

# WHY DYNAMITE?

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John and I started off in 1964 having a good background in both horse and nutrition experience. We knew that natural nutrition and the absence of added toxins in the system were vital for not only good, but for vibrant, health, and fed our growing family of kids, pets and horses as naturally as we knew how to do while carefully avoiding known toxins such as excess chemical wormers and vaccines. We also knew that ample, balanced, bio-available minerals were the real key to the vibrant health we wanted for all. Back then we found a superb mineral source of dried leaf kelp that provided the organic mineral base we knew was needed. That original source quite literally dried up in the '70's, and for years we searched vainly for an alternative. Not until 1993, however, did we find a comparable mineral source, **Izmine**, within **DYNAMITE® SPECIALTY PRODUCTS**. In fact, it was more than comparable; it was far better plus **DYNAMITE®** carried a complete equine mineral-based feeding program.

**DYNAMITE®** is one of the few companies we have ever found to actually embrace an ethics of sincere service to the entire planet. The original Zamzow's, Inc. itself was begun in 1933 by August and Carmalita Zamzow as a feed store which carried some unique products. The famous 1948 Triple Crown runner, Citation, was an early user of their foundation formulation called **Dynamite** since horses on the California race tracks ran so much faster and better when on the supplement. When grandsons Jim and Rick Zamzow took over the company in 1983, Jim used that as an opportunity to introduce numerous other formulas he had developed over the years via his newly formed **DYNAMITE MARKETING, INC.** As a Master Herbalist, he had followed, by helicopter, wild horse herds analyzing their natural graze so that modern, "civilized" equines could benefit from his valuable research. Today **DYNAMITE MARKETING** offers a multitude of exceptional products. In addition to the original horse feeds, they now offer the same quality of research and development to all other animals (pets, livestock and exotics), humans and even to soil. Jim well knows that the health and mineral balance of the soil directly influences the health of all who utilize it.

Over the many years we have used these unique mineral-based products, they have consistently proven the truth of the **DYNAMITE® Difference**:

- **Quality of Ingredients** - Ingredients in all **DYNAMITE®** products are the purest to be found. Often they are organically grown and human grade materials, even in animal products and their mill is 100% chemical-free—unique in the industry.
- **Formula Synergy** - These formulas are carefully devised to make the whole work better than the apparent sum of their parts.
- **Mineral Bio-Availability** - By using a careful blend of chelated minerals, including appropriate inorganic forms, **DYNAMITE®** products offer a unique availability of all minerals which are the key to good

health.

- **Company Integrity** - **DYNAMITE®** guarantees its products to be the finest available and stands behind that statement with a **100% money-back guarantee**.

In fact, the minerals used are truly unique: the company holds the patent to the special chelation (*key - lay' - shun*) process. Normally, chelation takes place in plants which absorb minerals from the soil uniting them with at least two carrier proteins (*amino acids*) thus turning the minerals from inorganic rock minerals such as carbonates, citrates and sulfates, into a bio-available, organic form that mammals can utilize. In order to penetrate such cellular walls, the molecular weight of such chelated minerals must be below 1500 Dalton; otherwise it is rather like trying to throw a basketball not through the hoop, but through the net itself. Fortunately **DYNAMITE®** knows how to mimic nature producing chelated minerals with a molecular weight of under 1000 Dalton. Additionally, the *ionic*, or electrical, charge of chelates must be neutralized. If it is not, the chelate will then bind with other minerals and horses will then eliminate both from the body. **DYNAMITE®** holds the patent to this incredible technology.

While it is true that both animals and people will sometimes try to eat minerals straight from the soil, they need a balance between the *organic* alkaline-based minerals and the *inorganic* acid-based ones. It is the latter that are cheap and commonly used, but, when used alone, can actually end up causing problems in the body such as stones, arthritis, etc. Of course, all minerals must also be balanced to each other and to the other nutrients contained within the supplement. We have found that **DYNAMITE®** has taken all the guesswork out of feeding our horses properly balanced, bio-available minerals and other nutrients necessary for the stress-filled modern lives of ourselves and our animal companions.

Additionally, not only is the **DYNAMITE®** mill 100% chemical-free but their entire manufacturing process up to and including packaging, where only cellulose "peanuts" are used, and literature, where recycled paper and soy inks are the norm, is geared to be environmentally friendly. And of course all is cruelty-free.

OVER THE YEARS, we have either experienced for ourselves, been intensely involved with or heard of literally thousands of testimonials, only a small smattering of which we have included here. We have found that virtually every product that passes through Jim Zamzow's hands to ours, whether it is his own formula or one he discovered already in existence, is truly special and to be found perhaps nowhere else. But don't take our word for it—try the products for yourselves. After all as Carmalita Zamzow always said, "The proof is in the pudding!" ■

*For more on the complete **DYNAMITE** product lines, including ingredients, directions and price, please see the large color catalog of all their products or visit their website at [WWW.DYNAMITEMARKETING.COM](http://WWW.DYNAMITEMARKETING.COM).*