Gel](#).

Which magnesium is best for muscles?

Topical magnesium

Transdermal or topical magnesium include forms such as sprays, lotions, gels, and bath salts...the list is endless. Combining the healing power of magnesium with our body's largest organ – the skin, transdermal solutions are promising avenues for magnesium supplementation and used widely by holistic health practitioners. Transdermal magnesium is an easy, convenient, inexpensive way of getting your magnesium, while bypassing your gut. Which means... no nasty side effects!

Abundant Natural Health is your one-stop shop for transdermal magnesium. Here are the best ways to use them:

- [Abundant Natural Health's Magnesium Gel](#) is thick and great for deep tissue massages. Gel goes a lot further than other forms of topical magnesium due to its consistency, so you don't have to apply as much. It also may take longer to dry.

- [Abundant Natural Health's Magnesium Lotion](#) is thinner and lighter and can double up as a moisturiser. It is great for everyday use and help to keep your skin supple, hydrated and absorbing this important mineral.
- [Abundant Natural Health's Magnesium Spray](#) is great for fast relief of muscle soreness on-the-go. It is a great addition to your sports bag and give you a boost right when you need it!
- [Abundant Natural Health's Magnesium Bath Soak](#) is a deeply calming magnesium bath, designed to gently exfoliate and soften the skin, assist with muscle recovery, and allow you to soak up this versatile mineral.

Magnesium supplements

There are plenty of magnesium supplements on the market today – capsules, tablets, liquids, you name it. So how do you know if you're getting the bang for your buck? There are two factors at play –the quantity and type of magnesium in the supplement.

The Recommended Dietary Allowance (RDA) for magnesium depends on your age and gender. In general, adults need 310-420mg of magnesium a day [5], the rest is excreted by the kidneys (unless you have a disease affecting your kidneys, you may want to talk to your doctor before you try supplements) [6].

Now look at the type of magnesium in the supplement. Lots of supplements contain magnesium oxide or other inorganic magnesium forms, and while they might have high quantities of elemental magnesium, have a low ability to be dissolved and used by the body. Instead, look for organic magnesium compounds (such as magnesium

glycinate, citrate, lactate, and fumarate) as they are more easily absorbed and used by the body, and easier on the stomach [7,8,9].

Abundant Element – Muscle is a tonic high in organic magnesium (containing 750mg of magnesium glycinate in 30mL). As an organic compound, the magnesium absorbs better in the gut and is more available for use by the body than inorganic forms of magnesium [9,10,11]. Magnesium Glycinate is gentle on the stomach and well tolerated by the body. Additionally, the amino acid, Glycine, is a building block of important proteins, and can be used to protect against muscle wasting [12].

Should you take magnesium before or after a workout?

Magnesium ions play an essential role in the crossbridge cycle which drives muscle contraction and helps the brain communicate effectively with the body. In addition, strenuous exercise increases urinary and sweat losses, increasing your magnesium requirement by 10-20% [13]. Use magnesium before you work out to optimise your muscle mass and function. For those of us on the go, using a spray or consuming a liquid supplement allows for quick absorption of magnesium into the body's tissues.

Using high quality magnesium for muscles

Achieve your exercise goals today with the highest quality magnesium available on the market today! Abundant Natural Health's [Magnesium](#) and [Abundant Element](#) ranges are concentrated with high purity, quality organic certified magnesium from the Australian company, EcoMag. EcoMag source their specialised magnesium chemicals sustainably from ocean water, rather than mining the mineral. Use

Abundant Natural Health today for a superior quality, highly effective, ethically sourced, and sustainable magnesium.

