



ION\* Intelligence  
of Nature™

# Whole health for the whole family

ION\* Intelligence of Nature is a suite of soil-derived microbiome support products that seek to serve the whole family.

For us, this means pets as well.



# Why Gut Support For Pets?

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Pesticides in parks.

Chemicals in kibble.

Pets need gut and microbiome support as much as we do.



# The problem?

glyphosate and prescription antibiotics

tight junction damage (cellular seals)

leaky gut

inflammation

microbial imbalance

chronic health conditions



# Glyphosate 101

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Detrimental herbicide found in Roundup and heavily used in conventional farming.

It has been linked to:

- Non-Hodgkin's Lymphoma
- Non-Alcoholic Fatty Liver Disease
- Endocrine Disruption
- Autoimmune Diseases



# Glyphosate Stats

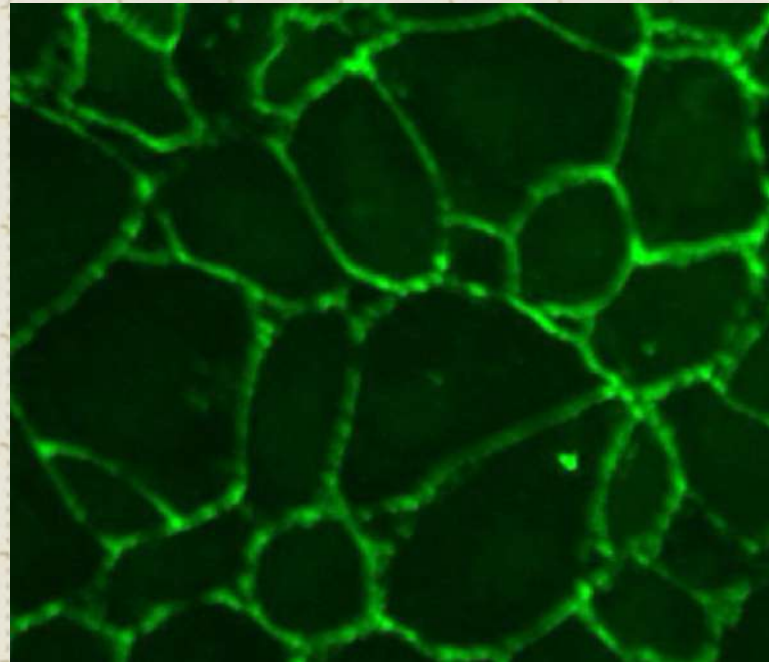
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- Found in 75% of rain and air samples in much of the U.S.
- Levels of around 3ppb were found in the urine of roughly 93% of Americans (for reference, EU tap water limits are 0.1ppb)
- 16 times higher levels are found in cat urine.
- 32 times higher levels are found in dog urine.

