

POSSIBILITIES. ♦ ♦ ♦

From NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 (218-236-9783) ♦ www.willardswater.com ♦ Nov/Dec, 2004

Vitamin D & Reduced Falls in Elderly

Vitamin D, historically considered important to bone health, may also help the elderly to avoid falls and fractures. Research published in the *New England Journal of Medicine* noted that falls are a leading cause of accidental deaths among seniors. Thirty percent of people over age 65 fall at least once a year, and the risk of falls increases with age. Half of those over age 80 fall each year, and half of those fall multiple times. Falls account for 70% of accidental deaths in people age 75 and older, according to Falls in the Elderly, American Academy of Family Physicians.

Research has found that people with a mean age of 60 who took vitamin D supplements reduced the odds of falling by 22% compared to those taking calcium or a placebo according to a summary published in the *Journal of American Medical Association*.

A group of Swiss researchers reported that seniors who lived in their homes, took vitamin D supplements for nine months and consumed more than 512 mg of calcium daily were 55% less likely to fall than those given a placebo. Research in Australia linked vitamin D deficiency with greater likelihood of falls and injuries among older women. Other studies indicate that adequate vitamin D prevents hip fractures.

Vitamin D has long been associated with bone strength and improved balance.

This vitamin may be especially beneficial for people living in northern climates where sunlight exposure is limited during winter

months. Darkly pigmented people, people who are covered in more clothes (as in colder—more northern—climates) and people inside more including those inside corporate or other institutions, have a higher risk of a vitamin D deficiency.

The following may be associated with vitamin D deficiency: autoimmune diseases like multiple sclerosis, rheumatoid arthritis or type 1 diabetes; development of cancer; and hypertension. This vitamin is an essential nutrient for skeletal health, and also is needed to regulate the immune system, cell growth, blood pressure, insulin production and other hormonal functions. Sunlight is a good source of vitamin D, which is absorbed through the intestines and converted to a usable form by the liver and kidneys.

Nutrients are best acquired through the diet, but vitamin D does not occur naturally in many foods. It can be found in ocean fish, cod liver oil and egg yolks. Though milk containers often show the milk contains vitamin D, researchers said samples found that “half of the milk supposedly fortified with vitamin D has lower levels than purported”. In fact, they said, 15% of skim milk sampled had no detectable vitamin D. Cheese, yogurt and ice cream are inconsistently fortified, they said. (Information cited here appeared in the Marshfield, WI, Clinic newsletter.)

Editor: We provide **Vitamin D** in **Item No. J-24**, which is about a 3-month supply for just \$4.50! ♦

HEARTDROPS, & All Strauss Prices, To Increase Jan. 15th

As we've said a few times now over the last year, the losses by the U.S. dollar compared to the Canadian dollar, affect what the Canadian manufacturer of the Heartdrops product actually receives for their product sold to those of us in the U.S.

As the value of the U.S. dollar has decreased, the amount the Strauss Herb Company actually received from U.S. sales, has decreased proportionately.

It's finally reached the point they have to increase their price, to stem the revenue loss. Given the fact that we, like hundreds of our customers, know we don't want the Strauss people to wind up out of business due to financial reductions resulting from that “dollar gap”, we're glad they are taking this step to protect their firm. We DON'T want to end up with those drops no longer available!

The bottom line to you, the consumer, is that on **January 15, 2005**, the S-100, “small size” (50 ml) bottle of Heartdrops will go up to **\$40 each**, and the “large bottle”, S-101, the 100 ml bottle will go up to **\$75 each**. All other Strauss company products will also go up January 15, by 20%.

If you can stock up before the 15th of January, you are welcome to do so at the current prices: \$33 per bottle for S-100 and \$59 per bottle for S-101, and the current prices on all other Strauss products.

Given how many people have said they'd consider the Heartdrops a bargain at any price, because of how much better they feel and get along when they are using them than they do when they're without the Heartdrops, we know it won't decrease sales of the Heartdrops, but we regret any negative effect it has on anyone's ability to purchase these products. ♦

Did you know that Cat Scans can increase one's risk of dying from cancer? A new study showed that the risk of cancer death from a single full-body CT scan is just slightly less than the cancer death risk of atomic bomb survivors from Hiroshima and Nagasaki in Japan.

