

## Natural Allies for Mitigating Some of Smoking's Negatives

#### By Ben

Smoking is considered the leading cause of preventable death in the United States today. Let's talk about this. Obviously, the best way to eliminate the health risks of smoking is to cease smoking, but I've also seldom met a smoker who hadn't ever tried to quit or wished they could. Plenty have succeeded for stretches, but it is an addiction, and addictions are hard to break. I know this well. I started smoking when I was eighteen. Most of my friends have been smokers. I've quit many times, and am now on month number seven of this go around.

This is an article for those smokers who realize the danger they're doing to themselves but are still smoking, and hope to hurt themselves less. To mitigate some of the consequences. Let's talk about what smoking does to the body.

Smoking hurts you in a very large number of ways, but the two biggest seem to be the chemicals and free radicals released from the actual combustion, followed by the constriction of the veins and increased viscosity of the blood making blood circulate worse. This causes huge stress on the heart, which has to pump harder to do the same job, as well as causing numerous physical side effects such as the coldness in the extremities most smokers get, impotence, increased risk of heart attack, etc.

First, the combustion byproducts. When organic things burn, they release a great deal of toxins. The ones we can likely do something about with supplements are the class of compounds known as free radicals, or Reactive Oxygen Species. These are carcinogenic compounds that are released from any form of combustion, including the metabolism of food (in lower amounts than a burning cigarette, of course).

The way to counter the effects of free radicals is to ingest antioxidants. **Vitamins A, C and E** are the most famous antioxidants, of course, and smokers are particularly known to be deprived of Vitamin C. I have a friend who actually smoked herself into having scurvy (along with her Taco Bell -heavy diet). So, of course, I recommend trying to counter some of these free radicals with supplementation, probably well beyond

Ben the levels contained in your basic multi-Smoking is considered the leading cause vitamin (you are taking one, right? Particularly our **Muli-Vim, Item J-56**)?

> We have **Vitamin** C in a number of forms, best gotten through Daily's **Spectra-Scorb** (**Items J-68 and J-69**). Both are straight Vitamin C, but J-69 is a larger individual dose in time release form, so it releases slowly over eight hours. Since you're likely smoking many times in that eight hour period, it's my preferred form, but it is more expensive and harder to swallow. If you take other forms of Vitamin C, it's said to be best to space it out to a pill every few hours, as Vitamin C is very easily absorbed by the body, but has a short "shelf life."

> We offer straight **Vitamin E** in two forms: mixed tocopherols and tocotrienols. What these are are two separate groups of compounds that fulfill Vitamin E's role in the body. Both tocopherols and tocotrienols come in four forms: alpha, beta, gamma and delta. All work in slightly different ways with differing levels of efficacy. Much recent research has pointed to the Tocotrienols as being stronger in their effect, though I've read fascinating research arguing the opposite. In any case, I'd urge you to take one of these families of Vitamin E.

> An underrated, and highly effective, antioxidant is **Melatonin.** Not only is it a strong antioxidant, but it helps a person sleep. If you decide to quit smoking, believe me, you'll want both forms of help Melatonin provides. Melatonin is Item No. N-102.

> Of course, all of these things absorb more easily and completely with Willard's Water, which itself is a very potent antioxidant. Four eight-ounce glasses a day, at a minimum, preferably of the Ultimate Dark formula, which has a demonstrated even greater ability to boost absorption than either the Clear or XXX versions of WW...but by all means using any of the 3 is better than not...but Ultimate is preferred.

> Let's talk about blood circulation. What we're interested in for these purposes is thinning the blood and thereby relieving stress on the heart. We have a few products that are capable of doing this, beginning with our friend Vitamin E. Not only does it eat free radicals gluttonously, but it will thin your

blood. It might ease some of the effects of smoking.

Next is a personal favorite of mine, **Ginkgo Biloba**. Ginkgo is best known for its effects on memory and preventing cognitive decline in age, but it does this by enhancing blood circulation. In addition, it has some antidepressant qualities that tend to wane over time, acting in a similar way to a MAO Inhibitor. Do consult your doctor before using Ginkgo if you're on these medicines, as it could theoretically impact the dosage needed.

