



Mineral Resources International, Inc.

**Mineral Resources International, Inc.**

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## Company Background

### About MRI

In 1968, Hartley Anderson read a series of newspaper articles written by George W. Crane, Ph.D., M.D., conveying the amazing results people received from drinking small, daily amounts of sea water. Crane theorized that the minerals and trace minerals contained in sea water including magnesium, potassium, and bromine played an essential role in maintaining optimal health.

With this in mind, Anderson began researching the nutritional properties of the Great Salt Lake, a large inland sea located in northern Utah. Anderson soon discovered that not only did the Great Salt Lake contain the same minerals and trace minerals advocated by Crane, but that it was six to ten times more concentrated than regular ocean water—from a more naturally pure source. Anderson and a few of his neighbors began supplementing their diets with small amounts of inland sea water, and, within a few days, began to notice powerful results.

In 1968, Hartley and his wife, Gaye, began selling their first product, *Inland Sea Water*<sup>™</sup>. Customer testimonials began to pour in attesting to the effectiveness of this new product. Shortly thereafter, the Andersons developed a natural process to remove the sodium, thereby creating their proprietary, low-sodium, concentrated liquid mineral and trace mineral complex. MRI was founded in 1995 and is the legal successor-in-interest to the group of companies originally formed in 1969 by the Anderson family.

MRI has developed several products combining its cornerstone low-sodium liquid mineral and trace mineral product with quality vitamins, herbs, enzymes, and other important nutrients to create a holistic, high-performance, high-quality line of nutritional products.

### Scope of Marketing

Since 1969, the Andersons have established various marketing companies. Today, these companies sell to various dynamic markets including domestic natural products retailers, doctors and health care professionals, mass market, the beauty industry, international outlets, and network marketing.

Today, MRI, Inc. manufactures a full range quality products ranging from complete daily multi vitamin and multi mineral formulas to targeted supplements, food and supplement ingredients designed to support specific body systems—each built on the benefits of minerals from Utah's Great Salt Lake. MRI, Inc.'s finished products include liquids, powders, and tablets packaged in large bulk quantities or individually for retail sale. In addition, MRI, Inc. can formulate an ingredient or product to meet your specific needs. MRI's ionic mineral nutrients are GRAS (Generally Recognized as Safe), which means they can be used as ingredients in functional foods and beverages.



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### MRI's Mission

MRI, Inc. is dedicated to producing the most effective and highest quality mineral and trace mineral dietary supplements and ingredients.

The mission of the company is to improve global well being through mineral-based nutrition. Together, we achieve these goals by:

- / Uniting an extensive network of U.S. and international distributors that share MRI Inc.'s common vision and ethical standards
- / Answering the needs of our customers by providing quality products as well as a comprehensive range of professional educational services and materials that promote successful competition of our products in a dynamic marketplace
- / Creating standards and procedures assuring consumers of the quality, safety and integrity of each product that is shipped from our manufacturing facility
- / Collaborating with natural products industry boards and committees including the Natural Products Association and the American Botanical Council to promote a natural nutritional products industry
- / Fostering an inclusive, supportive workplace and actively participating in community programs and activities that, in turn, promote a strong, united community and healthy environment

For nearly 40 years, the Anderson family has been devoted to this mission. You can take confidence in not only the quality of MRI's products, but the company's commitment to consumers, employees, and the environment.

### Corporate Location

MRI's headquarters are located in Ogden, Utah. Our modern facility includes more than 35,000 square feet of manufacturing space. MRI's in-house chemist and laboratory staff work closely with manufacturing to ensure optimal quality, purity and safety.

North Shore Limited Partnership—majority owned by the Anderson family—is MRI's exclusive supplier of solar-evaporated, food-grade minerals, is located at the northern tip of the Great Salt Lake on more than 200 acres of pristine shoreline.



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For three generations, MRI has been a family owned and operated. Today, several Andersons are directly involved with MRI's daily business operations. These members include:

Bruce Anderson  
President/CEO

Val Anderson  
Executive Vice-President, Director of Sales and  
Marketing

Corey Anderson  
Vice-President,  
Director of Research and Development

Matthew Anderson  
Vice-President, Director of International Sales