

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.willardswater.com ♦ November, 2008

This Form of Vitamin E Found to Slash Lung Cancer Risk Over 50%

A study conducted by researchers at the University of Texas M.D. Anderson Cancer Center found that increasing intakes of Vitamin E in the alpha-tocopherol form may decrease the risk of lung cancer by over 50%. Other forms of Vitamin E were not found to have this effect on their own.

The study's lead author, Somdat Mahabir wrote "To the best of our knowledge this is the first study to compare dietary intakes of the different forms of tocopherols (alpha-, beta-, gamma and delta-tocopherol) and lung cancer risk" in the *International Journal of Cancer*.

There are 8 forms of Vitamin E: four tocopherols (alpha, beta, gamma, delta) and four tocotrienols (alpha, beta, gamma, delta). Alpha-tocopherol is the main source found in supplements and in the European diet, while gamma-tocopherol is the most common form in the American diet, according to the researchers.

The study involved 1,088 patients with lung cancer (average age 61.7) and 1,414 healthy controls (average age 60.8). Dietary intakes were assessed using a modified version of the 135-item National Cancer Institute's "Health Habits and History Questionnaire Food Frequency Questionnaire". Demographic and lifestyle data were also collected, including smoking habits.

The researchers calculated the highest average intakes of alpha-tocopherol (more than 7.73 mg per day) were associated with a 53% reduction in lung cancer risk, compared to the lowest average intakes (less than 4.13 mg per day). This result took into account the other forms of tocopherols. Considering all the tocopherols together, the highest average intake (more than 12.95 mg per day) was associated with a 55% reduction in lung

cancer risk, compared to the lowest average intakes (less than 6.68 mg per day), according to the researchers.

Lung cancer is the most common form of cancer worldwide with over 1.2 million new cases diagnosed annually, according to the European School of Oncology. It has one of the lowest survival rates with only 25% of patients surviving more than one year after diagnosis (England and Wales).

Editor: Our **Vitamin E** (Item No. J-14) contains 400 IU of d-alpha tocopherol from mixed tocopherols, however only the d-alpha tocopherol itself is included in the 400 IU rating. However, the additional mixed tocopherols are included in this product because it is believed there may be some biological activity from them as well.

In order to convert IU (International Units) to mg (milligrams) in the case of natural d-alpha tocopherols, the IU is multiplied by .67. Using that conversion method, our Vitamin E (Item J-14) is the equivalent of 268 mg.

Yes, we did say 268 mg. The study referred to people getting those significant reductions in lung cancer based on only 7.73 mg per day. Those daily amounts were all coming strictly from the patient's food (dietary) sources of Vitamin E. The biochemist at Daily Mfg. (the source of our Vitamin E) told us that would be about the most Vitamin E you could hope to get from food sources in a day. So the next question you may have is whether or not too much Vitamin E can be toxic? Yes, it can be. HOWEVER, 400 IU is NOT anywhere near the toxic level, nor would it be even when combined with the Vitamin E contained in the food sources of it that might be consumed in a day. Makes Item J-14 look pretty good, right? ♦

BARGAIN HUNTING?

Then be sure we have your e-mail address! If you haven't received e-mail notices when we ship to you, that means we DON'T have your e-mail address, so you haven't received any of our Bargain Offer e-mails. We also have non-advertised specials on our "Specials" phone line 1-866-NCI-3494, however, there are more frequent bargains offered via e-mail, since it's much quicker and used by far more people. So, give us your e-mail address and don't miss out on any more Specials! E-mail us from willardswater.com, or to willardwtr@aol.com, or mention it when phoning in your order (1-800-447-4793), or mailing your order! *Enjoy the Savings!* ♦

Heart Health... that's the

summary of benefits from eating grapes in a study conducted by the University of Michigan (UM) Cardioprotection Research Laboratory in Ann Arbor. The study in rats found grapes reduce cardiovascular risk by lowering blood pressure, improving heart function, reducing inflammation throughout the body and reducing signs of heart muscle damage. A blend of green, red and black table grapes were mixed in powder form into their food. Improvements were noted 18 weeks after starting the rats on the diet. The researchers said the study supports their theory that something in the grapes has a direct impact on cardiovascular risk, beyond the blood-pressure lowering benefits of fruits and vegetables, and is likely due to the antioxidants in the grapes.

