

# LIFE CHOICE®

## *Essential Minerals for the Body and Mind*

**Life Choice® minerals use an advanced delivery method via natural electrolyte carriers, distributing minerals throughout the body.**

**The membranes remain intact without “dissociating” or breaking apart into their component ions, thereby releasing their respective ions only at specific membrane sites within the cell.**

Minerals are vital to our health, but they face a formidable opponent when ingested: the intestinal wall. The intestinal wall is the biggest barrier to minerals being absorbed in the body. While the intestinal wall has a negative charge, digested minerals have a positive charge. The intestinal wall holds minerals like a magnet and does not let them pass through into the body.

Chelation is a bodily process in which the positive charge of minerals is “cloaked” by another molecule. This enables the minerals to pass through the intestinal wall and be absorbed. Chelation primarily occurs through picolinic acid and orotates.

Research from Grand Forks, North Dakota has found that because picolinates are used in the body’s natural chelation process, they are more readily recognized and used by the cells. The study also found that just 5 mg of zinc picolinate/day relieved symptoms that 60 mg of zinc sulfate/day could not. This implies that the superb absorption rate of picolinates could reduce the overall dosage needed.

This is why many Life Choice® minerals are picolinates and orotates. We use an advanced delivery method through natural electrolyte carriers which distribute minerals throughout the body. The membranes remain intact without “dissociating” or breaking apart into their component ions. Therefore, they release their respective ions only at specific membrane sites within the cell.

The way nutrients are delivered makes a crucial difference in their effectiveness; minerals from Life Choice® are both effective and reliable.