



Founder and CEO
Sandy Sanderson © 2021

Elektra[®] MAGNESIUM SKIN & BODY CARE



www.elektramagnesium.com.au



The Elektra Magnesium® Business Opportunity

- **40-50% GROSS PROFIT MARGINS**
- Daily use 'healthy lifestyle' quality health & beauty products = ongoing repeat **LOYAL CUSTOMERS** with emotional bond to the brand.
- Natural and organic ingredients (chem-free), non-GMO, vegan friendly, **CONSCIENTIOUS** products
- **VALUE: MUSCLE RELAXATION, SKIN CARE & DEODORANT:** *"We give you more ingredients, results, uses, value"*
- **AFFORDABLE** medium range prices for high quality products
- More **USER-FRIENDLY** products that are easy to absorb, with multiple uses – and they **WORK FAST**
- Luxurious **SENSORY APPEAL** to skin feeling and essential oils aromas
- Effective transdermal magnesium supplements up to 30 times **MORE EFFECTIVE** than magnesium tablets and powders. Oral magnesium supplements can cause gut irritation. Most of what is ingested is wasted by the digestive system. The skin can absorb all of our magnesium products.
- Magnesium **ENERGISES** the electrical system, which enhances body therapies, and supports other nutrients, enzymes and gut microbiome
- Magnesium helps **RECOVER FROM STRESS**, supports immune system, mental health and general wellbeing
- Needed by most demographics from **BABIES TO ELDERLY** and everyone in-between
- **SAFE:** Can use any amount without causing overdose. Skin reservoir limits excess uptake
- Superior **ANTI-AGEING** and **ANTI-ACNE** skin care benefits. Assists in improvement of varicose veins, scar tissue, skin texture, collagen production and wrinkles



Some of our most popular products... (RR Prices AUD\$)

\$33

180ml

Magnesium Oil
Spritz



\$28.60

100ml

Magnesium
Charge Lotion



\$33

100g

Magnesium
Cream



\$14.30

250g

Magnesium
Flakes (food grade)



Generous gross profit margins = 40-50%



What our customers say... Source: <https://www.cusrev.com/reviews/www.elektramagnesium.com.au>

"So easy to make a difference! Just rub on to your body before sleep and sleep like a baby!" - Beverley Phelan

"This is the best magnesium by far. I used all throughout my pregnancy and it helped so much with my nerve pain and assisted in me sleeping heavily right up to my due date which was priceless. I tried other brands and got nowhere near the same results. I still use every night and still sleep like a log :) " - Sarah Gill

"Lotion and cream work brilliantly. Taking the magnesium in our water has turned my life around." - Chris Greenwood

"Love this oil. It's my go to pain relief for my many aches and pains relating to arthritis and bursitis." - Karen S.

"I have used this cream for a number of years. I love it. And People often ask me what perfume I am wearing. I am not. It is my gorgeous magnesium cream." - Jacquie Peacock

"Best magnesium I have found. Sleep so well after a cup in a warm bath. My go to when I am stressed. Life changing!" - Emma Copp

