



ION<sup>\*</sup> Intelligence  
of Nature<sup>™</sup>

At ION\*, embracing the intelligence of nature  
is literally built into who we are.

ION\* *is the Intelligence of Nature*

We seek to support all-natural and foundational wellness by nurturing the microbiome, strengthening gut health, and utilizing the highest quality, closest to nature ingredients to promote health and vitality.



Every product in the ION\* suite honors the powerful connection between humans and the natural world, offering a holistic approach to true, lasting well-being.



# Our Founder

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*"My work is dedicated to the health of humanity and the planet we call home. It is critical that our pursuit of optimal health and longevity begin with an effort toward a collective rise in consciousness so that we can begin to thrive within nature, instead of fighting that nature that is life itself."*

Zach Bush, MD is a physician specializing in internal medicine, endocrinology and hospice care. He is an internationally recognized educator and thought leader on the microbiome as it relates to health, disease, and food systems.

Zach founded \*Seraphic Group, the parent company of ION\*, and the non-profit Farmer's Footprint to develop root-cause solutions for human and ecological health. His passion for education reaches across many disciplines, including topics such as the role of soil and water ecosystems in human genomics, immunity, and gut/brain health. His education has highlighted the need for a radical departure from chemical farming and pharmacy, and his ongoing efforts are providing a path for consumers, farmers, and mega-industries to work together for a healthy, regenerative future for people and planet.



Zach Bush MD, Founder

# Embrace the Microbiome

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A collection of bacteria, fungi, and even parasites that exists on and within each of us, the microbiome is responsible for:

- digesting our food
- making our vitamins
- educating our immune system to keep pathogens out
- producing essential brain chemicals called neurotransmitters that control our mood

A dysfunctional, unbalanced microbiome (gut dysbiosis) contributes to:

- inflammation
- digestive issues
- brain fog
- and too many diseases to name...



# Strengthen the Gut

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

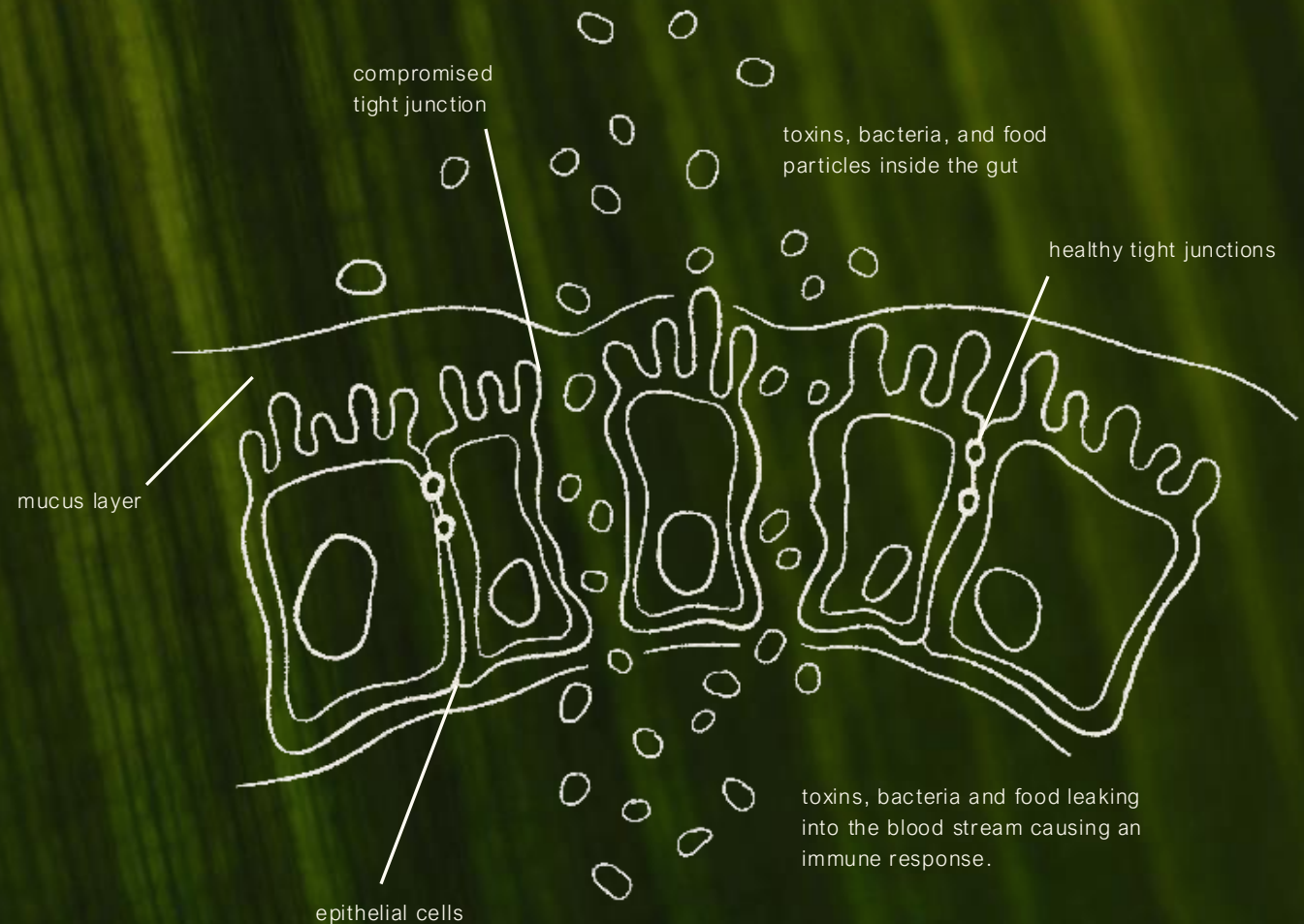
- largest barrier system in the body
- houses 70-80% of your immune system
- where 90% of serotonin is made (helping with mood and sleep)
- where 50% of dopamine is made (helping with focus and mood)
- held together by tight junctions (cellular seals)



# 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 dark clothing is standing in a lush green field, holding a long pole. In the background, there are rolling hills or mountains under a clear blue sky. The scene is captured in a cinematic style with soft lighting.

