

# INTRO TO HTMA

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# MEET YOUR HTMA MENTOR

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## WHAT IS HTMA (SIMPLE DEFINITION)

Hair Tissue Mineral Analysis (HTMA for short!)

is a screening test that uses a small sample of recent hair growth to provide information about a person's average mineral and heavy metal accumulation in the tissues over the past 8-12 weeks.

## WHAT IS HTMA (LONG DEFINITION)

When hair grows, metabolic activity is greatly increased which exposes the hair to the internal metabolic environment. This includes extracellular fluids, circulating blood, and lymph. As the hair reaches the surface of the skin, the outer layers harden, which lock in the metabolic products accumulated during this period of hair formation.

By analyzing the mineral and heavy metal content in the hair sample, we are able to infer information about tissues throughout the rest of the body.

The hair analysis provides us with a window into the tissues and cells that we wouldn't be able to see otherwise. There is no other non-invasive and cost-effective way of obtaining a tissue biopsy.

# WHY I ONLY USE TRACE ELEMENTS (TEI)

Not all hair tests are created equal—and the lab you choose directly affects the accuracy of your results.

I exclusively use Trace Elements Inc. because:

- ✓ It tests for the widest range of minerals and heavy metals
- ✓ It does NOT wash the hair with chemicals, preserving the integrity of the data
- ✓ It's cost-effective and used worldwide under various distributor names
- ⊘ I do NOT recommend:
  - Doctors Data & Great Plains – wash the hair with chemicals, which skews results
  - Analytic Research Labs – tests fewer markers and costs more
  - HTMA ordered off amazon

## CAN'T WE JUST TEST MINERALS IN BLOOD?

When we test the blood for minerals, the result is reflective of what is being transported at that exact moment in time. The blood has a strong desire for homeostasis, so mineral levels in blood are generally maintained at the expense of the tissues. Minerals will be robbed from the tissues in order to maintain homeostasis in the blood, and excess minerals are deposited into the tissues to get them out of the blood.

Blood is excellent for testing in many ways, but looking at mineral levels in the blood alone does not provide much information. For example, only .3% of Magnesium in the body is found in Serum Magnesium and .5% is found in RBC Magnesium, while 30-40% is found in the tissues!

## WHAT ABOUT HEAVY METALS?

HTMA is one of the few tools that shows toxic metal elimination over time—not just a snapshot. It's even recognized by the EPA as the most reliable method for detecting chronic exposure.

Toxic metals usually don't stay in the blood unless there's been recent or acute exposure. To protect vital organs, the body quickly moves metals into tissues—so blood tests often miss chronic accumulation.

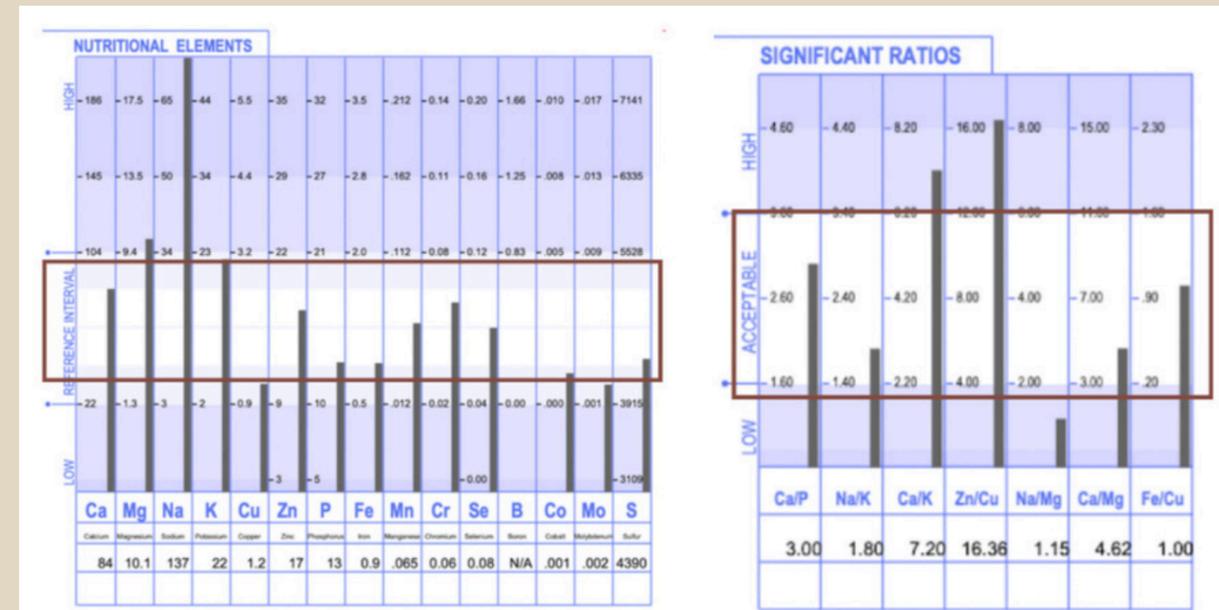
HTMA shows what the body has been offloading through the hair over the past 2–3 months. This gives us a window into longer-term, low-level exposures and how the body is handling them.

