

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardWater.com ♦ Dec 2011/Jan 2012

WHAT Could Possibly Be

4 to 8 TIMES BETTER Than Most Willard Water?

Based on some exciting studies on plants ULTIMATE DARK Willard's Water seems to be just that — 4 to 8 times better than the Clear or XXX versions of Willard's Water.

These studies validate Dr. Willard's conclusion (and countless users' opinions!) that the Ultimate Dark Willard's Water is MUCH more effective than either the Clear or the XXX. (Note: ULTIMATE Dark is the SAME product as the one known for years simply as "Dark" or "Dark XLR-8 PLUS" ... recently we changed the name to Ultimate to make it as clear as possible that it is far superior to the Clear and the old XXX.)

The studies involve using the WW along with "nutrients" (natural fertilizers) to analyze the benefit of the combination of the fertilizer and WW on the plants. All the tests so far have found the Ultimate Dark has as much or greater impact on the plants as the Clear or XXX when it (the Ultimate Dark) is diluted by as much as 4 to 8 times MORE than the Clear or XXX.

In other words, the studies have found the Ultimate Dark has to be **4 to 8 times more potent** than the other two.

Granted, this study is on plants, not people, (keep reading for a "people researcher's" findings and comment) but it helps make sense of the fact that so many people find they feel much better using the Ultimate Dark than they do using the Clear or the XXX.

It makes it seem to us laypeople that the human body may achieve even greater -than-we suspected nutrient absorption and balance with the Ultimate Dark than with the Clear or the XXX (just as plants in these studies have done). And that improved absorption of nutrients could result in a myriad of ways in which the use of the Ultimate Dark might perform better for people than the other two do (given the fact that nutrients basically drive all aspects of the human body).

The Clear and the XXX are great products, as we've always said, but these

studies confirm that Doc's final version — the Ultimate Dark — is even much better!

And how did another researcher whose tests are on people not plants, recently sum up the differences those tests have indicated between the Ultimate Dark, the Clear and XXX?

The "people researcher" said the Ultimate Dark is so much better "it's not even in the same universe" as the Clear and XXX!

We (Nutrition Coalition) are the only authorized Distributor of the Ultimate Dark Willard's Water—always have been. Dr. Willard himself made that decision right after he perfected this formulation, and it has continued to be honored by his family firm, the only manufacturer of Dr. Willard's Waters.

Doc's desire to leave his finest formulation in our hands, says a lot about Doc's confidence and opinion of us and we are honored and humbled to carry the torch! ♦

Guess Where Confirmation of Natural Health Experts' Opinions on Willard's Water for Years Has Now Come From...

This may seem like an "about time" sort of news item to many of you who have experienced the impact of Willard's Water yourselves, but the FDA has now said there's enough of a body of evidence from various studies in certain areas to support saying Willard's Water:

- Increases Bioavailability of Nutrients, resulting in improved absorption of nutrients from food and food supplements
- Improves Digestion
- Is an Antioxidant
- Is a Free Radical Scavenger

This is NOT the same as the FDA saying something is "approved" by it for a particular treatment... Willard's Water is NOT a drug or even a food supplement... it is classified as a Food by the FDA and it is NOT a treatment for anything--nor should it be used or discussed as one. But it's nice to know the studies on Willard's Water now do, according to the FDA, support saying Willard's Water

meets the criteria to say it works in the ways listed above. As you know, natural health experts have noted the above characteristics of Willard's Water for years... however the studies needed to prove to the FDA that these characteristics were real, didn't exist until now.

But now you can tell your skeptical friends, relatives, and even doctors, that the FDA agrees it can be legitimately stated that Willard's Water meets their criteria for doing the things stated above. And you could also tell those folks that natural health experts also say Willard's Water:

- Improves elimination of toxins and wastes
- Reduces swelling
- Raises pH (making one's pH less acid or more alkaline)
- Helps various skin problems

Remember, Willard's Water doesn't have to be used just in water, it *can also be used in baking, cooking, making tea and coffee, etc. etc. etc.!* ♦

Possible Help for Alzheimer's, Migraines, Carpal Tunnel, Stress, and More! From this Old Established Item???