Editor: Our **Grapeseed Extract Antioxidant** (Item No. PY-4) has been extremely popular for years. User reports have included decreased shortness of breath when walking up a steep driveway, and more "clear thinking", which may be a function of improved circulation, tied to improved heart function. Given the reported superior antioxidant effect of Real Willard's Water (RWW), and this study's comment on antioxidants being tied to improved blood pressure, maybe that's the link between RWW and "better blood pressure" reported by some users of it over the years. ♦

The "Eyes" Have It...Again



Breaking News on an "Old Favorite" **Eye-Vite is back! You can ORDER IT!** Many of you told us your **vision had improved so much with the use of Eye-Vite (Item J-115)** you really couldn't believe it. We couldn't believe how many people told us of the tangible evidence of its benefits... some even had to get "weaker" eyeglass prescriptions due to the improvement in their vision, others told us they no longer had problems reading phone books and other "small print", etc. In short, Eye-Vite was a winner!

Then supply problems hit, but those have been solved and our first shipment of this returning favorite will be in here by the time you are reading this. So, if you want to be sure to get re-supplied, or even to just get it for the first time, **Order it NOW!**

For those not totally familiar with Eye-Vite, Daily Mfg. (the source of it) says it combines the most important nutritional factors for maintaining optimal eye health into a two-tablet per day supplement. Age-related vision impairment can be related to poor nutrition. Eye-Vite is formulated to take advantage of the most recent developments in vision research and is the first eye product to combine GABA with lutein and zeaxanthin in dosages that are "physiologically relevant" (meaning in doses large

enough to actually do some good, not just let the marketer tout the product for containing them and then putting so little in that there's no actual benefit!).

The Eye-Vite coming to us now is the same product as before, with a few changes to allow strict adherence to the same quality as before, while keeping costs down.

The new formulation is a tablet (which is made so it WILL properly dissolve) instead of a liquid-filled capsule. Also, the zinc sulfate is replaced with zinc citrate, which is a better-absorbed form for most people.

Since it is now in tablet form, it also has cellulose, magnesium stearate, stearic acid and silicone dioxide as tableting agents that hold the tablet together.

There are still 60 tablets per bottle, and there's **NO PRICE INCREASE!!!** It's still just **\$32.95** for that typical-month-supply bottle. Users have often told us they felt it was worth *much more*

How'd they know it helped? Some people had to go back to weaker eyeglass prescriptions... others could read phone books for the first time in a long time...

Relevant to EVERY-one Reading This...

at least in our humble opinion, that is! We're talking about the term "physiologically relevant" mentioned in the story to the left. As explained there, it means that a particular ingredient is present in an amount sufficient to offer whatever benefits it might have. Unfortunately, a lot of "clever marketers" seem to come out with a lot of products that contain a lot of "hot items" but in such below-required-for-benefit-amounts, that instead of being the "bargains" they claim to be, they're really a waste of money. Other "clever" ways in which some unethical marketers increase their profits and decrease the product's value, is by using old, stale, ingredients; poorly absorbed capsules; or even by putting in something other than, or less than the amount indicated, on the label.

Maybe that's why we so often hear from our customers that they "can't believe" how much better this-or-that product that they got from us is working for them than the "same thing from another brand". We don't like being negative, but we hate seeing good people misled even more. So, be careful. Read labels, and find out about the company you're buying from if you can. We ONLY sell what we give to our own loved ones—only what we know is good enough to trust our own health with! We've learned from years of experience that our main supplier of all our non-Willard Water products, Daily Mfg., can be TRUSTED. It is a small family firm, and it will NOT put the family name (Daily) on anything less than quality! As they say, you can take that to the bank!

Trivia & Tidbits . . .



