

# PURE

Finally, ForeverGreen produces a PURE marine phytoplankton product! PURE is two products in one! First is 1500mg of marine phytoplankton, highly concentrated and highly potent!

Two is ForeverGreen's Deep Blue Mineral Base is a nature balanced multi-mineral super concentrate extracted from nutrient-rich ocean water that has the salt removed. It contains 92 ionic minerals and trace elements essential to life. ForeverGreen has gone to great lengths to achieve the sourcing of this mineral base.

You wanted it... you got it. PURE. Let food be your medicine, and medicine be your food!



## FOREVERGREEN'S DEEP BLUE MINERAL BASE

### What's In It?

**"You're only as healthy as what you absorb."**

ForeverGreen's PURE product is literally two products in one. Aside from 1500mg of pure Marine Phytoplankton, ForeverGreen's Deep Blue Mineral Base is a product unto itself.

ForeverGreen's Deep Blue Mineral Base is a nature balanced multi-mineral super concentrate extracted from nutrient-rich ocean water that has the salt removed. It contains 92 ionic minerals and trace elements essential to life such as selenium and zinc (important antioxidants) magnesium (necessary for hundreds of enzymatic reactions) calcium (circulatory and bone health) iodine (thyroid function) copper (cardiovascular and immune system).

It is in bio-available form for immediate absorption and utilization.

ForeverGreen's PURE Deep Blue Mineral Base is all natural with no artificial ingredients, additives or preservatives. It is odorless and tasteless since our extraction comprises of only ionic minerals.

### Supplement Facts

Serving Size: 2 ml (2.5 droppers)

Servings per container: 30

	Amount per serving	%Daily Value
Magnesium	266 mg	66%
Calcium	106mg	10%
Sodium	100mg	6%
Potassium	8mg	<1%
Marine Phytoplankton*	50 mg	**

Percent Daily Values are based on 2000 calorie diet.

\*\*Daily Value not established.

ForeverGreen's PURE Deep Blue Mineral Base contains 92 naturally occurring ionic minerals and trace elements derived from the ocean including but not limited to: Boron, Iron, Zinc, Copper, Chromium, Molybdenum, Selenium, Manganese, Nickel, Carbonate, Bromide, Iodine, Lithium, Silicon, Rubidium, Scandium, Phosphorus, Strontium, Cobalt, Titanium, Lanthanum, Cerium, Barium, Silicon, Yttrium, Tin, Gallium, Gold, Silver, Cesium, Beryllium, Vanadium, Dysprosium, Holmium, Terbium, Praseodymium, Lutetium, Gadolinium, Samarium, Bismuth, Ytterbium, Erbium, Europium, Neodymium.

## Why It Works

ForeverGreen's PURE Deep Blue Mineral Base works because it's ionic and provides individual atoms for cellular metabolism. To understand how ForeverGreen's PURE Deep Blue Mineral Base achieves this you need to understand chemistry and physics.

In chemistry a molar weight of any of an element contains the same number of atoms. Avogadro's number:  $6.022 \times 10^{23}$  atoms / Mol.

Because mineral powders contain enormous numbers of atoms bonded together in each particle of the powder, the total number of near ionic particles is quite small. For instance, a 10-micron diameter particle of magnesium may contain nearly 10 million atoms. Quite simply they are too big to be used by the body. ForeverGreen's PURE Deep Blue Mineral Base provides readily available particles – ions.

An example can be shown in the total amount of the element magnesium in My ForeverGreen's PURE Deep Blue Mineral Base, as an examination of particle size and number of available magnesium atoms.

The molar weight of mg is 24.31 gm or 24310mg - which contains  $6.022 \times 10^{23}$  atoms -or  $2.4771 \times 10^{20}$  atoms per mg.

Therefore, 133 mg of magnesium contains 3.289,000,000,000,000,000 atoms for metabolic synthesis. In this way, a far smaller weight of magnesium provides a far greater number of usable magnesium ions.

