

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.willardswater.com ♦ December, 2010

Did You Remember "Your" 30th Anniversary?

Anyone reading this who uses Real Willard's Water had a 30th Anniversary recently... **On November 23, 1980... That's 30 Years Ago...** the world found out about a discovery that thousands of people say has made their lives immeasurably better. And we feel safe in saying its potential hasn't even scraped the tip of the iceberg yet. And it may also be true that without that program YOU might never have wound up learning of "the water's existence". That's why we figure November 23, 1980 is an "anniversary" for any WW user!

Harry Reasoner of CBS' "60 Minutes" program hosted the segment on "Dr. Willard's Wonder Water" as they dubbed it. The 60 Minutes crew had gone out to Rapid City, SD, to expose what they were sure had to be snake oil. They'd received a letter from a user telling them about this miraculous substance, and true to 60 Minutes' mission, they traveled to the Black Hills of South Dakota to expose what seemed to them to be an obvious scam.

Instead, the "60 Minutes" program on it was so **positive** that when they used it as a re-run the following spring they added a disclaimer saying "this is not a product endorsement"... think about it... **WHEN has "60 Minutes" EVER had to clarify that their report was not a product endorsement?** Especially when they had set out to "expose" a "scam"... but that's how positive their report on Dr. Willard's Water had been.

We cannot begin to list all the ways so many people have told us it changed their lives for the better, so we won't even try. We can tell you, once again, that Dr. Willard's Water made such huge differences in Kolleen Sunde's life, that it wound up causing her and her husband, Charlie, to get involved in marketing the Real Willard's Water. In fact, this month marks **their** 29th year involved in marketing it.

Kolleen and Charlie understand when

people say Willard's Water changed their lives... **They had been told Kolleen would be bedridden with arthritis** resulting from some old injuries... her problems had already begun when they were introduced to "the water"... but instead of continuing to get worse, **she got better!**

And, to this day, she has **never developed the arthritis** that the neurologists, orthopedists, and chiropractors had all said was a "foregone conclusion" for her. She has also **never developed diabetes**, despite having been told she should expect to be diabetic by her '40s based on her history of gestational diabetes (when pregnant) combined with her family medical history. Well, she will be 60 this coming March, and no diabetes! She also **stopped having multiple bouts of bronchitis** every year after "getting on the water".

And, as we've detailed before, when Kolleen was switched to an imitation product without either her or Charlie knowing it, her problems returned. But when Charlie switched her back to the REAL Willard's Water -- without telling her -- she got better again.

The same thing happened to other people Charlie and Kolleen knew. They also had had their problems return when they were switched to an imitation without knowing it, and also saw those problems go away again, when they got the REAL Willard's Water again... but also without knowing it was the REAL thing once more. All that really convinced Charlie and Kolleen that the **imitation product was nowhere near as good as the REAL thing, AND that the benefits Kolleen and the others had seen were certainly not just in their heads!** So, it's easy for Charlie and Kolleen to understand why people don't want to be without "the water". They sure don't!

You can read the transcript of the "60 Minutes" program on "the water" at our web site www.willardswater.com . ♦

Not Like Any Other Government Report We Ever Read!

Wheel-chair bound woman reports seemingly miraculous improvement...

Microbiologist reports benefits in use with antibiotics.

Ranchers and a veterinarian report amazing benefits to animals.

Young man reports seemingly miraculous recovery from very bad burns.

These sound like the stuff of infomercials... but, wait... it's no infomercial!

It's the transcript of the **Congressional Hearing** that was held back in 1980 regarding Dr. Willard's Catalyst Altered Water, more commonly known as Willard's Water

And this "ain't like no boring government report" we've ever read! In fact, parts of it are downright riveting. It actually gives the reader a "flavor" of some of the history of this amazing product, as well as insights into some of the personal experiences of some of the first people to use this unique product, as well as some of Dr. Willard's experiences in trying to get it marketed... in his own words. Read, too, what the FDA representative, and many others had to say about it. As we said, it's definitely not boring!

We now have it available--your copy is waiting! Just \$2.95 each.

???In fact, make that your **FREE** copy is waiting... Just check out the offer on the enclosed Special Offer page to see how to get your FREE copy of this "fascinating read"! ♦

Pleasant Activity = As Much Benefit As Quitting Smoking!

