

Whole Food Mineral Matrix



Dietary Supplement formulators need to launch new products that support health. Many minerals can be used in new product development, but which minerals can you trust and will the minerals really work?

Amplified offers a line of **organic food-bound minerals** that can support the launch of fantastic finished products.

After formulators define a health focus or specific mineral for their formulas, they can then select from Amplified's supply of **organic food-bound minerals** to improve their next product launch.



VERDEMINS™ FOR YOUR FORMULAS

- Chromium
- Copper
- Iodine
- Iron
- Magnesium
- Manganese
- Molybdenum
- Selenium
- Zinc



REAL FOOD MINERAL MATRIX

Whole food (fruits,
vegetables, etc) =
bound minerals

- Bioavailable
- Fast Acting
- Better tolerated



WHOLE FOOD MINERAL MATRIX

Minerals bound to food
or extracted from food

- Poor absorption
- Not well tolerated
- Causes health issues



Components of food
bound minerals



Rocks sprinkled
on food



Minerals in rock form

**WHOLE FOODS
MAKE PEOPLE
AND ANIMALS
HEALTHIER AND
THE BENEFITS ARE
FASTER THAN
ROCK NUTRITION.**



www.AmplifiedIngredients.com
sales@amplifiedingredients.com

**AMPLIFIED
INGREDIENTS™**
Ingredients that Transform™

WHOLE FOOD NUTRITION: MINERALS

When today's consumers think about wholesome nutrition, they often picture a colorful cornucopia of organic produce like broccoli and avocados, almonds, virgin olive oil and lean proteins such as a fillet of salmon.

The vitamins, minerals and other nutrients found in these foods are truly 'whole food' nutrients. Good examples include calcium found in yogurt and cheese or the iron found in lean meats and dark green leafy plants like spirulina. However, these minerals from foods, while typically combined with proteins, are almost always found in low concentrations – making it challenging to formulate mineral products directly using food sources.

Food-bound minerals are similar – carefully processed to take advantage of nature's approach: namely, binding minerals to proteins and amino acids in higher concentrations that might not otherwise occur. This **Organic Food-Bound Mineral Matrix** delivers benefits like faster uptake and fewer uncomfortable side effects.

Of course, there are other types of food-bound minerals – such as minerals that are extracted from foods. However, these extracts may lack other important nutritional components such as the complex carbohydrates, vitamins and amino acids ordinarily found in the foods themselves. These extracts can also be very costly.



Finally, there are what most of us think of when we think about minerals: non-food-bound chemicals (indeed, sometimes even mined rock such as limestone) lacking other important absorption supporting nutrients and which truly represent a basic elemental ingredient.

These chemical commodities are usually in forms which may be difficult to digest, poorly absorbed and often result in uncomfortable side effects. Today, health conscious people are looking for meaningful alternatives, yet for years these non-food-bound chemicals have ended up in tablets, capsules and powders.

Consumers realize that whole food nutrition is the clear path forward – vitamins and minerals that come to us in whole food form or at the very least, food-bound forms. These ingredients allow the best of both worlds: high nutritional value in a condensed, cost-effective package.



INTRODUCING VERDEMINS™

Amplified's **Organic food-bound mineral matrix in VerdeMins™** represents the best in food-bound minerals. Developed using organic spirulina and pure mineral forms – VerdeMins™ are thoughtfully tested in the lab, delivering a superior ingredient in a gentle, absorbable form that enables an effective product formulation.



- Chromium
- Copper
- Iodine
- Iron
- Magnesium
- Manganese
- Molybdenum
- Selenium
- Zinc