

# *What's Up Doc?*

For many years now we have talked about the importance of gut health and the need for support in the form of Probiotics – replace the bad with the good. There is a constant stream of evidence in the form of studies and recent break throughs confirming gut health is the cornerstone of overall health and well-being. The intricate relationships between gut microbiota, immune function, mental health, cardio-vascular health and chronic disease prevention is well documented as is the importance of maintaining a healthy gut environment.

Just recently studies have linked Probiotics and support for long COVID. Up to this point we have been introduced to numerous formulas of Pre and Pro Biotics normally comprising of Lactobacillus and Bifidobacterium occasionally others. While most agree there is a great need for pre and probiotics, in my experience the clinical evidence has been underwhelming.



We are now representing a European company that specializes in gut health and supplies products exclusively to Gastroenterologists in Europe. Their flagship product Colicron™ has been clinically trialed as a treatment for Irritable Bowel Syndrome (IBS) the most commonly diagnosed gastrointestinal condition in the Western world.

**The two trials below specifically used Colicron™**

<https://pubmed.ncbi.nlm.nih.gov/38186311/>

<https://pubmed.ncbi.nlm.nih.gov/38240683/>

Further on in the Newsletter we will look at the uniqueness of Colicron™ and the Company Aliveda but firstly here is an overview of the microbiome and its impact on our health.

The gut microbiota comprises trillions of microorganisms, including bacteria, viruses, fungi, and archaea. A balanced gut microbiome is essential for maintaining health, while dysbiosis (microbial imbalance) is associated with numerous health issues, including gastrointestinal disorders, obesity, diabetes, and inflammatory diseases.

## **Immune System Modulation**

Probiotics play a pivotal role in modulating the immune system. They enhance the production of immunoglobulin A (IgA) and can promote the differentiation of T-helper cells, which are crucial for adaptive immunity. A healthy gut microbiota is essential for the proper functioning of the immune system, probiotics reduce the incidence of infections and inflammatory conditions. Randomized controlled trials have demonstrated probiotic supplementation can significantly reduce the incidence of respiratory infections in children.

## **Metabolic Health**

Gut health has profound implications for metabolic processes. The microbiota influences energy metabolism, fat storage, and glucose homeostasis. Dysbiosis is linked to obesity and metabolic syndrome. Probiotics help restore a healthy microbiota profile, leading to improved metabolic outcomes. A systematic review by *Khalesi et al. (2019)* found that probiotic supplementation was associated with significant reductions in body weight and waist circumference.

Furthermore, probiotics can enhance gut permeability and prevent conditions such as leaky gut syndrome, which has been implicated in metabolic dysregulation and systemic inflammation (*Kumar et al., 2019*). By maintaining the integrity of the intestinal barrier, probiotics help prevent the translocation of harmful substances into the bloodstream, thereby reducing systemic inflammation.

## **Mental Health and the Gut-Brain Axis**

Emerging research highlights the connection between gut health and mental well-being, referred to as the gut-brain axis. Probiotics influence mood and cognitive function through several pathways, including the modulation of neurotransmitter levels and the regulation of systemic inflammation. A study by *Messaoudi et al. (2011)* demonstrated that probiotic supplementation improved mood and cognitive performance in healthy adults.

Dysbiosis has been associated with various psychiatric disorders, including anxiety and depression. Probiotics aid in the management of these conditions by restoring a healthy gut microbiota, thereby influencing neurochemical pathways and reducing inflammation (*Savignac et al., 2015*).

## **Long COVID**

Long COVID is characterized by prolonged systemic inflammation and immune dysregulation. Probiotics are crucial in balancing pro and anti-inflammatory cytokines, reducing immune hyperactivation and inducing regulatory T cells to suppress inflammatory responses, which help alleviate symptoms in Long COVID patients. As new studies reveal a link between gastrointestinal problems (such as indigestion and irritable bowel syndrome) and long Covid research confirms that our gut health is closely linked to Long COVID. Reduced biodiversity of our microbiomes, the community of “good” and “bad” bacteria that resides in our gut, increases the risk, severity and duration of Long COVID,

There are of course many pre and probiotics on the market but for as many products there are almost as many questions. For example, *Lactobacillus* and *Bifidobacterium* species have been shown to reduce inflammation, improve gut barrier function, and modulate immune responses?

**Are all *Lactobacillus* or *Bifidobacterium* the same?**

**Are certain strains of these and other species better than others?**

**Do all strains do the same thing or have the same impact on health?**

**Is refrigeration needed ?**

**Do we know how and if the Probiotics survive in the gut?**

**If so, how many and which ones ?**

**Are pre and probiotics alone enough?**

**Each one of us has a unique microbiota so can “one-size” fit all?**

## **The Solution**

The Company Aliveda sells the Colicron™ range of Gastrointestinal (GI.) products specifically to Gastroenterologists and Pharmacists in Europe with prescription fulfillment. The research, quality, efficacy and clinical trials of Colicron allows Aliveda to make direct claims for the treatment of Irritable Bowel Syndrome (IBS) in Europe.

The Company is a science led family-owned European Company based in Italy. The benefits of a European manufacturer are, more stringent quality control and scientific evidence, resulting in a superior science backed product.

One of the huge advantages of European products over US products is the European Food Safety Authority (EFSA). In Europe Probiotic claims must be backed up by robust scientific evidence and are subject to European Food Safety Authority (EFSA) review and approval. In the US supplement manufacturers can make structure/function claims without preapproval.

Secondly there is rigorous oversight by EFSA and national authorities, leading to a higher barrier for entry into the market. By comparison the US allows for a rapid introduction of supplements into the market and once those supplements are in the marketplace the Food and Drug Administration (FDA) relies heavily on post-market surveillance and consumer reporting for safety and efficacy.