If nature is intelligent...

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what is the problem?



# We are working against ourselves...

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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)

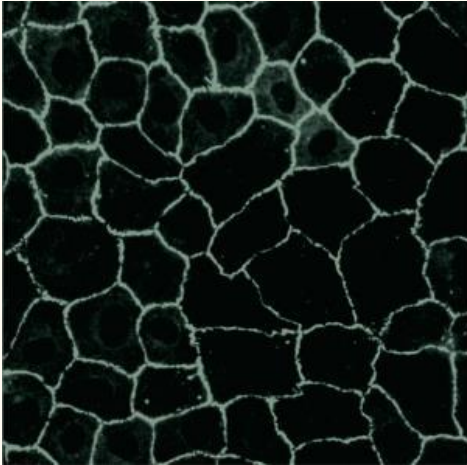
Glyphosate is practically unavoidable:

- 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)

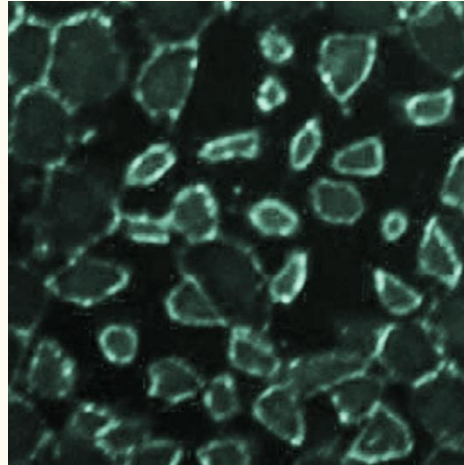
As a result, today **leaky gut** has become increasingly widespread and two thirds of people in the U.S. suffer from some kind of **recurring gut issue**.



# Your gut on glyphosate:

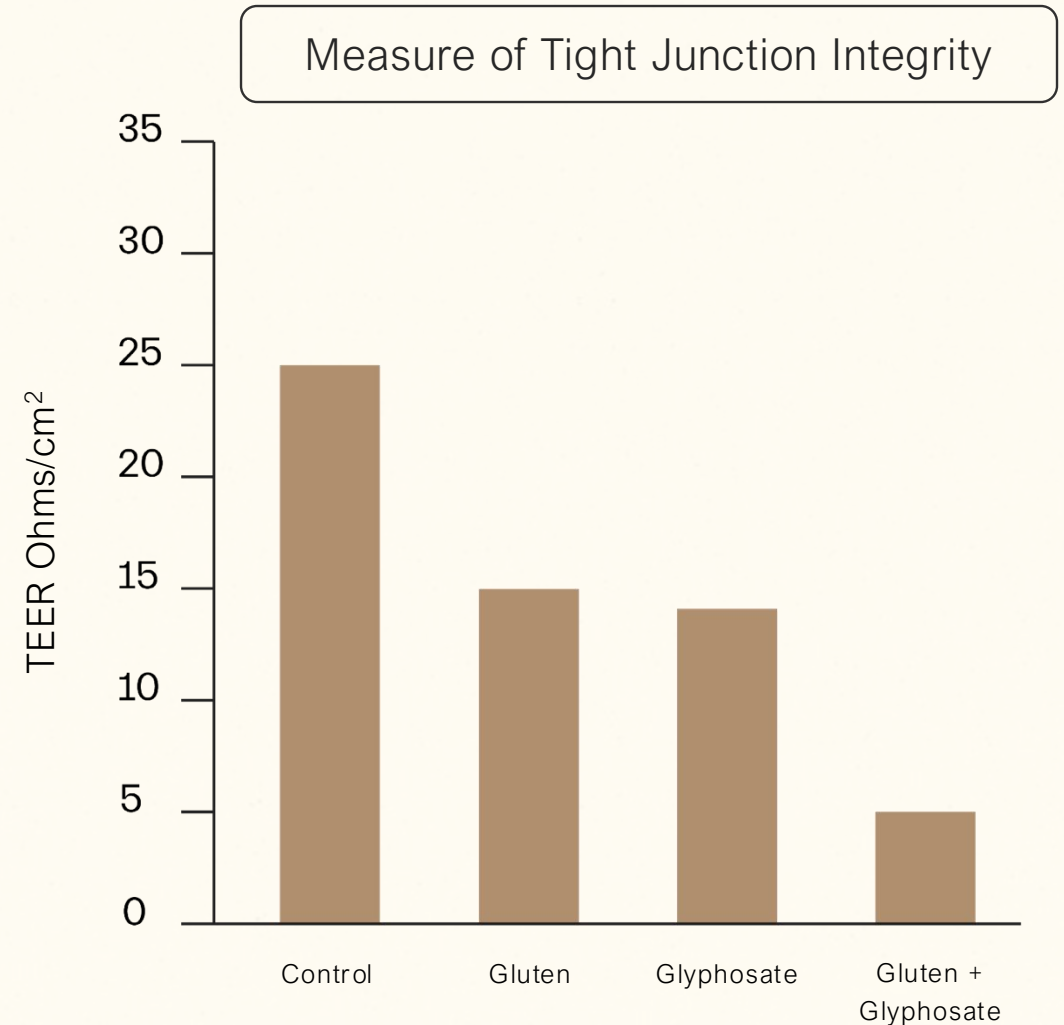


*This is your gut membrane.*



*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.

