

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.Willard'sWater.com ♦ January, 2013

Good News for People with Gluten Sensitivity, &/Or... Irregularity, Constipation, Diarrhea Problems, Etc!

By Ben Sunde

Picture this all-too-common scenario, my gluten sensitive friends: you're at a restaurant, dining with a friend. You

look through the menu, fruitlessly, looking to find any information on whether certain items are gluten-free or not. Because the restaurant has yet to take this condition seriously there, of course, isn't any such information to help you along.

(I'm not putting down the industry or the servers in all that follows... I've just worked in enough restaurants to know [and understand] how such situations really get handled.)

Back to our dinner out... giving up on the menu for information, you finally ask your server if entrees can be made gluten-free. It's at this point that you see that subtle eye-roll from your server, indicating some measure of annoyance with your request.

After a pause, the answer comes, "Yes," they assure you, "everything can be made gluten-free." Why that pause and eye-roll? You were, of course, asking a simple question, but the server seemed to have some small degree of irritation with it. I assure you, this scenario plays out countless times in restaurants across the country every night. It's because the bulk of servers in restaurants hate special requests in the first place as it complicates their job ever so slightly, but it seems to irritate them even more in the case of gluten intolerance. This is because the overwhelming perception in the restaurant industry seems to be that the gluten intolerant are predominantly hypochondriac Johnny-come-lately ma-

...the Good News is that now, you **don't have to avoid restaurants** because you can't be sure they really will prepare your meal **gluten-free...**

lingerers looking for special treatment.

Obviously to the server, it couldn't be something as simple as the fact that since more people are now

aware of gluten intolerance today, more people are finally getting help for a serious health issue that's been causing them a great deal of discomfort... and that may mean they need to ask for such special requests in restaurants.

The good news in this aforementioned scenario is that most restaurants can and will in fact make gluten-free substitutions in your meal. The bad news, and why I bring up this elaborate explanation, is that

the staff may or may not pay incredibly close attention to whether or not your meal is in fact gluten-free, because they often see it as an unnecessary burden in their jobs to do so.

So do you just avoid restaurants altogether? That's possible, and a pretty good way to make sure you're eating as healthfully as possible, but not really practical for most of us. Restaurants are just such a part of our culture that they can't be avoided. So up until now, the gluten intolerant have been predominantly forced to occasionally eat out and to roll the dice on whether or not their server is attentive to their dietary needs (and plenty of them are, but there are bad apples in every occupation, of course).

Enter **GlutenAce (Item No. J-63)**, an-

other supplement from our friends at Daily Manufacturing. Gluten-Ace is a mixture of digestive enzymes and bioflavonoids that work together to **help relieve the symptoms of accidental gluten ingestion.**

It does **not** allow you to eat gluten freely, but it does help manage any symptoms that may occur from eating small amounts of gluten in foods that you can't know the contents of for sure.

GlutenAce -- because nobody wants to have cramping and diarrhea from food they thought (hoped?) was safe. It's recommended to take one before most restaurant meals just to be sure.

Another bit of good news on this front that I should mention is our ever-present best friend, the one-and-only, **Willard's Water.**

Even the FDA has concluded there is sufficient evidence to say **Willard's Water improves digestion enough that people with celiac disease or gluten intolerance may find it helpful.**

That fits with reports we have received from our own customers that drinking WW routinely has helped them with the severity of their gluten intolerance symptoms. So what I would do if dealing with gluten intolerance issues would be to drink Willard's Water at home, and bring a GlutenAce with me when eating out... it just might make restaurant meals a great deal more comfortable.

Also, **Willard's Water** has been reported by users to greatly improve all kinds of digestive type issues... from **irregularity** (Please Turn to "Gluten" on Page 2)

Gluten, Continued from page 1

larity, to chronic diarrhea, to chronic constipation, and more. In fact, reports of becoming regular for the first time in years -- or even in a whole lifetime -- have been one of the most common reports we get from WW users.

