

Human Nutrition & Health  
by Balchem

# The Power of **Winerals**<sup>TM</sup>



# Albion<sup>®</sup> – Redefining Minerals.

As you turn to the first page of this brochure, a towering mountain greets you – “Mount Albion<sup>®</sup>.” More than just an artful portrayal, it is a symbol that captures the very spirit of our brand. Rain or shine, mountains stand tall, resilient, and unyielding. These are the qualities that we saw mirrored in our mineral ingredient brand, and it is why we chose to encapsulate our brand’s essence in the majestic form of “Mount Albion<sup>®</sup>.”

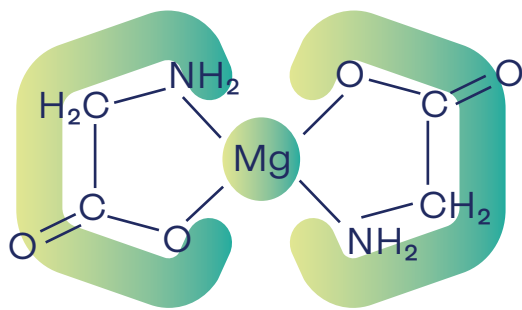
They say every cloud has a silver lining. But at “Mount Albion<sup>®</sup>,” we mine beyond the ordinary. We don’t just deal in minerals. Here we introduce you to Winerals – superior, bioavailable nutrients.



# Chelated Minerals – Nature's Way.

Essential for optimal health, minerals are the unsung heroes within. Unlike commonplace, inorganic minerals, Albion® mineral amino acid chelates emulate nature's packaging, optimizing absorption for optimal benefits.

The term "chelate" traces its origin to the Greek word "chele," meaning "claw." Just like a set of claws wrapping around the metal, Albion® chelates form robust bonds with ligand molecules, rendering unique nutritional attributes: a molecular weight under 800 Daltons, a neutral charge, and exceptional stability, preventing unwanted reactions. This composition facilitates efficient metabolism, leading to improved nutrient absorption and heightened nutrient density.



Albion®, the industry standard-bearer, vouches for unmatched chelate precision with over two decades of consistent quality.

## Why Choose Albion® Minerals?

- 1. Experience Pioneered:**  
From our inception in 1956 to the present, leading the chelation frontier.
- 2. Bioavailability Perfected:**  
Natural packaging, optimal absorption, and proven stability.
- 3. Scientifically Validated:**  
With over 160 publications, our products are more than just claims.

# Bioavailability – Albion® Pledge.

Not all minerals are created equal. While many supplements fall short, Albion® stands tall, wrapping minerals in nature's design for maximum absorption. Our secret? Amino acids, like the bond between glycine and magnesium forming magnesium bisglycinate, ensuring nutrients reach where they're most needed.

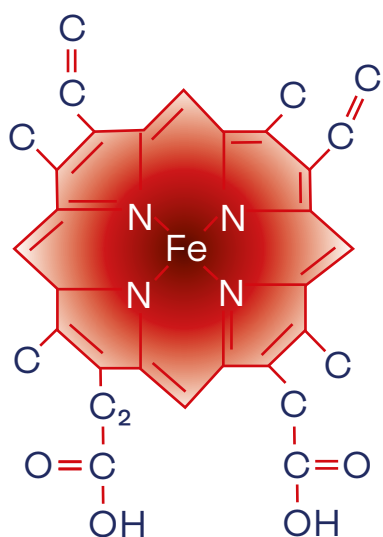
## Albion® Minerals -Beyond Excellence

Safety and quality are our pledges. Beyond superior bio-availability, we stand for purity and global compliance.

