

POSSIBILITIES. ♦ ♦ ♦

From NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 (218-236-9783) ♦ www.willardswater.com ♦ January, 2006

On The Sunny Side...Varied Benefits

Funny how things happen. It turns out that all the emphasis on avoiding over-exposure to the sun, due to risks of skin cancer, has resulted in fairly significant Vitamin D deficiencies in various countries around the world. Including the U.S.

It also turns out that Vitamin D is far more important, in more ways, than many people imagine.

Four recent articles all pointed to the need for Vitamin D. For three different reasons. And one included a list of seven additional types of health problems impacted by vitamin D.

Lung Health was the first article's focus.

Researchers in New Zealand studied data from a large health and nutrition study conducted in the United States between 1988 and 1994. They found people with the highest levels of vitamin D in their blood also performed the best on spirometry — the standard test to measure lung function.

The study divided participants into five groups according to results on the lung function test and the vitamin D test.

"The difference in lung function between the highest and lowest quintiles of vitamin D is substantial and greater than the difference between former and nonsmokers," according to the study author Peter Black, M.B., Ch.B., from the University of Auckland in New Zealand. Results were

not changed even after adjusting for factors known to affect lung function.

Colon, Breast, and Ovarian Cancer risk could be cut by as much as 50%, in those taking 1,000 international units (IU) of vitamin D₃ each day. That was the conclusion of the study done at the Moores Cancer Center at the University of California, San Diego Medical Center.

The study authors said that the high prevalence of vitamin D deficiency, combined with the discovery of increased risks of certain types of cancer in those who are deficient, suggest vitamin D deficiency may account for several thousand premature deaths from colon, breast, ovarian, and other cancers annually.

These findings were based on information from 63 observational studies of vitamin D status in relation to cancer risk published worldwide between January 1966 and December 2004.

The study authors recommend taking 1,000 IU of vitamin D per day and call for prompt public health action to increase the amount, since that is 2-1/2 times the current recommended daily allowance. They say the supplement is an inexpensive way to prevent cancers that kill millions of people every year.

Mother's Vitamin D Affects Kid's Bones... That was the finding detailed in the third article we found. A study found children whose mothers

Up to **50% less chance of developing colon, breast, or ovarian cancer, by taking 1,000 IU of Vitamin D₃ per day...**

didn't get enough vitamin D during pregnancy have weak bones. Researchers analyzed body build, diets and vitamin D supplement intake of almost 200 pregnant women and followed their children to age 9. Those who took vitamin D supplements and were exposed to the most sunshine during pregnancy were more likely to have children with strong bones at birth and through at least the first nine years of life. Lead researcher, Cyrus Cooper, Ph.D., said the results add to the growing evidence that "intrauterine and early postnatal development contributes to bone mineral accrual and thereby osteoporosis risk."

The fourth article we found also discussed vitamin D's role in preventing breast, colon, and ovarian cancers, and added a list of various health problems vitamin D has been found to impact:

- ◆ Heart Disease
- ◆ Lung Disease
- ◆ Breast, , Ovarian, Colon & Prostate Cancer
- ◆ Diabetes
- ◆ High Blood Pressure
- ◆ Schizophrenia
- ◆ Multiple Sclerosis
- ◆ Rickets & Osteoporosis

Editor: Our high quality Vitamin D₃ (the one cited by the study & which doesn't build up in the system) is **Item No. J-24.** ♦

Migraine

Relief... A new study

found a fairly common herb used for centuries to prevent migraines "really works". The root of the butterbur plant, sold as Petadolex, was tested to see if it reduces migraines. The study found patients who took the herb twice a day had only nearly half the amount of migraines.

Neurologist Richard Lipton, M.D. from Montefiore medical Center in New York was the lead investigator in the study. He said, "This agent may work through an anti-inflammatory mechanism, preventing pain by keeping the blood vessels in the head from becoming inflamed".

Butterbur's side effects were mild, so mild it's said to be safe even for kids.