To sum up the European Union(EU) framework emphasizes stringent scientific validation and consumer safety. In the US post-market surveillance and consumer reporting is relied upon for safety and efficacy

The following pages give an insight into Colicron. Here are some of the differentials. Firstly, the key to probiotics is do they arrive in the gut alive? We hear claims Probiotics must be refrigerated, and others which say room temperature is sufficient. If they are refrigerated and supplied in bottles what happens each time they are removed from the refrigerator and the bottle is opened, what happens during transportation in CA or NV ? The Colicron™ process is different and unique and why they get results and an unmatched efficacy.

***A freeze dry process followed by a unique internal and external coating is used to protect the probiotics.***

***An external polysaccharide coating protects the probiotics from both heat and humidity changes in the environment. Note the probiotics are delivered in individual blister packs the ideal packaging for probiotics as exposure to oxygen and moisture is eliminated by the individual packaging unlike bottles.***

***Probiotics only work if they arrive alive in the gut. They can survive only for a very limited period of time even if they are kept in cold storage.***

***After vacuum freeze-drying, long-term storage is only possible if they are dehydrated and preserved with a second internal coating. This stops the Probiotics reactivating . The area collapsed by dehydration is filled with small molecules, the internal coating or “Proteic”.***

***During GI transit the Probiotics face harsh condition from acid pH, digestive enzymes, and bile salts, the “Proteic” protects the Probiotics from this environment. The coating is slowly and gradually released during the GI transit. When the probiotics reach the gut, they reactivate themselves, proliferate, and adhere to the intestinal mucosa.***

Colicron™ is a combination of 3 different species and 9 different strains of Probiotics each strain has been clinically researched. There are 5 Billion Colony Forming Units (CFU's) per strain giving a total of 45 Billion CFU's per capsule.

Three key additional ingredients are included in the formula:-

### **Palmitoylethanolamide (PEA)**

is a cannabimimetic mediator, naturally present in our body, which offers analgesic and anti-inflammatory properties in addition to regulating intestinal transit. The only downside is PEA is degraded by the NAAA enzyme located in the intestine which limits its benefits.

### **UNDARIA (Wakami Edible Seaweed)**

Undaria is a brown seaweed as a source of fucoxanthin. Fucoxanthin is hydrolyzed in the gastrointestinal tract to form fucoxanthinol. Fucoxanthinol binds to the NAAA enzyme, reducing its activity and its ability to degrade PEA.

### **HERICIUM ERINACEUS (Lion's Mane Mushroom )**

An edible and medicinal fungus which in addition to its the ability to modulate the immune system and repair the gut is a prebiotic.

Insoluble Beta-glucans act as prebiotics and improve intestinal permeability. They also stimulate fibroblasts, which play a crucial role in tissue repair and regeneration. Secondly The Hep3 protein and soluble Beta-glucans enhance the immune system and modulate the release of proinflammatory cytokines.

We will have a webinar on May 29th at 12.30 Pacific time with the Science Director Giulia (Julia) she will explain the process, the product, and answer any questions you may have.

Colicron will be available to Practitioners only towards the end of May, the product is now in the US.



### **Pre-Launch Offer**

**1-5 Boxes \$22.50 per box (30 capsules one month supply).**

**Shipping \$12.95**

**6 Boxes \$21.00 per box Free Shipping**

Product will ship from Los Angeles

To place an order call myself or Manny, reply to this email or visit.

**<https://alivedalabs.com>**

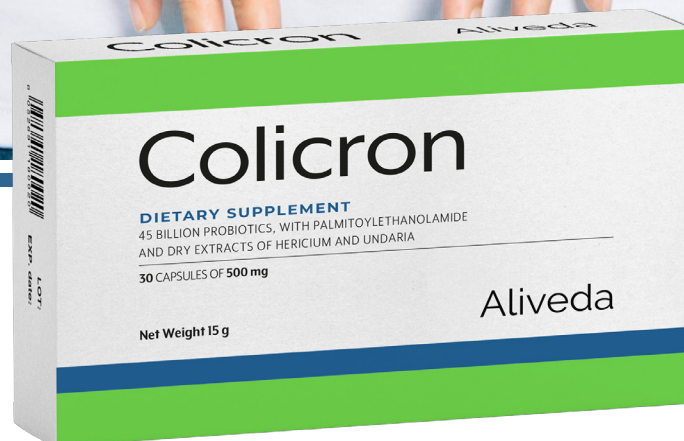
Registering for an account is as simple as entering your email and a password.

**Colicron is and will always be only available through Practitioners. In Europe this product is noticeably improving IBS symptoms in 4 weeks and resolving in 8 weeks. Please give it a try you will not be disappointed.**

