

# POSSIBILITIES. . .

**SPECIAL EDITION:  
REAL WILLARD'S WATER  
PETS AND ANIMALS**

From NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 (218-236-9783) ♦ www.willardswater.com ♦ Reprint April, 2009

## **IS IT THE WATER? Virus leaves. . . Victories increase. . . Fighters stop fighting when Greyhounds start drinking Real Willard's**

Earlier in the summer the Ridgeway kennel at the Black Hills Greyhound Race Track was struck with a virus that affected many of the greyhounds. Trainer Richard Bird was discussing the problem with a prominent Rapid City (SD) physician who suggested he try Willard Water.

The Ridgeway runners began drinking Willard-treated water and it was used in the preparation of their meals. Not only did the virus appear to be cured but the kennel showed a significant increase in victories the first week the greyhounds started drinking the water. Three weeks later the kennel jumped from eighth place in the standing to third as the victories kept mounting. Perhaps the most surprising side effect of the water's usage, says Bird, was that two of his fighters started behaving themselves.

Now not only the greyhounds but a lot of other folks are wondering. Is it the water?

"It's not a miracle cure for everything, but I think it's worth looking into," says Bird. "We want to try it some more to see if it helps again and then that would help make it conclusive to me."

A review of the Ridgeway Kennel's record over the first 10 weeks will explain what Bird means by trying the water again. In the first two weeks during the virus, and when he just started his greyhounds on the water, the kennel won a total of eight races. During the first full week after they had started drinking Willard Water the kennel registered 11 wins followed by

weeks of 12 and 11 wins.

"Then we took the kennel off the water," explains Bird.

The following week Ridgeway posted only four wins and never won more than six in each of the next two weeks of racing. Bird then met Dr. John

Willard, the discoverer of the controversial elixir, and was prompted to start his kennel

back on the water.

The kennel won nine races the

next week, jumping back up to fourth place in the standings after having fallen to sixth, and captured 10 races in each of the next two weeks...

Before a November 1980 report on the highly rated "60 Minutes" TV news magazine, very few people outside the Rapid City area had ever heard of Willard

Water. It has been used locally for a myriad of plant, animal and human ailments

but due to FDA regulations cannot be advertised as a remedy for anything except perhaps as a cleaning agent.

Willard Water has been reported to cool sunburns and clean oil slicks, relieve hemorrhoids and take out static cling, grow watermelon-sized cucumbers and clear the odor of animals' pens. Name the problem and somewhere

someone will swear Willard Water has helped them. Even in a kennel.

A few years ago trainer Pat Firestone had tried every conceivable remedy to help one of his greyhounds with a fierce cough. Someone suggested Willard Water and he sprayed a few doses down the greyhound's throat. The cough soon went

away, said Firestone.

Real attention from the greyhound community has been

focused on the water recently with Bird's experiments.

A vocal and outgoing trainer, Bird says he'll soon be putting Arizona kennels on the water.

The most intriguing aspect of the water's usage is the calming of fighters. Early in the meet Bird had two runners on the watch list but while they were drinking Willard Water they never so much as turned a head during the race.

"As soon as I took them off the water one got a ticket and the other got a ticket two days later," says Bird.

Using Willard Water to treat fighters came from a conversation Bird had with Willard representative Art Jones, who said the water had been linked to helping cure farm animals of eating their young. Dr. Willard says there have been

**Editor: yes, its effects on animals convince many people it must be good for them, too.**

indicators reported to him by researchers that Willard Water helps relieve stress.

"Greyhounds are bred to be high-strung, and if there's stress in the blood it can't carry the oxygen," says Willard, a 76 year old professor emeritus of chemistry who assisted in the Manhattan Project during World War II. "Eighty-five percent of

all fatalities in racing animals are due to stress and not illness."

Willard says his water has been used by a Super Bowl football

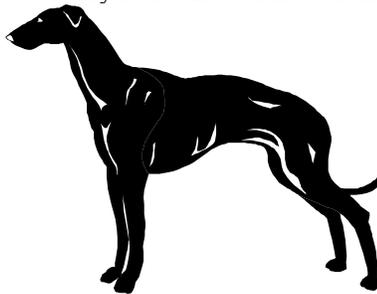
team, an NCAA track powerhouse and a Belmont Stakes winner...