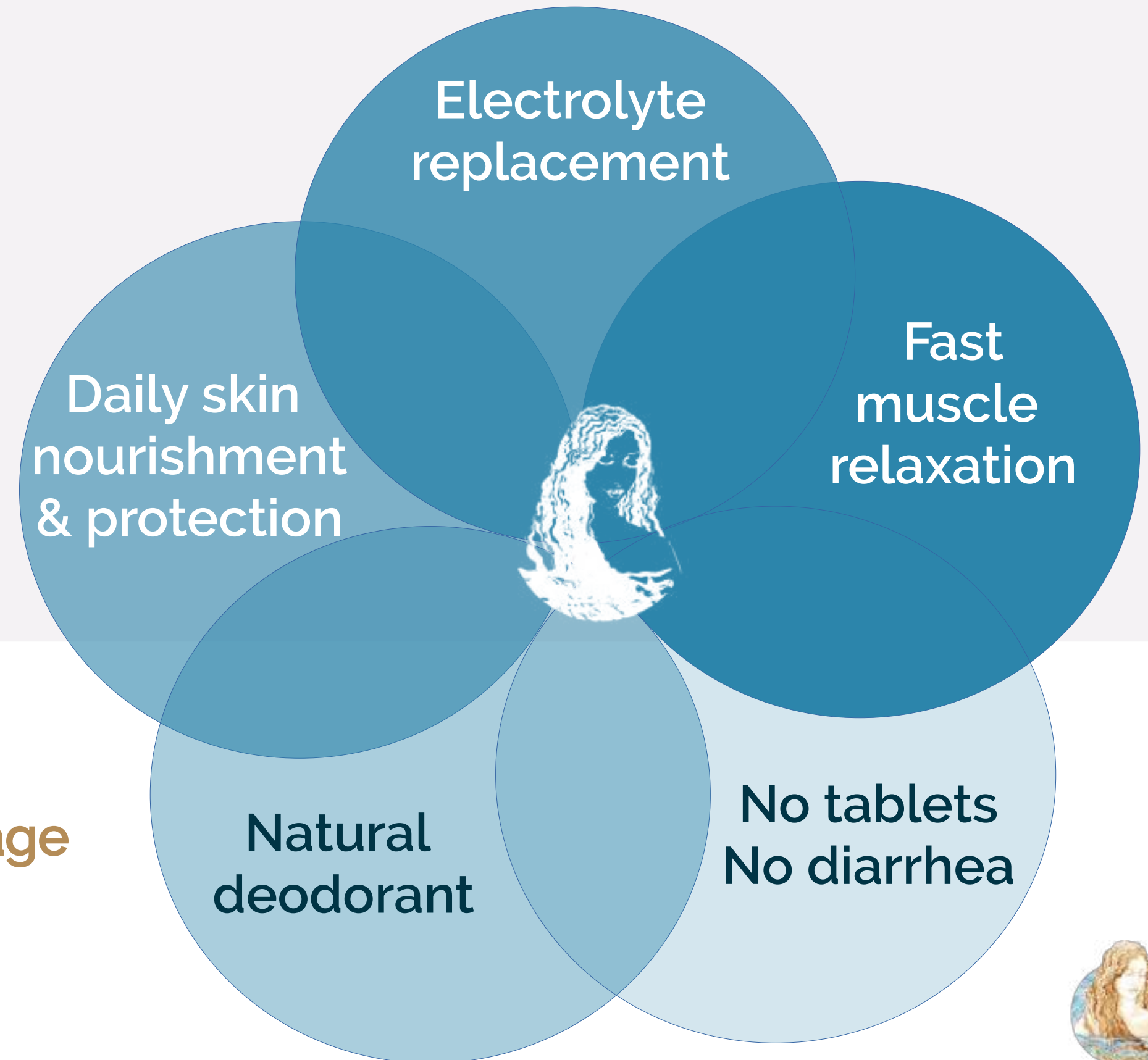
"My wife and I love the cream. Smells great and is gentle with our skin. I also have the oil as a add-on for massaging. I recommend this product." Craig Reddy

"I love this cream so much! Have been using it for years but I've only recently started using it on my face and what a difference it makes to my complexion. Fast delivery. Fabulous service!" Renee Boyle



The Elektra Magnesium ... *difference*

- Ethically sourced
- Natural & organic ingredients
- No petrochemicals
- No parabens
- Non-GMO
- Vegan friendly
- Fair trade shea butter
- Recyclable packaging
- **Anti-ageing and anti-acne skin care**
- **Luxurious calming experience**
- **Muscle relaxation within minutes of massage**
- **More value for money**
- **Multi-purpose products**



MAGNESIUM is essential for

- ATP energy production by mitochondria
- Muscle relaxation
- Heart health & normal blood pressure
- Blood sugar & insulin control
- Immune system strength
- Detox systems - liver & kidney
- Collagen for bones and skin health
- Deep sleep
- Brain neurotransmitters
- Mental health
- Hormone balance
- DNA repair
- Gut health
- Pregnancy
- Anti-ageing and antioxidant support

STRESS causes excessive magnesium loss. Food supply is deficient. Magnesium tablets and powders are hard for many to digest & absorb. They cause diarrhea.