Another option is **Vinpocetine**, **(Item No. KF-3)**, also most famous as a product to prevent cognitive decline, but also one that achieves this through increasing blood circulation to the brain. Instead of thinning the blood, it dilates the veins, making blood flow more easily through them. In conjunction with Gingko or Vitamin E, this could be a potentially very effective combination. In addition,Vinpocetine appears to be an effective anti-inflammatory agent, and though not studied for this effect, there are reports of it helping increase performance in exercise.

Finally, I would advise Omega-3 fatty acids, particularly in our Fish Oil source— Items J-391 & J-392. The numerous benefits to the heart seem to make it impossible to ignore (and I just read about a study indicating its effectiveness on helping smokers do less damage to themselves), and it also acts as a mild blood thinner. For vegetarians, or anyone allergic to fish, we recommend Flaxseed Oil for their source of Omega 3...Item No. J-77.

With any of these blood thinning supplements, we as always, advise caution in using them. If you're on blood-thinning medications such as Warfarin, please consult your doctor before supplementing. We want you to always practice safe nutrition.

And, once again, it's worth noting that Willard's Water in addition to being an antioxidant, and the many reports of it improving circulation, will help you reap the benefits of any supplements you take by increasing their absorption. If you're spending good money on supplements for health, doesn't it make sense to make sure they have the best possible chance to work?

## Pain, Acne, Sunburns, Much More!

We read recently that rubbing **lavender oil** on your forehead is said by many to be an effective **natural headache cure**.

Incidentally, our very own **Chinota Gel** also contains lavender, among other herbs.

So, for any **headache sufferers**: if you have both **Chinota Ge**l and **headaches**, you're likely depriving yourself if you don't pit them against each other.

Just another benefit of our very popular **CHINOTA GEL** -- which is also loved by people suffering from:

- ◆ arthritic pain,
- ♦ back pain,
- ◆ neck pain,
- ♦ fibromyalgia,
- ♦ carpal tunnel,
- ♦ sore muscles,
- ♦ general aches & pains,
- ◆ pain from various injuries, and
- ♦ more!

And don't forget Chinota Gel's "sister product", the truly multipurpose use product, **AQUA GEL**, which is loved for:

#### ♦ sunburns

- ♦ burns
- ♦ acne
- $\blacklozenge$  about any other skin problem like
- eczema, psoriasis, rashes, etc ♦ poison ivy
- aches & pains
- insect bites
- ♦ itches
- ♦ shingles
- ◆ seemingly any kind "owwies"
- ♦ much more!

Ironically, as I was writing this, a very nice customer from Wisconsin called in to order SEVEN of the 4-oz **Aqua Gels**. Why so many... as she put it, "*that's one product I won't be without... can't afford to be without it*"!

She said she uses it "on my face every morning and night and I love it for that, and we have cats and it just heals up any of the scratches from the cats, and also gets rid of any kind of itch... just so good for so many things!"

We can just hear a chorus of "Exactly" or "You got that right", from the loyal users of these gels as they read this!

#### User Reports... They're "Priceless"

Here are some other user feedback reports from the "most common categories" of Aqua & Chinota Gel feedback....

Like "L.P." from Wisconsin, who told us that after only 3 weeks use — "and then not even every day" — the **unsightly brownish scar tissue** she had on her legs from a terrible skin rash she'd battled, was very significantly improved. And it had seemingly defied every other treatment. She said it was so unsightly she couldn't even wear shorts. But **Aqua Gel** made all the difference —she was **happy**!

We've also heard from many, many people who said the **Chinota Gel** gave them the **first good night's sleep** in "like forever" as it relieved their pain from **carpal tunnel**, or **fibromyalgia**, or **arthritis**, or any number of **other painful conditions**, or **itching**, etc...to say nothing of the joy of pain relief throughout the day!

We've lost track of how many people have called us about the positive impact **Aqua Gel** had on psoriasis, eczema, all kinds of skin problems, as well as on adult & teenage **acne** that had defied the onslaught of "everything dermatologists could throw at it", but it was **Aqua Gel** applications and drinking **Willard's Water** that worked. The boost to the person's self esteem was beyond words.

Many say they **won't be without Aqua Gel & Chinota Gel...** many saying to them these Gels are **priceless**.

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

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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## Trivia & Tidbits . . .

