

Company Profile



ABOUT TRACE

Trace Minerals is the ionic mineral supplement brand you've known and trusted for almost 50 years. Until 1999, Trace had only a handful of products. But in that same year, Matt Kilts and Scott Perkes, visionary Trace sales representatives saw the monumental growth potential these and future products had. Combining their resources, they purchased Trace and began strategically launching and marketing an ever-growing line of products. In the first 10 years, they grew the company over 800%!

Today, Trace offers improved delivery systems, bulk minerals, custom manufacturing, and private label ingredients. Company sales have increased by over 2,500%, and more than 100 products have been added to the product line. Due to this rapid growth, Trace has more than doubled the size of its facility and the number of its employees—all while retaining the product quality and corporate integrity that enabled the growth.

Trace is also proud of our strong international presence. We have been exporting our minerals for almost 50 years to countless companies in over 40 countries. They have benefited from our Trace branded products for many years as well as improved their own brands by adding our minerals to their formulas. From Trace labeled products to private label, and custom formulas to bulk ingredients, we at Trace can provide you with anything you need.

Our strategic growth and global marketing initiatives have positioned the Trace brand as an industry-leading provider of ionic trace minerals. Our group of companies offers over 150 products in liquid, powder, tablet, and gummy forms to accommodate the needs of all our customers.



Matt Kilts, Managing Partner



Scott Perkes, Managing Partner

OUR MISSION & GUARANTEE

MISSION -

At Trace Minerals, we envision a world where people are empowered and in charge of their own health; a time when all consumers are committed to living a healthier lifestyle; a day when ionic trace minerals are a part of every consumer's daily supplement intake. For over 50 years, Trace branded products have been recognized around the world as the pioneer of ionic trace mineral products that have supported consumers in living healthy lives. During that time, we have remained committed to six core values:

- **1.** Uncompromising quality that our customers can depend on.
- 2. Unmatched service that keeps our customers smiling.
- **3.** Continued revenue growth through innovation and product development.
- **4.** Educational pursuits resulting in a more-informed consumer.
- **5.** Leadership within our industry.
- **6.** Loyalty and fairness to our trusted employees and business partners.

GUARANTEE -

We believe that nutritional supplements should deliver noticeable results. Our commitment to noticeable results is the foundation of the TMR philosophy. Not a single bottle of product leaves our manufacturing facility that's not backed up by our "Feel the Difference or Your Money Back" quarantee.

For almost five decades, Trace branded products have helped consumers make informed choices regarding their health. Our continued commitment is simple: produce the highest quality products backed with science and research, do it at fair price, and guarantee that it will enhance the life of those who take it. It's what we've always done, and it's what we'll always continue to do.







Science & Research

Trace Minerals received results of a six month clinical trial on ConcenTrace® Trace Mineral Drops, its flagship ionic trace mineral supplement that contains a full spectrum of naturally-occurring trace minerals. The doubleblind, placebo controlled randomized study was conducted by doctors Himanshu Bansal, Diwaker Agarwal, R. N. Srivatsava and Anupama Bansal using 100 participants with moderate osteoarthritis of the knee and is titled "Natural Mineral Supplementation Provides Chondro-Protection and Hence Improvement in Moderate Osteoarthritis of Knee."

"This is a very important clinical trial because it shows the efficacy of ConcenTrace® for bone and joint health," said Matt Kilts, Managing Partner of TMR. "We know that minerals and trace minerals are so important to the body because they have so many essential functions. We have had countless consumers give us testimonials of how ConcenTrace® has helped them with their bone and joint problems. Now we have the research that proves it can improve bone and joint health."

Participants were given 40 drops of ConcenTrace® or placebo daily for 24 weeks. The study states that "efficacy was objectively confirmed by evaluating changes in the thickness of articular cartilage, joint space width

and synovial fluid composition." Results at 24 weeks state that "ultrasonography and synovial fluid examination revealed improvement in cartilage structure."