Forget any need to feel guilty about spending time with friends and family you enjoy.

Recent research has found that staying "socially connected" as the researchers put it, is as **big a benefit to your health as quitting smoking** is to those who smoke! Sounds like big benefits to us!

In a review of more than **149 different studies**, researchers found that people who were more socially connected had **DOUBLE the survival odds** of less socially connected people.

The data collected actually included information from **more than 300,000 older adults**. The researchers said the results prove that positive, supportive relationships are **good for the heart, body and soul**.

They said having good friends and family "in your corner" helps people live longer by helping them **deal with stress and tough times better**--assuming, of course, that the relationships with those a person is "socially connected with" are positive and not "toxic".

Also, being involved in relationships with others motivates people to take better care of themselves.

Other studies have found that stress also leads to weakened immune systems

which can make a person more prone to coming down with the flu, or colds, or who-knows-what.

Surprisingly, studies have also found that people who maintain more positive attitudes, are less apt to get **colds**, etc., because their immune systems are stronger. Researchers believe because their more positive attitudes result in less stress in their lives.

Speaking of dealing with stress better... many people have reported they believe they deal with stress better when they are drinking Real Willard's Water ("RWW"). That seems quite subjective, however, the book "Aqua Vitae" by Roy M. Jacobsen, reported on a **blood test** that shows the impact of RWW on a person under stress. The blood test can actually show the **RWW's apparent benefit in reducing the impact of stress on the body**.

That report says "The blood of a person under a significant amount of stress usually contains a large amount of peroxides and free radicals, which show up under a microscope as a network of white dots and threads. **One hour after drinking the water**, another blood sample will show that these **effects of stress will be eliminated or greatly reduced**."

And then there are far less scientific reports on stress and RWW like the lady who told us her co-workers could tell when

she was drinking RWW regularly and when she wasn't. They told her she "**smiles more and laughs more**" when she's using the RWW on a regular basis.

And there were "**those chickens**" in **Canada** that were **so calm** when given RWW, they kept setting off the alarms in their "houses" meant to go off when the chickens would become very calm... because chickens are normally so nervous that they are only calm if they're sick!

But these chickens were **healthier** than the chickens that were not getting RWW. It seems that the "RWW chickens" were **so much more relaxed and dealt with the stress** of their very crowded confinement conditions so much better than the chickens who were NOT getting RWW, that the relaxed RWW chickens set off the alarm systems!

We can't prove it, but we **doubt** the chickens' relaxed states were "**just in their heads**"!

Dr. Willard told us years ago that it appeared to him and other researchers he had discussed it with, that RWW helped an organism (human, plant, or animal) to deal with stress better, many health benefits could result from that.

Once again, it seems to us laypeople, that Dr. Willard "hit the nail on the head" and was definitely on to something! ♦



Trivia & Tidbits . . .

1. How many bones are there in your big toe?
2. Who was President when running water was first installed in the White House?
3. What is a group of foxes called?
4. In land surveying, how long—in feet—is a chain?
5. What is the largest rodent in North America?
6. What is the average lifespan of a human being's taste bud?
7. How many beats per second does a bumblebee flap its wings?
8. What is the difference between a crawfish and a crayfish?

AND THE ANSWER IS...

1. Fourteen. The same as in your other toes.
2. Andrew Jackson.
3. A skulk.
4. 66 feet.
5. The beaver. The porcupine is second.
6. From 7 to 10 days.
7. 160.
8. Nothing. Both names apply to the same freshwater crustacean.

ON "THE WEB"!

www.willardswater.com

Or

www.nutritioncoalition.com

Come visit!

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.

Reach Us At: 1-800-447-4793 (218-236-9783)
NUTRITION COALITION, INC.
P.O. Box 3001 Fargo, ND 58108-3001



PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Are Pigs Flying? Plus Good News on Strokes, Depression, More!

I think my jaw dropped...

when my wife, Kolleen, told me that she'd just seen an article on the Journal of the American Dental Association, AND the Centers for Disease Control (CDC) issue statements that fluoride can actually be bad for teeth!

