



# NATURE'S PERFECT ELECTROLYTES





# COMPLETE ELECTROLYTE SOLUTION

Ocean water is widely regarded as one of the most abundant and natural sources of essential minerals and trace elements found on Earth.

Aussie Trace Minerals harnesses the purity of this remarkable resource to create a range of products that are both highly effective and exceptionally clean, offering the most naturally balanced nutritional support available. Our flagship product is a premium liquid mineral solution that contains over 70 vital minerals and electrolytes in their ionic form. This bioavailable structure ensures that Aussie Trace Minerals are easily absorbed and utilized by the body, delivering simple, lasting benefits.



## HOW WE GOT STARTED

Aussie Trace Minerals is a North American owned, Australian sourced business founded by two families who have been working together for over 18 years.

Our company was born out of a simple necessity - to help our own young children overcome their common yet concerning health issues.

Like so many people on a holistic path, we were raised to trust that doctors always had the answers. But when our own experiences stopped matching what we were told to expect, we felt compelled to look deeper.

The desire to prevent illness rather than react to it, pushed us away from the medical world, and allowed us to get back to simple nutrition and ultimately finding Aussie Trace Minerals.

The successes within our own family and community have inspired us to grow this company into a globally recognized brand—one truly worth its weight in gold.





## THE FOUNDATION OF HEALTH

Science continues to confirm what nature has always shown - minerals are the foundation of all nutrition and cellular health. Vitamins, proteins, and enzymes depend on minerals to function properly, and nearly every physiological process in the human body involves ionic minerals in some way.

By restoring and maintaining a healthy mineral balance, you're not just supplementing - you're supporting the very electrical and biochemical foundation that keeps your body in harmony and thriving.



# TRACE MINERALS EXPLAINED

Our bodies are incredibly complex systems, more sophisticated than even the most advanced supercomputers. With around 37 trillion cells, each undergoing billions of biochemical reactions every second, it's essential that most of these processes happen successfully for us to stay healthy.

Despite this vast complexity, our bodies rely on just a handful of essential inputs. These include water, macronutrients, vitamins, minerals, antioxidants, and other nutrients — all of which we get from what we consume: the food, drinks, and air we take in.

## Macro Minerals vs. Trace Minerals

Minerals are generally categorized into two types: macro minerals and trace minerals.

- **Macro minerals** (such as calcium, phosphorus, magnesium, sodium, potassium, chloride, and sulfur) are needed in larger amounts. These are typically easy to obtain from a regular diet.
- **Trace minerals**, on the other hand, are needed in much smaller quantities but are equally important for health. These include chromium, cobalt, copper, fluoride, iodine, iron, manganese, molybdenum, selenium, and zinc.

Trace minerals are typically required in amounts of 1–100 mg/day by adults and represent less than .01% of total body weight. Despite their small presence, they play critical roles in various metabolic processes, and a deficiency can impact health.

Many trace minerals act as catalysts in enzyme systems, aiding in energy metabolism and helping neutralize oxidative stress from free radicals. For example, iron and copper are essential for oxygen transport in the body, while other trace minerals help combat oxidative damage.



# THE SCIENCE BEHIND IONIC MINERALS

Ionic minerals are minerals that exist in their most elemental, bioavailable form - as **positively or negatively charged particles known as ions**. This charged state is what allows minerals to dissolve completely in water and interact efficiently with the body's fluids, cells, and tissues.

When a mineral becomes ionic (for example, magnesium becomes  $Mg^{2+}$  or chloride becomes  $Cl^{-}$ ), it gains an electrical charge. These charges are critical because the human body itself is an **electrical system** — every nerve impulse, muscle contraction, heartbeat, and cellular exchange relies on the movement of charged particles, including minerals, across membranes.



# WHY IONIC FORM IS IMPORTANT

In nutrition, the form of a mineral determines how well the body can use it — a concept known as **bioavailability**. Many mineral supplements come in complex or bound forms that require digestive breakdown before absorption can occur.

Ionic minerals, however, are already in the **exact form the body needs** for absorption. Because they're completely water-soluble and electrically charged, they can:

- **Cross cell membranes more easily**, enhancing uptake into tissues.
- **Support electrolyte balance**, which regulates hydration and pH levels.
- **Enable enzyme activation**, which drives hundreds of metabolic reactions.
- **Facilitate nerve transmission and muscle function** through electrical conductivity.

Essentially, ionic minerals serve as the **conductors of life's electrical current**, ensuring that biological processes happen efficiently and in harmony.

# THE ROLE OF IONIC TRACE MINERALS

While major minerals like calcium, magnesium, sodium, and potassium are well-known, **trace minerals** — such as zinc, selenium, copper, manganese, and molybdenum — are equally vital, though needed only in minute amounts. These trace elements act as **catalysts** for many enzyme systems, hormone pathways, and antioxidant defenses.

Without an adequate supply of both major and trace ionic minerals, the body's electrical communication and metabolic balance can become compromised, leading to fatigue, weakened immunity, and impaired cellular repair.



