



We're revamping the status quo... again

Nature is inherently in balance and ever connecting us to what we need to thrive.

But our attempt to synthetically control our environment, our health, and even our beauty has put us on a trajectory of disconnection.

ION* continually seeks to alter that course.



Connection is key

Our original soil-derived formula has been working for almost a decade to reignite cellular connection at one of our bodies' most vital barriers, the gut.

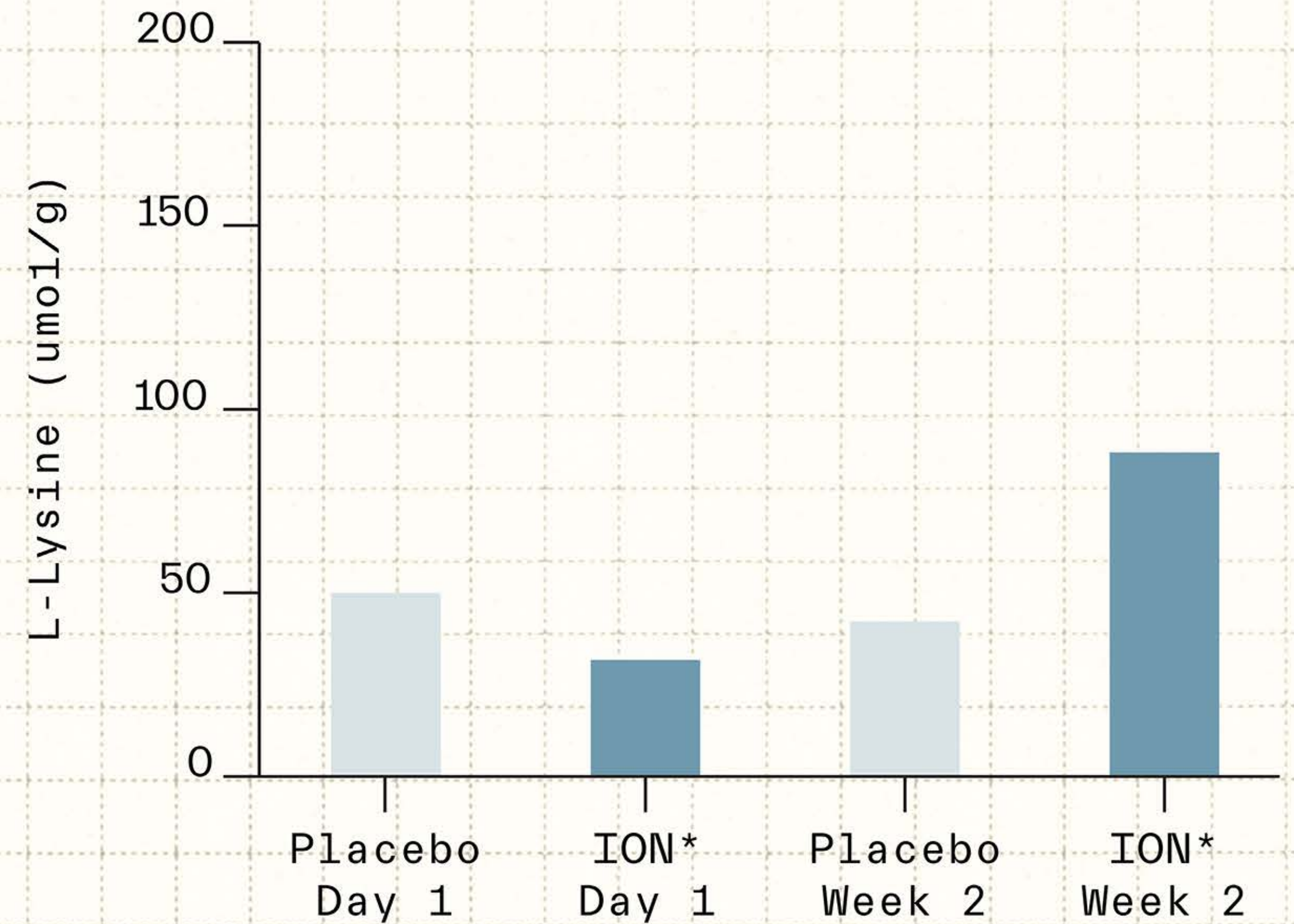
By starting with that foundational support, ION* has been shown to benefit our health in a myriad of ways: improving digestion, enhancing mental clarity, and even boosting immune function.