1. What nation has the city of Godthaab as its capital?
2. Why did Coca-Cola change the name of its soft drink in China?
3. What popular children's rhyme was an outgrowth of the bubonic plague?
4. A pony measures 14.2 hands or less in height. How big is a hand?
5. The peanut isn't a nut — what is it?
6. What is performer Cher's real first name?
7. What famous American was code-named Napoleon by the Secret Service?
8. What is the only food a koala bear will eat?

AND THE ANSWER IS...

1. Greenland.
2. Because it learned the phonetic equivalent in Chinese meant "bite the wax tadpole".
3. "Ring-a-ring o' roses", referring to the rosy red rash that was a symptom of the plague.
4. Four inches.
5. A legume—a member of the pea family.
6. Cheryln. Her full name at birth was Cherylyn Sarkisian.
7. The late Frank Sinatra.
8. The leaves of the eucalyptus tree.

ON "THE WEB"!

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www.nutritioncoalition.com

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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.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Osteoporosis Rx's & The Heart; Omega-3 for Mood & Behavior; St. John's Wort For More SEVERE Depression; Red Wine & Lung Cancer , and Red Wine & Fatty Liver Disease

Sometimes all you really need to do to get the gist of an entire study, is to look at the headline. But I'll try to give you a little more than just the headlines... but given the space I have, not a lot more!

First off, how's this: "**Osteoporosis Drugs Linked to Heart Problems**". Turns out though, they're only linked to a problem that could "lead to hospitalization or even death". !?! That's what it said in the first paragraph following the headline.

Here's the details: people who take bisphosphonates, which include alendronate or zoledronic acid, for osteoporosis or low bone density were significantly more likely to experience serious atrial fibrillation (AF) compared with those who took a placebo. They were only 1 to 2 percent more likely to experience serious AF, but that was two times more likely than those on placebos.

So, it doesn't sound like a big percentage risk, but that risk does include hospitalizations and/or death. Given the number of books written by the late Dr. John Lee, M.D. about seemingly countless studies finding that natural progesterone can actually stop AND reverse bone loss and osteoporosis, I think I'd try that before I'd try the drugs. But that's just my opinion.

Our **natural progesterone**, called **Uber Balance**, is **Item No. HP-J** if you want it in the jar, or **HP-1P**, if you want it in the pump that measures it for you (and it doesn't even waste any!). This product was one of the products Dr. Lee said met his standards. We sure hear from a lot of our customers who say it's the best progesterone they've ever found!

"Don't Ignore Omega-3 for Mood and Behavior, say UK Experts". Turns out they found the bene-

fits of this seemingly endlessly-beneficial fatty acid (Omega 3) include:

- ◆ Reduction in violent or impulsive behavior
- ◆ Improvements in neurodevelopmental disorders in children (such as ADHD, dyslexia, dyspraxia and autism)
- ◆ Improvements or even prevention of adult psychiatric disorders (such as schizophrenia, bipolar disorder, anxiety disorders and depression)

As noted, the Omega-3 fatty acids seem to have endless benefits. The scientists in the study above said that "Omega-3s are precious nutrients that have never reached such historically low levels in our diets." Maybe that "historically low level in our diets" explains some of the problems so prevalent now that were nearly non-existent when I was a kid? ADHD, autism, etc.? We offer **Omega-3** in our **Item J-39** EPA (fish oil source), and in **Item J-77** Flaxseed Oil (from flax!).

"St. John's Wort Works For Depression, Says Review". This was a study conducted in Germany. It involved using St. John's Wort for patients with more severe depression. It's been found to work on moderate depression before, but apparently not on severe depression.

This study found that it was as effective as the standard antidepressants (SSRIs—selective serotonin reuptake inhibitors), but no more effective. HOWEVER, the drop out rate by patients receiving St. John's Wort was 76% lower than among patients receiving tri- or tetracyclic antidepressants, and 47% lower than among patients receiving SSRIs.

Our **St. John's Wort** is **Item No. J-90**, and I can't even tell you how many customers have told us they couldn't believe how much better this product worked for them than various other "brands" they'd tried. Why? Can't really

say, but it may be something related to the story "Relevant to Everyone" on page 2 of this newsletter. Additionally, back when St. John's Wort first became widely used for depression, there was a LOT of "cheating" going on... products that didn't actually contain the key ingredient from St. John's Wort, but a very cheap item that would mimic it on any assay tests done on the products, etc. Once again, you need to be careful, unfortunately. Clearly, there ARE other very fine products out there, but if you get one that doesn't do much, maybe you should try a different one... just a thought.

