

# Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardWater.com ♦ Sept/Oct, 2013

## What Benefits Pre-Diabetics, Cancer, Alzheimer's, Psoriasis, Kidneys, Viral & Bacterial Infections, Plus It's An Antioxidant, An Anti-Arthritic and Has Anti-Inflammatory Properties?

A recent study on an ingredient we've talked about many times before, resulted in some very big news. You may have seen reports on it in various places, but you may not have seen what we regard as the "whole story". Read on.

A recent study published in **Diabetes Care** (the official **Journal of the American Diabetes Association**) examined treating **pre-diabetic patients** with **Curcumin** (the active ingredient in the **spice Turmeric**).

The study's goal was to see **if Curcumin could help prevent pre-diabetics from developing actual Type 2 Diabetes**.

Unsurprisingly to us, but surprising to many, **not one of the patients given Curcumin extract** (250 mg three times a day) **developed Type 2 Diabetes** in the course of the study.

In contrast with the patients in the placebo group: **16.4%** of those — **the patients not receiving the Curcumin developed the disease** in the study period. **That's a pretty astounding difference.**

This, of course, does NOT mean that people taking Curcumin will never develop Type 2 Diabetes.

It does, however, point to the very big beneficial effects of Curcumin and the possibility of it being useful in **helping to manage blood sugar**.

This, of course, being a study published in one of the most mainstream medical

**NONE** of the pre-diabetic study participants **taking this nutrient developed diabetes** during the course of the study, whereas **16.4%** of those in the control group (**NOT taking this nutrient**), **developed diabetes** during the study.

sources possible (and here's the link, so you can read it for yourself <http://care.diabetesjournals.org/content/35/11/2121.full>) seems quite impressive and credible to us, and lots of other people too.

Three Cheers for Curcumin!

Curcumin is also said to have possible benefits for a myriad of other conditions such as:

- ♦ **Cancer (several forms of it),**
- ♦ **Alzheimer's Disease,**
- ♦ **Psoriasis,**
- ♦ **Kidney Disorders,**
- ♦ **Protection from Viral & Bacterial Infections, and**
- ♦ **More.**

Also, Curcumin shows:

- ♦ **Anti-inflammatory,**
- ♦ **Anti-oxidant,**
- ♦ **Anti-arthritic, and**
- ♦ **Anti-amyloid properties.**

Now, for the aspect of this story that you probably haven't seen anywhere else, we have to refer you to the July/August 2013 issue of our newsletter, "Possibilities".

That issue has a report on a study that found **Willard's Water "blew away the best known delivery systems"** used to **boost the absorption of nutrients into the cells**.

Interestingly, that study looked **specifically at Turmeric/Curcumin** as one of the most difficult of all nutrients for the body to absorb.

That study reported that **Willard's Water (WW) works its very best in the toughest absorption situations**.

Sounds like WW is meant to accompany -- and enhance -- nutritional supplements -- especially Curcumin, apparently!

We recently added Curcumin in a Supplement by itself to our line. Which means we now offer two fine products providing Curcumin:

- ♦ The recently added **Curcumin Capsules**, (Item No. **J-398**) are 250 mg capsules (the same dose used in the pre-diabetics study). And
- ♦ **Ener-Cell**, (Item **J-135**) which is one of our favorite supplemental blends. It provides 150 mg **Curcumin** per capsule, plus **CoQ-10** (50 mg/capsule), **Alpha Lipoic Acid** (300 mg/capsule) & **L-Carnitine** (100 mg/per capsule). The three ingredients in addition to the Curcumin are very useful in maintaining energy levels, vigor and general well being.

Again, the study on pre-diabetics does NOT mean all pre-diabetics taking Curcumin will never develop the disease, despite nobody in this small study doing so. But, obviously, Curcumin sure didn't hurt in the study, and also Willard's Water will boost the absorption and therefore the benefits, if any, of Curcumin., as well as the benefits of any other nutrients you take in either in your food or food supplements... even the toughest to absorb ones like Curcumin. ♦

The study found this item "**blew away the best known nutritional delivery systems**", and worked its very best on toughest -to-absorb nutrients."