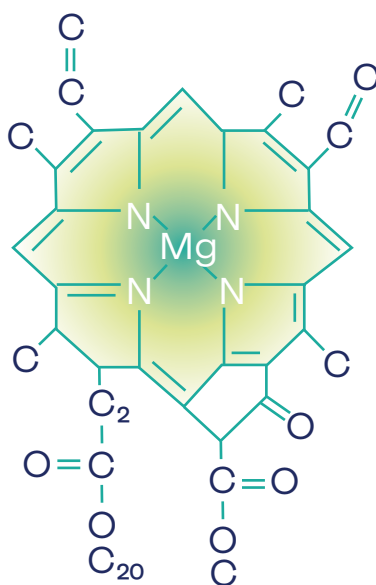
Albion's® commitment to quality starts with carefully selected, pure ingredients sourced through approved manufacturers. Our rigorous testing ensures halal, kosher, and non-GMO compliance. Additionally, chelated minerals don't need ionization and are not pH dependent. On the other hand, non-chelated mineral compounds may compromise the integrity of essential nutrients, including vitamins A and E, ascorbic acid, specific B vitamins, and certain medicinal agents.

### Did you know?

Phytate, prevalent in seeds, grains, and legumes, can bind to minerals like iron and zinc, reducing their absorption. This isn't the case with chelated minerals, making them ideal for plant-based supplements and diets.



**Human blood  
hemoglobin**



**Plant  
chlorophyll**

## Mimicking nature's brilliance

Since hemoglobin and plant chlorophyll can be considered natural chelate compounds, chelation is the way to deliver essential minerals as nature intended.

Much like how iron is bound to amino acid ligands within hemoglobin, our chelated minerals are also wrapped in beneficial amino acids like glycine, resembling nature's nutrient delivery. It's akin to absorbing minerals through proteins in our diet, ensuring efficient and digestive-friendly uptake.

# Seeing is **believing.**

**Albion® iron bisglycinate chelate (Ferrochel®) up to**

**5x<sup>1</sup>**

greater absorption than

**ferrous sulfate**

**Albion® magnesium bisglycinate chelate up to**

**3x<sup>2</sup>**

greater absorption than

**magnesium oxide & magnesium citrate**

**Albion® zinc bisglycinate chelate up to**

**1.5x<sup>3</sup>**

greater absorption than

**zinc gluconate**

**Albion® calcium bisglycinate chelate up to**

**1.8x<sup>4</sup>**

greater absorption than

**calcium citrate & calcium carbonate**

<sup>1</sup>Bovell-Benjamin AC, et al; Am J Clin Nutr 2000; 71: 1563-1569

<sup>2</sup>Hartle JW, et al., FASEB J 2016; 30: 128.6 (abstract) Morgan S, et al., Balchem Internal Data

<sup>3</sup>DiSilvestro RA, et al., Biol Trace Elem Res 2015; 168(1): 11-14

<sup>4</sup>Heaney RP, et al., Calcif Tissue Int 1990; 46: 300-304

## Comprehensive Regulatory Safety

Albion® Minerals shine, meeting strict regulatory standards set by the Code of Federal Regulations Section 110 and the Food Safety Modernization Act (FSMA) enforced by the US Food and Drug Administration. Backed by scientific evidence and approved by the European Food Safety Authority (EFSA), our chelates exemplify safety and efficacy on a global scale.