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ALREADY DONE

CONTENT BRIEF 1: Topical Magnesium (Annie)- Ready for Ryan to check

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/collections/magnesium-body>
- **Type of content:** Web page + FAQ
- **Length of content:** 2000 (1840)
- **Recommended keywords (Primary):**
 - magnesium
 - topical magnesium
- **Recommended keywords (Secondary):**
 - magnesium benefits
 - magnesium deficiency
 - magnesium glycinate

- o magnesium side effects
- o best magnesium supplement australia
- o topical magnesium
- o is topical magnesium safe during pregnancy
- **Recommended internal links:**
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-gel>
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-spray>
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/mag-i-c-gel-200ml>
- **Additional information:**
 - o Competing text: <https://www.ancient-minerals.com/transdermal-magnesium/how-topical/>
 - o Mention “magnesium” at least 90 times throughout the text with “topical magnesium” being 20 of those.
 - o The suggested text is long as it matches competing text. You can hide the text by putting it underneath your products or by using a read more tag, both of these methods still achieve the same results.
 - o Try to include 9 headings.
 - o Suggested headings:
 - <H1> Topical Magnesium
 - <H2> What is magnesium?
 - <H3> What does magnesium do?
 - <H3> What is magnesium glycinate?
 - <H2> Magnesium benefits
 - <H3> What is magnesium good for?
 - <H2> How much magnesium is needed daily?
 - <H3> Can you have too much magnesium?
 - <H2> Magnesium side effects
 - <H2> Can you take magnesium when pregnant?
 - <H2> Australian Made Magnesium

Topical Magnesium

What is magnesium?

Magnesium is the 8th most abundant element on earth [1]. It is mined from the earth in minerals such as magnesite and dolomite, but also present in near infinite quantities in the ocean [1]. Without magnesium, life as we know it could not exist. Magnesium plays an important role in the human body and is a cofactor in over 300 enzymes needed in biochemical reactions [2].

Magnesium can be taken orally (through diet or supplements) or applied to the skin (in the form of topical magnesium). Read more about how topical magnesium works in the section [*'How does topical magnesium work'*](#).

What does magnesium do?

Magnesium is an essential mineral for the daily function of our bodies. Young, old, or in-between, important biological processes such as energy production, fuel utilisation, protein synthesis, muscle and nerve function, bone development, blood pressure and blood glucose regulation are dependent on magnesium balance [3-5].

Many of us don't get enough magnesium in our diets [6-7]. Low magnesium can be linked to agricultural practices, food processing, cooking [8-9], certain diseases affecting the gastrointestinal tract, as well as caffeine and alcohol consumption [10].

Chronically low levels of magnesium in the body can predispose us to chronic disease including heart disease, high blood pressure, diabetes, osteoporosis (low bone density) and migraines [2]. Therefore, getting your daily fill of magnesium is essential for health and longevity.

What is magnesium glycinate?

Magnesium glycinate is an organic compound used in oral magnesium supplements (rather than topical magnesium formulations) such as [*Abundant Element – Muscle*](#).

Inorganic magnesium compounds (such as magnesium oxide) provide high levels of elemental magnesium, however with low solubility, they can't be used by the body.

Magnesium Glycinate is an amino acid bound, organic magnesium compound.

Glycine is a building block of important proteins and a neurotransmitter (brain chemical), which exerts inhibitory and excitatory effects on processes which control

food intake, behaviour, and body homeostasis. As an amino acid, Glycine is needed for protein synthesis and can be used to protect against muscle wasting [11].

Organic magnesium absorbs better in the gut and is more available for use by the body than inorganic magnesium [8, 12-13]. Magnesium Glycinate is gentle on the stomach and well tolerated by the body.

How does topical magnesium work?

Topical magnesium utilises the body's largest organ, the skin, to facilitate the absorption of this important mineral. The skin is made up of three layers – the epidermis (outermost), dermis and the subcutaneous layer (innermost layer). It contains blood vessels, nerve tissue sweat glands and provides important functions including providing a sensory interface, assisting with temperature regulation, controlling fluid loss, various metabolic functions (such as the creation of vitamin D), and immune system protection.

The skin is not entirely impermeable, meaning substances from inside the body may move in and out. That is topical treatments such as creams, ointments or sprays applied to the skin, can affect what goes on inside the body. Topical magnesium solutions are promising avenues for magnesium supplementation and used widely by holistic health practitioners. Transdermal magnesium is an easy, convenient, inexpensive way of getting your magnesium, while bypassing your gut. Which means... no nasty side effects!

Abundant Natural Health's [Magnesium Range](#) offers all manner of topical magnesium solutions which are infused with natural cucumber acids to open your pores, optimising the absorption of this essential mineral. Here's how it works:

1. The scientific formulation of highly concentrated magnesium and sodium chloride with citric/lactic acid is applied to the skin.
2. The citric acid exfoliates the dead skin cells on the dermis to open sweat glands and hair follicles, optimising magnesium absorption.
3. Magnesium and sodium chloride penetrate the skin layers below, giving direct, instant, long lasting relief.