# ACHIEVING BALANCE

Trace minerals function as a cohesive team, and this synergy is essential to their effectiveness. While the high concentration of ionic magnesium in each serving of Aussie Trace Minerals is impressive, the presence of the other 70+ minerals plays an equally vital role in maintaining the balance of our formula.

Every mineral we consume for its health benefits relies on the presence of other minerals and electrolytes for proper absorption and optimal function. Isolating high doses of any one mineral can disrupt the delicate balance within our bodies, potentially leading to imbalances that can affect health in various ways.

For example, magnesium requires phosphorus (along with many other minerals) to be properly assimilated and function within the body. However, phosphorus itself depends on a range of other elements to perform its own critical roles. This interdependence continues across the entire periodic table.

In essence, to fully unlock the potential of these trace minerals, they must be provided in harmony, allowing them to complement each other and maximize their effectiveness for the body.





# SOURCING IS CRITICAL

In a world where pollution, industrial waste, and environmental degradation are impossible to ignore, the importance of clean, trustworthy sources for the nutrients we put into our bodies cannot be overstated.

The truth is, **where your trace minerals come from matters** - a lot.

## NORTHERN HEMISPHERE VS. SOUTHERN HEMISPHERE: A STARK CONTRAST

Roughly 88% of the world's population — and its pollution — resides in the Northern Hemisphere. Many ocean-based mineral products are harvested from inland seas or lakes within this heavily industrialized region, raising serious concerns about water quality, contamination, and heavy metal exposure.

By contrast, **Aussie Trace Minerals** is harvested from the remote Southern Australian coast, close to Antarctica. This region is home to a very small percentage of our global human population and remains one of the last truly **pristine marine environments** on Earth.



# WHY THIS MATTERS FOR YOUR HEALTH

This untouched environment offers more than just clean water — it fosters a **rich marine ecosystem** that naturally breaks down minerals into their **ionic form**, making them bioavailable and easily absorbed by the human body.

At Aussie Trace Minerals, we believe your supplements should match the **purity and vitality** of the environment they come from. That's why every batch is:

- **3rd-party tested** for purity and potency
- **Naturally balanced** with 70+ trace minerals
- **Low in sodium**, high in elemental magnesium
- **Ionic & bioavailable** for maximum absorption
- **Vegan, keto, and fasting-friendly**
- **Alkalizing and energizing**, supporting overall wellness



# OUR COMPETITION?

Most all of our competition originates from one company that sources its trace minerals from the Great Salt Lake in Utah. They sell directly to consumers and also private label for many other brands you see on health-food store shelves.

An "Inland Sea" is the nickname given to this body of water in Utah, and it sounds wonderful, but in scientific terms this is called an Endorheic Lake.

Endorheic Lake – means a body of water that has no outlet to the ocean. Water flows in from rivers and streams but only leaves through evaporation. This process concentrates minerals and salts, making the lake extremely salty. Still sounds pretty good until we dig further.

The **Great Salt Lake** has several well-documented purity and contamination challenges (please spend 5 minutes on a Google search). These issues arise from **its closed endorheic basin**, industrial activity, and declining water levels.

## 01 Heavy Metal Accumulation

The lake naturally concentrates minerals because it has **no outlet**, but human activity has added more contaminants, including:

- Arsenic
- Mercury
- Lead
- Cadmium

A recent **US Geological Survey (USGS)** Shows that the Great Salt Lake sediments contain among the **highest total mercury (THg) and methylmercury (MeHg)** in all U.S. lakes. This should be a huge concern to health conscious consumers.

## 03 Agricultural Runoff

Rivers feeding the lake carry:

- Fertilizers (nitrogen and phosphorus)
- Pesticides and herbicides
- Animal waste from agricultural operations

Since the lake cannot flush contaminants out, these accumulate over time.

## 02 Industrial Pollution

The lake has long been used for:

- Mineral extraction (magnesium, potash, salt)
- Refining operations – one of the world's largest open-pit copper mines in the general vicinity
- Chemical manufacturing
- Wastewater discharge from surrounding areas

This leads to deposits of industrial byproducts and elevated metal loads.

## 04 Urban Stormwater & Wastewater

Growing development around the Wasatch Front contributes:

- Road chemicals
- Oil and vehicle residues
- Microplastics
- Pharmaceuticals and household chemicals (through wastewater plants)

With all of these concerns based around this body of water, it makes sense to look elsewhere for a clean and transparent company to provide these essential nutrients.



# FULL TRANSPARENCY



Many companies will tell you they have morals and are being honest, and some of them likely are. We're not looking for you to simply believe us when we say that our products are clean, we've gone and created a section on our website called LAB REPORTS.

At Aussie Trace Minerals, transparency and trust are at the core of everything we do. In line with our **Full Disclosure Policy**, we provide open access to our most recent and historical third-party lab reports. These reports confirm the purity, safety, and mineral content of our products, independently verified by accredited laboratories. We believe you deserve to know exactly what you're putting into your body — no hidden ingredients, no misleading claims.

