



Redefining Wellness at the Cellular Level

How the Gut Barrier Holds the Key to Foundational Wellness

Our Founder

“Your body is not broken; it’s just disconnected”

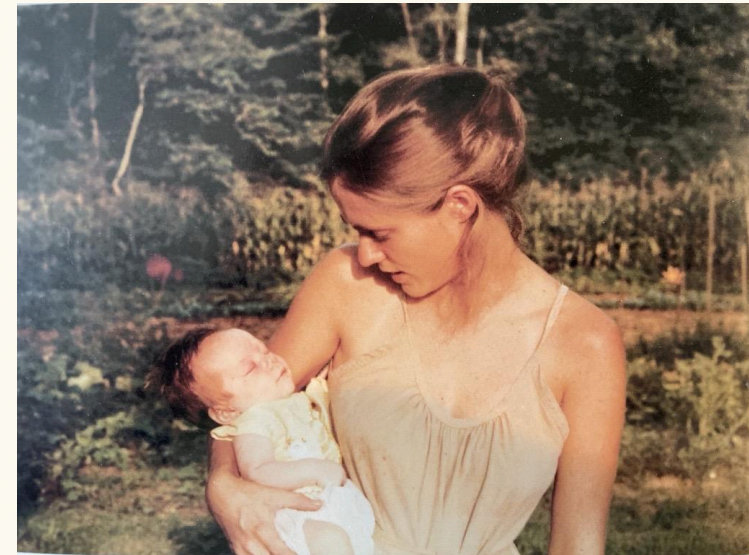
- Dr. Zach Bush MD



Zach Bush MD, Founder

How have we become disconnected?

- Modern convenience has come with a price
 - Lack of connection to the food we eat
 - Lack of connection to our neighbors/to each other
 - Isolation in independence and environment
 - Conventional farming leaching soil of minerals and biome
 - Chemical poisons we are using on our soil



The Importance of the Gut Barrier

For your microbiome to thrive, it needs a healthy space to live, and your **gut lining is foundational**.

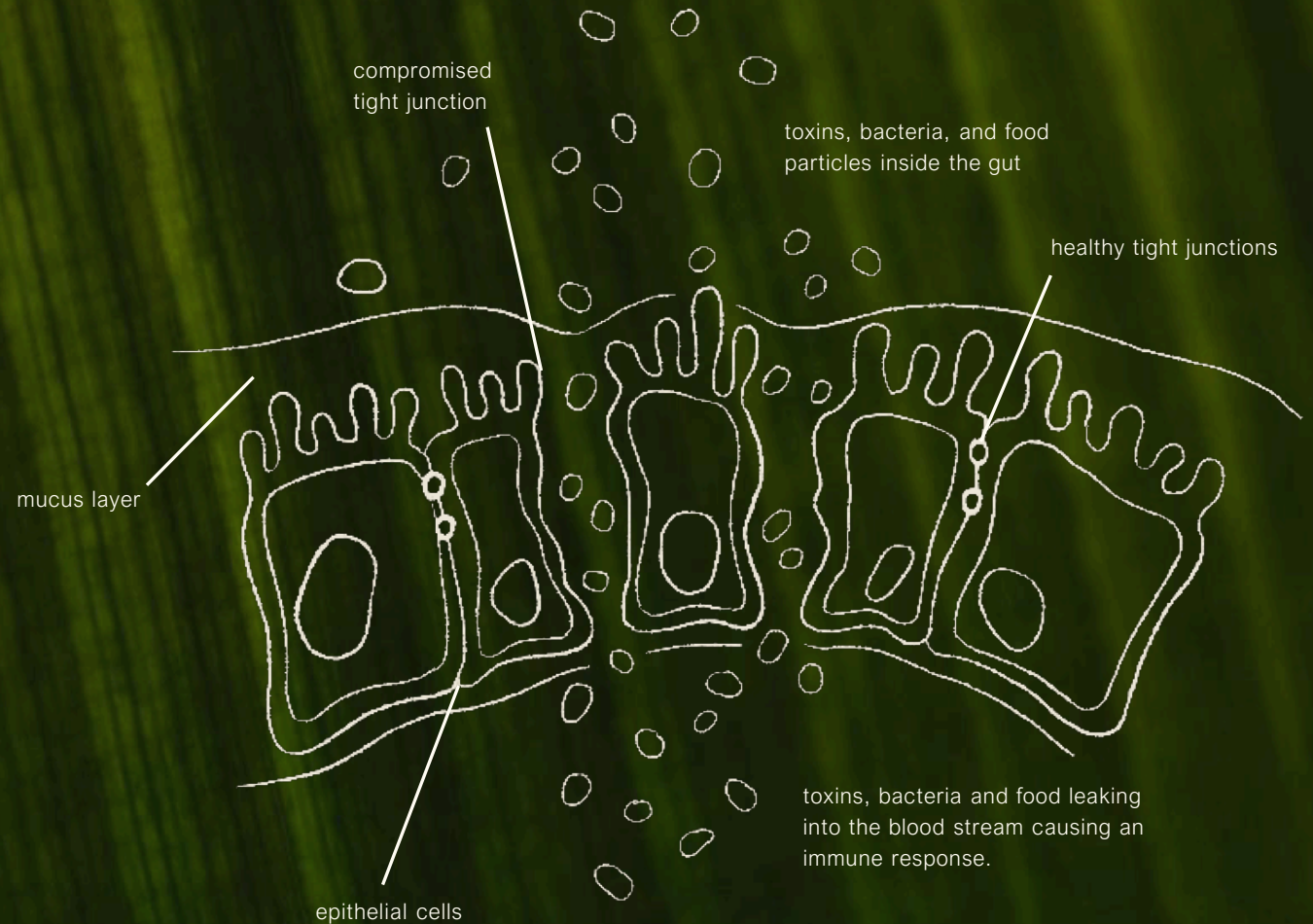
- largest barrier system in the body
- houses 70-80% of your immune system
- where 90% of serotonin is made (helping with mood and sleep)
- where 50% of dopamine is made (helping with focus and mood)
- held together by tight junctions (cellular seals)