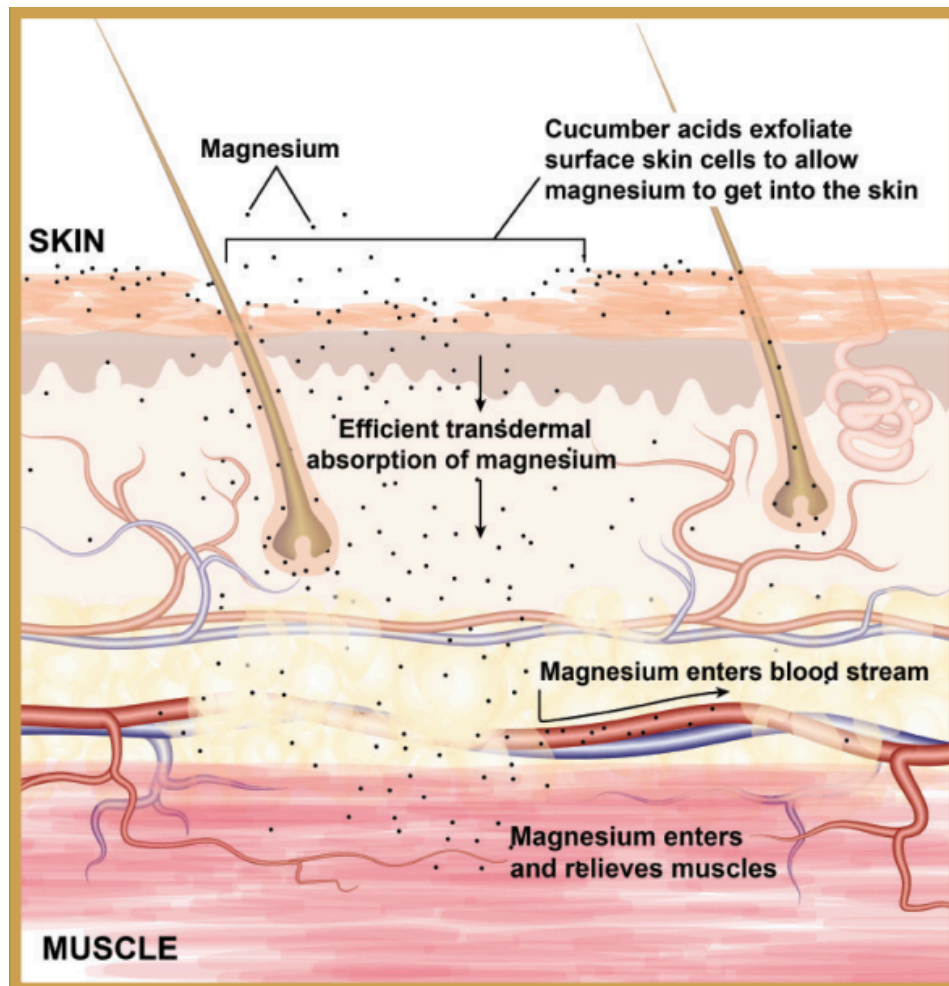


Fig 1:
diagram
how
topical

of

magnesium is absorbed through the skin.

[Magnesium benefits](#)

What is magnesium good for?

Topical magnesium is truly versatile and is used in a whole range of applications.

Abundant Natural Health's [Magnesium Spray](#) and [Gel](#) are scientifically proven to provide relief for:

- Mild joint aches, pain, and soreness
- Symptoms of mild arthritis and osteoarthritis
- Muscle cramps, aches, and soreness
- Muscle cramps, spasms, and twitches
- Mild migraines and tension headaches
- Mild nerve pain/neuralgia
- Disturbed or restless sleep
- Mild anxiety
- Premenstrual tension, menstrual spasms, or cramps

Topical magnesium also promotes health and wellbeing. It also has been proven effective in the following applications:

- Prevent dietary magnesium deficiency
- Support immune system
- Support muscle health, mass, and function
- Promote joint health
- Antiseptic and antimicrobial for minor abrasions/cuts