The study also found that **annual** scans carry much higher risks. However, the researchers said the diagnostic benefits for adults who are referred by doctors for CT exams far outweigh the risks.

Based on their findings, investigators estimate a 45-year-old person who had one full-body CT scan would have an estimated .08% additional lifetime cancer death risk. This percentage would produce cancer in one in 1,200 people. However, a person of the same age who has annual full-body CT scans for 30 years would accrue a lifetime risk of about 1.9% , or nearly one in 50 from the scans.

Investigators say the risk can be reduced by increasing time between scans or by starting at a later age. They also said different CT scans produce different doses and thus, different risks.

CT scans deliver much larger radiation doses to the organs than conventional X-rays. The effective dose delivered during a full-body CT can is nearly 100 times that of a typical mammogram.

The source of this information was *Radiology*, 2004; 232:735-738. ♦

B-12 for Memory

Did you know that low levels of Vitamin B-12 and folate are risk factors for memory loss and Alzheimer's? They have been recognized for that for some time by the scientific community.

A study was conducted in Sweden to see if genes and nutrition interact to contribute to cognitive problems in old age.

The study tested people with a predisposition to Alzheimer's due to having a particular "genotype". Scientists tested people who had that high-risk genotype but who had normal levels of B-12 against people who had the high-risk genotype and low levels of B-12.

During the memory test, those with the high-risk gene who had normal B-12 levels recalled a greater number of words. The high-risk gene carriers who had a low level of B-12 had a significant association with poorer memory.

Researchers say ten per cent of adults age 75 and older have low B12 or folate levels. And they say "high-risk genotype carriers may derive relatively greater cognitive benefits from B-12 and folate supplements."

The study is to be published in an upcoming issue of *Neuropsychology*, and was reported on by Ivanhoe Medical News.

A simple blood test can determine if one's B-12 or folate levels are low. Such deficiencies can result in memory loss and confusion, even if the person does not have Alzheimer's. Our activated **B-12** is **Item No. J-21** and **folate** is in Item Nos. **J-2, J-56, and J-113**. ♦

Supplement Offsets Abdominal Fat With Aging...

Researchers at Washington University School of Medicine in St. Louis have found the hormone DHEA may be able to offset the increase in abdominal fat and accompanying increased risk for diabetes that often occur with advancing age. The study authors explained that levels of DHEA peak at about age 20 and then gradually decline. They say by the time we are 70, we have only about 20% of the peak amount circulating in the body, which has been associated with the harmful effects of aging. Dennis T. Villareal, M.D., and John O. Holloszy, M.D., examined whether complications of aging could be reversed if DHEA levels in the elderly were returned to the levels of their youth. The researchers found that taking 50 mg of DHEA supplement daily resulted in a decrease in abdominal fat of 10.2% in women and 7.4% in men over a six month period. It also resulted in a 6% decrease in fat below the skin surface for men and women. Abdominal fat gets deposited in the liver and other organs and effects insulin action, increasing the risk for diabetes. Those receiving DHEA showed improved insulin action, indicating a protective effect of DHEA against insulin resistance caused by a high fat diet and the natural decrease in insulin responsiveness with age.

Editor: **DHEA** is our **Item No. J-32**. ♦

"Heart Food" & Risks of Cardiac Death

If your diet is heavy in leafy green vegetables, nuts, and canola oil, you may be at less risk of dying from a heart attack. Researchers at Harvard University Medical School in Boston say previous data suggests that foods with oils containing alpha-linolenic acid (ALA) may prevent arrhythmias, which can lead to sudden cardiac death. The scientists studied 76,763 women who had completed a food questionnaire in 1984. The questionnaire was updated every four years until 2000. Researchers then separated the women into five categories of ALA intake, ranging from .7 to 1.5 grams a day. Results showed women who consumed the most ALA were 21% less likely to die from coronary heart disease than women in the lowest ALA intake group.

