

Ron Reid interviewing Isagenix Formulator and CEO, John Anderson about IONIX SUPREME

June 2004

Five yrs ago John went thru health challenges due to complications from a deadly spider bite by a brown recluse spider. This kind of a spider bite causes circulation to be cut off to various parts of the body. He ended up having nine surgeries on his foot from the brown recluse bite. Spent a month in hospital. The bite caused circulation to his left eye to be cut off too – in optic nerve. Was on IV antibiotics for over a year via pik line.

After he got back on his feet, was helping friend in California who wanted John to fly w/him to Midwest to a flavor specialty company owned and operated by a man from India, Dr. Ghandi. Talking to Dr. Ghandi about liquid protein and flavorants, how to stabilize protein into a liquid form. When Dr. Ghandi's receptionist offered him a Coke, he said "No" and explained since his spider bite, his condition had caused his Type II diabetes to flare up and that something like a coke would probably put him in the hospital. The doctor asked him a bit about his condition – and told him he should be taking Shilajit – which helps w/blood circulation; it has adaptogens, which help blood sugar not to spike; it helps you to breathe better.

Shilajit is a substance that oozes out of Himalayas. John had not heard of it before. In India, monkeys 5 ft. tall and very strong were observed climbing into rock formations and eating this substance. This doctor John was talking to had several degrees and was well educated in Ayurvedic medicine. John took notes as he talked to the doctor, and when he got home, he started studying about Shilajit.

John called a research lab in Bangalor, India. The owner of the lab, Dr. Majic, spoke w/him – it turns out that John had known him 15 years before -- as he was an importer of rare earth elements and substances from India. The doctor said he had a research team of 51 PhDs that have done nine years of research on Shilajit – human studies, mice studies, etc. He told John about its adaptogenic elements. Dr. Majid wouldn't be back in the states for 5-6 weeks, and John didn't want to wait that long – so he went to India to meet w/him a week later. Cher, John and a doctor friend traveled to India. Dr. Majid took him to his compound – where he does studies on adaptogens. John already knew about the adaptogens Ashwaganda, Schizandra, (which are in some of our products including the new Ionix Supreme) etc. – but he let John interview all the PhDs at his research facility.

Shilajit is referred to as the Destroyer of Weakness in Sanscrit writings from 3000 years ago. Shilajit has an interesting characteristic. It has about 15-20% Fulvic Acid Molecules. Fulvic Acid Molecules are carriers of micronutrients into the blood stream where they release them into body. It is a miracle molecule because Fulvic Acid Molecules unload nutrients into the blood stream, then continue to circulate thru the blood stream and pick up heavy metals (chelation) and carry them out of the blood stream.

In India, they recommend Ashwaganda, Schizandra and other Ayurvedic botanicals because it amplifies the absorption of Shilajit and causes the Shilajit to work longer in the body. John and Cher took a trip into the mountains outside of Nepal (the Himalayas) to document the collection of Shilajit.

Shilajit helps w/memory enhancement. The Fulvic Acid Molecules in it contain a dibenzo alphanopyrone, which penetrates the blood brain barrier and enhances memory recall.

Shilajit is an adaptogenic substance that actually helps the body to normalize its functions so it gets back into a state of wellbeing, reproducing healthy cells and helping the body's organs to function properly. By giving the body the proper building blocks (nutrients) you are giving it the key to health and wellbeing.

The Ionix Supreme also lists as one of its ingredients, Velvet Bean – which is very high in el dopa, which is a component the brain uses for proper brain chemistry.

John then addressed the base of the Ionix Supreme – the water. The H₂O used in this product comes from a quartz crystal mine in Jesseville, Arkansas owned by Ron Coleman. It is one of the largest quartz crystal mines in world – the quartz crystals are pure silica. If a person is calcium deficient, not only should they look for good sources of calcium, they should know that silica can calcify and become a useful bone food in the body thru biological transmutation. The water in this mine has silica in it – and minerals and trace minerals. The University of Arkansas visited the mine and reported back to him that this water contains a memory – which shows that this water has been under this mine for approximately 140,000 years and that is why it is so rich in silica, calcium and magnesium and nutrients the body needs. It is ancient, undisturbed water – and this is what we use this as the base in our Ionix Supreme.

Every component of the Ionix Supreme has been well thought out and researched.

For sweetening, the Ionix Supreme contains stevia, which is an herb, and black strap molasses, which is very rich in minerals and trace minerals. Black strap molasses has been used for hundreds of years for its benefits in minerals, trace minerals, and nutrients. People in the 1700s and 1800s used to take a teaspoon or tablespoon each day. It helps to keep the electrolytes balanced in the body.

Other ingredients include Wolfberry, which is primarily found in China. They have found that animals eat it for energy and endurance. The Chinese Olympic swim team consumes Wolfberry because it gives long-lasting endurance and energy. It has adaptogenic effects.

Sorrel. Three years ago, John and Cher were in the Caribbean and were exposed to sorrel flower. The locals in Florida and the Caribbean make a sorrel drink and add rum and let it ferment for several days and then consume the drink. Helps in blood circulation. It also works as an aphrodisiac. We don't add the rum, but we do use the sorrel. The color of the Ionix Supreme is also derived from sorrel.

