

# Electro-Vita-Min

For today's consumer, choosing a multi-vitamin/mineral supplement can be complex and confusing. The abundance of numerous brands and types (one-a-day, iron free, with iron, etc.) attest to the sheer variety that is available. However, this abundant selection often overwhelms and confuses consumers who are not sure which type of daily multiple is best suited for their specific nutritional needs. Consumers' concerns are justified because many multiples, in fact, are not suited for their specific nutritional needs. Many multiples lack the correct balance, ratio and potencies of essential minerals and vitamins. In addition, some brands of multiples contain cheap forms of ingredients that can be hard for the body to assimilate. Consumers' nutritional needs can be further compromised if products are manufactured using poor quality standards or cost-cutting measures that further shortchange the consumer in terms of product effectiveness and value. While manufacturers who use cost-cutting measures may be able to ensure a steady supply of product at an inexpensive price, they may not be able to ensure product quality and effectiveness.

This technical product information paper will examine the need for daily supplementation of essential minerals and vitamins, their role in human health, and the four factors consumers should consider when selecting a multi-vitamin/mineral supplement. In addition, this paper will discuss the unique features and benefits of Electro-Vita-Min (EVM), a complete, daily multiple manufactured by Mineral Resources International (MRI).

## A Balanced Diet Is Not Enough: Why You Need A Daily Multiple

Perhaps the foremost reason why people need a complete, daily multi-mineral and vitamin supplement is due, in large part, to the time-stressed nature of our modern lifestyle and how this affects our dietary choices. Over the last twenty years, Americans have increased their consumption of junk foods — defined here as foods that contain mostly sugar and refined white flour and are high in saturated fat and cholesterol. Americans also drink more soda pop than they did twenty years

ago. However, consumption of fresh fruits and vegetables has significantly decreased. According to the United States Department of Agriculture's (USDA) 1989-1991 Continuing Survey of Food Intakes by Individuals (CSFII)<sup>1</sup>, which compared food intakes from 1989 to 1991 with food intakes from 1977 to 1978, Americans are eating a high-fat, high carbohydrate diet. This diet is far higher in fat than the 30 percent or less advocated by the USDA and the Department of Health and Human Sciences.<sup>1</sup>

One of the findings that emerged from the CSFII survey was that Americans consume more carbohydrates — nearly 71 percent more — than they did in the late 1970's.<sup>1</sup> Some of the foods comprising this increased carbohydrate intake included pasta and grain products such as pizza, lasagna, burritos, and enchiladas.<sup>1</sup>

The CSFII survey also revealed that consumption of juices and non-carbonated beverages increased. Specifically, fruit juice consumption increased 24 percent and consumption of ades increased 30 percent compared to the late 1970's.<sup>1</sup> This dramatic shift in Americans' collective diet to a high fat, high sugar diet not only has a direct effect on the size of American's waistlines, but also their nutritional status (i.e., the level of vitamins and minerals found in the body), which, in turn, directly impacts their health. Increased fat, sugar, a high salt and alcohol intake are all dietary factors that interfere with the absorption and utilization of certain vitamins and minerals. With a high fat intake, states Mildred Seelig, M.D., M.P.H., an individual may experience impaired absorption of certain essential minerals such as calcium and magnesium.<sup>2</sup> According to Seelig, if there is a high level of fat present in the intestines, rather than absorbing these key minerals, the body will combine indigestible fat with calcium and magnesium and excrete this complex from the body.<sup>2</sup> Thus, these minerals are unable to be absorbed and used by the body.<sup>2</sup> Seelig also cautions that high levels of sugar within the diet and moderate alcohol consumption can cause renal loss of magnesium — a mineral that has important health implications, especially in the areas of cardiovascular, renal, and bone health.<sup>2</sup>