And that comes from both people who have "always been constipated" and those who have "always had chronic diarrhea". Many people have told us if the only thing WW ever did for them was how it helped them in "getting regular", they'd consider it one of the greatest "finds" ever. But nearly everyone tells us they get more than "just one" benefit from it, which makes sense, considering the range of effects of WW's known characteristics:

- improving assimilation of nutrients;
- better elimination of wastes and toxins;
- better free radical scavenging;
- greater antioxidant activity;
- higher pH to get the body to a more alkaline state;
- anti-inflammatory effect,
- and more!

We're not experts, but it seems to us laypeople "WW" and GlutenAce could be real finds for a lot of people, making their lives easier. ♠

Weight Loss, Continued from page 3

they have merit. So, we've added them to our line. Details:

RASPBERRY KETONES...

they've been getting a lot of "mention" on some very well-known TV shows, and from natural health experts. We've tried the formula we're introducing here and we're convinced it's for real, and does indeed help with weight loss. Raspberry Ketones are said to **help shrink fat cells** and that is said to be one of the reasons they are **helpful for people who have had a particularly difficult time losing weight**.

One "FYI" ... a lot of people notice "inches lost", or that their clothes are fitting better, even before seeing changes on the scale in pounds lost. Raspberry Ketones is our **Item No. M-106**.

GARCINIA CAMBOGIA is a tropical plant that has been reported to help the body **block absorption of sugar, help control appetite, and fight production of fat**. The supplement form of Garcinia Cambogia has actually been around for quite awhile, but it has not always been easy to find it from what we regard as a reliable source. We've found a source of it we trust now, so we've added it to our line. Garcinia Cambogia is **Item No. M-107**.

What's the Cost? Very reasonable

as such items go... the **Raspberry Ketones** is **\$29.95** a bottle; **Garcinia Cambogia** is **\$24.95** a bottle.

One more tip... for many years, one very consistent report we've received from users is that **any Weight Loss Supplements work best with Ultimate Dark Willard's Water**.

And, yes, we do mean that even though users said such items worked better when they added **Clear WW** to their routines, those same users said when they switched to **Ultimate Dark**, the **results got even better**. But, if you don't want to switch from the Clear, just be sure to use **it** along with your weight loss plan... because users say it definitely boosts such plans, just not as much as the Ultimate Dark does.

So, for anyone trying to lose weight, our experience with WW indicates it's a very good addition to any weight loss regimen... especially the Ultimate Dark. And that's true whether using weight loss supplements from us, or anywhere else.

You may want to pass that on as a "tip" to friends and family who are trying to lose weight... we bet you have some, since as we said, more people ask for weight loss items than anything else. They'll likely thank you for the tip! ♠



Trivia & Tidbits . . .

1. Zagazig is a city in what country? Where is Wagga Wagga?
2. What are zoonoses?
3. How many toes does an ostrich have?
4. What animal is believed to have the best hearing?
5. How tall is a baby giraffe at birth?
6. What's in the quartz stone called cat's eye that gives it its glowing appearance?
7. What famous Hollywood star was married to Avrom Goldbogen?
8. How much was paid at a 1987 auction for Charlie Chaplin's hat & cane?

AND THE ANSWER IS...

1. Zagazig is in Egypt, Wagga Wagga is in Australia.
2. Animal diseases communicable to man.
3. Four—two on each of its feet.
4. The barn owl. Its face is dish-shaped, enabling it to receive sounds like sonar.
5. About 6 feet.
6. Asbestos fibers. The glow is called chatoyancy.
7. Elizabeth Taylor—long after he changed his name to Mike Todd.
8. \$151,800.

ON "THE WEB"!
www.willardswater.com
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www.nutritioncoalition.com

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is "opinion", nonetheless. We also have a vested interest in most of these topics, so don't claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don't prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

TWO NEW Items to Help with WEIGHT LOSS & Info On Some Others NOT to Be Overlooked!

By Ben Sunde

The most often-asked question we get around here (and I'd imagine at most companies that sell supplements) is: "Do you have anything for weight loss?"

Our stock response is "Anybody who finds something that causes significant weight loss in 40% of people will be richer than Bill Gates."