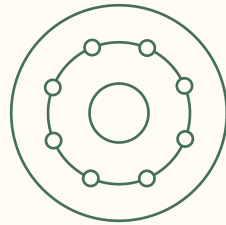


The Support Line also includes Skin Support, which promotes a healthy, radiant complexion from the inside out, and Gut Support For Pets, ensuring your furry companions enjoy vibrant health and vitality.

# 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.



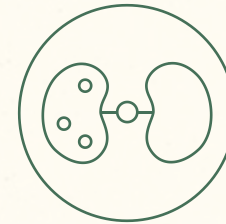
## CARRIER

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.

# The heart of our science

Our innovative humic extract is present in our entire Support Line and the only fulvic supplement on the market:

- *Certified glyphosate-residue free*
- *Backed by peer-reviewed science*
- *Doctor formulated*



# 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 two 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



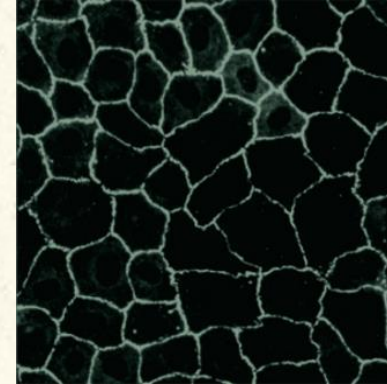
# Powered by nature, proven by science

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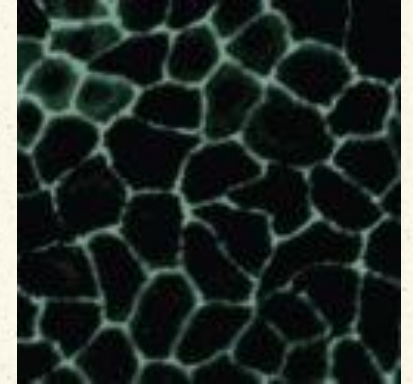
In peer-reviewed studies, ION\* Gut Support is shown to protect tight junction structure even in the presence of glyphosate and gluten.

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

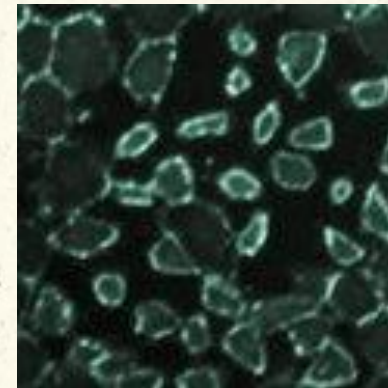
- increase glutathione (your body's most important antioxidant) by 53%
- decrease toxins such as glyphosate by 23%
- decrease inflammation markers by 17%