## HOW DOES HTMA HELP (INSERT CONDITION)?

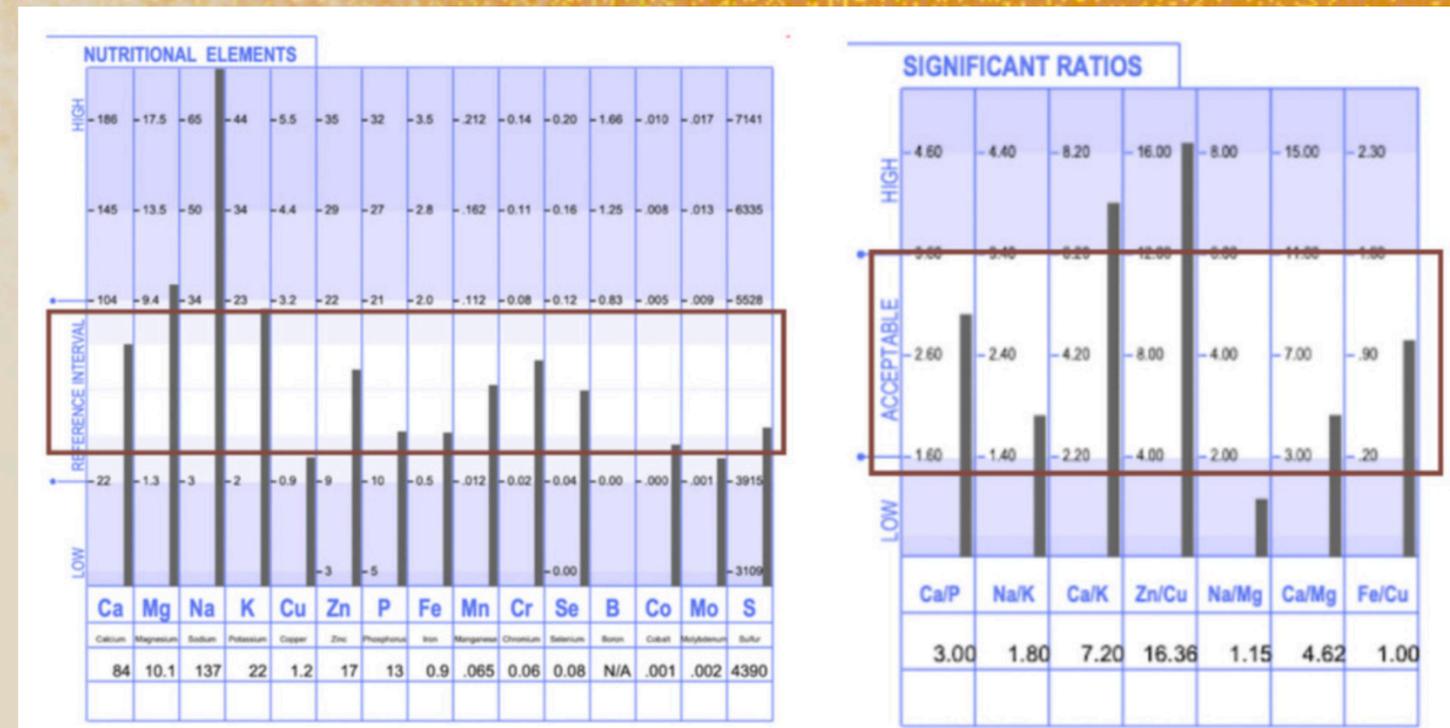
Minerals are the body's spark plugs—they power every system by acting as cofactors for thousands of enzyme reactions. They're essential for muscle movement, nervous system regulation, energy production, and the transport of nutrients in and out of cells. Because minerals are so foundational, many symptoms and chronic conditions can be traced back to mineral imbalances. HTMA doesn't diagnose or treat specific conditions, but it reveals patterns that help us understand what's going on beneath the surface.

