



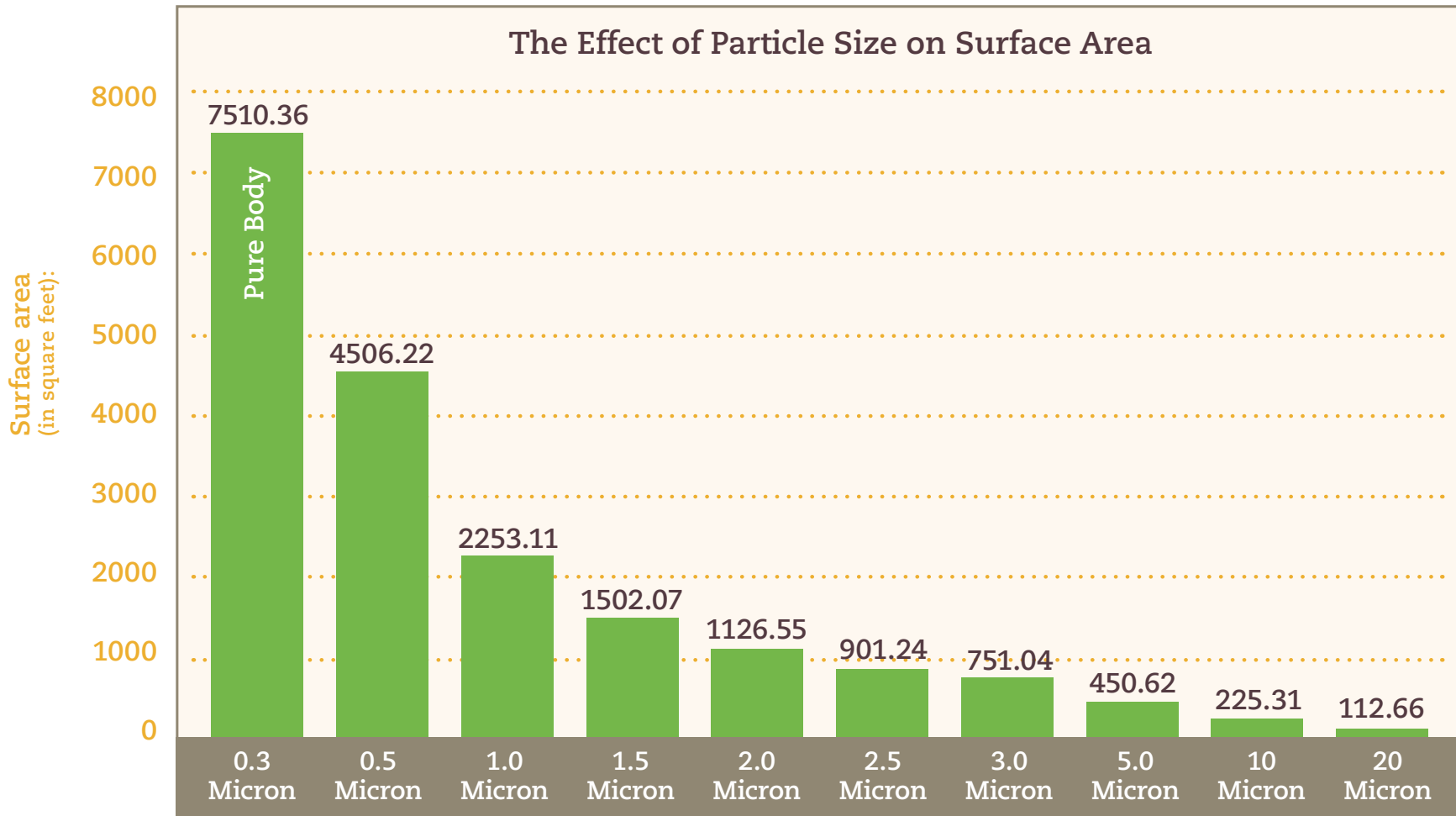
Zeolites: Size Matters

DR. TRACY HOLDFORD, PH.D.

Why is smaller better when it comes to zeolites?

First, a particle size of 0.3 mean microns is the right size for absorption into the bloodstream. And second, the smaller the size, the greater the surface area of the zeolite cages. And that means more toxins can be attracted to those cages, making Pure Body the most effective product on the market.

Touchstone's Pure Body features a concentration of particles at 0.3 mean microns and an estimated surface area of greater than 7,500 square feet in every bottle. **No one else even comes close.**



All calculations are based on the number of zeolite particles within a standard 20 mL bottle, demonstrating the smaller the particle size, the greater the number of exposed zeolite cages, leading to a larger available particle surface area.

Given the myriad channels and pores within the three-dimensional zeolite structure and their effect on surface area, all particles were assumed to be spherical for the purposes of this demonstration.