Some of the benefits to using topical magnesium include:

- Topical absorption bypasses the gut- therefore no gastrointestinal side effects.
- High safety profile

- Relatively inexpensive
- Ease of application
- Proven effective relief

You'll find yourself reaching for magnesium for just about everything. Wherever you need it, Magnesium is a staple for your medicine cabinet. Abundant Natural Health's [Magnesium Range](#) is Aussie made, with 100% natural, ethically sourced, highly concentrated Magnesium. Combined with cooling cucumber, our Magnesium Range absorbs quickly and with stingless application for effective pain relief.

How to use topical magnesium

Topical magnesium can be applied pretty much anywhere (except for the eyes)! At Abundant Natural Health, we know that not everyone's needs and preferences for magnesium application are the same, so we have developed a range of magnesium products. Here's how we recommend you use them:

- Magnesium Gels, such as Abundant Natural Health's [Magnesium Gel](#) are thicker and great for deep tissue massages. Gel 'holds' more easily than other forms, and therefore goes a lot 'further' due to its consistency, so you don't have to use too much. In saying this, it may take longer to dry on the skin.
- Magnesium Creams or Lotions are thinner and lighter and can double up as a moisturiser. Abundant Natural Health's [Magnesium Lotion](#) is great for everyday use and help to keep your skin supple and hydrated, while boosting your magnesium.

- Magnesium Sprays are great for fast relief on-the-go. Abundant Natural Health's [Magnesium Spray](#) is a great addition to your sports bag, to help keep your muscles primed and give you a boost right when you need it.
- Magnesium Bath Salts are a wonderful addition to any bath, helping to gently exfoliate and soften the skin. Abundant Natural Health's [Magnesium Bath Soak](#) combines organic certified magnesium, lavender oil and highly concentrated salt leaving your muscles supple and ready for a restorative night's sleep.

These are not hard and fast rules. Get creative and use topical magnesium in whatever way suits your lifestyle.

How much magnesium is needed daily?

The Recommended Dietary Allowance (RDA) for magnesium depends on your age and gender. In general, adults need 310-420mg of magnesium a day [14].

Magnesium is available in a variety of plant and animal food and drinks (see list below). Only about 30-40% of the magnesium we consume in our diets is absorbed by the body [15-16]. Foods rich in magnesium include [14-15]:

- Green leafy vegetables
- Nuts, seeds, wholegrains
- Fortified breakfast cereals (e.g. shredded wheat, oatmeal)
- Beans (black beans, kidney beans, edamame)
- Tap, mineral & bottled water (can vary from brand to brand)
- And many more...

About a third of Aussies don't get enough dietary magnesium [6]. Agricultural practices, poor soil quality, food processing and refining as well as caffeine and alcohol consumption [10] deplete our bodies of this important mineral. The average western diet does not support our physiological need for magnesium, and this is where Abundant Natural Health's topical [Magnesium Range](#) can help to boost your magnesium.

How to increase your topical magnesium absorption?

How do you make the most of your topical magnesium products? Optimising your transdermal magnesium absorption can be achieved in several ways:

1. Apply more product over a greater skin surface area & use liberally.
2. Use the product more frequently throughout the day. We recommend using topical magnesium preventatively to 'take the edge off'.
3. Leave the product on the skin for a longer period. That is, try to shower before applying topical magnesium products.
4. Apply to warm, supple, clean areas of skin.
5. Use proven effective topical magnesium products.

Read more about how to use different types of topical magnesium in the section

['How to use topical magnesium'.](#)

Can you have too much magnesium?

Since magnesium is only retained for the immediate needs of the body, excess of the mineral is excreted by the kidneys [12]. This means that the body will only keep what is required and there is little opportunity to 'overdose' on magnesium (unless you have a medical condition inhibiting excretion, such as certain kidney diseases).

Having said this, cases of magnesium toxicity can occur with intakes of more than [5000 mg/day of magnesium](#). So, keep this in mind when using oral supplements with large amounts of magnesium.

