

Eidon Incorporated
in Association With
Bio-Trend Technologies Presents:

The Eidon Mineral Balancing Program

The Eidon Mineral Balancing Program

Provides the health conscious consumer with:

1. The ability to monitor their own current mineral status using a noninvasive hair mineral analysis. *
2. A personalized, computerized report of the test results provided by Bio-Trend Technologies that will assist in the designing of a mineral balancing support program for each individual. *

Eidon, Inc. and Bio-Trend Technologies' objective is to make available for each consumer a customized mineral balancing program that will provide you with information to help you achieve mineral balance. *

Bio-Trend Technologies

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***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat cure or prevent any disease.**

HAIR MINERAL ANALYSIS

Bio-Trend Technologies

What Is A Hair Mineral Analysis And Why Have One Done

Hair mineral analysis is a laboratory test that measures mineral content present in the hair. A small amount of hair taken easily from the scalp is scientifically analyzed. The mineral content of the hair can give an overview of the mineral levels in the body's tissues and the changes that occur over time.

Blood has to maintain a strict balance or homeostasis to sustain life. Unlike hair, blood mineral levels stay relatively the same even when the tissue mineral levels are changing.

Since hair is a living, metabolically active tissue, an accurate hair mineral analysis performed by a reliable laboratory can provide the health conscious consumer with valuable information including:

- Low and/or excessive levels of minerals detected in the hair can indicate corresponding low or high levels of these same minerals in the body.
- A possible indication of the body's ability to utilize certain minerals.



- Toxic levels of undesirable elements including lead, arsenic, mercury, cadmium and aluminum.
- Mineral ratios can be established that indicate metabolic balance. For example: Calcium/Phosphorus, Calcium/Magnesium, Sodium/Potassium, Zinc/Copper and others.
- Which important dietary and supplement changes are needed by each individual to help balance their current mineral levels.

Special points of interest:

- Mineral levels in the hair correspond to the levels of those minerals in the body.
- Minerals are essential for the normal healthy functioning of all living cells.
- Environmental factors contribute to mineral imbalances because of toxic mineral exposure.
- Improper dietary habits can also lead to mineral imbalances.

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Toxic Minerals

In today's modern environment, we are exposed to a number of toxic metals on a daily basis. Since 1980, The Environmental Protection Agency has maintained that hair can be utilized effectively to monitor the highest priority toxic minerals. The concentration of lead found in the hair correlates well with the concentration of lead

in the bones. The body's burden of mercury is accurately indicated in the hair as Mercury is deposited in the hair as it grows. Some toxic minerals stay in the blood very briefly after exposure and can be more easily detected in the hair.

Mineral Imbalances

There are many reasons for mineral imbalances to occur:

1. Mental, physical and emotional stress, can contribute to mineral imbalances. Many nutrients are used more rapidly during these periods of stress and may need to be replenished.
2. Exposure to environmental toxins such as automobile exhaust, cigarette smoke, industrial pollution and commonly used household products can impact mineral absorption and utilization affecting the delicate metabolic balance of mineral levels and ratios in the body.
3. The use of medications can either increase or decrease mineral levels by affecting the rate of mineral utilization, the rate of mineral activity or the rate of excretion. Nutritional supplements can cause mineral imbalances by increasing or decreasing the levels of certain minerals.

4. Healthy diets can promote a proper mineral balance in the body. However, some food choices and certain dietary patterns may lead to mineral imbalances. These imbalances can occur by supplying too much or not enough mineral nutrients to maintain a healthy balance.
5. Excessive intake of processed foods, over consumption of refined carbohydrates and heavily processed fats and oils or diets that focus on too few food groups can lead to mineral imbalances.
6. Inherited genetic patterns can give a predisposition towards mineral imbalances. Genetic patterns can exist that contribute to mineral deficiencies and excesses.

Mineral imbalances affect essentially every tissue in the body and can be a major factor in a number of changes in the metabolism.



