



LIPOKON™

MAGNESIUM SALTS

— The Multifaceted Combination —

Limitations of Plain Magnesium

- ↳ Lower absorption (especially Magnesium Oxide)
- ↳ Higher doses required
- ↳ More GI discomfort
- ↳ Limited cellular delivery

Significant Advantages of LIPOKON™ Magnesium Salts

Improved Cellular Uptake

- ↳ Liposomal encapsulation mimics cell membranes
- ↳ Enables **much improved intracellular delivery** of magnesium
- ↳ Better effectiveness at the cellular level (muscle, nerve, and metabolic functions)

Lesser Degradation Possibilities

- ↳ LIPOKON™ technology encapsulates magnesium in lipid vesicles
- ↳ It Protects magnesium from degradation in the gastrointestinal (GI) tract

Enhanced Stability

- ↳ LIPOKON™ Encapsulation protects magnesium from:
 - ↳ Oxidation
 - ↳ Interaction with other dietary components
- ↳ Ensures **consistent potency and shelf stability**



Can Lead To



Significantly Higher Absorption compared to plain Magnesium salts

Hence Require Lower Dose

- ↳ Due to higher absorption efficiency:
 - ↳ Smaller doses achieve the same or better effect
- ↳ Improves **cost-effectiveness per absorbed dose**

Besides - Reduced Gastrointestinal Side Effects

- ↳ Plain magnesium salts often cause:
 - ↳ Diarrhoea
 - ↳ Gastric irritation
- ↳ LIPOKON™ Magnesium:
 - ↳ Bypasses harsh interaction with intestinal lining
 - ↳ Results in **better tolerance and fewer GI issues**

Lipid base can induce Sustained Release

- ↳ Lipid encapsulation allows gradual release
- ↳ Maintains **more stable blood magnesium levels** over time

Primarily suitable for

- ↳ Stress management
- ↳ Sleep support
- ↳ Gastrointestinal discomforts
- ↳ Cardiovascular health



With Tailor-made Customisation

Magnesium Glycinate



Promises Beneficial effects in

- Relief from Anxiety and Stress
- Improvement in Sleep
- Management of Blood Sugar
- Improve Cardiovascular Profile
- Support Bone Health
- Relief from Depression
- Muscle Recovery



Magnesium oxide



Promises Beneficial effects in

- Muscle & Nerve Support
- Energy Production
- Cardiovascular Support
- Digestive Health



Magnesium Hydroxide



Promises Beneficial effects in

- Bowel Movement
- Gastric Discomfort
- Hyperacidic conditions



Magnesium Citrate



Promises Beneficial effects in

- Improving Heart Health
- Reducing Stress and Uplifting Mood
- Improving sleep pattern
- Stabilising Blood Sugar Levels

LIPOKONTM

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www.lipokon.com