



AVINI Advantage™

MAY 2025 EDITION



AVINI HEALTH®

ADVANCES IN NATURAL HEALING



Message from Neil Roth, CEO

"We have so much new information and excitement to share..."

Summer Fun!

As we come into the summer, let's remember to plan for the exciting events Avini has planned!
On June 21st, we will be in Salt Lake City for our first Regional this year. Get there Friday night for the Meet and Greet from 5 PM to 7 PM, and enjoy an amazing day on Saturday with me, Rik, Mickey, Michael, MJ, and lots of our Diamond Leaders!

Then, from August 14th through the 16th, we have our Summer Summit in Las Vegas. We have so much new information and excitement to share with you – you CANNOT miss it! Attend the training on Thursday and rub shoulders with everyone at the general meetings on Friday and Saturday! And yes, as usual, there will be great eats and entertainment.

So, plan on sharing some of your summer fun with Avini! We look forward to seeing you.

Neil Roth



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Rik J. Deitsch, MS Biochemistry
Chief Scientific Officer, Avini Health

Avini Health's Cell Defender® (CD) is the original 'liquid' zeolite (colloidal suspension) and the "category creator" for zeolite products used for health and wellness. Over 6 million bottles have been sold worldwide – generating thousands of testimonials from satisfied customers. There is no product on the market that helps remove toxins from the body as effectively, or as safely, as Cell Defender®.

While we have been making activated and micronized zeolite for over 20 years, research has continued on the use of the zeolite clinoptilolite. I'd like to take this opportunity to update Avini Distributors on the published research and their findings over the last few years. Understand that this article is a review of the published literature on third-party research. None of this makes any claim as to the treatment or prevention of disease with the use of Avini Health products.

A simple search of the PubMed database (National Library of Medicine: National Center for Biotechnology Information) for the terms "clinoptilolite" AND "health" provided 93 results over the last ten years. All published research provides evidence of various benefits and an abundance of evidence on the inherent safety of the use of clinoptilolite zeolite. These studies include: 12 studies on increasing soil health, 2 studies in air purification, 9 in cancer, 6 on digestive health, 2 on neurologic health, 5 on bone health (osteoporosis), 3 on antiviral applications, 2 on blood sugar health (diabetes),



2 on wound healing, 9 on water purification, 7 on heavy metal removal, and 19 on use in agricultural animals.

Even with all of the different outcome studies, the underlying common denominator is always the same: the zeolite removes toxins, which restores health and the stability of the environment. As you have all heard me say – A cleaner, healthier body fixes itself.

In reviewing some of the literature, there are some new concepts that we have not really discussed in our work with Cell Defender®. As an example, one study in prostate cancer published in 2020 specifically looked at the prevention of nerve damage in patients using the chemotherapy oxaliplatin. The study found:

"Patients may benefit from adjuvant therapy with appropriate zeolite-products in CIPN (Chemotherapy-induced peripheral neuropathy). A lower level of CIPN was observed in the cohort tested herein in general, and particularly in the male subgroup, statistically significant results were obtained. Furthermore, better tolerance toward chemotherapy (increased number of cycles) accompanied by a lower incidence of severe-grade hematologic toxicity was achieved."

(Vitale MG, et al. ZeOxaNMulti Trial: A Randomized, Double-Blinded, Placebo-Controlled Trial of Oral PMA-zeolite to prevent Chemotherapy-Induced Side Effects, in particular, Peripheral Neuropathy. 2020 May 13;25(10):2297)

We have seen this many times and in several studies over the last 20 years that have shown that clinoptilolite can safely be used as an adjunct to cancer therapy – with most studies showing a reduction in the side effects from treatment as well as improved patient outcomes.

While we have discussed the benefits that people with diabetes have seen using zeolite supplementation, it was very encouraging to see the published research. One mouse study showed a 13% reduction in blood sugar levels in mice fed clinoptilolite before meals (Markoska R, et al. Study of zeolite clinoptilolite d-glucose adsorption properties in vitro and in vivo. S. Chem Biol Interact. 2023 Sep 1;382:110641). The proposed mechanism is that the dipole moment of the glucose molecule provides a positive charge on one side. This may allow the zeolite to drag the glucose around – keeping it in the bloodstream and 'shuttling' it to where it may be utilized.

