

POSSIBILITIES. ♦ ♦ ♦

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

Saving \$15 BILLION Over 5 Years, Plus Much MORE, in Health Care Costs

A study conducted by The Lewin Group, found that five selected dietary supplements included in the study — calcium, folic acid, omega-3 fatty acids, glucosamine, and saw palmetto — have the potential to positively affect health conditions and significantly reduce health care costs.

Just two of these supplements, calcium and folic acid, if taken regularly, could save Americans \$15 billion over a five-year period.

Other key findings of this study as reported by the Lewin Group:

◆ **Calcium:** The estimate of the 5-year (2005-2009) net savings in hospital, nursing facility, and physician expenditures resulting from a reduction in the occurrence of hip fractures among the over age-65 population through daily intake of 1200 milligrams of calcium with Vitamin D is \$13.9 billion. Approximately 734,000 hip fractures could be avoided across the five years.

◆ **Folic Acid:** Of 64 million American women who are of childbearing age, if just 10.5 million additional women began taking 400 micrograms of folic acid on a daily basis periconceptionally, approximately 600 babies would be born without neural tube defects, saving as much as \$321,853,000 as a result. Over five years, taking into account the very low cost of the supplement, \$1.3 billion in lifetime costs could potentially be saved.

◆ **Omega-3 Fatty Acids:** Recent studies have shown that omega-3 fatty acids can have beneficial effects on cardiovascular disease (CVD), and Lewin's review found consistent evidence that omega-3 fatty acids help reduce deaths from CVD. The research literature contains many promising studies concerning the health benefits of omega-3 fatty acids for a wide number of chronic conditions (e.g., depression, renal

disease, rheumatoid arthritis, and asthma), and additional research is warranted to verify these preliminary suggestions.

◆ **Glucosamine:** Glucosamine has been shown to have anti-inflammatory effects and is believed to repair and maintain cartilage. The use of complementary and alternative therapies in the treatment of osteoarthritis has become more widespread, and particular interest has focused on glucosamine.

◆ **Saw Palmetto:** Preliminary findings of the effects of saw palmetto for alleviating the symptoms of benign prostatic hyperplasia (BPH) indicate that use of the herb yields slight to moderate improvement in symptoms for men with this chronic urinary syndrome.

The study was commissioned by the Dietary Supplement Education Alliance (DSEA).

Editor: We can't help but wonder what the total potential health care costs savings might be if everyone in this country tried preventive nutritional practices first, and after problems arose, was still encouraged by their health care providers to try some of the known nutritional, alternative practice, options for treatment.

We offer all of the 5 supplements discussed in this study.

We offer **Calcium** in **J-23** Calcium Citrate, or **J-201** or **J-203** Coral Calcium with Vitamin D & Magnesium in capsules or powder, respectively.

Folic Acid is in **J-113**; **J-56** Multi-Vim, and **J-2** Activated B-Complex.

Omega-3 Fatty Acids in our Omega-3 Fish Oil **J-39** and **J-77** Flaxseed Oil.

Glucosamine comes in **J-91** Glucosamine/Chondroitin, **J-98** MSM-Glucosamine and **J-38** Easy-Flex.

Saw Palmetto in **J-64** Prosta-Min. ♦

Blood Pressure

The *position* you sleep in may affect your blood pressure. New research conducted in Japan found that the systolic blood pressure of patients in the study dropped from 130 millimeters of mercury to 125 millimeters of mercury when those patients slept on their stomachs instead of their backs. Systolic blood pressure is the "top" number in a blood pressure reading—example: in 120 over 40, 120 is the systolic reading.

The study included 271 men between the ages of 10 and 64 who were free from heart disease and were not on blood pressure medication. Researchers believe sleep position may be a potential cause of cardiovascular events during sleep. They say further investigation is needed to determine if this is true. The study was presented at the American Heart Association's 58th Annual High Blood Pressure Research Conference in Chicago, Oct. 9-12, 2004.