Environment



Genetics



Foods

Importance of Minerals

Minerals are critically important for the normal healthy functioning of all living cells. Minerals have strong interactions with all other nutrients, especially the vitamins. For example, vitamin C improves the absorption of iron and vitamin D is essential for the proper utilization of calcium.

Minerals are necessary for energy production, fluid balance, normal growth, the formation and activation of hormones, bone formation, the rate of healing, and the health and balance of every cell and tissue in the body. Minerals also function as co-enzymes and enzyme activators. A healthy balance of minerals allows for a more efficient, balanced and healthy metabolism.

The Ratios

Minerals have strong interrelationships with each other to maintain metabolic balance. The ratios of minerals to each other are in many respects equally as important as the individual level of any single mineral. The ratios or balance between minerals can be an indicator of metabolic balance.

There are concerns about how some minerals interact with each other. For example, there is both an antagonism and

synergism that occurs between minerals. Large doses of iron can reduce copper levels or make copper less available. However, these same minerals may complement each other as well. Copper and iron work together in the formation of hemoglobin. Similar patterns occur between other minerals and those corresponding ratios can give insight on the overall state of metabolic balance.

“A healthy mineral balance can promote the healthy functioning of all living cells.”



Healthy Living



Bio-Trend Technologies
PO BOX 497
Lambertville, MI 48144

Hair Mineral Analysis

22 Mineral Levels Are Tested in Each Hair Sample:

Nutrient Minerals

Calcium	Iron	Molybdenum	Selenium
Chromium	Lithium	Nickel	Sodium
Cobalt	Magnesium	Phosphorus	Vanadium
Copper	Manganese	Potassium	Zinc
Germanium			

