

Possibilities

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Studies: WW's Boosting Nutrient Absorption into the Cells; Permanently Increasing Alkalinity, & More

In this issue we are reviewing some of the recent studies which have helped to explain and confirm the various characteristics and benefits of Willard's Water.

We have reported on each of these studies individually before, but we have had numerous requests to print another issue with all the most recent studies included in that one issue.

Willard's Water can seem like a "mystery" to people unfamiliar with it, but once given this info they often see the logic in its apparent inexplicable benefits, which cease being inexplicable as a result. ♦

By Ben Sunde

I'm sure a few of you have heard the argument that supplementing with pills to make up for nutritional needs is somehow in vain, that your body doesn't absorb and metabolize nutrients in any form other than food, that it all just amounts to paying to have "expensive urine." The grain of truth in all that is that the human body doesn't metabolize non-food nutrients as easily as it does nutrients contained in food. But that does not mean nutrients from supplements aren't absorbed at all... some of them are absorbed pretty well.

The very good news is that recent studies lend further evidence to the fact that Willard's Water greatly increases the absorption of nutrients from supplements and from food. The absorption of nutrients are covered by the concept of a substance's "Bioavailability."

Bioavailability is, simply, the quantity of a substance that can be absorbed into the bloodstream when taken orally. Some things (e.g., caffeine), have a bioavailability of 100%. Most nutrients are far lower than this, in both pill or food form, though the general claim is that it's

lower in a capsule than in bread. Let's look at some of the issues related to bio-availability.

In some cases (e.g., Co-Q10), nutrients are, for a variety of reasons, actually dependent on being taken with fat to be properly utilized. For this reason, we recommend that Co-Q10 be taken with fish or flaxseed oil, or Vitamin E (which it's paired with in our best-selling form of it, Item J-23). In other cases (e.g., B vitamins), the problem is related to the maximum load that can be absorbed at any given time, so extraneous doses will be wasted. These supplements will usually state very clearly in their listed directions to take them two or three times per day. Doing so will minimize wasted doses. It's worth noting that maximum loads apply even in food form. This is why bodybuilders eat 5 or 6 meals a day, to prevent taking excessive protein in one sitting and thereby wasting it.

In still other cases (e.g., curcumin), it actually is difficult to absorb in any form, especially in pills (for reasons unique to individual nutrients). Many of these supplements feature very high doses of the respective nutrient to take a shotgun approach to get some of it to take.

An element of truth to the idea of waste? Certainly, though an exaggerated one (and which often applies to nutrients from food, as well). But here's where I tell you more about the very good news I mentioned. That waste (which, again, isn't as much as they claim, if taken correctly) can be reduced. The key is in our most popular product, Willard's Water ("WW").

WW's central action (one acknowledged by the FDA and being demonstrated in increasing numbers of studies), underpinning most of its widely varied and occasionally shocking/stunning benefits, is that it **helps other**

nutrients to penetrate the cell membrane, thereby facilitating nutrient absorption.

What this means is less wasted resources, especially, we've found, in the very-hard-to-process compounds like curcumin. More nutrients absorbed equals less wasted, and better health for the person taking in those nutrients.

As for the difficulty in absorbing curcumin and turmeric, hang on for the good news because here we go.

The researchers in the "very good news" study found **Willard's Water's nutrient-absorption-boosting effect seems to work hardest and best on the hardest to absorb compounds, including curcumin.**

This is very good news for all of us, as the known benefits of curcumin are being added to every day by new research, and which, until now, was known to be next to impossible to effectively absorb.

While we've always praised Willard's Water's own benefits (especially since it helps with the nutrients in your food, as well), **WW is the ultimate team player in working with supplements**, given this new validation of its superior abilities in boosting the absorption of those nutrients.

So, if you "wash down" your supplements with your Willard's Water, the supplements will be of greater benefit to you as they are better absorbed, and so will the Water. This allows maximum benefit from the foods you're eating, and/or supplements you're taking.