Exposure to high levels of fluoride can lead to a condition called fluorosis, in which tooth enamel becomes discolored. The condition can lead to badly damaged teeth.

A recent study found that fluoride intake during the first few years of a child's life is significantly associated with fluorosis. That study warned against using fluoridated water in infant formula.

The CDC put it this way, "Recent evidence suggests that mixing powdered or liquid infant formula concentrate with fluoridated water on a regular basis may increase the chance of a child developing... enamel fluorosis."

Wow! That "wow" is not because the information is surprising to us... this information has been around for quite some time... we've reported on it in this newsletter more than once I'm sure. But the "wow" is because the American Dental Assn. and the CDC have obviously accepted the research findings and are passing along the warnings.

Pigs just gotta be flying! I don't mean to disparage these two institutions but I have to admit I wouldn't have bet much that they'd ever admit any problem with fluoride. Sure glad to be wrong on that one!

However, the Dental Assn and the CDC continue to state that water fluoridation is safe and that fluorosis is just a cosmetic problem.

Numerous natural health experts differ with that opinion. Dr. Joseph Mercola pointed out that the white and brown spots that show up on your teeth known as fluorosis, can only be caused by ingesting too much fluoride, and it may well indicate that your bones and

your organs have been exposed to too much fluoride as well.

Dr. Mercola also points out that even the promoters of fluoridating water admit that if fluoride has any impact in reducing dental decay (many studies show it doesn't) its impact is topical... swallowing it has no benefit in reducing cavities. Mercola also takes issue with the claim that fluoride is safe since he said there are plenty of studies pointing out the dangers to health caused by fluoride. Some of those are:

- ◆ Increased lead absorption
- ◆ Disrupts synthesis of collagen
- ◆ Hyperactivity &/or lethargy
- ◆ Muscle disorders
- ◆ Brain damage & lowered IQ
- ◆ Arthritis
- ◆ Dementia
- ◆ Bone fractures
- ◆ Lowers thyroid function
- ◆ Bone cancer
- ◆ Inactivates 62 enzymes
- ◆ Inhibits antibody formation
- ◆ Genetic damage & cell death
- ◆ Increases tumor & cancer rate
- ◆ Disrupts immune system
- ◆ Damages sperm & increases infertility

I don't know about anyone else, but that list sure "gives me pause"...

I'm not going to beat my anti-fluoridated-water-drum any longer, because I have some other "good news" items to relay...

Reducing Stroke Risk... a recent study found men who had the highest intake of folate reduced their risk of ischemic stroke (the most common stroke) by 30%. There is, in fact, more and more evidence indicating that both Folate and Vitamin B-12 reduce homocysteine levels which may be why they help to reduce stroke risks... high homocysteine levels are linked with cardiovascular problems like strokes.

Our Activated B-12 is Item No. J-20 (Activated is already converted to what other B's have to be converted to for

your body to use them, so it works better, in layman's terms), and Folic Acid (Folate) is Item J-113.

B's Beat Depression Too? At least two of the "B's" have been linked to a reduced risk of depression... B-6 and B-12.

In a study including more than 3,000 older adults for 7 years, researchers tracked the participants' health and lifestyle habits. As people's intake in B-6 and B-12 went up, their risk of depression decreased. The researchers think because B-6 is involved in the synthesis of neurotransmitters, it assists in the production of the mood-lifter known as serotonin. And B-12 deficiencies have been linked to depression and cognitive decline in other studies, so increasing B-12 would seem likely to decrease those problems.

Our Activated B-6 is Item No. J-1 and our Activated B-12 is Item J-20. As we said above, our Activated form of B's are already converted to what the body otherwise has to convert B vitamins to, in order to use them.

Good Season to Report Studies on Gift-Giving...

Research has found that carrying out acts of kindness... giving of oneself as we used to say, like running an errand for a sick friend, or giving emotional support to a friend or other loved one, does more for one's health than giving gifts we buy. At least for the giver. The research shows that committing acts of kindness actually helps the person who does them live longer. It seems that the feeling of having a purpose boosts a person's mental state and that strengthens your immune system and keeps your arteries younger.

Creating a sense of purpose can come from volunteering at hospitals, homeless shelters, etc., or by helping members of your own family and circle of friends and colleagues. Tis better to give than to receive! Happy Holidays! ♦

The top one-third of this page is blank in the online version.