Toxic Minerals

Aluminum	Arsenic	Cadmium	Lead
Mercury			

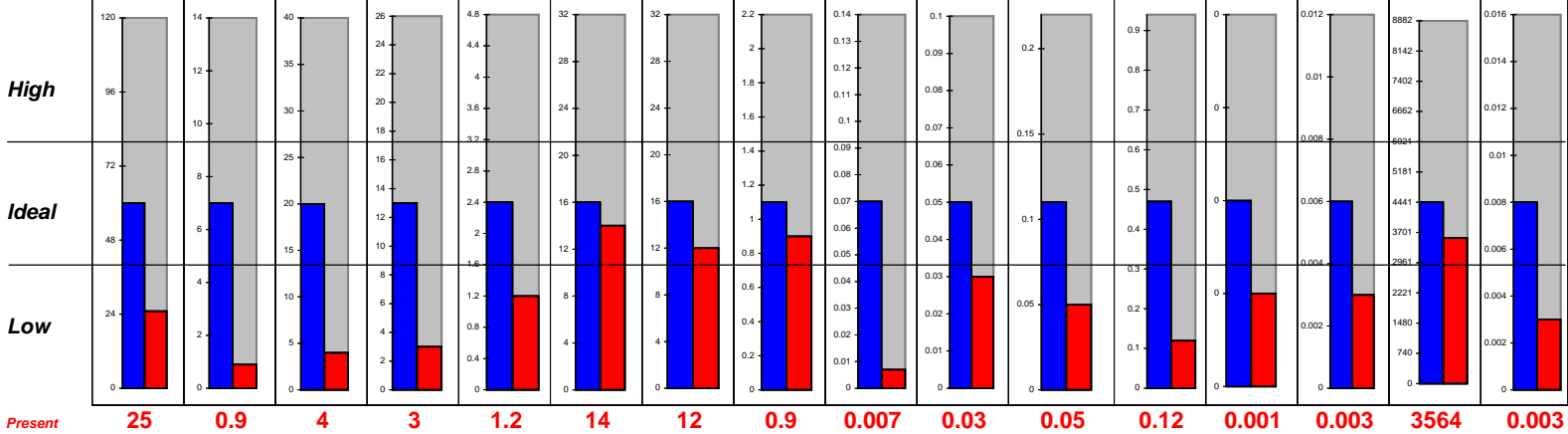
Human Hair Mineral Profile

NUTRIENT MINERALS

	Ca	Mg	Na	K	Cu	Zn	P	Fe	Mn	Cr	Se	B	Co	Mo	S	V
<i>Mid Point</i>	60	7	20	13	2.4	16	16	1.1	0.07	0.05	0.11	0.47	0.002	0.006	4441	0.008
<i>Present</i>	25	0.9	4	3	1.2	14	12	0.9	0.007	0.03	0.05	0.12	0.001	0.003	3564	0.003

Date: 1/15/2007

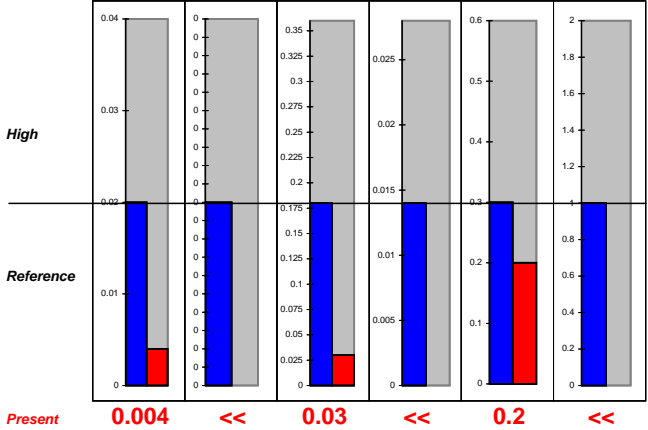
Name: John Doe



<< = below detection limit

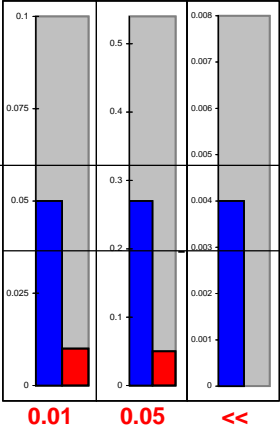
TOXIC MINERALS

	As	Be	Hg	Cd	Pb	Al
<i>LIMIT</i>	0.02	0.001	0.18	0.014	0.3	1
<i>Present</i>	0.004	<<	0.03	<<	0.2	<<



ADDITIONAL MINERALS

	Ni	Sr	Li
<i>LIMIT</i>	0.05	0.27	0.004
<i>Present</i>	0.01	0.05	<<

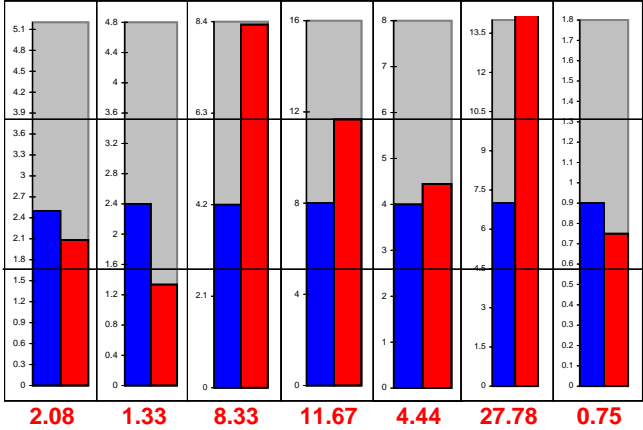


<- Ideal ->

<- Present ->

KEY RATIOS

	Ca/P	Na/K	Ca/K	Zn/Cu	Na/Mg	Ca/Mg	Fe/Cu
<i>LIMIT</i>	2.5	2.4	4.2	8	4	7	0.9
<i>Present</i>	2.08	1.33	8.33	11.67	4.44	27.78	0.75



