

Possibilities

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Have Fun & Reap Big Health Benefits!



We've all heard "Laughter's the best medicine"... but did you know Laughter has been found to not just make us feel better while coping with stress, but also to:

- ♦ Increase Pain Tolerance
- ♦ Improve Immune Function
- ♦ Reduce Stress Hormones
- ♦ Improve Circulation
- ♦ Burn Calories, and
- ♦ Reduce Blood Sugar

Wow! That's quite a list. Here's the "long and short" of what the various research reports had to say about each of those benefits.

Pain Tolerance — Laughter causes the pituitary gland to release pain-suppressing opiates. A number of studies have found increased pain tolerance in those who supplement medical treatment with humor. A recent study found children and adolescents had a far higher pain tolerance when given the opportunity to watch funny programs, a finding that has implications for easing pain during unpleasant medical procedures, the report said.

Immune Function — Immune cell production increases when people laugh. Cortisol, a hormone that exists in high levels in the bodies of stressed individuals, which suppresses immune function, is dramatically reduced. On the other hand, antibodies, which help fight illness, increase, and the population of natural killer cells also increases, helping the body to more aggressively fight carcinogens, according to the researchers.

Stress Reduction — In addition to reducing Cortisol by about 39%, laughter can reduce epinephrine (adrenaline), which can contribute to heart disease, hypertension and anxiety, by 80%. Laughter can also reduce a dopamine catabolite called dopac, which aids in the production of adrenaline, by 38%.

It's well known that laughter reduces stress, which is why it is often used as a psychological defense mechanism by people in highly stressful job situations, such as medical and emergency response personnel and law enforcement professionals. However, researchers have found that even the *anticipation* of laughter lowers the levels of stress hormones in the body. This suggests, researchers say, that those who seek out

humorous experiences are more likely to maintain good health in the long run, benefitting not only from the laughter itself, but also from knowing that it will occur in the near future.

Improved Circulation — Laughter improves oxygen flow and circulation within the body. A study that had subjects watch either a comedy or a drama found that the comedy audience had blood vessels that expanded and contracted easily, whereas the drama watchers experienced blood vessel constriction, which restricted blood flow.

University of Maryland School of Medicine in Baltimore researchers said watching stressful films caused blood flow to slow by around 35%, while laughing from watching the funny movies increased blood flow by about 22%.

Each subject in this test was shown each type of film, after having their blood flow tested first. No difference was seen in blood vessel dilation between the two groups before they watched the films. But, blood flow was reduced in 14 of the 20 volunteers following the film clips that caused mental stress. In contrast, beneficial blood vessel relaxation was increased in 19 of the 20 volunteers after watching the films that made them laugh.

Laughter and Blood Sugar — Another study had subjects eat a meal and then watch a tedious lecture on the first day, then eat the same foods on the following day but watch a comedy afterwards. Subjects' blood sugar was lower after watching the comedy than it had been after attending the lecture. No research was done to test the effects of an interesting lecture.

Laughter and Fitness — A minute of laughter generates the same heart rate as 10 minutes on a rowing machine, and laughing for 10 to 15 minutes burns 50 calories. However, researchers said a person would have to laugh long and hard on a daily basis to lose a significant amount of weight, so laughter should be viewed as a supplement to good nutrition and exercises, rather than a weight loss strategy in and of itself.

Laugh Yourself Healthy — Hasya or laughter yoga, has been gaining ground in India and North America...uses hearty laughter to gain mental and physical benefits. ♦

Tips: Whiter Teeth , Stronger Muscles, Hope & Happiness!

Go "green" to **whiten your teeth**? Maybe. Getting more greens in your diet, along with other veggies and fruit, could help thwart staining of teeth. That's what Michael Roizen, M.D. and Mehmet Oz, M.D. say in their book **YOU: Being Beautiful**. They say apples, celery and carrots act as stain removers, while spinach, broccoli, and lettuce create a film that serves as a stain barrier.