It is used for addresses in the printed version.



BEAUTIFUL SMILE ~ PARALYSIS GONE... SOMETHING BEAUTIFUL

“Christmas 1956. Grandma had always been a real “Christmas person”...she couldn’t seem to decorate enough, or do enough. She made it so special for everyone.

“But Christmas 1956 wasn’t to be like that. She had a stroke on December 23rd — the day before Christmas Eve — that left her totally paralyzed on her right side. She couldn’t speak, she couldn’t move anything on her right side. My parents spent most of the time that Christmas up at Grandma’s. She never did speak.

“Then, the day after Christmas, the doctor said she was weakening. There just wasn’t anything that could be done for her. How could this happen to someone so special? How could God let that happen?

“It just wasn’t fair. She had so much to live for. So many of us to live for.

“At the point that day that all her children were gathered in her room, she suddenly was able to turn her head...she turned and

glanced at each of them...and smiled.

“Then she raised her head up, looked up, and smiled what everyone described as the most radiant smile they’d ever seen... ‘it was like she glowed’.

“Then, the paralysis seemingly totally gone, she lifted up her arms... more like they seemed to *float gracefully upward*... she bent her head backward and looked up again, smiling that radiant, glowing smile... and then she was gone.

“Somehow, that miraculous and beautiful passing conveyed more comfort than I can explain. Grandma had obviously seen something beautiful, and her paralyzed body was made whole, and she was obviously going to such a far better place, that how could we say it wasn’t fair? That knowledge didn’t make us miss her any less, but it made it easier to deal with the loss—knowing, as never before, that she obviously was in a beautiful place where we’d all be together again, someday.” — K.S. ♦

Editor: We invite you to share your own miraculous/unexplained help, or forks-in-the-road stories with us, for sharing with others, anonymously, if you choose.



E-Mails, Mailbag & Phone Calls. . .



Stiff shoulder No More —

“H.H.” from Texas, told us that years ago he had a stiff shoulder. So stiff he could hardly raise it. He started using Real Willard’s Water “after three weeks on it...no problem” and he said as long as he uses RWW he still has no problem.

No More Pain Waking Her in the Night — That’s what “S.K.” told us she likes about our Glucosamine-Chondroitin (Item No. J-91), and the 1,000 mg MSM capsules (Item J-92). She takes the Glucosamine-Chondroitin three times a day and the MSM once a day. She says with this combination, there has been improvement in her knee osteoarthritis, and “I no longer wake up during my sleep in pain. It’s just a joy to get a straight 7 hours of sleep.”

2 Generations of Family & Friends

— that’s how you could sum up the report from “T.A.”. He told us that he’d known of RWW since he was a young lad and now has a renewed interest. “My father actually had Dr. Willard as a teacher at South Dakota School of Mines & Technology and my whole family is from South Dakota. I remember Dad using Willard’s Water to get rid of brown spots on his skin by spraying it on them, and it worked. I found a bottle of the water concentrate in my Dad’s office when he passed away and have told several friends about it since then. Well they ordered and have been using the water now for a month or so, and everyone is thrilled with it. I have been spraying it on my face and have noticed a nice change too.”



More Product Highlights & Updates from Charlie

NEW Willard's Water Product We Think You Will Love! Plus Year End Review & 30-Year-End Review...

I guess there may be some people who don't use laundry detergent themselves... if someone else does their laundry for them. But everyone's clothes do get washed (except the really rich people who just throw their dirty clothes away I guess...)

And now, all of us who do wash our clothes, can enjoy a laundry detergent that is not just chemical-free but also has the added benefit of Real Willard's Water in it. Not everyone is aware of how helpful RWW can be for washing clothes... you can cut down on the amount of regular detergent if you add some RWW Concentrate to the washing machine, and you can soak badly stained items in RWW to help remove the stains, but now you can have

RWW right in your detergent!