**FIGURE 1 - MINERALS AND BIOLOGICAL FUNCTION**

Vitamin	U.S. RDA	Function
Vitamin A	5000 IU	Maintain and promote growth of healthy eyes, bones, teeth and hair
Beta Carotene	Not Established	Antioxidant
Vitamin B-1(Thiamin)	1.5 mg	Supports growth, muscle and nerve function.
Vitamin B-2 (Riboflavin)	1.7 mg	Necessary for healthy skin and eyes.
Vitamin B-6 (Pyridoxine)	2 mg	Metabolizes protein. Forms antibodies, synthesizes hormones.
Vitamin B-12	6 mcg	Maintains nervous system and metabolizes protein, carbohydrates and fats.
Biotin	300 mcg	Metabolizes fats, carbohydrates, and protein.
Vitamin C	60 mg	Vital for strong immune system. Antioxidant. Promotes healing of wounds. Maintains healthy blood vessels. Assists in iron utilization.
Choline	Not Established	Builds neurotransmitters — part of brain function.
Vitamin D	400 IU (10 mcg)	Promotes healthy bones, proper utilization of calcium
Vitamin E	30 IU	Antioxidant. Maintains cell membranes Protects liver, lungs, skin, and breast tissue.
Folic Acid	400 mcg	Forms red blood cells and necessary for cell division. Needed in digestion; metabolizes protein.
Vitamin K	80 mcg	Necessary for blood clotting and binding calcium.
Niacin	20 mcg	Aids in healthy cells, nervous system, skin, and digestive function.
Pantothenic Acid	10 mg	Synthesizes fatty acids and cholesterol.

A second factor supporting the need for daily supplementation is that the majority of individuals throughout the world consume diets that do not meet the Recommended Daily Allowance (RDA) levels for several essential minerals and vitamins. Due to the hectic pace of modern society and the prevalence of convenience, or junk foods, it is more difficult for individuals to ensure an adequate and steady balance of macro and micro nutrients. Numerous dietary intake studies consistently corroborate this finding,<sup>1,2</sup> including the CSFII survey. In the CSFII survey, USDA scientists found the American population in general as well as many age and gender groups to be well below the RDA for five essential nutrients including magnesium, calcium, zinc, vitamin E, and B-6.<sup>1</sup>

A third factor supporting the need for supplementation concerns the nutritional quality of food itself. Often, many experts state that if individuals eat a balanced diet, they will receive the optimal amount and balance of vitamins, minerals, and other macronutrients. However, as shown in the CSFII survey, most individuals do not eat a balanced diet supplying RDA levels of all essential nutrients. In addition, many of the foods

experts and consumers regard as nutritious, such as fruits and vegetables, are simply not as nutritious as they are perceived to be.

The discrepancy between the perceived and actual nutritional value in foods such as fruits, vegetables, and whole grains can be attributed to three factors. First, fruits, vegetables, and grains are grown in soils devoid of essential minerals. Years of over-farming have depleted the soils of beneficial minerals. Second, modern fertilizers that are designed to replace important minerals primarily contain nitrogen, phosphorous, and potassium but do not contain other important minerals, such as magnesium, that have been shown to be essential to human health. Third, before many foods are brought to market, they must first be processed. According to two researchers who studied the nutritional value of fruits and vegetables, Reddy and Love, many of the modern food processing techniques that make food safer, tastier and more shelf-stable such as milling, germination, extrusion, and thermal processing also strip important nutrients from foods.<sup>3</sup> Reddy and Love cite the fact that vitamins such as ascorbic acid, thiamin, and folic acid are very sensitive to these processes.<sup>3</sup> In

addition, the bioavailability of essential minerals like calcium, zinc and iron are significantly affected by the fiber, phytic acid, and tannin contents of foods.<sup>3</sup>

## The Role of Nutrients in Human Health

It is well known that supplementation of multi-vitamins and minerals is essential to health across the lifespan. Intakes of certain nutrients have been clinically shown to reduce one's risk of developing certain chronic and acute conditions. One of the most visible and well-known examples of this fact is that women who ensure an optimal of folic acid prior to conception and during the first few months of pregnancy can reduce their unborn child's risk of developing neural tube defects. This is just one example of the importance of supplementation. Another life stage where supplementation of

essential vitamins and minerals is critical is during our older aged, or golden years. Despite the prevalence of many fortified and enriched foods, many senior adults are found to be deficient in certain micronutrients.<sup>4</sup> One group of researchers, McKay, et al, conducted a study to examine the important role supplementation played in the health of older adults. To determine the potential health benefits of supplementation with a multi-vitamin/mineral, McKay and his team of researchers administered a multiple formulated at 100 percent of the Daily Value to a group of 80 adults, aged 50 to 87 years.<sup>4</sup> What McKay et al., found is that by taking a multiple each day, many older adults were able to eliminate their nutritional deficiencies and to raise the levels of important nutrients to levels clinically associated with a reduced risk of developing several chronic diseases.<sup>4</sup>

