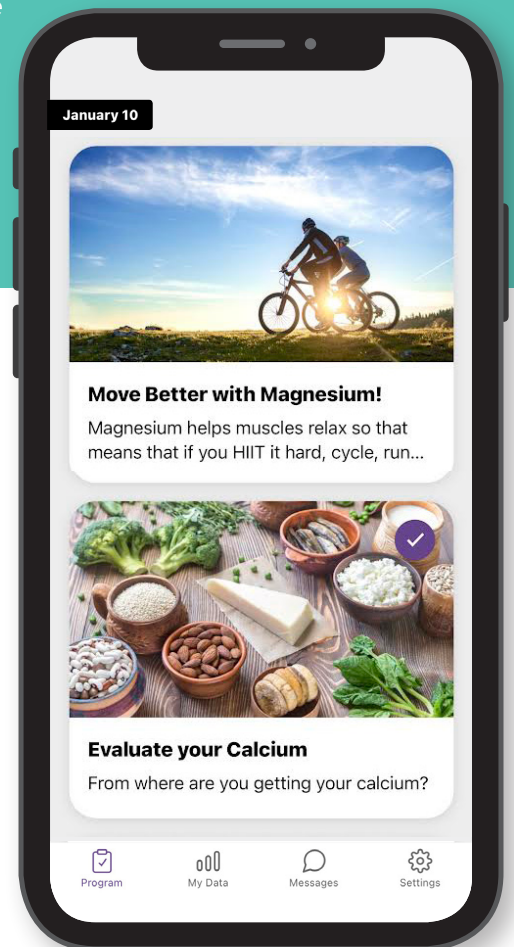


The BNP Magnesium & Calcium OPTIMIZER™

If we asked "Do you get in enough calcium, between supplements and your diet?", many would respond 'yes!' however if we asked that question about magnesium many likely would not know the answer. This program brings much needed awareness and emphasis on the importance of a healthy magnesium/calcium balance in the body and what sources we might be consuming that we hadn't even thought of. Ashley Koff, RD will teach you about the importance of these two essential nutrients and what you can do with nutrition and lifestyle to optimize the two. The results are how you FEEL- sleep, digestion, stress response, all underlying mechanisms for how our body operates, and this program will have you feeling GOOD. We'll support you along the way with recipe ideas, trackers, goal setting and a personal coach to ensure you succeed. **Let's do this!**



WHAT'S INCLUDED

- A one-on-one session with your coach & unlimited messaging during the program
- Personalized coaching sessions & group sessions with award-winning nutrition expert **Ashley Koff RD** + other experts
- Deliciously doable recipes
- Tips & Tricks for better magnesium/calcium balance
- VIP Online support community

WHAT YOU NEED

- A 2-week long commitment
- Permission from your physician or a referral from your provider to participate.



READY TO GET STARTED? Simply tell your practitioner "Sign Me Up" to get enrolled. Then look for an email from Programs@thebetternutritionprogram.com.
We look forward to meeting you and helping you balance your tension & relaxation responses!

The BNP Magnesium & Calcium Optimizer™, powered by **The Better Nutrition Program** and **Ashley Koff RD**, is an interactive program to help you assess and improve your magnesium and calcium balance. Why is this important? Well, many of us take in too much calcium (think supplements and dairy food sources) and not enough magnesium to balance it out. We need a better balance of these two essential nutrients because contraction vs. relaxation is important in the body. Think of how our digestion and brain require tightening and loosening as they work and then need rest (ie: awake vs. being asleep or digesting vs. rest & recovery). Calcium helps our muscles contract (a heart pumping), activate the stress response (necessary sometimes!) and optimize bone health. Magnesium in contrast helps our body relax and get out of the stress response when we're not in fight or flight mode. The two are equally important and so is their balance to each other.

This 2-week evidence-based and practitioner-proven program helps you identify better foods, supplements and lifestyle choices to give your magnesium and calcium a better balance while discovering what can overwhelm, and disrupt it. Each day you will set goals, get tips, recipes, and inspiration to help you identify and make your better nutrition and lifestyle choices to find that magnesium/calcium harmony! In addition you will meet virtually with a coach to help personalize the recommendations for you and your lifestyle (plus, you can message them any time!). AND because we thrive in community, we offer access to Koff and her team of experts in live group sessions. We know there is a big difference between knowing what to do and doing it more often. This personalized program meets you where you are and helps you make finding a balance both fun and doable.

If you prioritize a healthy heart, strong bones, deep sleep and good digestion (plus many others!), this program IS FOR YOU. It's as easy as asking your practitioner to sign you up, and getting a welcome email from us with your access to the app*. You will receive a message from your coach and your first video from Ashley Koff RD. Our personalized approach will guide you every step of the way. Let's do this!