"Red Wine and Lung Cancer", and "Resveratrol May Protect Against Fatty Liver In Alcoholics: Study". Sometimes I wonder if there's anything they won't find Resveratrol to be good for (kind of like the Omega 3's...).

Resveratrol is the "key ingredient in red wine" that is believed to be responsible for all the health benefits linked to red wine in recent years.

Re: lung cancer—the study found a 2% lower lung cancer risk associated with each glass of red wine consumed per day. The biggest risk reduction was among smokers who drank one to two glasses of red wine per day who saw their lung cancer risk reduced by 60%. However, researchers caution these men still face higher lung cancer risk than non-smokers.

Re: the fatty liver in alcoholics study. It was done in rats, but it seemed to find the resveratrol may play a role in the breakdown of fats in the liver. Obviously, as these researchers also said, the best would be to avoid excessive alcohol consumption.

Resveratrol seems to be another item which may well find itself ultimately in the category of seemingly "good for endless things"—anti-aging, hearts, and now fatty liver and lung cancer!

Our **Resveratrol** is **Item No. JF-2**. ♦



"Possibilities" . . . from The REAL Willard Water People

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YEARS OF SUFFERING GONE!

"P.A.P." contacted us to tell us about a treatment a friend of hers found that is said to be the "gold standard" for trauma treatment . . . PTSD (post traumatic stress disorder) specifically, but also other kinds of severe trauma. We had never heard of the treatment, nor have many of the people we've mentioned it to. "P.A.P." said that since it seems so helpful, and it was found in such a "miraculous way" by her friend, maybe it belonged in our "angel story section".

It seems her friend was looking on amazon.com one day and found an interesting book. When she added that book to her cart, another book appeared in the cart with it. She removed the unwanted book, but it put itself back in her cart. This process was repeated a number of times. Finally, since she was in a hurry, and the unwanted book was only \$9, she just let it stay in her cart and checked out. When the unwanted

book arrived, she found it fascinating. That book led her to another book—one that discussed EMDR therapy. "Eye Movement Desensitization and Reprocessing" is the full name of it. It seems to mimic the rapid eye movement of REM sleep, and when it is combined with appropriate guidance and input from a specially trained psychotherapist, it seems to rid people of problems they've had resulting from trauma from as long ago as 25 to 28 years, that's defied other therapy.

So, the friend found a certified therapist in the technique and went. She was absolutely astonished at the results. Her sleepless nights ended, the constant "chatter in her mind about the trauma ceased" . . . she said it was like the surprise one feels when recognizing how "welcome the quiet that fills a room when a radio or TV that's been on with nobody listening to it is shut off, and only after it's gone do you realize how disruptive the background noise had been." ♦

Editor: We invite you to send your own stories of unexplained help, Forks in the Road, or other inspiring stories, for this column.



E-Mails, Mailbag & Phone Calls. . .



Arthritis Pain — that's what "M.V." from Ohio was dealing with and it wasn't getting any better with her 12-hour work shifts in a molding plant. Her work required her to "use her hands constantly". Well . . . she got the Real Willard's Water, and, you guessed it, after drinking it and applying it topically for some pretty reasonable period of time, she has no more pain. That sounds like welcome relief!

One of those Hard to Believe True Stories — but we do believe this good man from Hawaii who told us his wife has had a growth inside her mouth "basically all her life". After being on Real Willard's Water for a week—it was gone. Gone? That's what he said.

