



**Mineral Resources International, Inc.**

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## **Natural Source, Perfect Solution: The MRI Difference**

You're committed to a healthy lifestyle. You watch your diet closely and ensure that you get enough exercise each week. Why should all of your diligence end with the vitamin and mineral supplements you take each day? The fact is...mineral supplements are not created equally. There are four critical factors that play a vital role in the potency and purity of your mineral supplements: form, concentration, balance and content.

Our philosophy at Mineral Resources International, Inc. (MRI) is to provide the finest, all-natural mineral supplements and ingredients using minerals and trace minerals concentrated and harvested from Utah's Great Salt Lake. The Anderson family and MRI were the first to recognize the inherent nutritional bounties of the Great Salt Lake and, today, nearly 40 years later, are the innovators and leaders in providing all-natural, GRAS, minerals harvested from Utah's Great Salt Lake.

### **Form: The Power of Your Supplement Begins With Its Form**

According to a standard definition\*, a mineral is a naturally occurring inorganic substance of definite chemical composition and definite crystal structure. However, these inorganic substances, when broken down into their proper form, play critical roles in supporting a number of physiological functions within the body. But, in order for our body to absorb and utilize minerals, they must be in ionic form.

An ionic mineral is a charged element that, when broken down into solution, becomes either positively or negatively charged. In solution, ionic minerals work to find a neutral balance by associating positive and negative charges. As minerals pass through the small intestine, your body binds ionized elements and transfers them to the blood stream where they are then directed to the specific area(s) of your body requiring additional support.

The minerals and trace minerals contained in MRI Inc.'s liquid, low-sodium, concentrated mineral product are ionic, as they should be, allowing for easy absorption and utilization within the body. This fundamental difference is one reason why people feel an immediate improvement after taking MRI Inc.'s products.

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\*New Webster's Dictionary and Thesaurus of the English Language, 8 1993, Lexicon Publications, Inc.



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## Concentration: The Potency of Your Supplement is Powered by its Concentration

Utah's Great Salt Lake contains minerals that have been naturally dissolved throughout the centuries by Earth's own chemical processes. The Anderson family has its own mineral harvesting operation on the the Northwest arm of the Great Salt Lake. It is here that the family captures the mineral-rich waters and, during a nearly two-year endeavor, using all-natural methods, further concentrates the minerals until they reach the right level of maturation and balances. The family does not use artificial ingredients or preservatives. The result is a range of all-natural, low-sodium mineral concentrates for use in finished supplements or as a functional ingredient.

Anderson's™ Concentrated Mineral Drops, MRI's first and core product, is unlike any other mineral product you'll find. Upon visual inspection, it is easy to see for oneself the sheer concentration of minerals. It is a thick, viscous solution almost with the same consistency as light syrup. The reason for this consistency is that, like syrup, it is a highly concentrated. However, rather than being a concentrated sugar solution, like syrup is, MRI's liquid mineral and trace mineral complex is an ultra-saturated mineral solution 50 times more concentrated than sea water.

## Balance: Like Your Body, Your Supplement Requires Balance

Unlike average mineral supplements, MRI's low-sodium liquid mineral complex contains the full spectrum of naturally occurring elements in trace and ultra trace amounts for body balancing and full spectrum resonance. MRI's products are the most complete mineral supplements on the market.

## Content: Your Supplement is Completed by Its Content

Based on MRI's founding principle that concentrated, balanced, ionic minerals and trace minerals provide the nutritional building blocks for the body, MRI's low-sodium liquid mineral and trace mineral complex (Anderson's™ Concentrated Mineral Drops) is the major constituent in each of our dietary supplement products and is a leading mineral ingredient. All of our products contain only the finest vitamins, herbs and enzymes to create the most complete nutritional supplements available.

MRI's liquid mineral concentrates are GRAS (Generally Recognized as Safe) and pass the U.S. Food Chemicals Codex's heavy metals safety test for minerals. Furthermore, MRI's mineral concentrates are Kosher- and Halal- certified.

In addition, many of MRI's tablet dietary supplements are manufactured using non-irradiated/non-EtO herbs and are free from sugar, yeast, corn, soy, wheat, gluten, dicalcium phosphate, and dairy products and contain no preservatives, artificial colors, flavors, and additives. Because of our natural and holistic approach to nutrition, we feel this is the reason why so many people are able to notice such a difference



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with our products.

### Natural Source, Perfect Solution

At MRI, nature doesn't play an inspirational role in our manufacturing process—it is our manufacturing process. Each year, the relentless cycle of nature collects, dissolves and then concentrates the minerals. MRI's products are energized by all four seasons. Utilizing the dynamics specific to each of the four seasons in northern Utah, MRI further concentrates the minerals removing 99 percent of the sodium. The result is the perfect balance and spectrum of ionic minerals and trace minerals you find only from MRI.

MRI is committed to improving the health and well being for people all over the world. Through its proper understanding and utilization of the nutritional bounties of the Great Salt Lake, MRI provides a mineral product with the best form, concentration, balance, and content. Whatever your nutritional needs may be, whether overall self-care or targeted nutritional support, MRI provides the perfect solution to meet your individual health needs.

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Anderson's™ Concentrated Mineral Drops is a trademark of Mineral Resources International, Inc.