Ca = Calcium Cu = Copper Mn = Manganese Co = Cobalt Sr = Strontium Hg = Mercury V = Vanadium
Mg = Magnesium Zn = Zinc Cr = Chromium Mo = Molybdenum Li = Lithium Cd = Cadmium
Na = Sodium P = Phosphorus Se = Selenium S = Sulfur As = Arsenic Pb = Lead
K = Potassium Fe = Iron B = Boron Ni = Nickel Be = Beryllium Al = Aluminum

Bio-Trend Technologies
P.O. Box 497
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Hair Mineral Analysis

Prepared for: John Doe

Prepared By: Bio-Trend Technologies

Date: 1/15/07

Mineral Supplement Guidelines

<u>Mineral</u>	<u>Breakfast</u>	<u>Lunch</u>	<u>Dinner</u>	<u>Bedtime</u>
Eidon Liquid Potassium	1 Tbsp			
Eidon Liquid Iodine (concentrate)	10 – 20 drops			
Eidon Liquid Selenium	1 Tbsp			
Eidon Liquid Magnesium	1 Tbsp			2 Tbsp
Eidon Multi-Vitamin	1 capsule		1 capsule	

Also recommended: A blood test by your physician to determine Iron status

A DIET HIGH IN NATURAL FOODS IS ESSENTIAL TO MINERAL BALANCE AND GOOD HEALTH

Potassium

Good food sources include vegetables, potatoes, green leafy vegetables, all fruits, date, figs, bananas, apricots, orange juice, raw seeds and nuts, and almonds.

Iodine

Good food sources include seaweed, kelp, dulse, onions, parsley, seafood, and green leafy vegetables.

Selenium

Good food sources include organ and muscle meats, shellfish, whole grains, brazil nuts, brewer's yeast, radishes, garlic, onions, broccoli, cabbage, and cucumbers.

Magnesium

Good food sources include seafood, whole grains, dark green vegetables, raw seeds and nuts.

IMPORTANT INFORMATION ABOUT YOUR MINERAL SUPPLEMENT GUIDELINES

1. During mineral supplementation programs in the normal process of mineral rebalancing, detoxification may occur. This can result in periods of “feeling worse before feeling better” and/or an aggravation of prior or existing health issues. **If any aggravation occurs of a potentially serious nature, do not hesitate to contact your primary physician or health care provider.**
2. These mineral supplement guidelines should **not** be used indefinitely. A hair mineral analysis should be repeated at least every 6 months to observe the changes in the analysis results in order to make appropriate adjustments.
3. The results of a mineral supplementation program vary from one person to another in the amount of time it takes for change and the degree of the change.
4. The PPM concentrations listed as suggested doses are the actual elemental amount of each individual ionic mineral. PPM concentrations are suggested because that is the measurement used in the analyses. Liquid forms of mineral supplements provide a highly bio-available medium for absorption. Make sure your mineral supplement contains the concentration listed in the mineral supplement guidelines and that the concentration is the actual elemental amount of each mineral.
5. The mineral supplement recommendations are **not** intended to replace a well balanced diet, but rather to complement your diet to achieve and maintain balance.



Bio-Trend Technologies
PO BOX 497
Lambertville, MI 48144

Hair Mineral Analysis Request Form

(Please Print)

CUSTOMER INFORMATION

Name: _____ Date: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone Number: _____ Age: _____ Sex: ___ M ___ F Weight: _____
Height: _____ Occupation: _____ Are you pregnant? ___ Y ___ N
Ethnic Origin: ___ Asian ___ Black ___ Caucasian ___ Hispanic ___ Other Smoker: ___ Y ___ N
Do you have any chronic health problems and/or any diagnosed illnesses?
If yes, please list:

Are you currently taking any prescription drugs, hormones, or supplements (vitamins, minerals, herbs, etc.)?
If yes, please list:

SAMPLE INFORMATION

Please answer the following questions **before** the hair sample is taken:

Has hair been colored, permed or chemically straightened within the last 8 weeks? ___ Y ___ N

If you answered yes to the above question, then a pubic hair sample must be taken.

