

HortiMax

72 Éléments

Chelated & Essentials

For Your Pet Animals



The Mineral Depletion

In general the scientific community recognizes that our broad source of nourishment is at the present vastly depleted of its minerals and Oligo-elements, those elements that we find traces of. In fact, many studies clearly demonstrate that the animal's food lacks more than 85 % of all of these indispensable elements required to maintain their health.

Many products on the market try to compensate for this mineral depletion by adding some of them. We will see further down that what's important is that all of the minerals and Oligo-elements be present, properly presented to the body, so that the ideal equilibrium is attained for the optimal health of your producing animals.

The living Cell & the Minerals

The living cell is a complex living organism and on its surface there are ionic channels with has for function to nourish it with elements. Every channel is specialized to one mineral or Oligo-element and the cell lets occasionally one get true when needed and when it's available in a proper format in the surrounding liquids.



The mineral depletion brings about a cell's under-nourishment and since it can no more compensate for its needs and vital functions, it becomes slowly atrophied.

In the long term, all of the animal body becomes ill, ages prematurely and dies.

Linus Pauling, barer of two Nobel prizes for its research on living cells, say that at the root of any sickness there has been a short or long term depletion of minerals and Oligo-elements.

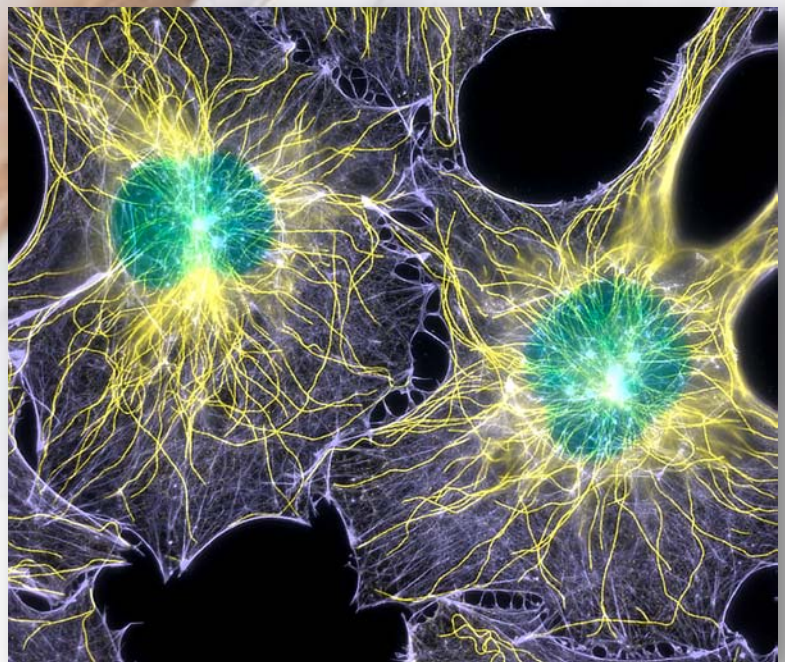
The proper function of the cell then depends on three main criteria's : The presence of all minerals and Oligo-elements, a balance in quantity considering the reactions they have between them and the way they are presented to the ionic channels so that they can be easily absorbed.

We have identified a source baring all minerals and Oligo-elements, organic & natural, unique and crystalline, which meet's these three important criteria's.

The mineral source is isolated, far from any pollution sources, from any contamination risk by hormones and antibiotics and in a place where there is no possibility of finding pesticides, fungicides and herbicides.

Our harvesting, manipulation and bottling protocol is rigorous as to maintain the pristine and pure nature of the solution.

Here is now a unique product ...



72 Elements

The Mineral Wheel

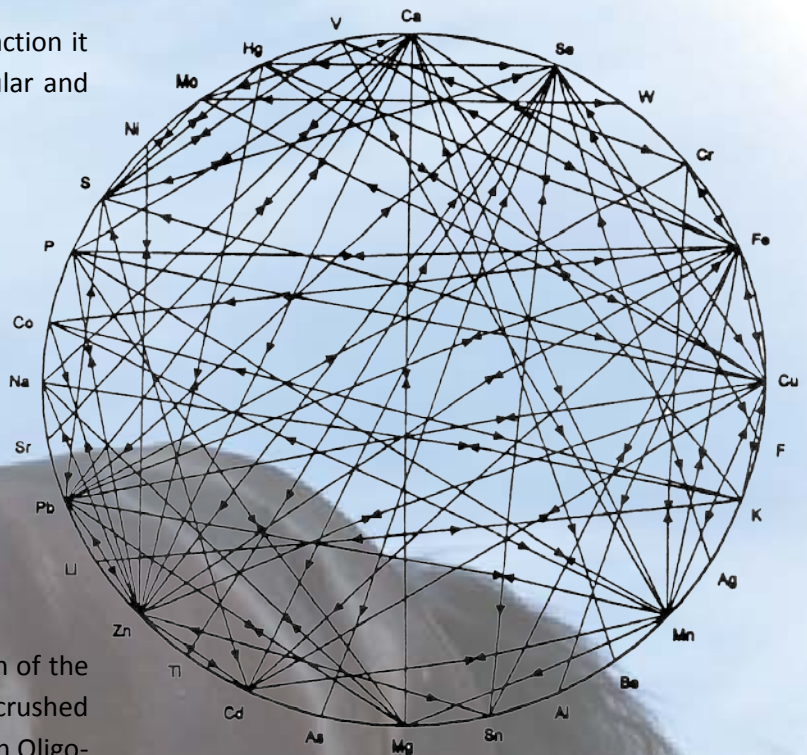
The bio-availability of a mineral depends on the reaction it has with the other ones surrounding it, in the cellular and biochemical processes.