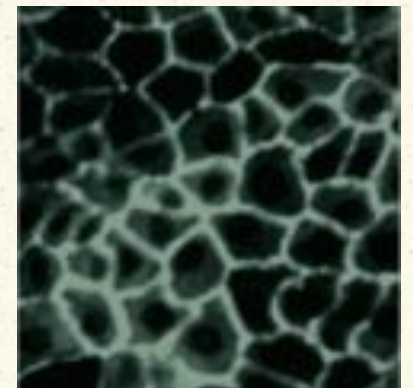
*Control*



*with ION\* Gut Support*



*with Glyphosate*



*with Gut Support +  
Glyphosate*

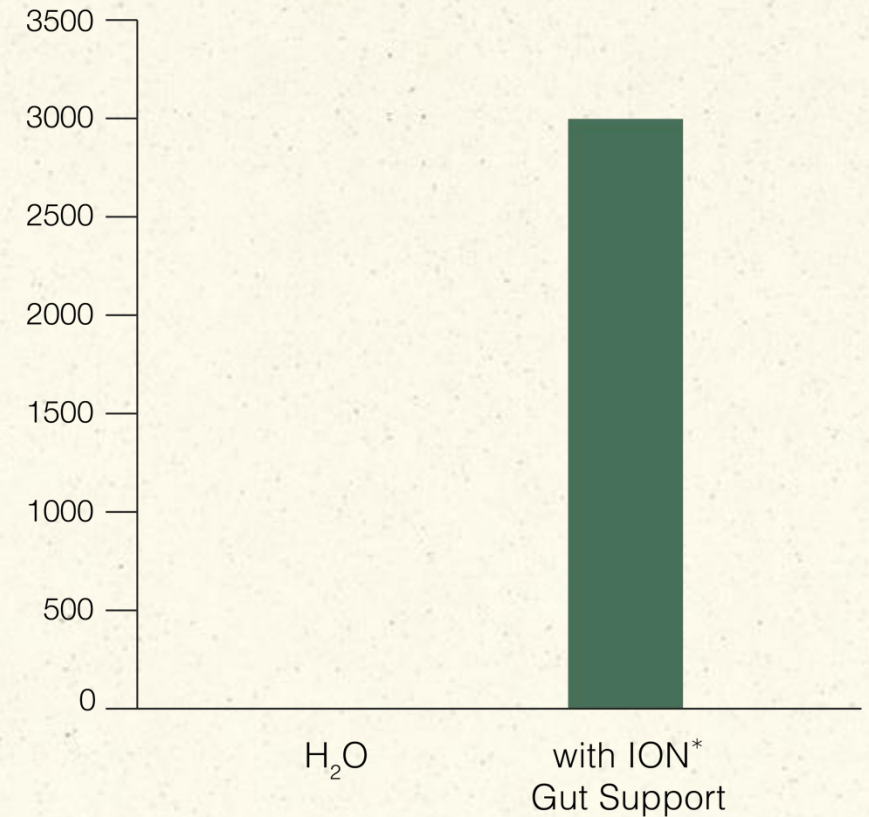


# Nutrient Absorption Data

Preliminary data (average of multiple experiments) shows a 3000% increase in curcumin absorption.

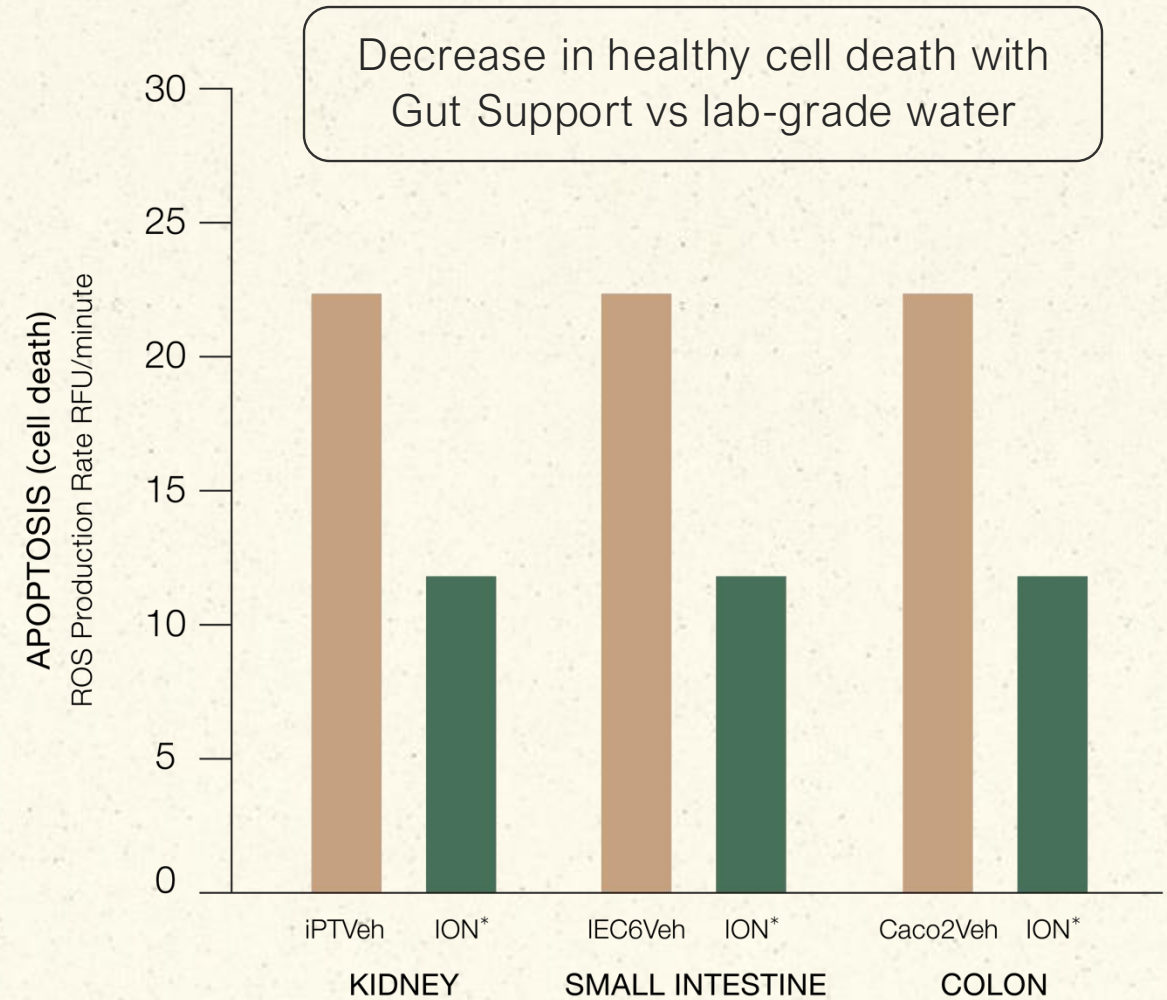
- First bar shows curcumin taken with water
- Second bar shows curcumin taken with Gut Support

Curcumin Absorption in Urine ng/ml



# ION\* Gut Support Safety

ION\* Gut Support is gold-standard safety tested and is shown to reduce cell death rates in colon, small intestine, and kidney cells.



# Your daily gut health routine

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ION\* Gut Support is an easy-to-take, tasteless liquid supplement.

Take Gut Support straight up, or add it to purified water, a smoothie, or your morning coffee, but most of all, just remember to take it.

## ADULTS & CHILDREN 4 AND OVER:

- 1 teaspoon 3x per day

## SENSITIVE USAGE:

- Start with 1/8 teaspoon daily, increasing usage slowly, as tolerated, to get to recommended label usage.