Editor: The neurologist's comments about the possibility that the reason for the positive effect of butterbur on migraines stems from its anti-inflammatory effect really caught our interest. That's because we have literally lost track of how many people have told us over the years that drinking Real Willard Water greatly reduced both the frequency and severity of their migraines. Since many authorities have said that Willard Water has a definite anti-inflammatory effect, we wonder if it's this characteristic of it that may have resulted in the reported benefits by migraine sufferers. We don't know. We are just speculating. And we are not experts. But we do know that migraine relief is one of the most commonly reported benefits by Willard Water users, and that it is considered to be an anti-inflammatory agent. Just makes us wonder if perhaps that's the link? ♦

Preventing Macular Degeneration

Your mother always told you to “eat right”. Another study has confirmed the importance of that advice. This study was done at the Erasmus Medical Center in Rotterdam, the Netherlands.

Researchers there tracked the dietary habits of more than 4,000 middle-aged people for eight years. They found the people whose diets included the most beta-carotene, vitamin C, vitamin E, and zinc had the lowest risk of developing macular degeneration.

In fact, the said people whose diets included the highest levels of these antioxidants were 35% less likely than others to develop age-related macular degeneration (AMD). AMD is a disorder of the central part of the retina and is the leading cause of irreversible blindness in developed countries.

Lead study author, Redmer van Leeuwen, M.D., Ph.D., said “This study suggests that the risk of AMD can be modified by diet; in particular by dietary vitamin E and zinc”.

Vitamin E-rich foods include whole grains, vegetable oil, eggs and nuts. Carrots, kale and spinach are the primary food sources of beta carotene. High concentrations of zinc can be

found in meat, poultry, fish, whole grains and dairy products.

Other studies have found mega doses of antioxidant dietary supplements may cut the risk of macular degeneration by as much as 25%. But this study’s authors said they didn’t find much benefit in taking supplements of antioxidants. The study was published in *The Journal of the American Medical Association*, 2005; 294:3140-3142.

Editor: Given the fact that other studies have found benefit from large doses of antioxidant supplements, we wonder what type of supplements were used in this study. We also can’t leave this subject of antioxidants without pointing out that **Real Willard Water** has been said to be one of the greatest antioxidants of all by experts familiar with it. Perhaps this explains many of its reported benefits. And — purely speculation now — it makes us wonder if part of its power in the antioxidant arena might be from the fact that it’s in liquid form and is highly easily absorbed.

Our **Vitamin E** is **Item No. J-14**; **Zinc** is **Item No. J-96**; **Vitamin C** is **J-68** or **J-69**, and the overall best eye health formula we’ve seen in years, or maybe ever, is our **Eye-Vite**, **Item No. J-115**. ♦

Gluten Intolerance and Babies...



It seems the precise age at which gluten products are introduced into a baby’s diet is very important (i.e. critical) as to whether or not that particular child will develop gluten intolerance. This intolerance is a sensitivity to a protein in wheat flour which can lead to diarrhea, stomach pain and nutrient deficiencies.

In a study of 1,560 children predisposed to gluten intolerance (also known as celiac disease), researchers found that infants first exposed to gluten between 4 and 6 months of age had a lower risk of developing the intolerance than those exposed to it either earlier or later than that. ♦

Colon Cancer ...

Prior studies have found exercise reduces the risk of developing colon cancer. But a new study, reported on to the American Society of Clinical Oncology in May 2005, found that a brisk hour’s walk six times a week can also reduce the risk of recurrence and death for those who already have the disease.

Seems like just one more good reason to get out for that daily walk. If weather is a problem in your area, check with shopping malls—they often encourage “walkers” to make use of their halls. ♦



Trivia & Tidbits . . .

1. What were Robert E. Lee’s dying words?
2. How tall is the Eiffel Tower?
3. How old was England’s youngest monarch, Henry VI, when he took the throne?
4. What mammal is trained to help Chinese fishermen increase their catch?
5. Why did candy maker Milton Hershey switch from caramels to chocolate bars?
6. What food was discovered because of a long camel ride?
7. What is the hamburger we know as the Big Mac called in Russia?
8. What planet is most like earth in size, mass, density and gravity?

AND THE ANSWER IS...

1. “Strike the tent.”
2. 984 feet.
3. Just under nine months—269 days old to be exact.
4. The otter, trained to chase fish under large nets, which are dropped and pulled in.
5. The change, in 1903, was made because chocolate retained the imprint of his name in summer heat, caramels didn’t.
6. Cottage cheese, which resulted from milk carried in a goatskin bag by an Arab trader.
7. The Bolshoi Mak—bolshoi means “big” in Russian.
8. Venus.