Even as far back as the 1970's there were formulations on the market for **stress relief** that contained mostly just this group of vitamins. This vitamin has also been found to be deficient in people with **clinical depression**. It also has recently been found to possibly help reduce the risk of **Alzheimer's**, and to **relieve Migraines**. One of the vitamins in this group has been known for a long time (at least by natural health experts) to be linked to **Carpal Tunnel Syndrome**... one natural doctor once told us "*it is impossible to have Carpal Tunnel Syndrome if you are not first deficient in this vitamin.*" These vitamins, we're told, are "*essential for every single cell in the body*".

Guess what else? **A lot of the things we do, eat and drink, deplete our bodies' supplies** of these Vitamins. Like **smoking**, and drinking **soda pop**. In other words, we **really** need these vitamins, but a lot of us do a lot of things that deplete our supplies of them and leave us "short" on them.

We're talking about B Vitamins. They're not a very "in" topic... just been around too long, we guess. But, we also, as non-experts who just talk to a lot of people and read a lot of what the experts write, guess that a lot of people would benefit from making a daily routine of getting some of these great B vitamins.

We're not without a "vested interest" in B

Vitamins. We sell them. But, we sell a type that first convinced us of the absolute connection of B vitamins to carpal tunnel, and also *convinced us that this particular form of these vitamins does work FAR better than regular B vitamins*--by regular we still are referring to quality natural B vitamins, not synthetics. *These B vitamins are in a form that the human body has to convert "regular" B vitamins to, before it can actually use them.* So these are more efficient, and have certainly demonstrated to us over the years that they really are All Stars when it comes to B vitamins.

They're called *Activated*. And what sold us on them was that Kolleen here at NCI had been taking 8 to 10 other high quality, natural B-6 capsules per day, *due to her carpal tunnel type problems preventing her from using a computer mouse at all, and also limited even her use of a computer keyboard.* With the 8-10 of the B-6 capsules per day, she could use a keyboard with discomfort, but she *could* use it. She still couldn't use a computer mouse at all because the pain was just too much.

Then we got the Activated B-6 that we still carry to this day. Within a short time of starting on the Activated B-6 to our astonishment, she was able to start using a computer mouse with NO pain! This was back in 1993. Since then, she has been practically living on the keyboard and mouse... does nearly all our publications--

newsletter, most of the emails, etc., so you can imagine how much she uses those items. And she's not alone. Many customers have called us raving about the difference these "Activated B's" made for them.

As has often been reported, natural health experts have said that vitamins and other nutrients work better for people when they "wash them down" with Willard's Water, but something Dr. Willard concluded years ago is certainly of interest here. He said tests he did on B Vitamins which were believed to be typically absorbed at a rate of **18% to 20% by the body, found that when those B Vitamins were taken with a glass of Willard's Water, that assimilation increased to 80 to 85%!**

And, as we told you on page 1 of this issue, the FDA has recently said there is enough evidence to say Willard Water does increase the absorption of nutrients.

The tests reported on page 1 also show that Ultimate Dark WW performs better than the Clear or XXX versions of WW do. **The Ultimate Dark WW outperformed Clear & XXX by 4 to 8 TIMES.** No wonder people who have used all 3, or at least 2 of the 3 versions have about 98% (or more) of the time felt the Ultimate Dark was best. In short, all of Doc Willard's formulations are great, but the Ultimate Dark does seem to be, as Doc W felt, the **"greatest of the great!"** ♦



Trivia & Tidbits . . .

1. What game has taws, bowlers, reelers and monnies?
2. Why did Cincinnati Reds' team send a signed 2nd base-bag to Roy Rogers?
3. What war was the first to have authorized film coverage?
4. What was Mrs. P.F.E. Albee of Winchester, NH, famous for?
5. How tall is the Barbie doll?
6. How can you tell the age of a mountain goat?
7. How long is a day on Mars?

AND THE ANSWER IS...