# Study: Natural Remedy for Heartburn & GERD

Most people think of the hormone Melatonin as something that helps people sleep. In fact, it's often referred to as the "sleep hormone". So what's it got to do with Digestion, Heartburn and GERD?

The short answer to that would be "a Lot". It turns out that in addition to regulating our sleep/wake cycles, Melatonin can also help reduce or in some cases even eliminate, the painful and serious problem referred to as GERD (Gastroesophageal Reflux Disease).

GERD is known for the symptoms it causes of acid reflux or heartburn. It's a very common condition that's caused by the valve between the esophagus and the stomach (called the lower esophageal sphincter) relaxing at the wrong time, and allowing gastric acid from the stomach to get into the esophagus. When that acid gets into the esophagus it causes pain and a burning sensation in the chest and throat. Over time, the acid exposure from GERD can damage the esophagus, even causing cancer and other serious health problems if it continues long enough.

Many people would prefer to find a natural solution for GERD rather than using the accepted medications for it because of the established problems those medications have been found to cause. These medications are called proton-pump inhibitors (PPIs) and H2 receptor antagonists, which work by suppressing stomach acid production. The health problems **PPIs** (such as esomeprazole (Nexium) and omeprazole (Prilosec) can cause, particularly if used

for an extended time, include:

- ◆ Increased risk for **hip, wrist and spine fractures** because they interfere with calcium absorption
- ◆ **Diarrhea**, and
- ◆ **Pneumonia**.

The risks of H2 receptor antagonists such as ranitidine (Zantac) and cimetidine (Tagamet) are also associated with a range of unpleasant side effects such as:

- ◆ **Headache**
- ◆ **Dizziness**
- ◆ **Fatigue**
- ◆ **Rashes**
- ◆ **Diarrhea**
- ◆ **Constipation**, and
- ◆ increased risk of **Cognitive Decline** per one study.

So why would Melatonin help GERD? First of all, Melatonin does much more for the body than just regulating the sleep/wake cycles. Other studies have found it is also an effective treatment for migraine, obesity, and seasonal affective disorder (SAD). And, unknown to most of us, the GI tract (gastrointestinal tract) secretes up to 500 Times as much Melatonin as the pineal gland does. Melatonin has been found to prevent oxidative stress on GI cells, regulating cholesterol uptake by the intestinal wall, helping to heal damage to the lining of the GI tract, and promoting the secretion of other hormones that aid digestion and elimination. Studies have also shown that supplementing with Melatonin can help to treat esophageal ulcers, dyspepsia (upset stomach), and irritable bowel syndrome. Melatonin is believed to

relieve GERD as a result of it reducing gastric acid secretion (thought not as much as PPIs do) and to normalize pressure of the lower esophageal sphincter (that valve referred to earlier) allowing it to close more effectively, and thereby not allow stomach acid to make its way into the esophagus.

A recent study published in *Journal of Pineal Research*, GERD patients received a daily supplement of 6 mg of Melatonin, along with L-tryptophan, Vitamin B-6, Folic Acid, Vitamin B-12, Methionine and Betaine (the additional items beyond Melatonin were used for their anti-inflammatory & analgesic effects). An equal number of patients were treated with 20 mg doses daily of the PPI omeprazole. After 40 days, **100% of the Melatonin group reported NO noticeable GERD symptoms compared with just 65% of the PPI group.**

We've already heard from one person who tried Melatonin since learning of this and she has seen her long-standing GERD symptoms nearly disappear in less than 2 weeks so is hopeful after a little longer they may be gone, as in the study. Many people have told us that drinking **Willard's Water** has eliminated their heartburn and for some even GERD symptoms. We suspect that might be the WW helping the body to better absorb the Melatonin it does produce. If the body isn't producing enough for the WW to "stretch it" enough, adding Melatonin might be the trick. Our **Melatonin is Item No. N-102**, 100 3-mg tablets for \$10.95. ♦



## Trivia & Tidbits . . .

1. How many freckles did early TV puppet Howdy Doody have?
2. How did the last episode of TV's Mary Tyler Moore show end?
3. What product's 1st slogan was "You Press the Button We Do the Rest"?
4. What instrument did Dolly Parton play in her high school marching band?
5. British sailors drank lime or lemon juice to prevent scurvy; Dutch used what?
6. How long does it take light from the sun to travel the 93,000,000 miles to earth?
7. What is the largest living invertebrate?
8. What is a wrinkle?

