



OVERCOME MINERAL ABSORPTION CHALLENGES WITH ZINPRO® PERFORMANCE MINERALS®

Trace mineral form and structure play a crucial role in their ability to be absorbed by pets. The advanced structure of Zinpro Performance Minerals ensures they remain soluble, stable across physiological pH levels throughout the digestive tract, are protected from antagonists, and can be metabolized efficiently, helping pets live their best day every day.

Mineral Absorption Challenge	Inorganic Trace Minerals	Conventional Organic Trace Minerals	Zinpro Performance Minerals
Stability in the Stomach	Often dissociate in the low pH environment of the stomach, making them highly unstable.	May dissociate in the low pH of the stomach, reverting to inorganic form.	Remain stable in the stomach, even in low pH environments so they can reach the small intestine intact.
Absorption Pathway	Rely on metal ion transporters for absorption, which can be blocked by antagonistic metals. Dietary chelators can bind mineral ions and prevent them from being absorbed.	Once dissociated in the stomach, will rely on metal ion transporters for absorption, which can be blocked by antagonistic metals. Dietary chelators can bind mineral ions and prevent them from being absorbed.	Use amino acid transporters, bypassing antagonists and ensuring efficient absorption into the bloodstream.
Bioavailability	Bioavailability is generally lower due to their vulnerability to dietary chelators and competitive interactions at metal transporters.	Variable bioavailability and often hindered due to dissociation and interaction with antagonists.	High bioavailability due to superior stability and absorption pathway.
Metabolic Activity	Limited metabolic activity as they may not effectively reach target tissues; often excreted before being fully utilized by the animal.	Limited metabolic activity as they may not effectively reach target tissues; often excreted before being fully utilized by the animal.	Metabolized efficiently, staying in circulation longer for better utilization by tissues and organs.
Impact on Animal Health & Performance	Provides baseline nutrition support but may not consistently improve health and/or performance.	Provides baseline nutrition support but may not consistently improve health and/or performance.	Proven to support shiny coats and healthy skin, balanced immune function, gut health, energy levels and vitality and overall lifetime wellbeing in pets.