All of that is indeed **good news**. Especially for **people who have problems absorbing nutrients** from food or otherwise — and that's **most people as they age, and many younger people, as well.** ♦

Study: WW Increases Nutrient Absorption at Cellular Level

A cellular research lab in Oregon, NIS Labs, is conducting a series of studies on Willard's Water. The goal of these studies is to figure out exactly what Willard's Water is doing on the cellular level.

We have known for many decades that Willard's Water ("WW", for short) appears to be enhancing cellular absorption and retention, but all of the studies were primarily cause and effect examinations which left many questions on how the Water is actually working.

For example, we know that adding Willard's Water to one's vitamin supplementation routine significantly reduces the amount of vitamins being flushed out in the urine and feces, a phenomenon we've historically attributed to increased cellular absorption and retention, but we've never been able to explain exactly what's happening. It is the hope that this series of studies eventually will help to definitively answer those questions.

In mid-October (2012) we received the completed report on the first study in this series and the results are very exciting as they definitively prove that **Willard's Water is enhancing cellular absorption and retention**. Some highlights of the study include:

◆ The study only examined the effects of the CLEAR product. This was done

because it has no trace minerals and therefore any effects could only be attributed to the Willard Water catalyst. All three products have the catalyst in them so this should be interpreted as a study that validates all of them.

◆ The study sought to measure the relative increase in absorption rates of six ingredients/solutions.

These tests were not randomly chosen as the ingredients represent different levels of natural cellular absorption. Two of the ingredients are generally considered to be easily absorbed, two are slightly more difficult, and two are generally considered to be extremely tough to absorb. The two toughest to absorb ingredients more often than not require additional delivery solutions (absorption boosters) to ensure absorption.

Willard's Water increased absorption rates in five of the six test ingredients with the one exception being the Vitamin B test. However, Dr. Jensen, the researcher conducting the study, said there was clearly something wrong with their B Vitamin solution and that it was not absorbed by the cells in any of the tests, including the control group, so she considers this to be a 100% successful study despite the B Vitamin problems.

◆ The effects of the Willard's Water are most apparent in those solutions that

are typically extremely difficult to absorb. In fact, the delivery system Dr. Jensen used as the control in testing tocotrienol and turmeric, are the **best known delivery systems currently on the market and Willard's Water blew both of them away**.

◆ It appeared to the researchers that Willard's Water is not behaving as a free radical scavenger as was previously thought. Rather, it's causes cells to better absorb and utilize antioxidant solutions thus increasing their effectiveness.

Interestingly enough, this phenomenon can be most clearly seen in the failed B Vitamin samples as the addition of Willard Water significantly reduced the oxidative effect of the "bad" solution.

What Dr. Willard ("Doc") told us years ago about the way in which he believed the Willard's Water works as a free radical scavenger and antioxidant, fits well with what these researchers are saying. In fact, we have yet to see any study report anything that contradicts any of the conclusions Doc reached on this amazing product so many years ago with far less sophisticated equipment.

We're NOT at all surprised the study found Doc's conclusions correct. We'd only be surprised if it found him wrong, since his data has always been confirmed by any additional tests conducted. ♦



Trivia & Tidbits . . .

1. What was the name of the U.S.S. Enterprise in the original draft of the Star Trek TV series?
2. What did Bugs Bunny drink to become invisible?
3. How many leaves does the average mature oak tree shed in the Fall?
4. Who was Alexander the Great's teacher?
5. Exactly how long is one year?
6. What did Hyman Lipman do in 1858 that made life easier for students?
7. What was the name of Smokey the Bear's mate?
8. How many grooves are there on the edge of a quarter?

AND THE ANSWER IS...

1. U.S.S. Yorktown.
2. Hare remover.
3. About 700,000.
4. Aristotle.
5. 365 days, 5 hours, 48 minutes, and 46 seconds.
6. He put pencil and eraser together.
7. Goldie.
8. 119.

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

Study: One WW is 4 to 8 Times “Better” than Others

Based on some exciting studies on plants **Ultimate Dark Willard’s Water seems to be 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.

