Nano minerals are:

• Very small, even smaller than minerals found in vegetables, and are thus very well absorbed by the human body. Much less of the mineral is required for it to have a powerful effect! Research shows that one can ingest one tenth of the quantity of a mineral in nano form and it will have the same, or even more powerful, effect as the full amount. The small particles can easily pass through the blood-brain barrier, where the minerals can fulfil their important functions for the brain. Minerals and trace elements are crucial for our brain's operation – deficiencies are associated with various mental problems.

• Non-toxic. Because of their small size, they can pass through tissues and organs and can not be stored or encapsulated. Anything that is not needed is excreted.

• Additionally, the highest quality nano minerals are completely spherical. Many types of colloidal minerals have particles which are non-spherical or even have ragged sides. A perfect spherical shape of the mineral particles ensures maximum energy around the particles. This energy is called zeta potential, which is defined as the electric charge around each particle in the colloid. The electric charge itself also contains healing properties.

Zeta potential is measured in millivolts and our technology provides for a zeta potential of +/- 60 millivolts around each particle. This ensures a safe nano mineral with the highest possible efficacy due to the energy of the particle.

Maximizing the zeta potential also means a longer shelf life.

What is Nano?

Nano is a measurement. One nanometre is 1 millionth of a millimetre. The word "nano", when referring to a particle, means the particle is so small that it has to be measured in nanometres.

The word "colloidal" refers to something that has a very small particle size and is located in a liquid medium (such as water), without the particles sinking to the bottom or floating to the surface. In the case of our nano minerals, this is due to their unique electromagnetic properties and the extremely small particle size. Not all colloids are created equally and many products which are colloids have much larger particle sizes which are too big for the body to use easily.

Particle size is an important factor for good mineral absorption, because a fundamental physical law states that the smaller the particle, the greater the particle surface relative to its size. It is this surface area that the body uses to break down and absorb nutrients. The larger the surface, the better nutrients can be utilized.

Nano minerals are characterized by an extremely small particle size and so are absorbed much better than pills or powders.

Nano minerals are also the answer for people with digestive problems in which the absorption of vitamins and minerals is severely disrupted. It has been shown that minerals extracted from rocks or clay are only 20 to 40% absorbed by the human body. Minerals are often bound to amino acids in order to improve absorption when these minerals have to pass through the digestive system, a process called chelation. Yet, chelated minerals are only 50 to 60% absorbed. Nano minerals are fully absorbed. When the liquid is held in the mouth for a few moments before swallowing, any nano-sized minerals the body needs will be directly introduced into the blood stream and will be able to be used immediately.