

MINERAL ESSENCE™ THE MASTER BLEND

**An all-natural, essential-oil-enhanced mineral supplement
incorporating ionic trace minerals harvested from seawater.**

The Threefold Benefits of Mineral Essence:

1. **Broad Spectrum** - With over 62 trace minerals, Mineral Essence enjoys one of the most complete mineral profiles available.
2. **Exquisite Balance** - Not only does Mineral Essence contain an incredibly wide spectrum of different minerals, but each mineral component is precisely proportioned in relation to the others. Such careful control of mineral content is of paramount importance. Why? Because too much or too little of one mineral can not only gum up the body's absorption of other minerals but might even be toxic.
3. **Enhanced Bioavailability** - All of the minerals in Mineral Essence are ionic - a chemical form which maximizes mineral absorption in the intestines. Minerals in an organic or colloidal state are not as readily assimilated. The essential oils included in Mineral Essence further enhance mineral absorption - besides providing other far-reaching benefits.

Minerals: Essential Electrolytes

Young Living™ views mineralized supplements as more than merely dietary aids, but rather as the bedrock on which the body builds sound health. Trace minerals are crucial to the smooth function of virtually every system in the body - from the heart to the immune system - and clinical studies continue to link disease and unsound health with inadequate or unbalanced mineral intake. So Young Living has taken great pains to formulate a finely tuned mineral supplement that, when used properly, can function as the linchpin of healthy bodily systems.

Trace minerals are very vital elements of the human body. Without them, we would lose electrolyte balance in our cells, which would contribute to premature aging and heart disease. Heart disease, which is the number one killer in America, may start from a trace mineral deficiency in the smooth muscle of the heart.

Mineral Essence not only contains one of the broadest mineral profiles of any supplement - over 62 separate trace minerals - but is one of the few dietary supplements to combine an exclusive blend of highly - purified essential oils with its cutting-edge mineral formulation.

INGREDIENTS - Over 62 ionic trace minerals: Royal jelly, Pure honey, and the Essential Oils of Cinnamon, Lemon, Peppermint.

Development of Mineral Essence

During its research to develop Mineral Essence, Young Living discovered that the key to creating a first-rate mineral formula is seawater and essential oils. According to mineral experts, the mineral content of our bodies closely mirrors that of seawater. Even human blood has the same mineral makeup as ocean water. If a mineral supplement could

replicate this composition ion for ion - with some minor variations - the ideal formulation could be engineered.

Young Living has developed such a formula - the one used in Mineral Essence - and then advanced it one step further. Realizing that even the best mineral supplement was only of limited value unless fully assimilated by the body and tissues, Young Living also added a select group of essential oils - peppermint, cinnamon, lemon, and others - to facilitate mineral uptake. Royal jelly and pure honey were added as stabilizing agents.

Broad Spectrum

To date, over 60 separate elements - from boron to calcium - have been determined to have direct impact on the human machinery. Mineral Essence includes not only these 60, but contributes several more. With a total of more than 62 trace minerals, Mineral Essence boasts of one of the broadest mineral profiles available.

Such a full spectrum formula means that the user is assured of the maximum mineral content available without having to wait for future studies to trickle in validating the importance of new minerals.

The University of Arizona recently discovered that the trace mineral selenium slashed cancer death rates by up to 50 percent in clinical trials. In response, many manufacturers had to reformulate their product lines. Young Living, however, had already included selenium in Mineral Essence as part of its original formulation.

"Only fifteen years ago every textbook taught that the trace element boron was non-essential to all mammals, including man. However, today it is believed to be so important to human health that numerous scientists are preparing to petition governments to urge them to recognize boron as a trace element essential to human health." [Dr. Alexander Schauss]

Delicate Balance

Young Living is convinced that merely providing a full spectrum of minerals is not enough. To benefit the body without toxic side-effects, each mineral component must be precisely proportioned. An excess of one element - while beneficial in smaller quantities - might not only be mildly toxic in itself, but also impinge on the assimilation of other minerals, creating a biochemical cascade effect.

