



trace™





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

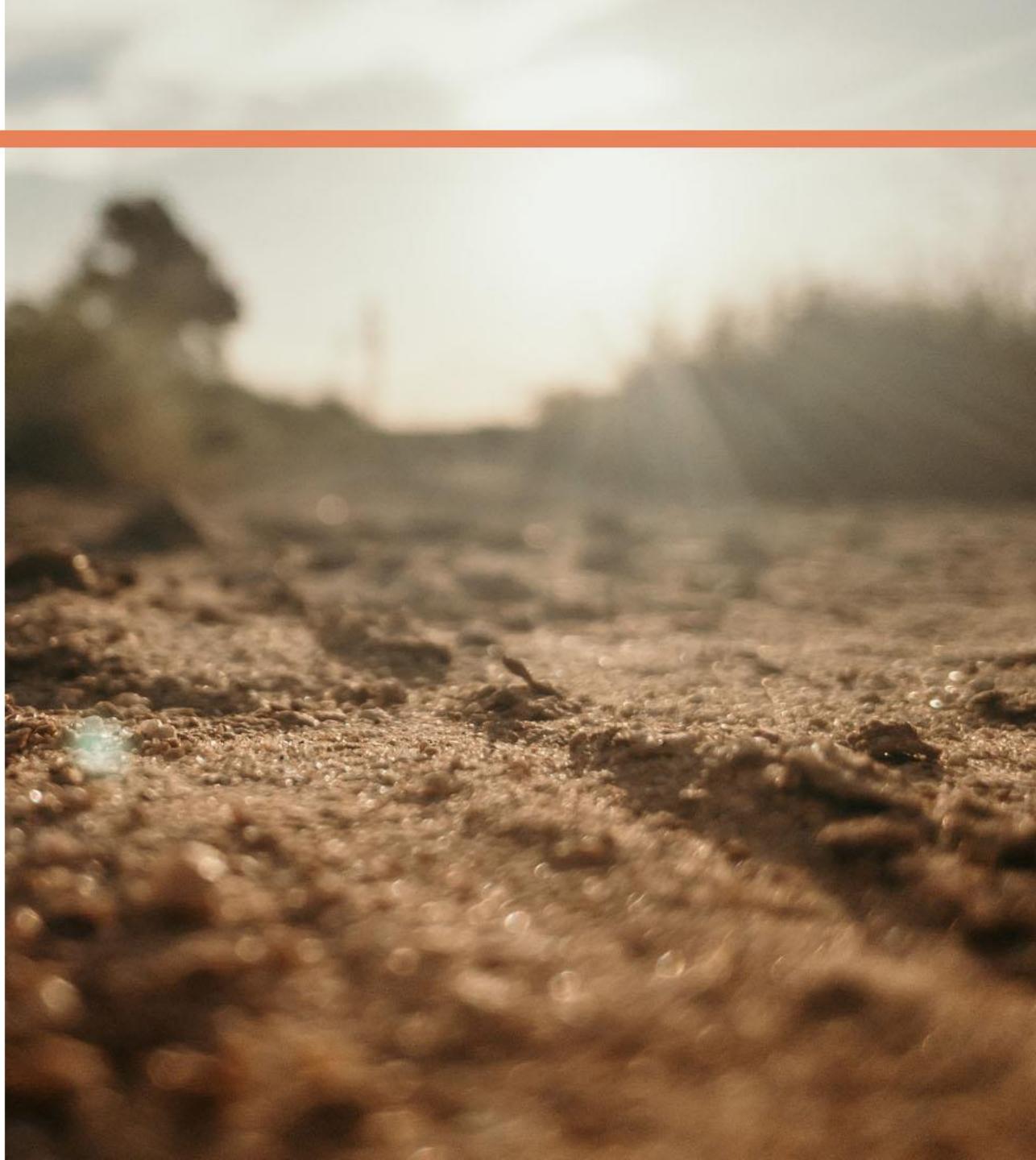


TRACE VISION

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. 	2. 	3. 	4. 	5. 	6. 	7. 	8. 	9. 	10. 
ConcenTrace® (8 oz shown) #TMD01	40,000 Volts (8 oz) #VOL01	Liquid Mega-Mag (4 oz) #LMM01	Liquid Ionic Magnesium (4 oz) #IOM02	Liquid Ionic Zinc (2 oz) #IOZ01	Magnesium Gummies Watermelon (120 ct) #MAGGM02	Liquid Ionic D3 + K2 (2 oz) #IOVD01	Stamina Power Pak Non-GMO Orange (30 pkgs) #ESPP04	Liquid Ionic Iodine (2 oz) #IOKI01	Liquid Ionic Magnesium (2 oz) #IOM01

SOCIAL GROWTH

2.5M impressions IG and TT combined in Q3!



[@drDaltonMain](https://www.instagram.com/drDaltonMain)



[@alanritchson](https://www.instagram.com/alanritchson)



[@tracemineralsresearch](https://www.instagram.com/tracemineralsresearch)

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.



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



GROWTH SPOTLIGHT

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



Monthly Unit % Change vs YA

Trace Minerals	-8%	-12%	+5%	-6%	+6%	+5%	+3%	+15%	+23%	+29%	+45%	+26%	+43%	+35%	+27%	+34%
Minerals Category	0%	+13%	+7%	+2%	0%	-4%	-11%	-20%	-18%	-3%	+2%	+1%	-2%	-5%	+4%	+12%



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

THANK YOU