## Symptoms of Mineral Deficiency:

**Potassium:** Dry skin, poor reflexes, apathy, weakness, confusion, and extreme thirst.

**Magnesium:** Apathy, weakness, cramps and muscle tremors which leads to convulsions, insomnia, headaches, high blood pressure, depression, constipation, hyperactivity, irregular heart rhythms.

**Calcium:** Muscle weakness or cramps, brittle bones, rickets, osteoporosis.

**Iron:** Shortness of breath, fatigue, iron deficiency anemia, reduced resistance to infections, poor appetite.

**Zinc:** Hair loss, skin changes, diarrhea, wasting of body tissue, loss of taste and smell, thin fingernails with white spots, acne, fatigue, memory loss, depression, anxiety, poor immunity, dandruff, psoriasis, hyperactivity.

## The Benefits of Minerals:

**CHROMIUM:** Insulin action, cardiovascular health, glucose tolerance factor.

**MAGNESIUM:** Activates over 300 enzymes, muscle contraction, nerve transmission, and calcium metabolism, essential for all life forms.

**CALCIUM:** Critical for many biological functions including nerve transmission, fat and protein digestion, muscle contraction, healthy bones and teeth, blood clotting, nerve functions and oxygen transport.

**POTASSIUM:** Nerve transmission, fluid balance, blood pressure, muscle contraction and many more functions.

**SODIUM:** Muscle contraction, fluid balance, cell life and potential and numerous other functions.

**LITHIUM:** May play a protective effect in treating sodium imbalances that contribute to atherosclerotic heart disease. Studies also show that lithium can prevent behavioral alterations due to social isolation and confinement.

**COPPER:** Immune system, artery strength, helps form hemoglobin from iron and assists in metabolizing vitamin C and the oxidation of fatty acids.

**IODINE:** Needed by the thyroid hormone to support metabolism.

**SULFATE:** Protein synthesis, collagen cross-linking, bone and ligament structure.

**IRON:** Red blood cell formation, immune function.

**CHLORIDE:** A component of stomach hydrochloric acid. It helps regulate the body's acid base pH. Essential for hydrochloric acid production, which usually decreases with age.

Manganese: Bone development and growth, metabolism of fat and energy, reproductive system.

**PHOSPHORUS:** Bone formation, assistance in the breakdown of fats, proteins and carbohydrates.

**SELENIUM:** Immune stimulant, certain brain functions, antioxidant, protects against toxicity of heavy metals such as mercury, provides protection against cardiac damage.

**ZINC:** Enzymatic reactions, reproductive health, growth and development, immune functions.

**MOLYBDENUM:** Enzyme action.

**SILICON:** Enzyme action, connective tissue.

**TIN:** Enzyme action.

**BORON:** Calcium metabolism – an inadequate level of boron is also suspected in negatively influencing the body's uptake of magnesium and potassium, possibly resulting in bone density loss and elevated blood pressure.

**COBALT:** Essential for formation of Vitamin B12 metabolism of fatty acids and synthesis of hemoglobin.

**NICKEL:** Immune regulation, brain development, DNA synthesis.

**YTTRIUM:** Necessary for protein synthesis.

## Cell Health

Cell health is the foundation of body health. All molecules that keep the body healthy are made inside the cells using the DNA, which make hundreds of thousands of enzymes and proteins. Inside the cells are mitochondria. These structures inside the cell use sugars and minerals like iron to transform molecules from food into energy. But one of the four steps to generate energy (ATP) in the mitochondria produces free radicals.

In excess, free radicals produce harmful oxidation that damage cell membranes, accelerate the aging process and are a major contributor to cancer and other illnesses. Stress, lack of sleep, a poor diet and pollution are all prolific contributors to the formation of free radicals. Free radicals do damage to the structure of the cell and over time prevent the cell from functioning.

ForeverGreen's PURE Deep Blue Mineral Base provides ionic Iron<sup>++</sup> and Iron<sup>+++</sup> to make sure cells can construct super oxide dismutase, the free radical neutralizer. Iron<sup>++</sup> is released by oxygen in the cell to react with the super oxide to form hydrogen peroxide. Then Iron<sup>+++</sup> is released to transform hydrogen peroxide into water and oxygen. The cell has two ways to deal with hydrogen peroxide: one is a very large enzyme, catalase, the other is the second iron atom in the super oxide dismutase molecule. Both transform hydrogen peroxide into water and oxygen but catalase only works on the hydrogen peroxide. Iron is essential to begin the neutralization of free radicals.