Magnesium side effects

High amounts of magnesium from dietary supplements or medication can result in an unpleasant laxative effect - causing nausea, abdominal cramping, and diarrhea [14]. One of the benefits of topical magnesium is that it bypasses the gut, and therefore has little to no side effects, except for the potential for mild local skin irritation. It has antiseptic properties and may also sting when applied to a cut or abrasion. This is one of the great advantages to using topical magnesium in addition to magnesium you may get from dietary sources and oral supplements.

Can you take magnesium when pregnant?

Absolutely! In fact, when pregnant you require up to 40mg more magnesium a day to support your and your baby's needs [14].

If you're worried about taking supplements, topical magnesium is a great way to prevent dietary nutrient deficiency. Topical magnesium is also a targeted treatment for mild muscle and joint aches and pains, muscle cramps and spasms, mild headaches/migraines, and calming the mind for a quality night's sleep. See section entitled ['What is magnesium good for?'](#) for the full list of topical magnesium benefits.

Pregnancy is not only physically, but emotionally taxing. Feel more like yourself again with topical magnesium from Abundant Natural Health's [Magnesium Range](#), which is 100% natural and safe to use during pregnancy. Soak your cares away with our [Magnesium Bath Soak](#) and exfoliate your skin with our [Exfoliating Body Bar](#).

Following your bath liberally massage [Magnesium Lotion](#) or [Magnesium Gel](#) into your aching back, tired legs, feet, or any areas of tenderness for instant relief, with no nasty side effects.

Australian Made Magnesium

Built on a foundation of science, [Abundant Natural Health](#) is 100% Australian grown, owned and made with sustainable and ethically sourced ingredients.

We partner with EcoMag to ensure our customers receive the worlds purest magnesium (99.5% purity), sustainably sourced from our infinite supply off the coast of Western Australia. Using cutting edge processes and technology, we create eco-friendly products which are mindful of the environment ensuring a better place for future generations.

Abundant Natural Health's [Magnesium Range](#) is concentrated with high purity, quality organic certified magnesium. Use [Abundant Natural Health](#) today for a superior quality, highly effective, ethically sourced, and sustainable topical magnesium.

References

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<https://ods.od.nih.gov/factsheets/Magnesium-HealthProfessional/#:~:text=Magnesium%20is%20a%20cofactor%20in,%2C%20oxidative%20phosphorylation%2C%20and%20glycolysis>. Accessed 14 March 2022.

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<https://www.abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-usual-nutrient-intakes/latest-release>. Accessed 18 Jan 2021.
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24. Koopman, C. (2017). Glycine metabolism in skeletal muscle: implications for metabolic homeostasis. *Current Opinion in Clinical Nutrition and Metabolic Care*, 20(4), 237–242. <https://doi.org/10.1097/MCO.0000000000000383>
25. Schuchardt, J., & Hahn, A. (2017). Intestinal absorption and factors influencing bioavailability of magnesium-an update. *Current Nutrition & Food Science*, 13(4), 260-278.
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27. Institute of Medicine (IOM). (1997). *Dietary Reference Intakes: Calcium, Phosphorus, Magnesium, Vitamin D and Fluoride*. Washington, DC: National Academy Press.
28. Rude R.K. (2010). *Magnesium*. *Encyclopedia of Dietary Supplements*. 2nd ed. New York, NY: Informa Healthcare.
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CONTENT BRIEF 5: Magnesium Cream (Annie)- ready for Ryan to check

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-lotion-with-free-lips-alive-balm>
- **Type of content:** Web page
- **Length of content:** 400
- **Recommended keywords (Primary):**
 - magnesium cream
 - magnesium lotion
- **Recommended keywords (Secondary):**
 - australian made magnesium lotion
 - magnesium cream benefits
 - magnesium cream side effects
 - magnesium cream on feet
 - magnesium leg cream
 - best magnesium cream australia
 - magnesium cream australia
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-ache-relief-bath-soak>
 - <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/exfoliating-body-bar>
 - <https://abundantnaturalhealth.com.au/collections/magnesium-body>
- **Additional information:**

