**Gut Support** Copy Example 4:

ION\* stays in your system anywhere from 4−6 hours, and

## Copy Example 1:

There are over 80,000 supplements on the market today, with many geared towards creating specific niches within the world of health.

While sometimes a targeted approach makes sense, if our bodies aren’t functioning on a fundamental level, supplements fall short.

When it comes to the gut, we all need the same foundational support. Nature is intelligent. Her beauty lies in her ability to seamlessly provide unique assistance to each of us. But her intelligence is at war with chemicals that continually impact health: old and young, men and women, pets and humans alike.

In order to target individual health, we need to first address the source. That’s where ION\* comes in. Whether for kids, adults, or pets, the science is the same: start with cellular communication and let each unique body take it from there.

ION\* is a supplement in name only, seeking not to add but to connect. By fostering communication at a cellular level, it provides the foundation for the immune function, nutritional wellness, and digestive support that we all need. Whether you are seeking to enhance adult, child, or pet health, ION\* has you covered.

## Copy Example 2:

Think of the gut as a jack of all trades.

It plays many important roles within your body. From absorbing nutrients to maintaining most of your immune system to providing your body with energy, it really does it all.

ION\* creates an optimal environment in your gut lining by providing the framework for bacterial communication, supporting digestion and absorption of vitamins, minerals, and other essential nutrients that your body needs to function.

## Copy Example 3:

ION\* Gut Support has been shown to promote the strengthening of the gut barrier, which supplies the first line of defense against everyday exposures to environmental and foodborne toxins. This helps with inflammatory response, enhancing mental clarity, promoting immune function, supporting digestion, and alleviating gluten sensitivity.

will remain effective in maintaining the integrity of your gut lining for the period of time you are taking it (and a residual period afterwards).

ION\* is a foundation for gut health that contributes to overall wellness in your body. Some choose to take it for life to help protect them from exposure to environmental toxins. Others decide to take it on a maintenance basis - meaning they might take it when they know they are going out to eat, or feel that their defenses are down.

# Gut Support For Pets

## Copy Example 1:

We know that taking care of our microbiome is important, but what about our four-legged family members?

Their microbiomes are important, too. Here's why...

A balanced and healthy microbiome helps your pet:

* Maintain a healthy weight
* Absorb nutrients
* Promote healthy skin & fur
* Support longevity
* Maintain a strong immune system

ION\* Gut Support For Pets is a gut-strengthening, vitality-boosting supplement sourced from 60-million-year-old soil and shown to naturally support your pet’s microbiome and defend against toxins such as glyphosate. It goes beyond the scope of other pet supplements to support gut health, vitality, and immune function.

## Copy Example 2:

You probably know about the effects of glyphosate on the human body. But did you know that studies show glyphosate levels are actually higher in our pets?

Dogs are known to have 32 times higher levels of glyphosate than the human average, with cats showing 16 times the human average.

Besides coming in contact with the chemical outside, studies have also shown higher levels of glyphosate in the food that they eat. The most contaminated pet food results in glyphosate exposure that, at the high end, is roughly 25% above the average daily intake for humans.

One way to limit the effects of glyphosate on your furry family members is to feed them a raw food diet. However, that may not always be possible. Another way to help protect your pets is to introduce them to ION\*Gut Health For Pets.

ION\*Gut Health For Pets is a gut-strengthening, vitality-boosting supplement sourced from 60- million-year-old soil that is shown to naturally support your pet’s microbiome and defend against toxins such as glyphosate.

Terrahydrite®, the active ingredient in ION\*Gut Health For Pets, does for their gut and brain what it does for ours, going beyond the scope of other supplements to support gut health, vitality, and immune function.We know that taking care of our microbiome is important, but what about our four-legged family members?

## Copy Example 3:

You probably know about the effects of glyphosate on the Pets are our allies, always by our side, aiding in our health and happiness. They support us; support them back!

Protecting your furry friend from the toxins they encounter daily is the most important step you can take towards bettering their overall wellness.

The gut lining is a barrier, your pet’s first line of defense, working to protect their bloodstream (and the rest of their body) from toxic substances like glyphosate, gluten, and other foreign particles. But just as importantly, it functions to allow the passage of beneficial nutrients.

Preserving the integrity of this barrier is key to health. Instead of giving your pet probiotics and feeding the microbiome with various bacterial strains, ION\*Gut Heath For Pets is different. It works via carbon-based redox signaling to maintain tight junction integrity in the epithelial layer of the gut lining, promoting overall health naturally.

## Copy Example 4:

Every pet owner wants to see their four-legged companion thrive. And since 70% of the immune system resides in the gut lining, what better way to make their health a priority than taking care of their microbiome.

The microbiome is a collection of microbes – bacteria, fungi, protozoa, and viruses – that live on and inside your pet’s body. Specifically, the gut microbiome is integral in a pet’s digestion, including absorbing and synthesizing nutrients. Due to the ingredients and methods of

preparation, there are many toxins and anti-nutrients in most pet foods found on the market today. Pets that consume food toxins, herbicides, and pesticides may experience intestinal permeability that alters the gut microbiota’s environment.

There are also pollutants in the air and water that pets are exposed to which negatively impact the inner lining of key organs and filtering systems that protect the environment where microbiota exist.

Protect your pet from harmful toxins with ION\*Gut Health For Pets.

# Reel, Story and Post Ideas:

* How you use ION\* and how it has benefited you
* Explain why you use ION\*
* List the benefits of using ION\*
	+ Examples: Supports immune function, strengthens digestion, enhances mental clarity and mood, and boosts metabolism.
* Show how you use ION\*
	+ Example: putting it in a glass of water
* Product detail and explanation
	+ What is ION\* and why should you use ION\*

# Taglines:

Combat Environmental Toxins with ION\* Gut Support Daily Immune Support

Daily Microbiome Support

Support Your Microbiome with ION\* Gut Support Gut Health Equals Immune Health

Strengthen Your Immune System with ION\* Gut Support Complete Wellbeing Starts in the Gut

Go Beyond Probiotics to Support Intelligent Gut Health Support Total Body and Mind Health Great Health Starts with Gut Health

# Branded Hashtags:

#intelligenceofnature #ion

**Tag @intelligenceofnature in your posts, stories and reels.**

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