Only the Memory Remains — "L.G." told us she's been using Real Willard's Water for years. Back in the summer of 1986 she was "camp cook" for her son's business in Alaska. "I always carried the water with me, and was so grateful that I had done so as I burned my hand while burning trash (the wind came up off the bay). I immediately sprayed my hand with the water, and kept doing so for quite a while. It took care of the pain and the flesh grew back perfectly. The next week I had a doctor in Anchorage check it out . . . he was concerned that infection may set in but that never occurred. No scar, only the memory remains." We're just guessing that since some 22+ years have passed since then, that the "feared infection" likely isn't going to appear! ♦



More Product Highlights & Updates from Charlie

Natural Flu-Fighters; Reported Diabetes Help; Improved Children's Brain Function; Heartburn, Energy & More!

This is clearly the time of year when seemingly everyone starts wondering if they'll get the **flu** this year, or how many members of their family will. Although, in the spirit of "full disclosure" (maybe the election season legalese has sunk into my mind further than I thought!) I must tell you that I haven't had the flu in about 27 years... not since I started regularly using Real Willard's Water (RWW) in 1981 and our liquid Colostrum in 1983. I figure the combination is better than just one, though I didn't get it between the time I started on RWW and the 1-1/2 years later when I started on the Colostrum, either, so maybe just the water would have done it. Or, maybe it's all a coincidence... although, again—full disclosure!—before 1981, I tended to get a bad cold or the flu about twice a year. So, feel free to draw your own conclusions, since I certainly don't have any scientific proof of what I believe happened in my own case.

Anyway, I digress. The point of my flu discussion isn't the RWW and Colostrum, but a couple of interesting articles we found recently. One of them tells everyone to go get a flu shot (I don't, nor does Kolleen, or any of our family—if room I'll detail the recent study that found those shots do NOT seem to work, based on scientific studies by mainstream folks, AND they do have some nasty potential side effects—however, WE are the minority thinking on this, and QUALIFIED health professionals WOULD tell you to get a flu shot to be safe, so you should probably listen to them and not me. I'm just telling you what I do, again, in the spirit of "full disclosure"!)

Where was I? Oh, yes, avoiding the flu. The first article we found which was a RealAge Tip, from RealAge.com, said to get a flu shot, and then "buy yourself a big bag of apples". Yes—**apples!** They contain **quercetin**, a flavonoid which is known to "help bolster your immune system during vulnerable times". Apples are great sources of quercetin—so are **red onions, broccoli, and tea**.

This article also pointed out that quercetin may not only quash the flu but

also "stave off health conditions like **cardiovascular disease, Alzheimer's, and pancreatic cancer**".

Another very well established natural health expert, Dr. Joseph Mercola, on his web site, wrote about a "credible hypothesis" that explains the seasonal nature of the flu is due to the fact that it is a "vitamin D deficiency disease". Dr. Mercola pointed out that **Vitamin D** levels "in your blood fall to their lowest point during flu seasons...unable to be protected by the body's own antibiotics that are released by vitamin D, a person with a low vitamin D blood level is more vulnerable to contracting colds, influenza, and other respiratory infections. Since most people no longer get enough sunshine ANY time of the year, and even less in the winter months, I guess it's no big surprise that one's Vitamin D levels are probably pretty low during "flu season".

Dr. Mercola is NOT alone in his concern about people's low Vitamin D levels. The American Academy of Pediatrics now recommends double the currently recommended amount of vitamin D for kids—suggesting 400 IU per day instead of the 200 IU per day currently suggested. No doubt, natural health experts would likely suggest even more.

I'd better just tell you the details of the study re: flu shots don't work, since I brought it up at all. Bottom line: Dr. Mercola cited a study published in the *Archives of Pediatric & Adolescent Medicine* found that vaccinating young children against the flu appeared to have *no impact* on flu-related hospitalizations or doctor visits during two recent flu seasons. And, after adjusting for potentially relevant variables, the researchers concluded that "significant influenza vaccine effectiveness could not be demonstrated for any season, age, or setting" it examined.

Mercola also cited a study by Group Health that found flu shots do NOT protect elderly people against developing pneumonia—the primary cause of death resulting as a complication of the flu. Elderly flu vaccinations increased from 15% in 1980 to 65% now, but "there has been no decrease in deaths from influenza or pneu-

Can't Overlook National Diabetes Month

, which is this month—November. We certainly don't have or know of any natural "cure or treatment" for diabetes... diet, exercise and lifestyle are often cited as key elements, of course, in dealing with it, along with the various drug-type treatments.