ALA is found in a variety of leafy green vegetables, some types of nuts, canola oil, flaxseed oil, and flaxseed supplements. Some salad dressings and margarines also contain

ALA. This study was presented at the American Heart Association's annual Scientific Sessions in New Orleans, Nov. 7-10, 2004.

In a related item, researchers reported that about one in four people who reach age 40 can expect to develop an irregular heartbeat. Irregular heartbeat, or atrial fibrillation, is a major risk factor for stroke. Researchers came up with that figure after reviewing the results of the Framingham Heart Study, a large clinical trial that followed about 4,000 men and 4,725 women. By comparison, the lifetime risk for breast cancer in women is about one in eight. Atrial fibrillation can result in a stroke if the "quiver-" of the heart causes a pooling and clotting of blood and then the blood clot breaks away and goes to the brain. This study was being published in *Circulation* magazine. Editor: **Flaxseed oil** is our **Item No. J-77**; **alpha-linolenic acid** is also contained in **Item No. J-39**. ♦

Trivia & Tidbits . . .

1. How much were Jerry Lewis & Dean Martin paid for their appearance on the first Ed Sullivan show in June 1948?
2. What did the town of Ismay, Montana, change its name to in 1993?
3. What is the national bird of India?
4. What was the first of H.J. Heinz' "57 Varieties"?
5. What was Beatle John Lennon's middle name?
6. What is the only sound heard on the record *The Best of Marcel Marceau* (the pantomime great)?
7. What is the world's tallest grass, which sometimes grows to 130 feet or more?

AND THE ANSWER IS...

1. They shared \$200.
2. To "Joe", making it Joe, Montana—in honor of the star quarterback.
3. The peacock.
4. Horseradish, marketed in 1869.
5. Winston, after Winston Churchill.
6. Clapping, after 40 minutes of silence.
7. Bamboo.

ON "THE WEB"!

www.willardswater.com

(Note: "willardswater" is all one word, all lower case with an "s" between "willard" and "water"—that's how people usually ask for it!) *Come visit!*

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.

Reach Us At: 1-800-447-4793 (218-236-9783)
NUTRITION COALITION, INC.
P.O. Box 3001 Fargo, ND 58108-3001



PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Heroes of Health Foods; Thoughts on BP & Cholesterol

“UNsung HEROES”

THE DAILY PRODUCTS What, you ask, are the Daily Products? Well, if we took them off our order form/price list, that form would be a great deal smaller! The Daily products are all items that have a product code beginning with a J-, plus the grape seed and pine bark products (PY-3 and PY-4), the Colloidal Silver products (CS-1 and CS -32) and our Colostrum Capsules (H-5).

They come from Daily Mfg., in North Carolina, whom we trust completely. We've been using their products and re-selling them for over ten years, now. We could well write up one of our little “miracle stories” on how that connection was made...The elder Jim Daily called us one day, to buy Willard Water. He'd found us via our ad in ACRES USA. We hit it off almost immediately and after a lot of discussion, I was led somehow to tell him about Kolleen's carpal tunnel problem... it was so bad she could only use a computer keyboard for a very short time on any given day. And she couldn't use a computer mouse at all. And that was with the help of Vitamin B-6...if she took NINE OR TEN 50 mg capsules a day, she was able to use the keyboard, but, as I said, still couldn't use a computer mouse at all.

After I told him this, Jim Daily said, “Let me send you a bottle of OUR B-6”. “Please do”, I said. It soon arrived and Kolleen switched to it. Jim had said there should be no reason to take more than one a day, but if that didn't take care of it, she could take 2 capsules a day for a very few days. That's what she did. In only a very few days the pain was gone. It was even gone when she used the computer mouse. She's now been using that mouse several hours a day ever since that beginning in 1993, with no problems. In fact, after several months of taking the B-6, she switched to just the B-Complex (J-2) and the Multi-Vim (J-56) from Daily's and has had no problems, even with this reduced amount of Daily's type of B-6 in those two products.

Back to the original story. After Kolleen's great improvement, I called Jim. Told him what had happened. “Why”, I asked him, “do one or two of your B-6 capsules do much more for her than 9 or 10 of

those others? They are both 50 mg of B-6.”