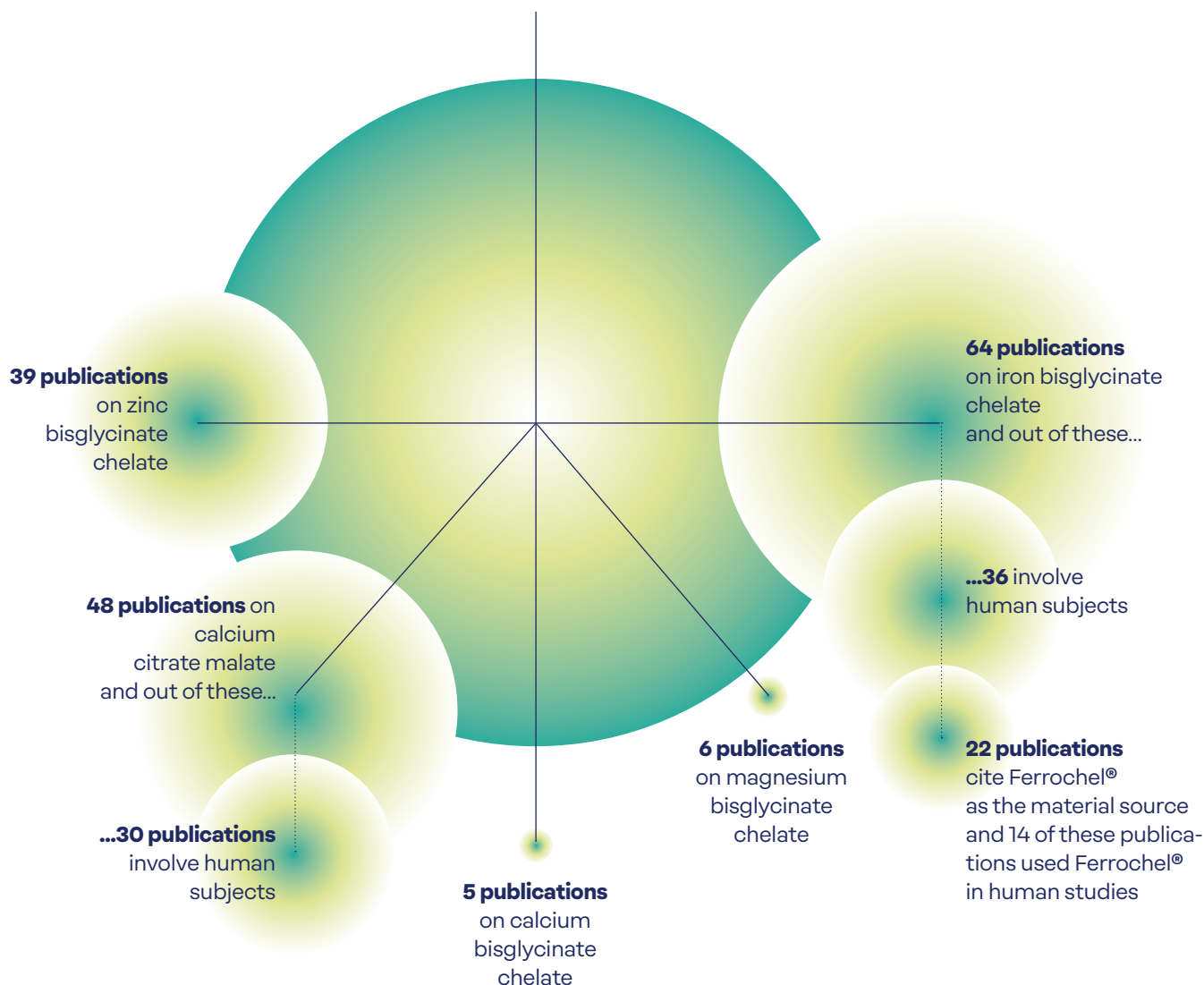
# Legacy of Ingenuity.

## Shaping minerals since 1956

With roots in 1956, Albion® has been at the forefront of mineral research. A journey reflected in patents, publications, and pioneering products like Ferrochel®.

Our journey is backed by over 160 publications, dozens of patents, and nearly 80 human studies. With a history of prioritizing scientific support, products like Ferrochel® lead the way. As the most clinically studied iron bisglycinate chelate with 20+ scientific publications, our commitment to scientific advancement is evident. Patents for mixed amino acid chelates and nanoparticle-free chelates showcase our industry leadership.

## More than 160 studies in human nutrition





# TRAACS<sup>®</sup>

## Albion's<sup>®</sup> Mark of Distinction.

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

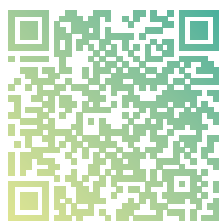
### Unveiling our Seal - Co-Branding made seamless.

We've designed a ready-to-display quality seal for  
immediate use alongside the Albion<sup>®</sup> brand. It is  
currently available for more than 20 products in  
our Albion portfolio.



# Speak to our experts

and make the  
Albion<sup>®</sup> difference  
a part of  
your offering.



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