

# Possibilities

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

## Willard's Water, Bioavailability & Nutritional Supplements Or, "Don't Food Supplements Just Provide You With Expensive Urine?"

By Ben Sunde

I'm sure a few of you have heard the argument just referenced in the headline. I've heard it all the time, in discussions with friends about the things I sell and in reading about nutrition...the idea 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."

If you haven't heard this, allow me to summarize the contention: our bodies, while needing the vitamins and minerals that supplements provide, are very picky about what form these nutrients come in, and if it isn't in the form of food, most (or all) of the supplemental nutrients will be unmetabolized. There's many reasons given for why this might be, all of them having a grain of truth and all rooted in the concept of "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 bioavailability.

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 mark 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 will feature very high doses of the respective nutrient to take a shotgun approach to getting 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 the good news. That amount of waste (which, remember, isn't as much as they claim, if taken correctly) can be reduced. The key is in our favorite 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 wildly 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 re-

The key is the Willard's Water... the ultimate team player with supplements... to increase their absorption into the cells... and found to work the very best on the hardest-to-absorb nutrients!

sources, especially, we've found, in the very-hard-to-process compounds like curcumin. More nutrients absorbed equals less wasted, and better health for you.

On the note about curcumin (the active ingredient in turmeric), as mentioned above, in this issue we'll be talking about a fascinating new study on Willard's Water's impact on nutrient absorption, including curcumin, which is recognized as being possibly the hardest to absorb nutrient of all.

The researchers found that Willard's Water's nutrient piggybacking 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 WW's own benefits (especially since it helps with the nutrients in your food, as well), it is the **ultimate team player in working with supplements**.

If you take supplements with your Willard's Water, the supplements will be of greater benefit to you, and so will the Water. This allows the maximum milking of every dollar's worth of benefit from whatever you're eating or supplementing with. Explain that to the next person who tells you you're paying for "expensive urine." Maybe, just maybe, it will lead to a greater understanding and appreciation of what you're doing for your health! ♦

# Tomato, Tomahoe... Either Way, Guess What They Could Protect You From...

We'd guess most people reading this newsletter believe fruits and vegetables are important for good health.

Most of us had that idea sort of drilled into our heads as young children being admonished by our mothers to "eat our vegetables" and some of those healthy fruits.

But here's a piece of information even our mothers may not have hoped for ... a study in Finland involved testing the blood of 1,031 men for lycopene, an important antioxidant found in high amounts in tomatoes. The researchers then followed the men for the next 12 years, during which 67 of the participants experienced a stroke.

But, of the 67 men who had a stroke during those 12 years, 25 of them were in the group of the 258 participants with the lowest lycopene levels,

while only 11 men in the 259-man group with the highest lycopene levels experienced a stroke.

What's that mean?

Well, the bottom line is this: those with the highest lycopene levels were 59% less likely to have a stroke than those with the lowest lycopene levels. Furthermore, the results were even stronger when just looking at strokes due to blood clots.

Study author Jouni Karppi, PhD, from the University of Eastern Finland in Kuopio, said "the results support the recommendation that people get more than five servings of fruits and vegetables a day, which would likely lead to a major reduction in the number of strokes worldwide".

So maybe you want to start including a lot more tomatoes in your diet! Maybe some more tomato plants in your garden

would be good for more than just the great flavor they add to various recipes!

We're guessing many of you—like most of the population—don't always get 5 servings of fruits and vegetables a day. We're wondering — strictly speculating as laypeople— if maybe the great ability Willard's Water showed in the study discussed on the separate "insert" page of this issue on its boosting one's assimilation of nutrients into their cells, might mean Willard's Water may also help us absorb more of the nutrients in whatever fruits and vegetables we do eat in a day. Sure don't see how it would hurt, and it might very well help. Again, we're just laypeople, but if WW helps boost the absorption of nutrients, then maybe washing down all our food with WW might be pretty smart!

# Got Cellulite?

We recently saw yet another article about the huge market for products to help reduce or eliminate cellulite—the lumpy looking skin everyone hates, and which seems impossible to eradicate. The article stated, again, that the vast majority of products marketed for this purpose don't work. In fact, the article didn't mention even one that did.

