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“LIQUID” ZEOLITE vs. POWDERED ZEOLITE

PART II (update for 2010)

Written by:

Micah Portney, M.A.

President of ZEO Health Ltd.



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April 30, 2011

Dear Friends,

I am writing an update to my initial Liquid Zeolite versus Powdered Zeolite letter which I originally wrote in 2007. The reason for this update is due to the interesting change of position of a MLM “liquid” Zeolite Company, as well as some additional information that will allow you to see the truth behind the immense amount of manipulation of information used for marketing purposes for these companies to sell product and make money.

Its purpose is to provide you with accurate information without any underlying motive. It is true that I Micah Portney started and commercialized the Zeolite supplementation industry over 15 years ago. It is also true that I own ZEO Health Ltd who manufactures the original Zeolite supplements with one of the only Zeolite mines in the world which mines its Zeolite specifically for human consumption. Please know that this letter is written to expose the real and honest truth about Multi Level Marketing (MLM) liquid zeolite and to show you the tremendous advantages of clean powdered ingestible micronized zeolite! This letter is not about getting you to purchase our products and if the information disclosed in this letter does not make complete common sense to you go ahead and buy the MLM liquid Zeolite! When you see the lack of results, THEN come and try our pure quality Zeolite products that continue to come from the original and still leading company in the ingestible zeolite supplement industry! Its is our company ZEO Health, and our company alone, that pioneered the highest quality Zeolite supplementation products and came up with the original and still implemented cleaning process and did all of the original testing to make sure that our Zeolite is always effective and safe for human consumption while always being able to respond to any concerns by the FDA about the growing zeolite supplementation market we created.

I know that it can be very frustrating for people who are exposed to a great volume of information to decipher the huge amount of misinformation about Zeolite on the internet. It frustrates me to no end that people have taken a very beneficial mineral and products that I have created for the well being of people and prostituted them for their own gain with lies and manipulation. When you see an “ebook” out on the internet from a former nurse (why former? MLM money is GOOD!) and at the end of the book, she is pushing you to BUY PRODUCT, JOIN MY NETWORK, LET ME HARRASS YOU WITH MY NEWSLETTER SO YOU FINALLY BUY!, you have to be blind to not see that it is all about marketing and selling product.



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Let me start with the change of position with the liquid MLM company:

Initial company position during launch (approx 2003): *There is some magic or proprietary patented process which can turn the mineral Zeolite into a liquid, while maintaining its benefits, increasing its absorption into the body.*

MLM Company Position 2010: *The liquid Zeolite is actually very finely micronized powder suspended in purified water.*

Why the change? Zeolite is a solid by nature. Its health benefits are a result of its cage-like structure and its natural occurring negative charge. That negative charge allows Zeolite to attract positively charged metals and toxins like a magnet, trap them in its cage-like structure and draw them out of the body. Any manipulation of this solid (such as making it liquid), destroys the beneficial cage-like structure and negative charge, rendering what's left (a pool of elements) useless and possibly even dangerous.

All of the independent scientific studies that were ever done showing Zeolite beneficial were done on the micronized Zeolite powder. (OURS!) The MLM Company knows this and has been using these studies to promote their products since their launch. As more people learned about the true nature of Zeolite and started to understand that the MLM's original position on Zeolite did not make scientific sense, THE MLM'ers then changed it to state that they have very fine micronized Zeolite powder suspended in water. Then they made fun of the people like me who destroyed their original position by putting out facts about what they were saying. The "nurse" tells you to stop reading my whitepaper right off because she says that it is silly! Of course she does. She does not want anyone to know the REAL truth, otherwise, she loses her MULTI LEVEL MARKETING money. She doesn't tell you that when I wrote that original white-paper that explains exactly how their Hydrochloric acid process at the time actually broke down the zeolite cage.

Another reason for the change is the result of a legal battle with the original patent owner who never claimed that the drug he was trying to create was actually ingestible or even effective, but let the MLM state that for a licensing fee. At the end, the MLM was no longer legally able to claim the process in the patent, now that they were no longer paying a license fee to use it.