But our conscience won't allow us to not pass along the fact that truly countless numbers of people have told us over the years that Real Willard's Water seemed to have a tremendous positive effect on their blood sugar. Both **high** blood sugar and **low** blood sugar. This is one of the cases where users have consistently reported "even better results with the Dark than the Clear" water on blood sugar issues. As always, if being treated for diabetes or any other health problem, consult with your health care provider regarding any changes you make in your regimen.

AND, find out what to watch for as indications you might need lower doses of any drugs you are using. And be absolutely certain you monitor your blood sugar to see if it's normalizing enough that you should check with your doctor about changing/reducing your insulin or medication—but do **NOT** make any such changes **without** consulting your doctor!

As I said, this is no treatment for diabetes but we hear so often about blood sugar "normalizing" after using the water, it seems worth mentioning for anyone who's interested. ♦

monia". Mercola says side effects of flu vaccine have been said to include joint inflammation and arthritis, anaphylactic shock (and other life-threatening allergic reactions) and Guillain-Barre syndrome, an autoimmune disease. He also says some evidence links it to Alzheimer's disease. Again, we are NOT suggesting what anyone else should do regarding whether or not they get flu shots. We're just passing along some information that may not always be readily available elsewhere, as to some people who, unlike us!, ARE recognized as health experts DO

NOT believe people should get flu shots. Again, it's a personal decision. We're just offering a little information on the "contrary side"!

Here's some very interesting and potentially beneficial news regarding

Children's Brain Function. It seems that when British and Australian researchers gave daily supplements of multivitamins and minerals to children, they found an improvement in their brain function.

Twelve weeks of the supplementation was found to "boost the attention scores of children" according to the results published in the *British Journal of Nutrition*.

Cognitive performance was measured using a battery of laboratory assessments. Measures were taken "before the study, after one and three hours after the first dose, and after 12 weeks".

"The most surprising facet of the improvement in attention task performance seen here is that it became evident by three hours post-dose on the first day", wrote the researchers. That's right—just three hours after the first dose on the first day, they could measure the improvement in attention task performance!

Could it be? If children simply got a good multivitamin and mineral supplement, might we see an improvement in school performance, to say nothing of the potential health benefits? What an idea! Once again, I'm reminded of all the parents and grandparents through the centuries who have pushed "balanced meals and vitamins" on their kids... maybe they DID know what they were talking about!

Quick rundown on the various items mentioned, that we do carry:

Real Willard's Water—various sizes and Dark or Clear are all in the first section of our Price List/ Order Form.

Colostrum: Alpha Whey PLUS, Item No. H-2; Alpha Whey Item No. H-1; Colostrum Capsules Item No. H-5, Bulk Colostrum Powder, Item H-6.

Vitamin D — Item No. J-24.

Multivitamin/Mineral — Item J-56, "Multi-Vim".

Children's Multivitamin/Mineral Liquid Supplement — Item No. LQ-2, 32 oz. "Liquid Health Children's Multi", \$27.20. If not on your form, write it in—on web orders note it in Comment area. ♦

... improvement in attention task performance was measurable just three HOURS after the first dose, on the first day of the study!

The "Good Side" of Feeling Rotten...And Little Known Problem of Treated Lumber

We certainly learn a lot from our customers. Even about the "good side" of feeling rotten. Take Roger's story, for example:

"When we left our daughter's place (back home) and went south for the winter, I forgot my Willard Water at her house and I just kept putting it off having her send it to me.

"I went without it for about 10 days and about 2 days ago I received it in the mail from her and am back on it again. But I have to tell you that when you are off Willard Water for a period of time, you really find out the benefits of taking it.

"After about the third day off Willard I started getting my heartburn back and in about 7 days I drank 2 bottles of Pepto Bismol, and my joints ached a lot more and I was just sluggish overall.

"Now I have been back on Willard for 2 days and no more Pepto and no more heartburn and my energy is coming back. In a way it is good to go off Willard once in a while just to realize the benefit or reason you should take it. That also reminds me, can you send me a quart of Willard as my current one is running low? Thanks!"

