



traceTM





ABOUT TRACE

dedicated for 50+ years

Corporate Office | Ogden, UT

CEO/Founder | 37+ Years

Scientific Advisory Board

Doctors on staff

Chief Sustainability Office on Staff

3K+ domestic retail clients with presence | 150 countries

Launched ConcenTrace® 50+ years | Our Legacy

Product portfolio includes 200+ skus

Harvest our Minerals from the Ponds of the Great Salt Lakes

USA manufactured liquids, powders & gummies

Private label services & bulk ingredient opportunities

Source the best Ingredients from around the World

Culture rich in giving back | recently built two water tanks in Africa

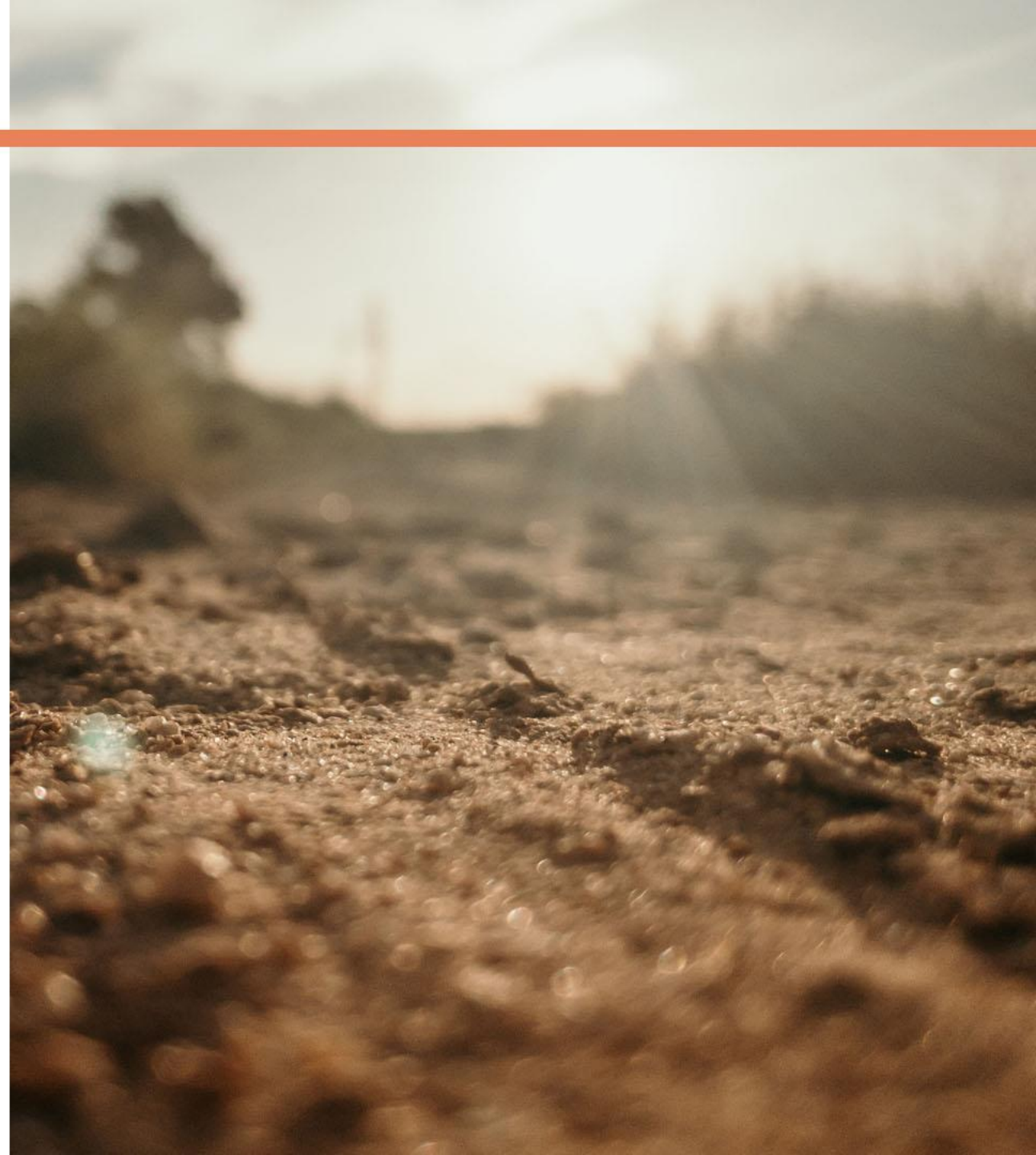
New Investment Partner | Rosewood Private Investment

TRACE VISION

what we want to change

We are only as healthy as our soil – end of story. With the continued depletion of necessary minerals, we, as a society are becoming unhealthier by the generation.

We want to give people the foundation to live their lives better every day.





CONCENTRACE®

your daily foundation starts here

At Trace Minerals we're here to help people remineralize their bodies – achieving and maintaining the ideal level of trace minerals that are just right for them – because we know the profound impact it can have on our ability to live better every single day.



Gluten
Free



Certified
Vegan



cGMP
Certified



Third Party
Tested



Non
GMO



Kosher



Halal



Sugar
Free

labdoor

Labdoor
Certified

Remineralize The World™

TOP TEN

products that make a difference

1. 
ConcenTrace®
(8 oz shown)
#TMD01
2. 
40,000 Volts!
(8 oz)
#VOL01
3. 
Liquid
Mega-Mag
(4 oz)
#LMM01
4. 
Liquid
Ionic Magnesium
(4 oz)
#IOM02
5. 
Liquid
Ionic Zinc
(2 oz)
#IOZ01
6. 
Magnesium Gummies
Watermelon
(120 ct)
#MAGGM02
7. 
Liquid
Ionic D3 + K2
(2 oz)
#IOVD01
8. 
Stamina Power Pak
Non-GMO
Orange
(30 pks)
#ESPP04
9. 
Liquid
Ionic Iodine
(2 oz)
#IOK01
10. 
Liquid
Ionic Magnesium
(2 oz)
#IOM01

SOCIAL GROWTH

2.5M impressions IG and TT combined in Q3!