(Some companies that don’t carry the Ultimate Dark because they are not authorized to, now call the old XXX the “Dark XXX” or even just “Dark. As a result of the confusion created by those changes made to the old XXX name, the name ULTIMATE Dark was given to the product that had been called simply “the Dark” or “Dark XLR-8 PLUS” for years. The change to Ultimate was to clarify that it is considered the best of Dr. Willard’s three versions, and the old XXX (or variations of XXX is NOT the same as the ULTIMATE).

The studies discussed here use Willard Water 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 they do using the Clear or the XXX.

Ultimate Dark WW performed as well or better on the plants than the other two versions of WW, when diluted 4 to 8 TIMES more than the other two...

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).

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, as it does for plants — since 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 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, 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.

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Study: WW PERMANENTLY Raises Alkalinity of Water

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 appearing 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 Willard’s Water.**

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. Other products promoted for increasing water’s pH, do NOT create that change permanently. The longest we’re aware of that any company says its product will maintain the increased alkalinity is “a week at the longest”. And that piece of equipment costs thousands of dollars. Plus, **WW has additional very important benefits** besides its exclusive ability to permanently raise the pH level (alkalinity) of the water it is added to.

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. **Bottom line finding of the study:** *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 the 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 the effect adding Willard Water® to drinking water has on the water’s alkalinity. It 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. The study’s author, graduate student Joseph Gentilini, confirmed adding Willard Water® to drinking water in small amounts raises the pH of that water and using Willard Water® at recommended amounts has a significant impact on alkalinity. Gentilini’s study also confirmed the 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. Once again, Dr. Willard’s own findings have been validated.

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"I CAN'T TAKE CREDIT FOR WHAT I DIDN'T DO"...

"How did Dr. Willard ever think up such a thing, much less make it?", is one of the most common questions we're asked. We'd wondered that often ourselves. One day, after we'd gotten to know "Doc" very, very, well, we asked him. He said, "Well my ego would like to tell you that I knew if I did A+B+C, I'd wind up with D, and 'D' would be this water. But that's not true. I don't know why I did what I did...in fact, no competent chemist would ever have done what I did that made this water." He paused, and then added, "No, it was given to me. I can't take credit for what I didn't do."

Another thing that further convinced him it wasn't "his own mind" that created it, was the unusual fact that he saved it after making it, despite the fact that as far as he was concerned at the time, it was a "failed experiment". And, Doc told us, "I never saved a failed experiment...I should have dumped it down the drain like any other failure, but for some reason, I saved it. I put it up on a shelf in my lab, and kept it."

Sometime later, seemingly "by chance, but I think by

direction", Doc said, "I used it when I burned myself in the lab, and I noticed how quickly the pain stopped—it didn't act like any water I'd ever put on a burn before", and sometime after that, he again used that "failed experiment" and once again observed how different it acted than ordinary water. That convinced him to start testing it in other ways. The rest is history, as they say. The more he experimented with his "failure", the more amazing he found it.

"Yes," Doc said, "it was given to me." That's why, he told us, whenever he spoke of "discovering it" he referred to the "serendipity of the thing". He explained that in today's dictionaries "serendipity is defined as a fortunate discovery when not in search of it", but, Doc said, in old dictionaries it was defined as "involving Divine intervention". That, Doc said, is where the credit belongs for this water.

And to Doc's credit, he protected it in many ways...refused to sell out to a chemical company that would never put it to all the human uses he felt it had, and he never stopped testing it... he left us with the product, and also great insight into how to carry it forward for the greatest benefit. We're sure he would say he was simply directed to do all that he did. We're so grateful he did. ♠

Updated from February 2000 Edition. Editor: We invite you to send your own "unexplained help" stories for sharing, anonymously, if you choose.



E-Mails, Mailbag & Phone Calls...



"Better than Muscle Relaxant!" —

That's what T.S. said his wife told him about our Willard's Water **Chinota Gel**. She had hurt her back, neck, muscles, etc., when she tried to separate two dogs who had gotten into a pretty serious "spat". She had been using the muscle relaxant pills from the doctor she saw after the episode, but found when she got our topical use **Chinota Gel** and applied it, it worked better than those muscle relaxant pills. Needless to say both husband and wife are "happy campers" as they say!