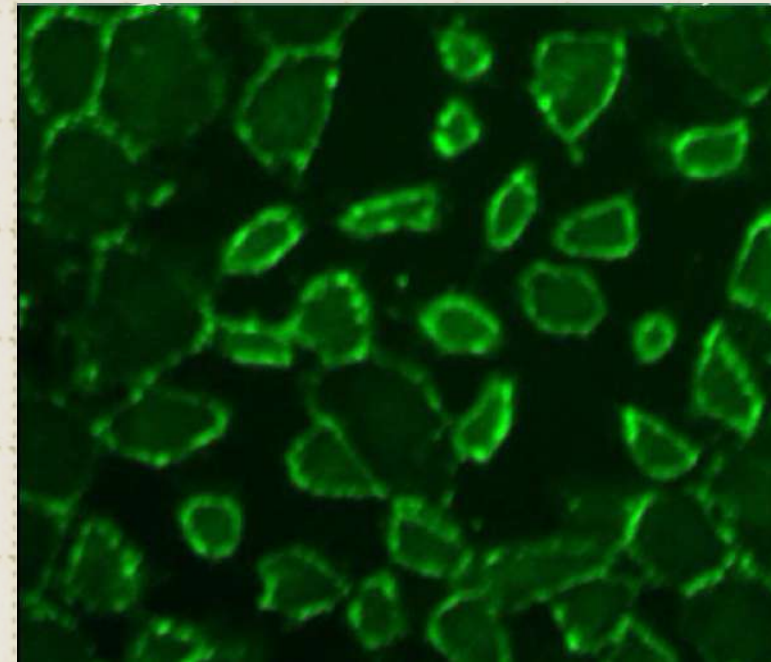


# What glyphosate is doing

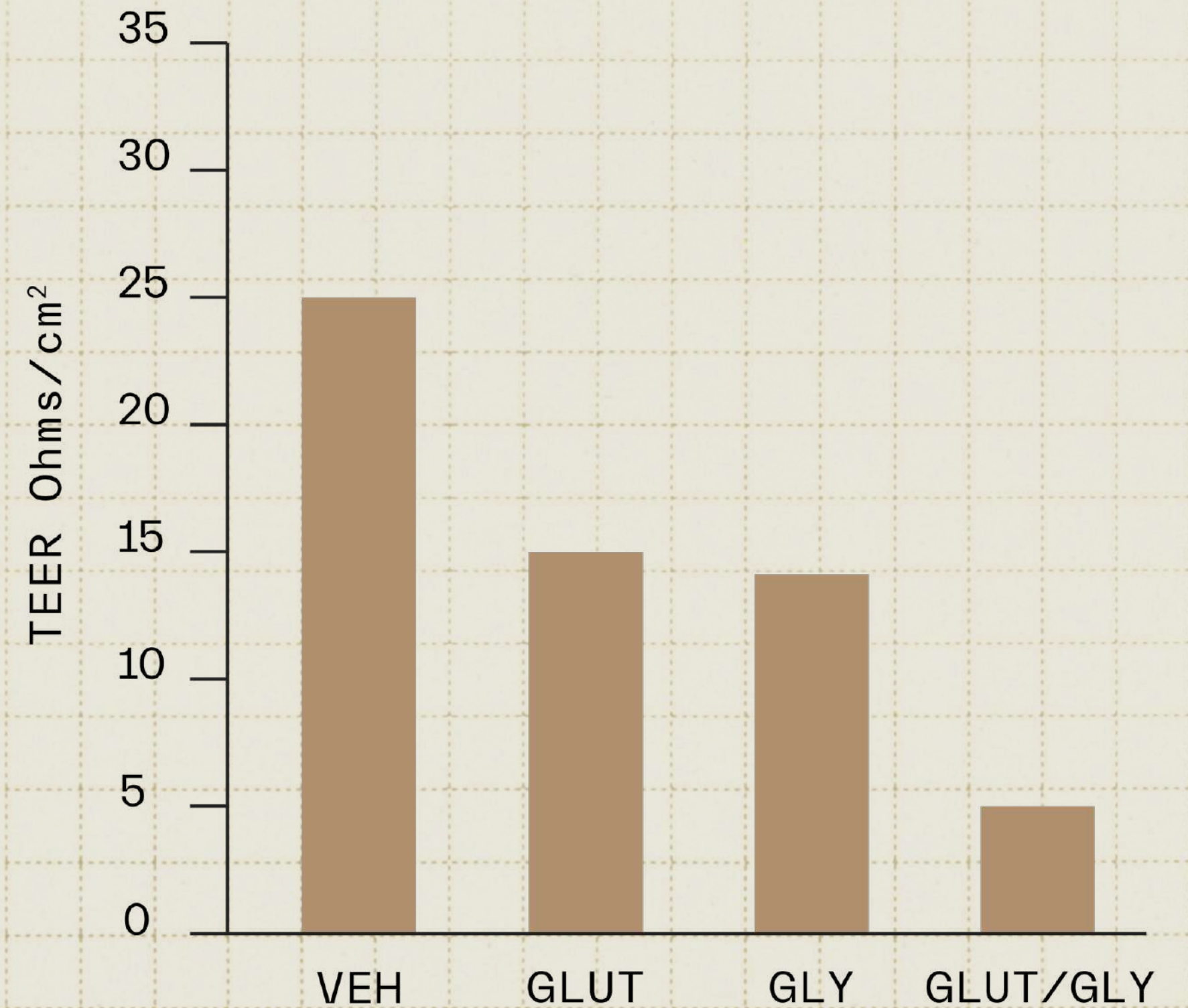
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This is your gut membrane.