In treating race horses, Willard suggests to mix the water with shampoo and wash down the horse before race time. This also will help relax the runner in addition to putting a shine on its coat...

Basically, explains Willard, his water acts as a catalyst when added to regular water and changes the molecular structure of the water. Why it works, he doesn't even know." ♦

Above Article Reprinted from "Racing Record" Rapid City, SD, 1983.

*Editor: Proving why something works isn't required for FDA approval of drugs as effective... which is not relevant to Real Willard's Water, except to point out that why things work isn't regarded as essential for scientific purposes.*



**"...not only did the virurs appear to be cured but... significant increase in victories..."**

**...most intriguing side effect... two of his fighters started behaving themselves...**



# PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

## “All Creatures Great And Small, The Good Lord Loves Them All”...So Does Real Willard’s Water!

It occurred to me one day when telling a friend about one of the greatest dogs of all time (our “Rufus”) that dogs really do love us like we believe God loves us — totally unconditionally.

**...dogs love us like God loves us...totally unconditionally.**

They don’t care if we’re rich or poor, beautiful or plain, powerful or humble. God bless them, they just love us.

And we know, given how important they can be to us, that keeping them healthy, or bringing them back to health when ill, is a very important thing. That’s why we urge anyone with a pet to give it “the water”. They deserve its benefits, and you deserve to have your loving pet with you as long as possible, as healthy as possible. Based on our experiences, we believe “the water” helps to achieve that.

Our dogs and cats have gotten Real Willard’s Water (RWW, for short) almost every day since sometime in 1982, and they have been remarkably healthy and long lived. Rufus is no longer with us, but he lived to be only a few months shy of 14 years, despite the fact that the longest his breed normally lives is 9 to

**its effects on animals does further convince me of its merit for us 2-legged “creatures”...**

11 years. And his was a healthy life. Until near the end, the only vet visits he ever had were those for his regular required shots. And our “Baxter” is now (as of 2/01) a 13-year-old miniature poodle, who has also seen the vet only for those required shots. He’s the only poodle we’ve had, but we’ve been told by those who have had many poodles that they routinely require lots of visits to the vet, since they seem to be plagued with numerous health problems. Not Baxter. And our cat has also been remarkably healthy—no visits to the vet for Sassy either—now nearly 14 years old.

Obviously, their getting “the water” every day hasn’t hurt them any, and we believe it’s been a big part of achieving and maintaining their unanimous good health.

All of this reminds me of a few of our favorite “animal stories” from over the years, so I can’t resist relaying the details of a few favorites here...

### “TIMING IS EVERYTHING.”

Arlene’s elderly dog, a German Shepherd, had such severe arthritis, Arlene had to lift him over the doorsill, to take him for a walk. As anyone who’s had pets knows, they can be very much like a family member, and

“putting them to sleep” is not an easy decision. But, his pain was so obviously so great, Arlene finally decided his time had come, but it was already Friday night, so she couldn’t do it until Monday, when the vet’s office would be open again. In the meantime, she decided to give him some “RWW” and “Alpha Whey” (the liquid colostrum), figuring they might help relieve some of his pain. Suffice it to say Arlene wasn’t the only one amazed to see that dog up and around, pain-free, mobile, and even showing interest in female dogs!

**“YOU CAN LEAD A HORSE TO WATER...”** A couple of different people have told us of experiences with horses who wouldn’t drink “foreign” water... if they traveled with the horse, they had to bring water from home along, since the horse would absolutely not drink what he

considered “foreign”. In both of these cases, when the “familiar water” ran out, and the horse refused the only water available, the people thought about their “RWW” and added some of that concentrate to the “unacceptable local water”. In both cases, the horses drank it. I don’t pretend to know why that would happen, but like a lot of people, I believe animals have a very keen, and valid, instinct for eating and drinking that which is good for them.

**“HOW MY GARDEN GROWS”, AND GETS PICKED ON!** I did feel sorry for Norma, and I understood her frustration, but it was pretty funny, nevertheless. . . she had treated part of her vegetable garden and left part of it untreated, so she’d know whether or not the RWW made a difference. Remember what I said about animals’ instincts regarding what’s good for them? What Norma couldn’t believe was that the deer coming through her garden would consistently eat the RWW-treated produce, and leave the untreated ones for her! It didn’t seem fair!