In the simplified mineral wheel we see beside, we notice that there is an affinity between certain minerals, which enhances their availability to absorption. For other minerals on the other hand, there is an inhibition phenomenon, which lowers their availability to absorption.

As an example, a Calcium excess inhibits the intake of Phosphor, Magnesium, Potassium, Strontium and Sodium, all required minerals for the proper function of many vital organs in the animal's body.

Many traditional supplements include only a fraction of the available minerals. They are often produced from crushed rocks and are dry, but most of all they are deficient in Oligo-elements and have no consideration on the proportion they have between them.

Don't despair you won't have to break your head since the minerals & Oligo-elements proportions in 72 Éléments is ideal and well balanced, exactly what cells are looking for their proper functioning and to keep your animals healthy.



Well Chelated Ions

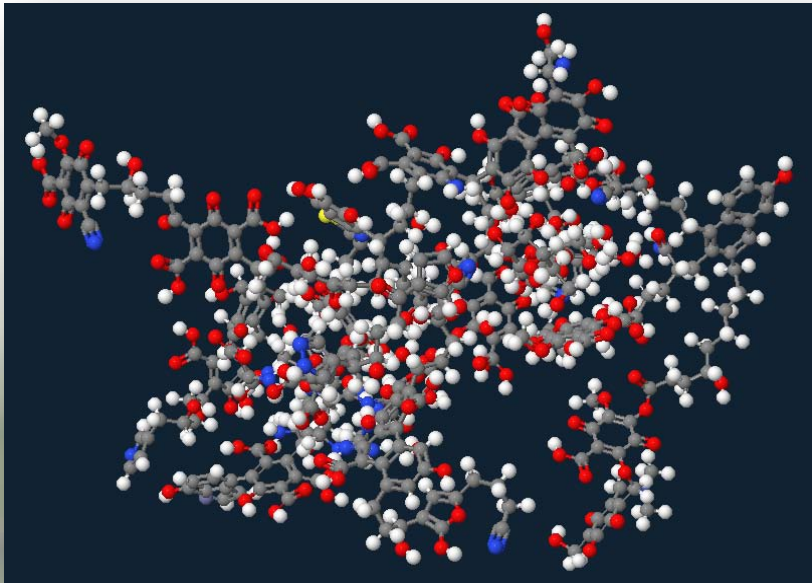
The way the elements are presented to the cell is highly important.

In fact, the ionic channel is very small and can only let thru tiny element particles of few atoms. As an example, a dry mineral dissolved in water may have a particles size of several millions atoms, where for the colloidal particle it may still be several hundreds of atoms. The cell is only looking for ionic size minerals and the body rejects the rest without assimilating it. Many studies confirms that more than 95 % of any dry minerals intake is not assimilated by the animal's body and ends-up excreted ... you are paying for nothing and get little in return.

When an element is chelated, it is surrounded by many water molecules, well dressed as if it was wearing a coat. This enhances the ionic transfer and makes 72 Éléments the best electrolyte there is.

72 Éléments includes all 72 Elements, Ionic & Well Chelated

Includes Fulvic Acids



Fulvic acids are organic molecular structures built upon chains of Carbon atoms, as well as many other elements and water molecules.

They are the exclusive byproduct of the good bacteria's that thrives in a rich organic environment, and just like photosynthesis, man can still not synthesize it.

When Fulvic acids are present in the drinking water or food of your animal, it can be nearly 100 % directly and immediately assimilated by the animal's body

As an example, the above model of a complex molecule is composed of many molecules of Fulvic acids (the grey Carbon ring shaped assemblies), transporting a protein molecule as well as a sugar molecule, both hidden in its center.

Fulvic acids are the animal body's building blocks, and are as much necessary as the minerals and Oligo-elements are.

The Benefits

The benefits are numerous and will contribute in increasing your profitability ...