But did you know ION* supports your skin health?



Gut health is skin health

By combating inflammation, modulating immune response, and supporting lysine production (a precursor to collagen formation), ION* Gut Support works to beautify from the inside out.



The microbiome doesn't stop at your gut, so neither did we.



And while ION* Gut Support has always worked topically, it's time we tailor to this unique terrain.

Sourced from nature, backed by science, and specialized for your outermost barrier, meet ION* Skin Support.

Formulated for a new terrain

ION* Skin Support is the innovative blend we all know and love and then some:

- Terrahydrite® (Humic Extract and Purified Water)
- Silicon as Monomethylsilanetriol (MMST)
- Zinc Gluconate
- Copper Gluconate
- Magnesium Citrate



Terrahydrite®

Our innovative blend is at the core of our science, sparking health at a foundational level. Terrahydrite works to reinforce cellular connection, support a healthy terrain for a diverse microbiome, and strengthen your body's barriers against toxins and environmental assailants: gut to sinuses to skin.



MMST

MMST is a deeply nourishing source of silicon which is an essential element known to support collagen production as well as skin, hair and bone health.



Zinc gluconate

A topical antioxidant, zinc gluconate helps limit oxidative stress caused by free radicals. Its anti-inflammatory properties are well-known to reduce acne symptoms and help regulate immune response on the skin.



Copper gluconate

Copper gluconate has been used for centuries for its anti-inflammatory properties. Copper occurs naturally in the body and has been proven to improve skin's firmness and smoothness by promoting collagen and elastin production.



Magnesium citrate

Magnesium citrate acts as a calming agent, soothing many skin irritants including rosacea and eczema. Magnesium also aids in fortifying the skin's natural moisture barrier, thus relieving dry skin.



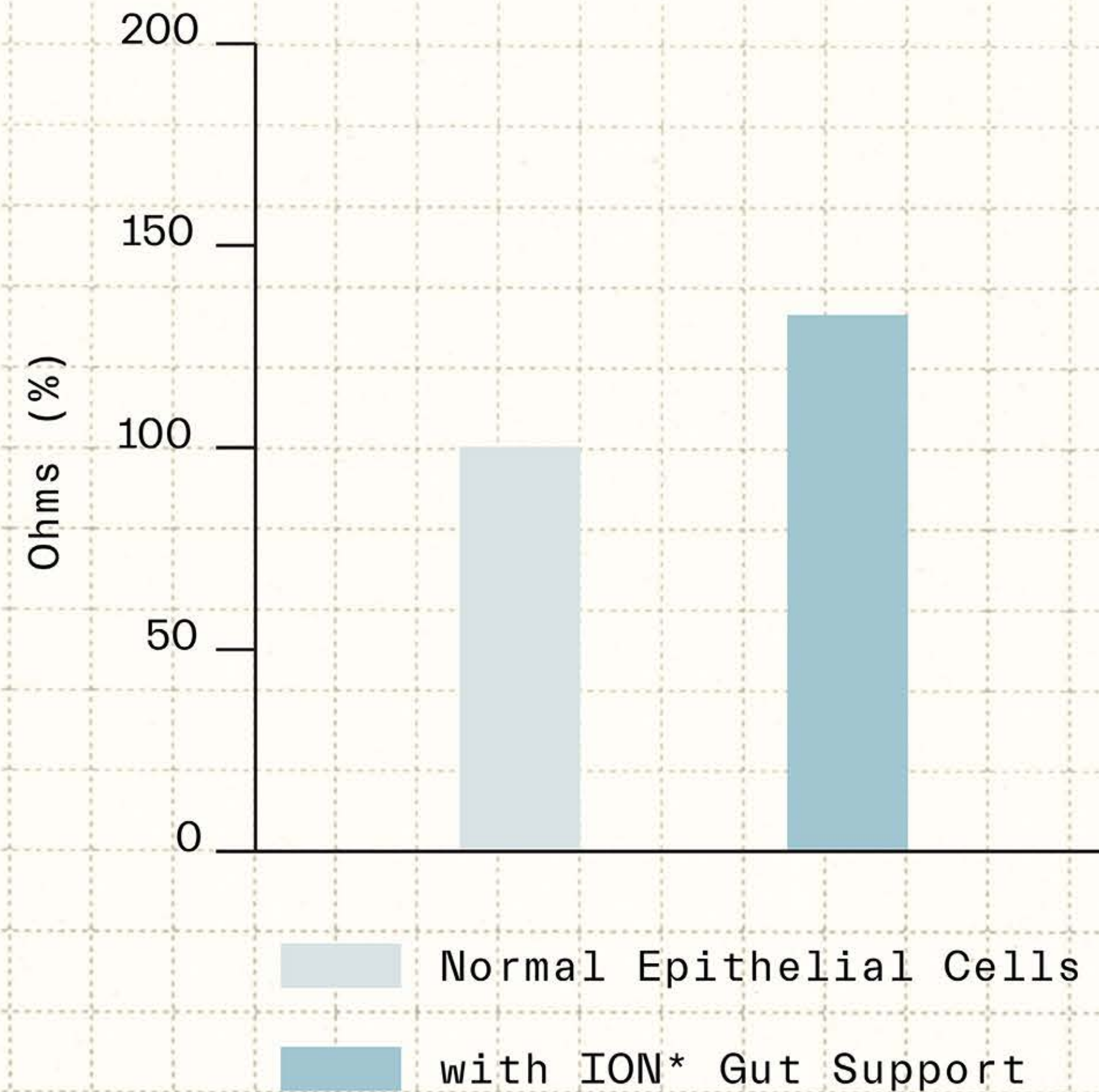
A close-up photograph of a person's hand. The skin is a warm, medium-brown tone. On the back of the hand, there is a distinct, lighter-colored patch of skin, possibly a mole or a sign of skin improvement. The fingers are slightly curled, and the skin texture is clearly visible.