More teeth whitening tips from RealAge.com:

1. **Swish and sip water** after eating a couple bites of foods known to stain teeth. (We'd, no surprise, suggest **Real Willard's Water!**).
2. Skip Bubbly Beverages
3. Go for sweet natural treats teeth like instead of candy.

For **stronger muscles**, and to fight age-related muscle loss, researchers say, get enough **Magnesium**. Previous information has reported magnesium helps reduce **lower back pain**. Our **Magnesium Citrate** is **Item No. J-54**.

Got Hope? A recent study proved setting an achievable goal, devising strategies to work toward it, and believing in your ability to achieve it does something amazing. These acts make people hopeful. And, those who underwent 8 sessions of "hope therapy" (to build goal-seeking skills) also came out much happier. Not only were they more hopeful, but also more positive thinkers, experienced less anxiety, and had more self-esteem. The groundbreaking aspect of the study was that instead of focusing on problems, as psychotherapy often does, it focused on goals, strengths, and skills. ♦

Reducing Risks for Alzheimer's, Prion Diseases, Diabetes Complications, and Strokes

Researchers in Taiwan reported that their study of Nattokinase ("Natto", for short), an enzyme extracted from fermented soy, may prevent the build-up of certain plaques in the brain that have been linked to Alzheimer's.

The enzyme was found to be able to degrade amyloid fibrils that contribute to the formation of amyloid plaque. The study was published in *The Journal of Agricultural and Food Chemistry*.

The researchers said their study looked at whether or not the "Natto" enzyme acts against three different types of fibrils: A-beta-40 fibrils, linked to Alzheimer's; insulin fibrils, lined to diabetic complications; and prion peptide fibrils, responsible for prion diseases. Prion diseases are a group of progressive conditions that affect the brain and nervous system of animals.

In a related story, we saw an interesting item recently on the ability of tuna and eggs to keep your brain from shrinking. It seems that not only do we develop wrinkles as we age, our brains also shrink.

Tuna and eggs help to reduce the shrinkage because they are both good sources of Vitamin B-12. And B-12 may help keep "brain atrophy" in check.

The report said that brain shrinkage is common in people with Alzheimer's,

and that more and more research points to a connection between cognitive function and B-12 levels.

Additionally, a 5-year study of people in their 60's and older who were low, but not deficient, on B-12 were found to be three to six times more likely to have brain atrophy than people on the higher end of the normal B-12 range. So, even a little low might be significant, it is said.

Furthermore, there is some evidence that B vitamins may help ward off strokes, too. Both folate and vitamin B-12 seem to reduce the risk of a very common kind of stroke. One study found men who had the highest folate intake reduced their risk of ischemic stroke by about 30%. That finding is part of a growing body of research showing that both folate and B-12 lower levels of homocysteine, and that may be the key to their stroke-reducing abilities.

Editor: We now offer **Nattokinase**—**Item No. J-291** (sixty 50 mg capsules for \$29.95) in the Specialty & Combination Products area of our order form and website. We also carry **Activated B-12** Item No. J-20. "Activated" means the body doesn't need to convert it for use, as other supplements require. We've had outstanding feedback from those who have used this form of B-12. ♣

Synbiotic May Help Those Over 65

Consuming a combination probiotic and prebiotic supplement for two weeks was found to improve the gut and immune health of a group of senior-aged people. The study was published in the *British Journal of Nutrition*.

It involved 51 elderly Finnish subjects, over the age of 65, who were all users of non-steroidal anti-inflammatory drugs (NSAIDs).

The use of such drugs by elderly people is thought to affect intestinal health, and is most commonly linked to damage to the mucosa in the gastrointestinal tract. Study participants were either assigned to a Synbiotic (combination of probiotic and prebiotic) or a placebo. Neither the study participants nor the investigators knew which participants were getting the synbiotics and which were receiving the placebo. The study ran for six weeks. It began with a 2-week run-in period, followed by a 2-week intervention period, and finally a 2-week wash-out period.

Editor: We offer a high quality **Synbiotic** product from Daily Mfg., called **L-Salivarius**, **Item No. J-61**. "L-Salivarius" contains approximately 2 billion live *Lactobacillus Salivarius* bacteria and 100 mg of fructooligosaccharides per capsule.