Optimal gut support is achieved when taken 30 minutes prior to meals because of ION\* Gut Support's protective effects against gluten and glyphosate, but you can take it immediately before, with, or after a meal, (or on an empty stomach) and still receive benefits.



# ION\* Skin Support



## BENEFITS OF PRODUCT

- Protects against toxins
- Reduces signs of skin damage
- Balances complexion

## ATTRIBUTES + SELLING POINTS

- Easy to use and incorporate into any routine.
- Simple, effective, allergen-free ingredients
- Doctor-formulated, scientifically validated results.

**In just 6 weeks of usage, ION\* Skin Support is clinically proven to:**

- Increase antioxidant defenses by more than 50%
- Improve skin texture
- Significantly reduce common signs of aging such as spots, wrinkles, sensitive areas, and UV pigmentation.



## OUR INNOVATIVE BLEND



### Humic Extract

Sourced from ancient soil and contains a blend of bacterial metabolites as well as less than 1% of a variety of trace minerals and amino acids.

### Purified Water

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

### Zinc Gluconate

Soothes and regulates immune response on the skin, and helps to limit oxidative stress caused by free radicals.

### Silicon

Supports collagen production and skin, hair, and bone health.

### Copper Gluconate

Improves skin's firmness and texture by promoting collagen and elastin production.

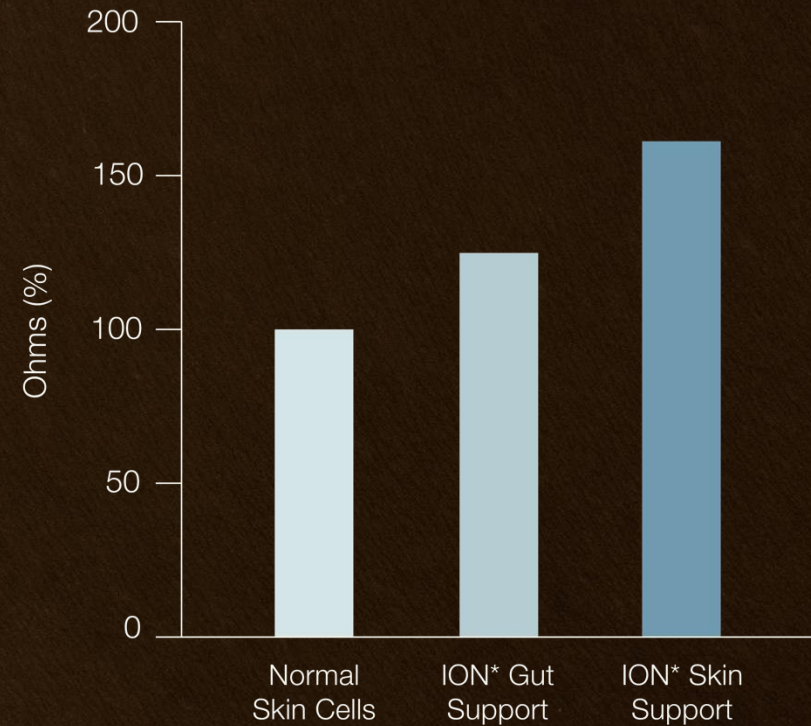
### Magnesium Citrate

Aids in fortifying the skin's natural moisture barrier, relieving dry skin, and reducing inflammation.

# Protect Against Toxins

TEER is the means by which we measure cellular integrity. We see a significant increase for skin cells when utilizing our specially formulated Skin Support.