In another high blood pressure study, that was also presented at that same conference, researchers reported finding that young women who consume more folate are less likely to have high blood pressure. The study found women consuming over 800 micrograms a day of folate could reduce their risk for high blood pressure by 29% compared to those who consumed less than 200 micrograms a day; older women who consumed the higher amount of folate had a 13% lower risk. Folate is a B-vitamin found in citrus fruits, tomatoes, leafy green vegetables, grain products, and navy, pinto and kidney beans. This study report came from researchers who studied 150,000 women over an 8-year period. The study was broken into two age groups—those between 26 and 46 and those between 43 and 70. None had a history of high blood pressure. Folate is known to reduce homocysteine, a blood component that can damage blood vessels. Researchers now believe folate may also help blood vessels relax, which improves blood flow.

Editor: You can get folate from our Item Numbers J-113, J-56, and J-2. ♦

Alzheimer's Disease: New Nutritional Ways Research Has Found To Avoid It and/or Slow It Down

A new study done at the University of California in Los Angeles found that consuming foods or supplements containing the omega-3 fatty acid known as DHA may be the best way to avoid Alzheimer's disease — **even if you carry a gene that makes you susceptible to the condition.**

That finding comes from researchers who studied Alzheimer's in mice. First they bred mice to carry the gene known to cause the brain lesions characteristic of the disease. The researchers' original intention was to see how various environmental factors affect symptoms over time. But the mice showed only minimal memory or other brain-related problems. The investigators then wondered if the reason they were seeing only those minimal effects was because the mice in the study were living on a diet rich in soy and fish, two foods high in DHA, which has been shown in other studies to help **prevent** the development of Alzheimer's. To test that theory, the researchers placed the mice on an unhealthy diet with no DHA. About half the mice were fed this diet alone. The other half was given DHA supplements along with the unhealthy food.

Mice that ate the unhealthy diet without the DHA supplements went on to develop the kind of brain changes typically seen in Alzheimer's patients.

Those that received DHA supplements, however, maintained much of their brain functioning, even though they, too, carried the Alzheimer's gene.

"After adjusting for all possible variables, DHA was the only factor remaining that protected the mice against the synaptic damage and memory loss that should have resulted from their Alzheimer's genes," said the study author Greg Cole, Ph.D. "We concluded that the DHA-enriched diet was holding their genetic disease at bay." The investigators noted that DHA is easy to add to the diet and can be found in oily fish such as salmon and sardines or can be taken in supplement form. They suggest more people consider increasing their DHA consumption. The study was reported in the publication *Neuron*, 2004; 43:633-645.

Additionally, two other studies, described as "observational" studies are said to be finding that there is a 60% to 70% reduced risk of Alzheimer's disease in people who consume fish one or more times a week. These studies (in the Netherlands and in the United States), are to track the progress of people with Alzheimer's disease. The study is following the impact, if any, of the effects of fish oil and a powerful anti-oxidant called alpha-lipoic acid.

Even though the results of these two observational studies won't be available

for another year, Naturopath Lynne Shinto, of Oregon Health & Science University in Portland, Oregon, says no one has reported side effects and therefore "I think if you take a few grams of fish oil, it's not going to hurt you. I think if you're taking it thinking it's going to cure your Alzheimer's disease that's a wrong assumption", but given the 60% to 70% reduced risk of Alzheimer's in people who consumed fish once or more per week, it wouldn't seem to hurt to give it a try, she said.

Editor: We offer Omega-3 fatty acids in our Omega-3 Fish Oil product, **Item No. J-39**. It contains 120 mg of DHA (the Docosahexaenoic Acid mentioned in the above study) per capsule, along with 180 mg of EPA (Eicosapentaenoic Acid) per capsule, and 1000 mg of fish oil per capsule. The Omega-3 fatty acids are also available from Flaxseed Oil, our **J-77**, however, that product does not specifically contain DHA, but contains alpha-linolenic acid (570 mg/capsule) which is converted by the body to DHA. The flaxseed is an excellent source of omega-3's from a **non-fish** source. Both of these items come from the firm we know for its quality and integrity, Daily Mfg. We **know** Daily products contain what their label says, and in the highest quality form available, at the most reasonable price. ♦

Trivia & Tidbits . . .

1. U.S. dollar bills are not printed on paper—what are they printed on?
2. Of the 14 U.S. states bordering the Atlantic, which has the least oceanfront (only 13 feet)? Which has the most?
3. Why do old fire houses have circular staircases?
4. What is the largest desert in Europe?
5. What is a chiromancer?
6. How did the phrase "cold shoulder" come to mean a polite snub?
7. What are menhirs, cromlechs and dolmens?