This is a root-cause approach to healing. Rather than chasing symptoms, we use HTMA to identify and correct the deepest imbalances—starting with the highest priority mineral ratios. When we restore that foundation, the entire system can begin to rebalance naturally.

# WHAT IS THE GOAL OF HTMA?



In one word: Balance. If you look at someone's HTMA results, we want all of their single mineral and ratio results to be as close to the white area as possible. There is no such thing as a 'perfect' HTMA test. Our goal as practitioners is to help our clients balance their minerals, because so many symptoms are directly associated with mineral imbalances. When the minerals come back into balance, many symptoms and conditions will naturally resolve.



In the HTMA sample shown above, we see several key imbalances:

- High Sodium – This may indicate sodium retention, often due to being in an active stress response (alarm stage). However, it could also be the result of external contamination, such as sweat in the hair.
- High Ca/K Ratio (Thyroid Indicator) – Suggests sluggish thyroid activity; the client may be experiencing symptoms of low thyroid function.
- Low Na/Mg Ratio (Adrenal Indicator) – Points to reduced adrenal output or adrenal exhaustion.
- Low Ca/Mg Ratio (Blood Sugar Indicator) – Often correlates with blood sugar dysregulation or a tendency toward elevated blood sugar levels.

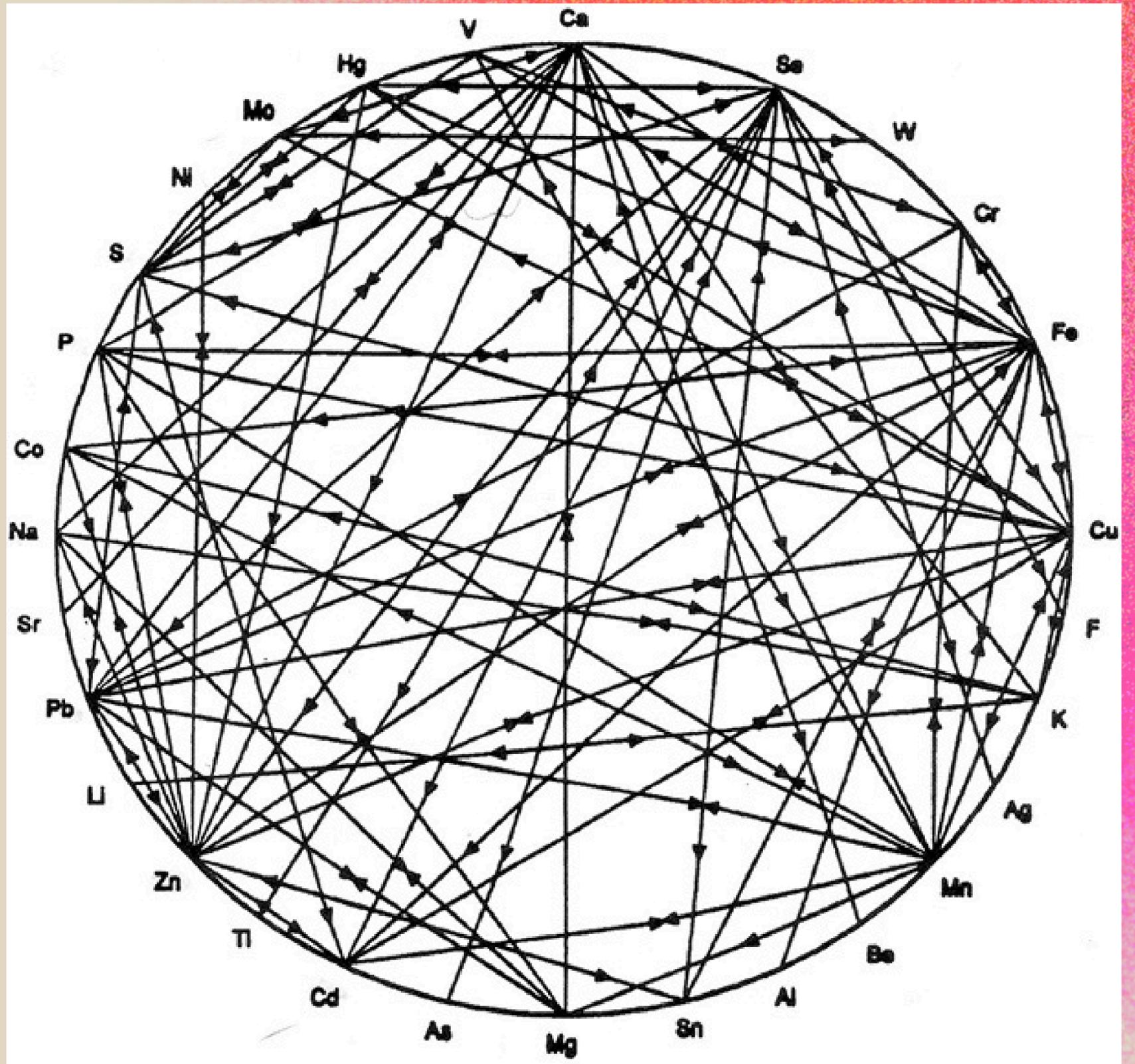
# DO WE RECOMMEND SUPPLEMENTS BASED ON WHAT'S LOW?

