

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardsWater.com ♦ March/April 2011

Key Nutrient May Reduce Risk of Sudden Cardiac Death By Up to 41%, and Another May Cut Risk of Heart Disease by One-Third!

We have some news on a couple of "old standards" of natural health that have some key roles to play in heart health. The first is the one that could have an impact on the **300,000 people who die every year** in the U.S. from Sudden Cardiac Death (SCD).

As its name implies, it occurs without warning and often death occurs within minutes of the start of the event. Many of those who die of SCD do not even know they have heart disease until it kills them... there are no symptoms. Many of them have underlying coronary heart disease, but without symptoms, many have no idea they have it.

Recent research analyzed the association between **Magnesium** and the risk of Sudden Cardiac Death (SCD). The study looked at data from more than 88,000 women who were followed for 26 years. The results showed the relative risk of SCD was significantly lower in women with the highest blood levels of magnesium who had a **41% lower risk of Sudden Cardiac Death**.

Another study found women with the highest magnesium levels had a **37% lower risk** of SCD, and a third study found the **decreased risk** for SCD in women with the highest magnesium levels to be **40%**.

Your body actually uses Magnesium to perform more than **300 biochemical reactions**, including those that **maintain normal muscle and nerve function** and keep your **heart rhythm steady**.

Sudden cardiac death often occurs due to the electrical impulses in the heart becoming rapid and chaotic, which can lead to an irregular heart rhythm (arrhythmia) that causes the heart to suddenly stop beating. According to Dr. Joseph Mercola, Magnesium is antiarrhythmic,

meaning it helps suppress abnormal heart rhythms, thereby reducing the risk of SCD.

The best food sources of Magnesium are green leafy vegetables such as spinach and Swiss chard. Some beans, nuts and seeds, like almonds, pumpkin seeds, sunflower seeds and sesame seeds, and avocados, are also good sources.

And, the best food sources of Magnesium are also said to be organic ones, since chemical fertilizers used in non-organic farming typically provide no magnesium.

It's widely believed that many Americans are not getting sufficient Magnesium from their food. You can have your Magnesium levels checked by your doctor.

Certain factors make it **more likely you are deficient** in magnesium -- among them:

◆ **Digestive System Problems**--can lead to problems in absorbing Magnesium (Crohn's disease, leaky gut, etc.)

◆ **Unhealthy kidneys** can cause excess Magnesium loss in urine

◆ **Diabetes**, especially if poorly controlled, can also lead to loss of magnesium in the urine

◆ **Alcoholism**--up to 60% of alcoholics have low blood levels of magnesium

◆ **Age** -- absorption decreases with age so older people are more likely to be deficient in magnesium

◆ **Certain medications**--diuretics, antibiotics and medications used to treat cancer can result in magnesium deficiency

Natural health experts also urge anyone who may be at risk for heart disease to also make certain they are getting enough Vitamin D. Low levels of **Vitamin D** have also been linked to a higher risk of heart disease and heart attacks. One study found women who take Vitamin D supplements **lower their risk of heart disease by one-third**.

So, fill your plate with organic leafy green vegetables and nuts and seeds! And if you're not sure you're getting enough of such organic foods, you may want to consider taking supplements of Magnesium and Vitamin D.

If you supplement with Vitamin D, you should know that **Vitamin D-3 has been found to be 87% more potent** at raising vitamin D blood levels than Vitamin D-2, according to a new study.

And Vitamin D-3 also produces a **2- to 3-fold increase over D-2 in the storage** of the vitamin. Researchers gave 33 healthy adults 50,000 International Units (IU) of either vitamin D-2 or D-3 each week for a total of 12 weeks. About 17% of the vitamin D-3 was stored by the participants, and the rest was consumed or metabolized.

According to the study in the Journal of Clinical Endocrinology & Metabolism, "Given its greater potency and lower cost, D-3 should be the preferred treatment option when correcting vitamin D deficiency."