**The brochure will explain in detail Clinical trials and the benefit of each unique ingredient.**

# Colicron

SUPPORT TO GUT HEALTH AND GUT MICROBIOTA BALANCE

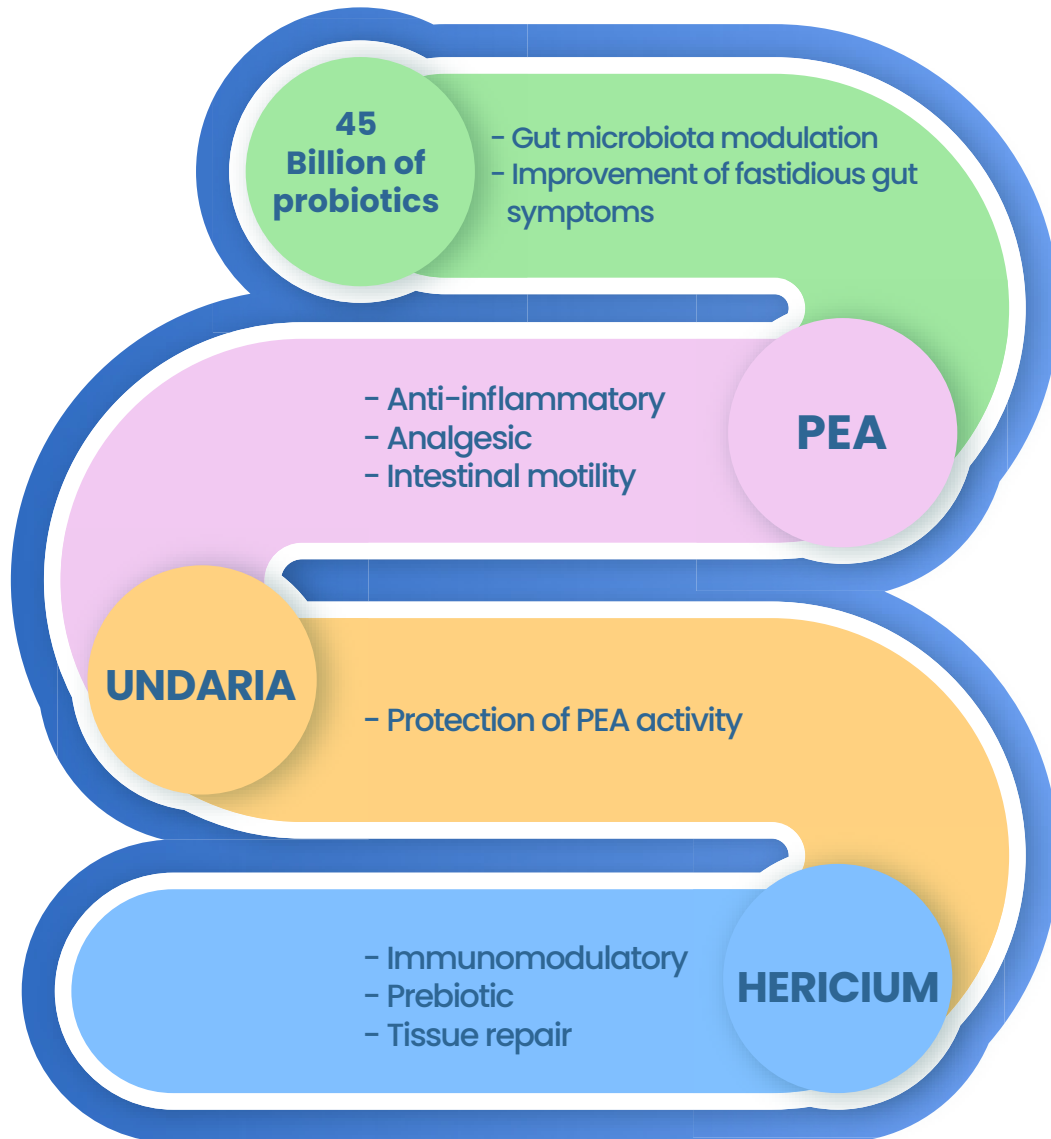


Food supplement with high-concentrations of Probiotics, which promote the balance of gut microbiota, PEA and dried extracts of Hericium and Undaria

Aliveda

[www.alivedalabs.com](http://www.alivedalabs.com)

# Colicron



- HIGH EFFICACY IN**
- ✓ **DYSBIOSIS**
  - ✓ **ALTERED INTESTINAL MOTILITY**
  - ✓ **INFLAMMATION**
  - ✓ **PAIN AND BLOATING**

**USAGE RECOMMENDATION: ONE CAPSULE PER DAY**



# Colicron



## Supplement Facts

Serving Size 1 Capsule  
Servings Per Container 30

### Amount Per 1 capsule

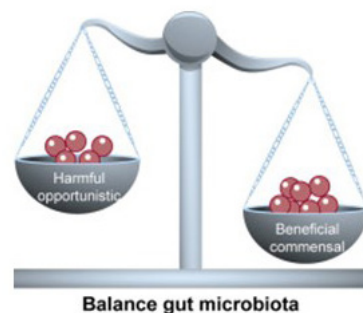
Palmitoylethanolamide (PEA)	70 mg*
Heridium DE tit. 10% of which polysaccharides	100 mg* 10 mg*
Undaria DE tit. 10% of which fucoxanthin	50 mg* 5 mg*
Lactobacillus acidophilus NCFM	5 Billion CFU**
Bifidobacterium longum BB536	5 Billion CFU**
Bifidobacterium lactis BB-12	5 Billion CFU**
Bifidobacterium breve M-16V	5 Billion CFU**
Lactobacillus casei LC-G11	5 Billion CFU**
Lactobacillus paracasei Lpc-37	5 Billion CFU**
Lactobacillus plantarum GMNL-14	5 Billion CFU**
Lactobacillus rhamnosus HN001	5 Billion CFU**
Streptococcus thermophilus Th-4	5 Billion CFU**

\*Daily value not Established

\*\*CFU = colony-forming units

9 Probiotics strains  
5 Billion for each  
**45 Billion of Probiotics**

**Rebalancing  
the intestinal microbiota**



**RESTORE THE EQUILIBRIUM BETWEEN BENEFICIAL COMMENSAL SPECIES AND OPPORTUNISTIC PATHOGENIC SPECIES WITH EFFECTS ON THE FOLLOWING**

- REGULARIZE INTESTINAL TRANSIT
- REDUCE INTESTINAL SENSITIVITY
- REGULARIZE INTESTINAL PERMEABILITY
  - REDUCE INFLAMMATION
- SUPPORT LACTOSE DIGESTION
- PROTECT FROM MICROBIAL INFECTIONS