This is your gut membrane on glyphosate.



# What are tight junctions?

- Seals in between cells
- Keep toxins / foreign particles out of the bloodstream
- Allow nutrients through
- Support terrain for the microbiome





# Torn tight junctions = leaky gut

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Glyphosate exposure tears  
apart tight junctions

Consistent tight junction injury  
leads to leaky gut.

Leaky gut is associated with  
inflammation and chronic  
health conditions



# Leaky gut = dysbiosis

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Leaky gut further leads to gut dysbiosis  
(microbiome imbalance).

# Go beyond probiotics

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ION\* doesn't add "good" bacteria.

ION\* supports the terrain where bacteria live.

Leaky gut is associated with inflammation and chronic health conditions.



# Microbiome is “macro”

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Just like for humans, the microbiome of our pets play a macro role in:

- Digestion
- Immune function
- Nutrient absorption

Dysbiosis (an imbalance in the microbiome), on the other hand, can lead to a whole host of problems including but not limited to:

- Diarrhea
- Skin issues
- Gum disease





# The true magic? A microbiome that communicates.

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The microbiome needs:

- A stable terrain (gut lining)
- Effective communication

**Redox signaling** is how microbes and host cells:

- Communicate
- Perform essential functions

# What is ION\* Gut Support for Pets?

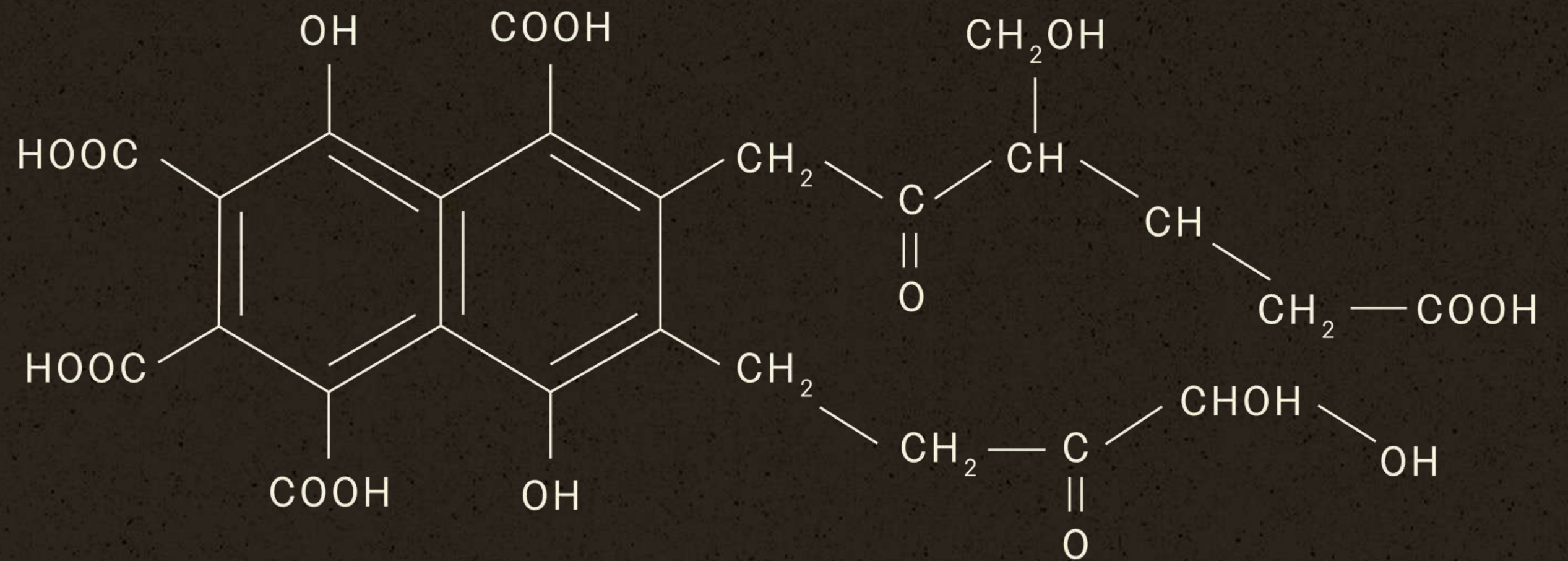
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- All natural and derived from ancient soil
- Consisting of humic extract, purified water, and silicon
- Utilizes potential of bacterial metabolites
- Works via chelation and electron transfer (cellular communication)