Don't you find it interesting that a company can very cleverly change their whole story on a product and their MLM distributors never blink an eye or ask why? How is that? It is because their business is all about making BIG money (much of it coming from desperate sick people trying to get well!) - so who cares what the real story is as long as they are getting paid.



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Bottom line:

ALL LIQUID ZEOLITE PRODUCTS IN THE MARKETPLACE ALL USE TRACE AMOUNTS OF POWDERED ZEOLITE SUSPENDED IN THEIR PRODUCTS!

What does this mean? **There is no such thing as a “liquid” zeolite. They are all powdered zeolite suspended in a liquid such as water, Humic Acid, etc...** In other words, there is really no liquid versus powdered controversy because all zeolite products use powdered zeolite.

Let’s take a closer look at the multi-level marketed (“MLM”) “liquid” Zeolite Company’s new claim for a moment:

Let’s say that the product is actually very finely micronized Zeolite powder. They claim that all of the particle sizes are all below 5 microns, which means that they are absorbable into the bloodstream. They make a huge claim about its absorbability and that the Zeolite powder company (they are probably talking about ZEO Health Ltd) asks you to take more of their product than what is in the liquid.

IT’S TRUE! I ADMIT IT! WE DO ASK PEOPLE TO TAKE THE AMOUNTS THAT WERE PROVEN TO BE EFFECTIVE IN THE INDEPENDENT PUBLISHED SCIENTIFIC STUDIES! WHY AREN’T THEY?

Why? We base all of our information on facts. How can the MLM distributors make claims that you need less without any scientific evidence? Just because they say so? No. It is because they need to have some excuse of why people should be paying large amounts of money for very small (trace) amounts of zeolite put into water.

If 100 people come out of a movie theatre and 1 cab comes to pick them up to take them to their destination, it will take that one cab a long time back and forth to accomplish its task. However, if you have 100 cabs come to pick up 100 people, it will be much quicker and more efficient to take the all of the people to their destination. This is common sense. Thinking about it in these terms will let you see that what they are saying does not make any sense. The cage of a zeolite is only so big and will only take so much to fill it. Somehow they want you to believe that their zeolite is magic and breaks the law of physics.



SCIENTIFIC STUDIES: *The liquid MLM says that they have a scientific study on their product. Is this true?*

Answer: Yes and no. All of the reputable published scientific studies are independent from the company which is selling the products. You will notice in the scientific study that they have released that the acknowledgment section states that the study was conducted by people who have a stake in the success of the product. The researchers are the manufacturer, the person who sells it to the MLM company and a consultant that they hired to ensure the results come out in their favor. However, the game that they play is to release a synopsis or summary of the study to the public and their MLM distributors without the complete study which includes the acknowledgment section showing a blatant conflict of interest in the study. Therefore, only independent published studies which have no affiliation to the manufacturer or company selling the product, are recommended when contemplating the use of a product.

PRICING: *Why are the MLM liquid products so expensive?*

Answer: MLM companies make a really big mark up on their products in order for everyone involved to take a piece of the profit as commissions (the top distributor makes money on the distributor below him and the next below him, and the next below him, etc.). They state it is because of their complex process for cleaning it. I know for a fact that the MLM company pays approximately \$5 per bottle from the manufacturer. That is after the manufacturer adds a mark up. The MLM charges you \$58 per tiny 15ml bottle. There is no relationship here between the high price and the quality of MLM products. There is also no relationship between the cost of the product and its effectiveness.

DOSING: *How much Zeolite am I getting in the liquid products and what is the recommended daily amounts that I should be taking?*

FACT: The dosage of Zeolite used in the scientific studies showing it beneficial for detox, immune boosting, etc. used a dose of between 4,000 mg to 15,000 mg per day.

Our product Destroxin has 800mg of Zeolite per capsule. Our ZEOLITE PURE product has 5,000 mg of Zeolite per tablespoon!