“What you got at the health food store is pyridoxine”, he said; “your body has to convert that to what your body actually uses, and the process is rather slow and inefficient. What we are selling you is already converted.” The Daily product obviously was a huge bargain . . . One or 2 capsules were MUCH more effective than 9 or 10 of the other capsules, yet they cost only about 50% more per capsule. So the next time we revised our order form we added Daily's Vitamin B-6 to our product list.

That was the first Daily product we ever offered, but it certainly wasn't the last. Their “Activated B-Complex” was the next, and over the years we've added many others. Early on, we followed our normal practice of using a new product extensively ourselves before adding it to the line-up, but in very recent years, given our 100% positive experience with their products, we will add additional Daily products whenever they become available and we perceive a need and demand for them.

We trust Daily's to do the “testing” for us. As I've tried to explain about Daily's

over the years, my explanation has come down to this:

“Daily's will add a product to THEIR line-up only if it meets these standards:

A) It has to be a product that they are convinced truly meets a need . . . It isn't just the fad of the year . . . something they could make a quick buck on, but is not really effective, and eventually will disappear.

B) They have to be able to get the best possible raw materials so they can PROUDLY put their name on the label. If they can't PROUDLY put the family name on a label, they don't offer the product.

C) They have to be able to sell it at a price that you and I can afford.”

Daily's actually offer about twice as many “line items” as are on our order form. There are some items which we normally do have in stock, but there isn't space on the order form for them. And there are many others that we've simply never gotten around to stocking on a regular basis. So if you're looking for a product you don't find on our order form, call and ask if we can get it, because we're convinced if Daily's have it, it's the best! **1-800-447-4793.** ♦

High Cholesterol; High Blood Pressure... Let me tell you what I, strictly a layperson, would suggest to a relative or friend if they had high blood pressure. One option is to work with an MD to find a prescription drug or combination of them (hopefully those with the least side effects), that brings it down. That isn't always simple or quick, particularly if the primary cause is “genetic”, in which case it may be difficult to reduce the blood pressure, even with medications. The conventional natural health, opinion seems to be that a great deal of at least moderate high blood pressure can be corrected with nutrition. Dr. Balch's encyclopedia includes the following as “essential” in fighting high blood pressure: Calcium, magnesium, potassium; CoQ10, essential fatty acids like flaxseed oil, evening primrose oil and EPA (omega 3 fish oil); garlic, L-Carnitine, selenium and Vitamin E. (We offer “all of the above.”) So, unless the readings were at “dangerous” levels (I'll leave it to the professionals to define that), I'd be inclined to try, for a couple months, ALL the appropriate supplements, including the Heartdrops (a number of people have told us their cholesterol and/or blood pressure came down coincident with Heartdrops use), to see if that made a difference. If “everything” together solved the problem, then one could eliminate particular supplements to figure out what is really needed. Of course the things Balch recommends are all such beneficial items that if a person can afford it, it would make good sense to continue them all.

Getting back to the Heartdrops, we think one of the keys to its effects is the garlic. An example of why we think that is clear from an interesting report we received here, fairly recently... A very long-time customer in Nevada reported his cholesterol level had been tested and found to be much above optimum levels. He simply took 8 capsules a day of our dry garlic product (Item No. J-42) for about two months. Then he had the cholesterol checked again and the LDL (the “bad cholesterol”) level was back within normal range. Certainly could have been coincidence, of course. Or the tests could have been wrong, but he believes the garlic brought the cholesterol level down. Since we've had similar reports from people using Heartdrops, it seems more likely than not, to us, that garlic can be helpful in that area. ♦

This Area Is Intentionally Left Blank In the Electronic Version — It Is For Mailing Information In The Printed Version



“The Sign Will Be...”

“Our son had died and my husband and I were totally devastated. One day when my husband and I were just sitting around, he suddenly out of the blue said to me that if either of us died before the other one, when we got to heaven, if we were reunited with our son, we should send a sign to the other one. He said the sign would be a basset hound.