- o Competing text:
<https://www.chemistwarehouse.com.au/buy/84838/bioglan-active-magnesium-cream-100g>
- o Mention “cream” at least 10 times throughout the text with “magnesium cream” being 5 of those.
- o See if you can incorporate an image/infographic. Make sure to name the image and have the alt text targeting the relevant keywords
- o Suggested headings:
 - <H1> MAG I.C. Magnesium Lotion (90mL) - Magnesium Cream
 - <H2> Magnesium cream benefits
 - <H2> Where can you apply magnesium cream?
 - (try to target magnesium cream on feet and magnesium leg cream)
 - <H3> Ingredients
 - <H2> Magnesium cream side effects
 - <H3> Warnings
 - <H2> Australian made magnesium cream
 - (try to target best magnesium cream australia and australian made magnesium lotion as well)

MAG I.C. Magnesium Lotion (90mL) - Magnesium Cream

- Best Australian made Magnesium cream
- 100% natural, highly concentrated Magnesium cream for application on the skin
- Stingless formulation
- Non-greasy, odourless, and non-staining to clothing

Magnesium cream benefits

Magnesium is an essential mineral for the daily function of our bodies. Young, old, or in-between, important biological processes such as energy production, fuel utilisation and muscle contraction are dependent on magnesium balance [1,2,3].

Our Australian made Magnesium cream is 100% natural, concentrated, infused with cucumber, and fast absorbing. This stingless formulation will help you soak up your daily dose of Magnesium while moisturising your skin.

Where can you apply Magnesium cream?

Magnesium cream is beneficial when applied to most areas of the skin. Our Magnesium cream is great for use on tired legs, feet, or any areas of tenderness. We recommend applying the cream generously to the skin after enjoying a relaxing bath with our [Magnesium Bath Soak](#) and [Exfoliating Body Bar](#).

Discover [Abundant Natural Health's Magnesium Range](#) for yourself!

Ingredients

Aqua, Magnesium Chloride, Olea Europaea (Olive) Oil, Glycerin, Butyrospermum Parkii Butter, Cetearyl Olivatate, Cetearyl Alcohol, Sorbitan Olivatate, Cucumis Sativus (Cucumber) Juice, Benzyl Alcohol, Xanthan Gum, Dehydroacetic Acid.

Directions

Apply cream generously to affected areas as often as required. Massage into the skin until thoroughly absorbed.

Warnings

If irritation develops discontinue use. Avoid contact with eye area. Do not ingest.

(PLEASE ADJUST FOR USA SPECIFICATIONS)

Magnesium cream side effects

Side effects of using magnesium cream may include skin irritation. If you have sensitive skin, perform a patch test before applying the cream to large areas of your skin. Check the ingredients prior to use. Do not use on areas of broken skin.

References

1. Aikawa, J. K. (1982). Magnesium: Its biological significance. Boca Raton. Fla., 1981.

2. Swaminathan, R. (2003). Magnesium metabolism and its disorders. The Clinical Biochemist Reviews, 24(2), 47.
3. Saris, N. E. L., Mervaala, E., Karppanen, H., Khawaja, J. A., & Lewenstam, A. (2000). Magnesium: an update on physiological, clinical and analytical aspects. Clinica chimica acta, 294(1-2), 1-26.

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CONTENT BRIEF 6: Magnesium For Sleep (Annie)- Ready for Ryan to check.

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/products/abundant-element-sleep-1l>
- **Type of content:** Web page
- **Length of content:** 300
- **Recommended keywords (Primary):**
 - magnesium for sleep
- **Recommended keywords (Secondary):**
 - does magnesium help with sleep
 - magnesium and sleep
 - best magnesium for sleep

- o which magnesium is best for sleep and anxiety
- **Recommended internal links:**
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-ache-relief-bath-soak>
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/exfoliating-body-bar>
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body>
 - o <https://abundantnaturalhealth.com.au/collections/magnesium-body/products/magnesium-lotion-with-free-lips-alive-balm>
 - o <https://abundantnaturalhealth.com.au/blogs/news/creating-a-healthy-routine-around-sleep-time>
- **Additional information:**
 - o Competing text:
 <https://www.chemistwarehouse.com.au/buy/83725/nutra-life-magnesium-sleep-60-capsules>
 - o Mention “sleep” at least 20 times throughout the text with “magnesium for sleep” being 2 of those.
 - o Suggested headings:
 - <H1> Abundant Element® (1L) - Magnesium for Sleep
 - <H2> Does magnesium help with sleep?
 - <H3> Ingredients
 - <H2> What is the best magnesium for sleep?
 - (try to upsell and create internal links to the bath soak, scrub and cream for a sleep night routine. Link to new sleep blog)
 - <H3> Warnings
 - <H2> Does magnesium help with anxiety?