We have been aware of D-3's superior efficacy for some time so that's the only form of Vitamin D we have offered, for a number of years, now. **Our Magnesium Citrate** (considered best absorbed form of Magnesium) is **Item No. J-54**. Our **Vitamin D-3** is **Item No. J-24 (1,000 IU per capsule version)** and **Item J-24A (5,000 IU per capsule)**. ♦

Best Product for Raising pH We've Found

Willard Water Concentrate is highly alkaline, and raises the alkalinity of the water it is added to. And, the change it makes in the pH is very stable... it will stay at the higher pH level "forever". Many products on the market that raise pH do so for a limited period of time and then the pH returns to its previous lower pH... more acidic. And, Willard Water's pH-increasing ability is a fairly minor part of its many benefits, in the opinions of many who have become very familiar with its full array of benefits over the years.

First, the concentrate, either the ULTIMATE Dark, or CLEAR, IS at least 12.3 ph which is very alkaline. And in recent years as more and more people have become aware of the apparent benefits of raising their own ph to a more alkaline level, I'm sure that a good many people have bought it for that reason alone.

I recall one new customer, when I started to list its many benefits, and happened to mention the ph first, he said, "Stop! All I need to know. If it is that alkaline and that cheap and that harmless I'll use it for that reason alone and take all the other benefits as a 'throw-in' !" But we don't want people to think of WW as "only" alkaline. Many folks, I'm sure, have found some "alkaline drops" or bought an expensive machine that makes their water (at least very temporarily) as alkaline as they want it to be. We assume that most such products and machines are in-

deed beneficial. But our observation is that our more knowledgeable and long-term WW users, who HAVE bought a machine to purify and alkalize their water, continue to add WW concentrate to it because they know that there is nothing out there that provides nearly the full range of benefits that Willard Water does, or any that retain the increased pH as long as WW does. They do, however, realize that since WW also raises the ph of the water, they can (and do) set their machine to produce somewhat less alkaline water, then add the WW concentrate to get the drinking water's ph back up to the level they desire.

Whether ANY supplement or altered water can change the ph of the human body, is still controversial, at least in "mainstream" circles.

However, we all tend to rely on whatever evidence we've seen ourselves. In our case, even when my wife, Kolleen, was a little girl, gold jewelry would turn her skin black, when seemingly anyone else could wear the jewelry without that happening. As she got old enough to wear nail polish and later make-up, she found out that even nail polish and make-up changed

...gold jewelry turned her skin black... nail polish & make-up changed color on her... because her body was so acidic she was told... after starting on WW in 1982, all that stopped...

New Willard Water Label!

The next order of Willard's Water you get will have the product in a bottle with a newly designed label! A very pretty one, we might add!

The new one came about due to FDA requirements as to what information the must be printed on the label. The new one includes the Nutrition Facts required now of nearly all food products. And all the language on the label is in keeping with all new FDA requirements as well.

The additional information required resulted in some of the information that was on our old label not appearing on the new one—there's only so much that will fit on a label!

We hope you like the new look... let us know what you think. The main thing, though, is that even though the label looks different, **it's the exact same product you've always gotten from us—made and bottled at the Willard plant!** ♣

color on her... she was told that happened because she was so acidic

Since she began drinking WW regularly (in 1982) that STOPPED happening. Coincidence? We doubt it. Those problems had happened consistently right up to the time she started on WW, and nothing else changed. One person's experience is not proof of anything, but is another example of why we, personally, are such believers in Willard's Water! ♣



Trivia & Tidbits . . .

1. How many eyes does a bee have?
2. What distance can an average healthy slug cover in a day?
3. What is the only bone in the human body not attached to another bone?
4. How many constellations are there?
5. What percent of men are left-handed? What percent of women?
6. How many bones does the average human adult have?
7. How many teeth are there in a human's 1st set of teeth—baby teeth?
8. Whose screen test was assessed as "Can't act, can't sing, slightly bald, can dance a little"?

AND THE ANSWER IS...

1. Five—1 on each side of its head, and 3 on top of its head.
2. 50 yards. Slug races generally are held on a 1-yard course.
3. Hyoid bone suspended by ligaments at base of skull & supports the tongue & its muscles.
4. 100,000.
5. 10% of men, 8% of women.
6. 206.
7. Twenty. Our second set has 32.
8. Fred Astaire.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

FREE Habit With BIG Health Benefits

Optimists had a 14% lower risk of dying of ANY cause... 30% less likely to develop heart disease...