There are no preservatives in Ionix Supreme. Because it has antiyeast/antifungal benefits, they were able to flash pasteurize and bottle this at about 150 degrees without preservatives such as Sodium benzoate, potassium sorbate, sodium metobysulphate.

Ron asked John "What can you expect by drinking the Ionix Supreme?" John stated that if you drink it in the morning, by afternoon will be able to perform better. But within ten minutes of drinking it, you will have a very strong sense of wellbeing and clarity of mind. You will notice more energy and endurance. When you go to bed at night, it absolutely puts you to sleep – and you sleep so sound – and that is when the body mends and repairs itself and rejuvenates itself. (My own note: I took the Ionix Supreme for the first time yesterday. When I woke up this morning I was almost disoriented from having slept so soundly. I couldn't remember even trying to fall asleep; I must have fallen to sleep the minute my head hit the pillow – and this was after just a normal day – nothing strenuous. I FELT great – not groggy or anything like that – I was just aware that I had slept VERY, VERY soundly. THEN, I came in and listened to this interview – and I found out WHY!)

John recommends taking the Ionix Supreme in the morning, but it depends on your own personal time schedule. If you take it in the AM, it will NOT put you to sleep – it will give you energy and endurance.

It is rich in minerals and trace minerals – which is what John is known for in the nutrition industry.

John told a quick story about his exposure to minerals, which started all the way back in his childhood. He believes that that was the beginning, and that all his life he has been led to learn about and expose people to what he knows about minerals.

Back in the 50s, in Utah, there was a liquid mineral drink that his family referred to as "bug juice." His mother always gave him this "bug juice" when he had a sore throat. He gargled with it – and within 15 minutes, it was gone. When he had grease burns, etc., his Mom would put "bug juice" on it and wrap his finger in it. Within then minutes, there would be no pain, and it wouldn't blister.

John said that vitamins have NO function in the body without the presence of minerals. Enzymes have no function in body unless they have a co-factor/bond of trace minerals to activate them so the enzymes can break down protease, amylase, etc. All long-chain amino acids are dependent on enzymes to break them down into peptides – which is when the body can utilize them. He said that minerals and trace minerals are the foremost thing you should supplement with in your body.

Ron asked John, "How does the Ionix Supreme work with the Cleanse for Life and Want More Energy products?"

John answered that the Cleanse is a FLUSH for the body and keeps yeast/fungus in check in the body. It also has minerals and trace minerals. Whether you are using the Cleanse for doing a complete cleanse or not, you should keep these products in your body.

The Want More Energy also contains electrolytes (minerals/trace minerals) in a spray dried powder form mixed w/a combination of carbohydrates that release into the body at different times (release points); this is called carbohydrate stacking. It is charged with electrolytes – for longer-sustained energy. It is good for athletes, running, pre and post exercise. He said every athlete should be drinking the Want More Energy. (Side note from John: Back when Green Bay won the Super Bowl, the players were mandatorily drinking these minerals and trace minerals, which were supplied by John's company. His company had several Super Bowls under its belt. The Dallas Cowboys, Detroit Lions, Green Bay, Phoenix Suns. And numerous athletes – e.g. Evander Holyfield – John's company formulated a special formula for his training which contained 5HTP charged and bonded w/minerals and trace minerals.)

John stressed again that minerals and trace minerals (electrolytes) are the key to life – the Spark Plug of Life that give you the ability to digest your foods.

He said that Ionix Supreme is for everybody. It has minerals and trace minerals necessary for the body to function the way it should. It has Shilajit and Fulvic Acid Molecules for maximum absorption into the body.

It also has Bamboo – which is high in silica (70%). Dissolves immediately in water. Bamboo is important for skeletal structure and skin.

Ionix Supreme is now included in the Maintenance Pack.

Ron asked, "If you are not doing a 1 or 2-day cleanse, is it OK to take the Cleanse for Life drink w/the Ionix Supreme?" John stated that the Cleanse drink is good to drink even if you're not cleansing. It is important to keep that product in your body because of the cleansing properties and what it does to keep fungus/yeast in check. Take the cleanse drink with or close to the time of taking the Ionix Supreme. He also recommends taking Ionix Supreme with the Women's or Men's Essentials and Antioxidants at the same time.

The reason for this is because the Fulvic Acid Molecules in the Ionix Supreme will carry (transport) the vitamins and supplements into the cells in the body for maximum absorption.

Back when he was sharing the Shilajit products – before he created the Ionix Supreme, he had couples taking Shilajit. The women noticed that their menstrual cycles were functioning better. There were some couples who had been unable to conceive who got pregnant. If your body is malfunctioning, this will help you, and you will feel a difference.

John ended the interview by talking about a question someone posed to him at the convention. A gentleman asked him why the company didn't charge more for our products – especially the Ionix Supreme – because this man believed he could get about \$200 a bottle for it on the Japanese market. John (with real passion in his voice) stated that he doesn't want to price gouge. He wants these products to be affordable for EVERYONE. He wants everyone in this business to be successful. He wants the money made from this to be in the pockets of the Isagenix family members. He stated that in addition to the Isagenix products being affordable to consume, the Isagenix products are the currency for all the Isagenix members to go out and make money and help better their families – to create incomes that are going put even their children's children through school so they can get a good education.