

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardsWater.com ♦ January, 2014

Essential to Every Living Cell... Helps Blood Pressure, Blood Sugar & Much More, But Many (Most?) Are Deficient in It

By Ben

Looking around the natural world, one of the most striking things is the amazing diversity of life, from amoebas to redwoods to humans to jellyfish. Plants, animals, fungus, bacteria, et al occupy every conceivable environment on our planet, no matter how inhospitable it may seem (including a bacterial strain that loves living in nuclear waste), and taking on countless forms in the process.

What do they all have in common? A surprising amount, especially at the elemental level.

All organisms are made of Carbon, of course, but what else?

Hydrogen and oxygen, naturally, but often a few other elements, at the very least Nitrogen, Phosphorus, Potassium and Sulfur. Most of these we get very readily from standard food and drink, but there's **one element essential to every living cell** that I particularly want to talk about that you quite possibly don't get nearly enough of. That element is Magnesium.

As I said, Magnesium is essential for every living cell. Chlorophyll (the compound plants use for energy) has a magnesium atom at the center of its molecule. Magnesium is an important component of **over 300 enzymatic reactions in your body**.

Even the **basic energy source of the human body**, Adenosine Triphosphate (ATP), is **biologically active only when bound to Magnesium**, forming Mg-ATP. It's a vitally important component of bone.

Magnesium is one of the four basic electrolytes (with Calcium, Sodium and Potassium).

Even more so, it's been found to have a great deal of benefit in treating (or helping to reduce the risks of developing) a number of diseases.

A wealth of research supports the importance of mag-

This one element is **essential to every living cell**, but many people are deficient in it. It's a key component of **over 300 enzymatic reactions** in your body, and has been found to be beneficial in regulating **blood sugar, blood pressure**, helping to **reduce the frequency and pain of migraines**, and much more.

nesium in regulating **blood sugar** and that a low intake of Magnesium increases the **risk of developing diabetes**.

Other studies conclude that it's effective in helping control **blood pressure**.

Still others suggest it helps **prevent migraines** and **reduce the pain** associated with migraines.

The recommended daily intake of Magnesium is over 300 mg for adult women and over 400 mg for adult men.

What **food sources** are rich in this element? It's most predominant in green, leafy vegetables (remember the chlorophyll that it's such a necessary part of), nuts, and whole grains (especially oats). Modest amounts are also found in milk.

However, despite its presence in many foods, it's often in relatively small quantities, so therefore being certain to get enough of it can present a challenge.

Enter supplemental magnesium. We offer it as Daily's **Magnesium Citrate** (bound to citric acid), one of the best-absorbed forms of it.

"Possibilities" Anniversary

Our Possibilities Newsletter reached its 15th Anniversary in November 2013!

So this issue marks the start of its 16th full year of publication.

We've enjoyed bringing it to our readers and we hope you've enjoyed it, and will continue to enjoy it.

We've got some "looking back" items sprinkled throughout this issue, which we hope you'll also enjoy.

Thanks for your support through these years. We clearly wouldn't have made it without you! ♦

Four capsules of our **Magnesium Citrate** (Item No. J-54) provide 100% of the 400 mg need.

Furthermore, many of our customers like the **Coral Calcium** with added **Magnesium** and **Vitamin D**, which provides 62% of your daily needs in a 3 capsule serving.

Many people find it best to take their Magnesium before bed, as it often has a mildly relaxing effect., which many people find helps them **sleep better**.

Of course, and as always, it would be a shame to add a new supplement to your regimen without mindfully washing it down with Willard's Water.

If you wonder why it would be a shame to take Magnesium — or any nutritional supplements, or even food for that matter — without Willard's Water, check out the articles regarding recent studies on Willard's Water on pages 5 and 6 of this issue. They are very helpful at establishing the fact that you get more out of the food you eat, and supplements you take, if you drink Willard's Water along with them. So, to get the most out of all the healthy things you eat and drink, remember Willard's Water! ♦

Weight, Body Shape, Health Risks and You

By Ben

How do you know how much you "should" weigh? It's a difficult question that's often over-simplified. The standard method in this country is to go by the Body Mass Index (BMI), which is a number arrived at by comparing height with weight. A "healthy" person has a BMI of between 18.5 and 24.9. 25 and above is overweight, while above 30 is obese.