Abundant Element® - Magnesium for Sleep

We all know that sleep is important for our bodies and minds. So important in fact, that we spend almost a third of our life sleeping. But when life gets stressful, sleep is often the first thing to go. Wind down for a restful sleep with Abundant Element® – Sleep.

- Contains Magnesium Lactate (1000mg), Gluconate (1000mg), Fumarate (750mg) and Glycine (1000mg)
- Gentle on the stomach
- Refreshing lemon lime flavour

- Low kilojoule (23.3 kJ/serving)

Does Magnesium help with sleep?

Magnesium and sleep go hand-in-hand. In the body, magnesium blocks the action of NMDA (an excitatory chemical) and enhances the action of GABA (a calming chemical), making it easier to fall asleep [1]. Magnesium has also been associated with improvements in insomnia severity, sleep time, quality, onset latency and well as reduced stress and increased sleep hormones (melatonin) [1].

What is the best Magnesium for sleep?

Combine a [good sleep routine](#) with your evening dose of Magnesium for a restorative night's sleep and a healthier, happier and better you!

Soak your cares away with our [Magnesium Bath Soak](#) and exfoliate your skin with our [Exfoliating Body Bar](#). Following your bath liberally massage [Magnesium Lotion](#) into your tired legs, feet, or any areas of tenderness. As you ready yourself for sleep, take 30mL of Abundant Element® – Sleep. This tonic contains organic magnesium compounds which are more easily absorbed and used by the body, and easier on the stomach than inorganic forms of Magnesium.

Ingredients

Aqua (water), Sugar, Food Acid (330), Flavour Colours (150d, 122), Sweeteners (950, 955), Glycine, Magnesium Gluconate, Magnesium Lactate, Magnesium.

Each 30mL dose of Abundant Element Sleep contains:

- Magnesium Glycinate (Mg) 1000mg
- Magnesium Fumarate 750mg

Directions

Take dose of 30mL daily or mixed with your drink of choice. Store in refrigerator.

Best served chilled.

Warnings

Do not consume more than 60mL of Abundant Element® per day. May cause gastrointestinal upset.

Nutritional Information

	Per Serving	Per 100mL
Calories	23.3kj	78kj
Protein	0g	0g
Fat (Total)	0g	0g
Carbohydrate	1.4g	4.5g
Sugar	1.4g	4.5g

Does Magnesium help with anxiety?

Don't let anxiety hold you back from living your best life! Emerging research suggests that low levels of magnesium may be related to higher levels of anxiety [2].

While the mechanism is unclear, some suggest it may be related to how we process

vitamin D [3]. With few side effects, and many other health benefits, Magnesium is a great natural option for the management of anxiety.

References

1. Abbasi, B., Kimiagar, M., Sadeghniiat, K., Shirazi, M. M., Hedayati, M., & Rashidkhani, B. (2012). The effect of magnesium supplementation on primary insomnia in elderly: A double-blind placebo-controlled clinical trial. *Journal of research in medical sciences: the official journal of Isfahan University of Medical Sciences*, 17(12), 1161. Google Scholar
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3. Mazokopakis, E. E., & Papadomanolaki, M. G. (2018). Investigating the influence of vitamin D replacement therapy on magnesium status. *Journal of Osteopathic Medicine*, 118(12), 772-773.

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gathered and shared from reputable sources; however, Abundant Natural Health is not responsible for errors or omissions in reporting or explanation.