Seems more and more research points to synbiotics as even better than probiotic, so why not try them? ♣

Trivia & Tidbits . . .

1. What city in the world first hit over 1 million population; when?
2. What are you afraid of if you have stenophobia?
3. What does the Australian slang word "hooroo" mean?
4. What is a yoctosecond?
5. Black-eyed peas are not peas. What are they?
6. Who turned down the Columbo role before Peter Falk accepted it?
7. What word defines sounds too low for human hearing?
8. Bovine means cow-like. What does murine mean?

AND THE ANSWER IS...

1. London, in 1811.
2. Narrow places.
3. Good-bye.
4. The smallest designated unit of time — .0000000000000001 second (23 zeroes).
5. Beans.
6. Bing Crosby.
7. Infrasonic.
8. Mouse-like.



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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

The Loss of Two More Pioneers; We Salute Charles Walters & Karl Nichols

It is with great sadness we report Charles Walters, founder of the groundbreaking magazine "*Acres USA, A Voice for Eco-Agriculture*" 82, passed away January 14, 2009. Charles' personality is reflected in the statement he made on the 25th anniversary of the "Acres" publication: "I didn't have the money to buy a paper, so I started one," he said in 1995, remembering the origins of *Acres U.S.A.* for the journal's 25th anniversary issue. "I wanted the freedom that went with making my own decisions without the blessings of higher approved authority."

Born on June 18, 1926, in Ness County, Kansas, he married Ann Powell of Mount Pleasant, Michigan in 1956. They spent their entire married life in the Kansas City area. Charles served in the Army Air Corps during World War II. He graduated from Creighton University in Omaha and earned a master's in economics from Denver University before serving in an Air Force cartography unit during the Korean War. Growing up through the Dust Bowl and Depression, he gardened to help support his family. Later he blasted for power lines in the Rocky Mountains, reported on the rodeo circuit, and agitated for collective bargaining in agriculture as editor for the National Farmers Organization.

As the founder and editor of the magazine *Acres U.S.A.*, he was one of the earliest and most prolific proponents of organic farming and food systems. From 1971 until his death, he wrote thousands of articles and dozens of books on economics and agronomy, along with two novels. His interests ranged from history to poetry, antique cars to genealogy, foreign travel to carpentry. And to gardening and wine-making.

He is survived by his wife Ann, sons Chris and Fred of Austin, Texas, Tim of Lee's Summit, and a daughter, Jennifer, of Los Angeles, as well as daughters-in-law Michelle and Kathy and granddaughters Emily, Diana and Kara, a brother, Albert of Raytown, and two sisters, Dorothy and Velma. And, we might add, he is also survived by the thousands of people who were directly affected by his efforts to bring some sense back to farming, and beyond. And then, if you throw in the indirect, but very real direct benefits, for all those who were able to consume organic products because of the increasing amount of organic farming

being done due to his efforts, it becomes obvious how many "survivors" one could credit to Charles Walters... not in the traditional sense of "survived by", but certainly in the humanitarian sense of those whose lives were touched by him and his efforts. In fact, looking at it in that way... lives touched by his efforts... we'd have to say the ENTIRE planet should be listed as surviving him. And, his efforts and his call to come to our senses, will certainly be included in all those that may indeed see to it that the planet itself survives. This man learned the truth and he did NOT keep it to himself. Fortunately, *acres usa*, will continue to relay such truths: www.acresusa.com or call 1-800-355-5313.

As many have said, he was a true maverick. And he was also a truly good person. My wife Kolleen and I had the privilege of meeting him when we attended some of the annual *Acres USA* conferences. He was down-to-earth, straightforward, and delightful. He reminded us in many ways of Dr. John W. Willard ("Doc") developer of *Real Willard's Water*. The two of them had great respect for each other. Kolleen and I like to think that these two mavericks, who accomplished so much in such short times, are once again enjoying each other's company.