# Colicron

## 9 PROBIOTIC STRAINS

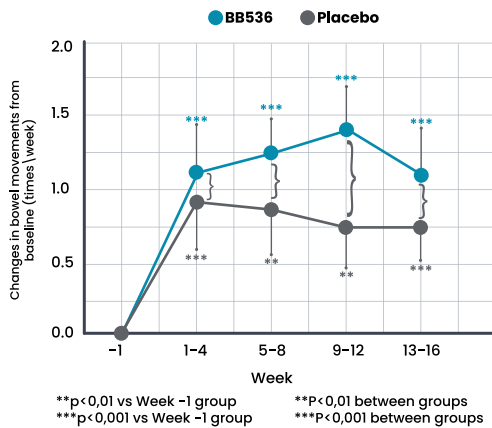
GENOTYPED STRAINS WITH WELL-DOCUMENTED EFFECTS IN THE LITERATURE

### *B. longum subsp. longum* BB536

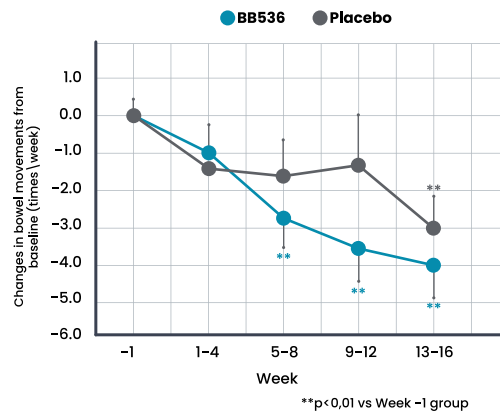
#### REGULATION OF INTESTINAL MOVEMENTS

In patients with constipation or diarrhea

##### Infrequent bowel movements ( $\leq 4$ times/week)



##### frequent bowel movements ( $\geq 10$ times/week)

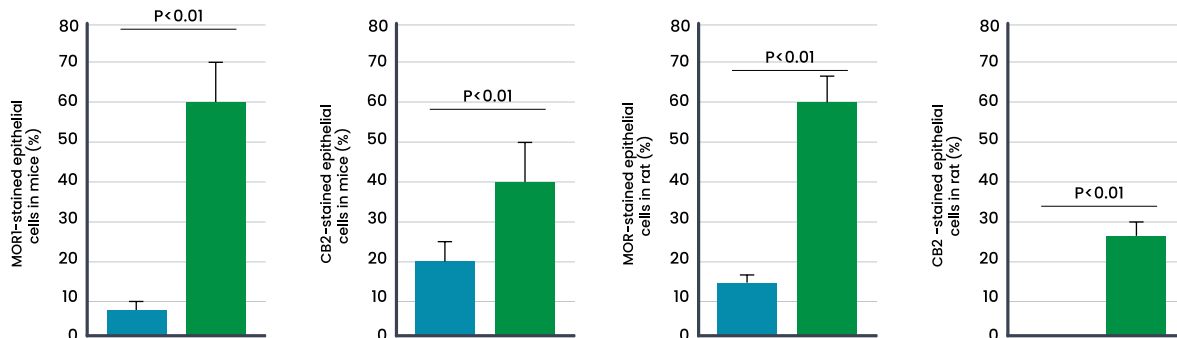


Kondo et al., 2016

### *L. acidophilus* NCFM

#### REDUCTION OF VISCERAL SENSITIVITY

- INCREASE  $\mu$ -OPIOID RECEPTORS EXPRESSION
- INCREASE CANNABINOID RECEPTORS EXPRESSION

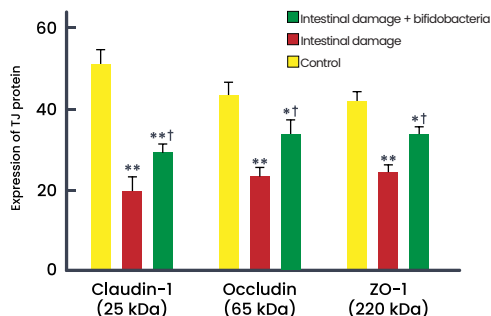


Rousseaux et al., 2007

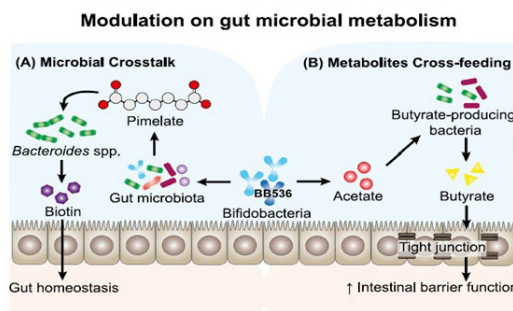
### Bifidobacteria

#### REDUCTION OF INTESTINAL PERMEABILITY (Leaky Gut Syndrome)

- INCREASE THE EXPRESSION OF TIGHT JUNCTION PROTEINS



The expression of tight junction (TJ) proteins claudin-1, occludin and zona occludens-1 (ZO-1) in each group



Wang et al., 2012

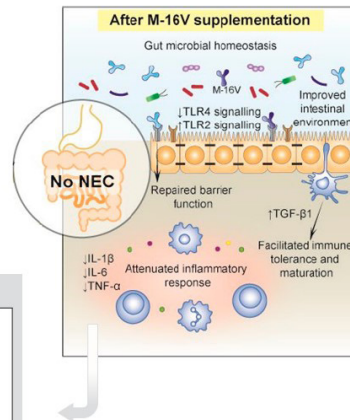
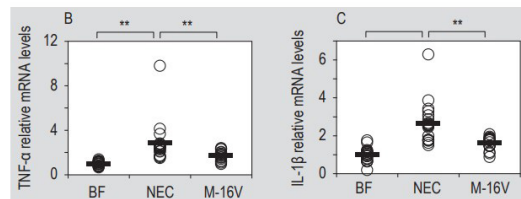


# Colicron

## *B. breve* M-16V

### REDUCTION OF INFLAMMATION

- SUPPORTS MUCOSAL IMMUNITY
- ATTENUATES THE INFLAMMATORY RESPONSE



Adapted from Satoh et al., 2015

## *B. longum* subsp. *longum* BB536 and *L. rhamnosus* HN001 and *S. thermophilus* Th-4

### SUPPORT LACTOSE DIGESTION

Randomized Controlled Trial > *Nutrients*. 2019 Apr 19;11(4):886. doi: 10.3390/nu11040886.