CONTENT BRIEF 2: Tonic Water (Should be Magnesium Supplement)

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/collections/abundant-element>
- **Type of content:** Web page
- **Length of content:** 300
- **Recommended keywords (Primary):**
 - o tonic water
 - o tonic
- **Recommended keywords (Secondary):**
 - o tonic meaning
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/products/element-pre-mixed-bottle-australia-only>
 - <https://abundantnaturalhealth.com.au/products/abundant-element-sleep-1l>
 - <https://abundantnaturalhealth.com.au/products/abundant-element-muscle-1l>
 - <https://abundantnaturalhealth.com.au/products/abundant-element-skin-1l>
- **Additional information:**
 - o Try to mention “tonic water” at least 21 times throughout the text without keyword stuffing.
 - o Suggested headings:
 - <H1> Tonic Water
 - <H2> Tonic meaning
 - <H2> Tonic water vs soda water
 - <H2> Sugar free tonic water
 - <H2> Australian made tonic water

CONTENT BRIEF 3: Ocean Water Drink (Annie)- Ready for Ryan to check

- **Target/Recommended URL:**
<https://abundantnaturalhealth.com.au/products/element-pre-mixed-bottle-australia-only>
- **Type of content:** Web page
- **Length of content:** 300

- **Recommended keywords (Primary):**
 - ocean water drink
- **Recommended keywords (Secondary):**
 - sparkling ocean water
- **Recommended internal links:**
 - <https://abundantnaturalhealth.com.au/collections/abundant-element>
 - <https://abundantnaturalhealth.com.au/collections/salt-body-products>
- **Additional information:**
 - Mention “ocean water” at least 11 times throughout the text without keyword stuffing.
 - Suggested headings:
 - <H1> Abundant Element® - Deep Ocean Water (1L)
 - <H2> Ocean water drink
 - <H2> Benefits of ocean water
 - <H2> Ingredients
 - <H2> Directions
 - <H2> Warnings
 - <H2> Dose information
 - <H2> Nutritional information

Abundant Element® – Deep Ocean Water

Our lives are busy, stressful, and far from simple. Compounded with an unhealthy lifestyle, poor diet, and lack of exercise, we leave our bodies susceptible to inflammation and illness.

30ML A DAY provides you with essential elements and minerals to keep your body going!

- Rich in Magnesium (100 mg), combined with Calcium, Potassium, Sodium, Boron and Strontium, which support normal body processes.
- Zesty natural ginger flavour
- Low kilojoule (31.8 kJ/serving)
- Available in a 1 L bottle or 30 mL sachets

Ocean Water Drink

Abundant Element® – Deep Ocean Water is derived from Ocean Water, sourced off the coast of Western Australia and solar dried for over two years. Using expert

technology, our Magnesium is extracted in its purest form and combined with organic acids to form a tonic packed with minerals.

Benefits of Ocean Water

The Ocean protects, nurtures, and sustains life. A 'primordial soup' of essential nutrients, Deep Ocean Water is used in many societies for its health-promoting properties. Deep Sea Water has promising health benefits, particularly for the prevention of various lifestyle diseases [1].

Ingredients

Aqua(water), Sugar, Fructose, Natural Ginger Flavour, Citric Acid, Stabilizer (Gum Acacia, Glycerol Ester of Wood Rosin), Sweetener (Steviol Glycosides, Xylitol), Magnesium Chloride, Boron Chloride, Calcium Chloride, Sodium Chloride, Phosphorus Chloride, Potassium Chloride, Strontium Chloride, Lithium Chloride, Colour (Plain Caramel), Antioxidant (Ascorbic Acid), Potassium Sorbate.

Directions

Take dose of 30mL daily or mixed with your drink of choice. Store in refrigerator.

Best served chilled.

Warnings

Do not consume more than 60mL of Abundant Element® per day. May cause gastrointestinal upset.

Dose Information

Element	Mg/30mL
Magnesium (Mg)	100mg
Calcium (Ca)	4mg

Sodium (Na)	2.9mg
Potassium (K)	1.2mg
Boron (B)	0.5mg
Strontium (Sr)	0.1mg
Phosphorous (P)	0.02mg
Lithium (Li)	0.02mg

Nutritional Information

	Per Serving	Per 100mL
Energy	7.6 kcal	25 kcal
Protein	<0.1g	<0.1g
Fat	<0.1g	<0.1g
Carbohydrate	0.35g	1.2g
Sugar	0.33g	1.1g

References

1. Nani, M., Zura, S., Majid, F. A. A., Jaafar, A. B., Mahdzir, A., & Musa, M. N. (2016). Potential health benefits of deep sea water: a review. Evidence-Based Complementary and Alternative Medicine, 2016.

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