Sometimes people's greatness isn't apparent until they're gone. Seems to us in Charles Walters' case, it was clear to all who met him, or read his writings, even while he walked among us. I think that's another similarity between him and Doc Willard. That, and the fact that neither of them, ever really recognized their own greatness. They were both far more concerned with their work and their message, than with themselves. Perhaps that's what made them, or makes anyone, achieve true greatness. Not seeking it. Not claiming it. Not being concerned with it. Just doing what they feel committed to doing, and doing it well. Leaving the judgment of it to others. That's also what makes the world so much less when such giants pass from this existence. That's why my guess is there are a lot of weathered-looking farmers and ranchers; reserved researchers in well-pressed suits, non-conformist health food "nuts", and plain old long-time fans like Kolleen and me, who, along with his direct family and friends, also found themselves shedding some tears and

feeling the loss of his passing. Godspeed, Charles, and thanks for everything. ♦

Friend Karl... We bid you farewell, for now. Unlike Charles Walters, it's most likely none of our readers ever heard of Karl Nichols, of Broken Arrow, OK. But if you've ever been glad to have found us and the *Real Willard's Water*, and enjoyed reading our newsletter, you have been impacted by Karl. He was with us in the early years of this endeavor, back in the early 1980's, and without his encouragement and creative ideas, neither Kolleen nor I believe we'd have kept the effort going.

Personally, his contributions to our lives are way more than that. He was the one who suggested to Kolleen back in about 1984 that she start each day reading the 91st Psalm...an activity that has brought joy and meaning to her life every day since. He was also the one who could make me laugh and see the beauty in life even on the most frustrating of days. And despite his move and ours to different parts of the country back in 1986, we remained in continual contact through the years. With the arrival of e-mail, it was often multiple times daily! He once apologized for often forwarding jokes, etc., but added he did it as a way of saying, on days when life was too busy to stop and actually say it, "I still love you my friends." Oh, that everyone in this world could catch that attitude! Appropriately, the last e-mail from Karl was sent at 9:30 p.m. on January 27, 2009. He passed away on January 31, 2009. that last e-mail was entitled "Silly dogs" and conveyed such joy via the photos of various dogs and their antics, that Kolleen and I plan to frame it. He left this world as he lived it... with a smile, with love for all, and always an eye to what's truly valuable.

Karl was survived by his beloved wife, JoAnn, his 2 sons and 2 daughters and 7 grandchildren—all the highest priorities of his life. We thank all of them for sharing him with us.

Karl's greatness wasn't seen by a fraction of those who saw Charles Walters', or Doc Willard's, but his was true as well. His contributions also can never be measured.

Godspeed, good friend. We miss you. We thank you. Consider this one last e-mail saying "we still love you, too!" ♦

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It is used for address information
in the printed version.



“The Sign Will Be...”

“Our son had died and my husband and I were totally devastated. One day when my husband and I were just sitting around, he suddenly out of the blue said to me that if either of us died before the other one, when we got to heaven, if we were reunited with our son, we should send a sign to the other one. He said the sign would be a basset hound.

“Ten months later, my husband died. I was totally despondent and grief-filled.

“One day when again I just couldn’t quit crying, I told myself I had to go to work anyway. So I got myself to work.

“But I was crying so hard, I couldn’t work. It was like sheets of water running down my face.

“I went and stood by a window and just cried and cried.

“I was paged for a phone call... I took it. It was an animal shelter calling, saying they had a Basset Hound in and they’d been told I might be interested in it. I told them I’d be right

there. And I went immediately.

“The Basset Hound had been sent here by a family in Russia which couldn’t get enough food for him, from the black market, but they had the money to send him here, hoping he’d find a good and loving home.

“As I was leaving the animal shelter with ‘Lonnie’, the worker there called me back to tell me his birth date—he’d been born in October of 1991... that was the same year and month when our son died.

“I can’t tell you how much comfort it was to get Lonnie and what a friend he has been to me since then. I never found out how the animal shelter got my name or number... I had never given it to them and I’ve never found out how they found me.”

