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For Immediate Release
New Book Chronicles the Natural Health Movement and its Utah Roots

OGDEN, Utah, April 30, 2012—What’s with all the supplement companies in Utah? A short list includes Nature’s Way, NuSkin, Nature’s Sunshine, Nature’s Herbs, Solaray/Nutraceutical, Usana, Xango, Mineral Resources International and over 150 more. Today, natural products are Utah’s second-largest industry surpassing even the ski trade, leading some to dub this state as the Silicon Valley of supplements. Some of the most influential companies started here in the 1960s and many followed later, which begs the question, “Why?”

Every Essential Element (ISBN-10: 193811001; ISBN-13: 978-1938111006), a new book by Utah author Rhonda Anderson Lauritzen, answers that question. It chronicles the 55-year journey of her parents, Hartley and Gaye Anderson, who founded Mineral Resources International. Every Essential Element follows both the personal and professional side of Hartley and Gaye Anderson from the couple’s first meeting in small town Utah the 1950’s to their marriage, and the struggles of rearing a large family within in fringe industry.

Like many other Utah family-founded health companies, Hartley and Gaye started at the kitchen table and collectively grew into a multi-billion-dollar industry that changed health in America. Beginning in a time when white bread was health food, the Andersons left security to pursue a crazy dream they could not ignore. The couple’s friends snickered and the U.S. Food and Drug Administration bullied them, but they inspired each other through poverty, disasters, and the trials of a family business. Every Essential Element is a quirky, lovely reminder how two people can make it in marriage, business, and life. It is—at its core—an epic love story of faith, family, and fulfilling purpose.

Author Rhonda Lauritzen was recently featured in a new film produced by the Utah Natural Products Alliance about the beginnings of the natural health movement and first shown on May 16 at a celebration to commemorate the organization’s 20th anniversary.

During its first two weeks Every Essential Element has reached the number two position in Amazon’s Kindle Drama (U.S.) category and has received accolades from readers and veterans in the health food industry. “One of the most tender and honest love stories I have ever read,” writes Clinton Miller, retired Executive Director of the National Health Federation. “The

underlying war between the FDA and nutritional industry has many heroes, but none greater than Gaye and Hartley Anderson... a classic.”

Radio host Jeffrey Burke raved, "It is an entertaining, emotional journey. It shows the family going through joys and struggles of starting the family business in an emerging industry...not only as go-getters, but also pioneers with ups and downs. A wonderful story, a nice, smooth, easy read.” Author and former newspaper editor Bonnie Hearn-Hill shares, “It is a love story, but much more than that. It is the story of two pioneers in a business that took them to the bottom, the top, and many stops between—always together.”

Every Essential Element is sold on Amazon starting at \$13.95 for the paperback version and \$3.95 for the Kindle edition. For more information about Every Essential Element, published by Like Rain Publishing, visit www.likerainpublishing.com. Links for the book and author include: http://www.amazon.com/Every-Essential-Element-Rhonda-Lauritzen/dp/1938111001/ref=sr_1_1?ie=UTF8&qid=1335320110&sr=8-1 and www.rhondalauritzen.com .

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About Rhonda Lauritzen and Like Rain Publishing:

Rhonda Lauritzen is the youngest of seven in the Hartley and Gaye Anderson family, and the only girl. The Andersons founded Mineral Resources International (MRI) before she was born so she had great adventures scampering around the natural health movement, taking naps under their booth table and sampling all carob-tofu delights a kid could enjoy. During her teenage years she watched the industry mature from mom-and-pop operations into the likes of Whole Foods. At age 23 she became general manager of the company and later became the CEO. She is now a vice president for a Utah technical college.

Every Essential Element is published by Like Rain Publishing: www.likerainpublishing.com
Contact the author at: rhonda@rhondalauritzen.com, blog at: www.rhondalauritzen.com

About Mineral Resources International, Inc.:

Founded in 1969 by the Anderson family, Mineral Resources International, Inc. (MRI) (www.mineralresourcesint.com) specializes in developing, manufacturing, and distributing nutritional supplements and trace elements harvested from Utah’s Great Salt Lake. MRI manufactures a complete line of innovative dietary supplements ranging from multi-vitamins to targeted nutritional formulas using all-natural ionic minerals. MRI’s products are sold worldwide through a variety of distribution channels including natural products, specialty retail stores, and natural health care practitioners. (801) 731-7040.