ON “THE WEB”!

www.willardswater.com

(Note: “willardswater” is all one word, all lower case with an “s” between “willard” and “water”—that’s how people usually ask for it!) *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.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Attention Deficit Hyperactivity Disorder... Pills? Green Space? Consider its Strengths?

We have quite a collection of articles on Attention Deficit/Hyperactivity Disorder (ADHD).

Some are quite disturbing.

Like the one that talks about the study that found more and more children in the United States are receiving two or more medications to treat psychiatric symptoms.

That study was done by researchers at the Bradley Hasbro Children's Research Center in Providence, Rhode Island. A child psychiatrist on that study there, Joseph Penn, M.D., said "This is a critical issue. It's not uncommon to find a child on an antidepressant, a mood stabilizer, and a sleep agent all at the same time, but there's no research to see how these drugs interact with each other".

According to the study the most frequent combinations were stimulants commonly used to treat ADHD along with another psychotropic medication.

Because limited data is available about the safety of these types of medication even when taken alone, according to the study authors, they feel a deep concern about the use of more than one of these medications because it could multiply the risk of adverse effects. This study was published in *Psychiatry*, 2005.

Speaking of the risks of such medications, the Canadian regulatory agency Health Canada suspended sales of the drug Adderall XR back in February of 2005. This drug is a controlled-release amphetamine used to treat patients with ADHD.

Health Canada did this after reviewing safety information provided by the manufacturer, which showed 20 international reports of sudden death in patients taking either Adderall (sold in the U.S. but not in Canada) or Adderall XR (sold in Canada).

Also, in another Canadian review, there was found a higher incidence of serious adverse reactions leading to death in Adderall and Adderall XR than in other drugs used to treat ADHD.

Adderall XR is approved in the U.S. for the treatment of adults and pediatric

patients 6 years of age and older, and Adderall, the immediate-release form of the drug is approved for pediatric ADHD patients.

That's all pretty depressing. But we found a couple of articles that seem to present some far more uplifting views.

One of them reported on a study that found children with ADHD can reduce their number of symptoms simply by enjoying some time outdoors.

More than 300 boys and more than 80 girls with ADHD were included in a study by researchers from the University of Illinois at Urbana-Champaign. The children performed a wide range of activities both inside and outdoors. Researchers then interviewed the children's parents.

Results show when children performed the activities outdoors, they had fewer symptoms than when they performed the same activities indoors. Children had the largest reduction in symptoms when they performed the activities in green outdoor areas, such as in parks or in backyards.

Study authors concluded, "I think we're on the track of something really important, something that could affect a lot of lives in a very substantial way. This may offer a way to help manage ADHD symptoms that is readily available, doesn't have any stigma associated with it, doesn't cost anything, and doesn't have any side effects."

We have to wonder if the decreased amount of time children spend outdoors in our current culture hasn't contributed to the seemingly huge increase in this disorder.

And, finally, we just have to mention an article published in Newsweek Magazine back in its March 14, 2005 issue.

It reported on two books that it said both look at the "upside" of this disorder.

The books were "Delivered From Distraction" by Dr. Edward Hallowell and Dr. John Ratey, and "The gift of ADHD" by Lara Honos-Webb. Both of these books write about the controversial idea that some of the symptoms of

ADHD such as distractibility, poor impulse control and emotional sensitivity have flip sides that can actually be seen as positives... such as creativity, energy, and intuition. Critics of these ideas are quick to point out that such suggestions "romanticize a serious disorder". But there seems to be some valid points made by the books, in our opinions.

The authors argue that a mind that jumps from one thought to the next may not be so good at mastering the material for typical tests of academic performance, but it can be good at combining ideas in new ways. "While the A students are learning the details of photosynthesis, the ADHD kids are staring out the window and wondering if it still works on a cloudy day," says Honos-Webb, a psychologist at Santa Clara university. Such styles of thinking can be especially useful in driving new businesses, launching unique ad campaigns, and even in cracking scientific problems, they say. They also cite examples of ADHD success stories: the founder of JetBlue Airways, who invented the e-ticket; another one who ended up as a partner in a Massachusetts real estate firm, and the two others of "Delivered From Distraction" who have ADHD themselves, and who both ended up as Harvard psychiatrists.