Healthy skin is beautiful skin

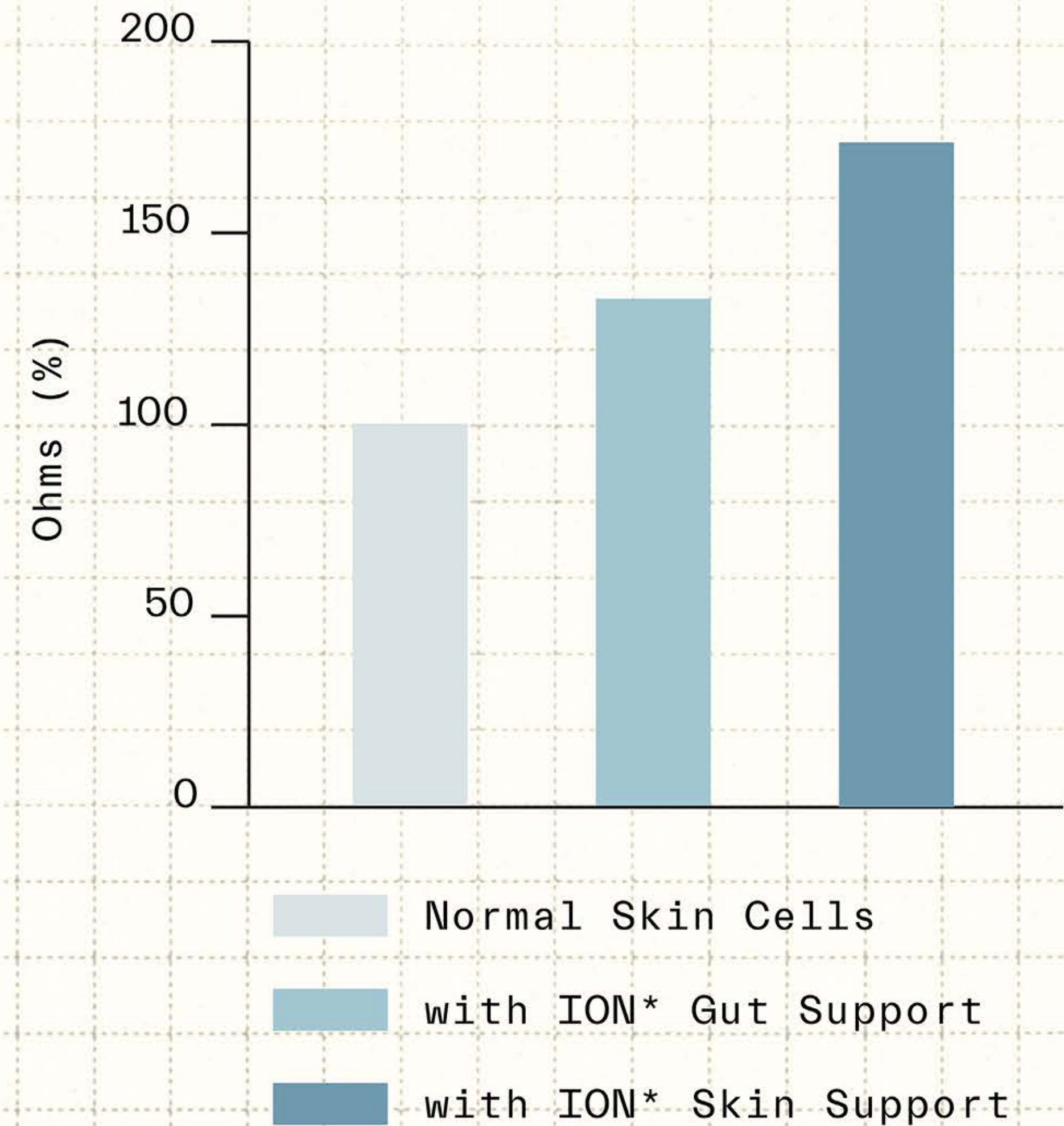
By adding only these essentials (leaving fragrances and dyes at the door), we have once again captured simplistically beautiful lightning in a bottle. ION^{*} Skin Support has been shown to work with your skin in a way that even our original formula can't compete with.



