



Ion Health

A monthly e-newsletter from Mineral Resources International, Inc.

July 2009

Volume 8, Number 6

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elete Electrolyte Add-In Hydrates More Efficiently than Water Alone, Study Reports

A study commissioned by Mineral Resources International, Inc. that compared the effects of electrolyte water made with **elete Electrolyte Add-In™** and plain water on hydration status, drinking water, and body temperature, has been published in the journal *Wilderness and Environmental Medicine*. The study, "Effects of an Electrolyte Additive on Hydration and Drinking Behavior During Wildfire Suppression" by John S. Cuddy and colleagues, reports that wildland, smokejumper firefighters who drank plain water drank 74 percent *more* water—3.3 liters per day on average—to achieve the same level of hydration as those who drank water with **elete Electrolyte Add-In™**. Besides the finding that the water only group consumed more water than the **elete** and water group, the study also suggests that adding **elete** to water may also reduce fatigue caused by carrying excess water weight. Responding to the study, Val Anderson, Executive Vice-President and Director of Sales and Marketing stated, "This is a godsend for athletes, outdoor enthusiasts, firefighters and other workers who need to stay hydrated, but are burdened with carrying extra water with them. It frees them to perform the work they need to perform and be more light and agile on their feet because they have less weight on their back." To read the press release, visit:

<http://www.mineralresourcesint.com/releases.htm> To view the study's abstract on PubMed, the public Internet database of medical journals and articles, go to: http://www.ncbi.nlm.nih.gov/pubmed/18715125?ordinalpos=3&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed_ResultsPanel.Pubmed_DefaultReportPanel.Pubmed_RVDocSum. Or contact your sales rep at MRI and we will provide you with a copy of the study.

New 2008 Mineral Harvest Slideshow Available on MRI's Web Site

Last month, MRI announced the results of NorthShore's 2008 mineral harvest—the largest in family and company history. This month, MRI is proud to unveil a new slideshow discussing the 2008 harvest and what goes into creating and harvesting the finest all-natural minerals and trace minerals for health and well being. To see the new slideshow, go to:

<http://www.mineralresourcesint.com/harvest.html>

MRI, elete Now on Facebook and Twitter!

MRI and elete have joined the popular social networking sites Facebook and Twitter. Become a fan of MRI and/or elete on Facebook or follow new tweets on Twitter for the latest news, updates, events, and more! To find MRI's and elete's profile, go to our web sites, www.mineralresourcesint.com or www.eletewater.com, and click on the Facebook and Twitter links. Join us today!

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