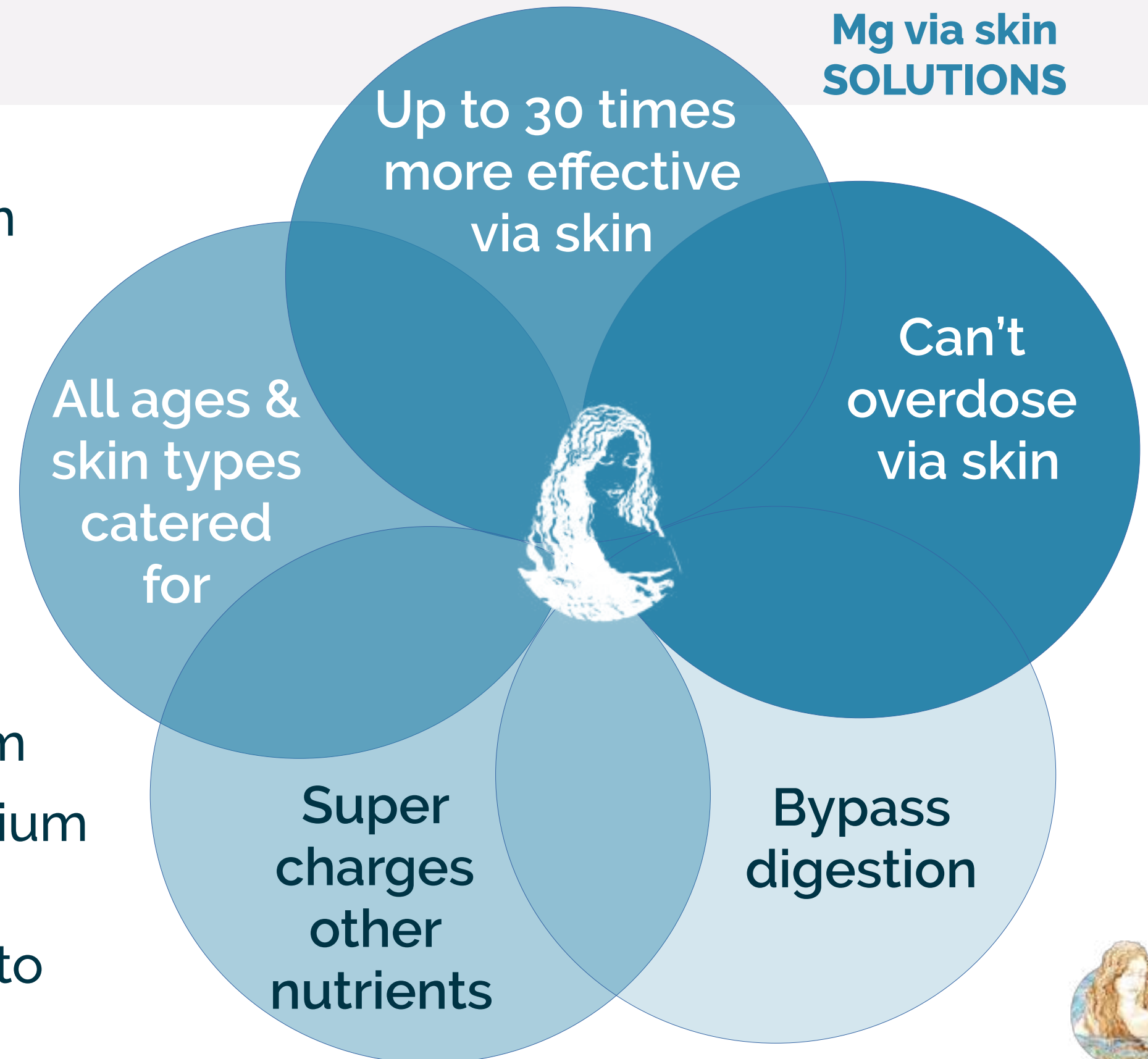


Everybody needs MAGNESIUM

PROBLEMS

- Up to 80% of people are not meeting their Recommended Daily Intake for Magnesium from diet
- Soils are magnesium deficient due to modern farming practices
- Processing denatures foods
- Stress of all kinds, drugs, medications & alcohol cause excessive magnesium loss
- The older we get, the lower the magnesium
- Digestive disorders like IBS inhibit magnesium uptake from diet
- Magnesium tablets and powders are hard to digest & absorb, and can cause diarrhea