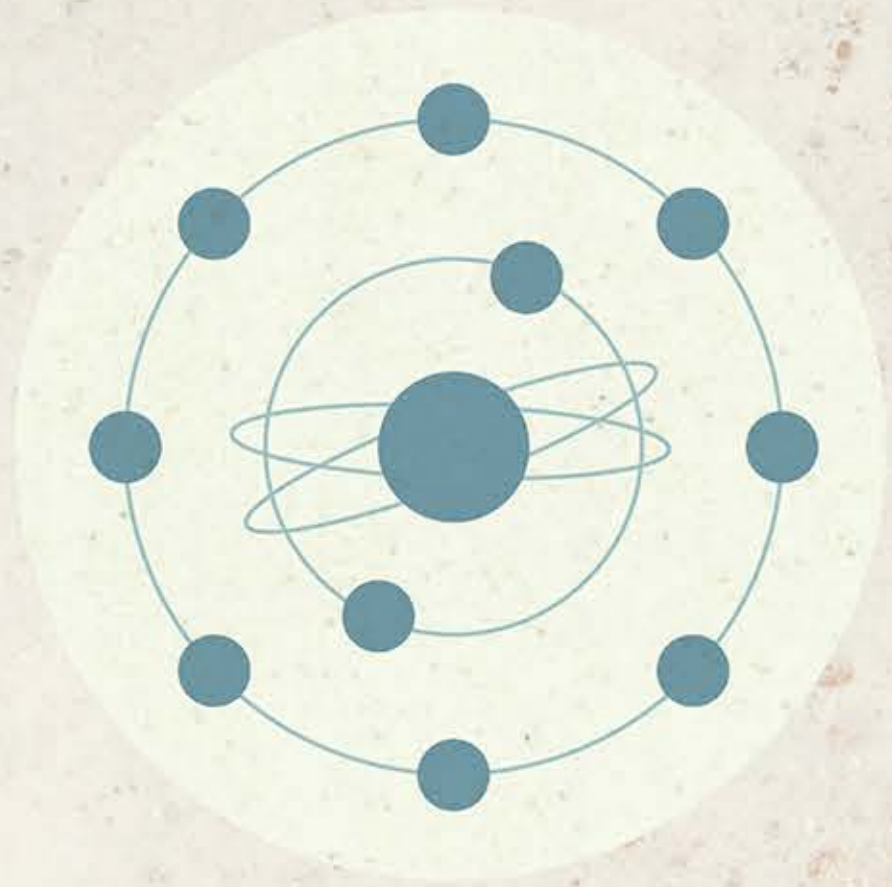
TEER increase in intestinal cells with addition of ION* Gut Support