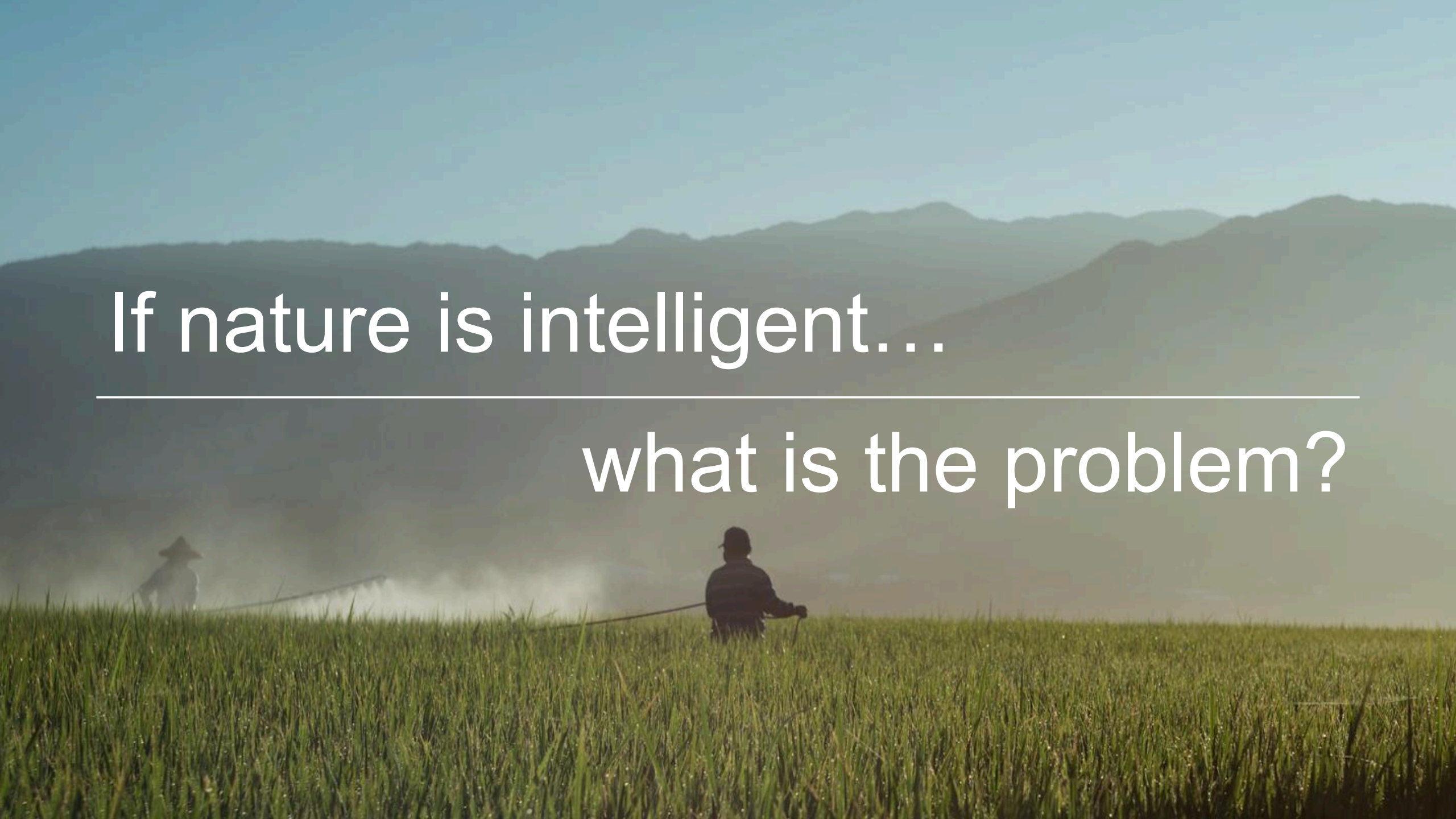


Bolster the Firewall

Tight junctions have a huge role to play in health. These cellular seals need to be kept intact in order to:

- keep toxins and foreign particles out of the bloodstream
- bring nutrients in
- support immune system function



A person wearing a hat and a backpack sprayer is walking through a lush green rice field, spraying the crops. The field is filled with tall, green rice stalks. In the background, there are rolling hills or mountains under a clear blue sky. The scene is captured from a low angle, emphasizing the vastness of the landscape.

If nature is intelligent...

what is the problem?



We are working against ourselves...

Over the last sixty years, several factors have played major roles in the decline of tight junction function, microbiome diversity and overall health:

- factory farming & processed foods
- widespread antibiotic use (most acutely, glyphosate - one of the most dangerous and prevalent herbicides in our environment)

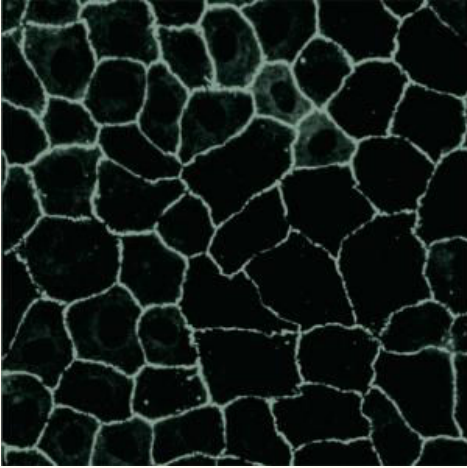
Glyphosate is practically unavoidable:

- Found in 75% of rain and air samples in much of the U.S.
- Found in urine, blood, and breast milk of feed animals and humans.
- 93% of Americans tested at 3 parts per billion (ppb) of glyphosate, well over the permitted levels for tap water in the E.U. (0.1 ppb)

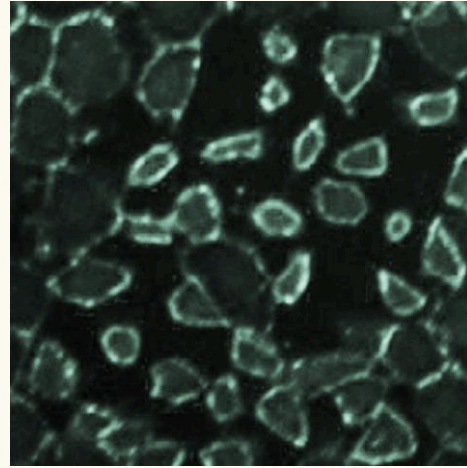
As a result, today **leaky gut** has become increasingly widespread and two thirds of people in the U.S. suffer from some kind of **recurring gut issue**.