That's the unfortunate truth: weight loss isn't easy, and anybody who claims to have a magic bullet is likely lying to you. Most companies won't tell you that, because there's a lot of people making a lot of money by offering (false) hopes for an easy cure. We will "tell it like it is" because we won't ever knowingly misrepresent anything.

That said, I wouldn't be writing this article if I didn't think that many things can help (that being the key word: they help, you work) in the battle to lose weight.

Our favorite product for this is **METABOLIC FACTORS, Item J-78** (by our friends at Daily Manufacturing). Metabolic Factors is a combination of three products that each have established benefit in this perennial quest. The three ingredients are:

◆ **CHOLINE**, which is part of the B Complex, a nutrient used in the **metabolism of fats** (as well as having benefits for **heart and brain functioning**, consumed by some as a "smart drug"),

◆ **L-CARNITINE** (an amino acid also involved in **fat metabolism**, often taken to **help build muscle mass** as well), and

◆ **CHROMIUM PICOLINATE** (a mineral widely believed to help **regulate blood sugar**).

All three are great and beneficial in their own right in maintaining health, and research (and users' experiences) indicate they may in fact assist in weight loss. The combination we have of these 3 nutrients in the product known as Metabolic Factors, is one of very few (if not the only one) that actually provides enough of each of these ingredients for the body to "decide" to use them for Weight Loss. You can find a lot of weight loss products on the market that contain some of each of these three, but most products containing them simply don't provide enough of each for the body to put them to weight loss use, because of the critical roles they have that were mentioned earlier... the body will use them for heart and brain needs **first**, and **ONLY** if a supplement contains enough of each for the body to take up first what's needed for those "organs of first priority", will the body then put the rest of those 3 key items to work at weight loss. That's one reason the Metabolic Factors' pills are so large that more than a few people find them harder to swallow than most such items—if you have that problem with them, try chewing them. They crumble easily and don't taste bad.

With regard to **dieting**, I would like to suggest a **possible dramatically overlooked benefit of food supplements** in general: they provide essential nutrients with zero to no calories. Some, like Fish Oil, will have as much as 12 calories per pill from the fat that makes up the supplement. Most have zero. The point is that reducing your food intake need not come at the expense of getting the nutrients you need to be healthy (many of which are also necessary for efficiently breaking down food, of course, as hinted at with my discussion of choline and L-Carnitine). I theorize that a certain amount of the discomfort felt in reducing calories is simple lack of essential nutrients, and that if you're ingesting those

nutrients, you can likely diet without jeopardizing your health (within reason, of course: nobody should do a crash diet), and possibly without experiencing the full discomfort of going hungry. A certain amount of the malaise felt when dieting could simply be a lack of nutrients. You need a lot of different nutrients to keep all the biological processes going, and when deprived, the body howls in protest.

So, it seems reasonable that dieters, even more than other people, should be taking a multi-vitamin, preferably our high quality **MULTI-VIM (J-56)**, and ideally a number of other supplements to make up for what you may lack.

Most experts would also recommend:

◆ **CORAL CALCIUM**, (Item J-201 or J-203), along with

◆ **ACTIVATED B-COMPLEX** (Item J-2),

◆ **VITAMIN C** (J-68 or J-69),

◆ **OMEGA-3 — Fish Oil** source is **Item J-391 or J-392**, **Flax Seed** source is **J-77**, and

◆ A quality **Probiotic** — like our **L-Salivarius J-61** which is a state-of-the-art combination Probiotic and Prebiotic.

All these are crucial for general health, and it's quite likely that a dieter will not be getting daily requirements of any of them in their diet while keeping it under their daily calorie limit, so supplementing their diet with them makes all the sense in the world, at least to us lay-people.

When it comes to **New Weight Loss Support Supplements...** (or about any new product)... we don't get overly excited... We've been at this since 1982 remember... but we are excited **about two new items** we've had enough personal experience with here to be convinced

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Mysterious? Miraculous? How Would You Explain It?