Editor: Reprinted from earlier issue. We invite you to send your own stories of unexplained help, Forks in the Road, or other inspiring stories, for this column, anonymously if you choose.



E-Mails, Mailbag & Phone Calls. . .



Equal Treatment for Cats!

— “L.J.” told us recently via e-mail that she has been giving Real Willard’s Water (RWW) to her dog “in his raised water bowl. The cat’s regular water was on the floor beneath. One day I noticed the cat on her hind legs, drinking the dog’s RWW instead of her regular water. So, from then on, she got Willard’s Water too!” Editor: It IS interesting how many animals we’ve been told over the years demonstrate a clear preference for RWW over “regular” water, when given the opportunity. Think such “horse/dog/cat/bird/etc. sense” could be on to something?

Deer Have Something to Say, Too! — Way back in the 1980’s a very serious gardener, N.H., was trying Real Willard’s Water out on her vegetable garden on her farm. She decided to test it out by treating some

of each of the types of vegetables she planted with Real Willard’s Water (RWW) and some without. Well, not only did she see differences in the rates of germination, size of the produce, and even the taste of it, as has often been reported by gardeners and farmers, but she also had a rather nasty surprise... when the deer came through her garden, they ate the RWW-treated vegetables and left the untreated ones alone! Guess those deer had pretty good horse-sense, too!

Speaking of Taste — K.S. says when she makes creamed salmon, she can get as good a flavor as she gets with red salmon while using the less expensive pink salmon, as long as she uses Real Willard’s Water in the preparation of the white sauce. Just uses the regular mixture (1-oz to a gallon) instead of regular water when making the white sauce.



More Product Highlights & Updates from Charlie

How to Start; Breast, Prostate, Digestive & Other Cancer News; Help for Colds, Hot Flashes, More

Getting Started... Could This Help You? Most people don't really believe anything until and unless they've used it themselves. That applies to really believing nutrition can make a difference in one's health. A lot of people say they know it's important, but don't take the time to work it into their own lives. Most of them say they feel good enough, that it just doesn't become a priority.

What most people don't take the time to reason through, I suspect, is that if they want to continue feeling good, it probably would "behoove" them to watch what they eat. And if they don't want to work at getting X-mg per day of truly essential nutrients via the food they eat, then maybe the "convenient" way out is to start taking some supplements, or at least a HIGH Quality "multiple" supplement.

Can't even begin in the space I have to tell you how much we think of our "Multi-Vim" product. It's **Item No. J-56**, and it's one fine multiple, at a very good price for such an item, and all the potential benefits it may provide a person. Best way I can sum this up is to relay a conversation my wife, Kolleen, had with a customer who called in one day and said she had to reorder some more of our "incredible product" for her and her husband. She said neither of them could believe how much better they felt... more energy, more alive, just more everything. Kolleen assumed the lady must be talking about the Real Willard's Water since such comments are often made by people reordering it, but it turned out the lady was talking about good ol' J-56 Multi-Vim. Just ask yourself, how often have you ever heard anyone rave about a multi-vitamin? That's one that most people think of for long-term benefits, not immediate, tangible improvement like this lady talked about. Certainly doesn't mean that everyone taking will notice such tangible

results, but it does show it's a high quality enough supplement to do that, if the person's need is great enough. It means it's one fine product in our opinion.

And that just might be a great place for most people to start, if they're looking for a convenient and simple way to get into the habit of taking supplements if their diet isn't as ideal as it should be.

The other thing, of course, that we'd say anyone and everyone should be doing to try to improve their nutritional balance as much as possible would be regularly using **Real Willard's Water**. I won't detail its other characteristics here, but just considering that it's known to greatly increase one's assimilation of nutrients means it will help you get as much as you can out the food you do eat. If there's Vitamin C or A or E or any minerals in the food you eat, if you drink RWW it will certainly help you to actually take in and use those nutrients! And, it will help you eliminate toxins that would otherwise prevent your body from truly absorbing those nutrients.