We don't know of any that are proven to work either. But we have heard of one thing that its users have told us numerous times has been put to use by them sometime "not too long before" they noticed a significant reduction in their own cellulite...

Can you guess? Not surprising, I guess, it's the Willard's Water. We've heard this from people who have never been told anyone else has ever experienced that....and it's never been a characteristic we've discussed about the Water. So we figure it's not "in people's heads" due to being told to expect this. We've also had people right here in our own offices note improvements they've seen.

We do know detoxifying is sometimes said to help reduce cellulite. Since Willard's Water has often been described by natural health experts as one of the greatest detoxifiers, perhaps that's what's at work in this... if indeed it does do this.

We're wondering if "anyone else out there" has noticed this...or if, now that you've been told to check on it, you'll do so and be pleasantly surprised! We'd love to hear "either way" — if you've seen progress or not!



## Trivia & Tidbits . . .

1. Who was first U.S. citizen Canonized as a Saint?
2. Who gave the U.S. the name United States of America?
3. Which is the flattest U.S. state with just 345 feet b/w its highest & lowest points?
4. What kind of car did Communist Leader Lenin equip with skis & tracks?
5. What was the name of Sir Walter Raleigh's black greyhound?
6. What did cellarmaster Dom Perignon say when he first discovered champagne?
7. Who was the first person ever awarded a gold record?
8. What percentage of the average human brain is water?

AND THE ANSWER IS...

1. Mother Frances Xavier Cabrini, in 1946.
2. Thomas Paine.
3. Florida; Delaware is second with elevation range of 442 feet.
4. A Rolls Royce—the skis & half-tracks helped it overcome Russia's heavy snows.
5. Hamlet.
6. "Oh, come quickly. I am drinking stars!" He discovered it in 1668.
7. Glenn Miller, for "Chattanooga Choo-Choo".
8. 80 percent.

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## PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

### No Relief for Months, But Then... ; A Brown Recluse Spider Bite; And a Personal Update on Our Family

This is one of those times when it's just best to let the person who experienced it, say it in their own words. So here you are... "K.R." relating her own story in an e-mail she sent us on November 7, 2012...

"This summer, as I was doing my usual yard mowing, my husband talked me into using the yard blower instead of the broom to sweep up the grass clippings from the sidewalks of our home. It is a gas yard blower, so it has to be cranked. He insisted that it was easy to start. He was wrong.

"Anyway, after several "yanks" on the cord, it started. That's when the pain in my right wrist and thumb began to feel like I was being stabbed with a knife.

"I went to the chiropractor who diagnosed me with tendonitis. He worked on it a few times, but it just wasn't feeling any better. In fact, the pain was getting worse. Finally, I had almost decided to go have it x-rayed, when I called WW to speak to Charlie.

"I read in one of the newsletters how B6 (our Item No. J-1 Activated B-6) helped Kolleen's carpal tunnel. That's exactly what he recommended that I take along with my regular daily WW.

"This is the FIRST time since August that I have felt any relief from the agonizing pain I've been experiencing.

"I haven't even been taking this for a week yet and I can already feel a difference.

"I'm thrilled that my dominant right hand is getting better. I plan to keep using this supplement along with WW for a very, very long time. I already knew how wonderful WW was, not only to me, but also to my pet. I'm so glad my mother told me about this product."

Her last sentence... so glad her mother told her about this product... reminds me of how often I've told people that when they tell someone else about a helpful product we carry, they really are doing more than just doing us a favor... if the person they tell uses it and finds it helpful, that person will surely thank them too!

And that's certainly how this story worked out!

And then there's this story from Ed... at first, I hesitated to pass it on for the same reason we've always hesitated to pass along reports like this... it's a situation where you just don't want to NOT do something else that might help, since it can be very serious, and we've never been sure it would work like this for anyone else. BUT, we've now received enough reports of people using Willard's Water on brown recluse spider bites, that we also don't feel right NOT passing it along. If you ever have such a bite, or someone you care about does, you might like to know it sure doesn't seem like "WW" hurts anything when used on such bites.... And numerous people have reported surprisingly fast healing from those bites who used WW on them. But, still, in any such case, get competent medical advice!