TEER increase in skin cells with addition of ION\* Skin Support

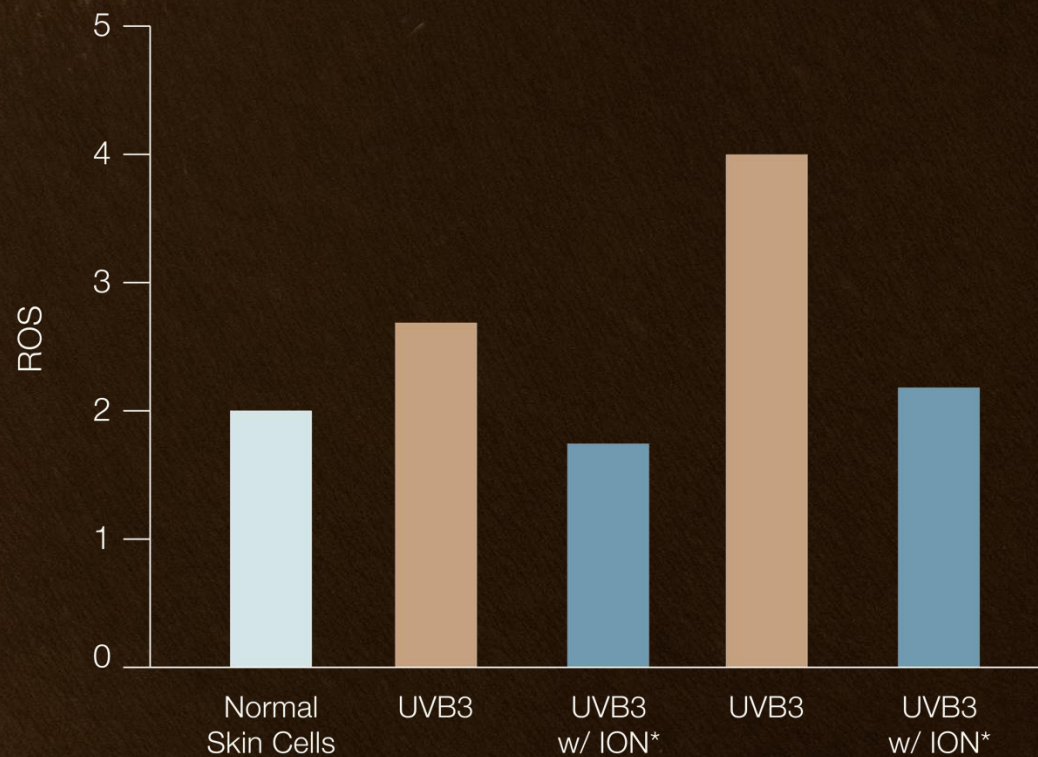


# Reduce Signs of Damage

Exposure to the sun results in the formation of reactive oxygen species (or ROS, a type of free radical) on your skin. And too much exposure to intense UV results in cell damage.

While ROS can be beneficial, whether they signal to cells (normal messaging) or damage them depends on a delicate balance. This is the strength of ION\* Skin Support – it helps to naturally stabilize ROS production associated with sun exposure.

Stabilized ROS production with addition of ION\* Skin Support



# Strengthen Natural Defenses

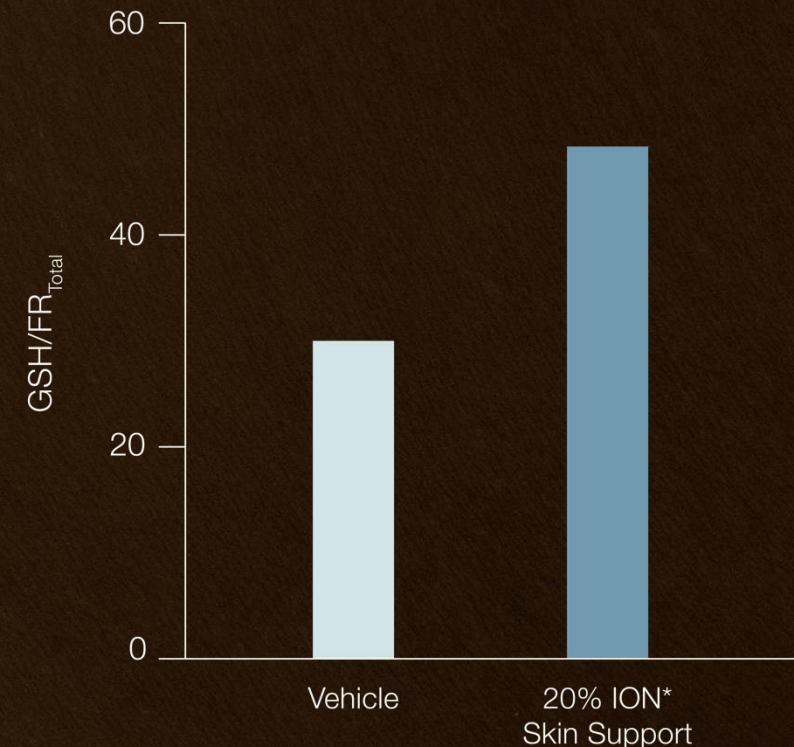
Glutathione is a powerful antioxidant made by your body and found in almost every cell.

It is critical to preventing damage and resultant disease caused by reactive oxygen species.

Glutathione helps to:

- Neutralize free radicals
- Boost immune function
- Detoxify the body

Increase in glutathione production with addition of ION\* Skin Support



# ION\* Gut Support For Pets



## BENEFITS OF PRODUCT

- Supports healthy kidney function
- Improves digestion
- Enhances vitality
- Optimizes immune response

## ATTRIBUTES + SELLING POINTS

- Simple, effective, allergen-free ingredients
- Doctor-formulated, scientifically validated results
- Easy to incorporate into your pet's normal daily routine.

## Our Innovative Blend:

### Humic Extract

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

### Purified Water

No gnarly chemicals. Just the finest purified water to support a healthy and thriving you.