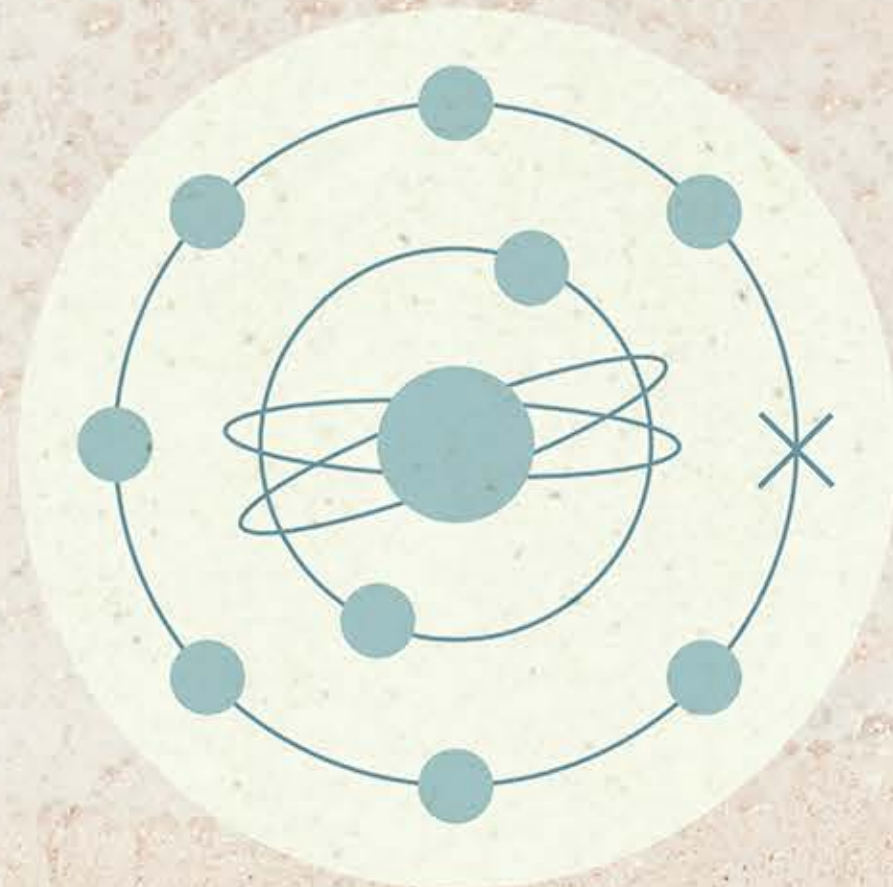
TEER increase in skin cells with addition of ION* Skin Support



Skin structure is key, but let's dig deeper...



Stable Molecule



Free Radical
Missing Electron

In addition to increasing TEER (how we measure tight junction strength), ION* Skin Support helps to stabilize ROS (reactive oxygen species) in response to UV exposure.

Reactive Oxygen Species (ROS) are ions with unpaired electrons that are hungry to grab an electron from anything in their path - lipids, proteins, or even DNA! (You've likely heard of free radicals. Well, reactive oxidative species are a type of free radical).

Some ROS basics...

Internally, a low level of ROS is released from mitochondria as they make energy - an essential aspect of cellular communication, literally telling the cell what to do next.

However, if ROS increases beyond a certain threshold, they can indiscriminately grab electrons, causing uncontrolled oxidative damage (cell injury and cell death).