In "Ed's" case, he used the WW in combination with some helpful herbs... and he used both the WW concentrate at times, as well as the usual one-ounce-to-one-gallon mixture of the WW on the bite. And, he said he also drank a lot of the regular mixed-up-gallon mixture.

His summary to us... he said he'd used both the diluted and the straight concentrate on it and he also drank "a lot of the (mixed-up-for-use) Willard's Water as well as mixing straight (Concentrate) WW with the appropriate herbal extracts...the results are that the damaged skin has nearly all come off quite nicely and the new, healthy pink skin has emerged... looks like healing is progressing nicely, which I am so grateful. Thank you for WW and for your advice and friendship."

We do feel a real friendship with "Ed" and so many of our customers we've gotten to know so well. I must clarify the only "advice" I gave Ed, or am qualified to give anyone, is how WW is used in various situations... never any medical advice since I have NO expertise in that area at all! ♦

#### New Byline in this Issue Leads Me to Family Update

Given that it's "Ben Sunde", we assume a lot of you will wonder if he's "any relation" to my wife, Kolleen, and I... yes, indeed, he is! He's our youngest son... 29 years old, and has developed a real interest in nutrition, and natural healing. His degree is in sociology, but he's decided to do some writing and marketing for us and we couldn't be more pleased! This gives me an excuse to provide a little family update...

Many of you already know our oldest son, Beau, who is in charge of our shipping and other operations here. Beau has been working with us for about 16 years now, and like all of us, has an impact on every aspect of this business. He's also going to be a father for the first time in late January of this year, so Kolleen and I are anxiously awaiting our third grandchild's arrival!

We really cannot believe our good fortune to have both our sons involved in the "family business", and all three of our "kids" living in this area. Many of you probably also came to know our daughter Abby, when she worked here — taking phone orders, handling customer service, etc. She is now the marketing director of a non-profit operation called Riding On Angels' Wings which does therapeutic horse therapy for children with physical and emotional special needs—a truly amazing program. Kolleen and I naturally miss having Abby here, but are very grateful that she and her husband and their daughter and son still live right in the Fargo area, and we are truly excited by the amazing work she is part of at ROAW. If interested, check their site: [ridingonangelswings.org](http://ridingonangelswings.org)

Since Ben is now writing for us, we want to clarify that he, like us, has no formal health or medical training of any kind, so our long-standing caution still stands... we are NOT health experts, just lay people with an interest, lots of experience, and acquired-by-reading-etc knowledge of the things we write about! ♦

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### The Broken Lamp Came On! A Christmas Story...

My mother had insisted on leaving that lamp right where it was, even though it hadn't worked in years. She'd had various lamp repair people look at it, and electricians, and none of them could make it work. None of them could find anything wrong with it, either. Nor was there anything wrong with the outlet. Everything else worked from that outlet; and the lamp didn't work from any outlet.

It had been a wedding gift to my mother from her folks. It quit working after her mother died. She'd had a stroke the day before Christmas Eve and died the day after Christmas, in 1956. Her mother died...the lamp never came on again. For no reason.

We were sitting in the dining room visiting around the supper table, shortly before Christmas in 1961. Suddenly, a look of astonishment came over my mother, and she pointed toward the lamp...it had come on, by itself, nobody was even near it!

My mother's instant reaction was that the lamp coming on

meant her father would be "okay" that Christmas. He had been devastated by his wife's death, and like many people who lose someone over the holidays, or who lose someone who always loved the holidays (like my grandmother had), Christmas had become an ordeal for him. In fact, he had never spent Christmas with the family after Grandma died... he wanted nothing to do with Christmas. He just wanted to be alone and drink away the holidays.

My mother was certain the lamp coming on was a sign he was going to be okay with Christmas—that her prayers for his healing were answered... I think it was the next morning that her father called and told her he was giving her and each of her siblings \$500 as a Christmas gift that year... the first Christmas gifts he'd given since Grandma died. And, —one more thing, he said — he would like to "come down for Christmas this year".

I still get tears in my eyes when I recall it, and marvel at how much help we get from "somewhere" even when it seems all hope is gone. It was a wonderful Christmas!