AND THE ANSWER IS...

1. Forty-eight...one for each state in the Union at the time.
2. Everyone but incompetent newscaster Ted Baxter was fired.
3. The Kodak Camera, in 1888.
4. The snare drum.
5. Sauerkraut.
6. About 8 minutes.
7. The giant squid which reaches a length of more than 60 feet, including tentacles.
8. An edible sea snail.

## ON "THE WEB"!

[www.willardswater.com](http://www.willardswater.com)

Or

[www.nutritioncoalition.com](http://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

### Experience Said He Should Have a Very Painful Time, But...He Didn't! Others Say Help in Surgery Recovery

People often tell us that the pain relief from this product (not Willard's Water, surprisingly) is so dramatic and so dramatically fast, they often think they must have lost their minds because "obviously" nothing could work that fast... especially when such people are often using it on conditions that they've never found relief for before...

So what is it? **Chinota Gel**. It's a combination of **Willard's Water** and a number of **Chinese herbs** that have been used together for pain relief for hundreds of years in China. The result leads to a lot of people reporting a lot of relief like they'd never found before.

Here's a recent report we received from another very happy user of Chinota Gel, about a recent experience he had with it.... in "Roy's" own words:

"I have to give you my story from yesterday. I had no one to cut my grass this week and as you know after having rolled that snowplow in 1996 that broke my neck, both shoulders and low back I have a real hard time getting around without (losing) all the feeling in my feet, and pain 24/7.

"Well yesterday made my way out to my shed and got my riding mower out, I left my crutch canes in the shed, I mowed the yard and when I was done I was about an 8 on my pain scale, I then was able to start my weedeater using it as a prop I weedeated the front flower bed, falling several times... I knew I was in for a bad evening.

"I got done and showered and **hurt so bad pain meds were doing nothing**. "It hit me like a rock you had just sent me the Chinota Gel I ordered... I managed to do most of my back and down to my knees, within minutes I was almost pain free, this was 7:30, next thing I noticed was it was morning 5 am and I slept all night, I applied more before I left the bedroom, and here it is 10:52 as

I write and I have not used a single pain pill all day, I am stiff but not sore. I forgot how much the Chinota Gel could do. Amen. And Thanks." -- "Roy" Will it help everyone's pain? Certainly not. But it has helped a LOT of people who said they'd "tried everything" before Chinota Gel and nothing else ever came close to the relief they got with Chinota.

So if you, or someone you know, have pain from **arthritis**, or **muscle spasms** or **cramps**, or **injuries**, or whatever, Chinota Gel may be worth a try. Some have even said it has relieved pain from **fibromyalgia**, **carpal tunnel syndrome**, and of other **hard-to-relieve issues**.

Here's another very interesting report sent to us by another customer, but this time on how a friend who was "not into natural stuff" ended up attributing finally **getting his energy back after major cancer surgery** had left him pretty well drained to the Willard's Water this customer had given him. Here's how this all played out in "Chris's" own words: She said she had given a quart of the clear Willard's Water "to a guy I work for that had just had major **abdominal surgery** in Jan 2013. Turns out they got the growth on the pancreas in time: **pre pre cancerous** but not the full blown thing.

"Not sure how much they are into alternative or homeopathic medicine, as his wife is a nurse. But I sent the quart as a get well gift in early Feb. Sent along every article I had about WW for people and pets, too, as they have dogs and horses.

"Well, he had not been doing all that great recovering by mid-Feb but he said, once he got back to work at the end of March, that when they saw the improvements with the dogs in just a couple weeks, he decided to try it. He said the **return of energy** coincided with starting to use the WW. He seemed to think it was what got him back on his feet and back to work."