**FIGURE 2 - VITAMINS AND BIOLOGICAL FUNCTION**

Mineral	U.S. RDA	Function
Boron	Not Established	May help in building and maintaining strong bones. Affects metabolism of calcium and magnesium. May enhance cognitive function.
Calcium	1000 mg	Develops and maintains healthy teeth and bones. Assists in blood clotting, muscle contraction, nerve transmission. Reduces risk of osteoporosis.
Chloride	3400 mg	Component of stomach acid (hydrochloric acid). Helps maintain acid-base balance and water balance.
Chromium	120 mcg	Aids in glucose metabolism and regulates blood sugar.
Copper	2 mg	Necessary for normal red-blood cell and connective tissue formation; acts as a catalyst to store and release iron to form hemoglobin. Contributes to central nervous system function.
Iodine	150 mcg	Needed by thyroid gland to support metabolism.
Iron	18 mg	Vital for transporting oxygen in bloodstream and preventing anemia; necessary for formation and function of red blood cells. Important for cognitive function as well.
Magnesium	400 mg	Activates over 100 enzymes and helps nerve and muscle function; essential for proper heartbeat and is a constituent of bones and teeth.
Manganese	2 mg	Involved in protein, fat and carbohydrate metabolism. Also required for bone growth and development as well as reproduction.
Molybdenum	75 mcg	Contributes to normal growth and development. As a coenzyme, involved in fat, nucleic acid and sulfur metabolism.
Phosphorous	1000 mg	Together with calcium, develops and maintains strong bones and teeth. It also enhances the use of other nutrients.
Potassium	Not Established	Regulates heartbeat; maintains fluid balance and assists in muscle contraction.
Selenium	70 mcg	Antioxidant. Necessary for normal growth and development.
Silicon	Not Established	Aids in formation of bone, cartilage, and other tissue.
Zinc	15 mg	Component of more than 200 enzymes; involved in digestion, metabolism, and wound healing.

Viewed from an economic perspective, supplementation paired with healthy lifestyle changes such as exercise and a low-fat diet also have significant, positive health effects across the lifespan. Utilizing published relative risk estimates for birth defects, premature birth and coronary heart disease, one team of researchers, Bendich et al., found that supplementation with a daily multiple could reduce annual hospital charges for birth defects by 40 percent; low-birth weight premature births by 60 percent; and coronary artery disease by 38 percent.<sup>5</sup> Furthermore, Bendich et al., postulated that nearly \$20 billion in annual hospital charges were potentially avoidable with daily use of folic acid and zinc-containing multivitamins and daily supplementation of vitamin E by individuals over the age of 50.<sup>5</sup>

### Choosing The Correct Multiple

Just as important as ensuring your body receives adequate intakes of essential minerals and vitamins is ensuring that one's multiple is correctly formulated and manufactured using quality processes and procedures. As was mentioned earlier, this decision is often difficult for consumers who feel overwhelmed by the number of choices available on store shelves. As a natural products distributor, there are four key points to keep in mind when recommending a quality multiple to your valued customers that will optimally support their nutritional needs. These four points include:

1. Is the multiple complete?
2. Is the multiple balanced?
3. Is the multiple formulated ensuring maximum effectiveness and value?
4. Is the multiple manufactured using the highest quality standards?

