

Possibilities

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Up to 80% of Americans May Be Short on Mineral With Important Role in Your Brain's Functions

Many people — probably MOST people — dread getting old because they think it always results in forgetfulness at times, and a decline in cognitive and physical abilities.

But — hear this — “senior moments” are NOT inevitable. Human beings have more control over their own aging than most of them understand.

However, one thing we humans cannot control in the aging process, is our body's reduced efficiency and ability to absorb important vitamins and minerals.

As a result, even if you maintain a healthy diet full of fresh organic vegetables, you may still end up deficient in some particular nutrients.

The mineral mentioned in the headline of this article which up to 80% of Americans are deficient in, is one we tend to hear or read very little about.

Not only do we hear little about it, but very little of it ends up in our blood, so there is no blood test to determine if we are deficient in it or not.

But, despite little of it being in our blood, and few doctors paying much attention to it in terms of discussing it with their patients, it is NOT a mineral you want to be running low on, because:

- ♦ It's used in over 300 different body enzymes
- ♦ It is the 4th most abundant mineral in your body
- ♦ The majority of it is found in your bones (half of your total magnesium is in your bones)
- ♦ It plays a role in detoxification
- ♦ Aids energy metabolism and protein synthesis
- ♦ Helps guide a large number of physiological functions
- ♦ Is required by glutathione (the “master antioxidant for synthesis”)

- ♦ Is especially important for supporting your brain health

If you think you could be magnesium deficient, consult your health care provider as the symptoms of magnesium deficiency can be caused by numerous conditions.

But there are foods you can eat to try to maintain higher magnesium levels. Some magnesium-rich foods are:

- ♦ Seaweed, agar, dried
- ♦ Coriander leaf (spice), dried
- ♦ Pumpkin seeds, dried
- ♦ Cocoa, dry powder, unsweetened
- ♦ Basil, dried
- ♦ Flaxseed
- ♦ Cumin seed (spice)
- ♦ Brazil nuts, dried
- ♦ Parsley, freeze dried
- ♦ Almond butter
- ♦ Cashew nuts, roasted
- ♦ Whey, sweet, dried
- ♦ Leeks, freeze dried
- ♦ Kale, scotch, raw
- ♦ Spinach

Some people may be able to maintain healthy levels of magnesium by eating such magnesium-rich foods, but some factors may prevent you from getting enough of it even that way including:

- Birthdays... actually just aging... it can reduce the body's ability to absorb magnesium well
- Types of foods you eat — non-organic foods may not have much magnesium in them due to chemical fertilizers and pesticides, which can reduce the amount of magnesium in the soil and if it's not in the soil, it's not in the food raised on that soil.
- Medication — some can contribute to magnesium deficiency
- For various reasons — you may not be able to eat enough magnesium-rich foods to keep your levels up

The Good News — actually Great News — is that there is a new type of magnesi-

um now available that is much better absorbed, and which also crosses the blood brain barrier to get it into your brain which requires magnesium for various functions performed by your brain.

This form of magnesium was recently discovered by a group of scientists at Massachusetts Institute of Technology (MIT). It is called “Magnesium L-Threonate—Magtein” and is the only magnesium compound that's been demonstrated to effectively raise the brain's magnesium levels. Studies have shown that “higher magnesium concentrations in the brain and improved cognitive ability occur with Magtein”.

Animal studies have shown that the higher concentrations in the brain can lead to “enhanced learning abilities, improved working memory, and better short- and long-term memory in both young and aged animals.”

We now offer Magnesium L-Threonate—Magtein, Ours is called MagMind — Magnesium L-Threonate Magtein. It comes in a bottle of 90 capsules (144 mg magnesium from 2000 mg Magtein) (30 day supply at recommended 3 per day). Regular retail price is \$38.95 but we have it an special introductory price of \$28.95 per bottle.