70K+ FOLLOWERS ON IG

19K+ FOLLOWERS ON TT

KEY SOCIAL & INFLUENCER STRATEGIES:

Promote and educate consumers on how to find their favorite SKUs and how trace mineral drops helps with better overall health.

- Consistent content that calls out top notch ingredients.
- Strategic influencer partnerships to reach more audience.
- Drive social traffic to key partners
- Drive double digit growth MOM in followers and impressions.
- Contracted with Crowe PR for editorial exposure and brand building.
- Goal is to push rebranding and elevation of the line over the next 3 months.



[@drdaltonmain](#)



[@alanritchson](#)



[@tracemineralsresearch](#)



3,000 + domestic retail clients with presence in 150 countries

Walmart 

Walgreens

 theVitamin Shoppe

amazon 

WHOLE
FOODS
MARKET

 NATURAL
GROCERS

Kroger

iHerb

WILDBERRIES

 Ambrosia
SINCE 1979
WE'RE ALL NATURALS

 THE BIG CARROT
COMMUNITY MARKET

 SWANSON

 VITACOST.com
Live Naturally. Shop Wisely.

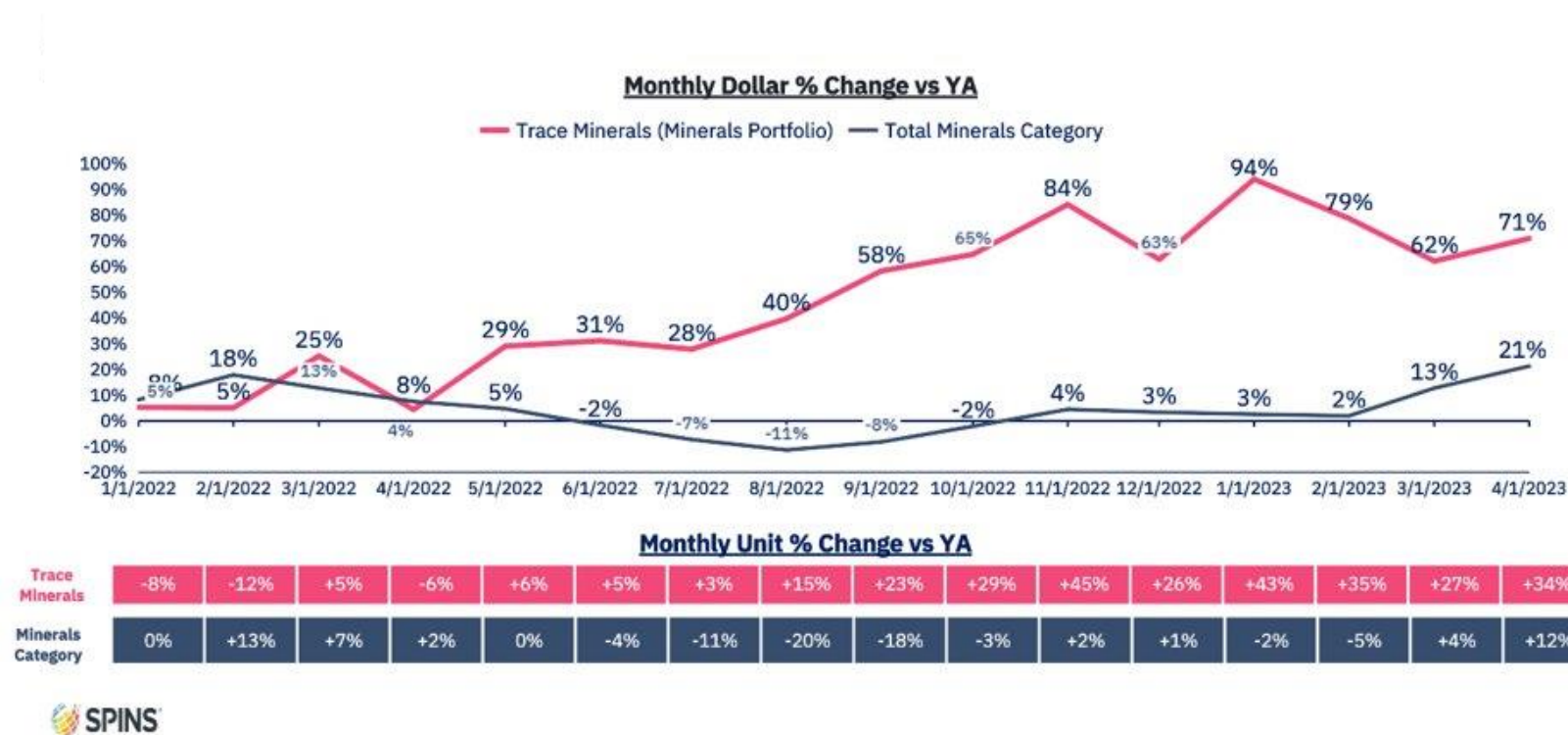
GNC
LIVE WELL

Top performing Global Markets

USA
Eastern Europe
Baltic States
Canada
Brazil
United Arab Emirates
Indonesia
China
Mexico
Caribbean

GROWTH SPOTLIGHT

Minerals Category vs Trace Minerals (minerals portfolio) – trended monthly dollar & unit growth



Trace's Mineral portfolio continues to grow double digits vs YA, significantly outpacing the overall Minerals category

THANK YOU