The retired German Lutheran minister wasn't given to small talk. . .in fact, it was unusual to hear him make much conversation at all at family gatherings. But the day his daughter-in-law asked him if he'd ever had an unusual, or "supernatural" type experience, he had a lot to say--about a topic most people *never* discussed in public in those days (the '50's) -- people would think they were crazy!

But he told his story as straight-faced, and unemotionally as such a "stoic" man would. . .

He was driving home in a blinding blizzard--it was one of those spring blizzards that could come up (and had) without warning. He was close to home so it seemed best to continue on his way, rather than risk being hit by another vehicle unable to see him in the "white out" that surrounded him.

Suddenly, though, he did see something very clearly--a

man waving his arms, signaling Fred to stop. So, Fred did.

He assumed the man needed help, so he got out of his car and fought his way through the whirlwind of white to see what was needed. But when he got to the spot where the man had been, nobody was there. . . the only thing that was there were two footprints. None leading up to them, none leading away from them -- just two footprints -- "like they'd been planted there from above, with nothing disturbed on either side".

But, having come to that spot, Fred was able to see that the bridge he'd have driven over, wasn't there--it had collapsed in the storm. If "the man" hadn't stopped him he'd have driven into the ravine before he'd have known the bridge was out.

His daughter-in-law (who is now our customer) asked him how he explained it. . ."Simple. It was my guardian angel." How would you explain it?

Reprinted from 1997 Edition. Editor: We invite you to send your own "unexplained help" stories for sharing, anonymously if you choose.



E-Mails, Mailbag & Phone Calls. . .



Wonder Why Dogs Do This? — That's what we often do when people tell us about their dogs and Willard's Water. It seems an awful lot of dogs have a very STRONG preference for **Willard's Water** over regular water, once they have had it... often refusing to drink other water if it's given to them instead of their "WW". "T.G." offered us such a report recently when he told us that his dog absolutely refuses to drink any water unless it's had WW added to it. "T.G." said his wife even tried giving the dog some well known bottled water when she got home from a trip to town recently... the dog took one drink and not only refused to drink any more, but "he stopped drinking and looked at us like WHAT is THIS... WHAT did I ever do to you?" They gave him WW and he drank it right up... a happy guy again!

Skin Deep? — "L.H." told us she wasn't even aware of Willard's Water being beneficial to one's **complexion** but found that out in the information that came with her first order. She tried it out... spraying it on her face and after only two days she could tell a difference. She has a lot of company... people have reported benefits of using WW on their faces for **acne reduction, redness reduction, younger looking skin**, and just a "**sort of glow**" to their complexions. Another to us very impressive type of report has been from people who have received compliments on how much nicer their complexions look, even though those people were simply **drinking** the WW, not applying it to the skin... seems to us to be evidence that WW certainly does have a positive impact on the body!



More Product Highlights & Updates from Charlie

Help to Balance & Boost Immune System to Fight Aging, Infections, Allergies, to Build Muscle, More!

By Ben Sunde

It's time to give a new write-up to one of our very favorite products, one that we've been selling since 1983 and was one of the very first supplements we ever sold, along with the Willard's Water: colostrum.

Colostrum, also known as First Milk (though it isn't milk) is the first lactation that female mammals produce, usually starting just before giving birth.

It is a very nutrient-rich, densely concentrated form of milk, full of proteins, antibodies, growth factors, and everything else that baby mammals need in their first meals to kick start their own digestive and immune systems. Its importance is very hard to overstate.

So what are we providing you? The excess colostrum produced by dairy cows after calves have had their share.

There is a long history of humans consuming bovine colostrum for health benefits. Prior to the invention of antibiotics, cow colostrum was the primary source of immunoglobulin used to fight infections in people. After antibiotics came into vogue, medical research on colostrum basically ceased, though plenty of people still relied on it, such as we at Nutrition Coalition came to do.

Now, of course, with antibiotic resistant strains of bacteria being as big of an issue as they are, money is pouring into research on colostrum again, and new advantages of taking it are being found almost daily. Bringing me to one of my favorite things about working here: we keep being proven to be right. But I digress.