The study also employed the Western Ontario and McMaster Universities Arthritis Index (WOMAC) and a six-minute pain free walking distance (6 MWD) as methods to determine the effectiveness of ConcenTrace®. The WOMAC is a widely used measure of a patient's subjective assessment of pain, joint mobility and physical disability and a score is given for each dimension. After 24 weeks, the study shows that the average WOMAC score from the participants reduced from 16.2 to 7.1 and the average 6 MWD distance increased from 46 feet to 122 feet.

This preliminary study "suggests that [ConcenTrace®] improves joint health and hence increased walking distances and allows partial withdrawal of NSAIDs [non-steroidal anti-inflammatory drugs] in subjects with osteoarthritis of the knee."

Certifications

GRAS - ConcenTrace® Trace Mineral Drops has been affirmed Generally Recognized as Safe (GRAS) for use in food and beverages. According to FDA regulations, the process involved an intensive review by an independent panel of experts, qualified by training and experience to evaluate the safety of food ingredients. GRAS status allows for food and beverage manufacturers to add ConcenTrace® to their products to help fortify, improve flavor, and upgrade label nutritional claims with confidence in its safety as an ingredient.

To affirm ConcenTrace's GRAS status, TMR sought out an expert panel from AIBMR Life Sciences Inc. (Puyallup, WA) because of its experience, knowledge and expertise with GRAS self-affirmations. The expert panel included physicians and two PhD toxicologists with 83 years combined experience in toxicology, who also worked as division heads for the Food and Drug Administration (FDA).

When an ingredient or substance is determined to be GRAS, it requires sensible confidence in the minds of scientists that it is not harmful when used as it is intended. The process of achieving the GRAS determination requires a comprehensive review and a consensus of safety by a panel of experts who are qualified by training and expertise to evaluate the safety of the ingredient. Classifying an ingredient as GRAS is a program by the FDA and is regulated under sections 201 and 409 of the Federal Food, Drug, and Cosmetic Act (the Act), with additional regulations in 21 CFR 170.3 and 21 CFR 170.30.













Certifications

Non-GMO Project Verification - TMR has been in the process of researching all of it's product for non-GMO verification and has already received verification for ConcenTrace® Trace Mineral Drops, Mega-Mag, Ionic Magnesium, Optimal-pH and Utah Sea Minerals™. These products have been evaluated and verified to be in compliance with the Non-GMO Project Standard, which means following rigorous best practices for genetically modified organism (GMO) avoidance, including segregation and traceability to prevent contamination.

INCI - ConcenTrace® Trace Mineral Drops has been reviewed by the International Nomenclature Committee and assigned an International Nomenclature Cosmetic Ingredient (INCI) name, which uniformly identifies the ingredient and instructs personal care manufacturers how to properly list it on labels. INCI names are recognized around the world to identify cosmetic ingredients and are referenced by regulation for product labeling in many countries.

Kosher - ConcenTrace®, Utah Sea Minerals, Ionic Magnesium, and Mega-Mag are all certified Kosher by the Rabbinical Council of California (RCC). According to the RCC's website, "the word kosher is a Hebrew word that means fit or proper. It refers to food that meets the requirements of Jewish Dietary Law. The body of laws governing such requirements is called Kashrut or Kashrus. The product adhering to these guidelines is called Kosher. Jewish dietary laws originate in the Written and Oral Torah (the Bible) and are further expounded upon by the Rabbis of the Mishnaic and Talmudic era. Two factors play fundamental roles in determining the kosher status of a product:

- a. The source of the ingredients
- b. The status of the production equipment.

"A common misconception is that kosher reflects the conferring of a blessing on food by a Rabbi. There is no truth to this whatsoever. Although Jewish ritual does require the recitation of a blessing prior to the consumption of food, there is no blessing which can make the food itself kosher or un-kosher."

Halal - Both ConcenTrace® Trace Mineral Drops and Utah Sea Minerals have been reviewed and cert-fied Halal by the Islamic Food and Nutrition Council of America (IFANCA).