AND THE ANSWER IS...

1. Fabric—a cotton linen blend.
2. New Hampshire has 13 feet; Florida has the most with 580 miles.
3. Because back when horses pulled fire engines the horses were stabled on the ground floor of the fire houses and they figured out how to walk up straight staircases.
4. Europe has no deserts—it's the only continent without one.
5. A palm reader.
6. In medieval France one who overstayed their welcome was served a cold shoulder of beef or mutton rather than a hot meal.
7. They are all prehistoric monuments.

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

Personal Thoughts (Opinion) on Health Care Costs, Dangers, Etc., and Possible Solutions

We were appalled earlier this month to hear the latest figures on the number of deaths per year in this country from over-the-counter pain medications known as “NSAIDS”. (NSAIDS is short for Non-Steroidal Anti-Inflammatory Drugs).

NSAIDS include aspirin (Bayer and Bufferin), ibuprofen (Advil, Motrin, etc.), and naproxen (Aleve, and Naprosyn).

Believe it or not, according to information from the National Consumers League, which was included in NBC’s Nightly News on October 4, 2004, as many as **16,500 deaths** and over **107,000 hospitalizations** occur **each year** in the U.S. from the use of these products. In fact, the “league” says, stomach bleeding caused by NSAIDS is what leads to all these deaths and hospitalizations, and that (stomach bleeding) is now recognized as the most common serious drug reaction.

Unfortunately, the league report said, most people experiencing NSAID-related stomach problems have no warning signs. There are certain risk factors (examples: age and medical history) that increase the chances of having stomach problems while taking anti-inflammatories.

This report came right on the heels of the widely-reported recall of the arthritis drug called Vioxx, which its maker, Merck & Co., took off the market near the end of September.

The reason for the Vioxx recall was that a study it conducted on the drug showed an “increased relative risk for confirmed cardiovascular events, such as heart attack and stroke, beginning after 18 months of treatment in the patients taking Vioxx compared to those taking placebo”. Information from Merck said it actually doubled the risk of heart attack and stroke.

The Food and Drug Administration (FDA) said it would closely watch drugs in the same class as Vioxx,

which would include Pfizer Inc.’s Celebrex, for signs of risk.

Worldwide sales of Vioxx last year totaled \$2.55 billion. Since Vioxx was introduced in 1999, 91 million prescriptions have been written for it in the U.S. alone. The drug is also sold under the name Ceoxx in some of the other countries where it is sold. (It’s sold in 80 different countries.) Merck said it is gearing up for lawsuits over Vioxx. But, its general counsel, Kenneth Frazier, said “we have substantial defenses in these cases and will defend them vigorously.”

The problem with Vioxx, and possibly with other drugs in the same class like Celebrex, according to Dr. Garret FitzGerald, a University of Pennsylvania cardiologist, results from the fact that the same mechanism that the drug uses to inhibit inflammation and to make the drug easier on the stomach than traditional painkillers results in blocking a substance that prevents heart problems. FitzGerald led the studies done 5 years ago on the drugs, and designed those studies which were funded by the drug companies. FitzGerald was quoted as saying “I believe this is a class effect”, meaning that he problem also applies to Celebrex and Bextra, which as of this writing, remain on the market.

Pfizer’s medical director, Dr. Gail Cawkwell, insisted its drugs are safe, saying the studies on Celebrex exceeds, in length of patients in the studies and in the size of the studies, that which had been available on Vioxx.

It seems significant to me that he problem with Vioxx doesn’t show up in patients until they’ve taken the drug for 18 months. How much do we really know about the long-term (or in this case even the intermediate-term) effects of most drugs marketed today?

It won’t surprise anyone reading this newsletter that those of us here at Nutrition Coalition have developed a deep belief over many years, and based

on our own and others’ experiences, that one should never make the decision to take any prescription or non-prescription medication lightly. There are just too many unknowns regarding their safety and long-term effects.