Other items we've been told have sometimes been helpful include our **Grape Seed & Pine Bark Combo Antioxidant (Item PY-3)**, and **Grape Seed Antioxidant (Item PY-4)**, and a liquid supplement called "**Attention**" **Nutritional Support**, which comes in a 10-oz size (**Item No. LQ-3**) or a 36-oz size (**Item No. LQ-4**)... the 10 bottle is \$13.25, the 36-oz is \$34.95. Not on the order form, so just mention it when calling, or write it in the comments area of your online order. We've had numerous reports over the years from people who say their children's ADHD problems improved significantly after adding **Real Willard Water** to their daily routines. Initially, they sometimes mix the Willard Water in something else the child drinks (juice, etc), to avoid any arguments. ♦



POSSIBILITIES...from NUTRITION COALITION, INC.
For Real Willard Water & "No Nonsense Nutrition"
 PO Box 3001 ♦ Fargo, ND ♦ 58108-3001
www.willardswater.com



"IN AND BY THE HANDS OF GOD..."

"I've always wondered about *really* being able to turn things over to God or to 'let go and let God' as they say. Especially since I was always taught that 'God helps those who help themselves', which always made me question at what point 'turning things over' became a neglecting of our own responsibilities to help ourselves as much as possible.

"I've often prayed that God would somehow clarify this apparent dilemma to me.

"One night recently I was praying about a particularly difficult situation when I suddenly realized I was praying, and actually visualizing, that problem '*being managed in and by the Hands of God*'. I don't recall any thought process leading me to those words, I was just suddenly praying them. And it felt wonderful... such a relief. So much so that I woke my husband and told him about it because it felt so powerful and so important.

"Now, with this type of thinking, I can truly leave it up to God... it's like thinking of being in charge of a project at work, but knowing there's a Superior Officer ultimately in charge, who is in fact able to not just oversee it, but somehow to orchestrate the project correctly. I can ask for direction from this 'Superior Officer' as to what I should be doing on the project, but I still can have the comfort and confidence of knowing it is being handled, overall, 'in and by His Hands'.

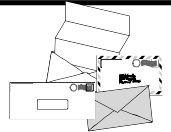
"Shortly after this experience, a book arrived from a series of books we'd ordered long ago, before they were completed and titled, called 'In God's Hands'. I took that as another sign that this way of thinking is right for me. I feel so confident going forward, knowing any and all of my affairs can be 'managed in and by the Hands of God'."

(Editor: You're invited to send your own inspiring stories, to share here.)

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E-Mails, Mailbag & Phone Calls. . .



Her Dog's Cancer & Her Acne —

That's what "E.M." said she's grateful for the Willard Water for..."it helped to keep my dog who was diagnosed with terminal cancer alive twice as long as the vet said—and he's still doing great (12/29/05)! It's helped to clear up my adult acne, which I've suffered with for over a dozen years, better than any dermatologist ever could."

Rheumatoid Arthritis — That's what "C.M." credits the **Chinota Gel** with relieving so much for her mother...says it's "virtually gone"...it was those "miraculous results" on it, that got her mother to try, and get "hooked" on the Dark Willard Water. Her mother now loves that, too! Apparently, so does "C.M."!

Loves That Decaf —

That's what "J.S." emailed us about recently. Saying "Just wanted to let you know your decaf coffee is excellent! Am enjoying my first...ok second...cup just now. No bitter after-taste. Cream NOT necessary. Hallelujah!" She was referring to our Quetzal Blend Decaf, Item No. CQ-4. We've had LOTS of positive feedback on all our coffees, which are all Organic and Fair Trade Certified. Info on all of them is on our web site, or just ask us when you call here. 1-800-447-4793.

Cat's Best Friend? — "A.C." told us he found his cat in the street three years ago... not in good shape... she wouldn't eat and the vet tried antibiotics but they didn't help. He got her on Real Willard Water and she got better. A.C. and Willard Water were certainly good friends to that little cat!

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More Product Highlights & Updates from Charlie

She Could Have Died Looking; Eye Health; More

“CHARLIE, IT’S FUNNY I DIDN’T DIE BEFORE I FINALLY FOUND REAL WILLARD WATER!”