Hearing & Taste — "B.F." called to tell us that since she started drinking the **Ultimate Dark Willard's Water** regularly, her hearing "greatly improved", and her sense of taste had returned. She was also a pretty "happy camper"!

4 Years of Pain Gone — "B.F." also reported that her knee pain, her "companion" for better than 4 years, had stopped after she applied the **Willard's Water** to it! We're quite certain she would have to reapply it at some point, or at least regularly drink it, to maintain such an improvement, but she will never forget how fast that long-term pain went away!

"I Thought I'd Lost My Mind!" — Surprisingly enough, we've had more people than we've counted tell us that when they used the Willard's Water topically, or our more convenient Willard's Water Gels — **Chinota Gel**, &/or **Aqua Gel** (convenient since they don't run off or evaporate like the liquid) — they couldn't believe what FAST pain relief they experienced... "I thought I'd lost my mind since nothing could work that fast!"... but our Gels sometimes seem to! ♠



More Product Highlights & Updates from Charlie

NEW! Willard's Water Products Formulated Just for Your Pets!

For the last forty years, Dr. Willard's Water has been used by countless people who have reported benefits to their own health, and to their pets', livestock, and plants' health. It was Dr. ("Doc") Willard's mission, and that of his sons and now his grandchildren, to offer products to help improve people's health. Five years ago, an addition to the Willard family led to an inspiration for a brand new line of pet products which are now available. They are called Dr. Willard's Natural Restorative Pet Care.

This personal venture began when John Willard III, CEO of the Willards' firm, and his wife, welcomed a new rescue dog, Aspen, into their, and their extended Willard family, home. Upon learning that this Great Pyrenees was abused and neglected, John and his wife were ready and eager to provide him with a caring and loving environment.

Aspen's first vet appointment left John and his wife feeling extremely concerned about Aspen's physical and mental well being after they were told that he wouldn't be able to fully regrow his coat (he'd been shaved by the adoption agency due to extensive tangles), and would probably be affected with chronic arthritis, and other health problems, for the rest of his life because of his past.

On the drive home, John remembered the feedback from loyal customers who shared stories of the benefits of using Dr. Willard's products for their pets. He started doing the same, quickly noticing a difference in Aspen's appearance and behavior. They were delighted to see hair re-growing on his bald spots, and to find him running around without any joint pain. Furthermore, Aspen became much calmer and happier; and now, even five years later, he is still a happy-go-lucky dog, bringing joy to his family.



John Willard III and his loysal companion Aspen.

In fact, the family vet has said that Aspen is the healthiest ten-year old Great Pyrenees she has seen! This made them certain that with love and a regiment of all natural products, pets can thrive, even if they had faced some issues in the past.

As glad as they were to see Aspen's improvement after using Dr. Willard's products, they can't say they were surprised — nor were we. Dr. Willard, PhD, a professor of Chemistry, worked with veterinarians almost from the day he originally invented the patented formula of this miraculous line in the 1960's and dedicated users have followed suit ever since.

The beneficial properties of using Dr. Willard's products for pets have been heralded not only in messages from customers, but also in articles and television shows. In fact, in 1980, "60 Minutes" did a segment on the calming effects and the improvement of digestion and absorption of nutrients of Willard's Water for both humans and animals. Other prominent endorsements from respected publications in the natural pet care industry included the 2000 edition of *Holistic Guide for a Healthy Dog*, which reports on several findings of the benefits of Willard's Water for pets. The book described the miraculous calming effects aggressive dogs experienced after using Dr. Willard's Water.

The 1997 edition of the *Encyclopedia of Natural Pet Care* explained that Dr. Willard's Products were tested on animals for years, and showed absolutely no negative side effects, but only benefits, such as "improved digestion, calmness, improved coat luster and eye sparkle, improved gait, resistance to stress-related illness and increased immunity." The article also stated that Dr. Willard's products helped alleviate the effects of cuts, burns and wounds.