**Effects of *Bifidobacterium longum* and *Lactobacillus rhamnosus* on Gut Microbiota in Patients with Lactose Intolerance and Persisting Functional Gastrointestinal Symptoms: A Randomised, Double-Blind, Cross-Over Study**

Paola Vitellio<sup>1,2</sup>, Giuseppe Celano<sup>3</sup>, Leonilde Bonfrate<sup>4</sup>, Marco Gobbetti<sup>5</sup>, Piero Portincasa<sup>6</sup>, Maria De Angelis<sup>7</sup>

- REDUCE BLOATING AND CONSTIPATION
- INCREASE THE MICROFLORA INVOLVED IN LACTOSE METABOLISM
- DECREASE OF CLOSTRIDIACEAE POPULATION

## *L. rhamnosus* HN001

### PROTECTION AGAINST MICROBIAL INFECTION

Randomized Controlled Trial > *BMC Infect Dis*. 2018 Mar 14;18(1):129.

doi: 10.1186/s12879-018-3028-6.

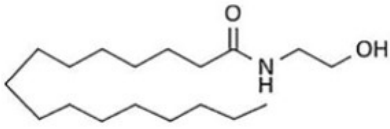
**Effect of *Lactobacillus rhamnosus* HN001 on carriage of *Staphylococcus aureus*: results of the impact of probiotics for reducing infections in veterans (IMPROVE) study**

Shoshannah Eggers<sup>1,2</sup>, Anna K Barker<sup>2</sup>, Susan Valentine<sup>1</sup>, Timothy Hess<sup>3</sup>, Megan Duster<sup>4</sup>, Nasia Safdar<sup>5,6</sup>

- 15% REDUCTION IN COLONIZATION BY *S. aureus*
- 83% REDUCTION OF *S. aureus* IN THE FAECES

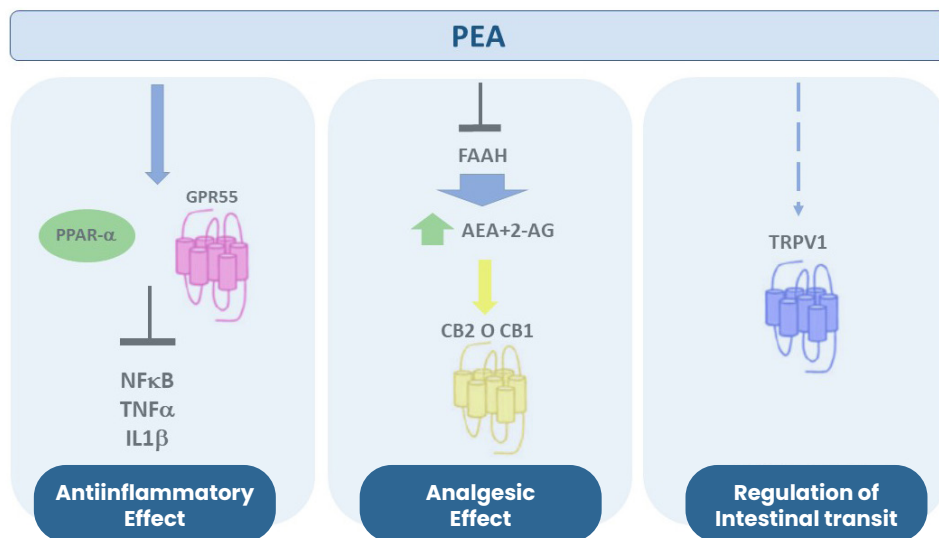
# Colicron

## PALMITOYLETHANOLAMIDE (PEA)



Palmitoylethanolamide (PEA)

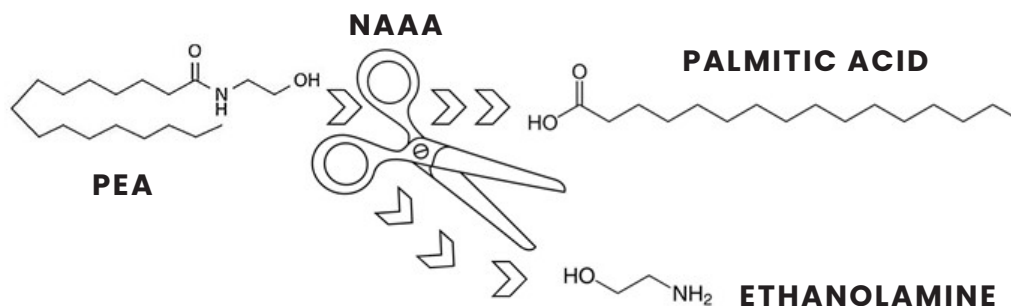
Palmitoylethanolamide is a cannabinomimetic mediator, naturally present in our body, which we can supplement to obtain analgesic and anti-inflammatory properties



Adapted from Petrosino et al., 2017

### LIMITATION: HYDROLYSIS OF EXOGENOUS PEA BY THE "NAAA" ENZYME

The NAAA enzyme, which is located in our intestine, is responsible for the degradation of PEA into palmitic acid and ethanolamine reducing its effects.