1. Marbles—They're all slang for shooter marbles.
2. Rogers' boyhood home.
3. The Boer War (1899—1902).
4. She was the first Avon Lady—before the turn of the 20th Century & before the company was called Avon. She sold perfume sets door-to-door and trained others to do so.
5. 11-1/2 inches.
6. By the rings on its horns—the first at age 2 and one every year thereafter.
7. 24 hours, 37 minutes, and 22 seconds.

ON "THE WEB"!
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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
WillardsWater.com or NutritionCoalition.com



PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

30 Years & Counting... And More Happy Users Every Day

Amazing that here we are... about to kick off Year 2012. And that means our "Possibilities" newsletter will be kicking off its 14th year... the first issue was in the Fall of 1997.

And as we look toward 2012, it also means my wife, Kolleen, and I have been drinking Willard Water for over 30 years... we started in December of 1981. Actually, I, and many other family members and friends started drinking it then... Kolleen was such a skeptic she was "hold out" until early 1982. But if you ever read her story ("One Person's Story" in our newspaper solely on WW... or on our web site by the same title), you'll understand why she will NEVER be without Willard's Water!

But, I digress. My intention was to share some of the user reports and feedback we've gotten recently, since we know that's one of our readers favorite topics... what other people say about the products. And it also likely gives everyone a very good understanding of why Kolleen and I have enjoyed these 30+ years so much in our roles as "missionaries" for this amazing product.

Enough said. I'll get to some of those recent reports...

Lupus runs in her family — "C.P." told us that her mother died of Lupus at age 54 her sister at 52 and her Dad at 56. She, herself, is now just about 76 and is doing great. But he's had Lupus a long time now, but takes no medications for it... just all natural herbs and "Willard's Water has done so much for me". She sounds as adamant as Kolleen does about not ever wanting to be without it!

Skin Cancers No More — "P.C." told us she has had skin damaged skin for some time... she's lived in Las Vegas and had a lot of sun exposure...or over-exposure, and has had a number of skin cancers removed over a number of years. But, since she found the Ultimate Dark Willard's Water, she has been mix-

ing it "half and half... half bottled water with half Ultimate Dark WW" and splashing it on her skin.

She's been doing that now for two years... and in these two years she's had no more skin cancers, which is a major switch from the years before that. She hasn't even needed to go to the dermatologist at all, and she summed it up with "my skin looks great".

Relief from the Intense Itching of Shingles — "R.E." told me in an e-mail that our Willard Water **Chinota Gel** (Item HG-4 or HG-8) is a big help in relieving the itch of the Shingles lesions she has dealt with. She told me that unlike another customer of ours who had had great help on the same problem with our Willard Water **Aqua Gel** (Item AG-4 or AG-8), the Chinota Gel worked much better for her.

As she put it, "The (Aqua Gel) doesn't resolve the intense itching like the Chinota gel does. I understand everyone's different and different things work with the same person at different phases of the outbreak. The Aqua Gel is very helpful in soothing and healing the lesions but it's the Chinota that really helps with the stinging and itching."

Intense Itching from Kidney Failure — a relative of mine told us that when her mother was dying of kidney failure, the toxins building up in her system caused nearly unbearable itching almost all over her body. The medical staff had tried all of the prescription and non-prescription items ever used to relieve it, and none had had any real impact. So, in desperation, she brought some Aqua Gel to her mother's room and rubbed it on her arms and legs... "within just a very few minutes, Mom started to relax, and said 'ohhh that feels good. That stuff really helps.'" She said just seeing the relief from the horrible painful itching her mother had been suffering from, was priceless. We can imagine and we're glad it helped.

My Favorite Things — "A.C." told us the **Aqua Gel** is "one of my favorite things. I've told all my girlfriends that the Aqua Gel is the best kept **beauty secret**. It has 1000 and 1 uses." A.C. isn't alone... many women have sung Aqua Gel's praises through the years... some using it **under make-up** to sort of protect the skin and end up with nicer skin...some using it for **hair care**... some for **acne** — **adult and teen-age**. In fact, some of the most grateful calls we've ever received have been those thanking us for the relief Aqua Gel brought to their teen-ager who had struggled and used all kinds of prescriptions and everything available with no help for their acne... until they got the Aqua Gel!