A number of us have used this for several months, and have found it helps memory, thinking, AND sleep. Some of us take all 3 daily capsules before bed though the bottle suggests 2 in the morning and 1 in the evening — with or without food.

We continue to carry our long-time customer favorite Magnesium Citrate (Item J-54) so if you prefer that, you can still get it.

We're happy to offer what we are convinced will be another very helpful item for many people, while still providing Item J-54 that many people have come to rely on. ♦

What You Eat Can Impact Your Chances of Memory Problems

One in ten people aged 65 or older has Alzheimer's disease. Many more suffer from confusion and forgetfulness.



Georgetown University researchers found a **compound in red wine may help slow Alzheimer's**. That compound is resveratrol.

People who were given resveratrol for a year saw a **50 percent reduction in amounts of a molecule that's harmful to the brain at high levels**.

So how can you lower your chances of developing memory problems as you age? For one thing, what you eat could make the difference.

The average adult forgets three things a day. What do you struggle to remember? We'll tell you what the average three things are later in this article.

Back to foods... What you put in your body could help improve your memory.

In a study conducted at Temple University, mice that ate a diet rich in **olive oil** performed **better on memory tests** after nine months. They also had **lower levels of amyloid plaques, a marker of Alzheimer's**, in their brains.

Another food to consider: **bone broth**. This stock is loaded with **collagen, a building block for the brain**. It also contains glycine, which has been shown to **improve sleep and memory**.

Spinach and beets have high levels of nitrates, which help **increase blood flow to the brain and improve mental performance**.

The **spice turmeric** contains **curcumin**, which **can boost the process that creates new brain cells**.

And in one Italian study, **women who ate cocoa or dark chocolate after a night of total sleep deprivation were able to offset the cognitive impairment that usually occurs**.

In a British study, participants reported on the things they **most often forget**. The top three:

- ◆ making a cup of hot coffee or tea and letting it go cold,
- ◆ where they put their keys, and
- ◆ what they went shopping for.

We'd like to add that many people who fear they have Alzheimer's don't see a doctor to find out. **Most people who think they may have Alzheimer's, don't**. And often there are treatments for many cognitive and memory issues (both natural and mainstream medical), but you need to know what you're dealing with to get the

most help possible from any of those potential treatments.

Also, as we've mentioned more than once before, memory lapses like forgetting where your keys are, or what you wanted from the fridge but forgot after you opened its door, are NOT significant warning signs of something as serious as Alzheimer's. Those types of memory lapses are quite normal. A far more troubling sign is if a person finds a keychain and doesn't remember what they are, or how you would use them.

The point is, there is no benefit in worrying over something that may be nothing. But if there is something "not right", finding out is key to dealing with it.

People tend to think that once memory starts to slip, there's no stopping it, but that's not true. We've written about numerous nutritional items in many issues of this newsletter that have been found helpful, and there are also prescription medications that are said to slow the progression of some of the more serious problems.

It's frightening to face the possibilities by checking things out, but if finding out lets you improve the situation, or even just "hold your own" for awhile, many people may feel that's worth a try — if they understand there might be help.



Trivia & Tidbits . . .

1. When did the world's 1st daily newspaper begin publishing?
2. Queen Elizabeth I died in 1603. What were her last words?
3. What do the letters Z, I, and P stand for in zip codes?
4. What is arachibutyrophobia?
5. What American President had dogs named Drunkard, Tipler, and Topsy?
6. What temperature do honey bees maintain in their hives year-round?
7. How many times its own body weight can a worker ant carry? What gender are they?
8. How many of 5,000 pennies tossed in the air did Annie Oakley hit with her rifle?

AND THE ANSWER IS...

1. 59 B.C. the government-controlled Action Journal Julius Caesar had posted in Rome.
2. All my possessions for one moment of time.
3. Zone Improvement Plan.
4. Fear of peanut butter sticking to the roof of the mouth.
5. George Washington. They were foxhounds.
6. An even 94 degrees Fahrenheit.
7. Up to 50 times its weight. They are always female.
8. 4,777, or an average of 96 percent.