How can we overcome this limitation and prolong PEA's effect?

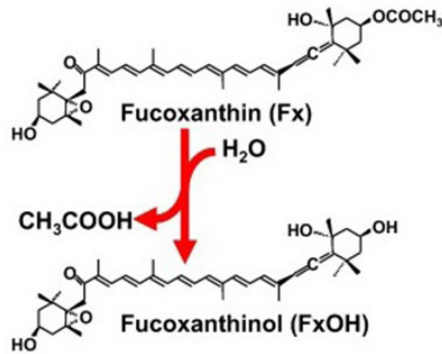
# Colicron



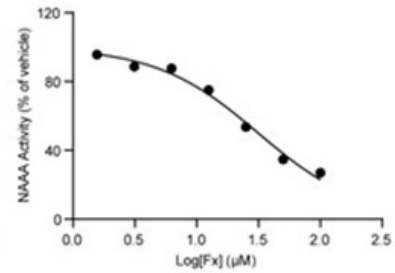
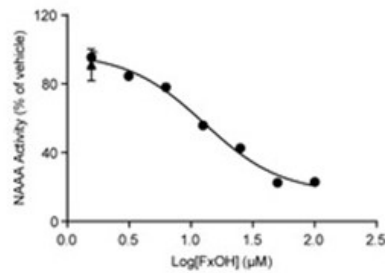
## UNDARIA (Wakami Edible Seaweed)

Brown seaweed as a source of fucoxanthin. Fucoxanthin is hydrolyzed in the gastrointestinal tract to form fucoxanthinol.

**Fucoxanthinol** binds to the NAAA enzyme, reducing its activity



Adapted from Jin et al., 2020



- PEA can persist longer in the gut performing its anti-inflammatory and analgesic properties



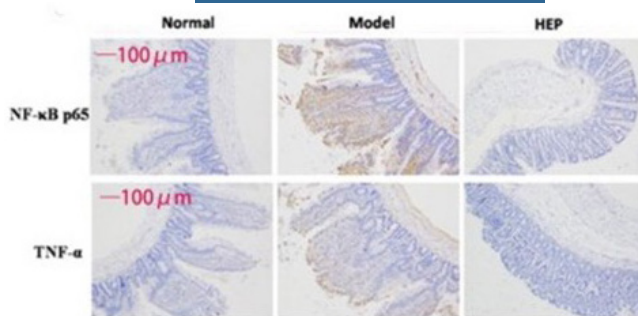
## HERICIUM ERINACEUS (Lion's Mane Mushroom)

An edible and medicinal fungus with immunomodulatory, prebiotic, and reparative effects

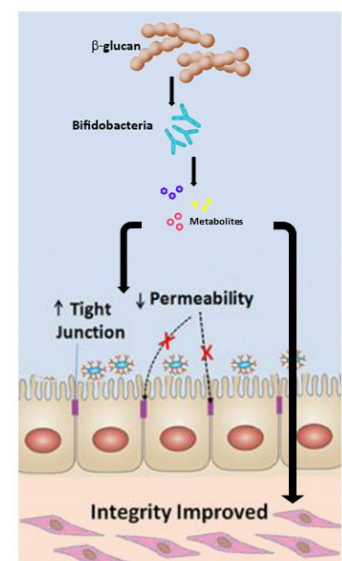
### IMMUNOMODULATORY EFFECT

The Hep3 protein and soluble  $\beta$ -glucans enhance the immune system and modulate the release of proinflammatory cytokines

Adapted from Dilling et al., 2017



Adapted from Wan et al., 2015



### PREBIOTIC AND REPARATIVE EFFECTS

**Insoluble  $\beta$ -glucans** act as prebiotics and exert a strong influence on intestinal permeability. They also stimulate fibroblasts, which play a crucial role in tissue repair and regeneration

## SUMMARY OF PRODUCT CHARACTERISTICS

### 1. NAME

Colicron

### 2. QUALITATIVE AND QUANTITATIVE COMPOSITION

1 capsule contains: Probiotic Mix (*Lactobacillus acidophilus* NCFM, *Bifidobacterium longum* subsp. *longum* BB536, *Bifidobacterium animalis* subsp. *lactis*, *Bifidobacterium breve* M-16V, *Lactobacillus casei* LC-G11, *Lactobacillus paracasei* Lpc-37, *Lactobacillus plantarum* GMNL-14, *Lactobacillus rhamnosus* HN001, *Sptreptococcus thermophilus* Th-4), 5 billion CFU for each strain; *Hericium erinaceus* (Bull.) Pers. Mushroom fruiting body extract tit. 10% in polysaccharides, 100mg. PEA (Palmitoylethanolamide), 70mg. *Undaria pinnatifida* (Harvey) Suringar thallus extract tit. 10% in fucoxanthin, 50 mg.

### 3. PHARMACEUTICAL FORM

30 capsules of 500 mg each

### 4. CLINICAL INFORMATION

#### 4.1 Indications

Non-pharmacological adjuvant to support gut health and gut microbiota balance.

#### 4.2 Dosage and Administration

1 capsule per day.

#### 4.3 Contraindications

Individual hypersensitivity to any of the product components.

#### 4.4 Special Warnings and Precautions for Use

Do not exceed the recommended daily dose. Keep out of the reach of children under 3 years of age. Supplements should not be considered as a substitute for a varied and balanced diet and a healthy lifestyle.