### Is the multiple complete?

Just because a supplement promotes itself as complete doesn't necessarily mean that it is. Many consumers wrongly assume that every one-a-day formula provides full and correct potencies of all essential minerals and vitamins. Unfortunately though, most one-a-days are not formulated to provide full potencies of essential nutrients. It is nearly impossible to provide 100 percent of the daily value (DV) for all essential vitamins and minerals plus other essential macronutrients in one

FIGURE 3 - EVM NUTRITIONAL INFORMATION

Supplement Facts		
Serving Size 6 Tablets • Servings Per Container 30		
Amount Per Serving		%DV*
Calories	5	
Total Carbohydrate	2g	<1%
Dietary Fiber	1g	4%
Protein	1g	2%
Vitamin A (Vitamin A Palmitate, Beta Carotene and Herbs)	7835 IU	157%
Vitamin C (Ascorbic Acid and Herbs)	120 mg	200%
Vitamin D (Cholecalciferol)	400 IU	100%
Vitamin E (d-Alpha Tocopherol Acid Succinate)	45 IU	150%
Vitamin K (Herbs)	35 mcg	44%
Thiamin [Vitamin B1] (Thiamin HCl and Herbs)	2.7 mg	180%
Riboflavin [Vitamin B2] (Riboflavin and Herbs)	3.1 mg	182%
Niacin	36 mg	180%
Vitamin B6 (Pyridoxine HCl and Herbs)	3.6 mg	180%
Folic Acid (Folic Acid and Herbs)	400 mcg	100%
Vitamin B12 (Cyanocobalamin and Herbs)	12.5 mcg	208%
Biotin	540 mcg	180%
Pantothenic Acid (d-Calcium Pantothenate)	18 mg	180%
Calcium (Calcium Carbonate and Herbs)	1000 mg	100%
Iron (Ferrous Fumarate, Iron Aminoate and Herbs)	19.8 mg	110%
Iodine (Herbs)	155 mcg	104%
Magnesium (ConcenTrace® and Herbs)	400 mg	100%
Zinc (Zinc Succinate and Zinc Citrate)	25 mg	167%
Selenium (Selenium Aminoate and Herbs)	70 mcg	100%
Copper (Copper Gluconate)	2.0 mg	100%
Manganese (Succinate & Aminoate and Herbs)	4.1 mg	205%
Chromium (Chromium Polynicotinate)	130 mcg	108%
Chloride (ConcenTrace® and Potassium Chloride)	1210 mg	36%
Sodium (ConcenTrace® and Herbs)	25 mg	1%
Potassium (Citrate & Chloride, ConcenTrace® and Herbs)	280 mg	8%
Low Sodium ConcenTrace®	3/4 tsp	†
All the minerals from 3/4 tsp (3.7 ml) low sodium ConcenTrace®, concentrated and dehydrated from Utah's Inland Sea, the Great Salt Lake (equivalent to the content of over 3/4 cup sea water, 99% sodium removed).		
Sulfate (ConcenTrace®)	90 mg	†
Lithium (ConcenTrace®)	2.25 mg	†
Boron (ConcenTrace®)	1.5 mg	†
Choline (Choline Bitartrate)	20 mg	†
Inositol (Inositol & Herbs)	13 mg	†
PABA (Para-Aminobenzoic Acid)	10 mg	†
Herbal Blend and Food Base	1929 mg	†
1000 mg Alfalfa Concentrate (our own special mixture); 300 mg Wheatgrass; 300 mg Blue Green Micro Algae (Spirulina, Chlorella and others); 100 mg Kelp; 60 mg Bioflavonoid Complex (providing 30 mg pure bioflavonoids); 59 mg Yellow Dock; 50 mg Chlorophyll; 30 mg Acerola Cherry Concentrate; 30 mg Rose Hips.		
Enzyme Complex	160 mg	†
From plant and microbial sources, containing the equivalent of 700 mg total standardized enzymes: 8424 SKB units Amylase, 1123 PC units Protease, 4633 LU units Lipase, 1193 CMC-ase units Cellulase, 15 GDU units Bromelain & 7 MCU units Papain.		
* Percent Daily Values (DV) are based on a 2,000 calorie diet		
† Daily Value not established		

little pill. Peruse the labels of many of these formulas and one is likely to find that most one-a-day products do not provide full potencies of certain essential minerals like calcium and magnesium. Calcium is well-known for its role in building and maintaining bone mass, sufficient intakes of which can offset the occurrence of osteoporosis.<sup>6</sup> Magnesium is an essential nutrient that is intercorrelated with calcium;

furthermore, intakes of this mineral have been shown to help decrease the risk of osteoporosis as well as cardiovascular and renal disease.<sup>2</sup> (Refer to Figure 1 and 2)