Sounds simple enough. But what does this really tell us? Not very much, actually. The BMI is used chiefly because it's very simple. Your doctor will most likely base his/her advice to you on this number, which works for a lot of people a lot of the time, but it fails to account for a couple of important factors, such as the amount of muscle (which weighs more than fat) a person does or does not have, but even more importantly, where their weight is distributed.

You see, not all body fat is created equal. A wealth of research suggests that fat in some places (chest and hips) is harmless or even positive, but fat in one specific place is very bad: the abdomen.

Abdominal fat is disproportionately centered around the organs and has been implicated in study after study as being what actually presents the health risks that obesity is blamed for. I have a theory that this may account for part of why

women outlive men: men are much more likely to store fat around the waist, whereas for women it is most likely to go to the breasts and/or thighs. This also accounts for the fact that women who are considered "overweight" by the BMI often outlive "healthy" women: the BMI standards for health risks were, apparently, designed around men.

It's simple to find out if your waist needs reduction, all you need is a cheap tailor's tape or a flexible tape measure. Find your waist, which is not where your pants sit, but rather the narrowest part of your torso, the part that dips in at your sides slightly, usually an inch or two above the navel. Measure that around.

Now that you have your waist measurement, do you know your height? Compare the waist circumference you just took to that, in inches (if you're 6 feet tall, you're 72 inches). Now, is your waist less than half as big around as you are tall (i.e., that 72 inch person having a waist 36 inches or less)? If it is, congratulations, your weight-related health risks are likely minimal. If it's greater than half, that's where the risks start to increase, and at a greater rate as you get further past half.

Keep in mind that as we age, the "healthy" number allowed will increase, going from .5 (the half measure) for people under 40 to .6 for people 50 and

over. Older people are allowed slightly bigger waists by this measurement.

What I've just described is the "Waist to Height Ratio." If you're inclined to do a little more math, you can find out your "Waist to Hip Ratio," which some research points to being also a very useful tool in understanding disease risks, especially when paired with Waist to Height.

Finding your Waist to Hip ratio is very simple. You already know your waist. Now measure around your hips, finding the widest point, usually just above the groin. Got it? Take your waist size and divide by your hip. For example, if your waist is 30 inches and your hips are 35 inches, your waist to hip ratio is .86. Ideally, men are at around .9, and women can be anywhere from .5 to .8. The most important thing is to have a waist smaller than your hips, because, once again, fat stored in the abdomen can be deadly.

So how much should you weigh? Like I said, there's no easy answer to that, because weight itself doesn't seem to be the most reliable predictor of disease risk.

Bottom line: the most important thing is shape, or where that weight is. I know it's not a satisfying answer because we're all psychologically married to the scales, but all the research really seems to point to the key to health being in measurements rather than strictly in pounds. ♦



Trivia & Tidbits . . .

1. How many sonnets did William Shakespeare write?
2. How many of his paintings did Van Gogh sell in his lifetime?
3. Why did Cincinnati Reds baseball team send an autographed second base bag to movie star Roy Rogers?
4. How many crisp new dollar bills are there in a pound?
5. How many sisters and brothers did Benjamin Franklin have?
6. Where was Nero when Rome burned in 64 A.D.?
7. What scientist was offered the Israeli presidency in 1952 but turned it down?
8. How fast can an ostrich run?

AND THE ANSWER IS...

1. 154.
2. Only one.
3. Because Rogers' boyhood home had stood on the site of 2nd base in Riverfront Stadium.
4. Exactly 490 according to the Bureau of Engraving and Printing.
5. Sixteen — seven sisters and nine brothers. He was the 15th child and youngest son.
6. At his villa at Antium, 35 miles from Rome & not fiddling—violin wasn't invented yet.
7. Albert Einstein.
8. About 40 miles per hour — taking strides of 12 to 15 feet.

ON "THE WEB"!

www.willardswater.com

Or

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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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Sweet 16...Looking Back on the Last 15 Years of “Possibilities” Newsletter & Ahead to the Next 15!

Like most anniversaries, it sort of snuck up on us that we'd actually been publishing this little newsletter continuously for 15 years now.

I'd say it's amazing we've found that much to talk about, but anyone who has ever talked to me here at NCI, or to my wife, Kolleen, knows we could seemingly talk forever about Willard's Water and other amazing products we carry, or have simply brought to our readers' attention. And just about everyone we've ever had on staff here, has been in the same category... we all like to visit!