In a 5-year, placebo-controlled study, participants with osteoporosis using clinoptilolite supplementation saw improvements in bone density, a reduction in risk of hip fractures, and a reduction in pain (Kraljević Pavelić, et al. Clinical Parameters in Osteoporosis Patients Supplemented With PMA-Zeolite at the End of 5-Year Double-Blinded Clinical Trial. Front Med (Lausanne). 2022 Jun 27;9:870962). The proposed mechanism is a slow removal of sequestered lead in bones that allows for more efficient calcium resorption back into the bones over time.

One in vitro study looked at the virucidal activity of clinoptilolite. This study found, "A wide range of antiviral efficiencies was observed, ranging from up to 99% for Herpes Simplex virus to no activity for Rhinovirus," showing that the antiviral properties of clinoptilolite "depend on a complex set of factors including virus structure and medium composition" (Sarabi A, et al. Unveiling the Broad-Spectrum Virucidal Potential of Purified Clinoptilolite-Tuff. Microorganisms. 2024 Aug 1;12(8):1572). The proposed mechanism is the zeolite clathration of viral particles prior to viral assembly. If this occurs, the virus may not be able to properly assemble or, more likely, the assembled virus may be missing vital parts that make it non-viable.

A rat model of Alzheimer's Disease provided a new mechanism by which zeolites may prevent disease progression by targeting ferroptosis – a new type of cell death – by modulating metals with iron shuttling (Abu-Elfotuh K, et al. Targeting Ferroptosis/Nrf2 Pathway Ameliorates AlCl(3)-Induced Alzheimer's Disease in Rats: Neuroprotective Effect of Morin Hydrate, Zeolite Clinoptilolite, and Physical Plus Mental Activities. J Mol Sci. 2025 Jan 31;26(3):1260). This information is further supported by a review article on zeolite's effects on various neurodegenerative conditions, including Alzheimer's and Parkinson's (Panaiotov S, et al. Zeolite and Neurodegenerative Diseases. Molecules. 2024 Jun 2;29(11):2614). The proposed mechanisms are iron, aluminum, and mercury removal that may aid in better neurologic functioning.

Our own published research has provided ample evidence that the micronized and activated zeolite in the Cell Defender® that we know as Detoxolite™ is safe and highly effective at removing toxins and heavy metals from the body. We also know that natural metabolic processes are greatly improved when those toxins are removed from the system. Again – A cleaner, healthier body fixes itself.

Lastly, this research clearly shows that the potential benefits of ingesting clinoptilolite may far exceed anything that we have currently seen – all of this with an almost non-existent risk profile. It can be humbling to see that this little, natural mineral can have so much potential for the improvement of life, and we can be a small part of its story.

Rik J. Deitsch, MS Biochemistry

Rik Deitsch

Chief Scientific Officer



COME BUILD YOUR BELIEF

AVINI HEALTH®
REGIONAL 2025



NEIL ROTH
CEO

MICKEY DILLON
Sr. VP of Marketing & Sales

RIK DEITSCH
Chief Science Officer

MJ DURKIN
Special Guest

MARK YOUR CALENDARS!

We are thrilled to invite you to The Avini Health® Regional, a series of events happening nationwide, offering incredible learning and networking opportunities for Distributors.





OUR FIRST STOP:

June 21, 2025

Salt Lake City, Utah









Message from
Mickey Dillon, Sr. VP of Sales & Marketing

Spring is here, and summer is fast approaching. In the Avini business, these are great times to meet new people, share information, and build your business.

One of the words that has become very popular recently is intentional. I urge you, over the summer months, to be intentional about living life to the fullest, having fun, and meeting as many new people as you can. Spring and summer tend to bring more people out and about – and also bring out the best in people. Let's do the same. Let's get out more, enjoy life, and be intentional about finding those people who have a smile on their face and a bounce in their step.