*Reprinted 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. . .



**"It Just Took Care of It!"** — That's how "B.G." summarized what happened to her arthritis after she got back on the Willard's Water again. She'd quit drinking it for a while and she started having more problems with her arthritis again... so she got back on WW (about 3 or 4 glasses a day, she said), and "It just took care of it!" That's why she says she'll be going through it faster so called in to order before she was out... and then passed along this report. Needless to say, she's happy and we're sure glad to hear it, too!

**Swollen Feet and Ankles** — "G.T." told us she has a friend who had a real problem with very puffy feet and ankles after his heart valve replacement surgery. He started soaking them in Willard's Water about 4 hours a day initially,

and then cut down the time every day. It's now much easier for him to walk, and the swelling is just about totally gone...he's happy, G.T. is happy for him, and so are we!

**Breast Cancer Survivors** — "K.S." used our "aloe gel" (the Aqua Gel) during her radiation treatments for breast cancer. She found it so helpful, she "recommended it to a couple of my other breast cancer pals, and we all had a very good experience. It really is an amazing product." Hers is far from the first such report we've heard over the years... many people have said Aqua Gel was extremely helpful during radiation treatments... didn't have problems with burning when they used the Aqua Gel. It's NOT a treatment for this, but we all know how it seems to help on all kinds of burns... sunburns, cooking burns, etc, and sure doesn't seem to hurt! ♦





## More Product Highlights & Updates from Charlie

### Curcumin, Ener-Cell & Research on Willard's Water; Why Supplements Instead of Just Relying on Foods?

By Ben Sunde

As I've hinted at in the story on the front page, curcumin (the active compound in turmeric) is a nutrient that seems to have fantastic health advantages. A truly massive amount of research is currently being done on Curcumin's possible effects on such myriad conditions as

- ◆ several forms of cancer,
- ◆ Alzheimer's disease,
- ◆ psoriasis,
- ◆ liver disease,
- ◆ kidney disorders,
- ◆ as well as examining its protections against viral and bacterial infections.

Furthermore, it shows:

- ◆ **anti-inflammatory,**
- ◆ **anti-oxidant,**
- ◆ **anti-arthritic,** and
- ◆ **anti-amyloid properties.**

Basically, it seems to be the promising subject of research for most of the perpetual diseases that we have yet to be able to easily combat.

The plant it comes from, turmeric, a bright yellow spice in the ginger family, has long held a place in traditional Indian medicine as a powerful and beneficial medicine in its own right.

Like with all great things, there's always been a catch to all of this promise; curcumin is a very complex and difficult to absorb nutrient. Part of the compound seems to be water-soluble, another portion is fat-soluble, and the very large molecule just doesn't absorb easily into the cell.

*Arrrrr...* All this potential that's so hard to actually utilize!

Thankfully, a study conducted by NIS Labs, in Oregon, offers a potential way around this catch. The researchers had set out to evaluate Willard's Water's effect on the absorption of six nutrients, two of which (Gallic Acid and Vitamin B2) were known to be easily absorbed, another two (Green Tea and Trolox) were known to be moderately difficult to absorb, and two (Turmeric and Tocotrienols) which were known to be very difficult to be absorbed, particularly in water-based solutions.

What they found was astounding (to the researchers) and very vindicating (to us). Unsurprisingly (to us), Willard's Water enhanced the absorption of all six compounds. Best of all, it seemed to most readily enhance the absorption of the most difficult to absorb compounds, in particular turmeric, the classic problem child of nutrient absorption. What is easily absorbed gets some encouragement from Willard's Water, but what actually needs a strong push gets just that — I picture such hard-to-absorb nutrients being dragged through the cellular membrane, kicking and screaming, by WW!

The end result, of course, is that the increasingly well-documented benefits of turmeric (or curcumin) can benefit you more easily, reliably and completely by our favorite "team player" — Willard's Water.

We offer very high quality Curcumin. It's one of the key ingredients in one of my favorite products (I take it three times a day though most take it twice a day, so a bottle is then a 30-day supply), called

*(Please turn to other side)*

#### Why Use Supplements?

By Ben Sunde

Another objection I occasionally hear in regards to food supplements (besides the one about alleged "expensive urine" mentioned on page 1), especially when people hear that I take over twenty pills a day, is, "Well, don't you eat anything?" And the answer is, yes. I do eat things. Lots of things. I am a foodie.