Alexander Graham Bell was 1 of the founders of what magazine?
The world's first electric traffic light was installed in what city?
What item did Armenian-born Sarkis Colombosian introduce to U.S. in 1927?

- 4. ? Invented Waxed paper, electric pen, & synthetic rubber into goldenrod plants?
- 5. Italian mozzarella cheese comes from what animal's milk?
- 6. What is Max Yasgur's claim to fame in the world of music?
- 7. Who wore a Beatle wig on Esquire Magazine's July 1965 cover?
- 8. What is the largest deer in the world?

#### AND THE ANSWER IS...

- 1. Vational Geographic.
- 2. Cleveland, Ohio, at the intersection of Euclid Ave and East 105th St.
- 3. Yogurt, produced at his Colombo dairy in Methuen, Massachusetts.
  - 4. Thomas Edison.
  - 5. The water buffalo's.
- 6. He owned the Bethel, NY, farm used for the first Woodstock rock festival in 1969
  - 7. TV variety show host Ed Sullivan.
  - 8. The Alaska Bull Moose—has been 7-1/2 ft at shoulders and up to 1,800 pounds .



## PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

### As More Studies <u>Confirm</u> Its Benefits, this Item Of Incredibly Versatile Uses, Went DOWN in Price!

Can you name something that you use every day that hasn't gotten more expensive in the last 20 years or more? And make that particular "something" also one that has garnered more proof of its known benefits in that time?

That, instead of even keeping up with inflation, holds steady and actually has fallen in price? We can.

Willard's Water. After this current recession started, we reduced our prices to help our customers as much as we could. That was the first time we had changed our prices in nearly twenty years.

One gallon in 1990 was \$159.95. In 2009, it was still \$159.95, instead of the \$265.53 it would have been if we had ever even adjusted it for inflation.

In real dollars, Willard's Water has only gotten a lot cheaper for you, the consumer. Can you name anything else anywhere near this useful that's gone down in price over the last 20 years? Especially one that keeps getting more and more test results confirming its benefits?

This brings me to the crux of my point: Willard's Water is, and always has been (and always will be), one of the best deals in nutrition.

It does a simple thing: improves your body's usage of nutrients. It does it well, and doing it so well brings about many different results from what we've heard from its users, such as:

- ◆ Improved Digestion.
- ♦ Healthier Skin.
- Weight loss.
- Relief from Gout.
- Reductions in Asthma attacks.
- ♦ More "Energy."
- Less Acne & other skin problems.
- Relief from Arthritis and other Pain & Stiffness problems.
- Less Heartburn, Sour Stomach, etc.
- The list goes on and on.

One action, many consequences. Because we all have inefficiencies in our bodies. Willard's Water helps eliminate them when it helps the body become more efficient.

Now, bear with me while I tell you **how cheap this actually is**. Based on user feedback, we've concluded that most people perceive more benefits when they drink four 8-oz glasses of the diluted-for-use mixture per day. Anything less than that, and you're cheating yourself and not really giving the water a fair trial.

A lot of people drink more than that because they say when they do, they notice even more benefits. But the most typical report we get is the four 8-oz glasses (or two 16-oz, or one 32-ounce glass per day, etc).

At the four 8-oz glasses a day rate, an 8-oz bottle of Concentrate will last one person 32 days. The cost of this? \$18.95 for that 32 days supply-making it about **59 CENTS per day!** WAY less than a coffee most places, and far less than 32 ounces of your favorite soda...for a product **that makes all your other supplements (and food, don't forget) do what they're supposed to do for you!** 

But it gets better! One **Quart** of concentrate is \$52.50, and that's **128 days worth** at the four 8-oz glasses a day rate! Four months plus a week! For only **41 CENTS a day!** 

But still better yet: the **Gallons**. One gallon contains four quarts (128 ounces), for \$149.95. This should last your average Willard's Water drinker **512 days** (four glasses a day, remember). The price for this? About **29 CENTS per day!** 

Think about it: this is a product that can **help all of your food and supplements take care of you**, that can **improve your digestion** and which even **tastes better than regular water**, and it can cost you as little as **29 CENTS a day!** Even in the least economical size (the 8-oz) it's still only **59 Cents a day!** 

What we have is simply the best value in the alternative health world that there is. You can't buy any decent multi-vitamin for less than you can buy Willard's Water. It was a great buy in 1990, and it's an **absurdly good buy in 2013!** Willard's Water. The best deal for the best health. It seems to me Willard's Water's affordability and decreased cost is as unique as the product is.