Thank YOU, Roger! Always great to hear from such satisfied users. Good for all of us to hear such stories.

Speaking of satisfied customers, we recently heard from "L.D.", who told us about a consumer problem that is apparently related to working with treated lumber... the miserable problem known as "jock itch".

L.D. had an experience with it several years ago he decided he should pass along in the spirit of helping others who might be so afflicted at some time. We thank him for that.

He said he was building a deck using treated lumber and came down with "jock itch". He later found out this is a problem when working with treated lumber that many people have.

He said that after going to the doctor for many weeks, and getting a number

"...my heartburn came back, joints ached, and no energy... back on it, heartburn's gone, energy's coming back and No more Pepto!"

of prescription salves and ointments that didn't work, he happened to ask me if I knew of anything that might help. Apparently I told him the Aqua Gel might work. I probably thought that since we have heard of so many skin type problems that have defied treatment over the years that DID in fact, respond to the Real Willard's Water and/or Aqua Gel made from "the water", that it would have seemed "worth a try" to me.

Well, L.D. told us recently that after using Aqua Gel for just three days on his stubborn case of jock itch, the rash and the itching were gone. And apparently never returned! He said we could just call him a "Happy Lumberjock...err jack". Clever guy, L.D. is! But also a very nice guy, since he passed along what some might have felt was embarrassing information in order to potentially help someone else dealing with the same miserable problem. One more example of the caliber of our customers!

As to why the Aqua Gel, or the Real Willard's Water in its liquid form have been so helpful on stubborn skin problems, we really don't know. We've been told RWW helps the skin in various ways, but we've never heard a particular explanation for why it would help jock itch.

But, we've sort of maintained the attitude over all these years that since RWW can't hurt anything, and it just might help a lot of "things", why not try it? We've heard of so many different skin problems responding favorably after it was tried... from acne, to eczema, to burns and sunburns, to unknown and undiagnosable rashes, to bedsores and wounds that wouldn't heal, to psoriasis and poison ivy and poison oak, to insect and spider bites... to who-knows-what, that we just don't see why it would hurt to try it!

Seems reasonable to us! ♦



**Stock-Up-Before-
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DO YOU KNOW ABOUT:?

- ◆ Vitamin Linked to Reduced Lung Cancer?
- ◆ Possible Help for Better Vision?
- ◆ Nutrient for Mood & Behavior?
- ◆ Natural Flu-Fighters?

ALSO ...

- “Years of Suffering Gone”
- What rhyme came out of the bubonic plague?
- Much More!

SPECIALS On Back!

Right on the heels of the RWW, the next "last thing we'd give up" would be

Colostrum (Items H-1; H-2; H-5 & H-6). It's reported benefits to help keep people healthy are so well established, it's hard to imagine anyone NOT seeing the benefit of this amazing "First Food Nature Provides to all Mammals". NATURE seems to know what it's doing!

Next, we'd have to say everyone should consider a **Multi-Vitamin** to be pretty essential, given the fact that most people don't eat that ideal "well balanced diet" every day, and given the amount of processing of all our foods, even those who eat a good variety, may not be getting what they should. Our **Multi-Vim** is Item J-56.

And, finally, given growing body of evidence that **Omega-3s** are about essential in so many ways for health... and for learning, cognition, and more... it's hard to imagine that they aren't "worth it". We have Omega-3s in the **Fish Oil** form (Item J-39), and in **Flaxseed oil** capsules form (J-77), and now in our new **Chia Seeds Powder** (J-140).