# Chelation is key

Pronounced “key-lay-tion”, we like to see this critical mechanism as “key”.



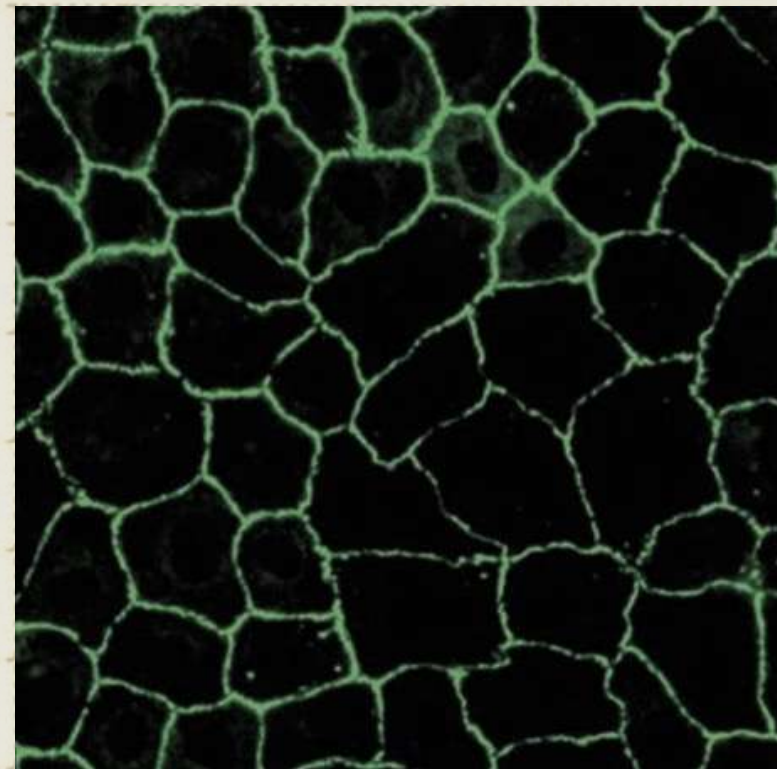
Chelation:

- Binds to essential minerals, getting them into cells that need them.
- Bind to waste products, removing them from cells for a gentle detox.