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#### Bathroom Flood Helps Create Beautiful "Tapestry"?

"I've heard it said that only at the end of one's life can you see how the various events that seemed to have no connection actually came together to weave that beautiful tapestry of one's life. Well... consider this...

"Losing two much-loved dogs within 3 months of each other, leaving us "dog-less" for the first time in over 30 years, left a void and a heartache only other dog and pet lovers can imagine.

"Unbelievable to us, a great step forward from that pain came in the form of a little dog, who was a member of a breed we said we'd never want. He was offered to us as a gift, which seemed far too sweet to simply turn down, so we agreed to meet him, knowing we wouldn't even consider actually taking him home.

"Well... apparently he didn't know he would be easy to turn down! He was the most loving little dog we'd ever seen, contrary to our apparently false impression of his breed. False, too was our belief that we "could go back home without him". We knew the offer to give us this very saleable little pup was amazingly generous. What we didn't know was that the owner of the pup's parents had been adamant about them never having another litter so if "fate" hadn't intervened, this little guy would not have been.

In fact, when the mother dog was in heat, she was locked in a bathroom if her owner left the house, so no "accident" could occur while the owner was gone. But one day, "Olive's bathroom" flooded, so Olive chewed her way through the bi-fold door, and "Homer was waiting"!... so, within a few weeks of the loss of our two dogs, the friendliest little guy in that litter was offered to us, stole our hearts, and has made every day brighter ever since. Oh for the kindness of friends, and the foresight of a "planner" much smarter than us, piecing our "tapestry" together beautifully! Coincidence? Maybe, but reminds me of a quote from 'Anonymous': 'A coincidence is simply a miracle in which God has chosen to remain anonymous.' Take your pick."

— A Loyal Reader

*Editor: We invite you to send your own "unexplained help/ fork-in-the-road/ inspirational stories for sharing in this column, anonymously if you choose.* 



**Stopped WW & Arthritis Flared Up** — "J.V." from Nebraska, told us that...she went off the **Ultimate Dark WW** and in a few weeks her Arthritis really flared up. She vows she'll never be without it again. Thanks for letting us know, J.V.!

**Cellular Vitality goes from 10% to 90%** — "S.Z.", another **Ultimate Dark WW** fan, told us the Naturopath she sees uses a "full body scan" that uses quantum physics to take the measurements, and her levels went from **10% to 90%** over just 2 years... she believes it's the Willard's Water that made the difference, as she apparently can't think of any other changes. Thanks, S.Z., for letting us know!

Hay Fever & Other Lifelong Allergies + Arthritis — "E.B." an Ultimate Dark WW fan from Florida, told us he has seen those lifelong **allergies** including his **hay fever** that was the worst of them, "all taken care of" by the Ultimate WW...plus he has **arthritis** and is 76 years old, but with the WW, he "feels like 50"! Glad to hear it—Thanks, E.B.!

**Overnight Success with Arms He Couldn't Raise Much At All** — "D.G." said after the new set-up at his work required him to reach way up throughout the day to fill containers from the top, he couldn't raise his arms hardly at all by the time he got home that night. He always drinks Ultimate Dark WW and he took 2 of our MSM Capsules (Item J.-92) and 1 of our Activated B-6 Capsules before he went to bed—by morning he had NO pain & NO problem raising his arms! He was so glad he wanted others to know too. Thanks, D.G.!



## More Product Highlights & Updates from Charlie

### 1 "Thing" Determines Whether You Get Sick or Not? Are You Treating that 1 "Thing" Right?

Have you ever wondered why nearly every natural health expert-- even those who don't suggest many supplements -- all seem to say one of the supplements they feel nearly all their patients should be taking is a good digestive product... like probiotics and prebiotics?

Recently, it's even been pointed out evidence now makes it clear that whether you get sick or not, is very often "dictated" by this one thing-your digestive system.