Calcium provides an excellent example of this. Excess intake of calcium, while beneficial for bones, contributes to reduced levels of zinc and iron but increased levels of boron and manganese. The imbalances in each of these trace minerals creates a chain reaction of more biochemical imbalances down the line, which in turn can effect almost every subsystem of the body, from blood creation to enzyme levels.

"Trace minerals do not exist by themselves but in relationship to one another. Too much of one trace element can lead to imbalances in others resulting in disease, rather than the absence of disease." [Dr. Alexander Schauss]

A finely balanced mineral supplement not only maintains cellular systems in prime condition, but can also block or counteract the affects of toxic elements such as lead, cadmium and mercury.

Bioavailability

Even if minerals are perfectly proportioned, they must be converted into a chemical form that can be most readily absorbed in the small intestine and assimilated into the tissues. Consequently, Mineral Essence was formulated with ionic minerals that, once in solution, ionize into easily internalized electrolytes.

"Whatever the nutritional potential of a food, its contribution is nonexistent if it does not pass the test of absorption. Those nutrients that have not been transferred through the intestinal mucosal cell to enter circulation, for all nutritional intent and purpose, have never been eaten." [Ruth L. Pike]

Essential Oils

In addition to using only ionic minerals, Young Living adds a proprietary mix of essential oils to Mineral Essence. These highly refined botanical extracts are of unsurpassed purity and enhance the absorption potential of the ionic minerals. In addition, they provide other important benefits.

- Cinnamon is antiviral, antibacterial and a strong antioxidant. It also contains high levels of phenols - oxygenating compounds which function as catalysts. Sri Lanka has been producing this oil for over 2,000 years.
- Lemon promotes leukocyte production, which is an important factor in the immune system.
- Peppermint is antibacterial and a first-rate support for the immune system. Dr. Daniel Penoel has reported that the oil helps reduce nausea and aids respiratory function.

About Essential Oils

Essential oils are the volatile, delicate, and aromatic resin extracted from a broad range of flowers, stems, roots, seeds, and bark. Chemically similar to human blood, essential oils provide regenerating, oxygenating, and antibacterial properties for the plant. Because of their small-molecule lipid-soluble makeup, they possess a remarkable ability to penetrate cell membranes and transport nutrients into the innermost reaches of the tissues.

Essential oils are also among some of the most diverse chemicals in existence. Essential oils are a rich mosaic of hundreds of different chemical parts, each of which makes important contributions to the overall properties of the oil.

Benefits of Selected Trace Minerals

- Calcium is essential for healthy bones and teeth, and it assists in blood clotting, muscle contraction, and nerve transmission.
- Chromium assists in the metabolism of glucose and regulates blood sugar.
- Cobalt promotes the formation of red blood cells.

- Copper promotes normal red-blood cell formation and connective tissue formation. By storing and releasing iron, copper contributes to hemoglobin formation; it also contributes to central nervous system function.
- Iodine is required by the thyroid hormone to support metabolism.
- Iron is important in red blood cell formation and brain function.
- Magnesium supports nerves and muscles and activates over 1 00 enzymes.
- Molybdenum contributes to growth and development.
- Phosphorous, together with calcium, contributes to healthy bones and teeth.
- Potassium regulates heartbeat, fluid balance, and helps muscles contract.
- Selenium is an essential component of a key antioxidant enzyme as well as being necessary for normal growth and development.
- Sulfur is required for muscle protein and hair.
- Zinc is a mineral found in every fluid, tissue, cell and organ throughout the human body with high concentrates in the brain. Inadequate intake can effect over 200 enzymes involved in digestion, metabolism, reproduction and wound healing.

Application - Shake well before using. Young Living recommends 1-2 droppers once in the morning and once at night, before or after meals. It can also be taken as needed with a vitamin supplement.