ON "THE WEB"!

www.willardswater.com

Or

www.nutritioncoalition.com

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is "opinion", nonetheless. We also have a vested interest in most of these topics, so don't claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don't prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Workers' Contract Required WW at Work? Doctor Said She Heals Twice As Fast As Others?

We were reminded recently of a call we got years ago from the owner of a firm who had just worked out the contract renewal with his firm's employees.



He was calling to let us know there was a new requirement in that contract that had just been agreed to by all parties.

He was now required to provide Willard's Water at work to all employees, per the Contract.

He said that was one new requirement he was happy to see added.

When he explained why he was very happy about the requirement, we could certainly understand it.

He said from the time he had first put Willard's Water in the company water cooler, he'd seen **a drop in sick days, and better overall attitudes from everyone.** He said when people feel better there are a lot of tangible benefits that result that we don't always think about.

Speaking of "work place testimonials"...

We've also been told by individuals through the years that their co-workers have sometimes said they can tell when they're drinking "their Willard's Water"... they report getting comments like **"you smile more"** or **"you laugh more"**... or **"you just seem happier"**.

And then there are those records of **fewer sick days used, or "personal time" taken, etc. etc. etc.!**

No wonder Labor and Management could agree on that particular requirement!

A happy user emailed us to thank us for the tip from other users about **Willard's Water use and whiter teeth.**

And she also wanted to tell us to let others know about her experiences **following dental surgery without pain meds after it, while healing twice as fast as the surgeon's other patients.**

We'll just let her own works speak for themselves...

"I wanted to say thank you for the tip on using WW to whiten teeth. I'm so excited that it's working. I have very sensitive, receding gums and have been unable to use the commercial whitening products and this is a lifesaver!

"In return, I wanted to share another WW tip that I've never seen shared in a newsletter. I've had 3 dental implant surgeries in the last 10 years, including bone grafts, sinus lifts and tissue transplants. The oral surgeon always provides a prescription for pain killers.

"Well, I don't like taking them, so the first surgery I hit on the idea of just holding some WW in my mouth around the stitches as often as I felt I needed to. It killed the pain and helped hold the swelling down.

"I've never needed to take the prescription pain killers, just take an Advil the first day and then don't need anything after that, except WW.

"The best part is the WW helped things heal up so fast. Heals so fast the dissolving stitches are gone in just a few days.

"Every time I'd go in for my follow up session, the surgeon would say 'How do



you heal so fast? **You heal twice as fast as my other patients'!**

"Anyway, hope this tip can get shared and help others.

"Thanks for all you do and for the great newsletters!" -- SM

If you would like to read the article she reference about whiter teeth, go to **PAGE 6** after you follow this link: <https://www.willardswater.com/img/cms/newsletters/June17WebVersionPDF.pdf>

And as always, we want to remind you that one person's experience proves nothing.

We have had many other people who drank Willard's Water both before and after surgery, tell us their doctor has told them they've healed up faster from their surgeries than others do, (many different types or surgery from many different people) so we know "SM" is not alone in her experience.

But even all together, all those reports prove nothing.

But, since Willard's Water is known to be harmless, and a lot of people say it's seemingly helped speed up their expected healing times... we will personally be drinking it if we ever have surgery, or soaking our mouths with it if we have dental surgery. But that's a personal decision.

All we can say for certain is that it sure doesn't seem to hurt!

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in the printed/mailed version.



“That Should Be Impossible”

I'm a wedding coordinator at a wedding chapel in a country setting. We have an actual old church that is used as the ceremony location, with the bridal party on the porch of the church, and guests seated on chairs on the ground.

In the evenings, we have clear lights on (like mini Christmas lights, but mostly larger and better technology) outlining the front of the church and the two front windows. A year ago we had a bride who was particularly fond of the lights around the side windows, and specifically requested that they be on for their ceremony.