We've all probably heard various bits of wisdom pointing out the importance of maintaining "the right attitude", or "keeping your spirits up", etc.

Such encouraging words are often expressed to help people get through health or other challenges. Turns out science has now confirmed the value of attitude

A study that compared women who had the most optimism...believing that good things were going to happen... had a **14% lower risk of dying of any cause** during the study than women in the study who were the most pessimistic.

The optimistic women were also **30% less likely to develop heart disease**

And another study -- this one on students -- found that **the more optimistic students became, the stronger their immune system responses also became.**

And, on the other side of the coin, students who became more pessimistic during the course of the study, had **weaker immune responses occur the more pessimistic they became.**

Students who didn't become more optimistic or more pessimistic, showed no change in their immune system response strength.

The researchers said they didn't know how positive, optimistic, feelings strengthen our immune response, but said it may be as simple as the fact that being positive makes it easier to take care of yourself.

That theory reminded us of comments we've heard from **Willard Water** users over the years... from reports that "people say **I laugh more** when I'm using Willard Water", to "friends have said **I seem more alive** when I'm drinking Willard Water", to women saying their husbands had **increased libido**, and others saying they found it **easier to focus** on tasks at hand... and in all these cases, it would seem logical that maybe just feeling better resulted in the increased laughter or level of energy, or focus.

...laughing more ...to seeming more alive... to easier to focus... to libido boost...

And, given the connections now established for various nutrients' impacts on everything from one's immune system, to depression, and mental clarity, the Willard Water may also be helping by its ability to **increase one's assimilation of those helpful nutrients.**

In any case, It would make sense that if you feel better, it may be easier to feel more positive and optimistic... and "alive". All of which, apparently would also help boost your immune system... which would make you even healthier, and feeling even better! **Now this is a "snowball effect" everyone might like!**

Whatever the reason is for the benefit of increased optimism and feel-good thoughts, it's clear there's no harm from them and seemingly a lot of good.

So, next time your glass looks half empty, remember that means it's also half full...experts say that **training** oneself to think in the most optimistic way about their situation, is a valid means of increasing your optimism, and apparently your immune system strength and overall health!

More GREAT News

If you're a fan of walnuts or fish... Research has now found that the Omega-3 fatty acids in these foods may keep you seeing straight. Earlier studies had found Omega-3's may prevent human blindness, but this new study found out exactly how that works.

In studies on mice, researchers learned that Omega-3 prevents abnormal blood vessel growth in the retina. And that means Omega-3s could help prevent eye disease like retinopathy, which are caused by an overgrowth of leaky blood vessels in the eyes.

Another study found that Omega-3s may improve depression in seniors with mild to moderate depression.

And a third study found that fish oil may be the key in maintaining weight and muscle mass for chemotherapy patients. Results of the study showed that 69% of the cancer patients receiving the fish oil maintained their weight and muscle mass. Only 29% of the patients who received standard care, without the fish oil, maintained their weight and muscle mass. The researchers said the omega-3 fish oil may also be beneficial for other forms of cancer, diseases, and the elderly at risk of muscle loss.

As we say every time we report on yet one more, or a few more!, research findings on the benefits of the Omega-3's, we feel like a broken record... but it's too important not to relay this type of information. We offer Omega-3 in three different choices. We have the **Omega-3 from Fish Oil** in two different size bottles... **Item J-391** contains 60 softgels, and **Item J-392** contains 120 softgels. We also have a non-fish source for those allergic to fish, or vegetarians, in **Item No. J-77 Flax Seed Oil Capsules.**

We're beginning to wonder what Omega-3s aren't good for... the list just keeps growing!

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information in the printed version.



His Cologne Said it All; He'd Seen & Held the Baby!

Nobody ever enjoyed their grandchildren more than my Dad did... I'm sure there were others who enjoyed their families just as much, but nobody ever enjoyed them more.