Most one-a-day products provide only minimal amounts of calcium and magnesium — sometimes as little as ten to 20 percent of the DV. The reason for this discrepancy is that calcium and magnesium are both bulky minerals. It is difficult for most supplement manufacturers to combine full potencies of these minerals plus full potencies of other vitamins and minerals into one pill. Therefore, to provide as many nutrients as possible while still maintaining its claim of providing all essential vitamins and minerals in one pill per day, some manufacturers provide only minimal potencies of these elements. Therefore, it is the consumer's responsibility to be aware of this inadequacy and to take an extra supplement to compensate for the low levels of calcium and magnesium or other nutrients in these products.

A second factor affecting the completeness or comprehensiveness of a multiple is the type of ingredients that are used. Cheap multiples typically contain cheap forms of ingredients. These low-cost products may cost the customer less, but, ultimately, may end up shortchanging the consumer in terms of how well the nutrients are absorbed and assimilated by the body. And as demonstrated by both McKay's and Bendich's studies, most consumers cannot afford to shortchange their body of these essential elements.

EVM from MRI is a daily multiple containing full and correct potencies and ratios of essential minerals like calcium, magnesium, zinc, copper, iron, and iodine in addition to multivitamins including A, B complex, C, and E that perform a wide range of biological and biochemical roles in the body (refer to Figure 3).<sup>6</sup>

EVM is not a one-a-day. The suggested dose is 6 tablets daily, divided with meals. This dosage may seem excessive to some consumers, until they realize that EVM is one of the few multiples that provides 100 percent of the daily value (DV) for each essential mineral and vitamin required by the human body. MRI recommends a divided dose of EVM because the fact is our bodies absorb and assimilate nutrients best when they are taken at two or three intervals throughout the day

(preferably with food) rather than at one period. Taking a divided dose of nutrients ensures a steady intake of nutrients throughout the day when your body may have an increased need for certain nutrients. Therefore, for optimal benefit, MRI suggests a divided dose of EVM taken with meals.

Another benefit that you will find only in EVM is *ConcenTrace*®, a rich, liquid blend of 72 mineral and trace minerals harvested from Utah's Great Salt Lake.

Most supplement manufacturers purchase ingredients (i.e., mineral and vitamin powders) from the same supplier(s). Other than brand name, most supplements are nearly identical. However, EVM is truly unique because it contains *ConcenTrace*®, which MRI sources from its ponds located on the north shore of the Great Salt Lake. The reason we use *ConcenTrace*® is that minerals are the nutritional building blocks for the body. Therefore, we feel it is essential to use only the finest source of comprehensive, balanced minerals as the foundation of each of our product formulations, including EVM. Most supplement manufacturers do not go to the length or expense that MRI does to obtain such a pure, quality, raw ingredient. However, at MRI, we understand that minerals provide the foundation of good health, therefore, it is important to begin with the best source of balanced minerals.

### *Is the multiple balanced?*

The second point to consider with a multi-vitamin/mineral supplement is whether the supplement is balanced. Minerals depend on vitamins in order to be assimilated and, likewise, vitamins function with minerals and trace minerals in their respective biological and biochemical functions. Humans did not evolve utilizing a single element or nutrient. Rather, we evolved assimilating multiple nutrients including minerals, trace minerals, vitamins and other micronutrients. Therefore, it is essential that a multiple contain an optimal balance of minerals, vitamins, and other important nutrients.

Balance, especially with minerals and trace minerals, is extremely important. According to David Watts, D.C., Ph.D., F.A.C.E.P., minerals share a complex network with other minerals, vitamins, and hormones. A high intake of one

particular mineral can drastically affect the status of another mineral, which, in turn, can significantly affect one's health.<sup>7</sup> High intakes of one element can cause an imbalance or a deficiency of another element. For instance, an excess intake of zinc can result in an imbalance of copper. Copper is required for iron utilization and a deficiency of copper could cause excess iron to accumulate in storage tissues.<sup>7</sup> Likewise, insufficient intakes of one particular element can allow an accumulation of other elements that can be harmful. For example, lead toxicity has been known to occur with insufficient intakes of calcium or iron.<sup>7</sup>

In his article, *Nutrient Interrelationships – Minerals – Vitamins – Endocrines*, Watts compares the network of nutrient interrelationships to a “series of intermeshing gears.”