“Ten months later, my husband died. I was totally despondent and grief-filled.

“One day when again I just couldn’t quit crying, I told myself I had to go to work anyway. So I got myself to work.

“But I was crying so hard, I couldn’t work. It was like sheets of water running down my face.

“I went and stood by a window and just cried and cried.

“I was paged for a phone call... I took it. It was an animal shelter calling, saying they had a Basset Hound in and they’d

been told I might be interested in it. I told them I’d be right there. And I went immediately.

“The Basset Hound had been sent here by a family in Russia which couldn’t get enough food for him, from the black market, but they had the money to send him here, hoping he’d find a good and loving home.

“As I was leaving the animal shelter with ‘Lonnie’, the worker there called me back to tell me his birth date—he’d been born in October of 1991... that was the same year and month when our son died.

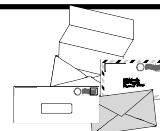
“I can’t tell you how much comfort it was to get Lonnie and what a friend he has been to me since then. I never found out how the animal shelter got my name or number... I had never given it to them and I’ve never found out how they found me.”



(Editor: We invite you, our readers to send us your own “unexplained help” stories, for publication in this newsletter, identified or not.)



E-Mails, Mailbag & Phone Calls. . .



Food Stains No More — “S.C.” was committed to attending two holiday parties two nights in a row. She planned to wear the same thing to both parties. But... at the banquet on the first night she spilled a fair amount of cream sauce on the front of the black silk blouse. After she got home, she warmed up some diluted Willard Water, soaked a cloth with it, and went to work on the mess. She repeatedly rubbed the stain with the cloth. When it dried, there was no sign of the stain, not even the typical ring around it being left. She wore it the next night without dry-cleaning it!

For those who question using a seeming stain remover as something you drink...here’s the reassuring explanation: Willard Water is great at breaking natural things down... like supplements and food which helps you to absorb more of those

good things you need, and it also breaks down toxins and wastes in your system to help you get rid of those...and, if a stain is a “natural” one, like food, or grease, blood, chocolate, etc., Willard Water also breaks those down!

From Teeth to pH Problems — “R.D.” called in with a couple of different reports for us. Both exhorting the benefits of Willard Water. First of all, her sensitive teeth are no longer sensitive, after using Willard Water on them. This can be done by spraying your teeth with the WW, or spraying WW on top of your toothpaste, or washing your mouth out with WW.

Also, her husband’s pH went from an acidic 5.5 to a 7 with the help of Willard Water and a water treatment. Given the importance of not being acidic, according to natural health experts, that was good news indeed!



More Product Highlights & Updates from Charlie

I was Reminded Not to Take People or This Product for Granted!

You know how they say people tend to take the people they're closest to for granted... not striving to be on their best behavior or making sure they look their best around them, since those "near and dear ones" will always love them (us) anyway?!

I was reminded of that by an email we received this morning, talking about how beneficial the Willard Water had been to this person's blood sugar. My instant reaction was basically no reaction because that's such a common report, *I take it for granted.*

But then I came to my senses and realized how important that information really is. Fortunately, the emailer made it pretty clear how significant it was. Judge for yourself:

"I am recently diagnosed diabetic. I have used Willard Water in the past and had a small bottle stored. I started using it again 2 weeks ago, and have noticed a significant drop (10-15) in my blood sugar readings. Even the prescribed medication couldn't lower my sugar that degree...I drink 8 oz. daily, and unfortunately I just drank my last glass. Please rush my order. I am willing to pay additional postage. Thank you for Willard Water." — "D.V."

Wow! That is pretty significant, isn't it? And that started my whole long line of thoughts....How one thing seems to do so many things... but NO, we shouldn't think of it that way at all, because nobody can believe one thing can do as many things as many people say WW has done.

The thing to remember, and what we've tried to state many times, is that Willard Water does only a very few things... but those few things have very broad implications for how the body functions, and therefore in how the body might function better and overcome any number of problems with those few improved functions. Here's the short list of what Willard Water is believed to do, that pretty well explains all the hundreds of "resulting things" people think it's done:

1. Increases absorption and assimilation of nutrients, so you get more of the good things you need, for your body to use in getting and/or keeping you healthy.