He just lived for his family. And he loved and played with, and guided his grandchildren with a zeal that can only come from that total, unconditional love.

I was three months pregnant when we got the call... his heart had simply stopped. He was gone. He was only 62.

Our 6-year-old daughter and 5-year-old son were devastated. And so confused. How could Grandpa be gone? They'd *always* known he'd *always* be there for them...

And how could he be gone before getting to see his newest grandson? How could there be any justice in God's world, if such a thing could happen?

And why? Why should he be denied the joy of seeing his next grandchild? And why should our new baby "Ben" be deprived a chance for contact with such an incredibly loving grandfather? Why couldn't he have known him for at least a little while? Those questions tormented me.

And then, about two o'clock one morning, I lifted Ben out of his crib to nurse him, and my questions were gone... because the scent of my Dad's cologne was so strong along the side of Ben's face and neck, it was obvious that "someone" wearing that cologne *had been cradling Ben alongside his own face...* but we had no such cologne in our house, and my Dad was the only person who ever wore it in our whole circle of friends and family. I'd always believed Dad would always be with all of us... but it was priceless to be given such a tangible sign. It helped me immeasurably, and it will mean a tremendous amount to Ben one day to know his grandfather did have a real connection to him. God gave us a priceless gift when He let Dad's "signal" be sent. ♠

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



E-Mails, Mailbag & Phone Calls. . .



Eczema Battle Won? — "SK"

has reason to hope it is... his battle "off and on for years now" with eczema. "Some things helped but it always came back." Then, he recently got the **ULTIMATE Dark Willard Water** from us and says "It is already subsiding greatly." Apparently the change is significant enough to give him hope this time it may be gone for good!

Leg Cramps No More... — "J.F.." from California, had been suffering with leg cramps for quite some time. "No more", she told us. Once she got to using the **ULTIMATE Dark Willard Water**, the cramps stopped. Didn't end immediately, "it took a little while" she said, but they did go away and they haven't come back.

No Burn — at least not when using **Aqua Gel** before each treatment. "D.W." told us his wife applied it before each session and didn't get any of the "chemo burn" they'd been told to expect. After a few sessions, her Mayo Clinic doctor asked her what she was doing, because she'd never seen a patient with no burning. They showed the doctor the Aqua Gel and the doctor said there was nothing to indicate it would block the chemotherapy drugs, but since there were no burns they couldn't be sure the drugs were working, so she quit using the Aqua Gel and immediately started dealing with "those awful burns". If she'd known other people have used it thru full courses of radiation with no problems she says she'd never have quit. However, we remind everyone to **follow the protocol they are on. Aqua Gel is no cancer treatment.** ♠



More Product Highlights & Updates from Charlie

Users “Vote with Their Wallets”... **ULTIMATE** Is Favorite Between **XXX**, **CLEAR** & **ULTIMATE**

Lots of people ask us which of the three versions of Willard Water is the “best”. Given how fantastic we personally believe Willard Water is, (in any form), we have always been reluctant to appear to “put down” any of the three versions by rating one better than the other. However, that’s not realistic. The fact is that the **ULTIMATE** version is clearly users chosen winner in the “which is best” category.

The fact is, *Dr. Willard (“Doc”), was the first to tell us that the **ULTIMATE** was the best.* What he actually said was that “I don’t know why anyone would want the others now that this (the Ultimate) is available.” The only exceptions to that, he said, were use in the eyes, and when the color of the **ULTIMATE** (or the **XXX**) was a “turn-off” to someone otherwise wanting to use the product. (Clarification on the eyes... Doc explained Clear would be the most cautious choice in case any of the nutrients in the Ultimate [or **XXX**] ever came out of solution and were a larger particle than you would want in your eyes... not that there was anything harmful to the eyes in the Ultimate or **XXX**.) The Clear is also the best starting choice for anyone with extreme sensitivities to “about everything”...environmental allergies to the extreme.