HTMA is not read at face value. Just because a mineral appears low doesn't mean we should supplement with it directly. Minerals interact in complex ways—some work synergistically, others antagonistically—so supplementing one in isolation can throw the whole system further out of balance.

Instead, we base our recommendations on overall mineral patterns and metabolic type. You'll learn more about these patterns during this presentation.

HTMA isn't a prescription for minerals—it's a functional assessment tool. It helps us understand deeper issues like digestion, blood sugar balance, adrenal and thyroid health, and detox capacity. Often, the goal is to support the systems (like digestion) that allow the body to naturally absorb and regulate minerals through food.

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## HOW OFTEN ARE RE-TESTS RECOMMENDED?

We recommend re-testing every 3-4 months to monitor how the mineral system is shifting in response to the protocol. Re-tests are interpreted differently than the initial test, as mineral levels can rise or fall significantly while the body works to rebalance. 5-6 months between would be read as an initial test.

It's also common to see low levels of heavy metals on the first test, especially when someone has sluggish adrenal or thyroid activity (indicated by low Na/Mg or high Ca/K). In these cases, the body doesn't have the energy to prioritize detoxification. As vitality improves, we often see heavy metal levels increase on re-tests—not because exposure has increased, but because the body is finally able to eliminate stored toxins through the hair. This is a positive sign of progress and deeper healing.

## CAN I RUN HTMA ON CHILDREN?

HTMA is safe, non-invasive, and incredibly effective for kids. It's important to note that children are often fast oxidizers, meaning they burn through minerals quickly. Because of this, certain mineral levels may naturally appear low depending on their age and stage of development.

HTMA can offer powerful insight into behavioral, emotional, and neurological symptoms. It's especially useful in addressing concerns like ADHD, mood regulation, and sensory challenges—this is a growing niche with many valuable resources and case studies available.

With just a small hair sample, HTMA provides a gentle, root-cause approach to supporting children's health and development.

# 10 REASONS I LOVE HTMA

**Truly Bio-Individual:** Offers a unique window into how your client functions at a cellular level—far beyond symptom-chasing.

**Tangibility:** Most people are used to the medical model of testing and recommendations. HTMA gives them real data they can see, making them more willing to invest and more likely to follow through.

**Boosts Client Buy In:** Seeing their own data makes clients more committed to the process and your recommendations.

**Sets You Apart:** HTMA makes your services stand out from “blanket advice” coaches and sparks word-of-mouth referrals.

**Affordable Functional Testing:** It’s the most affordable functional lab and budget-friendly for you and your clients—without killing your margins.

# 10 REASONS I LOVE HTMA

**Turns Free Advice into Paid Work:** HTMA gives you a professional way to shift free advice-seekers into paying clients.

**Builds Anticipation:** The 2-week wait before results is perfect for onboarding, prepping, and building rapport with clients.

**Works Without a Niche:** Great for new practitioners—it helps you start working with a variety of people and refine your ideal client.

**Gives Clients What They Actually Want:** Personalized, root-cause data—no more generic tips or fad diets.

**Repeatable & Remote-Friendly:** Re-tests every 3–4 months create recurring income, and it's easy to run HTMA fully remotely.