Your gut on glyphosate:

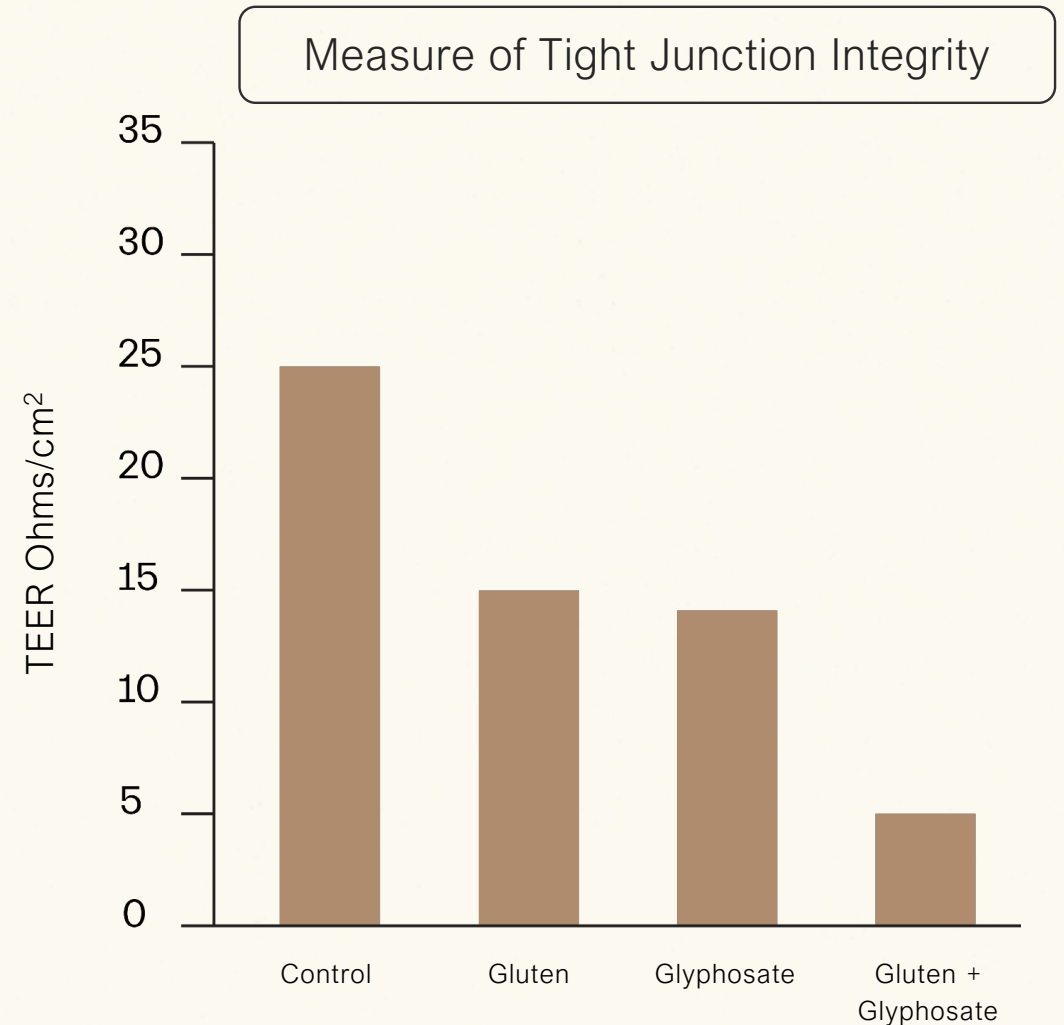


This is your gut membrane.



This is your gut membrane on glyphosate.

Peer-reviewed science shows that tight junctions (those cellular seals that we need to keep intact) can be degraded with exposure to glyphosate.



ION* *Support Line*

A groundbreaking line of nature-inspired soil supplements designed to support foundational health.

Our flagship product, ION* Gut Support strengthens gut integrity and fosters a thriving microbiome, unlocking your body's natural resilience.

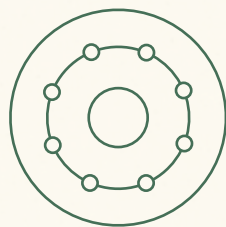


The Support Line also includes Skin Support, which promotes a healthy, radiant complexion from the inside out, and Gut Support For Pets, ensuring your furry companions enjoy vibrant health and vitality.

Our active ingredient

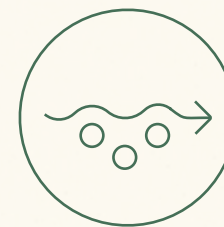
Humic extract (the active ingredient in the entire Support Line) is derived from ancient (60-million-year-old) soil. It is completely U.S. sourced, and made of:

- Bacterial metabolites (not bacteria, but made by bacteria)
- Less than 1% trace minerals and amino acids



ANTIOXIDANT

Acts as an antioxidant by donating electrons to free radicals and by upregulating natural glutathione productions in the body.