Any movement of one gear (mineral) will result in the movement of all the other gears (minerals.) The extent or effect upon each gear (mineral) will depend upon the gear size (mineral quantity), and the number of cogs in the gear (number of enzymes or biochemical reactions the mineral is involved in). This meshwork of gears goes beyond just mineral relationships, extending to and affecting the vitamins, hormones and neurological functions.<sup>7</sup>

Most supplement manufacturers will use some essential minerals in their multiple formulations. While this is sufficient in meeting RDA levels for these particular elements, it does not guarantee an optimal balance of other important minerals and trace minerals in the body. In fact, this imbalance can have a negative impact on the status of other minerals in the body.

EVM is one of the few multiples to provide the full-spectrum of minerals and trace minerals. EVM contains a natural balance of the macro minerals like calcium, magnesium, and iron as well as the full-spectrum of important trace minerals like copper, zinc, selenium, lithium and manganese — all found in *ConcenTrace*®.

In addition to the minerals, EVM contains natural potencies of essential vitamins that are required to maintain health. The reason for this is that most people are not able to assimilate mega-potencies of

vitamins. MRI also utilizes natural forms of these vitamins rather than synthetic forms. This is in keeping with our philosophy to provide only the most effective, comprehensive and natural supplements possible. Because EVM contains a comprehensive balance of minerals in addition to an extensive food base (which is discussed in the next section), it is our belief that due to the network of nutrient interrelationships and the synergism that exists between vitamins and minerals, consumers will experience a more optimal assimilation of the vitamins and nutrients in this formulation if they are provided in natural potencies rather than mega-potencies.

### ***Is the multiple formulated ensuring maximum effectiveness and value?***

A third point to keep in mind when choosing a multiple is whether the supplement was formulated to ensure maximum effectiveness and value. As a natural products distributor, you are committed to providing your customers with only the finest nutritional and dietary supplement products as well as value. At MRI, we go to great lengths to not only provide dietary supplements that produce measurable results but also provide value to you and your customers. Unlike manufacturers that are only interested in providing short term value (i.e. price), MRI is committed to providing long term value in the form of quality.

This commitment to quality is evidenced throughout every stage of the manufacturing process. The first stage in MRI's tablet manufacturing process is the product formulation stage. It is also at this stage MRI's distributors will realize that product effectiveness and quality are clear considerations for MRI and are both principles heavily emphasized throughout the manufacturing process.

EVM is more than just a multi-vitamin and multi-mineral. EVM is one of the few multiples in the industry to incorporate full potencies of minerals and vitamins with an expansive food base. This food base consists of:

- Alfalfa concentrate [1000 mg]
- Wheatgrass [300 mg]

- Blue-green micro algae (i.e., spirulina and chlorella ) [300 mg]
- Kelp [100 mg]
- Bioflavonoid complex (a co-factor to vitamin C) [60 mg]
- Chlorophyll [50 mg]
- Yellow Dock [59 mg]
- Acerola cherry concentrate (rich in vitamin C) [30 mg]
- Rose hips (rich source of vitamin C) [30 mg]

Vitamins and minerals are best absorbed and assimilated by the body when they are taken with food rather than on an empty stomach. Because MRI understands this, we have blended the minerals and vitamins in a concentrated food base. MRI's philosophy is that naturally-occurring food sources are often the best way of providing the complete balance of nutrients essential for optimal health. In addition to the food base, MRI has also added a vegetarian enzyme complex. Enzymes are found in raw fruits and vegetables but can easily be destroyed during cooking or processing. Digestive enzymes are important because they assist the body in breaking down foods and assimilating nutrients. In addition to being deficient in many essential minerals and vitamins, many individuals are also low in digestive enzymes such as lipase, lactase, sucrase, etc. MRI adds a vegetarian enzyme complex to EVM to replace enzymes that may be lost in diets consisting of cooked and processed foods and to support the bioavailability of the other nutrients in EVM.