Dog's Eye Injury — "P.B." told me one of his dogs recently had what "looked like an eye hemorrhage. The entire white of the eye had turned blood red. I couldn't get the vet as it was Sunday, so proceeded to bathe his eye several times with Willard Water I had on hand. It improved so much by the end of the day that I held off calling the vet on Monday and in just a few days, the eye was back to normal. I then got out my old dog book and read up on Willard Water again and decided I want to use it a whole lot more. I want to give it to the dogs for drinking water especially since the two males sometimes fight even though they are neutered which I believe is how one got the hurt eye. I'll be back for another order soon!"

"It Really Is Better!" — That's what "M.C." said when she called to re-order the Ultimate Dark WW. She'd used the Clear for some time and in fact, "loved it for everything", but decided to give the Ultimate a try on her last order. She said "there's just something about it—makes me feel even better... greater sense of wellness or something. I just feel better with it." Given the recent studies on the much greater impact Ultimate Dark has than the Clear and XXX, maybe it shouldn't even surprise us! ♦

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RED KETTLE ANGEL?

“A.T.” told us she really was surprised when she arranged for her daughter and her to be bell-ringers at one of the Salvation Army kettles that

Christmas. She said she works downtown and sees the people lined up at the Salvation Army for help all the time, so she knows how much good they do and how well they do it.

So she found herself that late December day, despite all the items yet to get done for her own family’s Christmas, calling in to arrange for her and her daughter to spend a couple hours ringing that bell by one of those red kettles.

The next day, she got the idea “seemingly from nowhere” that she should offer her clients a free gift if they signed up to do bell-ringing, since she’d found out when she volunteered the day before that they were actually short on them still.

So she called the Salvation Army office to see if it would be alright to make such an offer to her clients... making sure it wouldn’t break any laws or anything. She had to talk to a number of people before she got connected to the “right” one who had the answers. Yes, it was fine and would be greatly

appreciated.

Then the woman who had confirmed it was all okay, seemed to get very excited when A.T. told her where and when she and her daughter would be ringing the bell that day... in fact, the lady said she had chills... she said the woman who would be relieving them would be bringing her two children with and she was doing it because her father who has been a major donor to the Salvation Army for years had told his daughter all he wanted for Christmas was a picture of her and her kids (his grandchildren) doing the Salvation Army bell ringing... and, the only one who’d be able to take the picture was the lady A.T. was talking to— “just with my own little camera”, but since A.T. is a professional photographer, would there by any chance she could take that picture that would be such an important keepsake for that family? “Of course!”, A.T. told her.

A.T. told us they all wondered how many Red Kettle angels it took to get all that to fall into place? Sometimes, the “coincidences” of life really do make you smile... and wonder! ♦

Editor: We invite you to share your own miraculous/unexplained help experiences with us for sharing with others in this column, anonymously if you choose.



E-Mails, Mailbag & Phone Calls. . .



Fussy & SMART Cat! — “S.O.” told us she knows some people think cats are fussy and stupid.

But, she told us in her e-mail, that “I have a fussy, smart one! Ever since I started using WW in my dog’s water dish to help his allergies, our cat no longer wants to drink from our kitchen faucet... much preferring to share the bowl with the dog!” We agree... you have a smart kitty! And, we have to say, we’ve lost count of how many people have told us stories over the years about their cats and dogs who don’t want other water (actually refuse to drink it in many cases!) once they’ve been introduced to Willard’s Water! Maybe animals do know something we humans sometimes don’t!

helped my knees... — “A.C.” told us she was a real skeptic about Willard’s Water when her friend first told her about it and said she should try it. A.C. is a polio survivor and has a crooked spine and some arthritis as a result. She’s had some problems with arthritis type pain in her knees. When she first got the WW, she was leaving for a trip and took it along... drank it the whole time she was on the trip. When she got home, she was amazed that her knees didn’t hurt when going up and down the steps at home...she was afraid it meant that being away from the biking she loves to do while on her trip, had helped her knees... it never occurred to her it was the WW. It was a doctor she saw and showed the WW to who actually told her he thought that’s what did it. She stayed on it and eventually, she laughs, even she had to admit it was the Willard Water! ♦

“Never occurred to me that it was the WW that



More Product Highlights & Updates from Charlie

Cancer Rates So Much Lower It's Staggering; Folk Remedy No More?

