FAST FACTS

NEOLIFE®

MULTI MINERAL + ALFAFA

Minerals make up 4 – 5% of human body weight and are absolutely critical for normal body function. Important building blocks of bones, teeth, soft tissue, muscle, blood and nerve cells, minerals are crucial for muscle responses , nervous system communication, digestion, metabolism and production of hormones and antibodies. They also regulate the body's balance of water, acids, alkalinity and other important substances. NeoLife's Multi Mineral Plus Alfalfa with Custom Trace Mineral Blend provides a broad spectrum of bioavailable macro minerals and micro minerals (trace minerals).

NeoLife Scientific Advisory Board

#2775, 60 tablets

Why a Mineral Supplement?

To supply substances that are critical for normal physiological function, but cannot be manufactured by the body and may be deficient in the diet.

To provide basic support of cells and tissue having high mineral demands - bones, teeth, soft tissue, muscle, blood and nerve cells.

To furnish nutrients that can become depleted by physical and emotional stress.

Why NeoLife's Multi-Mineral Plus Alfalfa?

Macro minerals such as calcium, magnesium, potassium and phosphorous as well as microminerals zinc, copper, iodine and iron - all in one product.

NeoLife's Custom Trace Mineral Blend – formulated with a blend of high mineral content sea vegetation and a naturally occurring mineral complex – provides broad spectrum mineral content in forms drawn directly from Nature.

The Mineral Gap

Mineral deficiencies are widespread and their effects can be devastating. Osteoporosis, anaemia, high blood pressure, a weakened immunity are just a few of the many conditions that can arise when mineral demand exceeds intake.

Several factors can hasten mineral depletion.

- Soil composition varies from region to region and foods grown in mineral-depleted soil can in turn be mineral-poor.
- Or food processing – canning of produce, milling of grains, refining of sugar, peeling fruit and vegetables etc – may lessen the mineral content of foods.
- Certain foods, medications, stress or lack of exercise can interfere with mineral utilisation.
- Certain dietary practices can increase risks for mineral deficiencies.

Multi- Mineral Plus Alfalfa with Custom Trace Mineral Blend Can Help Fill the Gap

If you'd like to boost the mineral density and diversity of your diet, Multi-Mineral Plus Alfalfa provides broad spectrum mineral supplementation in one product. With a broad-spectrum of macro minerals and micro minerals plus a Custom Trace Mineral Blend, Multi-Mineral Plus Alfalfa, formulated for biocompatibility, helps provide "nutritional insurance" for optimal health and vitality.

The vegetable form base is selected for the individual, naturally occurring mineral contribution of each element.

- **Alfalfa** – finest naturally occurring deep- rooted alfalfa plants are rich in calcium and vitamin K and also significant amounts of nearly every other vitamin and mineral in their naturally occurring form.
- **Irish Moss** – an excellent naturally occurring source of iodine.
- Atlantic Kelp – a naturally occurring source of iodine that is easy to assimilate.
- **Watercress** – particularly rich in potassium and also contains virtually every common mineral.
- **Parsley** – contains a broad spectrum of naturally occurring minerals that includes calcium and potassium.
- **Chlorophyll** -is added because its major constituent is magnesium. Magnesium is the essential element in the chlorophyll that gives many plants their green colour. It also gives Multi-Mineral Plus Alfalfa its green colour.

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MINERALS

Elements of the earth required for life

Minerals are inorganic elements that are found in both living and non-living things. Once a mineral is absorbed into a plant or animal it becomes biologically bound into the organic plant or animal system, but still remains inorganic in nature. Certain minerals are vital components of the human system, composing 4% - 5% of total body weight. Although only relatively small amounts of minerals are required, they are absolutely essential to normal mental and physical functioning. The body's only source for minerals is the diet. It must provide an adequate, daily supply to maintain optimum health and fitness.

Macro, micro and trace minerals

Minerals essential to the human body are divided into three categories. Minerals required in amounts greater than 100 milligrams are called "macrominerals". If less than 100 milligrams of a mineral are needed for normal functioning, they are classified as either "microminerals" or "trace minerals". Only minute quantities of trace minerals are found in human tissues.

Macrominerals: *(greater than 100 milligrams required daily by the human body)*

Calcium
Phosphorous
Potassium
Magnesium
Sodium
Sulphur
Chlorine

Microminerals: *(less than 100 milligrams required daily by the human body)*

Zinc
Iron
Copper
Manganese
Iodine
Fluorine

Trace Minerals include: *(minute amounts required daily by the human body)*

Selenium
Chromium
Molybdenum
Cobalt
Nickel
Silicon
Vanadium

Keys to the ignition of life

Minerals work in the body to trigger enzymes, like an ignition key for a car. The key may be tiny by comparison, but the car is useless without it.

Many mineral functions are interrelated with those of vitamins. For instance, phosphorous must be present for B-complex vitamins to be absorbed. Calcium could not be absorbed without vitamin D and vitamin C enhances the absorption of iron.

Minerals also provide the strength to skeletal structure and are important factors in digestion.

Mineral deficiencies are widespread

Mineral deficiencies are actually more common than vitamin deficiencies. Essential vitamins are present in foods in about the same amounts around the world; however, this is not true of minerals. The mineral content of food is dependent upon the minerals available in the soil. While a mineral may be extremely scarce in one geographic location, it may be abundant in the soil of another.

A second reason mineral deficiencies are so prevalent relates to the nature of the nutrient itself. The body does not efficiently break down and absorb minerals. In some foods, minerals are included in compounds that the body cannot break down. Spinach, for example, is a rich source of calcium, but it is not in a form that the body can fully utilise. It is, therefore, not absorbed but eliminated as waste. Of all the minerals we consume in our diet, only a small amount is actually absorbed by the body. Mineral absorption is also affected by age, sex, stress levels, physical activity, living and working environment and genetic factors.

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MINERALS

We don't or won't eat mineral foods

Today researchers are reporting alarming statistics of widespread mineral deficiencies throughout our world. The major factor contributing to this problem, however, is not related to the mineral content of the food we have available nor mineral absorption difficulties; instead, it is a problem of food choices and dietary preferences. The foods that are rich sources of minerals, such as dairy products, are not popular in the diets of most adults. Also, processed and refined foods contain few minerals.

Some groups of people may require greater than normal amounts of minerals on a daily basis than is supplied by their normal diet. People considered at risk of mineral deficiencies include: the elderly, pregnant women, patients on certain medications, people who eat low kilojoule diets and strict vegetarians.

Current directions in mineral research

Recent studies have focused on the effects of trace mineral deficiencies and their relationship to certain aggressive and very prevalent challenges to our well-being. Of much interest to researchers has been the relationship and function in the body of selenium, chromium and zinc.

Undoubtedly the most researched mineral since 1980 is calcium. Its relationship to health and fitness in general has been the focus of hundreds of studies. There continues to be a great deal of interest in the science of minerals and human health.