According to the IFANCA's website, Halal is an Arabic word meaning "lawful" or "permitted". Halal is the dietary standard of Muslims. Halal prohibits the consumption of the following: swine/pork and its by-products, animals improperly slaughtered or dead before slaughtering, animals killed in the name of anyone other than ALLAH (God), alcohol and intoxicants, carnivorous animals, birds of prey, land animals without external ears, blood and blood by-products, and foods contaminated with any of the previously mentioned products.

OMRI Listed® - ConcenTrace® Trace Mineral Drops, ConcenTrace® Agricultural, and Utah Sea Minerals™ have been reviewed by the Organic Materials Review Institute (OMRI) and is allowed for use in certified organic production or food processing and handling according to the United States Division of Agriculture (USDA) National Organic Program (NOP) Rule. Having a product OMRI Listed® is important for TMR's continued success as it markets its bulk ingredients to the food and beverage industry.

Quality







GRMA/UL GMP 455-2 - Quality has always been a top priority at Trace. Throughout the years, Trace has been vigilant in improving our manufacturing processes. In 2004, Trace became Good Manufacturing Practices (GMP) Certified by the Natural Products Association™ (NPA) and was one of the first 50 companies to achieve such a certification.

These GMP standards represented the industry's best practices and served as the basis of the NPA GMP Certification Program as well as establishing a higher level of control than was currently required by the FDA.

In June 2007, the FDA published the final GMP regulation specific to dietary supplements (21 CFR 111). In order to keep the NPA GMP Certification program relevant and reflect the highest level of industry good manufacturing practices, the NPA GMP Standard was revised to include all of the

FDA GMP requirements of 21 CFR 111 and certain requirements from the 2000 version of the NPA GMP standard that exceed requirements of the FDA GMPs, or reflect best industry practices that are necessary for the evaluation of compliance to the NPA GMP standard.

Since June 2007, we have diligently worked to become compliant with all requirements from the FDA's final GMP regulation. In October 2010, after endless hours of preparation, Trace received its updated GMP certification under the FDA's final dietary supplement regulations (21 CFR 111).

#1 in the Industry

Why sell anything less than the best? If you want the #1 selling trace mineral brand, the #1 selling trace mineral supplement, and the #1 liquid magnesium brand in America in the natural channel, look no further than Trace. According to recent data (July 2020) collected by SPINS®, an information research and consulting company who specializes in the natural products industry in the US market, the Trace brand is still the #1 selling trace mineral brand in America in the trace mineral category, posting a 17 percent increase in market share over the last year in the natural channel (the report doesn't take into account major chains, such as Vitamin Shoppe and Whole Foods, further increasing our market share). In addition,

ConcenTrace® 8 ounce is still the nation's number one selling trace mineral product, up 18 percent over last year.

The same data also included a report on our liquid magnesium products and shows that Trace posted an 87 percent increase in sales in the liquid magnesium category, making Trace the fastest growing liquid magnesium brand in natural products supermarkets across the US in a 52-week time span ending July 12, 2020. These third-party reports prove that Trace provides America's best ionic trace minerals.

Awards

















Best of Supplement Award 2021—Better Nutrition Magazine— Electrolyte Stamina Power Pak Sugar Free Orange Mango was named a winner in the energy category for the Best of Supplements Awards.

Delicious Living Supplement Awards 2021—Delicious Living Magazine—Apple Cider Vinegar Gummies was named a winner in delicious living magazine's annual 2021 Supplement Award for both the Consumer and Retailer Choice - Best weight loss Products.

Best of Natural Beauty Award 2021 —Better Nutrition Magazine—Pure Magnesium Oil was selected as a winner in the bath & body category for the Best of Natural Beauty Awards.

Best of Supplement Award 2020—Better Nutrition Magazine—Apple Cider Vinegar Gummies were named a winner in the weight loss category for the Best of Supplements Awards.