The day of their wedding was especially hectic because it rained early in the day and put us behind. I noticed shortly before the ceremony that the lights on one side window were out, and asked a couple of the guys working here to fix them.

As the bride was about to go down the aisle, I noticed those

lights were still out. There was nothing to do about it then.

Except, I thought, one thing. I prayed, giving thanks that if possible He would somehow make those lights work. I looked up a couple minutes later, and they were on! I asked the guys if they had fixed them and they'd just gone out momentarily, but they said they'd never touched them.

Just the other day, the company that maintains the larger lights was out doing their spring maintenance, and the man in charge commented that he couldn't believe those little lights were still working, adding, they're not even the stay-lit technology, but a couple of them are burned out and the rest of the string is still on, and that should be impossible. I told him then how they'd quit working at one time, came on after my prayer of thanks, and been working ever since. Must have been some kind of electrician that fixed those lights, and Someone who takes care of all our needs. 

Reprinted by request from May 2004 issue. Editor: We invite you to share your own miraculous/unexplained help stories with us, for sharing with others, anonymously, if you choose.



E-Mails, Mailbag & Phone Calls . . .



Gout — Apparently it's a thing of the past for two relatives of "L.E." from New York. She said that both of them had gout, and both of them had their symptoms clear up coincident with faithful drinking of Willard Water.

Since L.E. buys the **Ultimate Dark WW**, we believe that's what these relatives were using. Plus, the Ultimate Dark has always been reported by people with gout to work the best of the WW versions for their gout problems.

Since gout is a type of arthritis we've often wondered if any arthritic condition or perhaps any condition involving swelling or inflammation might also react most positively to the Ultimate Dark... most people with arthritis who use it, are indeed using the Ultimate, so perhaps that's another "indicator" that the Ultimate may be the best choice for such situations.

Better Temperament with Ener-Cell? —

"L.P." told us she gets temperamental when she runs out of Ener-Cell. She says her husband can tell when she's out of it by her mood.

She also says the **Curcumin** in it is very good for her arthritis. That's right... **Ener-Cell contains Curcumin**, along with **Alpha-Lipoic Acid, L-carnitine, and CoQ10**... so it provides 4 of the "giants" cited in many natural health writings. We regard the Ener-Cell as a sort of overlooked treasure... a great source, at a very competitive price, of those 4 items that we become more convinced every day more people than not probably would benefit from.

Finding them in one product saves a LOT of money... and since this comes to us from our personal favorite nutrition company, Daily Mfg., we know it's highest quality, too! 



MORE PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

90% of Americans Are Deficient in Nutrients Needed for a Healthy, Productive, Lifestyle

This past summer was a very busy one for Dr. Willard's®, Water. Due to the experiments being conducted in Africa discussed on the other side of this page.

John Willard III (Dr. Willard's grandson and current President of CAW Industries, Dr. Willard's family's firm) traveled to Africa during the summer to continue the work on the project in which the WW product, PlantCatalyst®, was being tested to help Zambian farmers grow more crops, use less fertilizer, and make more money per acre for their efforts.

The project began in the summer of 2016 by initiating several research trials to prove the effectiveness of Dr. Willard's PlantCatalyst® in Zambian fields and using Zambian growing practices.

Those trials are now complete so it's moving into the next stage of development.

The grow season in the southern Africa region begins in the late fall so the work will continue in conjunction with CAW Industries' international development partner, iDE, to set up farmer trainings and demonstration plots that show Zambian farmers how to use PlantCatalyst® and what it can do for them. All of us involved with WW are very excited about this project as we believe it can make a real difference in these people's lives.

John Willard said that when he was in Zambia he was struck by the number of times those food conversations veered away from simply growing crops to ensuring good nutrition through targeted crops like fruits and vegetables.