The liquid MLM company claims that they have 24 mg per dose and 100 doses per bottle. That should be 24 x 100 or 2400 mg of Zeolite per 15ml liquid bottle. We



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evaporated the liquid MLM bottle and found 160mg per bottle of powder. That means you are only getting 1.6 mg Zeolite per dose, not 24 mg. **You would have to drink at least 25 bottles per day of their liquid zeolite suspensions to even get the minimum beneficial dose of Zeolite. With liquid products, you obviously are not getting much actual Zeolite!**

We also sent the liquid Zeolite to an [independent mineral testing lab](#) that analyzes the purity level of the Zeolite to confirm our findings. The lab tests both purity, as well as the complete breakdown of elements and heavy metals that make up the liquid Zeolite. A copy of an email I wrote explaining the results and the results directly from the lab itself is at the end of this document. The bottles that we sent were with the labels peeled off so we did not have them put the name of the product on the document so the MLM company could not sue us for publishing the results. The bottles themselves still had the seals from the manufacture on the neckbands and were unopened.

SAFETY: *Are liquid Zeolites safe to take?*

FACT: Probably, they are only very small (trace) amounts of zeolite suspended in water. As long as no microbial or bacterial growth has grown in the water (which is a risk when you are only using water in the product), then it should be ok. Why you would want to pay a lot of money for very small amount of a 67% pure zeolite dropped into some water is beyond me but every makes their own decisions in life.

Heavy Metals: *The liquid companies said that the powder has heavy metals in it and that the liquid is clean.*

FACT: This is one of my favorite twists that the Multilevel marketing (MLM) teams came up with. I have to appreciate the creativity.

When you review the independent test lab reports, you will see conclusive proof that their Zeolite contains heavy metals.

Multiple Zeolite Liquid Products: *There is a product on the market claiming the power of multiple Zeolites, what is that all about?*

Unlike the original liquid zeolites which all use Clinoptilolite, the manufacturer who makes the water based MLM liquid Zeolite, and also one of the original unethical businessmen that I have spoken about, decided to manufacture a liquid product with multiple zeolites.



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First, I will tell you that Zeolite is the name of a family of minerals. There are over 60 different types. Some are very fibrous and at least two are toxic to humans. One of the toxic ones is called Erionite. It has a similar effect to that of asbestos. There are only two zeolites which have been shown safe and beneficial to humans in scientific studies. The first is Clinoptilolite which is the one that I pioneered the industry with and is in almost all Zeolite supplements on the market. The second is Mordenite. The reason why I did not use Mordenite is because it has a sharp molecular structure and I believed that it would have negative long term effects on the digestive tract because it was sharp.

The unethical mad scientist who makes the liquid MLM product is now manufacturing a multiple Zeolite product using another Zeolite called Chabazite. The problem here is that most of the Chabazite mines in the world also find Erionite with the Chabazite which is very dangerous to mine something for human consumption where there is also something toxic to humans. There is no evidence even that Chabazite has any benefits to humans and there have been no tests for safety. The whole reason behind putting it in the product is as a marketing gimmick to make people believe there is something special about it. Well there is something special. AND potentially dangerous as well. I am not sure if this person believes that he doesn't have to worry about safety because there is such a small amount in the product, or if he just doesn't care about anything but money. The bottom line is that there are no additional health benefits that these unethical marketers are claiming for this product. There is a potential dangerous health risk, and you're not getting enough Clinoptilolite to be beneficial. **STAY AWAY FROM ALL MULTIPLE ZEOLITE PRODUCTS!!** The real scary thing here is that there are copy cats in the industry and we have already had calls for people looking to manufacture using Chabazite, figuring this first guy did his homework. In fact, that couldn't be farther from the truth!

SUMMARY:

Don't let these manipulative MLM's fool you with scare tactics and the warping of facts so they can make millions of dollars selling products with limited efficacy using the name of a very beneficial mineral. Don't fall for buzz words like bio-available or cellular.