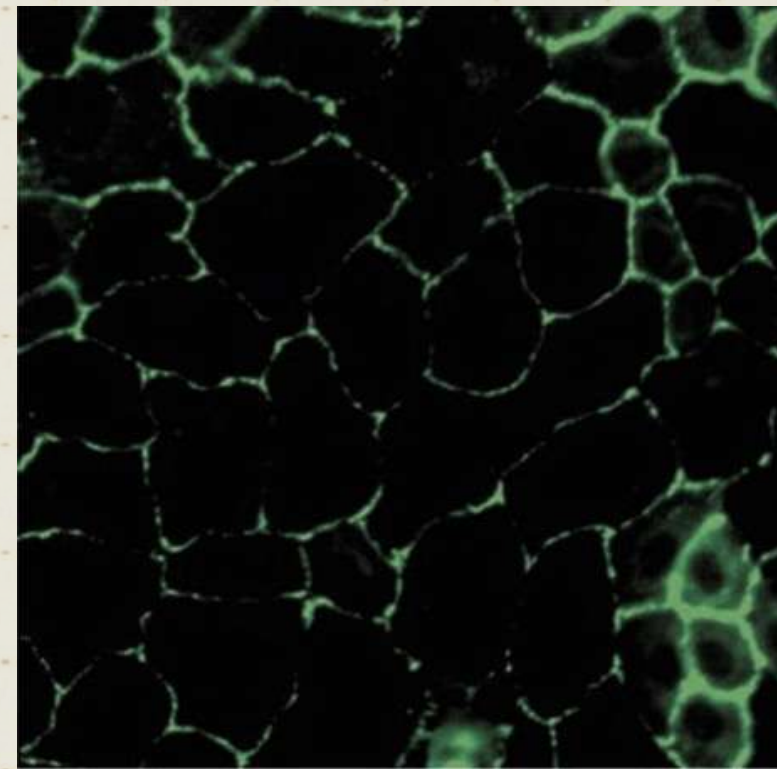


# Beyond chelation, tight junctions help us function

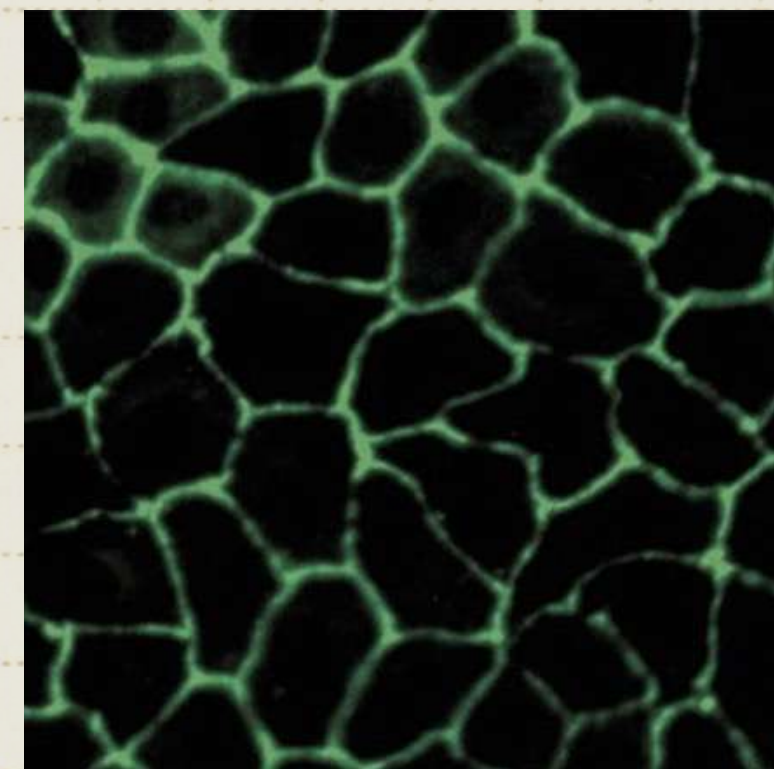
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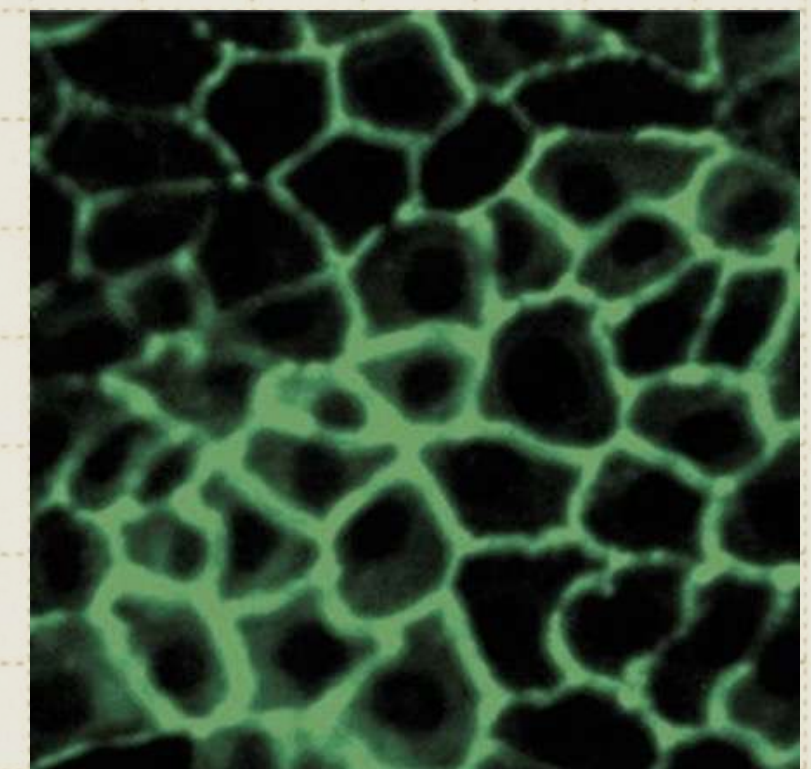
Normal gut lining



