Innophos®

Chelamax®

Chelation Matters®

Proven chelated minerals for better absorption and efficacy in tablets, capsules, and gummies

Value

For Manufacturers

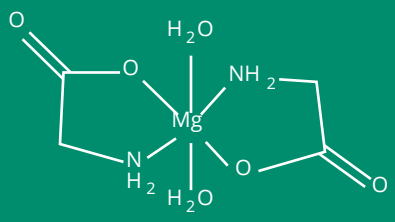
- Backed by in vitro studies*
- Various particle sizes and concentrations
- Extremely low in heavy metal impurities
- FT-IR correlation on the COA

For Consumers

- Increased bioavailability
- Improved digestibility
- Confidence in efficacy
- Better taste

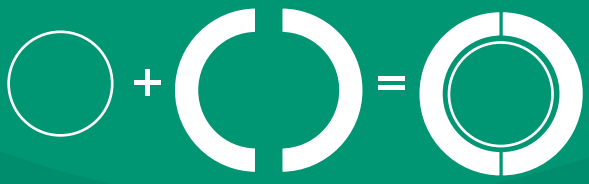
What is a Chelate?

A chelate is a compound containing one or more ligands (typically organic) bonded to a central mineral at two or more points.



Magnesium Bisglycinate

When ligands chelate a mineral, they form a protective shell around it.

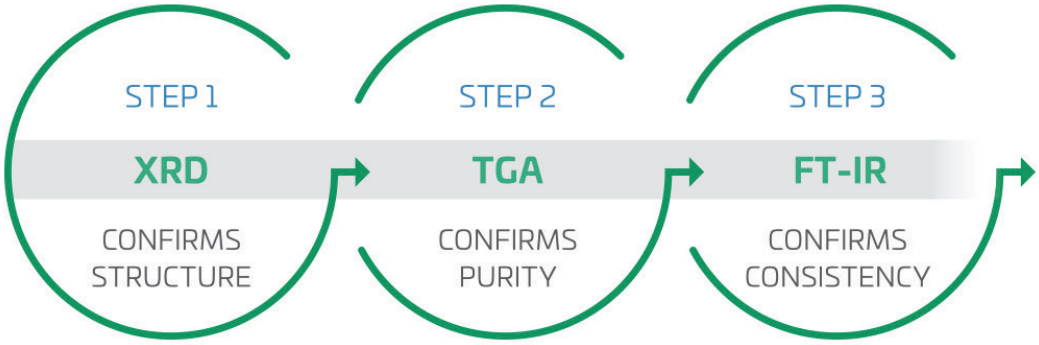


Mineral Salt | Ligand | Mineral Chelate with a "Protective Shell"

Why Chelation Matters®

Chelation significantly improves the absorption of minerals, allowing for increased absorption and effectiveness.

3-Step Verification Process to Prove Full Chelation



Our Chelamax® portfolio includes four mineral categories:

CALCIUM
Calcium Ascorbate
Calcium Bisglycinate
Calcium Citrate

CHROMIUM
Chromium Picolinate

MAGNESIUM
Magnesium Bisglycinate
Magnesium Citrate

ZINC
Zinc Bisglycinate
Zinc Citrate
Zinc Picolinate

* WHITEPAPER: ***Highly Absorbable Magnesium New In Vitro Study Results***; 2024
WHITEPAPER: ***Chelamax® Chelated Minerals Show Increased Absorption***; 2022

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