And, that system is very largely dependent on those tiny bacterial microorganisms to function at its best. **Not all bacteria are bad!** 

When most people think of bacteria, they think of dirt and germs that are perpetually trying to crawl onto their hands and food and make them sick by infesting their body from there. This is partly true, but incomplete.

There are many species of bacteria that are potentially very harmful to us. Just as true, there are a large number of species that are very beneficial. Most of them live in your guts: the large and small intestines, the bowels, the colon.

Trillions of bacteria <u>should</u> be living in them right now. Guess what? **Those bacteria are doing you favors every day**.

Visceral bacteria provide a pretty lengthy list of functions for you, their beloved host, including these "favors":

They help you **digest your food**. They **train the immune system**. They **prevent harmful bacteria growth**. They **help eliminate carcinogens** and thus **prevent tumors**. They **produce**  vitamins. They even may help prevent allergies.

They're the best house guests you could ever ask for! The ones that only eat food you didn't want and help clean up after the dinner party. And who tobacil throw out unruly, uninvited guests--most definitely want to keep these "good thrive. guys" around!

In the alternative health world, there are two types of products that exist for helping your gut flora flourish: **prebiotics** and **probiotics**.

**Prebiotics** are nutrients that are of essentially no use to a humans, but which bacteria easily digest, and **helps those friendly/helpful bacteria to grow and multiply**.

**Probiotics** are a transfusion of live bacteria meant to **increase the head count of certain species of friendly bacteria**.

Before I tell you about what probiotics we have, I should issue a warning: <u>if</u> <u>your immune system is seriously com-</u> <u>promised already, (AIDS, organ trans-</u> plant, lupus, etc.) please <u>DO NOT</u> take any probiotic supplements. These bacteria are good for most people nearly all the time, but it's conceivable that any added bacteria can have negative effects on a seriously depressed immune system. If you're not sure, ask your natural health care provider.

Now, without further ado... We have two favorite products for these purposes: The newest and sort of the new standard in this area, is the one called <u>L. Salivarius</u>, (Item No. J-61) -it's a mixture of 2 billion live Lactobacillus salivarius bacteria (which has

... whether you get sick or not, is very often "dictated" by this one thing... yielded **anti-inflammatory** and **anti-carcinogenic** potential in studies) and 100 mg of **Fructooligosaccharide**, a **prebiotic**. Together, this should enhance the count of your friendly Lac-

tobacillus bacteria, as well as help many other strains of necessary bacteria to thrive.

Since these bacteria are living, we keep them refrigerated prior to shipping, and it's best that you continue to refrigerate upon receiving.

The second product is **Colon-Aid**, (Item No. J- 31) which contains 750 million live **Lactobacillus acidophilus** (see above), 750 million **Bifidobacterium bifidus** (another bacteria species) plus 1000 mg of **Fructoolligosaccharides** (see above).

Once again, and I cannot stress this enough, please do refrigerate these capsules.

We'd certainly be doing you no favors if we didn't remind you that **Willard's Water** gives a boost to the effectiveness of about any natural product you use... it will boost your body's assimilation of the nutrients into your cells by a great deal. That means — bottom line — all those things will work better because your body is actually taken them in and putting them to work!

Bottom line, once again: not all bacteria are bad.

Many of them are our friends. And friends take care of each other. Isn't it time that you show your intestinal party guests some care? Start giving them these friendly items, on a regular basis, and you may benefit too!

# **3 Critical Health Issues You May Not Think About Often; Plus Explaining Willard's Water to Others**

We're excited about two new products for three of your body's systems that are extremely essential for your health, but ignored by most of us, most of the time! Most people think unfortunately little about the health of the organs outside of the brain and heart.

The liver, in particular, is one that is rarely given the consideration it deserves. It's a vital organ that is used in nearly every life process, most famously detoxification, but also regulates the metabolism, both anabolic (building tissues) and catabolic (ripping apart, such as in digestion).

It supports the **immune system**. It produces **hormones** and **pro-teins**.

The liver's importance is hard to overstate, and you can't live without one. Which is why we're happy to introduce **Liva-Vite**, a new supplement by our friends at Daily Manufacturing.