But still, I do wonder how many words we've put to paper in the last 15 years. Then again, maybe I don't want to know — might just make it clear how “wordy” we can be!

One thing that has surprised a lot of business and marketing consultants has always been that our regular column that we call our “unexplainable help/fork in the road/inspirational stories”, but which most of our readers have dubbed “the angel stories”, has always been one of our customers very favorite parts of this newsletter. Only complaint we ever received was from someone who didn't think we should have named Wal-Mart as the store involved in one person's story they submitted and we used for the column, because that reader didn't like Wal-Mart. We explained that the story was submitted to us with Wal-Mart named in it, and we didn't think it was up to us to delete it. She said she could understand that then.

But we've never had a complaint about the nature of that that column, and we've had countless people tell us they'd be really upset and disappointed if we ever dropped it. Given that it borders on a religious type overtone, the consultants always warn that it could be bad for business. However, we've never wanted nor allowed it to read like any particular doctrine, and they are not all even religious in their tone, so I think

that's why there haven't been any objections, plus the fact that no matter what one's religious beliefs or non-beliefs are, most people enjoy hearing stories that sort of defy explanation.

Additionally, we believe a dose of wonder is good for a person. No harm in passing along positive experiences, and possibly a lot of good in it.

Another surprise has been the popularity of the Trivia column. People love it!

But perhaps most confusing to the “experts” has been that we've used a lot of the space in all those 15 years of issues, talking about things we don't sell. Well... we've simply been committed to not just telling people about items we sell that are good for them, but also to make them aware of other things they can do or use that could be of real benefit to their health. Just seems right.

And, frankly, we've received a lot of thanks from people through the years for doing that. I have to say, it makes you feel really good when someone tells you that some information you passed along was very helpful to them. Makes any day worthwhile when you hear that.

A lot of things have happened over the last 15 years.. And even more over the last 32 years, which is how long we've been in this business. What hasn't changed is our conviction on the worth of **Willard's Water, Colostrum, Progesterone**, and a lot of other fine products we've brought along on this journey.

With regard to the Willard's Water, I have to say we've seen some remarkable progress in the last few years. As we've written about before, a number of studies have been done recently on “the Water” that have made it pretty clear why it's been so helpful to so many people for so long. In fact, we're reprinting articles on a few of those stud-

ies on pages 5 and 6 of this issue.

Studies that have clearly established how much it **boosts the body's absorption of nutrients** it needs, and the body's ability to **better digest** what goes into it, so we **get rid of toxins** better, too. Other studies have shown how great it is at **raising the pH of water... and maintaining that pH...** doesn't revert back to its original pH over the course of a week as every other pH raiser we've ever heard of does.

And the **Colostrum**... well, that was the second product we added to our line. That was later in 1982. But since then there have been **hundreds of studies establishing and validating its benefits** to one's health.

We didn't add **Progesterone** to the line until sometime in the 90s. But, I have to say, the user reports on that have been pretty amazing too. A lot of those reports have been from people telling us that our progesterone works better than any other of many, many, brands they tried before. We can only speculate that it seems the progesterone we provide **seems to be absorbed better than many versions** are—so much so that, if you choose, you can apply it to the same site every day and it will never block the pores so it will always continue to work even when applied to the same spot over and over. Most brands say you can't apply it to the same site daily... and that's usually because those particular ones block the pores.

But I have to say, Kolleen and I regard the greatest surprise of this little publication for us has been the **wonderful people who we have been connected to**, through it. We've been amazed again and again to hear from people who got it from someone else and called in to order.. and then, like so many of our customers, became our friend. We have to say we believe we've gotten more out of this, in terms of satisfaction, than our readers probably have! ♦

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DIVINE INTERVENTION? HOW ELSE TO EXPLAIN IT?

It's as clear to me today as it was when it happened 36 years ago. . . I remember the dusty look, the "temporary look"--like those hastily created areas in construction sites when they need a temporary turning lane, or whatever. . . the relaxed Sunday afternoon drive had turned into a nightmare, when that car in the opposite lane on this mountainous 2-lane road had inexplicably pulled out into my lane to pass the car ahead of it, and now couldn't get back into his lane.