Years ago antioxidant compounds were found in food and provided these positive mineral ions because they were still in the soil. Since the soil in this country and around the world has been stripped of minerals that build antioxidant molecules in food... it's easy to assume that the food you're eating is empty of antioxidants.

To be healthy, it is essential to understand the creation of free radicals and then to take the necessary steps to eliminate them. ForeverGreen's PURE Deep Blue Mineral Base effectively penetrates cells to guard against oxidative damage and proper neural function.

## **MARINE PHYTOPLANKTON**

### **Benefits**

The elements and electrolytes in marine plankton are almost tailor-made for the human body. It's no coincidence that the composition of human plasma is similar to that of seawater. We arose from the sea and our internal bodies reflect this. Over reliance on land-based food sources often leads to deficiencies in micronutrients and trace elements. Our bodies need these elements to perform as nature intended. Left to its own devices, the human body has a marvelous system called homeostasis, which keeps all systems in balance. Take away some critical component and the body experiences malfunctions that cause suboptimal performance. Too many malfunctions cause disease.

Phytonutrients exhibit potentially promising effects in human physiology.

**GENERAL NUTRITION:** Contains ultra-potent lipids to enhance brain function.

**CARDIOVASCULAR HEALTH:** Supports a healthy heart.

**CHOLESTEROL:** Clinically tested to reduce cholesterol.

**BLOOD SUGARS:** Stabilizes blood sugar levels.

**NEUROLOGICAL SUPPORT:** Supports mental alertness, ADHD, Parkinson's, and general dementia.

**JOINT HEALTH:** Relieves pain and inflammation.

**SKIN CARE:** Aids in Psoriasis & Dermatitis.

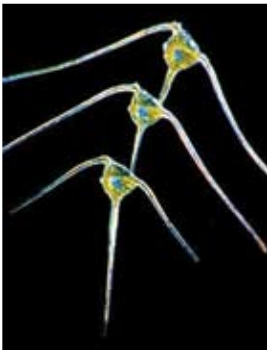
**VISION:** More effective than Lutein.

**LIVER HEALTH:** Supports a healthy liver.

**SLEEP:** Supports good sleeping habits.

**ENERGY:** Increases energy.

# THE BODY CAN PERFORM MIRACLES WHEN PROPERLY EDIFIED, AND NOTHING EDIFIES THE BODY LIKE **MARINE PHYTOPLANKTON**



Alanine	Germanium	Pantothenic Acid (Vitamin B5)
Arginine	Gamma Linolenic Acid	Phenylalanine
Ascorbic Acid (Vitamin C)	Glutamic Acid	Phosphorous
Asparagine	Glutamine	Potassium
Aspartic Acid	Glutathione	Proline
Betacarotene	Glycine	Pyridoxine (Vitamin B6)
Bioflavinoids	Glycogen	Riboflavin (Vitamin B2)
Biotin (Vitamin H)	Histidine	Ribose Nucleic Acid
Boron	Iodine	Selenium
Calcium	Iron	Serine
Chlorophyll	Lecithin	Silicon
Chromium	Leucine	Sodium
Cobalt	Linoleic Acid	Superoxide Dismutase
Copper	Lysine	Substance P
Cyanocobaltamine (Vitamin B12)	Magnesium	Thiamine (Vitamin B1)
Cysteine	Manganese	Threonine
Essential Fatty Acids (Vitamin F)	Methionine	Tocopheryl Acetate (Vitamin E)
Electrolytes	Molybdenum	Tyrosine
Fiber	Niacin (Vitamin B3)	Valine
Fluorine	Nickel	Vanadium
Folic Acid	Nucleic Acids	Zinc
	Omega-3 Fatty Acid	
	Omega-6 Fatty Acid	