And perhaps most telling, is the fact that from the time we introduced the **ULTIMATE** (back in the early 1980s) it has been our customers’ **runaway favorite choice**. They purchase **3 to 4 times (or more) of the **ULTIMATE** than the **CLEAR**, and the **XXX** runs far behind both the **ULTIMATE** and the **CLEAR**** in sales. The **XXX** seems to be re-ordered by people who simply started out with it, and have never tried the **ULTIMATE**. I’m sure there are some people who may prefer the **XXX** for some reason, but we have rarely heard that. I think I can actually only think of one person who ever told me he really wanted the **XXX** instead of the others and I don’t recall that he indicated why.

As to why customers prefer the

ULTIMATE... there are a few explanations for the preference we have heard again and again over the years.

First of all, most people who try both **CLEAR** and **ULTIMATE**, report that they just **LIKE** the **ULTIMATE** more... it’s more refreshing, or appealing, or “something” they say. And as a result, they say they end up making it a regular part of their routine much easier than trying to “remember to drink the other...I actually **WANT** some of the **ULTIMATE** at different times throughout the day and so I think about drinking it more often”. Some people go so far as to say they **crave the **ULTIMATE****, but didn’t crave the **CLEAR**. We’ve always assumed any such cravings must be due to the additional minerals in the **ULTIMATE** since many natural health experts say any craving usually indicates a mineral deficiency of some sort.

Some of the often reported **reasons for **ULTIMATE** preference**:

- ◆ More help on **BLOOD SUGAR** issues — **either High or Low** Blood Sugar is reported to balance out better with the **ULTIMATE**
- ◆ More help on **GOUT**. Since Gout is a type of **ARTHRITIS** we have often wondered if any arthritic condition might do better with the **ULTIMATE**. And, in fact, most users we know who are reporting benefits on their arthritis are, indeed, using the **ULTIMATE**.
- ◆ **INFLAMMATION** — we have noticed more and more people with inflammatory problems of various kinds, reporting a preference for the **ULTIMATE**. These include **arthritic** type inflammation as well as inflammation involved in **sinusitis, asthma, injuries, etc.**
- ◆ More **ENERGY** increase with the **ULTIMATE**

◆ Simply **LIKING IT BETTER**... as stated previously, many people say somehow it is enough more refreshing, appealing, whatever, that they think of drinking it much more often and enjoy drinking it more than regular water or the **CLEAR**.

Additionally, the **ULTIMATE** is also the runaway choice for use on **PETS** and other **ANIMALS**, and for **LAWN, GARDEN**, and **CROP** uses.

The next question that comes up after people learn of the situations in which people prefer the **ULTIMATE** over the **CLEAR** is if the **XXX** would provide the same “pluses” as the **ULTIMATE**. User experiences indicate that’s not the case. It seems that the weaker catalyst effect of the **XXX** has a negative impact on its overall performance. For instance, we’ve been told by users that when applied **topically**, the **XXX doesn’t seem to be as effective as the **ULTIMATE****, and **doesn’t absorb as well**. It would seem this would function the same way **internally**, and therefore it can be assumed that the **XXX**’s weaker catalyst abilities would also negatively impact all the other catalyst benefits of the product which would mean then that the **XXX may have less impact on:**

- ◆ Increasing nutrient absorption,
- ◆ Increasing elimination of toxins & wastes
- ◆ Antioxidant abilities
- ◆ Free Radical Scavenging
- ◆ Anti-inflammatory benefits

As far as the cost of the **XXX** compared to the **ULTIMATE**... since it take **TWICE** as much **XXX** as **ULTIMATE** for use of the **XXX**, and it still isn’t as effective a product, there is no cost savings and it may indeed cost more in some situations where people find they need to use much more of it.

All of the above would explain why users “vote with their wallets” and buy far more **ULTIMATE** than they do of the **CLEAR** and **XXX** versions. ♦

ULTIMATE WW May Be a Farmer and Gardener's Best Friend... For Better Yields, Lower Costs, More Luxuriant Growth, Etc. Etc. Etc.!