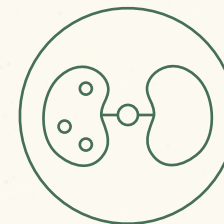
CARRIER

Binds to essential nutrients and transports them into the cells that need them and helps with overall nutrient absorption.



CHELATOR

Chelates to waste particles found within cells and removes them, providing a gentle cellular detox.



COMMUNICATOR

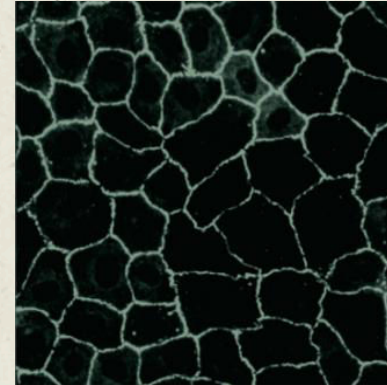
Transmits messages via redox signaling (or electron transfer), cell to cell, and cell to bacteria.

Powered by nature, proven by science

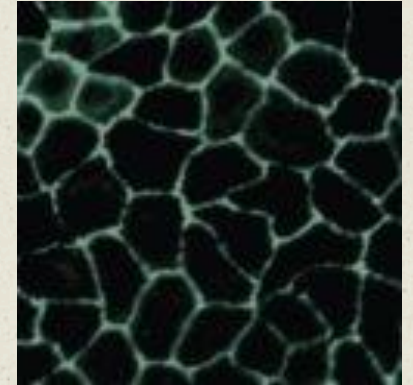
In peer-reviewed studies, ION* Gut Support is shown to protect tight junction structure even in the presence of glyphosate and gluten.

In just two weeks of recommended usage, Gut Support is scientifically proven to:

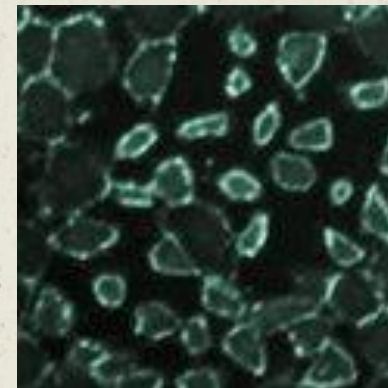
- increase glutathione (your body's most important antioxidant) by 53%
- increase in L Lysine production by 118%
- decrease toxins such as glyphosate by 23%
- decrease inflammation markers by 17%



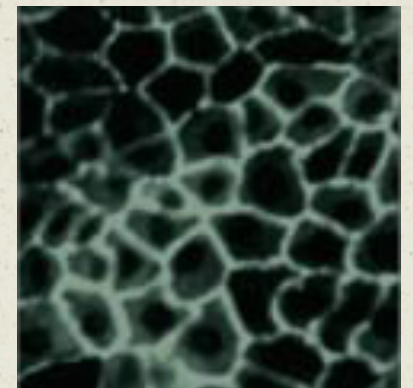
Control



with ION Gut Support*



with Glyphosate



*with Gut Support +
Glyphosate*

ION* Gut Support



BENEFITS OF PRODUCT

- Improves digestion
- Increases nutrient absorption
- Alleviates gluten sensitivity
- Boosts antioxidant production
- Promotes gut-brain health
- ION* Gut Support is proven to seal the gut lining – defending from toxins and optimizing digestive and immune function

ATTRIBUTES + SELLING POINTS

- Simple, effective, allergen-free ingredients
- Only doctor-formulated fulvic supplement with peer-reviewed scientific results.
- Goes beyond probiotics, providing the foundational support your gut needs to maximize the impact of all your health efforts.

Our Innovative Blend:

Just three natural ingredients

Humic Extract

Sourced from ancient soil (roughly 60 million years old!) and contains a blend of bacterial metabolites (fulvate) as well as less than 1% of a variety of trace minerals + amino acids.

Purified Water

No chlorine. No fluoride.
No gnarly chemicals.
Just the finest purified water to support a healthy + thriving you.

Sea Salt



Meet the New Standard in Gut Health

What's New?

- Brighter colors, sharper message, clearer science – this label has beauty and brains.
- More durable bottles mean smoother shipping, less spills, and better overall experience.
- And most importantly, what's in the bottle has improved. With an innovative new process, Gut Support has less sediment and improved taste, making it easier than ever to protect your body's largest barrier.



Come by Booth #1633 for Samples and to Learn More about the Full ION* Line