That’s what “Patty” told me recently, by phone. I have no ability to take good notes and still talk coherently, but this is my best recollection of what she said, and in the style in which she said it.

“Charlie, I SAW that 60 Minutes program back there 25 years ago and it really grabbed hold of me. I just knew that it would be good for me. Not that I needed it so terribly badly then. I was a lot younger and I was in pretty good health. But something told me that Willard Water was a good thing and that I should try to get some.

“Well, I couldn’t find it anywhere in a store so I pretty much gave up. But then a year or two later, a friend who was always into some marketing program or another, said he’d found a source of Willard Water. I had ASKED him about it because he knew where to find unusual health-type things. What he had was a multi-level company that claimed to be selling Willard Water. It didn’t actually say on the bottle that it was Willard Water, but everyone said that was what it really was.

“I joined up and bought some and at first it seemed to be really good. But after a while it was like it quit working, and pretty soon that company was gone, too.

“Then, he found another company that also claimed it was selling real Willard Water, and we both tried that. It seemed to do some things . . . If you put a lot of it on a burn or sun burn they did seem to heal up faster. But that company went out of business, too.

“We found a THIRD multi-level company. Same story. Bottles didn’t say Willard Water on them, but that was what it was supposed to be. And it did

seem to be pretty good. Nothing really dramatic, though. Then they quit handling it.

“But I never forgot that feeling that I had when I saw Doc Willard on that 60 Minutes program, and I was never 100% sure that I ever really did have real Willard Water, so I sort of kept my eyes open for it.

“By now my friend had died and I didn’t know where to look for things like that. But I was in a health food store one day, and there, right on the shelf, was something that said Willard Water on the label! I bought it, of course. Took it home, mixed it up, started taking it.

“Big disappointment . . . Really couldn’t notice any difference, and by now I was old enough that there were several ways my health could surely be improved

“I don’t know why I didn’t just give up this time. This said it was Willard Water and it had patents on the label and I think it even had Dr. Willard’s signature on it!

“But I was over at my daughter’s place one night and she has a computer and she can look up all kinds of stuff and it just popped out of my mouth . . . I said, ‘look up Willard Water’. So she did.

“And we found you folks. And what was on that computer just sort of jumped out at me just like the 60 Minutes program did. So I called you up and ordered some. That was about a year ago now, and I tell you it was well worth the wait. I’ve got my daughter and her family all using it and some other friends and relatives, too.

“My stomach quit hurting, and my joints, and I sleep better. Daughter’s kids seem to have a lot less sicknesses than they used to.

“I wish I’d have found you guys twenty years ago, but maybe the Lord

**...how many
people would
have followed
such a winding
road...**

figured if I had to wait all this time then I’d appreciate it more! Anyway, I sure appreciate you and Willard Water and I am sure thankful for Dr. Willard and his work. Bless you all!”

We occasionally have some skeptic call in asking about Willard Water and saying something like, “well if it is really that big a deal, why haven’t I heard about it?”

In response to that, we should simply send such a person a copy of this article saying, “In response to your question, 1) We don’t have the deep pockets to really effectively tell our story, 2) Even what we can do is something akin to running through a swamp with a 100 pound pack on your back, because of the experiences of people like this lady. Given the long, winding road she had to follow to find us and REAL Willard Water, how many people would hang in there like she did? If 100 such people bought something that said it was WW or was represented as being the same thing, and it seemed to do little or nothing for them, how many of that 100 would give Willard Water another try? Ten? Two? None?”

Now, consider YOUR situation. If you are reading this, and we sent it to you, that means you are one of our customers, which means that you are almost certainly using Willard Water . . . REAL, FULL-STRENGTH WILLARD WATER which you have purchased from us.

If you are in the habit of “counting your blessings”, you should include your being led to us and to REAL Willard Water on your list. Because the odds against your having found it were extremely high. You might think back to how the connection was made. In a great many cases it must be quite a story. A good many of them would qualify as “miracle stories” that could appear on the back panel of this newsletter!