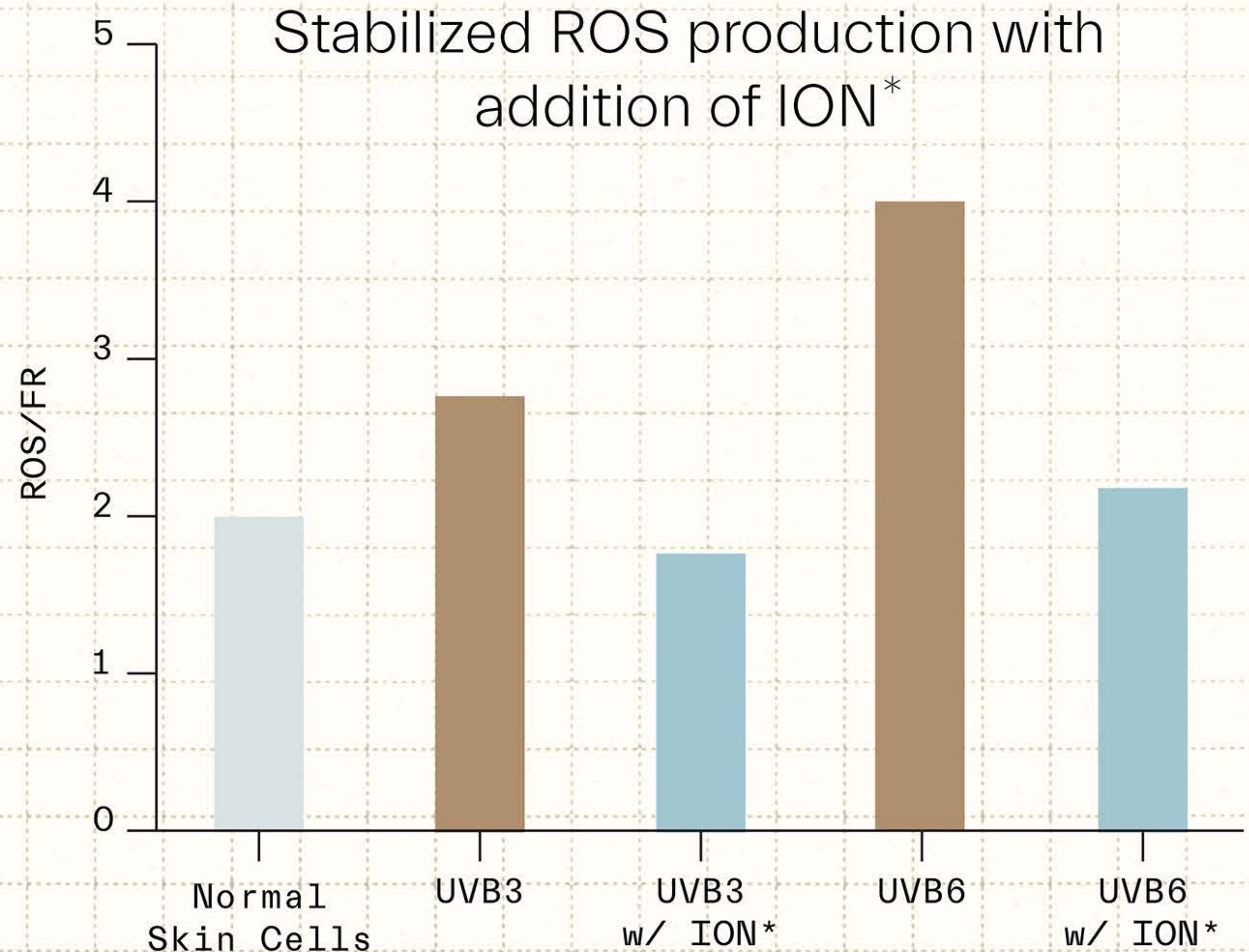
Externally, we are assaulted with unwanted ROS (free radicals) from UV light, pollution, smoking, and radiation.



Balance your relationship with the sun

Whether ROS signals to cells or damages them depends on a delicate balance between ROS production and ROS scavenging. The key is balance.

ION* Skin Support helps with just that by stabilizing ROS production associated with UVB exposure.