I recognized the hopelessness of the situation--I could either steer the car to the right and into the side of the mountain, since there was no "shoulder", or I could steer to the left and let it drop about 200 feet into the lake below, since there was no shoulder on that side either--or I

could simply wait for the inevitable head-on crash.

As I saw the front bumper of the oncoming car nearly touching ours, I remember screaming in silence "Lord what I need is a clearing". . . and *right after that* is when I saw it--this temporary construction-type site in the side of the mountain. I cranked the wheel and was into the clearing, as the other car sped past. . . no crash, no problem.

But when I returned to take another look at that clearing later, I couldn't find it. I looked *many* times. . .

I even asked the Highway Patrol about that construction site and they said there was none--if anyone got into trouble at that particular spot, they said, it "would be all over", since "there is no place to go". But with unseen help there was!

Editor's Note: For this our 15th Anniversary Issue, we reprinted this story that appeared in its very first issue. We invite you to send us your own "unexplained help/ fork-in-the-road/inspirational stories" for this column.



E-Mails, Mailbag & Phone Calls. . .



Hydration? — "P.P." told us that she and her husband attended an outdoor festival of some kind last summer and the temperature was reported to be about 104... and out on the blacktop where they were, it was probably significantly worse. They are both 62 years old. They had brought along a jug of Willard's Water and drank from it all day, and stayed out there all day. She said they have no doubt they wouldn't have lasted nearly that long without the Willard's Water.

Actually we've had a lot of reports through the years about people staying better hydrated in various situations when they're drinking Willard's Water. A lot of bodybuilders, for instance, have noted that they stay far better hydrated during workouts if they drink Willard's Water before, and during their workouts. They also say they aren't as sore after using WW while working out, either.

Blood Pressure Help? — "L.D." told us she started drinking Willard's Water and taking digestive enzymes to adjust pH, and her blood pressure went down. She says she cannot be certain it was due to that combination, but she's certainly happy!

72 But Looks 60 — "Y.H." sent us this nice note: "Thank you for having so good of a product. I drink a lot of Willard's Water daily and believe it's what's keeping me healthy, wealthy, and wise! And, I'll be 72 soon and have been told I look about 60 — Yeah!" We agree looking 12 years younger than you are merits a cheer! And we've had more people than we've counted tell us similar things through the years... often they are using the **WW** and/or, **Aqua Gel**, on their faces and/or skin, but many of them report receiving such compliments when they are only drinking the WW. Such tangible changes are impressive!



More Product Highlights & Updates from Charlie

STUDY: "Ultimate Dark" WW is 4 to 8 TIMES Better Than "Clear" or "Dark XXX" Willard's Waters

Editor's Note: We're re-printing the articles on this insert page of recent studies conducted on Willard's Water in this 15th Anniversary Issue of our Possibilities Newsletter, because the studies validating some of the benefits of Willard's Water are certainly some of the highlights of the last 15 years! Enjoy!

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

These studies certainly 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 (or Dark XXX as it is sometimes called now).

(Note: **ULTIMATE** Dark is the **SAME** product as the one known for years simply as "Dark" or "Dark XLR-8 PLUS"—the name change to Ultimate was to clarify that it is considered the best of Dr. Willard's three versions.)

The studies used WW with "nutrients" (natural fertilizers) to analyze the benefit of combining those fertilizers & WW for plants.

All these plant tests so far have found the **Ultimate Dark** has as much or greater impact on the plants as the Clear or XXX even when 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 using Clear or 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 the 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—and we always have been.

Dr. Willard himself made that decision after he perfected this version, and it has continued to be honored by his family firm, which is the only manufacturer of Dr. Willard's Waters.

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

The Ultimate is so much better than the Clear or Dark XXX, she said it's **"not even in the same universe!"**

FDA: Evidence Supports Saying Willard's Water...

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 just used in water, it can also be used in baking, cooking, making tea and coffee, etc. etc.! Heating it or freezing it, does not hurt it, either, so its uses are seemingly endless. As someone once said, "its uses seem limited only by one's imagination!" ♦

Permanently Raise the pH of Your Water...

Raise it Forever, Not Just For Hours or Days!

As the importance of increasing the alkalinity (pH) of drinking water has become more and more accepted as very beneficial for one's health, there have been almost countless products appear in the market to raise the pH of water.

We don't know of ANY that raise the alkalinity and KEEP it raised permanently, EXCEPT for.... WILLARD'S WATER (WW).