After these key items, people need to look at their individual needs for such well-established beneficial products as:

- ◆ **B-Complex** Vitamins (J-2)
- ◆ **B-6** (J-1)
- ◆ **B-12** (J-20)
- ◆ **Progesterone** (HP-J & HP-1P)
- ◆ **CoQ10** (heart health & more) J-13 & J-23
- ◆ **Resveratrol** ("Anti-Aging") (JF-2)
- ◆ **Memory Items** (**Vinpocetine** J-F-3; **Ginkgo Biloba** (J-44)
- ◆ **Joint Support** Items of Choice: **EasyFlex** (J-38); **3-in-1 Formula** (IN-1); **Glucosamine-Chondroitin** (J-91); **MSM** (J-92); **MSM-Glucosamine Blend** (J-98); **MSM Crystals** (J-99)
- ◆ **Digestive** Items such as **Enzymes** (J-33 or J-29); **Betaine HCL** (J-35) **Charcoal Capsules** (J-37)
- ◆ **Heart Support:** Strauss **Heart-drops** (S-100 & S-101); Strauss **Heart Support Tincture** (S-102T)

And on with individualized needs. The question is do you want to stay healthy or pay more to regain health later? ♦

Dollars & Sense: Where to Cut Back If Necessary?

Very few people, if any, are feeling unaffected by the current economic "crisis" being discussed and dissected daily in the media, around "the water cooler", at the dinner table, over the backyard fences around the country, and the globe, for that matter.

A recent survey of 2,000 adults in the U.S. who use food supplements, found that just over half said the economic crunch will NOT affect their usage. They feel the supplements are an investment in staying healthy, and therefore, seemingly, are a positive way to deal with the economic concerns, rather than a cost to be "cut". In fact, only 6% of those surveyed said they considered supplements a "luxury" that they could do without if their economic pressures become too tight. It's certainly encouraging to see we've come this far in people's understanding of the importance of nutrition in staying healthy.

However, there are people who may have to cut down on some supplements, and we've heard from some of them. They've asked us "What would you cut down on yourselves if you had to trim some of the costs of supplements from your monthly budget?" Maybe it's best to take this in "reverse order"... not what we'd cut first, but LAST.

Of all the nutritional/natural/preventive type products we've seen and used ourselves since back in the 1960's when I (Charlie) first became a "health nut" as those of us in that category were referred to then, the one we here all believe has the most far-reaching impact, for the highest percentage of users, at the least cost, is undoubtedly **Real Willard's Water (RWW)**.

Just think about it... where else do you find one product that helps you to get the absolute most out of the food you eat and the supplements you take (by increasing your absorption and assimilation of them), while at the same time it helps to eliminate toxins and wastes in your system? And it doesn't stop there... it's also one of the best antioxidants and scavengers of free radicals

...our pick for the all-time most versatile product, with seemingly the broadest range of benefits, comes down to an "investment" of **34 cents to 84 cents per day**, at full regular price, *including shipping costs!*

that experts in those fields say they've ever seen. Just check out the list of ways reputable studies have found that free radicals create health problems... getting rid of free radicals may be one of the ways in which RWW has the broadest range of impact on health, I think.

But, we're still not done. RWW also reduces inflammation/swelling, and thereby seems to help reduce a lot of pain from injuries, arthritic joints, etc.

And, RWW raises alkalinity. Again, numerous natural health experts, have written at great length about the health benefits of getting our often too-acid systems to a more alkaline level.

Besides all that, RWW also seems to help "skin problems" of seemingly all kinds... acne, eczema, psoriasis, rashes, insect bites, burns, sunburns, etc. etc. etc., in addition to just generally improving the appearance of one's complexion.

And what's the economic cost of such an incredibly versatile product? Well, even in the 8-ounce size, at Regular price, plus the cost of shipping at our regular rate (\$5.85 to Continental U.S.), an 8-oz bottle is from **77 cents per day** (for the Clear) to **84 cents per day** (for the Dark).

Purchased in the more economical Quart size, at Regular Price, plus shipping, it works out to about **50 Cents per day!** And if you buy it in the most economical Gallon size, at Regular Price, plus the shipping, it comes out to about **34 Cents per Day!** (These calculations are based on a person using the typical 32-ounces per day from their "mixed up gallon".)

So, for anywhere from 34 Cents to 84 Cents per day, you can get all the apparent benefits of RWW discussed here. THAT seems like quite a deal, to me! And it certainly seems like a good investment for one's future health, if all the experts who talk about the long-term benefits of antioxidants, free radical scavenging, nutritional balance, proper alkaline balance, etc. know even a little bit about what they're talking about!