Micronized Zeolite **is** bio-available and reaches the cells by nature's design as long as the zeolite has been micronized. Trust a Zeolite company who uses the actual form of Zeolite used in the scientific studies and the published protocols and doses for using it. We are the ORIGINAL zeolite supplement company who has been manufacturing real beneficial and safe Zeolite supplements since the 1990's.

I am sure that all of these "liquid" companies will be angry that I wrote this letter blowing up their marketing hype and lies. However, I knew that it was time that I took a stand and cleared away the smoke and mirrors and marketing manipulation of facts surrounding these so called "liquid" Zeolites.

May this letter find you in the best of health.



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Best Regards,

Micah Portney, M.A.
President
ZEO Health Ltd.

www.ZeoHealth.com

29 Sunset View Drive
West Nyack, New York 10994
(845) 353-5185

EMAIL:

Dear Friends of Zeolite,

Everyone in the marketplace has been dealing with the misinformation of facts about Zeolite from the liquid Zeolite MLM company. I don't know why I had not thought of this years before, but I decided to get my hands on 10 bottles of the MLM liquid Zeolite product in order to have it tested by an independent lab. The sample is called NCD2010. The lab took ten 15ml bottles of the liquid Zeolite product and evaporated the liquid out of it in order to get down to the powder and test it. They air dried it to make sure that only water evaporated from the sample, leaving all other ingredients intact.

The bottle claim is 24mg of Zeolite per serving and 100 servings per bottle.

Therefore, there should be 2400mg per 15ml bottle. At ten bottles, this should = 24000mg. As you can see by the lab report, after the liquid from 10 bottles were evaporated, they ended up with 2.3 grams (2300mg) of powder remnants (we haven't said that this was Zeolite yet). This is less than what is claimed in a single bottle. If you divide the 2300mg by 10 bottles, you get 230mg per bottle. When you divide that by the 100 doses that they claim, you are getting only 2.3mg per serving instead of the 24mg that they claim.

Are you still with me? I know, math is hard. So the lab then took the powder and analyzed it to see what the purity of Zeolite is. As you can see, they came up with 67% pure. So this means that if there are 230mg of powder per bottle and it is only 67% Zeolite, you end up with 154.1mg of Zeolite per bottle or a total of 1.5mg of Zeolite per dose compared to the 24mg per dose that they claim.

By the way, for your viewing pleasure, the lab also gave you the elemental breakdown of the liquid Zeolite, including the heavy metal levels. I remind you that making false label claims is against FDA regulations and against the law and puts all natural supplements under



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attack and scrutiny due to the bad example that these companies set for the supplement industry as a whole.

Regards,
Micah Portney
ZEO Health Ltd.

December 15, 2010
Lab no. 210792

Mr. Micah Portney
ZEO Health Ltd
29 Sunset View Drive
West Nyack, New York 10994

Dear Mr. Portney:

Enclosed are the x-ray fluorescence (XRF) and x-ray diffraction (XRD) analytical results for your sample, "NCD2010." This report will be mailed and emailed to you. The analyses will be charged to the credit card number you provided.

The sample was received as ten small bottles of suspended material. The material in the bottles was dumped into a container and air-dried before grinding and analysis. The total weight of the air-dried material was **2.3 gm**. The dry sample was ground to approximately -400 mesh in a steel swing mill and then analyzed by our standard XRF procedure for 31 major, minor and trace elements. The relative precision/accuracy for this procedure is ~5-10% for major-minor elements and ~10-15% for trace elements (those elements listed in ppm) at levels greater than twice the detection limit in samples of average geologic composition. A replicate sample and a standard reference material ("SY4", a CANMET standard rock) were analyzed with the sample to demonstrate analytical reproducibility for your sample and analytical accuracy for a geologic standard, respectively. The accepted ("known") values for the quality control standard are listed with the XRF results.