SPEAKING OF WHICH, we’ve

seen MANY such incidents in the life of this enterprise. One was the connection that was made with Daily Manufacturing. I won't take space right now to tell the story, but it involved exactly the right product coming to our attention at exactly the right time, because someone at Daily's made a phone call to us at exactly the right time and I was led to mention something that was totally off the subject, yet led to our discovering that one product, and by extension, their entire product line . . . Most of the items on our order form are now Daily products. For which we are most grateful.

One of the most recent is "Eye-Vite" (Item No. J-115). A capsule which contains goodly amounts of all the items which figure to be helpful in maintaining eye health and vision. We first mentioned it some months ago, and of course customers bought a significant amount of it in response to that. Long-time readers have found us to be very credible. We certainly aren't always correct, but we tell the truth as we believe it to be. So many tried the Eye Vite product. What always convinces us 100% that we were correct on a product is when the RE-orders come rolling in. Which they are on Eye Vite. Sales of it have steadily INCREASED. It is as if practically everyone who has tried it is reordering, plus more for friends and relatives. Both Kollen and I have seen significant vision improvements coincident with our faithful use of it.

Daily's pointed out in some recent information that they have seen no other "eye formula" that contains GABA, something which they believe to be critical to the helpfulness of their formula. They also note that most formulations contain too small amounts of lutein and zeaxanthin to be effective. Which is quite common. In the hyper-competitive supplement world, there is constant pressure to get retail prices down as low as possible, and of course one way to do that is to "cut to the bone" the cost of what is actually in the pill or capsule.

Anyone can make a supplement that sounds really good, if you simply read the list of ingredients. However, both the quality and quantity may be so low that the manufacturer has MUCH more invested in bottle, cap, label, etc., than in what is inside the pill or capsule.

I started using supplements in about 1969 or 70. I bought whatever was cheapest. Didn't know there was any difference. Did any of that stuff do me any good? Oh, probably a little, but I was fairly young and very healthy and actually ate quite healthfully, so it wasn't that critical a matter. Would I have gotten more value for supplement dollars spent, if I'd bought higher quality. Yes, I'm sure I would. And I'm sure that the quality situation has gotten far worse since then because the market is so much more competitive.

...our vision has really improved... many don't have enough of these two ingredients...

Let's say you are a supplement buyer for Company A, a mega-zillion dollar retailer. You need a supply of a particular popular supplement. You ask for bids. It will be a large purchase, so many providers will probably give you a bid. Will you take the lowest one? Very likely, unless you know there are serious problems with that supplier. If you *didn't* take the low bid, you'd have some explaining to do. What are the chances that the low bidder is going to be providing the highest quality product? Zero, of course. What are the chances that the low bidder is going to be offering the LOWEST quality, or something very close to that? Probably pretty high.

Do this . . . Look at some product like that on the store's shelves, make some assumptions as to the profit the store needs, then the shipping cost to get it there, the profit needed by the manufacturer, the cost of bottle, cap, seal, cotton, box for it all to go in, case for a bunch of boxes to go in. What does that tell you about the amount of money that can possibly be spent for the actual product that goes into the pills or capsules?

In most cases, I'm sure the cost of the ingredients are a small fraction of the cost of the packaging. So even if the product costs you only three dollars and that looks like a good deal, keep in mind that what is in the capsules may have cost fifteen cents. Or a lot less.

We encourage you to support US, of course, but also your local "Mom and Pop" health food store, if one still exists in your area, and the various multi-level-marketing firms, who have so often "broken trail" for new supplements, and also did the pioneer-

ing work in getting individuals to start thinking about taking responsibility for their own health. Mass marketers will do well without you, and you will probably do better for yourself NOT buying from them.

WELCOME TO A LOT OF NEW PEOPLE. In recent months, an unusually large number of brand-new customers have turned up. Mostly via our web-site, of course . . . some ordering directly through it, and others calling us because they have questions to ask before they order. We typically don't take the time to ask them how they managed to find us, but when we do, it's often an interesting story. Once in a while someone wakes up in the middle of the night with the urge to "Google Willard Water" on their computer...and they don't have a clue what Willard Water is. That kind of miracle doesn't happen very often... requires a person who is very tuned in to "guidance" or intuition or whatever.