Before I continue, let me explain to anyone who is shocked by the idea that something they drink is also good for stain removal! RWW works well on tough stains like chocolate, grease, blood, strawberries, and other natural &/or protein type stains, because as we know one of its benefits is that it helps to "break substances down"...like nutrients, along with wastes and toxins, so your body can either absorb the good ones, or eliminate the bad ones, better.... the RWW will break down stains and dirt, just the same way. And we now have it in a great performing laundry detergent made by the same company that makes our much-loved RWW bar soap.

Everyone who has tried this detergent loves it. It's certainly a welcome idea to eliminate chemicals and fragrances from detergents that so often create allergic type problems for many people, while helping the environment at the same time. And, yes, as far as anyone who has tried it has reported to us, it gets their laundry every bit as clean as whatever they were using before... including some of the leading brand name chemical detergents. Its ingredients are: plant based surfactant, sodium tetraborate, sodium carbonate, and Real Willard's Water.

And — get this — you only need **1 to 2 Tablespoons per load!** That's how everyone who's used it has done it, and loved it! That

means **each quart** container will do from **32 to 64 loads!**

We're glad to have this announcement in the same issue of our newsletter as we discuss the 30th Anniversary of the 60 Minutes' program on Willard's Water... because Kolleen and I both have fond memories of how pleased Dr. Willard was about how long his undershirts lasted once he started adding some of "his water" to his laundry and cutting back on the detergent he used. It was so much easier on the fabric they "last me for years now".

After his wife passed away, he had to start doing such tasks himself, and he was quite proud of how well he was doing on his "laundry detail"... still makes us smile remembering that!

This Year End Review Is Also, In Some Ways, A 30-Year-End Review...

People often ask us what products we think really had a major impact in the year that's coming to an end. What natural supplements really "made their mark" or established themselves as "stars" over the last year?

There are always lots of them. That's one thing that's been very consistent... the march toward learning more and more about how natural substances can benefit our health just keeps moving forward. Research keeps finding more and more ways that nutrients play key roles in our overall health...both in helping to help the body "get over" health problems, and ways they help the body to prevent being "hit" with various health problems... reducing the risk of developing some of them.

Before I go into the various items we

think achieved "star status" in 2010, I just have to say that my wife Kolleen and I both feel that even now... at the start of our 29th year involved in the marketing of Real Willard's Water ("RWW")... we think RWW may still be the biggest and brightest star in the line-up of such "stars".

We say that because, even after all this time, and the wide variety of natural products we've seen come and go or come and develop into mainstays, we've still never seen one that came close to having as many benefits for as many people, at anything close to as low a cost, as RWW.

We've said it so many times, we feel like the proverbial broken record, but when you consider the broad range of health concerns that could be impacted by the oft-stated "unusual characteristics

of RWW" it becomes clear why this one product can seemingly have so many different beneficial responses reported by so many different people with different problems.

Just consider the ramifications of RWW's "Unusual" Characteristics:

- ◆ **Extremely good Antioxidant & Scavenger of Free Radicals**
- ◆ **Raises pH to a More Alkaline Level**
- ◆ **Increases Absorption & Assimilation of Nutrients**
- ◆ **Improves the Body's Elimination of Wastes & Toxins—even Heavy Metals**
- ◆ **Helps the Organism (plant, animal, or human) to Deal with Stress Better**
- ◆ **Reduces Inflammation**
- ◆ **Helps Skin Problems of seemingly nearly any type**

- ◆ **Helps the Organism (plant, animal, or human) to Deal with Stress Better**
- ◆ **Reduces Inflammation**
- ◆ **Helps Skin Problems of seemingly nearly any type**

As we've often pointed out, just improving the absorption of nutrients into the cells may account for countless different reports of seemingly different benefits from this one product. For instance, if one person has problems with night blindness and another person has problems with bruising very easily, and they both begin using RWW regularly, they may both see improvements in their problems and then decide RWW is "good for night blindness and easy bruising". An understandable, but wrong, conclusion.

What those two experiences would show is that RWW helped each person to absorb a needed Vitamin better. Improved Vitamin A absorption may well help night blindness to improve. Better absorption of Vitamin C may well help someone who bruises easily to not bruise so easily any more. So ONE "unusual characteristic" of RWW would explain these two seemingly different benefit reports. So, keeping this mind, look over the list of RWW's characteristics and think about the wide array of health issues that could be impacted by that list of characteristics...