Recent Good News on Prostate Cancer — That sounds mutually-exclusive, doesn't it? Hard to call anything about prostate cancer good news, but in this case it's actually about protection *against* prostate cancer.

Turns out a study reported on by *The Journal of Nutritional Biochemistry* which was conducted by researchers at the University of California at Los Angeles (UCLA) found that **Pomegranate Juice** seems to protect against prostate cancer.

The report said this is in addition to its already researched links to improved **heart health**, and its role in **joint health** by **slowing cartilage loss in arthritis**.

Sounds good! If you'd like to "drink up", our **Pomegranate Juice** is **Item No. JF-5A**.

Not Such Good News on Breast Cancer — New evidence has surfaced

that further establishes the link between combined hormone therapy and a higher likelihood of breast cancer.

In a study published in the *New England Journal of Medicine (NEJM)*, researchers found the number of women with breast cancer dropped significantly after they stopped the mainstream Hormone Replacement Therapy (HRT). HRT includes using estrogen along with the drug progesterin. (Key note: progesterin is NOT progesterone.)

The NEJM study report found that the widespread drop in cancer incidence after women in the Women's Health Initiative were taken off HRT was NOT the result of more mammograms being done, as some experts had suggested. That Women's Health Initiative had found that cases of breast cancer in women using HRT were about two times higher than that in women not using the Hormone Replacement Therapy. Furthermore, when women stopped the HRT, the rates of breast cancer declined in that group as well.

I guess there IS some good news in all that. It means women have been told that Hormone Replacement Therapy can have some very grave side effects. For a long time, many women had been led to believe there were no serious side effects. Ignorance in that case was, indeed, dangerous.

One thing I have to add, is that I would hope any woman who has the kinds of problems that lead her to consider HRT, will at least give some thought to trying Natural Progesterone Cream. We could probably write at least a small booklet with comments we've received from women who have had tremendously positive changes in their lives after starting to use ours. It's now called **Uber Balance**, but it was known simply as "**Natural Progesterone Cream**" for many years. It's offered in a jar in **Item No. HP-J**, and in a pump which measures out and dispenses (without wasting!) the product for you in **Item HP-1P**.

They're the same price—just a matter of preference if you like it in a jar, or in the pump.

I'll just cite one mind-blowing finding the late John Lee, M.D., and pioneer in natural progesterone reported in his book "What Your Doctor May Not Tell You About Menopause"... a mainstream study (I think at Johns-Hopkins) found that if women have a "sufficient level of progesterone in their body, their risks of developing ANY type of cancer are reduced by 90%". That's right... **90% less risk of cancer of ANY kind if a woman's levels of progesterone are sufficient.** Want to take a guess if my wife, Kolleen, uses Uber Balance Natural Progesterone? You better believe it! What you may not guess is I use it too.

That's right. A lot of us **men** have discovered that using just 1/8 of a teaspoon of it daily, prevents most of those **middle-of-the-night bathroom trips.** I won't even try to explain why here. But suffice it to say that progesterone is NOT just something for women.

Back to Dr. Lee and what he found reported in countless mainstream studies that had basically been overlooked by everyone for decades before he started looking. It's essential to have a proper balance of progesterone and estrogen in a woman's body. It's the imbalance that Dr. Lee concluded, based on those studies, causes most of the problems that Hormone Replacement Therapy (HRT) was being used to "treat". Dr. Lee said HRT was in many cases, simply adding fuel to the fire. It was giving women with "estrogen dominance problems" (too much estrogen for the amount of progesterone in their bodies) MORE of the thing they already had too much of! By contrast, Dr. Lee found that if such women were given progesterone to help balance their levels of estrogen and progesterone, they reported help on an incredible array of problems, including but not limited to

- ◆ PMS
- ◆ Irregular Periods
- ◆ Fibrocystic Breasts
- ◆ Headaches
- ◆ Depression
- ◆ Menopausal problems
- ◆ Hot Flashes
- ◆ Fibromyalgia
- ◆ Much More!