Then "Chris" continued with a report of her own... "I just returned to work after **double knee replacement**; was off work for 9 weeks, 5 days in hospital and 21 days in a nursing/home rehab hospital. I took two 8 oz bottles of clear concentrate with me. Just enough for 1 tablespoon per day. Things are progressing, but I'm not sure if I'd be doing as well without the WW. Glad I did not try (being without WW)! Thanks for a great product and service."

Again, there's no proof that either the Chinota Gel or the Willard's Water would necessarily have the same effects as these three people reported on anyone else. The only thing we can say with certainty is that we have received countless reports of similar experiences over the years.

Before thinking WW and Chinota Gel sound too good to be true, think about the study on page 1 about the huge boost to one's absorption of nutrients WW provides... that has to be good for healing too.

And WW's other characteristics also offer some insight into how it might be helpful for so many different things. Those characteristics include:

- ◆ Being an **Antioxidant & Tremendous Scavenger of Free Radicals**
- ◆ Helping to **eliminate Toxins and Waste** from the body (even heavy metals)
- ◆ Having **Anti-Inflammatory** properties and reducing swelling
- ◆ Being highly **Alkaline** and raising the alkalinity of the water it is added to, and then raising the alkalinity of one's own body
- ◆ Helping the healing of various **skin problems** (acne, rashes, psoriasis, etc.)
- ◆ And, as stated above, greatly **boosting the absorption of nutrients into the cells**.

Each of those characteristics may impact on a lot of things. Think about it! ♦

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### ***“Sudden Urge to Get Him Off the Phone & Watching His Driving...”***

“Contrary to my usual effort to keep relatively new business associates talking, in order to move things along quicker, I seemed to be hearing an urgent warning to stop talking to “Tim” because he needed to pay attention to his car and to the traffic.

He was one of the people who is a natural talker like me so it made it a little more difficult to just cut off the conversation, but I was getting such a repeated “mantra” in my head to “get him off the phone”, that I finally interrupted him and said I shouldn’t keep him any longer on the phone, I’d just let him get back to his driving. He sounded sort of surprised by that from a business associate, but said okay, like he thought I probably needed to attend to something else. As I hung up the phone, I found myself uttering out loud “Keep him safe”.

A few hours after I’d cut off our conversation, I got an e-

mail from him... saying about 5 seconds after we hung up, his alternator quit working. “Somehow” he said, after he’d lost steering and all power... the car was simply coasting in between all the traffic on the 5-lane freeway... he was in the middle lane, but “somehow” was able to get the car over to the far lane and onto the exit ramp... the car miraculously kept coasting all way into the parking of a motel right near the exit. And, that motel was very near a repair shop that came and towed his car... found the problem, replaced the alternator, and had him back — safely — on the road again in no time.

It all did seem pretty miraculous. I could never explain how strong the urging was that I kept getting that he had to get off the phone and watch what he was doing... but when I talked to him and he said he was glad he had a few seconds to realize what was happening before it was too late, I knew it was a good thing, “someone” had urged me to get him off the phone.” — “C.S.”

*Editor: You’re invited to send your own “unexplained help/ fork-in-the-road/ inspirational stories for this column, anonymously if you choose.*



## **E-Mails, Mailbag & Phone Calls. . .**



**Salads Stay Fresh for Days!** — “G.H.” who teaches Vegan Cooking Classes, told us that she loves washing her produce in Willard’s Water when she first gets it home from the store. She says she puts about a Teaspoon of WW Concentrate in a half gallon bowl and then puts her greens and spinach in the bowl to rinse them; after she finishes her leafy greens, she puts her apples in the bowl. They all stay fresh so much longer than ever before with this newly discovered “rinse” before storing.

And, she has even discovered that she can make a salad as much as 3 days before serving it (which is nice when preparing for parties) and it stays as fresh as can be!