Obviously, the objection implied is that since we get nutrients from food, supplementation becomes unnecessary and excessive. Which is true, to a point.

Why do I take as many supplements as I do? Because I enjoy eating food for pleasure, not as work. I don't like spending the time planning my meals to make sure I'm getting enough Calcium in a day, or Iron or Selenium. Planning complete, balanced and satisfying meals can quickly become a full-time job. I work to eat. I don't like eating to become work in and of itself. Therefore, I take supplements (albeit, possibly more than I'd recommend to many other people) to make sure I never have to think about anything more than getting enough calories and protein. Can you get all you need from food? Probably, but first, who has the **time for planning those meals**, and also to **seek out food grown in soil that isn't nutrient-depleted**? I raise the question of nutrient-depleted foods due to the ongoing concerns about the amount of nutrients that have been depleted from our soils and the argument that foods grown in those soils no longer provide the nutrients they once did.

Which is not only a reason to take supplements, but one of the best reasons for making Willard's Water a part of your daily routine. As the study on this page points out, WW has a tremendous impact on the assimilation of nutrients into the cells... which means, especially if one's foods **are** nutrient-depleted, it **would seem wise to boost your assimilation of whatever nutrients ARE in your food**, by "washing them down **with Willard's Water**".

Oh, and there's also the whole matter of "therapeutic levels" of particular vitamins and minerals needed in order to achieve particular results. For example, the amount of Vitamin C recommended by many authorities would be impossible to consume via food alone... 100 oranges a day? 'Fraid Not!

**Willard's Water can also help** a person with the problem of **achieving those therapeutic levels**, through its ability to increase the assimilation of nutrients in food and food supplements we've discussed here.

So that's my summary of why supplements and Willard's Water are part of my daily routine! ♦

## Continued from Other Side...

Ener-Cell, and is made by our — and our Customers' — favorite supplier... Daily Manufacturing. Daily Mfg is a family-owned company and it adheres to the highest levels of quality and ethical standards. People using Daily products for the first time are often amazed at how much better its Calcium, or Multi-Vim, or St. John's Wort, or whatever!, works than the "same thing by a different brand" had worked for them... quality comes through and in this case, at very competitive prices, to boot!

Ener-Cell is a proprietary blend of **150 mg of Curcumin** with the following three other ingredients that I used to take individually:

- ◆ **300 mg of Alpha Lipoic Acid** (a component essential to metabolism),
- ◆ **100 mg of L-Carnitine** (a compound involved in the metabolism of fatty acids for energy) and
- ◆ **50 mg of Coenzyme Q-10**, or CoQ-10, a crucial component in the production of ATP, the primary energy compound in living cells.

Like I said, all of these are very worthwhile ingredients that I used to take individually until I found out about Ener-Cell, and, as I said, they're partnered with curcumin, which is very possibly a miracle nutrient that is usually quite expensive on its own. For all those reasons, Ener-Cell is a bargain, especially when partnered with Willard's Water to help absorb all of this supplementary goodness. I can't recommend the partnership of those two products enough.

One final noteworthy piece of advice is (to make sure you get all the benefit you can from Ener-Cell) taking it either with a meal containing a source of fat, or a supplement with Omega-3 fatty acids (Item Nos. J-391, J-392, or J-77).

Willard's Water does a huge amount to make sure the Curcumin & CoQ-10 are absorbed, but taking them with a source of fat is even better. We just want to make sure you get all you can from our great products! ◆

# Study: Willard's Water 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 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.

The full study will be posted on our web site soon—you will find it under "Information" once it gets there.

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 ab-

... the best known (nutritional) delivery systems currently on the market were **blown away by Willard's Water's far superior performance...**

sorbed, two are slightly more difficult, and two are generally considered to be extremely tough to absorb

that more often than not require additional delivery solutions 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 causing the cells to better absorb and utilize antioxidant solutions thus increasing their overall 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. Knowing Doc as we did, we're NOT at all surprised! ◆