And as we’ve said before, nobody has arthritis, or the flu, or any other health problem due to a deficiency of some drug. Though they may have those health problems due to some nutritional deficiency. I guess that gets down to our core belief that when the situation allows for it, (i.e. it’s not a life or death situation immediately or in the short-term), a person may well come out way ahead to try some nutritional and other alternative health treatments and suggestions before embarking on the sometimes “slippery slope” of medications, leading to other medications to counter the adverse affects of the first medication, etc. etc.

As we always emphasize, we are NOT saying there is never a time for standard medical drug therapy. We’re just saying that in view of the potential risks, cited here, of 16,500 deaths each year from over-the-counter pain medications like aspirin, Advil, and Aleve, and far more from prescription drugs of all kinds, it makes sense to us to try the less risky course first. In case anyone’s forgotten, the supposedly most-frightening supplement we’ve heard about in decades, the recently-removed-from-the-market Ephedra herb was said to have been possibly involved in only 100 deaths over a period of 10 years, while over 50 million people used it. Many of those 100 deaths arguably had nothing to do with the use of Ephedra. Does it seem to anyone else that the powers that be are missing something? Especially in view of the potential money-saving in health care costs possible from nutritional supplements mentioned on page 1. Just think what savings there could be if even more supplements were taken regularly.???

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“A Father’s Love...”

“I almost lost my family. I know my wife was ready to leave and take our three kids with her and I wouldn’t have blamed her.

“I knew I was wrong. I knew I’d let the bottle become the most important thing to me, even though it wasn’t... my wife and kids meant more, but I still couldn’t leave the bottle alone.

“My wife always wanted me to go to church with her and the kids on Sundays, but I was always too hung over to get there. It wasn’t that I had any real objection to going, it just didn’t seem real important to me, and like I said, I was always too hung over to go.

“But then things got really bad... bad enough I knew Linda was ready to just take the kids and go. It just seemed like it kept getting worse when I’d thought it couldn’t, and finally, she just looked to me like she’d had all she could take.

“That’s when I prayed for help. And that’s when I was able

to drink enough less that one Saturday night to be able to get up and go to church with them. I didn’t go because I thought it would do me any real good, I just figured it would be one thing I could do to show her I was trying to do better.

“I don’t even know what the sermon was about, but I know as I sat there I really prayed for the Lord’s help. And I really felt like something came down on me and changed me. Believe it or not, I left church that day and never wanted another drink. Some would say that’s not possible, but I just refer them to the Bible verse ‘with God all things are possible’. And I know this was, because I lived it.

“And I’ve lived all the years since without even wanting a drink, and being able to enjoy really being there for my wife and kids. Anyone with kids knows how important it is to be there for them. Someone said once that’s how we can understand this kind of power of God’s love in our lives, and how He can work miracles... the power of the Father’s love.” — “G.W.”

(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. . .

Migraines & High Blood Pressure —

“L.S.” told us when she ordered her first

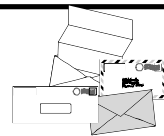
Strauss Heartdrops from us she was doing

so after having tried some given her by a relative and finding that when her **blood pressure** goes up, it comes down within a half an hour after she takes the Heartdrops. The relative who gave them to her was using the Heartdrops because they help her **migraine headaches**.

Disappointing Red Maple Trees — “D.M.” e-mailed us about some Red Maple trees she and her husband planted with the advice of their city forester 9 years ago. But, disappointment followed year after year since “the trees seemed to struggle to produce leaves, and when they did, they were

clearly undersized and characterized by sickly yellow veining against a pale green background, while the tops of the trees looked as if they’d been scorched by the sun.” They also never seemed to grow.

The city forester came back to check them and prescribed expensive injections of manganese—by a month after these were done, the trees still weren’t responding. Then D.M. remembered her jug of **Dark Willard Water**. “I’ve tried everything else. Let’s see what happens.” After a short time of giving the trees one-gallon “feedings” a week for about 3 weeks, they began to develop lusher, deeper green leaves—the first she’d seen in years. Since she started this program in mid-summer and then came an early fall, she didn’t get to give it a full season-long treatment, but she says she certainly will be doing that next spring. Thanks for the report, D.M., and keep us posted!