If you have any questions about the results or how to interpret them, our team is always here to help.



# OUR AUSSIE TRACE MINERAL PRODUCTS

# 01

## OUR ORIGINAL HIGHLY EFFECTIVE FORMULA

Naturally harvested from the pristine Southern Australian coast, Aussie Trace Minerals is a pure Ionic Trace Mineral solution made from 100% solar concentrated, Sodium reduced ocean water. Rich in highly absorbable Magnesium, our formula also contains over 70 essential minerals and trace elements, supporting optimal hydration and electrolyte balance.



**Over 70 Bioavailable Trace Minerals** - These naturally occurring minerals are easily absorbed and work synergistically to support optimal health, cellular function, and performance outcomes.

**Magnesium-Rich Formula** - Supports over 300 enzymatic processes vital to health and wellness.

**Sugar Free** - Ideal for those looking to avoid calories. Will not break a fast.

**Unflavored** - Can be diluted in order to blend seamlessly into water or any beverage without altering taste. Note: if there is taste, simply dilute more.

**Fast and Sustained Hydration** - A complete electrolyte profile for both immediate and long-lasting hydration.

**Convenient and Travel-Friendly** - Perfect for daily use at home, the office, the gym, or while traveling.

102mg

Magnesium

45mg

Potassium

39mg

Sodium

335mg

Chloride



AN  
ADDED  
ZEST  
ANYONE?

**OUR ORIGINAL FORMULA WITH  
CERTIFIED ORGANIC EXTRACTS**

The same 70+ trace mineral solution as our original, but for a twist we've added Certified Organic Extracts. Both options have a subtle taste profile, hide the mineral flavor really well, and are quite refreshing. Picky kids approve.

**Over 70 Bioavailable Trace Minerals** - These naturally occurring minerals are easily absorbed and work synergistically to support optimal health, cellular function, and performance outcomes.

**Magnesium-Rich Formula** - Supports over 300 enzymatic processes vital to health and wellness.

**Sugar Free** - Ideal for those looking to avoid calories. Will not break a fast.

**Flavored** - Can be diluted in order to blend seamlessly into water and add a nice twist to your drinking routine.

**Fast and Sustained Hydration** - A complete electrolyte profile for both immediate and long-lasting hydration.

**Convenient and Travel-Friendly** - Perfect for daily use at home, the office, the gym, or while traveling.

02



92mg  
Magnesium

41mg  
Potassium

36mg  
Sodium

302mg  
Chloride



IN A  
SPRAY?

03



## TRANSDERMAL MINERALIZATION AND REPAIR

Trace minerals work as a team, and they rely on each other for both absorption and proper utilization within our bodies. For Magnesium to have an optimal effect, the other 70+ trace minerals found in ocean water need to be present.

**It's all about synergy.**

We source our trace minerals from the pristine Southern Australian coast, concentrating them in a very organic way that maintains the very delicate and important balance of these elements, delivering a finished product that may help to soothe muscles, aches and pains.

Suitable for:

- **Arthritis / Inflammation**
- **Exercise recovery**
- **Muscle cramps / spasms**
- **Headaches / migraines**
- **Stress relief**
- **Skin issues**
- **Muscle & joint pain**
- **Dehydration**
- **Low PH**
- **Nutrient absorption issues**

LATEST  
RELEASE

04

## OUR NEW AND MOST ADVANCED HYDRATION FORMULA YET

We started with our trusted, highly concentrated ocean-sourced multi-mineral complex and enhanced it with Magnesium L-Threonate, a nutrient known for its powerful and well-documented health benefits.

Whether you're focused on performance, pushing your limits, or just restoring your body, this advanced formula provides the hydration you need, without compromise.



### Over 70 Bioavailable Trace Minerals -

These naturally occurring minerals are easily absorbed and work synergistically to support optimal health, cellular function, and performance outcomes.

**Magnesium-Rich Formula** - Supports over 300 enzymatic processes vital to health and wellness.

**Clinical Dose of Magnesium L-Threonate** - We've combined the best of Mother Nature with the latest in cutting edge nutritional science.

**Added Potassium Chloride** - Enhances hydration, cardiovascular stability, and muscular performance.

**Sugar Free** - Ideal for those looking to avoid calories. Will not break a fast.

**Virtually Tasteless** - Blends seamlessly into water or any beverage without altering taste.

**Fast and Sustained Hydration** - A complete electrolyte profile for both immediate and long-lasting hydration.

**Convenient and Travel-Friendly** - Perfect for daily use at home, the office, the gym, or while traveling.

667mg  
Magnesium  
L-Threonate

200mg  
Potassium  
Chloride

700mg  
Aussie Trace  
Concentrate Powder



At Aussie Trace Minerals we are genuinely here to help. Please give our website reviews a look and you'll get a feel for who we are and how our customers appreciate us and our products. Also, feel free to reach out to us anytime. There's a high likelihood that the President of Aussie Trace Minerals will answer your call and reply to your emails.



[www.aussietraceminerals.com](http://www.aussietraceminerals.com)