



Leaders of the Pack.

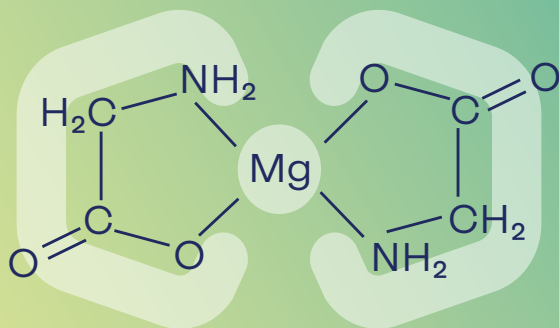


Leaders in the Pack.

Chelated Minerals - Nature's Way.

In the vast landscape of supplements, many products make unfounded promises. Since our introduction, we've set the gold standard with over two decades of chelate precision and consistent quality. We were pioneers - the first to showcase proof of chelation - and our total mineral portfolio is supported by over 160 publications, numerous patents, and close to 80 human studies. Our patented mixed amino acid and nanoparticle-free chelates further highlight our industry leadership. We're dedicated to cutting through the noise, offering essential minerals in a premium, trustworthy form.

For the true Leaders in the Pack. TRAACS® - The Real Amino Acid Chelate System by Albion® Minerals.



Pictured above is the magnesium bisglycinate chelate, a prime example of how we bond minerals to amino acids, ensuring superior absorption and bioavailability.

Did you know?

Chelate comes from the Greek word "chele" and means "claw." Chelated minerals are specialized forms of minerals that form strong and stable bonds with ligand molecules, resembling a ring structure that looks like two claws wrapping around the metal to protect it.

TRAACS[®] –

The Real Amino Acid Chelate System



1. Prime ingredients, superior ligands

2. Exceptional chelates

3. Proven quality

4. Legacy of ingenuity

The Real Amino Acid Chelate System.

1

Prime ingredients, superior ligands

TRAACS® quality starts with prime raw ingredients, rigorously tested for contaminants and nutritional value.

- Our ligands add nutritional value
- Providing enhanced absorption (2)
- Reduced gastrointestinal distress (3) compared to inorganic minerals

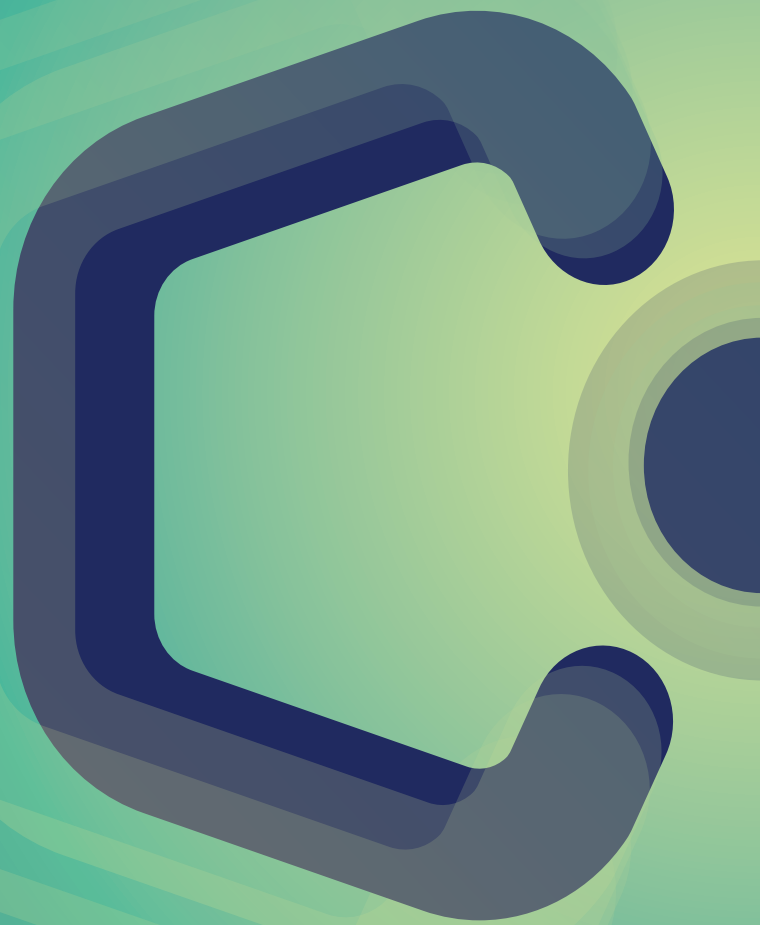
2

Exceptional chelates

Albion® chelates form robust bonds with ligand molecules, rendering unique nutritional attributes:

- Molecular weight under 800 Daltons
- Neutral charge
- Exceptional stability
- Preventing unwanted reactions (4)
- Consistent high quality
- Fully reacted chelates

This composition facilitates efficient metabolism, leading to improved nutrient absorption and heightened nutrient density.