**Liva-Vite** is a proprietary blend of **amino acids**, vitamins and herbs meant to help keep your liver healthy.

It's not only alcoholics that should be concerned about maintaining the liver's ability to do its job: as I said, we all have one, and only one, and just as it's a great idea to supplement to prevent heart disease, it's worth it to supplement to protect **your third most-important organ**.

A word of caution: this product contains Goldenseal, which can interact dangerously with many antidepressants, including most SSRIs. Consult your doctor before using if you're on one of those prescriptions, and do not use if pregnant.

A 120 tablet bottle of Liva-Vite is a **30 to 60 day supply** for \$27.95. Liva-Vite is Item No. J-395.

The liver isn't alone in being usually overlooked. What about the **kid-neys**?

Unlike the liver, you usually have two kidneys, but they're hardly unimportant. Like the liver, they **detoxify**  the body.

They **regulate the pH level of the blood**, preventing it from being too acidic or too alkaline, either of which could be fatal.

They filter toxins from the **blood**.

They regulate blood pressure. They release hormones that allow the usage of calcium and production of red blood cells.

The kidneys, of course, are assisted in their job of detoxification by the **urinary system**, including the **bladder** and the **urinary tract**.

All of the water-soluble waste that the kidneys screen has to be eliminated, and it's up to the urinary system to take care of this job.

**Disorders of the urinary system** can range from embarrassing (**urinary tract infections**) to excruciatingly painful (**kidney stones**).

To help you prevent those problems, we present to you... **Uro-Fit**, also new from Daily's.

Uro-Fit is a blend of cranberry concentrate, dandelion root (also present in the Liva-Vite, (as it's believed to have a host of benefits), and two herbs: chanca piedra and uva ursi. These four ingredients work together to help prevent urinary tract infections, prevent and help eliminate kidney stones, and fight the development of harmful bacteria.

One bottle of **Uro-Fit** (120 Capsules) is a **2 to 4 month supply**.and costs \$22.95. Order Uro Fit is Item No. J-396.

Of course, both Liva-Vite and Uro-Fit will most certainly do you the most good taken with a glass (or four through the course of your day—32 oz is the typical amount most people drink in a day from their mixed-foruse supply) of **Willard's Water**, because it will help your body to **absorb and utilize** these nutritional items **MUCH BETTER. It will do that for** any other nutritional items you take in too, as food or supplements. ◆

#### "How Do I EXPLAIN Willard's Water?"

That has got to be THE most asked question we get. So I asked our son Ben who is very adept at "cutting to the chase" & stating the heart of a subject succinctly, which neither my wife Kolleen or I ever do what he'd say. He said:

The problem that happens to most people who try Willard's Water and like it and start drinking it routinely is that eventually, friends or family will inevitably ask about that "brown water" you're drinking (in the case of the Ultimate, of course), and what it's for.

And, since we've never been that clear about providing a simple summary of what it's for, most of our customers (and occasionally ourselves) don't have a succinct explanation of what this brown water is all about. I used to find myself just muttering "it's good for you!" and changing the subject.

So here it is, the simplest way you can explain Willard's Water to your friends: "it's an additive I put in my water that increases nutrient absorption." Nutrient absorption is a very big deal. Most of the nutrients you receive in food or supplements are NOT completely absorbed—or even absorbed very well at all.

Willard's Water makes sure that you're getting the health benefits that you should from the food and supplements you ingest, by making sure you absorb and assimilate them VERY well.

This central quality likely explains the lion's share of the many wildly different health benefits Willard's Water has had for different people: if everybody's deficient in something (most likely, many things), and Willard's Water makes them less deficient, the health problems caused by that lack are eased. Example: someone deficient in Vitamin C may bruise easily, someone who doesn't absorb Vitamin A very well may have night vision problems... if both get better after drinking WW for a while, they may think WW is good for night vision and reducing easy bruising—but all it actually did was increase the nutrients' assimilation, and the result was 2 different things in those two different people.

Are there other qualities to Willard's Water? Yes, many. It's an antioxidant & scavenger of free radicals. It improves digestion increasing elimination of toxins. It raises alkalinity. It's anti-inflammatory — reduces swelling. We like to touch on these different qualities in different newsletters and such, and occasionally lose sight of the central, big quality. Nutrient absorption. Because if you don't absorb nutrients well, you may NOT be what you eat, but Willard's Water will help you be all the good you eat!.