The second stage of MRI's tablet manufacturing process is the mixing stage. Typically, most supplement manufacturers combine a supplement's ingredients into a dry mix, which is then encapsulated. However, at MRI, we believe that a dry mix does not allow the vitamins, minerals and other nutrients to bind. Therefore, during the mixing stage, MRI combines each of EVM's dry ingredients into a bath of soluble, liquid, ionic minerals from *ConcenTrace*®. We feel this practice allows the nutrients to interact with one another in a natural

form, thereby increasing the synergistic effect of this complete multiple. The mixing stage is labor and time intensive. EVM typically takes longer to produce than other, ordinary multiples but we feel that taking the time to manufacture our products correctly ensures that our customers experience a noticeable difference with EVM compared to other multiples.

The third stage in MRI's tablet manufacturing process is the drying stage. One will also find a commitment to product effectiveness and quality from the MRI team evident here as well. Rather than assemble the wet mix into a drying unit that will quickly dry the batch in a matter of hours, MRI utilizes a slow-drying process. The reason we slow dry each wet mix batch is to preserve the integrity of the vitamins, herbs and enzymes in the formula that could be destroyed at high temperatures. MRI maintains a constant drying temperature below 120 degrees. Although this step does add time to EVM's production schedule, it is another example of the lengths we go to to ensure that we deliver an effective, quality product to our customers.

### *Is the multiple manufactured using the highest quality standards?*

The fourth point to keep in mind when choosing a multiple is quality. Quality is simply the single most important factor in choosing the right multiple. For more than 32 years, MRI has been deeply committed to producing the most safe and effective nutritional dietary supplement products using minerals from Utah's Great Salt Lake to support optimal health and well-being. Here are four reasons why you can trust the quality not only of EVM but MRI's other formulations as well:

First, MRI is the **only** company authorized by the State of Utah to harvest food-grade minerals from the Great Salt Lake. MRI's lake staff use intricate harvesting and processing techniques to provide our customers with minerals fully standardized for consistent quality and potency.

Second, MRI is also one of the few companies in the industry to have its own in-house laboratory and staff. MRI's quality assurance team utilizes extensive testing methods that provide customers with mineral products that are free from harmful impurities and that are extremely low in heavy metals such as lead, mercury and aluminum, while

remaining high in beneficial minerals such as magnesium, chloride, lithium and more. As proof of this, MRI provides customers with a certificate of analysis verifying mineral potencies and the lack of impurities.

Third, MRI is certified by the State of Utah as complying with FDA Good Manufacturing Practices (GMPs). MRI's products are manufactured to assure the highest quality to customers. At MRI, we abide by very strict quality standards at each stage of the production process from product formulation and mixing to bottling and shipping.

Fourth, MRI is committed to providing the highest quality, natural nutritional supplements. This means that we do not use artificial colors, flavors or preservatives.

EVM does not contain synthetic fillers or potential allergens such as wheat, dairy, soy, corn or yeast that can cause an allergic reaction. EVM is also free from artificial colors, flavors and preservatives as well as sugars and starches. EVM is a vegetarian, though not a vegan, product. The vitamin D used in EVM is manufactured from a derivative of sheep's wool oil. Although this derivative comes from an animal source, it is MRI's experience that all but the strictest vegans are comfortable with this form of vitamin D.

## Conclusion

EVM is a comprehensive, balanced, daily nutritional supplement that combines the benefits of ionic minerals and trace minerals sourced from *ConcenTrace*® with natural potencies of multiple vitamins. The ionic minerals and trace minerals act as a foundation and catalyst for the vitamins in EVM. In addition to the vitamins and minerals, MRI has added an extensive food base consisting of concentrated foods like chlorophyll, blue green micro algae, rose hips, bioflavonoids, and a complete, vegetarian raw food enzyme complex to increase the assimilation of the nutrients in the product and replace nutrients that may be lacking in today's diet. The result is that EVM as well as MRI's other formulations are developed and manufactured to provide customers with comprehensive and balanced nutrition while simultaneously delivering maximum effectiveness and value.

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