The *Whole Dog Journal* published an article in 2006 confirming the many benefits of using Dr. Willard's for pets. The article cited several ways in which it recommends using Dr. Willard's and even featured our long-time customer and friend, holistic veterinarian Dr. Roger DeHaan, from North Carolina who had been using Dr. Willard's on a variety of issues since 1983. The *Whole Dog Journal* is one of the most respected natural pet care publications in the world so we recommend reading the article in it's entirety on our website. Here's the link: https://www.willardswater.com/information.php?information_num=26

Aspen's quick and long-lasting improvement led to the development of a line of Dr. Willard's Natural Restorative Pet Products so all our customers have access to products made with natural ingredients without any harmful additives. Dr. Willard's Pet Care Kit provides a holistic solution to animal care with three exciting new products: **Vibrant Pet Water Drops**, **Rejuvenating Skin and Coat Spray** and **the Soothing Aloe Gel for Pets**. Used together, this line provides a natural solution for dogs' health and well being. This kit contains:

Dr. Willard's Vibrant Pet Water Drops – These drops offer additional benefits of hydration for dogs. Providing pets with clean drinking water with the secret catalyst in the Dr.

Willard's® patented formula, this product improves water's biological functions to help with digestion and nutrient absorption, as well as behavior and performance. This means that your pets will get more vitamins from the same amount of food they consumed before. In addition, these drops serve as a whole-body tonic for pets; when added to fur, they lead to an improved look and feel. Furthermore, owners report that their pets have been calmer and less stressed upon regular use of the Vibrant Pet Drops.

Dr. Willard's Rejuvenating Skin and Coat Spray – This topical application has been beneficial in promoting a shiny and healthy coat, as well as treating pets' skin disorders, such as hot spots, scrapes, burns, abrasions and cuts. It also helps with pain tolerance, traumatic injuries and arthritis.

Dr. Willard's Aloe Gel for Pets – Aloe Vera has been heralded for its health benefits for hundreds of years. Our aloe gel for pets helps to treat infections, as well as burns, cuts, wounds, and skin disorders. It can be given to dogs internally, by adding some gel to their food, or topically, by applying the gel to their coats or skin.

For generations, Dr. Willard's family has always believed in using all-natural, toxic and chemical-free products for themselves and their pets, as do we at Nutrition Coalition.

We always check ingredients in the food, as well as in the hygiene products and medical supplements we give to our pets because we know how harmful toxins are to the health of both humans and animals.

Over the last forty years, Dr. Willard's products, which are made with natural ingredients, has been under the review of a Congressional subcommittee on health, tested by the U.S. Food and Drug Administration, and undergone a battery of safety tests from customers, media outlets and wholesalers and all have found our products to be completely safe and offer no negative side effects.

The product's ingredients (water, fossilized organics, sodium meta silicate, sulfated castor, oil, calcium chloride, and magnesium sulfate) create a catalyst that alters water's molecular structure. This provides holistic anti-inflammatory and



Rejuvenating Skin & Coat Spray

Dr. Willard's Rejuvenating Skin & Coat Spray, our signature pet care product, relieves discomfort from a variety of conditions, including hot spots, wounds, and rashes. Made from the finest natural ingredients, it also restores moisture and beauty to the skin and coat.

Vibrant Pet Water Drops

Dr. Willard's Vibrant Pet Water Drops are a simple, safe, and effective way to enhance your pet's nutrition and general health. Adding just a few drops to your pet's water can improve hydration, enhance digestion and assimilation of nutrients, and naturally boost the vitality and well-being of your pet. **Dr. Willard's Vibrant Pet Water Drops** can also provide an overall calming effect and help reduce stress reactions.

Soothing Aloe Gel for Pets

Dr. Willard's Soothing Aloe Gel for Pets is made with all natural ingredients, Dr. Willard's Water and Aloe Vera, one of nature's greatest miracles. Use it to temporarily relieve itching caused by skin irritations. This gel is also a wonderful moisturizer for your pet's skin and coat.

analgesic properties, among many others to humans and pets and can substantially improve health and well being.

For more user feedback on the benefits of Willard's Water for their pets, check this out:
https://www.willardswater.com/information.php?information_num=22

We know many of you have been using Willard's Water for your pets for years, and these three new products formulated just for pets, should make that process even easier.

Please let us know what you — and your pets — think of these new products. We love pet stories! 