#### 4.5 Interactions

No interactions with medications are known

#### 4.6 Undesirable Effects

None

#### 4.7 Overdose

No cases of overdose have been reported

### 5. PHARMACOLOGICAL PROPERTIES

#### 5.1 Pharmacodynamic Properties

Colicron is a supplement containing Probiotics, PEA, and dried extracts of *Hericium* and *Undaria*. Probiotics exert a regulatory effect on the intestinal barrier in various ways. With direct action on the intestinal epithelium, probiotics increase the synthesis and secretion of mucin by goblet cells; probiotic bacteria are also capable of producing different molecular forms of bacteriocins and compete with pathogens and commensals for binding sites on mucins or epithelial cells, preventing harmful colonization and contributing to mucosal barrier function; probiotics improve the stability of tight junctions, reducing epithelial permeability to pathogens and their products, and result in a nuclear downregulation of genes encoding proinflammatory cytokines. It has recently been demonstrated that commensal bacteria modulate the expression of genes involved in essential intestinal functions, including mucosal barrier homeostasis, nutrient absorption, angiogenesis, and postnatal intestinal maturation. Probiotics exert positive effects on local immunity by increasing the proliferation of IgA-secreting B lymphocytes in the lamina propria and promoting IgA secretion in the endoluminal mucosal layer. Furthermore, probiotics can alter the composition and gene expression within the microbiota, indirectly enhancing the barrier through commensal bacteria. The mechanism of action of PEA as an analgesic and anti-inflammatory molecule is based on different aspects: PEA inhibits the release of mast cell mediators, both preformed and newly synthesized, such as histamine and  $\text{TNF-}\alpha$ , reducing the pathological hyperactivation of these cells. PEA can therefore down-regulate mast cells, reduce the expression of cyclooxygenase-2 (COX-2) and inducible nitric oxide synthase (iNOS), and prevent the degradation of  $\text{I}\kappa\text{B-}\alpha$  and the nuclear translocation of NF- $\kappa\text{B}$ , the latter being associated with PEA as an endogenous PPAR- $\alpha$  agonist. PEA's additional pharmacological properties are attributed to its affinity for orphan cannabinoid receptors and the transient receptor potential vanilloid 1 (TRPV1) receptor. PEA can be hydrolyzed by the lysosomal enzyme N-acyl ethanolamine

acid amidase (NAAA), which is highly expressed in macrophages and other immune cells. Pharmacological inhibition of NAAA activity is a potential therapeutic strategy for inflammation-related diseases. Fucoxanthinol (FXOH), derived from fucoxanthin found in *Undaria*, is a marine carotenoid derived from brown algae with various beneficial effects. FXOH directly binds to the active site of the NAAA protein, specifically reducing NAAA enzyme activity, thus preventing the physiological decrease in PEA levels. *Hericium erinaceus* improves gastrointestinal tract disorders not only by suppressing the production of inflammatory mediators such as  $\text{TNF-}\alpha$ , interleukin-1 $\beta$ , and interleukin-6 in colon tissues, but also by regulating the production of nitric oxide, malondialdehyde, and superoxide dismutase in the serum to suppress oxidative stress. *Hericium* also promotes the growth of probiotic bacteria due to some physiologically important components, particularly  $\beta$ -glucans, which have a good prebiotic effect, synergistically alleviating inflammation and activating the immune system.

#### 5.2 Pharmacokinetic Properties

The ingredients of the product undergo a first passage of metabolism in the liver, resulting in hepato-biliary excretion. The nine probiotic strains colonize the intestinal tract and are excreted in the faeces.

### 6. INFORMATION

#### 6.1 List of Excipients

Anti-caking agent: silica.

#### 6.2 Incompatibility

No incompatibilities with drugs or other supplements are known.

#### 6.3 Shelf Life

3 years from the date of production. The expiration date always refers to the product in its intact and properly stored packaging.

#### 6.4 Storage

Store in a cool and dry place, protected from heat and light.

#### 6.5 Nature and Content

30 capsules packaged in ALL/PVC+PVDC blister.

### 7. MANUFACTURING FACILITY

Laboratori Aliveda S.r.l. Via Karol Woytjla, 19 - 56042 Crespina-Lorenzana (PI), Italy



Developed by Physicians





# *Anything else?*

Manny has recently agreed to become the representative for Premier Research labs (PRL) in CA and Nevada.

The quality of the PRL products is very good and approximately 60 of them have no synthetic ingredients. These should complement and fill gaps in the Doctors Research line.

Until recently PRL sold directly from its web site in addition to an Amazon presence. PRL are no longer available to the public from their website, and they have increased their retail price on Amazon by an additional 20% this is due to increase to an additional **30% next quarter.**



Some of PRL's biggest accounts are already our customers, and while the Amazon presence is not ideal our accounts do speak highly of the Company and its products.

I think some of their unique products if combined with Doctors Research will keep the patient returning to you especially as Doctors Research is not available online.



To get started I am already using this product in the kitchen and dining room.

I believe it is something every Practitioner should have a handful of on their front desk. Front desk staff can introduce this easily while the Patient is waiting to see you. The pink salt in a clear glass bottle is bright and very attractive and I'm sure many Patients will be attracted to it, who would not want to be using this over the highly processed, heated, additive loaded, salt most are currently using. This is a source of valuable trace elements and no additives unlike the common table salts. You will be helping even your non nutrition Patients if they bring a bottle home.