One of these recent discoveries in colostrum is the presence of compounds known as **proline-rich polypeptides (PRP)**.

PRP appears to have a host of functions on general health, starting with **enhancing the effectiveness of the immune system** in terms of both activating it when it's slacking (like when you're sick), but also demanding it call off the dogs when it's overactive, such as when having an allergic reaction (which is when the immune system responds hostilely to harmless stimuli).

Just that effect would be impressive, but it does more than that. PRP also seems to **help slow the aging process by preventing mutations in cellular DNA** as well as **helping DNA to repair itself** when it is damaged! This, of course, means that cells are staying healthy and efficient longer, which helps to delay general aging.

In addition to that, colostrum is host to a large number of compounds known as growth factors. **Growth factors** are imperative to children growing to their proper height, but even in adults they are of significant benefit in terms of building new tissue, i.e., developing new muscle. I keep hearing that athletes are increasingly taking colostrum to help build muscle, to reduce recovery times in exercise, and getting better performance from their muscles.

It's worth noting that even if it's not your goal to **add muscle** bulk, but to instead **lose weight**, colostrum may help with that goal. Exercise is a vitally important part of any weight loss plan, and anything that helps with recovery and replacement of fat with muscle is going to be helpful.

Colostrum is, simply, an amazing product. We've been selling it for as long as I've been alive, and this is because we've all had great results from it, and our customers that take it also experience enough benefit for them to re-order and re-order... many of them for years.

Loyalty like that doesn't develop if no benefits are seen.

Just this last week, I came down with a nasty cold that crippled me for the first day. That day, I also took a heaping tablespoon of colostrum. The next day, my cold was reduced down to a scratchy throat. Pretty impressive.

Colostrum has stood the test of time, and will continue to, as more and more research confirms what we've always known: colostrum is one of the brightest stars in the alternative medical sky.

And, frankly, we believe our liquid **Alpha Whey III** Colostrum (Item H-3) is the brightest of those bright colostrum stars. Unlike capsules and powders of colostrum, it is still liquid...just as nature provides it, and with no need for the body to break it down. Additionally, NO heat is used in processing it. From our personal experiences and those of our customers we are convinced there is NO match for it in the colostrum world.

We also believe if a person wants the convenience of capsules, there are none better than ours. We have had various colostrum capsules and powders assayed for their IgG levels over the years (IgG is the benchmark ingredient used to analyze colostrum quality since 80% of its antibodies are contained in the IgG).

We've never found a powder or capsulized colostrum that had any higher (most were lower) IgG level as our capsules. And none have ever had as high IgG levels as our liquid Alpha Whey III. That's why we're confident we have as high quality **Colostrum Capsules** (Item J-H5), and liquid Colstrum - **Alpha Whey III** (Item H-3) - as any available.

In fact, we believe **Alpha Whey III** is head & shoulders above all the other colostrum products we're aware of. ♦

Colostrum Is Said To Not Only Offer Disease Protection, But To Enhance One's Own Immune System and More

Published reports put at “over 4,000” the number of scientific studies conducted at universities and research centers around the world that have been published on Colostrum.

What is Colostrum? It's nature's perfectly designed “first food”. It's the very special fluid produced and provided by every mammal for her newborn immediately after giving birth. It's not to be confused with milk. . . it precedes the milk production. The immune factors and nutrients contained in the colostrum are said to insure not only the newborn's resistance to disease, but also proper vitality and growth. With its incredible array of immunoglobulins, growth factors, antimicrobial proteins and carbohydrates, colostrum has been found to be beneficial for adults as well as infants.

In humans, the colostrum received (if the mother is nursing her child) is simply a “plus”, since humans acquire immunity while still in the womb. But animals, such as baby calves, lambs, fawns, etc. receive no such immunity in the womb, and livestock people will tell you if those newborn animals don't get that colostrum after birth, they simply will not survive. (Don't worry, the dairy cows from which our colostrum comes, always give the baby calf all that it needs before that cow's colostrum is collected for these products. Dairy cows produce *far more* colostrum than is needed for their calf/calves.)

