



WILLOWS INGREDIENTS



Neezium™
SERIES

The difference between blended and reacted (chelated) forms of magnesium, and why it matters!

When choosing a source of magnesium for your applications, it's important to understand whether you're working with a blended form or a fully reacted (chelated) form, as this has a direct impact on absorption, performance, and product quality.

Key Benefits of Chelated / Reacted Magnesium

1. **Better Absorption:** Chelated forms are often absorbed more effectively because the magnesium is protected by the organic ligand (citrate), reducing competition with other minerals during digestion.
2. **Higher Bioavailability:** Fully reacted magnesium is typically better utilised by the body than inorganic forms like magnesium oxide.
3. **Gentler on the Digestive System:** Reacted, molecular bonded forms are less likely to cause GI distress (e.g., diarrhea), which is common with poorly absorbed forms like magnesium oxide.
4. **More Reliable Dosing:** Fully reacted material ensures accurate and consistent magnesium content per dose, important for therapeutic use

Blended Magnesium

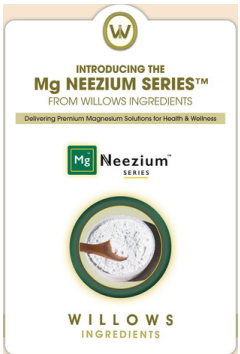
- **What it is:** A physical mixture of magnesium salts (such as magnesium oxide)
- **How it's made:** The magnesiums are simply combined or mixed in powder form, without undergoing a full chemical molecular reaction
- **Characteristics:**
 - May still contain unreacted magnesium compounds like magnesium oxide or hydroxide.
 - **Lower solubility** in water compared to fully reacted forms.
 - Often cheaper to produce.

Why Choose Reacted / Chelated Magnesium?

- **Superior Bioavailability:** Better absorbed in the gut, helping support more effective magnesium delivery.
- **Greater Consistency:** Chemically stable, ensuring consistent dosing and formulation performance.
- **Improved Digestive Tolerance:** Gentler on the stomach, reducing the risk of GI upset.
- **Product Quality:** Fully reacted material offers clarity and reliability especially important in nutritional supplements.

What Does This Mean for Your Finished Product?

- **Better performance**
- **Increased consumer satisfaction**
- **Improved product differentiation**



Type	How its made	Solubility	Absorbtion	Cost	Key Considerations
Reacted / Chelated	Magnesium is chemically bonded (full molecular reaction)	Higher	Higher	Higher	Consistent composition, better performance
Blended	A physical mix of magnesium salts	Lower	Lower	Lower	Contains unreacted magnesium compounds, inferior performance

Get in touch today for more information
sales@willowsingredients.ie