No wonder so many women tell us that our Uber Balance Natural Progesterone has changed their lives for the better. Our Uber Balance IS one of the products specifically approved by Dr. Lee as containing what it should to meet his standards. There are a lot of progesterone products on the market. A lot of them simply contain Wild Mexican Yam which the body can convert into progesterone. Ours contains progesterone. And yes, people have told us they can the difference between different "progesterone" products. One thing we've often thought might be tip-off to how well such a product might work, is if it says to alternate where the product is applied all the time. Ours can be applied to the same spot all the time, and it will still work. That's because it actually penetrates and doesn't plug the pores to prevent a later dose from penetrating. Pretty important I'd say.

Another Pretty Important Item... in our opinion and the opinions of countless customers, based on their re-ordering rates over MANY years... are the Colostrum products.

Why is it important? To answer that, let me just say that when we ask those re-orderers why they like it so much we usually hear things like:

- ◆ Don't get Colds and Flu since started using it
- ◆ My allergies are better
- ◆ My stomach problems are better
- ◆ My natural health doctor said I should combine this with the natural cancer treatment I'm using
- ◆ I don't seem to get any of the "bugs" going around since I started on this

Some people have even told us they have **more energy** when they use it. My wife, Kolleen, is one of them. She has even noticed that when she takes actual natural energy products, they don't have as much impact on her if she isn't also still taking colostrum every day. This seems to apply to people whose own bodies don't produce a particular factor that's in colostrum very well, according to a chemist we discussed it with.

And, we know of at least a few people who have told us it has helped their **severe headaches—migraines** in some cases. We have no idea why that should

be, but we've heard it enough from credible people who had tried about everything else for that problem to no avail, so in case someone reading this is in that category, it might be worth a try. Certainly won't hurt anything, and in our opinions would be beneficial in many other ways, so what would there be to lose? Hopefully, the headaches!

One More Weapon in the Natural Arsenal Against Cancer... at least based on a study of 294,000 men and 199,000 women. These people completed food frequency questionnaires and their records were linked with state cancer registries. After an average of 7 years of follow-up, researchers discovered higher Calcium intakes were associated with:

- ◆ Lower cancer risk overall (any type) in women
- ◆ Lower risk of colorectal cancer and other digestive cancers in both men and women

The Institute of Medicine said it recommends 1,200 mg of calcium a day for adults 50 and over, and current guidelines suggest three cups per day of low-fat or fat-free dairy products. No further benefit was observed when participants went over 1300 mg per day. The one-fifth of men in the study who consumed the most calcium had a 16% lower risk of digestive cancers than the one-fifth consuming the least. The top one-fifth of women had a 23% less risk than those in the bottom one-fifth.

Editor: Our most popular calcium supplement is **Item No. J-203, Coral Calcium Capsules** with Vitamin D & Magnesium. This combination is also available in **Item J-201** in a **powder form** for those who like to use powders. For some reason, Coral Calcium does seem to work better for a lot of people than other forms. Some people think of coral calcium negatively, perhaps because a lot of poor quality coral calciums were marketed following a big TV-blitz a few years ago. The two named here get rave reviews from users. Our **Calcium Citrate, Item J-25** also gets great reviews so is a great choice as a highly absorbable form of calcium other than Coral Calcium. ◆

Strategies To Stay Healthy in Tight Times, Plus New Every Day Savings Plan!

New SAVINGS Plan Below!

Consumer surveys regarding their nutritional habits in the current economic downturn have continued to show most consumers who have been taking nutritional supplements, or using other natural health products, have every intention of continuing to do so. Most say that given the economy and their own tighter personal budgets they need to stay healthy now more than ever! Certainly makes sense, since even people with health insurance normally do not get any reimbursement for time lost at work, or lost productivity if they are self-employed, or work on commissions, etc. Additionally, even the health care that IS paid by insurance normally requires a co-payment and/or deductibles, which can quickly add up to more than the cost of supplements that *might* have kept the person healthier. So, everyone agrees there are sound reasons, especially when money is tight, to stay healthy. People who know they're healthier using certain products are justified to continue using those products, since it's even a better "investment" when being sick carries risks/costs that they can afford less now than they could before.