Delicious Living Supplement Awards 2020—Delicious Living Magazine—Magnesium Gummies was named a winner in delicious living magazine's annual 2020 Supplement Award for a Retailer Choice - Best Functional Food Products. The annual awards highlight the best of the best in all-natural supplement products and reward the products that rate highest in quality, purity, ingredients, efficacy and innovation.

Best of Supplement Award 2019—Better Nutrition Magazine—Magnesium Gummies Watermelon flavor was named as a winner of the Best of Supplement Awards, which recognized 72 outstanding supplement products.

Nutraceutical Business & Technology Awards 2012—TM was a top 3 finalist in the category of Most Improved Product Safety and Quality for its self-affirmed GRAS designation of ConcenTrace® Trace Mineral Drops.

Nutraceutical Business & Technology Awards 2011—TM was a top 3 finalist in the category of Most Improved Product Safety and Quality for becoming Good Manufacturing Practices (GMP) certified by the Natural Products Association (NPA) under the new Food and Drug Administration's (FDA) final cGMP rule for dietary supplements.

Best of Supplements Awards 2009, Minerals Category—Better Nutrition Magazine—ConcenTrace® was named as a winner in the Best of Supplement Awards, which recognized 72 outstanding supplement products in categories ranging from heart health and immunity to pain relief and cancer prevention. To select the winning products, Better Nutrition conducted extensive interviews with a panel of experts, including naturopaths, medical doctors and experts in the supplement industry.

Best of Supplements Awards 2008, Minerals Category—Better Nutrition Magazine—Liquid CellEnergy was named as a winner in the Best of Supplement Awards.

Growth in Small Companies Award, 2006—Nutrition Business Journal—Trace was recognized for stellar growth from the previous year by increasing company sales by 42 percent, employee growth by 30 percent and by increasing sales in major national health food stores by 50 percent.

Liquid Minerals

Tablet Minerals

Multivitamins







Energy†

TM Sport

Bone & Joint[†]







Ionic Singles

Wellness[†]

Stress[†]







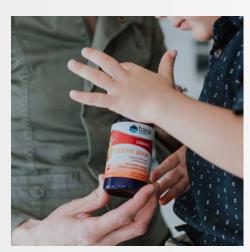
Sleep[†]

Digestive[†]

Children's[†]







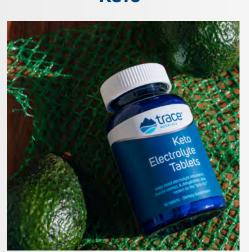
Gummies

TM Skincare

Keto[†]







Hydration[†]

Immunity[†]

Heart Health[†]







Custom Manufacturing

Fortify Foods, Supplements & Beverages with America's #1 Trace Mineral Brand

Over 76 minerals, All Natural, Ionic, 100% Soluble, Liquid & Powder Applications, High & Low-Sodium Blends, Low Cost, Highly Concentrated

Private Label

Private label our existing formulas to add quality products to your branded product line Small runs



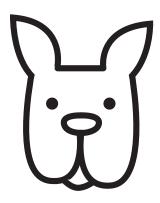
Custom Formulas

Bring your custom formulas and we'll manufacture it in our cGMP facilities

Custom Packaging

Use our packaging or choose your own custom packaging

Pet Products



Many pet owners give our products to their pets since they need trace minerals, too.

Colloidal Silver Spray



Trace Mineral Drops



Glucosamine Chondroitin & MSM



Bulk Ingredients

Powders

ConcenTrace® AC (pure, carrier free, water soluble)

ConcenTrace® AC Granulated (pure, carrier free, water soluble)

ConcenTrace® Alfalfa (blend of ConcenTrace® AC and organic alfalfa powder)
ConcenTrace® MCC (blend of ConcenTrace®

AC and microcrystalline cellulose)



Liquids

ConcenTrace® liquid (low sodium)
Liquid Magnesium (low sodium)
Utah Sea Minerals™ (high sodium)
Endure (blend/liquid electrolyte premix)

Displays & Marketing Support

Trace Minerals Research supports its customers with co-op advertising, merchandising tools, floor and counter displays, literature, and samples.