Those familiar with WW have known for a long time that the change it makes in the pH of water (and all its other characteristics) are permanent. But, other products promoted for the increase in water's pH, do NOT create that change permanently. In fact, the longest we're aware of that any company claims its product will maintain the increased alkalinity is "a week at the longest". And that piece of equipment costs thousands of dollars.

Plus, as most people reading this already know, WW has additional very important benefits besides its exclusive ability to change, and permanently, maintain the higher pH level (alkalinity) of the water to which it is added.

Most recently, a study conducted at the South Dakota School of Mines & Technology in Rapid City, SD, concluded that the evidence is there... WW does indeed make this change permanently.

Here are the details from the release on that study: **Bottom Line:** *Adding Willard Water® to Reverse Osmosis water in recommended dilution amounts consistently raised pH several points. And, it maintained that raised pH over time.*

In a study sponsored by CAW Industries, Inc., parent company and manufacturer of Willard Water® products, entitled "An Examination of Willard Water's Impact on pH," conducted by graduate students at the South Dakota School of Mines and Technology affirmed that Willard Water®, when added to water in recommended dilution amounts permanently raises the alkalinity of drinking water.

The study's objective was to quantify what effect adding Willard Water® to drinking water would have on the water's alkalinity. The study also sought to measure both the relative increase in the drinking water's alkalinity when various amounts of Willard Water® were added, and whether the alkalinity would change over time after the Willard Water® had been added. This latter test was conducted due to the fact that many alkaline waters on the market today lose their alkalinity over time and the study sought to prove that Willard Water® does not experience a similar drop in efficacy.

The study's author, graduate student Joseph Gentilini, confirmed that simply adding Willard Water® to drinking water in small amounts will raise the pH of that water and that using Willard Water® at recommended dilutions has a significant impact on alkalinity.

Gentilini also confirmed the longevity, or permanency, of the alkaline change caused by the addition of Willard Water® that Dr. Willard established via his personal studies conducted nearly 25 years ago.

"This study definitively confirms what we have known for decades, Willard Water® significantly, and permanently, improves water's alkalinity," said CAW President John Willard III. "The fact that Willard Water® permanently alkalizes water with just a few concentrated drops gives our product a tremendous advantage over every other alkaline water on the market today. Not only is Willard Water® more cost effective for consumers seeking alkaline water, it is also the most eco-conscious alkaline solution as one 8 oz bottle alkalizes approximately 8 gallons of water. When you throw in the relatively low price point of our products it all adds up to a very strong competitive advantage and we look forward to expanding our presence in this burgeoning market."

Willard Water® was invented by Dr. John W. Willard Sr., a chemistry professor who received his PhD from Purdue University and worked on the United States' atomic and plutonium bomb de-

velopment teams. Dr. Willard had been seeking to develop a high density trace mineral water derived from fossilized organics in lignite when he "serendipitously" invented the products now known simply as Willard Water®.

Created through a multi-faceted and patented process, Willard Water® alters the molecular structure of regular water, causing it to become more reactive and thus a more efficient delivery system throughout the body.

Willard Water® also helps the body break down particles (food, nutrients, vitamins and toxins) in the digestive system which makes it easier for the body to process these particles, remove toxins, and more fully absorb the nutrients, minerals and vitamins that are consumed.

About CAW Industries, Inc.

Founded by Dr. John W. Willard Sr. in 1973, CAW Industries is the only manufacturer of Dr. Willard's patented Willard Water® products.

For nearly 40 years CAW Industries has been an industry leader in the natural health industry and is one of the most trusted brands around the world. Thanks to a ground breaking 60 Minutes story and an exhaustive hearing before the U. S. Congress, Willard Water® helped pave the way for the expansion and development of the U.S. natural products industry and the eventual passage of the Dietary Supplement Health and Education Act of 1994.

Dr. Willard's sons and grandchildren have continued his tradition of excellence and have expanded the small South Dakota Company he created into an international corporation with sales around the globe. Nutrition Coalition, Inc., is the oldest distributor of Willard's Water, and the exclusive distributor of the Ultimate Dark formula of Willard's Water.

The Ultimate Dark was Dr. Willard's 3rd, and final, version of WW. It's the one Dr. Willard, and all tests conducted since, along with countless users, have concluded is the best of his 3 formulations of his amazing product. ♦