Gut lining compromised by glyphosate



Gut lining supported with ION\*



Gut lining compromised by glyphosate + supported with ION\*





# A human formula, with a novel approach

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Silicon is added to our pet formula to help with:

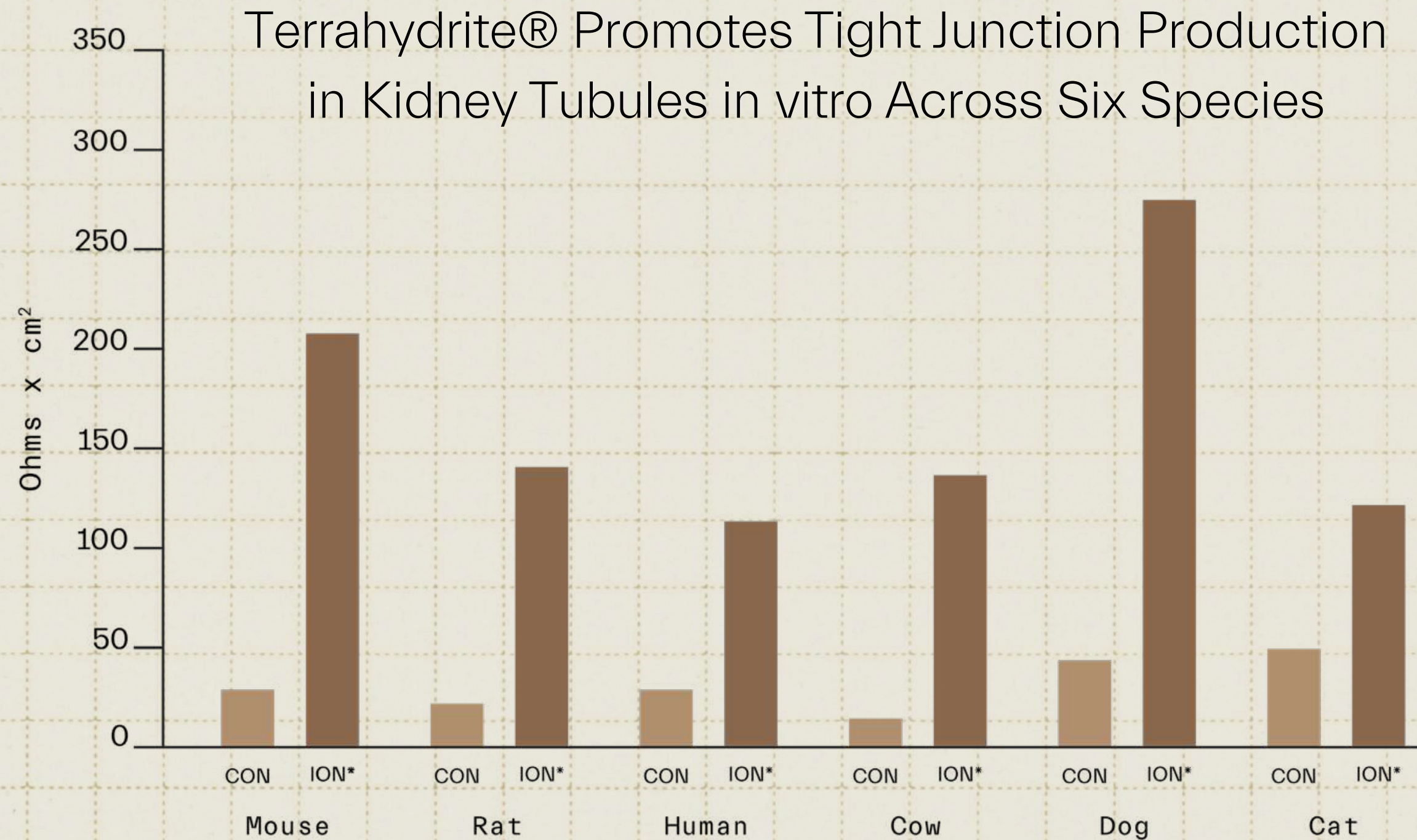
- Cellular structure
- Muscular-skeletal structure
- Connective tissue formation