Reducing inflammation and arthritis, or asthma, for instance. Free Radical Scavenging and the effects of aging, some cancers, etc. Examples above of the various ways increased absorption of nutrients can help. Think of the impact of improving the elimination of toxins. I think you see where I'm going with this. Maybe now you see why Kolleen and I just don't think there's another substance we've ever seen that has the potential to impact as many different situation as we believe RWW can. That's why **RWW is the STAR at the top of the heap** of all the Stars I'm about to mention.

Clearly, 2010 saw an incredible array of reports on the benefits of the Essential Fatty Acids known as the **Omega-3's**. To be fair, natural health

experts have been raving about Omega-3 benefits for years, but what we're seeing now is a growing recognition in mainstream medicine of its benefits.

Studies have linked Omega-3s to benefits for the heart, the brain, behavior, and even mental and emotional status. **Omega-3's are clearly STARS.**

Then there's the long-suffering **Vitamin D**. I think 2010 may have been the "Year of the D". Study after study after study reported on the various links found between Vitamin D and this or that health benefit... from depression to cancers to cardiac benefits... to nearly you-name-it, Vitamin D seems to be finally being recognized for the critical role it plays in so much of one's health equation. **Vitamin D is clearly a STAR.**

How about the various **B Vitamins**? How about the studies that have also linked them to improved memory, improved heart function, less depression risk, greater mental sharpness and alertness, and on and on. Reminds me of what one of the best chiropractors I've ever known once told me... "B vitamins are essential for about every bodily function and cell". And he told me that maybe 15 or 20 years ago. He was way ahead of the parade! **The B Vitamins are clearly STARS.**

Years ago I read that in Japan they regarded Congestive Heart Failure as a "**Co-Q-10** Deficiency Disease" I know at the time you didn't find any mainstream consensus in this country about Co-Q-10's importance for heart health. But you're sure beginning to see that now. And we're also seeing more and more recognition of it for its impact on mental cognition as well. **Co-Q-10 is clearly a STAR.**

Ten or fifteen years ago when Dr. John Lee, M.D., began his "mission" to let people know the importance of the estrogen and **progesterone** balance for women's health (and even the importance of progesterone for men) it had to seem like a very lonely journey for him. Indeed, it even took Kolleen and me a couple years or more to decide Natural Progesterone really and truly WAS a critical item for health. Dr. Lee wrote

three books before he passed away, and traveled probably tens of thousands of miles making speeches and answering questions on the topic. I can't even guess how many women have called us to say that our Natural Progesterone Cream has changed their lives... by reducing their Menopausal Symptoms like Hot Flashes and Headaches and Mood Swings and Depression, and much more. Slowly, there has been a growing understanding of the critical importance of Natural Progesterone. **Natural Progesterone is clearly a STAR.**

I can't say that **Colostrum** has made inroads into mainstream medicine acceptance. But I CAN say that it has truly become accepted in the natural health field for the amazing gift that it is. It's truly nature's method of passing on immunity from mother to child, in all mammals. It also boosts the offspring's own immune system, making it work more effectively. From the nearly total lack of knowledge of its mere existence when we began offering Colostrum to our customers back in 1983, to now, the increased acceptance of it is amazing. We don't think we've seen anything better for one's immune system than Colostrum. **Colostrum is a STAR.**

More and more researchers have now recognized the importance of "gut health" and proper digestion for anyone to be healthy. Given this recognition, it has finally become much more widely known that **Probiotics and Prebiotics** that help to keep the gut healthy, are truly essential for good health overall. **Probiotics and Prebiotics are STARS.**

Our **Omega-3s** are Items J-391 and J-392 Fish Oil Source, and J-77 Flax Seed Oil source.

Vitamin D-3: J-24 (1000 IU) & J-24A, 5,000 IU.

Our **Activated B-6** is J-1; **Activated B-Complex** is J-2; **Activated B-12** is J-20, and **Folic Acid** is J-113.

Our **CoQ10** is J-13 & J-23.

Natural Progesterone: Jar is HP-J, Measuring Dispensing Pump is HP-1P.

L-Salivarius is a **Prebiotic & Probiotic** and is Item J-61.

No way have I covered all the Stars, but I've hit on some of the Biggest! ◆