**Better Tasting Meals!** — “J.S.” from Las Vegas told us everything she cooks with WW in it tastes so much better!

**Post Partum Problems** — “R.H.” told us that the nightmares and mood swings she struggled with after childbirth went away with her use of our **Activated B-Complex** (Item J-2).

**Stiffness Gone but Not With Big Box Brand** — “B.P.” told us both she and her husband have enjoyed tremendous relief from the stiffness and aches and pains they’ve both dealt with as they’ve aged when they use our **Glucosamine Chondroitin Blend** (Item No. J-91).

When re-ordering again recently, she said to rush it if we could as they’d run out before she thought to order... she said they have some of “the same thing or what says it’s the same thing” from a well respected big box store, but it never works as well as ours. So they hate when they have to rely on “Plan B”, as “it’s just not nearly as good”.



## More Product Highlights & Updates from Charlie

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

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

These studies certainly validate Dr. Willard's conclusion (and countless users' opinions!) that the Ultimate Dark Willard's Water is MUCH more effective than either the Clear or the XXX (or Dark XXX as it is sometimes called now).

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

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

All these plant tests so far have found the Ultimate Dark has as much or greater impact on the plants as the Clear or XXX even when the Ultimate Dark is diluted by as much as **4 to 8 times MORE** than the **Clear** or **XXX**. In other words, the studies have found the **Ultimate Dark** has to be **4 to 8 times more potent** than the other two.

Granted, this study is on plants, not people, (keep reading for a "people researcher's" findings and comment) but it helps make sense of the fact that so many people find they feel much better using the Ultimate Dark than they do using the Clear or the XXX.

It makes it seem to us laypeople that the human body may achieve even greater-than-we suspected nu-

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

trient absorption and balance with the Ultimate Dark than with the Clear or the XXX (just as the plants in these studies have done).

And that improved absorption of nutrients could result in a myriad of ways in which the use of the Ultimate Dark might perform better for people than the other two do (given the fact that nutrients basically drive all aspects of the human body).

The Clear and the XXX are great products, as we've always said, but these studies confirm that Doc's final version — the Ultimate Dark — is even much better!

And how did another researcher whose tests are on people not plants, recently sum up the differences those tests have indicated between the Ultimate Dark, the Clear and XXX?

The "people researcher" said the **Ultimate Dark is so much better "it's not even in the same universe"** as the Clear and XXX!

We (Nutrition Coalition) are the **only authorized Distributor of the Ultimate Dark** Willard's Water—and we always have been.

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

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

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

This may seem like an "about time" sort of news item to many of you who have experienced the impact of Willard's Water yourselves, but the FDA has now said there's enough of a body of evidence from various studies in certain areas to support saying Willard's Water:

- Increases Bioavailability of Nutrients, resulting in improved absorption of nutrients from food and food supplements
- Improves Digestion
- Is an Antioxidant
- Is a Free Radical Scavenger

This is NOT the same as the FDA saying something is "approved" by it for a particular treatment... Willard's Water is NOT a drug or even a food supplement... it is classified as a Food by the FDA and it is NOT a treatment for anything--nor should it be used or discussed as one. But it's nice to know the studies on Willard's Water now do, according to the FDA, support saying Willard's Water meets the criteria to say it works in the ways listed above.

As you know, natural health experts have noted the above characteristics of Willard's Water for years... however the studies needed to prove to the FDA that these characteristics were real, didn't exist until now. But now you can tell your skeptical friends, relatives, and even doctors, that the FDA agrees it can be legitimately stated that Willard's Water meets their criteria for doing the things stated above.

And you could also tell those folks that natural health experts also say Willard's Water:

- Improves elimination of toxins and wastes
- Reduces swelling
- Raises pH (making one's pH less acid or more alkaline)
- Helps various skin problems

Remember, Willard's Water doesn't have to be just used in water, it can also be used in baking, cooking, making tea and coffee, etc. etc.! Heating it or freezing it, does not hurt it, so its uses are seemingly endless. ♦

# Permanently Raise the pH of Your Water... Raise it Forever, Not Just For Hours or Days!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## About CAW Industries, Inc.

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

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

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

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