Natural Hair Color: _____ Shampoo & Conditioner Used: _____

Type of Sample: ___ Scalp ___ Pubic (Please do not mix hair sample types)

PAYMENT INFORMATION

Cost per **single** hair mineral analysis - \$69.95 each
Cost for **two** hair mineral analyses sent at the same time - \$64.95 each
Cost for **three or more** hair mineral analysis sent at the same time - \$59.95 each

Please enclose payment with Hair Mineral Analysis Request Form/s

Method of Payment: ___ Check ___ Money Order ___ Credit Card (Visa, Master Card or Discover)

Please make check or money order payable to: *Bio-Trend Technologies*

Credit Card Orders – Type of Card: ___ Visa ___ Master Card ___ Discover

Card Number: _____ Expiration Date: _____

Signature: _____ (Must be signed for sample to be processed).

SAMPLING INSTRUCTIONS

'Important'

1. Hair, which has been colored, chemically treated, or permed within the last 8 weeks, **should not** be submitted. In these cases, a pubic hair sample should be submitted instead. Hair, which has been recently exposed to dandruff shampoos, should not be submitted for at least 2 weeks after use of these products. When taking the sample submit hair that is clean and free of styling products (eg. Hair spray, styling gel or leave in conditioners). Please insure that you read and sign the "Informed Consent Statement" below, and include this form with your sample/s otherwise your results will be delayed.
2. Using freshly cleaned stainless steel scissors or thinning scissors cut hair from the nape of the neck as close to the scalp as possible (See Illustration below). To insure the most current results, cut and save only 1 inch of hair closest to the scalp (ie. Sample of the newest growth).



3. Continue to cut hair until you have enough to fill a heaping tablespoon or soup spoon. **More hair sent is better than less. If too little hair is sent, test results will be delayed.**
4. Find the small envelope and write the name of the person submitting the hair for sampling. Insert the groomed hair into this envelope. Insure the correct name is identical to what appears on the order form.
5. Insure that all personal information printed on the order form is correct & complete. Place this form, the completed order form, and hair sample envelope in the pre-addressed white envelope provided. Attach appropriate postage before mailing. After mailing your sample/s, you should receive analysis results in 3-4 weeks.

'Informed Consent Statement'

I hereby attest and agree to the following:

1. I fully understand that "Bio-Trend Technologies & Eidon, Inc." are natural health advisor that helps people improve their health through information.
2. I fully understand that "Bio-Trend Technologies & Eidon, Inc." are not licensed physicians and cannot diagnose diseases, prescribe drugs, or recommend treatment for specific conditions.
3. I understand that all analyses performed by "Bio-Trend Technologies & Eidon, Inc." are designed to allow me to make informed decisions regarding my health. I further understand that said analyses cannot determine specific disease conditions I may have and do not replace diagnostic services offered by licensed physicians.
4. I understand that "Bio-Trend Technologies & Eidon, Inc." neither claims nor implies that any services they provide, whether in person, mail, telephone, or E-mail, will cure, treat, prevent or mitigate any disease condition: but are provided solely for the purpose of information supported by actual research.
5. I certify that "Bio-Trend Technologies & Eidon, Inc." has not suggested that I cease medical care I may be currently undertaking. I understand that the decision I make regarding my health and the health care of those under my guardianship are my responsibility and certify that I will not hold "Bio-Trend Technologies or Eidon, Inc." responsible for the consequences of my decisions.
6. If applicable, I authorize "Bio-Trend Technologies or Eidon, Inc." to forward an additional copy of my hair analysis to:

Name: _____ Address: _____

City: _____ State: _____ Zip _____

I have read and understand the foregoing and agree to the terms and conditions set therein. I may copy this "Informed Consent" for my records. By my signature, I hereby consent to the aforementioned.

Signature: _____ Date: _____

Please Print Name: _____