That said, it's still true if you don't have even a few dollars left after you've paid for food, shelter and basic necessities every month, you probably are not going to spend those few dollars on supplements. That's also a "no decision" type decision.

But, for those who are maintaining established routines regarding their health, here are a few strategies we've seen our

customers using to stretch their dollars:

1. Figure out the items you feel provide what you need, and budget for them.
2. Consider buying the most economic sizes of all those items. This one struck us here when we realized as we've seen the economic downturn unfolding, we've also seen quite a significant increase in the percentage of our customers who are buying Real Willard's Water ("RWW") by the Quart and Gallon size... especially the Gallon size. Makes perfect sense. A Gallon is 128 ounces, which means it contains the equivalent of SIXTEEN 8-oz bottles. That means a Gallon's regular price is about **50% LESS** than those sixteen 8-oz bottles would cost (16 x 19.25 for Dark = \$308 compared to \$159 for a Dark Gallon; 16 x \$17.50 for Clear = \$280 compared to \$145 for a Clear Gallon)! And, most of these savvy consumers (probably about 99.9%) have waited and purchased their Gallon when there's been a special of one kind or another, so they've paid even less for that gallon! Those are smart buying and budgeting decisions. Especially since everyone we've ever known, (including us), who has seen differences in their own health after using RWW regularly has always said, they think RWW has the broadest impact on their health than anything else and it's usually the cheapest thing as well. It's not a source of vitamins or minerals or

- Omega-3s etc., but it is considered by experts to be one of the very best ways to ensure whatever nutrients you DO take in, from food or supplements, actually get absorbed and used by your body. To say nothing of what it does to eliminate free radicals and inflammation, and to help balance one's pH, as well as eliminating toxins that can make you sick. No wonder people regard it as such a buy—even in the small bottles!
3. Consider buying those larger sizes (discussed in #2) in "partnership" with other friends, relatives, co-workers, etc. and split them up. Sometimes if you purchase larger quantities of an item that only comes in one size, you can get a discount on it. So buy 12 and divide them! Or buy a Gallon of Real Willard's Water and then divide it among the buyers.
 4. Make use of our New Every Day Savings Plan detailed below. We've come up with this as a way we can still control our costs of processing orders etc. (costs no more to do an order with 3 or more items than an order for just one so our "averaged" processing is less) and still give you a discount, even when you're not buying items on sale (items going on sale are typically ordered in ahead of the sale at larger volume discounts to us). Here's hoping you and yours stay healthy, happy, and secure! ♦

No Sale? No Coupons? No Problem!

New Way To SAVE!

With our new "Every Day Savings Plan" you **SAVE 10% on every non-asterisked product on every order** you place by **purchasing 3 or more different non-asterisked** products on that order! That's it!

In other words, if you order a bottle of Real Willard's Water, a 4-oz Chinota Gel and a bottle of Colostrum, you **SAVE 10% on all three items**, even if they're not on sale! Same thing if you order one Progesterone Cream, one Vitamin D, one Multi-Vim, and 7 more non-asterisked products—**10% Off the whole works!**

The only exclusions are the asterisked products which are the same ones that have always been asterisked and therefore have never been eligible for further discounts...basically just the Strauss products, Coffee, Relaxo-Baks, Mist Bottles, pH

strips, and books. Seems like a win-win situation! So, if you just don't get around to responding to a sale offer, and then you discover you need something and you need it *now*, not whenever the next sale might be coming up... Don't worry... just order 3 or more different items that aren't asterisked, and save yourself 10% on all non-asterisked items on that order with our new Every Day Savings Plan!

Order Three* and Say That's 10% Off, For Me!

(You can add "please" if you like—it just didn't rhyme that way!)

1-800-447-4793 www.willardswater.com

*Our "Every Day Savings Plan" applies to all *non-asterisked* products on your order, when you purchase *three or more different non-asterisked* products on that same order. The Every Day Savings Plan cannot be combined with any other offer.