What makes Colostrum such a “special fluid”? Nature has filled it with the most needed nutrients and the many immune factors which provide protection against every disease organism to which the mother has been exposed. And, in addition to the large number of different factors which have been identified in colostrum, researchers are confident there are many more that haven't yet been identified, since there are apparent benefits from colostrum which to our knowledge have not yet been explained by any of the “ingredients” identified to date... the various immunoglobulins and antibodies.

It's easy to understand why colostrum would be helpful in fighting diseases, since there are antibodies contained in it against specific diseases. However, the most recent research confirms what some experts have long speculated — that these

specific antibodies are important, but some of the other factors may have a much greater effect.

Research indicates colostrum has a direct effect on the immune system (enhancing one's own immune system). Examples of diseases brought on by immune system malfunctions include lupus, multiple sclerosis, allergies and rheumatoid arthritis. Research indicates the growth factors in colostrum help to promote cell growth, healing, tissue repair and assistance in normalizing the body's everyday functions.

As stated previously, thousands of studies have been published on colostrum, and some of the findings include reports of colostrum's benefits for:

- ◆ **FOOD ALLERGIES**
 - ◆ **SKIN DISEASES**
 - ◆ **ASTHMA**
 - ◆ **YEAST INFECTIONS**
 - ◆ **RESPIRATORY INFECTIONS**
 - ◆ **TISSUE REPAIR & WOUND HEALING**
 - ◆ **FIBROMYALGIA**
 - ◆ **CHRONIC FATIGUE**
 - ◆ **DEPRESSION**
 - ◆ **ENERGY, VITALITY & STAMINA**
 - ◆ **PROTECTION AGAINST CHRONIC DISEASES, INCLUDING HEART DISEASE, STROKES, CANCERS, HIV & AIDS**
 - ◆ **INCREASED STRENGTH & BUILDING LEAN MUSCLE**
 - ◆ **DECREASING BODY FAT**
 - ◆ **SLOWING PREMATURE AGING**
 - ◆ **INTESTINAL HEALTH AND IRRITABLE BOWEL/ DIARRHEA**
 - ◆ **STOMACH ULCERS**
- . . . to name a few.(!)

...ALLERGIES, RESPIRATORY PROBLEMS, STOMACH ULCERS, CHRONIC FATIGUE, M.S., DEPRESSION, LUPUS, WOUND HEALING, IMMUNE SYSTEM PROBLEMS, VIRUSES, YEAST INFECTIONS, ASTHMA, AND MORE.

Why is dairy cow colostrum used? Because not only are there ample supplies of it, but more importantly, it's been found to be

“non-species specific”, meaning it works in animals other than dairy cows. In fact, studies have found dairy cow colostrum to be more potent than human colostrum (perhaps because humans are not totally dependent on it, since they acquire immunity while still in the womb).

But, a very key element in determining the quality of the colostrum is how long after having the calf, the colostrum was collected. Ours comes only from the first day collections (from within the first 24 hours after calving). That's very important, since this liquid becomes more and more milk, and less and less colostrum, as the hours pass. Some colostrum on the market is collected 3 or 4 **days** after calving, and that simply cannot be as beneficial (in fact, that long after, we wouldn't even call it colostrum!).

Another important element in determining quality is the type of processing it goes through. Any colostrum contained in capsules or tablets has had to be dried first, and it's essential that the drying be by low heat (like ours), in order to retain all the benefits within the colostrum.

In the case of our liquid colostrum — **Item H-3 Alpha Whey III** (Alpha for “First” and “Whey” for “Milk” = “First Milk”, an old-fashioned term for Colostrum, and not an indication that the product is milk rather than colostrum—it's the finest colostrum you'll find anywhere!) there is no heat used in the processing of this product which is one of the ways in which the liquid is superior to any powdered colostrum (even that in our own capsules)!

However, our capsules are the best colostrum capsules we have found on the market. Ours are simply called **Colostrum Capsules—Item No. J-H5**.

If you've never tried Colostrum, users like us would say winter is certainly a good time to give it a try! ♦