More Product Highlights & Updates from Charlie

Common Problem Linked to Depression, Fatigue, Obesity, Thyroid Disease, Colitis & More; Heart Info

Can you guess what very common problem can lead to:

- ◆ Appendicitis
- ◆ Bad Breath
- ◆ Body Odor
- ◆ Coated Tongue
- ◆ Depression
- ◆ Diverticulitis
- ◆ Fatigue
- ◆ Gas
- ◆ Headaches
- ◆ Hemorrhoids
- ◆ Hernia
- ◆ Indigestion
- ◆ Insomnia
- ◆ Malabsorption Syndrome
- ◆ Obesity
- ◆ Varicose Veins
- ◆ And may be involved in the development of such serious diseases as Bowel Cancer.

That's all according to James F. Balch, M.D., and Phyllis A. Balch, CNC, in their book "Prescription for Nutritional Healing" Third Edition, published by Avery Books.

Have you guessed it yet? It's that age-old problem of constipation.

The Balch book goes on to say that regular bowel movements are an important mechanism for removing toxins from the body. The colon serves as a holding tank for waste matter. And, "antigens and toxins from bowel bacteria and undigested food particles may play a role in the development of:

- ◆ Diabetes Mellitus
- ◆ Meningitis

- ◆ Myasthenia Gravis
- ◆ Thyroid Disease
- ◆ Candidiasis
- ◆ Chronic Gas & Bloating
- ◆ Migraines
- ◆ Fatigue, and
- ◆ Ulcerative Colitis.

The Balch book says people can have bowel movements as infrequently as three times a week and still not be constipated, but adds there are health practitioners who maintain it is important to have a bowel movement every day. I've heard and read from a lot more health experts who say a bowel movement is essential once a day (or even once after each meal) than I've ever heard say three times a week.

What causes constipation? According to the Balches (and the general consensus of authorities) it's most often caused from insufficient amounts of fiber and fluids in the diet.

However it can also be caused by inadequate exercise, advanced age, muscle disorders, structural abnormalities, bowel diseases, neurogenic disorders, and a poor diet, especially by heavy consumption of junk food. Some drugs such as painkillers and antidepressants, and also iron supplements, can cause constipation as a side effect.

So what to do about constipation? If you ask me, or anyone else here, if we've ever been told of anything that has helped people with constipation, we'd tell you (likely in unison!) "Willard Water". That's because we probably hear more comments about how great it is to be "regular again" or "regular for the first time in years", from people talking about what they feel Willard Water has done for them, than

almost anything else. We just don't often mention it in our newsletter because we hear so many other reports of Willard Water helping with seemingly more difficult, or allegedly more "important" problems, that I guess we're guilty of neglecting this topic.

Before going further into this discussion regarding constipation, I have to note one important variation: Willard Water also has been said to help people who have had **Chronic Diarrhea** for years, as well. This is one more case where the Willard Water ("WW") seems to work on "opposites". We, as lay people, have come to believe the WW works on opposites because it's simply doing a few things that make your body work better—like it's supposed to—so those few things may result in seemingly opposite problems being solved.

Back to the topic at hand: constipation. I was reminded of the importance of this when a customer called in here recently and said she'd run out of the water and then got some again and "boy could I tell the difference". The person who took her call asked what she noticed, and she said "it's just incredible for constipation. Nothing, but nothing, has ever worked like this for me."

That conversation was relayed to me and reminded us all here how often we hear such reports, and got us to thinking about how really important that is. After all, there are experts who maintain all health starts with a healthy colon and digestive tract. Given the importance of those functions, it wouldn't be hard to understand how such thinking just might be right.

So, we urge anyone with a constipation problem to do something about it. Based on nearly 25 years'

worth of experience, we really would tell any friend of ours to try Willard Water first. But if you drink only a few ounces a day and it doesn't help, don't think it wouldn't help if you drank more. The most typical daily consumption we hear is about 32 ounces a day (from the mixed-up-gallon, not the concentrate!). And that "quart a day" seems to show most people what WW will do for them. But, there are lots of people who drink more than that—some as much as a gallon a day. So, until you've tried it regularly at something close to the 32 ounces a day level, don't give up on it helping your regularity. And, for constipation, most users say they find the dark to be even more effective than the clear. Some people who have battled chronic diarrhea have preferred the clear WW, but even some of those people have liked the dark better.