# Science

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Our pet science shows stark results of membrane integrity across not only cats and dogs, but 6 different species.



# ION\* Benefits

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Starting with a foundation of cellular health leads to:

- Gut lining integrity
- Microbiome support
- Improved digestion
- Enhanced energy
- Immune function



# Digestion



Gut inflammation leads to:

- Gas
- Bloating
- Diarrhea

Gut + microbiome support leads to:

- Proper food
- Nutrient absorption
- Healthy waste elimination

# Vitality



- Energy levels enhanced by nutrient absorption
- Vitamin production is a function of the microbiome



# Immune Function



- 70% of a pet's immune system is in the gut
- Strengthening the gut keeps foreign particles out of the blood
- This reduces chronic inflammatory response



# Usage

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## Directions for use:

Give at mealtime or twice daily in 1/4 cup of dechlorinated water.

- **For pet weight:**
  - < 20 lbs. : 1 tsp (5 ml) daily
  - 21 lbs. to 100 lbs. : 2 tsp (10 ml) daily
  - > 101 lbs : 1 tbsp (15 ml)



# Sensitive Usage

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Start with 1/8 teaspoon for sensitive pets or for a gentle approach.

Double the usage weekly until your pet is fully benefitting from the recommended usage for their weight category.





# Rooted in regulatory practices

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Started as a human supplement, ION\* Gut Support For Pets adheres to the strictest of measures for FDA compliance.

We are also a proud member of the NASC (National Animal Supplement Council)



# We haven't stopped with the microbiome

Our mission is macro.

Just as our passion for root-cause solutions led us to ION\*, it has continued to lead us in all aspects of health. We are forging a path to restoration across the planet, and it is critical that our pursuit of health begins with reconnecting to nature.

We are dedicated to supporting a better world for future generations by contributing to Farmer's Footprint.



# It's time to get back to nature's way

Farmer's Footprint, a 501(c)(3), is a coalition of farmers, educators, doctors, scientists, business leaders and a passionately engaged community aiming to expose the human and environmental impacts of chemical farming and offering a path forward through regenerative agricultural practices.

Learn more at [www.farmersfootprint.us](http://www.farmersfootprint.us)