# Premier Pink Salt™

*A Premium Blend of Unrefined  
Sea Salts For Everyday Use*

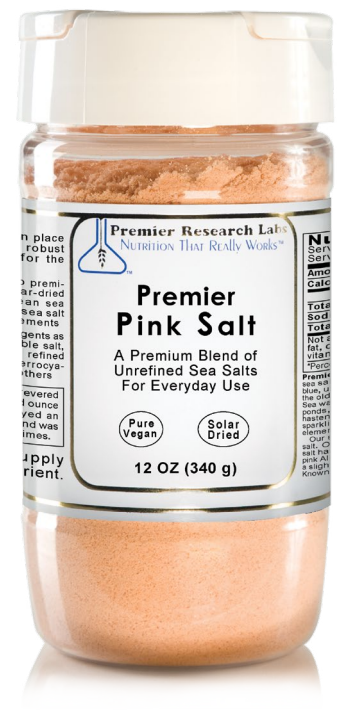


## PREMIER PINK SALT

A blend of two premium, untreated, solar-dried sea salts Premier Pink Salt provides a blend of two premium, untreated, solar-dried sea salts which deliver critical trace elements - without compromise. We recommend using Premier Pink Salt daily in place of regular table salt to add robust flavor to foods and drinks for the whole family.

The first hearty sea salt in Premier Pink Salt comes from the cool, blue, unpolluted waters of the Mediterranean Sea using the oldest method of obtaining salt: solar evaporation. Sea water is transferred through a series of evaporation ponds, while the hot, dry climate and gentle breezes hasten the evaporation process leaving behind only sparkling white salt crystals, containing valuable trace elements (not found in regular table salt).

The second premium salt in Premier Pink Salt is pink Alaea Hawaiian sea salt. Over the centuries, this gourmet, solar-dried sea salt has been traditionally mixed with pink Alaea clay from the Hawaiian islands, giving the salt a slightly pink color, naturally dense in trace elements. It is known as a sacred health salt by the ancient Hawaiians.



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.



## NATURALLY OCCURRING TRACE MINERALS

Some salt sources have also been refined which can drastically reduce its content of naturally occurring trace minerals. Worse yet, some salt sources have also been heated to extremely high temperatures which can derange the molecular configurations of the naturally occurring minerals in salt. In contrast, natural, unheated sea salt is the most body friendly, delivering **naturally occurring trace minerals in their original form without additives**.

That's why we recommend PremierPink Salt. **This natural sea salt blend has not been refined or highly heated**. It does not have any added undesirable anti-clumping agents that are commonly added to regular table salt or other unwanted chemicals.

## BUYER BEWARE OF THE SOURCE OF YOUR SALT

Did you know that since ancient times, salt has been revered as a precious mineral - once traded ounce per ounce for gold. Salt has played an important role throughout history and was even used as currency in Roman times. But in today's world, beware of the source of your salt. Common table salt often contains undesirable additives. Some of these unwanted additives in salt are aluminum hydroxide, refined sugar, stearic acid, sodium ferrocyanide, calcium phosphate and more. Yes, it's hard to believe, but some of these hard-to-pronounce agents can be often found in regular table salt - just read the label!

## ENSURING THE ULTIMATE PURITY -SIMPLY THE BEST!

Pink salt is solar evaporated Pacific sea salt combined with purified red Hawaiian clay. It does not contain any additives, including but not limited to: anti-caking agents, free flowing agents or conditioners. Our **quality assurance processes the salt through a level 2 SQF certified facility that conforms to HACCP and GMP standards then tests and packages according to USP cGMP quality standards**.

Depending on its natural environment, sea salt inherently contains traces of foreign that can occur in the parts pb. So as with anything from nature, we cannot guarantee 100% free of any undesirable agents but our salt does pass our strict quality standards and is absolutely within the allowable limits established by the FDA. You must read on... the salt goes through a proprietary process that examines each grain and eliminates all foreign materials and flawed crystals,

while leaving the raw salt just as natural as the day it was harvested: no washing, no chemicals and no tampering with Mother Nature's components.

We ensure the ultimate purity of our salt by running the raw salt through a proprietary combination of sifters, aspirators, rare-earth magnets and metal detectors. This process detects and filters the unwanted materials from the salt. After this initial screening, the salt is ready for the most thorough process that inspects every single grain of salt for discoloration or any remaining unwanted foreign material.

The quality of salt can be determined by its color—most commonly, the whiter the better. However, some varieties carry specific trace minerals that give grains a uniquely beautiful color. On the contrary, undesired materials can affect the color as well. The goal is to keep the desired colors that are high in trace minerals, while removing the less desired colors.

With high-definition color CCD cameras, UV lights, air jets and a very fast computer processor, color sorters detect micro defects and remove the flawed crystals. As the crystals cascade from a chute, the CCD cameras capture images of the crystals from both sides. When a camera captures a defective crystal, its location is calculated and the unwanted crystal is removed with a single blast of air. Even a single particle—smaller than a grain of sand—can be targeted and removed.

Depending on the salt variety, this state-of-the-art equipment is programmed with strict color specifications, keeping only the salt that falls within the acceptable color range. This chemical-free process results in only the **cleanest, mineral-rich sea salt ready for distribution**. This operational process not only results in superior flavored sea salt, but it looks as perfect as it tastes. Our Pink Salt are beautiful on display in clear packaging, making the quality apparent and attractive to consumers. No more hiding your salt in cardboard containers!

Pink salt is **free of any known allergens or specific components, and is suitable for the following diets: Vegetarian, Vegan, Lactose Free, & Gluten Free**. The salt does not contain melamine. This salt is not genetically modified nor does it contain genetically modified organisms (GMO) or their derivatives and genetic engineering is not applied during the production process.

## INGREDIENTS

1/8 Teaspoon Provides:

Ingredients: Mediterranean Sea Salt, Pink Alaia Hawaiian Sea Salt

Calories .....	0	Sodium .....	230 mg
Total Fat .....	0 g	Total Carbohydrate .....	0 g

Other Ingredients: None (no anti-clump or flowing agents)

This salt supplies iodide, a necessary nutrient.

Code: 4680 (12 oz/container) R6.3

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

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