- ✧ They activate neurotransmitters and the body's gland system, which regulates the vital functions of the body.
- ✧ It helps in reducing diarrheas, dyspepsia and intoxications.
- ✧ Our product protects the intestinal mucus since it has antiphlogistic, absorbing, antitoxic and antibacterial properties.
- ✧ Helps in the assimilation of the food boll bringing about better nourishment.
- ✧ The muscular mass will be increased and the fur or plumage of the animal will be luster.
- ✧ A potent antioxidant to preserve the youths of the tissues.
- ✧ Males will more virile, there will be fewer risks of miscarriage for the females and the newborns will be in better health.
- ✧ It helps the body synthesizing ATP, that molecule which transport energy throughout the body and to the muscle.
- ✧ Your animals will have a stronger bone structure and a higher rate of red cells which enhances oxygenation.
- ✧ It gives the animal body a fighting chance against colds and other sicknesses because 72 Éléments stimulates and stabilizes the immune system.
- ✧ Your pet animal will be happier and will want to play more as if they were coming back to their youth.

Our Offer

At Home *For your Pet Animals*

To help maintain the natural properties of 72 Éléments we offer our product in Cobalt Blue Glass bottles.

72 Éléments

33,000 PPM Liquid Concentrate

250 ml (8 ounces) 20 \$*

Last more than a month $\frac{1}{2}$ using 5 ml per day

500 ml (16 ounces) 30 \$*

Last more than tree month using 5 ml per day

To add to their drinking water or food bowl

* Packaging/Handling/Shipping & Taxes extra



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Specifications

72 **Éléments** includes the following Natural Elements ...

Élément	PPM	Élément	PPM	Élément	PPM
Cl	19 500	Cs	0,00040	Ag	2 x 10 ⁻⁶
Na	10 770	Cr	0,00030	Ta	2 x 10 ⁻⁶
Mg	1 290	Sb	0,00024	Ga	2 x 10 ⁻⁶
S	905	Kr	0,00020	Y	1,3 x 10 ⁻⁶
Ca	412	Se	0,00020	Hg	1 x 10 ⁻⁶
K	380	Ne	0,00012	Ce	1 x 10 ⁻⁶
Br	67	Mn	0,00010	Dy	9 x 10 ⁻⁷
C	28	Cd	0,00010	Er	8 x 10 ⁻⁷
N	12	Cu	0,00010	Yb	8 x 10 ⁻⁷
Sr	8	W	0,00010	Gb	7 x 10 ⁻⁷
O	6	Fe	0,00005	Pr	6 x 10 ⁻⁷
B	5	Xe	0,00005	Sc	6 x 10 ⁻⁷
Si	2	Zr	0,00003	Sn	6 x 10 ⁻⁷
F	1,30	Bi	0,00002	Ho	2 x 10 ⁻⁷
Ar	0,43	Nb	0,00001	Lu	2 x 10 ⁻⁷
Li	0,18	Ti	0,00001	Tm	2 x 10 ⁻⁷
Rb	0,12	Th	0,00001	In	1 x 10 ⁻⁷
P	0,06	Hf	7 x 10 ⁻⁶	Tb	1 x 10 ⁻⁷
I	0,06	He	6,8 x 10 ⁻⁶	Pb	5 x 10 ⁻⁸
Ba	0,02	Be	5,6 x 10 ⁻⁶	Sm	5 x 10 ⁻⁸
Mo	0,01	Ge	5 x 10 ⁻⁶	Te	1 x 10 ⁻⁸
As	0,0037	Au	4 x 10 ⁻⁶	Eu	1 x 10 ⁻⁸
U	0,0032	Re	4 x 10 ⁻⁶	Ra	7 x 10 ⁻¹¹
V	0,0025	Co	3 x 10 ⁻⁶	Pa	5 x 10 ⁻¹¹
Ti	0,0010	La	3 x 10 ⁻⁶	Rn	6 x 10 ⁻¹⁶
Zn	0,0005	Nd	3 x 10 ⁻⁶		
Ni	0,0005	Pb	2 x 10 ⁻⁶		
Al	0,0004	Ga	2 x 10 ⁻⁶		

Every elements of the above table is part of a complex and organic chelated molecule, and does not anymore have the same chemical reactivity it has when being isolated and pure.

The proportion of the elements between them is close of what we find in the amniotic liquids of a healthy newborn animal.

For a performing Isotonic intravenous drip solution, all there as to do is to dilute in the proportion *Distilled Water : 72 Éléments 33,000 PPM Concentrate* of 4 : 1

The main minerals are in **Red** where the complementary minerals and Oligo-elements are in Black.

PPM means « Parts Per Million » (or 1 / 1,000,000).

All 72 elements as well as the Fulvic acids are 100 % chelated. Fulvic acids constitutes 90 % of the present organic portion.