Mg via skin SOLUTIONS





MAGNESIUM *Deficiency*

= STRESS & FATIGUE

AFFECTS

- Thyroid
- Weight gain
- Sugar diabetes
- Heart rhythm
- Cardiovascular system
- Tension headaches
- Inflammation and pain
- Muscle cramps & restless legs
- Mental health
- Bones and teeth
- Skin health
- Immune system
- PMS, fertility & pregnancy
- Injury recovery



TRANSDERMAL MAGNESIUM

Via skin

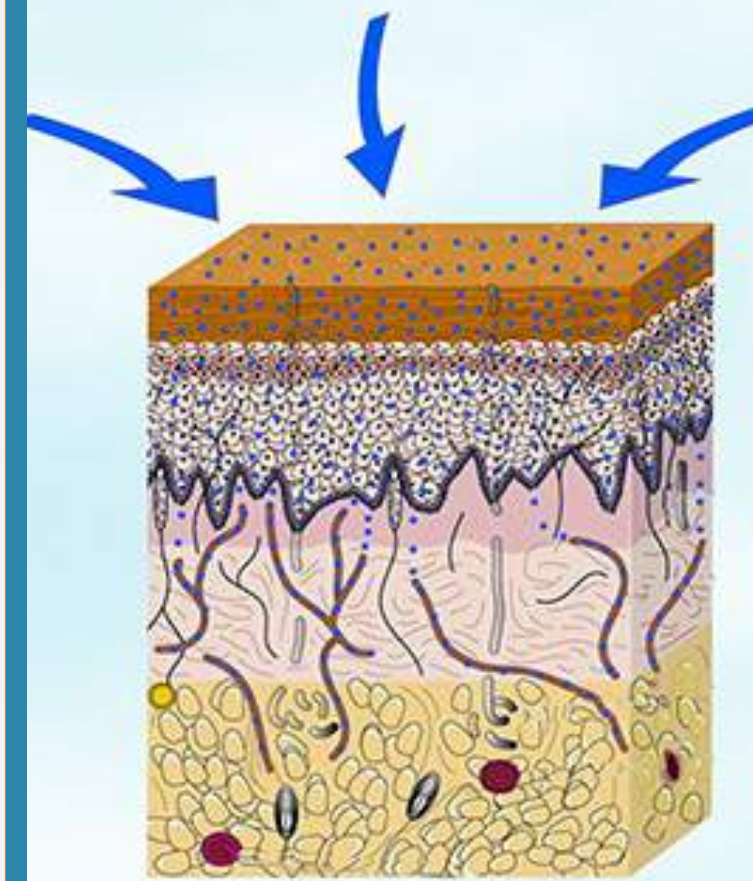
- soothes
- relaxes stiff muscles & joints
- calms heart & helps sleep
- opens & cleanses pores
- detoxes cells



MAGNESIUM TRAVELS ACROSS MEMBRANES

Via Magnesium Bath Soak, Footsoak, Cream, Lotion or Spray

Magnesium into skin



**Magnesium from soil
to tree roots**





1000mg



HOW MUCH MAGNESIUM DO I NEED?

600mg

Cramps, involuntary muscle movement, restless legs, endometriosis, PMT, menopause, sleep problems, skin disorders, anxiety, fatigue, allergies.

High stress, athlete, injury recovery, shift worker, sleep deprived, auto-immune disorder, hypertension, heart disease, arrhythmia, cancer, diabetes, traumatised, anxiety, pregnant.

300mg

Minimum amount for maintenance to supplement diet.

**MAGNESIUM
for
ELECTRICAL
ENERGY**

TRANSDERMAL MAGNESIUM OFFERS BETTER MAGNESIUM ABSORPTION AND WORKS FASTER THAN TABLETS OR POWDERS.



MAGNESIUM CHLORIDE FLAKES

FOOD GRADE Magnesium Chloride Hexahydrate ($\text{MgCl}_2 \cdot 6\text{H}_2\text{O}$)



PURE SOURCE FOOD GRADE

Naturally dehydrated from 3,000m above sea level in Tibetan Plateau. Contains sea trace minerals too.
Better than Epsom salts.

