



Ion Health

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elete Electrolyte Add-In™ Receives Certification from Informed-Choice

elete Electrolyte Add-In™, the original pure electrolyte concentrate with no sugars, calories, or artificial ingredients made by Mineral Resources International, Inc. ("MRI"), announced today that it has received certification from Informed-Choice that **elete** is free from substances that can cause athletes to test positive in anti-doping tests. Informed-Choice is an independent organization in the U.S. that specializes in the validation of nutritional products for athletes. "This certification is further evidence again of MRI's and **elete's** commitment and dedication to provide safe, natural, mineral supplements of the highest quality to professional and amateur athletes, coaches, and professional trainers," said Val Anderson, Executive Vice-President and Director of Sales and Marketing for MRI. To read the full news release, go to: http://new.eletewater.com/uploads/elpdf/elete_Receives_Informed-Choice_Certification.pdf

New elete Athlete Profile: Lora Erickson

Lora Erickson is a competitive runner and triathlete with over 25 years of experience. She is the owner of Blonde Runner Health LLC, a mother of four, has been a USATF certified running coach since 1996, and is a certified personal trainer and triathlon coach specializing in weight loss, diabetes, corrective exercise and endurance training. Lora is the latest athlete that **elete** is sponsoring. "I first came across **elete** at a triathlon race and tried a sample," says Lora. "I have had great results using this product!"

To read Lora's profile, go to:

http://new.eletewater.com/uploads/athletes/Lora_Erickson_profile.pdf

Healthy Eating that Won't Break the Budget

"Food accounts for a significant amount of retail spending," writes Gerald F. Combs, Jr. for the USDA's Agricultural Research Service. "Of every \$5 that Americans spend in retail, \$1 is for food." And with the current recession, while most people's incomes have decreased or remained flat, food prices have increased 2.4 to over 5 percent. Many consumers have had to slash their budgets, including food, which can mean that the low-cost diet consumers are eating are unhealthful diets high in fat, sugar, salt, and low in fresh fruits and vegetables. Yet it is possible to eat a healthy diet that won't break the bank. Combs recommendations include, "Choose satiating foods over large portions, choose vegetables at meals, particularly canned ones, which tend to be at the lowest cost; choose fruits including those that are canned (without added sugar); choose wholegrain pasta, and minimize the use of fats." MRI has posted an article in its BackOffice section, "Healthy Meals on a Budget." To read it, go to: <http://www.mineralresourcesint.com/docs/news.php> and log in.

Source: Combs, GF. "Stretch Your Food Dollar, Not Your Belt." Accessed at: www.ars.usda.gov/News/docs.htm?docid=19227&pf=1&ca_id=0

Mineral Resources
International, Inc.

1990 West 3300
South, Ogden, UT
84401

tel: 801.731.7040
fax: 801.731.7985

www.mineralresourcesint.com

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