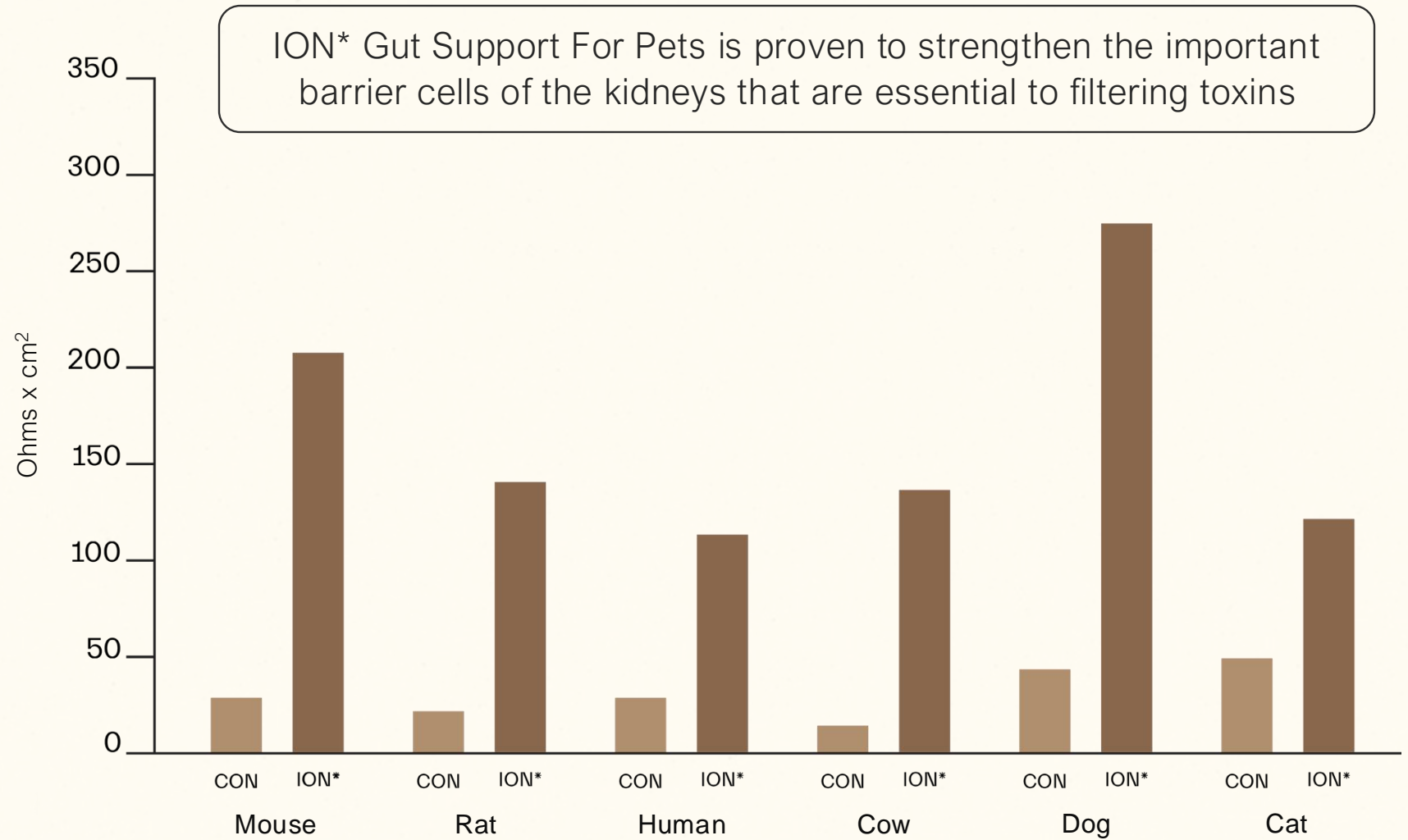
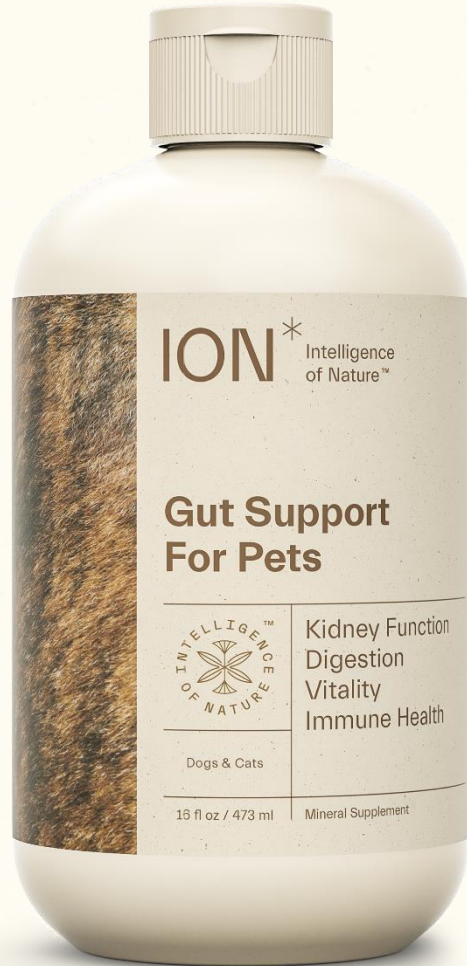
### Silicon

Supports collagen production as well as skin and bone health.





# ION\* Gut Support For Pets: The Science



# ION\* *Plus Line*

A revolutionary suite of whole botanical drink mixes designed to address some of the most common challenges in modern life – achieving restful sleep, maintaining robust immunity, and sustaining mental focus.



Our innovative products, +Restful Sleep, +Vital Immunity, and +Focused Mind, work synergistically with ION\* Gut Support, placing gut health at the core of your wellness journey.

# + Vital Immunity



## BENEFITS OF PRODUCT

- Strengthen immune function
- Recover faster

## ATTRIBUTES + SELLING POINTS

- Customizable
- Can be taken as a stack
- Gut-friendly
- No added sugar
- Organic or Non-GMO ingredients
- Travel-friendly, compostable packaging
- Manufactured in the U.S.

## INGREDIENT SYNERGIES

- **Licorice** and **Astragalus** can be combined for immune system support. Both herbs have immune-boosting properties and can work synergistically to enhance overall immunity.
- **Astragalus** also pairs well with **Elderberry**. It's known for its adaptogenic properties, which help the body adapt to stress and promote overall well-being.



**Elderberry** strengthens the immune system.

**NAC** promotes immune function + supports healthy respiratory system.

**Licorice Root** supports healthy sinus function + immune response.

**Astragalus** boosts immunity with antioxidant properties.

**KSM-66® Organic Ashwagandha** stimulates immune system function.

# + Focused Mind



## BENEFITS OF PRODUCT

- Improves cognitive function
- Enhances mental clarity
- Supports creative flow state

## ATTRIBUTES + SELLING POINTS

- Jitter-free, non-habit forming
- Can be taken as a stack
- Gut friendly
- No added sugar
- Organic or Non-GMO ingredients
- Travel-friendly, compostable packaging
- Manufactured in the U.S.