2. Improves elimination of wastes

and toxins, so your body doesn't have those things working against it in trying to maintain or recover health.

3. Improves the acid/alkaline balance so your system is better balanced and less prone to diseases that like an acid environment.

4. Is a tremendous antioxidant and scavenger of free radicals. Some experts have said free radicals are responsible for about 90% of disease problems. And countless studies have pointed out the benefits of antioxidants and free radical scavengers not only in disease fighting and prevention, but in fighting off the effects of aging.

5. Reduces inflammation or swelling. Maybe this is why arthritics and people with injuries notice reduction in pain, as the swelling goes down.

6. On burns, healing by "first intention", meaning it heals from the bottom up—healing the area below the skin first, thereby reducing scarring.

7. Working extremely well on skin conditions... some say due to its collagen enhancing abilities, some say due to its ability to remove old, dead, skin residue. Some say they don't know why, it just does.

Back to my original point: thousands upon thousands of people have used Willard Water and if you gathered hundreds of them together you might hear hundreds of different benefits they believe they received from using it. But that's hard to believe! That's why we need to remember Willard Water ONLY does those few things cited above... but those 7 things can indeed explain all the benefits anyone has ever told us they felt they got from Willard Water.

I have no idea how many people have told us Willard Water has changed their lives because something in their life that had been such a problem for them, quit being such a problem after they began using Willard Water. We've heard that about so many different things, like:

- ◆ Acne
- ◆ Acid/Alkaline Balance
- ◆ Allergies
- ◆ Anxiety, Depression, Mood swings
- ◆ Arthritis & Joint Pain and stiffness
- ◆ Assimilation problems

I started...2 weeks ago...a drop of 10-15 in my blood sugar...not even prescribed medications lowered it that much...

- ◆ Asthma
- ◆ Attention Deficit & Hyperactivity
- ◆ Back Problems
- ◆ Bladder problems
- ◆ Blood Pressure
- ◆ Blood Sugar (high OR low)
- ◆ Bronchitis
- ◆ Bumps & Bruises
- ◆ Burns
- ◆ Chronic Fatigue
- ◆ Circulation
- ◆ Constipation
- ◆ Depression
- ◆ Diarrhea
- ◆ Diabetes
- ◆ Eczema
- ◆ Elimination problems
- ◆ Emphysema
- ◆ Fibromyalgia
- ◆ Gout
- ◆ Hemorrhoids
- ◆ Liver problems
- ◆ Malabsorption Syndrome
- ◆ Menopausal Problems
- ◆ Menstrual Problems
- ◆ Migraine Headaches
- ◆ Muscle Pain &/or Muscle Spasms
- ◆ Nervous stomach & digestive problems
- ◆ Pain of all kinds
- ◆ Parasites
- ◆ PMS
- ◆ Psoriasis
- ◆ Sinus Headaches & Congestion
- ◆ Sleep
- ◆ Sunburn
- ◆ Tooth problems—plaque, avoiding cavities, dental surgery healing, etc
- ◆ Warts
- ◆ Yeast Infections
- ◆ Much More

Given all this, is it any wonder that my wife, Kolleen, and I, to this day, even after all the other extremely helpful nutritional products we've found and used, (over these 22+ years of "living with Willard Water"), feel Willard Water would be the last thing we'd ever give up, and the first thing we'd suggest to a friend or relative who asked us what we'd do about a particular health problem? Well, that's the way we feel. Willard Water is our first choice, always. ◆

There Must Be Something In Those Strauss HEARTDROPS That Isn't Listed On The Label!

We've heard that theory a number of times. Knowledgeable, cynical and suspicious people say, "According to the label there's nothing in here but garlic oil, cayenne pepper, bilberry, motherwort, hawthorn leaves, hawthorn berries, white willow bark and fruit alcohol. I've taken most of those substances more or less faithfully for a long time just because I knew they were beneficial, but I didn't really SEE any benefits. Then I take the Heartdrops and they make a huge difference. There has to be some powerful ingredient in there that isn't on the label."