Mostly they are on our web site because a friend or relative or co-worker or neighbor or alternative health provider has told them to, or they have seen WW recommended in a "natural health" book, for pets or humans. Many people do find us because they are looking for help with a pet's health. We all tend to give our pets better care than we give ourselves, so that isn't surprising. But when they see positive changes in the pet's health, then they get interested in using it themselves.

So if you have a pet or pets, and if your dog or cat or skunk or ferret or parrot is NOT getting Willard Water, DO share it with them. They require significantly lower "doses" than we do, on a routine basis. But, if they're sick, they're often given the same mix as people use... one ounce (2 Tablespoons) to a gallon.

Our own dogs and cats have been drinking WW since 1981 and have, in general, lived longer and healthier lives than would normally have been expected. For them, I mix it about 1/4 as strong as what we drink ourselves . . . 1/2 a tablespoon to a gallon of water rather than the two tablespoons we put in our own water. Then that is the ONLY water they drink. In fact, once accustomed to WW, which takes almost no time at all, pets tend to be reluctant to drink "ordinary water".

Guess that's it for now. I'm out of space!

Our Most Important Products... From One Customer's Perspective

A very long-time customer (roughly 16 years), and someone who has seen huge apparent benefits to his own health and that of numerous relatives and friends, "coincident with" their faithful use of our products over the years, is a very quiet and low-profile sort of person, so I'm not going to even use his real name . . . will just call him "Bernie".

"...cancer loves an acid environment... if you get your body more alkaline, it just makes sense"

He has also been a big fan of our little free monthly newsletter, "Possibilities". Has often thanked me for the information he has learned from reading it. However, he has, now and then, suggested that it isn't "focused" enough. He says, "You are not the only source of alternative health information for most of your customers. They read books and magazines and many of them have Internet service. You have only a few pages to deal with and you couldn't begin to cover everything if you did FIFTY pages a month. So you should focus on the MOST important things you provide . . . That's where you can do the most good for your customers and for yourselves. "Well, Bernie," I asked, "What products should we cover, and what should we say about them?"

"First, the **Willard Water**. And just make sure that people understand how **alkaline** it is. Willard Water has so many benefits that when you try to explain them all, you tend to lose people. Just tell them that the ph of the concentrate is 12.5. An awful lot of us have read about how acidic we normally are if we eat a typical diet, and how harmful that is. So it just makes sense to drink something that is highly alkaline. I remember reading something some years ago that said that cancer loves an acidic environment and does real poorly if you can get your body more alkaline. That always stuck with me. Even if I didn't see so many other benefits I'd drink Willard Water for that reason alone."

"...these could impact alkalinity, immune health, cleaner arteries, skin problems, arthritis, cancer, osteoporosis, and a lot more."

I know that I and my whole family have been using it for a long time, and **we just don't get sick** because of it. I'm completely convinced it helps the immune system big-time. And there are so many things that hurt our immune systems that to me that is REALLY important."

Chinota drops. **You** can't say that they clean out the **arteries**, but the Strauss people say that, and from their experience, my wife and my uncle and a couple of guys I work with, I believe it 100%. I doubt that any of us could have a heart bypass".

"And don't overlook your **Aqua-Gel** and **Chinota Gel**. I realize a tube goes a long way and they don't cost much, so they probably aren't a big deal for you, but none of us here would want to be without them. The Chinota for the aches and pains and the Aqua-Gel for any kind of skin problem. My niece's acne just about disappeared when she got to using the Aqua-Gel and before my Dad died, he said the Chinota was what let him get out of bed and move good . . . His joints had been so bad".

"And, of course, that **progesterone cream**. Several older women here sure have good things to say about it . . . And actually a couple of younger women, too. You talk a lot about what that Dr. Lee wrote about it helping to prevent **cancer and osteoporosis**. I'd think that would be reason enough for a woman to want to use it, and I know there are other reasons, too."

"You and I both know about how important minerals are. I know there was a lot of third-rate **coral calcium** on the market and a lot of extravagant claims made for it, but my family and I use a lot of the good stuff from you and I know you do, too."

"You see, these few products could impact alkalinity, immune health, cleaner arteries, skin problems, arthritic stiffness, cancer, osteoporosis, and a lot more."

Thanks, "Bernie", that IS a great rundown on some of the products my family and I do feel are some of the most important ones we provide, and use ourselves!