And if the WW alone won't take care of your regularity problem we also have some other very good products users have told us have been very effective for them. These include **Item J-31 Colon Aid**, which is probably the most important of all of them. Colon Aid is simply an excellent and cost-effective source of the friendly lactobacillus bacteria. We need large populations of these bacteria in our colons for a variety of reasons. Not having enough of them can certainly cause diarrhea and possibly also constipation. We certainly need this product if we've had to take an antibiotic, since antibiotics will try to kill all the bacteria in your body—the essential good bacteria along with the unwanted bacteria.

Miracle 7 Colon Cleanser, Item J-30, is, in our opinion, a low cost and convenient alternative to getting "colonics". I'm not saying it is as beneficial, but takes infinitely less time and a lot less money. Additionally, some people who would never be able to get themselves to try colonics, or enemas, shouldn't have any aversion to taking a supplement. And, of course, it will help "regularity".

And, if you actually need a laxative, we recommend **Item J-34, Vega-Lax**, a long-time favorite of the Daily products.

What I'm trying to convey is the importance of regular bowel movements for good health, not just to avoid the discomfort of constipation. And I'm also trying to make it clear that there are natural options available to help deal with the problem. And, finally, if a good friend or relative of mine asked me what to do about the problem, I'd say without hesitation to give the Willard Water a good try first, and if that didn't take care of it all by itself, to try one or more of the other items we offer. Not only is there no need to be miserable with constipation, there's a need to recognize the greater health risks constipation can create.

"I'M NOT GOING TO THE HOSPITAL ALL THE TIME ANY MORE"...

...that's what a very nice lady said as she left here with another bottle of the Strauss Heartdrops. Kolleen asked her what she'd been going to the hospital for and she said "angina pains". She said she was "always going in for that" and it was very expensive. But not long after she started on the Strauss Heartdrops (Items S-100 or S-101) her angina pains simply quit coming. No wonder she said she's planning to start "buying further ahead on them" just in case there's ever a delay in the shipments of them coming to us from Canada—she knows she "never wants to be caught out of them".

She's not alone in that sentiment. We have heard from so many customers who have told us of great improvements in their health after regularly using the Heartdrops, that they don't ever want to be without them. Kolleen (my wife) and I feel the same way ourselves. I've written more than once about our personal experiences—my rapid heartbeat problems disappearing, and Kolleen's angina-type problems and shortness of breath—that I won't detail them again here, except to say those experiences have made real believers out of us. Especially since when we first started using them, we both quit using them after seeing improvements, and both had the problems return when we stopped the Heartdrops. We each

did that "cycle" a couple of times before we really were convinced of the cause and effect.

But we have found, as the Strauss company says, that once we seemed to have the problem under control, we could drop down to a maintenance level, taking much less than we did originally. Kolleen and I have both dropped to maintenance doses — typically once a day use instead of three times a day — but neither she nor I will ever be willing to give them up! We figure if they did that much for us when we had actual problems, they have to be good for preventing a recurrence. In fact, a lot of people take them simply as a preventive measure. They figure, reasonably, for example, if the Heartdrops can help clear clogged arteries as they seem to, then they probably could and would prevent that clogging in the first place. And, since there's nothing in the Heartdrops to hurt anyone, it certainly couldn't hurt to try such prevention tactics.

We've also heard from a good number of people who say they just can't get over how much more "alive" they feel... or how much more energy they have... or how they simply have a "feeling of wellness" they'd never experienced before they had the Heartdrops. I guess I'd speculate that if the Heartdrops do as much for the circulation as we think, and if they really do keep arteries more cleaned out, all that improvement in blood flow would have to result in a feeling of increased wellness, or energy, or however one would describe it.

We've been really fortunate in the quality of the products we've been led to over the years. So many are things that obviously make a difference—like the Heartdrops do to so many. As one customer put it, "I've spent a lot every month on supplements for years—most of them I took just to be healthier down the road than I otherwise might be. But the Heartdrops are one thing I took that actually made a big difference in how I feel now."

And many people are also very pleased to find them from us at a far lower price than they've seen them at elsewhere, or been paying for them elsewhere.