We've written a fair amount about the studies that have found significant benefits from the spice turmeric, and specifically from the key component in turmeric known as curcumin.

- ◆ ... **One-fifth** as many breast cancers;
- ◆ **One-eighth** as many lung cancers;
- ◆ **One-ninth** as many colon cancers
- ◆ **One-FIFTIETH** as much prostate cancer!

We recently read an article by Carolyn Anderson who is described as a "Doctor, Speaker, and founder of an online magazine for active older adults called *Impowerage*". She wrote this article which appeared on the Huffington Post site on December 9, 2011, regarding curcumin. We think it's one of the best summaries we've seen, so we are simply printing it all for you here.

"East Indians Have Significantly Lower Rates of Cancer"

As I was researching the literature on cancer prevention and treatment, there was one statistic that struck me as really interesting. East Indians are much less likely to develop cancer. In fact, the numbers are staggering. Indians have one-fifth as many breast cancers as North Americans of the same age, one-eighth as many lung cancers, one-ninth as many colon cancers and one-fiftieth our rate of prostate cancer.[1] And given the fact that Indians are probably exposed to even more carcinogens in their environment than we are in the West, this is even more staggering. What could cause such a difference in cancer rates?

Miracle Spice: Turmeric

It could be due to the wonder spice turmeric. Turmeric is the yellow powder that is one of the components of yellow curry. Its anti-inflammatory properties are incredibly powerful. In fact no other food ingredient is more effective at de-

creasing inflammation in the body. The molecule in turmeric responsible for this effect is curcumin. Recent studies reveal that curcumin inhibits the growth of many cancers such as colon, prostate, ovarian, breast and brain.[2] It also inhibits angiogenesis (the growth of new blood vessels to feed the tumor). And in an experiment done with mice where they exposed the mice to a variety of chemical carcinogens, curcumin prevented the development of a number of cancers.[3]

Scientists Ignore a Folk Remedy

Turmeric has been used in India, China and the Middle East for 2,000 years. A brilliant researcher by the name of Professor Bharat Aggarwal, Ph.D. at the M.D. Anderson Cancer Center in Houston, Texas was the first to show that curcumin is very active against cancer in cell cultures.[4] Later, in 2005, he was able to prove the incredible effects of this compound on breast cancer tumors grafted onto mice, even when these tumors that were no longer responding to chemotherapy. In these mice, administering just a regular dietary dose of curcumin reduced the spread of metastasis significantly.[5]

What is interesting is that his research was initially given no merit by his oncology peers at the M.D. Anderson Cancer Center. When he approached them with his findings, he was brushed off. They felt experiments based on using some folk remedy from traditional Ayurveda medicine had no merit. Yet the science was more than compelling. When he presented his research again but referred to curcumin as the "new pharmaceutical"

agent, his colleagues took notice. They were amazed and all wanted to know more about this "wonder drug."

Clinical Trials of Turmeric

Because of such compelling evidence that turmeric has some incredible cancer-fighting properties, his colleagues were convinced and many clinical trials have since been launched. The first trial concerns the blood cancer multiple myeloma, the second involves one of the most aggressive and deadliest cancers, the one my mom had, pancreatic cancer, and the

... the research was ignored when it was known to be about a "folk remedy".... But when presented later as a "new pharmaceutical" fellow researchers became very excited about the findings!

third investigates the possibility of preventing lung cancer in high risk subjects with the active ingredient in turmeric (curcumin). These human studies are now in progress and the results are not yet known, although there is already a

huge body of evidence to support the incredible effects of this compound on animals in the lab.