I have to admit that I (Charlie) wondered that myself. I also had taken most of those ingredients for years, but my problem with occasional rapid heartbeat kept getting worse and worse and more and more frequent. I started on the Heartdrops . . . took them for some weeks, and the problem disappeared, for the first time in over 30 years.

Similarly, Kolleen's obvious angina pains and problem with shortness of breath went away in about the same amount of time. And for both of us, when we got careless about faithfully taking the Heartdrops three times a day, the problems started to come back. Then went away when we got back on regular use.

We're both now simply doing the "maintenance dose" routine . . . taking them only once a day, instead of 3 times a day, and that keeps us both symptom-free.

But I believe that the benefits are simply due to this particular COMBINATION of ingredients, in the proper PROPORTIONS, taken in LIQUID form, SUB-LINGUALLY (under the tongue so they, at least in theory, go quickly to the blood stream). With those factors working for the formula, the benefits are remarkable . . . as hundreds of our customers will testify.

Actually, the primary reason I am really convinced there's nothing else in there is that Strauss has been under such scrutiny by Canadian authorities, that I'm sure the product has been analyzed by very competent people and found to contain just

exactly what the label says it does.

People say they've used all the ingredients in those drops before, but in this product they seem to have a far greater impact... how can that be?

Why the scrutiny? Well, when you have something that works this well and it is NOT controlled by the pharmaceutical drug industry, it gets hassled. Big time! I understand that the Strauss people have spent very large amounts of money defending themselves and their product against the attacks.

But don't take the product's availability, indefinitely, for granted. I'd bet against it myself.

I wish we could afford to lay in about a two year supply here, for all our customers, but of course we can't. In fact, we are frequently out of it for a couple of days at a time. We continue to raise our inventory targets here, but the demand keeps going up.

Fortunately, they come across the Canadian/US border very quickly. It rarely takes over ten days for a shipment to get here. Very often as little as five days.

But U.S. authorities may well stop the importation of it, or try to at some point. Or Canadian authorities may stop the production of it at some point. We say this just based on the history of various health food products, not due to any known threat at this time.

There are also some real "price considerations" here. As of this writing (Nov. '04) we are still able to sell the one-month (S-100) supply for \$33 and the two-month (S-101) supply for \$59. That's substantially less than they were when we first found them back in 2002, and MUCH lower than what they have typically sold for in the US. But, as we said on page 1 of this issue, as of January 15, 2005, their prices are going up to \$40 for S-100, and \$75 for the S-101.

We have been deliberately selling them at a small mark-up because they are so badly needed by so many people and we

don't want the price to turn people off, so we will continue that after the January 15 price increase, and mark them up only what we have to to "stay in place".

We can stand a small profit margin because we don't tie up a lot of cash in huge stored inventories of them. . . we order them, they arrive and we ship them out. They don't weigh much so the shipping costs are even quite modest!

And our "advertising" costs are small because we are already doing our monthly newsletter, and that's about the only "advertising" we do.

However, as we said in that page 1 article, we buy them from the Canadian source with US DOLLARS, and since we began buying them the US dollar has depreciated against the Canadian dollar by nearly 30%. It has gone from being worth about 65 cents US to, as of a couple of days ago (11-15-04), about 83 1/2 cents. That's a huge difference. By rights, the Canadians should have laid an even larger price increase on us.

If the US dollar continues to decline, they'll have to do something more. And given the huge budget and trade deficits, the US dollar would seem quite likely to continue its decline.

As a natural substance, the shelf life on the Heartdrops is not unlimited. But the expiration dates on the packages tell us that the Strauss firm believes they are good for at least two years.

So if you have the ability to lay in a one or two year supply for your own use, that could look, in hindsight, very smart. If the price takes another jump due to the weakness of the U.S. dollar, or they become unavailable because of action by either or both countries, which, as we said is always a possibility with any natural health product, you'll be glad you did!

As many people have told us, they would regard the Heartdrops as "worth about any price", because of how much better they feel when they're using those Heartdrops . . . can't argue with that... ♦