These are the kind of people we want to associate with – and who can build a business with Avini. It takes creativity to meet new people, but we can all do it – and summertime is the best time. It's easy to give someone a compliment in conversation and then ask a question that sparks curiosity. Always be prepared – you never know when the opportunity will arise. The key is to create curiosity, not satisfy it.

Personally, I always try to build enough rapport with someone so I can get their contact information. I'll then call them a day or two later, rather than follow up in person, and begin the process of sharing Avini by creating curiosity and sending them the introduction tool to review. Make sure to keep it short and simple – let the tool do the talking.

Let's make the summer of 2025 a summer to remember.

Your Partner,

Mickey Dillon



DISTRIBUTOR *Success*



TOP ENROLLERS of May

1. Scott and Carolyn Sommer – Enrolled 13
2. Adrian & Suzie Francis – Enrolled 9
3. Eunice Green – Enrolled 8
4. Marcia Yager – Enrolled 7
5. Johnella May – Enrolled 6
6. Mindful Healing – Enrolled 6
7. Lisa Brandon – Enrolled 5
8. Jody Shaw – Enrolled 5
9. Lisa Greer – Enrolled 5
10. Carole Golden – Enrolled 5
11. Kathryn Suraci – Enrolled 5
12. Janet Antonelli – Enrolled 5
13. Lisa DAlessandro – Enrolled 5
14. Lori Lane – Enrolled 5

From Pain to Passion:
The "Yes" Path to Growing Your Avini Business

by Master Vision Holder MJ Durkin



It's Time to Get People to Say YES!

Avini Distributors, let me ask you something: Do you want more people saying YES to your products and opportunity?

Yes? Good. Because getting people to say YES isn't about pressure or pitch – it's about you becoming a powerful guide.

As I said on a recent Tuesday night training, "I want you to see yourself as a person with tremendous amounts of information, compassion, and skill." People are in pain – physically, emotionally, and financially – and most don't even know that real, lasting help is available. That's where you come in.

Let's start asking powerful questions and guiding people down the "Yes" Path. They don't need another presentation – they need a trusted advisor.

People Buy to Fix PAIN – Not Because You Love the Product

You've heard me say it: "People don't buy products. They buy solutions to their problems. They buy emotionally – and justify it with logic later."

We're surrounded by people dealing with fatigue, anxiety, inflammation, brain fog, poor sleep, and digestion issues. The market is HUGE. But if you walk up to them and start talking about Cell Defender® or our other great products... they'll glaze over.



Instead, ask powerful, emotionally engaging questions:

> *"When it comes to joint pain or inflammation, what have you tried to fix it?"*
>
> *"What happens if your energy doesn't improve? How is that affecting your day-to-day life?"*
>
> *"If I could show you a way to naturally clear toxins and feel better fast... would you want to know more?"*

I said it on the training, and it's worth repeating: "If you will get good at asking questions, and if you can find where their problem is... you will move them to a 'Yes' decision every single time."

Can I Make a Recommendation? (The 5 Magic Words!)

Let me give you the most powerful question you can ask:

"Can I make a recommendation?"

Ask it with confidence. Say it with heart. When they say "Yes" – you've just opened the door to their subconscious. This is where the magic happens:

"Can I make a recommendation? I'd suggest you start with the $499 pack. It gives you great product variety – it's about $760 worth of products. And if you're open to recommending these products, we can get you on the path to earning right away."

Confidence sells. Clarity sells. And when you lead with belief – people follow.

That's why they need you to guide them with strength, empathy, and a clear next step.

Let's start asking good questions today!

DISTRIBUTOR *Success*

This is where we get to brag about YOU! Distributors are what make Avini Health possible and we want to celebrate each and every success with everyone.



David Gilday, TN

EMERALD EXECUTIVE



Distributors who were promoted in Ruby



Live Your Freedom Day LLC, NY | RUBY DIRECTOR

Adrian and Suzie Francis, ENG | RUBY DIRECTOR





Larry Proffit, UT | RUBY APPRENTICE



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