## INGREDIENT SYNERGIES

- **Astragalus** also pairs well with **Elderberry**. It's known for its adaptogenic properties, which help the body adapt to stress and promote overall well-being.
- **Turmeric** works with **Citicoline** to increase blood flow in the brain.
- **Ashwagandha** works with **Magnesium** and **Lemon balm** to promote relaxation and manage stress.
- **Schisandra berry** works with **Reishi mushroom** to manage stress, improve mental clarity, and support overall wellbeing.
- **L-Theanine** works with **Lemon balm** to promote relaxation.



**Ceremonial Matcha** promotes mental alertness and calm focus

**Sage** improves cognitive function.

**Blue Green Algae** supports brain health and enhances cognitive performance.

**Schisandra berry** helps alleviate stress and promotes balance.

**KSM-66 Organic Ashwagandha** aids memory and cognition.

# + Restful Sleep



## BENEFITS OF PRODUCT

- Promotes relaxation
- Supports deep sleep
- No next-day grogginess

## ATTRIBUTES + SELLING POINTS

- Melatonin-free, non-habit forming
- Can be taken as a stack
- Gut friendly
- No added sugar
- Organic or Non-GMO ingredients
- Travel-friendly, compostable packaging
- Manufactured in the U.S.

## INGREDIENT SYNERGIES

- Combining **Lemon Balm** and **Chamomile** can help reduce anxiety, improve mood, and enhance relaxation.
- Blending **Passionflower** with **Chamomile** can be particularly useful for individuals with anxiety and inflammation-related conditions.



**Reishi** promotes overall well-being.

**Saffron** helps with sleep quality and mood.

**Chamomile** aids mood and promotes relaxation.

**L-Tryptophan** promotes melatonin and serotonin production.

**KSM-66® Organic Ashwagandha** supports better sleep and aids relaxation.



# Our star ingredient

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Our star ingredient, KSM-66® Organic Ashwagandha, is utilized across the entire Plus Line for its superior quality and proven ability to naturally support immune function, cognition, and sleep health.

## ONLY THE BEST:

- The highest concentration Ashwagandha available
- The most bioavailable Ashwagandha available
- The most studied Ashwagandha root extract available
- Better tasting than other Ashwagandha extracts
- The botanical with the highest number of certifications, including USDA Organic, Non-GMO Project Verified, and many more!



# ION\* Plus Line Stacking Protocol

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By stacking +Vital Immunity, +Focused Mind, and +Restful Sleep daily, you get the full scope of health benefits associated with this powerful adaptogen.

\* KSM-66® Organic Ashwagandha is available in all three +Plus Line products at 300mg per product. This would constitute a 900mg daily dose with full +Plus Line stacking.

If you would like to stack all three ION\* Plus Line products:

- Take +Vital Immunity with your first meal of the day. (\*We do recommend it be taken with food.)
- Take +Focused Mind midday or 30 mins before a typical slump
- Take +Restful Sleep roughly 30 minutes before bed.

A good approach would be 5 days on, 2 days off to help with efficacy of the products.

5-PACK = ONE WEEK OF USAGE

20-PACK = FOUR WEEKS OF USAGE

Enjoy Plus Line products hot or cold, with water, juice, or your favorite nut milk. They can be customized to suit individual taste.





# Enhance the benefits with ION\* Gut Support

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Gut Support provides foundational support to build whole-body wellness.

- Gut Support improves digestion and boosts nutrient absorption, acting as a carrier molecule, moving nutrients in and toxins out of our cells.
- Gut Support reinforces the gut lining to optimize our cognition and mental clarity, immune function, and our sleep quality.
- By taking Gut Support with +Plus Line, efficacy is enhanced while supporting long-term health gains.



# ExpertVoice

ION\* has partnered with ExpertVoice to make learning about our products as simple and convenient as possible.

We have pocket-sized cliff notes cards that outline the most important features and benefits of ION\* for easy reference, and these contain a QR code link to our ExpertVoice lessons.

All retail staff who complete our lesson (and pass the edugame) will receive a free ION\* product!



**ION\*** Intelligence of Nature™

Science that reflects nature's wisdom

🕒 5 minutes

scroll down



Gut Support

Immune  
Digestion  
Mental  
Metabolism  
Mood



Intelligence of Nature (ION\*)  
**Trust in nature**

Intelligence of Nature (ION\*) harnesses the power of nature to support microbiome balance and overall wellness. Dig deeper into how ION\* works and what it can do for your health.



**Gratis Product**

Your reward is now available

[Visit Store](#)



# But we didn't stop with the microbiome...



## Our mission is macro

Every time you purchase ION\* products you are supporting a connected ecosystem working to regenerate human and planetary health.

Our founder and CEO, Zach Bush, MD, started Farmer's Footprint, a non-profit organization to unite, inspire, and accelerate the movement towards regenerative food systems as a means to restore human and planetary health. This work includes dedicated efforts to ban glyphosate and over 8,000 people have joined the Farmer's Footprint community to date.

Humanity's greatest challenges call for collaboration at every level. We are here to build relationships with people and organizations who share our vision to regenerate the planet's natural cycles of human health and ecology for generations to come.

**Farmer's  
Footprint**

Learn more about how our purpose-driven collective is working toward a regenerative and thriving future for both you and this beautiful Earth at [farmersfootprint.us](https://farmersfootprint.us).

INTELLIGENCE  
OF NATURE