3

Proven quality

To validate the structure of chelated minerals, Albion uses cutting-edge technologies:

- Infrared spectroscopy (FT-IR) for every batch
- Examining the chemical signature of the reacted minerals to confirm chelation
- Further state-of-the-art technology, including X-ray diffraction (XRD) and thermogravimetric analysis (TGA) is available

As the pioneer who set the industry standard for proving chelation back in 2003, Albion is the brand with the longest history of analytical data which ensures unique accuracy.

4

Legacy of ingenuity

Our unique patents and over 100 scientific publications covering just the science around our chelated minerals demonstrates our position as a thought-leader in our industry. Examples are:

- Patented mixed amino acid chelates
- Patented nanoparticle-free chelates
- Ferrochel[®], the most clinically studied brand of iron bisglycinate chelate in the market, with over 20 scientific publications alone.

References:

1. Food and Nutrition Board, Institute of Medicine, 2005.
2. Bovell-Benjamin AC, et al; Am J Clin Nutr 2000; 71: 1563-1569.
3. Coplin MS, et al., Clin Ther 1991; 13(5): 606-612.
4. Marchetti M, et al., J Food Comp Anal 2000; 13: 875-884.

Albion's® Mark of Distinction.

Unveiling our seal - co-branding made seamless.

Representing pinnacle quality, TRAACS® - The Real Amino Acid Chelate System - signifies our commitment to supreme chelated minerals.

Co-brand with TRAACS® alongside the Albion® brand for instant trust and quality, backed by 70 years of expertise. Available for 20+ products.



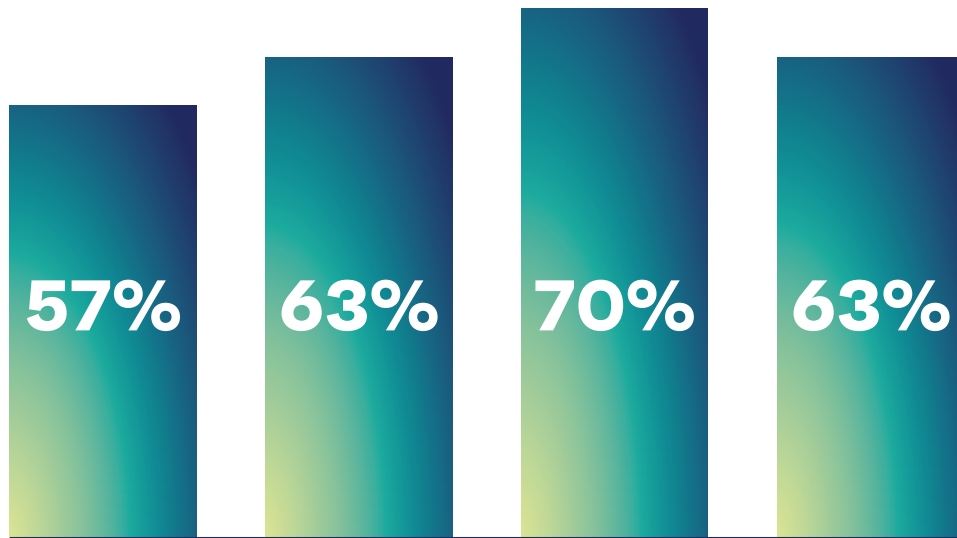
More Value

63% of consumers are **willing to pay more for products with branded ingredients.**

63%

TRAACS[®] co-branding – **healthy for your profits.**

What supplement users are saying:



"Supplements made with branded **ingredients work better** than those made with generic ingredients."

"I am willing to **pay a higher price** when it comes to supplements with branded ingredients."

"I feel **more confident** using supplements made with branded ingredients."

"Supplements made with branded ingredients can cost more because they are **more effective and offer better quality**."

n=2,421 | Source: 2021 CRN Consumer Survey on Dietary Supplements

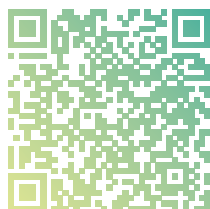
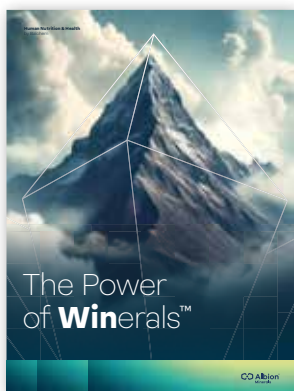
More Trust

Branded ingredients can help **manufacturers foster a reputation for trust and transparency.**



Ready to elevate your nutrient game? **Choose Albion[®] Minerals - Where every mineral is a Wineral[™]**

**Visit our website,
ask for our shiny new brochure,
or contact us to discover more.**



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