Displays



Ashwagandha Gummies

Colin Mood Memoryi , Svess
& Sleepy Muscle Streegth,
Endurance's Immunity

25mog (1,000 IU) of Vitamin B3

Ashwagandha

Gummies

Ashwagandha

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Literature

Advisory Board

Each of our products has been formulated and developed on solid scientific research. We have an advisory board of professionals including Dr. Chris D. Meletis, N.D., Dr. Alexander Schauss, Ph.D., and David S. Butts, who ensure that our products will truly promote health and wellness to give you more

energy and vitality for a better quality of life. We are constantly changing and improving our formulas as new research discovers nutrients and foods for better health.





Dr. Chris D. Meletis ND, Director of Clinical Education - Dr. Chris D. Meletis is a physician and educator whose life mission is to "Change the World's Health One Person at a Time." Besides his clinical practice, he has also served and continues to provide leadership as the Dean of Naturopathic Medicine and Chief Medical Officer at the National College of Naturopathic Medicine in Portland, Oregon.

Dr. Meletis is an internationally published author, with 16 books to his name and 3 pending publication. He has also contributed to an additional 7 books and dozens of national articles.

As a regular columnist for professional journals he authors columns routinely for the physician and pharmacist community in publications such as Natural Pharmacy and the Journal of Complementary and Alternative Medicine. He has also had articles featured in such magazines as Natural Health and Bottom Line Health.

David S. Butts - Mr. Butts has 45 years of experience in practical engineering. Forty years have been devoted exclusively to the extraction of minerals and salts from lakes, oceans, salars, and underground deposits.

Mr. Butts participated in the design and operation of a 35,000 acre solar pond complex, now in operation in Ogden, Utah. He designed solar ponds for FMC in Argentina, for the Bureau of Chemical Mines at the Quidam Basin, China. He has supervised the building of hundreds of kilometers of solar pond dikes on every continent. Mr. Butts has published over 30 papers and books combined and has been awarded 5 patents.



Dr. Alexander Schauss, Ph.D. FACN - is the Senior Director of Natural and Medicinal Products Research, at AIBMR Life Sciences, in Puyallup, Washington, USA.

Dr. Schauss has studied nutrition and botanical medicine for over 35 years. He has held a number of academic positions, including Clinical Professor of Natural Products Research and Adjunct Research Professor of Botanical Medicine at the National College of Naturopathic Medicine in Portland, Oregon; Senior Director of the Southwest College Research Institute in Scottsdale, Arizona; Associate Professor of Research at the Southwest College of Naturopathic Medicine and Health Sciences in Tempe, Arizona; Director, Institute for Biosocial Research, City University, Seattle; and, Lecturer in Biostatistics and Epidemiology at Bastyr University in Seattle.

He has been a member of the National Institutes of Health (NIH) Office of Alternative Medicine (OAM) Advisory Council (AMPAC); a member of the Ad Hoc Developmental Planning Committee of the NIH Office of Dietary Supplements (ODS); a reviewer of botanical standards and information monographs for the U.S. Pharmacopoeia Convention (USP); and, a reviewer for the International Bibliographic Information on Dietary Supplements (IBIDS) database, maintained through an interagency partnership with the Food and Nutrition Information Center, National

Agricultural Library, and U.S. Department of Agriculture (USDA), which provides access to bibliographic citations and abstracts from published, international, scientific literature on dietary supplements.

Dr. Schauss is an author or co-author of 19 books. He is the author or co-author of some 150 papers that have appeared in a diverse range of scientific journals. Two papers in which he is the senior author and published in 2006 in the Journal of Agriculture and Food Chemistry, were selected in 2007 as among the "top 5 medical studies of 2006" in fruit and berry research.

In 2005, Dr. Schauss received the Linus Pauling Lecture Award "for contributions to the medical sciences" from the American College for the Advancement of Medicine.