A representative portion of the ground sample was packed into a well-type plastic holder and then scanned with the diffractometer over the range, $3-61^\circ 2\theta$ using Cu-K α radiation. The ground sample was also prepared as an oriented mount by mixing ground sample with distilled water, drawing the mixture onto a cellulose acetate filter and then rolling the deposited material onto a glass disk. The oriented mount was scanned over the range $2-30^\circ$; treated with glycol and then re-scanned over the range $2-22^\circ$. Analysis of oriented mounts aids in the identification of clay minerals. The results of the scans are summarized as approximate mineral weight percent concentrations on the enclosed table. Estimates of mineral concentrations were made using our XRF-determined elemental compositions, the relative peak heights/areas on the XRD scans and comparison to XRD data for zeolite standards. This sample appears to contain "amorphous" (noncrystalline) material. Amorphous material appears only as a broad elevation in the background of the XRD scan so its composition cannot be determined and the estimate of its concentration must be considered an "educated guess" based on the difference between the total mineral concentration and 100%. The detection limit for an average mineral in this sample is ~1-3% and the analytical reproducibility is approximately equal to the square root of the amount. "Unidentified" accounts for that portion of the XRD scan which could not be resolved and a "?" indicates doubt in both mineral identification and amount.

Thank you for the opportunity to be of service to ZEO Health.

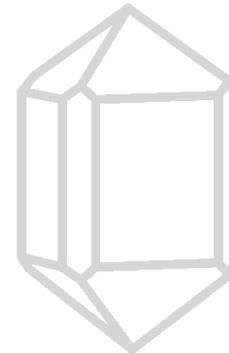
Sincerely,

Peggy Dalheim

IDENT	Wt %												
	Na2O	MgO	Al2O3	SiO2	P2O5	S	Cl	K2O	CaO	TiO2	MnO2	Fe2O3	BaO
SAMPLE	0.80	1.27	11.4	62.2	<0.05	<0.05	<0.02	2.57	2.53	0.25	0.03	2.00	0.04
Quality Control - Replicate (R) sample and standard reference material (SY4) analyzed with sample													
SAMPLE(R)	0.80	1.28	11.4	62.0	<0.05	<0.05	<0.02	2.56	2.53	0.25	0.03	2.00	0.04
SY4-XRF	6.37	0.73	21.5	49.2	0.14	<0.05	0.91	1.96	8.79	0.33	0.12	5.66	0.04
SY4-known	7.10	0.54	20.7	49.9	0.13	0.01	----	1.66	8.05	0.29	0.14	6.21	0.04

IDENT	PPM												
	V	Cr	Co	Ni	W	Cu	Zn	As	Sn	Pb	Mo	Sr	U
SAMPLE	<10	14	<10	28	<10	13	69	28	<50	18	<10	554	22
Quality Control													
SAMPLE(R)	<10	13	<10	28	<10	13	69	27	<50	18	<10	562	20
SY4-XRF	<10	11	<10	<10	18	<10	99	<20	<50	<10	<10	1198	24
SY4-known	8	12	3	9	--	7	93	<20	7	10	<10	1191	<20

Ident	PPM				
	Th	Nb	Zr	Rb	Y
SAMPLE	51	29	140	102	33
Quality Control					
SAMPLE(R)	53	29	137	105	28
SY4-XRF	22	24	531	71	142
SY4-known	<20	13	517	55	119



Initial _____

Date _____

Analysis Performed By The Mineral Lab, Inc

Mineral Name	Chemical Formula	Approx. Wt %
Clinoptilolite	$(\text{Na,K,Ca})_6(\text{Si,Al})_{36}\text{O}_{72} \cdot 20\text{H}_2\text{O}$	67
Smectite	$(\text{Ca,Na})_x(\text{Al,Mg,Fe})_4(\text{Si,Al})_8\text{O}_{20}(\text{OH,F})_4 \cdot n\text{H}_2\text{O}$	<10
K-feldspar	$(\text{K,Na})\text{AlSi}_3\text{O}_8$	<10
Plagioclase feldspar	$(\text{Na,Ca})\text{Al}(\text{Si,Al})_3\text{O}_8$	<5?
"Amorphous"	?	<15
"Unidentified"	?	<5

Initial _____

Date _____

Analysis performed by The Mineral Lab, Inc