Farmers and Gardeners have long chosen the ULTIMATE Dark version of Willard's Water for all the uses discussed in this Summary. Therefore, all these directions are based on using the ULTIMATE Dark version for these applications. We may refer to it simply as "WW" and in all cases, for these uses, we are assuming it is the ULTIMATE Dark Willard's Water being used.

...experts do say Willard Water boosts people's nutrient absorption just as it does for plants...

(If the soil has recently been fertilized, use a solution only 1/4 as strong... one ounce to four gallons of water.)

Rooting Cuttings — Mix 1 oz of ULTIMATE DARK WW Concentrate to 1 gallon of water. Place the cuttings in

this solution until properly rooted.

Preparing Seeds for Planting (Field Crops or Gardens)

Mix 2 oz of ULTIMATE DARK WW Concentrate per gallon of water and spray the seeds with that solution until they feel moist. Mix well. In a few minutes, they will become dry and can be planted or stored for future planting. Or seeds may be placed in the soil and then sprayed very lightly with this same solution.

Users report that either treatment results in much faster germination and a higher rate of germination, and plants that grow much faster than those from untreated seed.

Grain & Forage Crops With Liquid Fertilizers As A Side-Dressing:

Mix water-fertilizer solution as you normally would except use only 1/3 as much fertilizer in the solution. Then add 3 ounces of Dr. Willard's Water (WW) ULTIMATE DARK Concentrate per every 50 gallons of water-fertilizer solution.

(Note: There are two reasons for reducing the strength of the fertilizer application. First, to reduce costs. Reducing the fertilizer by 2/3 and adding the inexpensive Ultimate Dark WW results in a large reduction in input costs.

Second, if you use what is generally considered the "normal" amount of commercial fertilizer, the plants, influenced by the WW, may take in the fertilizer in too large quantities, actually "burning"

the tiny roots in the process.

The "reduce by 2/3 rule" is only a general guideline, of course. Each situation is unique. For your own use, cutting back a lesser, or greater, amount may prove to be even better. Your own experience will be your best guide, long-term.)

Spraying Growing Crops (Foliar Feeding)

Aerial Spraying — Experienced users suggest the ULTIMATE Dark Concentrate in a ratio of 10 oz per 20 gallons of water, then applying two gallons of that per acre.

Non-Aerial Spraying — Users suggest 2-1/2 oz of the ULTIMATE DARK WW Concentrate per each 25 gallons of water in the sprayer, then spraying this solution at the rate of 10 gallons per acre.

(Note: the amount of actual water per acre isn't important... use whatever it takes to make the spraying equipment work correctly. But mix it and apply it so you are putting on about an ounce of concentrate per acre, as in the examples above.)

Reminders Re: All Above:

Remember, WW is an extremely flexible and forgiving substance. There is almost no way to "do it wrong". The **appropriate** range of application is extremely broad. You should get excellent results using very little, and likely even better results using more.

The **only caution**, again, is, if using **nitrogen fertilizers**, reduce the amount of that fertilizer by 2/3 to be certain the plant's increased absorption of nutrients, including the fertilizer, doesn't result in burning the plant's roots.

People often ask if WW's action on plants means it may also *improve people's nutrient absorption*. The answer is, "yes, many natural health experts say Willard Water significantly improves people's nutrient assimilation and that's just one of the benefits they report." ♦

Gardens

Gardeners Tend to Use ULTIMATE WW Two Ways...

1. **Treating the seed before planting** with a solution made up of 2 oz of ULTIMATE DARK WW Concentrate and one gallon of water, and
2. **Spraying the foliage** from once, to once a week, during the growing season with a weaker solution.

How much weaker of a solution?

Some people mix up the regular solution recommended for general use (one ounce to one gallon of water) then they put one to four ounces of **that** solution in a **gallon** of regular water and water the plants with that.

Plants, Trees, Shrubs

Watering growing plants —

Use ULTIMATE Dark Concentrate in the ratio of 1 oz to 24 gallons of water. Water every 4-5 weeks with this solution. Use regular water, as needed, between applications.

Transplanting Seedlings —

Mix 1 oz of ULTIMATE DARK WW Concentrate to one gallon of water. Spray the roots and adjacent soil until moist, then transplant.