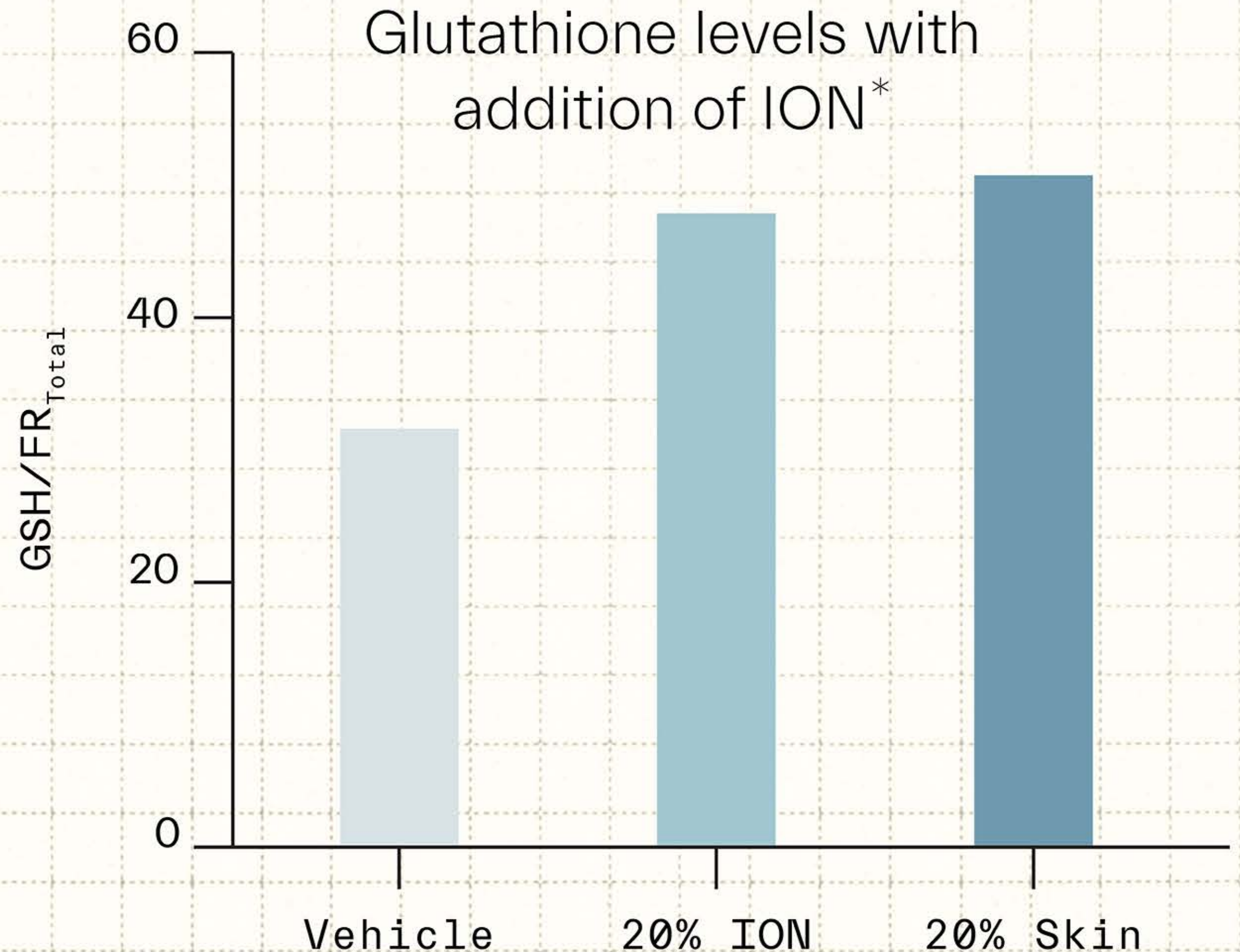


Beyond balance, antioxidants are key

Glutathione is a powerful antioxidant made by your body and found in almost every cell. It is critical to preventing damage and resultant disease caused by reactive oxygen species.

Glutathione helps to:

- Neutralize free radicals
- Boost immune function
- Detoxify the body




Your outermost defensive barrier

So, why do we need to strengthen cellular integrity, balance ROS, and generate glutathione?

To start, your skin is exposed to environmental insults daily, including UV, free radicals, and pollution. These assailants can damage skin cells, allowing environmental toxins to penetrate deeper layers, ultimately affecting not just the health of your skin, but overall health as well.



A vertical strip on the left side of the page features a microscopic image of skin cells, showing various cell shapes and structures. In the bottom left corner of this strip is a circular logo with a stylized plant or flower design in the center. The text "INTELLIGENCE OF NATURE" is written around the perimeter of the circle, with "INTELLIGENCE" at the top, "OF" on the left, and "NATURE" at the bottom.

Reveal nature's intelligence

ION* Skin Support helps to balance how your skin reacts to sun exposure, improves cellular hydration, and protects against toxins by supporting tight junction integrity (the same as we do with the gut). This in turn allows your skin to work to protect you, as it was meant to.

Reimagine your beauty regimen

Mist ION* Skin Support on face and body twice daily. Use before applying other skin products, before and after sun exposure, or wherever your skin needs help. For best results, allow to dry or massage into skin before applying other skincare products.





Thank you*