Epsom = 9.7% Mg
Elektra Mg flakes = 16%



DETOX-RELAX BATHING

Relax, detox and soak up magnesium with a soothing bath or footsoak. Skin softening and hydrating. Ideal for **hyper-sensitive** people or those with **acute conditions or pregnancy**.



MAGNESIUM DRINKING WATER

Mineralises filtered drinking water to alkalise and increase hydration capacity. Nice tasting and can drink more without peeing so often!
One pinch (1/2 gram) = 80mg magnesium per litre water.



MAGNESIUM CREAM (mild 15%)

DRY or SENSITIVE
skin type incl. eczema, psoriasis, rashes
dermatitis, and anti-aging skin protection



HERBAL
Herbaceous aroma,
rich cream texture

NORMAL-DRY
skin type and anti-aging
skin protection



SENSORY GOLD
Light magnolia aroma,
rich cream texture

COMBINATION
skin type, anti-aging
skin protection and anti-acne



ZEST-CITRUS
Orange-lemongrass aroma,
medium cream texture

NORMAL-OILY
skin type, anti-aging
skin protection and anti-acne



ISLAND SPICE
Light geranium aroma,
light cream texture

2 teaspoons = 300mg magnesium

- 20 nutritional ingredients, antiageing, anti-acne
- 100% natural & chem-free
- body and face moisturizer, skin conditioner, natural deodorant, sun care, anti-itch
- Can't overdose & body has control via skin



MAGNESIUM CHARGE LOTION



(medium 30%)

2 teaspoons
(2-3 pumps)

= 600mg magnesium

- More magnesium, less fats, **works fast**
- Relaxation muscle & joints
- Exercise & stress recovery
- Antibacterial, antifungal lemon tea tree
- 100% natural and chem-free
- Natural deodorant



MAGNESIUM OIL Spritz

(strong 60%)

12 sprays = 600mg
magnesium



- **no sticky or irritating residue**
- **absorbs well / works fast**
- **mandarin essential oil**
- **relaxation massage for muscles & joints**
- **exercise & stress recovery**
- **Combine with magnesium creams or lotion for extra skin care benefits**
- **100% natural & chem-free**



Baby CALM BALM (ultra mild)

1 teaspoon = 50mg magnesium

- baby (& mum) skin care
- prevention of nappy rash
- baby relaxation massage
- light, non-greasy, hydrating
- 100% natural, chem-free
- nutritious ingredients:
calendula, chamomile,
rosehip, geranium &
native snowflower
- smells great!



Charcoal-Pomegranate CLEANSER

- Natural cleanser to detox skin for clear, smooth complexion
- Refreshing antioxidant and anti-acne benefits of pomegranate and the toxin-absorbing properties of charcoal
- followup with magnesium cream



Pet MAGNESIUM CREAM



1 teaspoon =
150mg magnesium

- Based on Herbal Magnesium Cream, but with **added neem oil**
- Persistent scratching or anxiety can indicate magnesium deficiency
- Massage the cream gently into affected area to help soothe, and avoid broken skin
- Add magnesium flakes (food grade) to drinking water bowl for extra magnesium & better hydration



PROMOTIONS~SHOWS~EXPOS~CONFERENCES~SEMINARS



 **YouTube CHANNEL**

 **PODCASTS**

 **FACEBOOK**  **INSTAGRAM**



APPLY NOW WHOLESALE ONLINE

RELAX ~ RECHARGE ~ RECOVER

CLEAN ETHICAL 
Elektra MAGNESIUM

- No GMO
- No petrochemicals
- No parabens
- No phenoxyethanol
- No dimethicone
- No animal products
- Not tested on animals
- Fair trade shea butter
- Recyclable packaging


Natural & Organic Awards Asia 2018

WINNER
Best New Natural Beauty Product



- Australia's trusted magnesium brand
- Creators of the first Magnesium Cream in 2009
- Natural & organic ingredients
- Supplying over **300 clinics & stores**

Elektra®
MAGNESIUM
Nutrition via Skin™

WORKS FAST ~ NO TABLETS *Just feel it!*

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"My heart restored, my waters cleansed, the power surges in love to mend."