Many international development organizations that serve these areas have identified good nutrition as the top priority for their efforts in the region. That got

us thinking about how Americans typically fare when it comes to complete nutrition, so he did some research when he returned home...

The results were actually quite surprising and more than a bit alarming. Consider the following:

- **9 out of 10 Americans are deficient in potassium**
- **8 out of ten Americans are deficient in Vitamin E**
- **7 out of ten Americans are deficient in calcium**
- **50% of Americans are deficient in Vitamin A, Vitamin C, and Magnesium**

And that's just a snapshot of what he discovered! **90% of Americans are nutrient deficient! That means the vast majority of Americans are not getting the nutrients they need to sustain a healthy and productive lifestyle.**

According to a study published in the American Journal of Clinical Nutrition, **one of the five major causes of nutrient deficiency is an inability to properly absorb or digest nutrients.** In a nutshell this means that many of us are simply secreting nutrients out through our urine and feces rather than fully utilizing them in the cells. Our bodies aren't able to process and absorb the nutrients we take in through food, drink and supplements.

While the causes of this phenomena are manifest, thanks to **more than four decades of research we know that Willard Water® can play a huge role in helping to address nutrient deficiency.**

Human, animal, plant and even cellular studies consistently show that drinking Willard Water® helps cells better absorb, and utilize, the vitamins, minerals and antioxidants we

NEED to maintain a good nutrient balance... seems like a good reason to drink Willard Water® on a daily basis.

Re: PlantCatalyst... How Does it Compare to Ultimate Dark WW?

Whenever we write about PlantCatalyst, it brings up questions from long-time WW users who are accustomed to using Ultimate (also called Ultimate Dark) WW on their crops and plants. They ask if they should switch to PlantCatalyst.

The short answer is there is no need to, but there is a need to keep in mind that you would use less of the Ultimate Dark than you would PlantCatalyst. If you've been using the Ultimate, just continue using it as you have been. The results with the Ultimate should be the same or possibly even a little better than with the PlantCatalyst.

However, if you are a commercial operation, keep in mind that PlantCatalyst is registered in every state for commercial use and the Ultimate is not.

Also, it is usually easier to start using WW on plants or crops by using the PlantCatalyst since it is designed for such uses and therefore has clearer "ready-made" directions for most such uses.

But there isn't anything "wrong" with continuing to use the Ultimate, if you've already established the "how's" of using it in on your own crops and plants.

If you've never used either on your plants or crops, it may be simpler to add it to your routine by starting out with the PlantCatalyst.

Questions? Give us a call at: **1-800-447-4793**. or email us at **WillardWtr@aol.com**, or directly from the Contact area on our website: **WillardsWater.com** ♦

Willard's Water's PlantCatalyst Partners with International Non-Profit to Aid Zambian Farmers

The partnership focuses on using PlantCatalyst® to reduce Zambian farmers' reliance on chemical fertilizers and increase yield and profit per hectare.

PlantCatalyst® today announced a partnership with iDE, a Denver, CO based international non-profit dedicated to creating income and livelihood opportunities for the rural poor, to use the proprietary PlantCatalyst® technology to help farmers in the southern African country of Zambia reduce their reliance on chemical fertilizers and increase profit and yield per hectare.

The iDE partnership is the culmination of a number of research projects in the Southern Africa region involving the Zambian government, various international development organizations, including iDE, and corporate partners.

The research projects results confirmed PlantCatalyst® can be an important weapon in the efforts to reduce reliance on costly and potentially environmentally damaging chemical fertilizer.

PlantCatalyst® is a water additive, made with natural ingredients, that stimulates nutrient delivery and retention thereby increasing crop yield while reducing the amount of environmentally damaging chemical fertilizers needed to grow crops. This is particularly critical in Africa and developing countries, where sustainable farming practices such as crop rotation and fallow fields have not taken hold due to harsh economic conditions.