So it seems that turmeric is a powerful anti-inflammatory that helps stimulate the death of cancer cells and also inhibits the growth of blood vessels to supply a cancerous tumor. In the lab, it also enhances the effect of chemotherapy[7] and reduces tumor growth. It seems we should all be eating this, but how and how often?

As for how often to consume it... it seems that as often as you can is the recommendation.

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*This blog is part of the **Preventative Lifestyle: Keeping Your Body Healthy (and cancer-free)** blog series. While researching ways to help my cancer-stricken mother, I found a variety of things that can help reduce our risk of cancer. While we cannot guarantee that we will never get cancer, it is important we do what is within our power to lower our risk. Please consult with your doctor before making any significant lifestyle or dietary changes."*

Back to me, Charlie. We do carry curcumin... in two different products... one is straight **Curcumin** (Item No. KF-9, and the other is **Curcumin in Ener-Cell** (a combo-product with goodly amounts of Curcumin & other very popular items in one pill—details below) Item No. J-135.

The straight curcumin product is 500 mg per capsule. And there are 120 capsules in a bottle. Currently it sells for \$43.95 a bottle. We have recently added an asterisk to this product, which means we don't offer any discounts on it. The reason is that the demand for curcumin is so strong, and seemingly growing stronger every day, that the price keeps going up—without any warning.

So, after having sold it many times at prices we'd published but which were way below the increased price of it when a customer bought it, we finally decided we just can't offer any discounts on it because we don't know how high it may go between one order for it and the next... that's how fast the price keeps rising. Which, again, seems in keeping with how much excitement keeps growing about this rather amazing substance.

The other curcumin product we have in our line-up, **Ener-Cell** from Daily Mfg., is a combination of **Curcumin** (150 mg), **Alpha-Lipoic Acid** (300 mg), **L-Carnitine** (100 mg) and **CoQ10** (50 mg) — milligrams shown in parentheses are amounts per capsule of each. All of those items are very highly regarded and in demand, and we believe together make an extremely desirable nutritional product. My wife, Kolleen and I, each take two of the Ener-Cell capsules a day.

As shown, Ener-Cell only contains 150 mg of Curcumin per capsule, but with the goodly amounts of the other highly beneficial nutrients (in our lay opinions—but backed by a lot of research we've read) as well. So, we personally feel the Ener-Cell is both a better buy (it's only \$24.95 a bottle compared to \$43.95 for the straight curcumin), and quite possibly even a better product for most people. Even if you took 3 of the Ener-Cell per day to get to 450 mg of Curcumin, you'd still pay less for the

Curcumin than you do in the straight curcumin product.

Don't get me wrong... we're happy to sell either of these items, and we don't pretend to be experts on this or any other nutritional issues. However, we regard our customers as our friends, and we tell our friends and family that we take the Ener-Cell instead of the other, because we really want to take all the items in the Ener-Cell anyway, so it seems by far the most cost effective option, and arguably the most health-efficient, due to the other items in it.

We know the author of the article says the best way to get the curcumin is to consume it in your food. We don't take issue with that.

But we do recognize the fact that most people will never get as much of it in their diets as they will by taking it in supplement form every day.

We also suspect those who feel supplements don't work as well as food, probably aren't aware of the way very **high quality** supplements (like those we're discussing) **do** get absorbed by the body. And, such experts likely don't know how much Willard Water use also boosts the body's absorption of the nutrients provided via supplements.

So, again, we, personally, feel quite comfortable taking our curcumin, and alpha-lipoic acid, and L-carnitine, and CoQ10... and many other nutrients, in supplement form. Because we are convinced they are very well absorbed when provided in a quality made supplement, and when taken along with Willard Water. And also because we just don't believe we'd ever succeed in getting as much of them if we relied on our daily diets to provide them all. But if a person can get all they need from their diets, that's great, too! And, not to sound like a broken record, but whether you are getting the life-giving nutrients you need from your food, or from supplements, it sure seems to us you're way ahead adding Willard Water to either plan — Ultimate Dark Willard Water as first choice, but ANY Willard Water, for sure! ♦