“We’re very excited to have this wonderful partnership with iDE Zambia as our first foray into the south African region,” said PlantCatalyst® CEO John Willard III. “They’re one of the most highly respected international aid organizations in the world and have a top-notch team on the ground in Zambia so we couldn’t have asked for a better partner there. We look forward to working with them to improve the lives of Zambian farmers and help them take another step toward moving out of poverty.”

In an effort to attack rural poverty, the international development community has placed a heavy focus on increasing profit margins and production for farm-

ers in the developing world. The rise of fertilizer use has improved crop yields, but carried side effects such as rising costs, soil degradation and increased greenhouse gas emissions from nitrogen in fertilizer.

Adding PlantCatalyst® to a farm’s routine has been **proven to reduce fertilizer usage by 30 to 50 percent, while increasing crop yield by 10 percent or more per hectare.** These effects have been repeatedly proven in a number of university studies and field trials over the company’s four decades in business.

The most recent university study was recently published in the American Journal of Plant Nutrition and Fertilization Technology and demonstrated that small amounts of **PlantCatalyst® results in increased yields on**

- ◆ **lettuce by 13%,**
 - ◆ **tomatoes by 24%,**
 - ◆ **bell peppers by 48% and**
 - ◆ **jalapeno peppers by 52%**
- all while using HALF of the recommended amount of fertilizer.**

John Willard III traveled to the Southern African region last year to identify and develop a series of research trials that would reflect standard farming practices in Zambia and Mozambique and provide proof of concept for the PlantCatalyst® product in the region.

Research projects in both countries completed in the 2016/2017 growing and harvesting season clearly demonstrated the efficacy of PlantCatalyst® by showing how adding **PlantCatalyst® to a farmer’s nutrient regimen allowed them to reduce fertilizer amounts by at least 50% with no reduction in yield.**

In many of the trials PlantCatalyst® also increased yield by double digit percentages, despite the massive drop in fertilizer usage, and increased seed germination and overall plant development.

The partnership with iDE Zambia represents the first efforts to introduce PlantCatalyst® to the general smallholder farmer population in the region.

Working with the private sector, iDE Zambia will begin the market facilitation process in the 2017 growing cycle with a

series of demonstration plots in the Southern, Central and Lusaka provinces in Zambia. The demonstration plots, focusing on selected horticultural and rain fed crops, will allow local farmers to observe the effectiveness of PlantCatalyst® and educate them on the costs and benefits of replacing a substantial amount of the fertilizer they use with the much cheaper and safer PlantCatalyst® product. After the demonstration plots are completed, PlantCatalyst® will expand distribution and sales in the region as part of the iDE structure. The project will begin in fall of 2017.

ABOUT PLANTCATALYST®:

Invented in the mid-1960’s by award-winning chemist Dr. John Willard (PhD Purdue), PlantCatalyst® is a water additive catalyst designed specifically for use on plants that increases nutrient absorption among many other benefits. This complex proprietary formulation appears to alter the molecular structure of water, creating molecule chains or “micelles”, and thus converting ordinary water into a very efficient catalyst which stimulates a variety of organic processes. One of the most pronounced effects is an increased efficiency of nutrient transportation to the cells which **helps the plant better absorb and utilize nutrients** found in soil, microbes, micronutrients, fertilizers and other sources. It also **helps the plants better maximize water intake making them a bit more resistant to the effects of drought and other stressful growing conditions.**

ABOUT iDE:

iDE is an international non-profit organization dedicated to creating income and livelihood opportunities for the rural poor. As one of the first organizations to unlock the power of markets to fight poverty, iDE is a pioneer. Today, market-based development is widely recognized as a sustainable, scalable, cost-effective approach to alleviate poverty. iDE has impacted more than 23 million people globally to date through its WASH and Agriculture Initiatives, and has an ambitious plan to double that number by 2020. iDE works in Africa, Asia, and Central America with a longtime presence in 11 countries. 