**“NEVER TOO LATE.”** Her beloved horse was in so much pain, and was so stiff, she said she recognized it was probably far too late to do any good, if indeed it really could do any good any time, but it was the one thing she hadn’t tried.

“AP” was calling us on a friend’s suggestion that “RWW” might reduce some of her horse’s pain. She “knew” she’d have to put the horse down, but first she wanted to “try everything”. So we sent her some “RWW”. As hard to believe as this is, she told us that within hours of giving that RWW to that pain-ridden horse, she was trotting around her corral!



You may wonder why we’ve never talked about these incredible stories, and others like them, and to tell you the truth, it’s because they are so amazing, we’ve been afraid nobody would believe them. But they are true.

And given the number of calls we get from people wondering if it’s “okay to give the water to their pets”, and the number who wonder if there’s ever been any benefit to animals, it seems time to tell them the whole story. YES! It’s “okay” to give it to dogs, cats, horses, cattle, sheep, pigs, birds, fish, mice, etc., AND we’ve received very good reports on its apparent effect on them. ♦



*Some Vision Even Returned!*

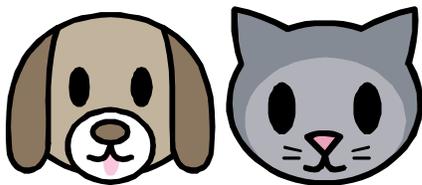
### Bunny Tale...

A Belgian

Dwarf bunny had an experience with Real Willard’s Water that has to have a place in the “most amazing animal/RWW stories we’ve heard” collection. This wasn’t your ordinary bunny—this was an “aggressive” one, who, according to its owner, attacks dogs! After one such “skirmish” several years ago, the poor bunny’s eye was actually torn out of its socket — hanging on only by nerves, etc. A veterinarian was able to replace the eye into its socket, and about a week later another vet began a 2-month course of follow-up treatment. The bunny’s owner told us...

*“This included twice weekly applications of Real Willard’s Water. The vet said he ‘got it from some guy’ and really knew nothing about it but had used it with good results in a variety of cases. To wrap this up, the eye survived and (bunny) even regained some vision which was not supposed to happen. After the visits ended, we were provided a small amount of this water which we continued using ‘til it ran out. The bunny is now 8 years old (ancient for a bunny), still has vision in that eye and still attacks dogs.”*

# Dogs and Cats and Real Willard's Water...Directions



## REAL WILLARD'S WATER FOR DOGS AND CATS:

The first thing to keep in mind is that there is just about no way you can go wrong, and different people have different theories about how "strong" to mix RWW for dogs and cats and other pets. But based on our nearly 24 years' experience with it as of August, 2006\*, we recommend:

If the pet is dealing with a health challenge, the "regular" ounce of concentrate (2 measuring TABLEspoons) to a gallon of water is generally used. Put this mix in your pet's drinking water—some people give it only part of the time, others give it to the pet all the time. However, once dogs and cats have had Real Willard's Water, they often will refuse other water. So, if you don't want to give them as much, just mix it "weaker" (more on that below) and still give it to them all the time.

Size of dog (or cat) makes no difference. Big dog drinks a lot; little dog a lot less, so the same mixture is appropriate for both.

For healthy pets who you are simply giving RWW on a "maintenance" type program, mix it 1/3 oz (two measuring TEAspoons) per gallon of drinking water, and keep that in their water containers all the time. There are kennels and others who are trying to keep costs minimal, who have mixed it even "weaker" than that . . . As little as an ounce to 25 gallons, with benefits still noted. Others have simply given their pets the same "ounce per gallon" solution they are drinking themselves. No harm in that . . . just seems unnecessary for healthy animals . . . animals obviously respond to it at significantly lower concentrations than we do.

TOO MUCH? If the pet develops a looser stool than normal, that is typically a signal that they are simply getting "too rich a mixture" . . . So switch to a "weaker" dilution. (Exception to this is when you are first starting on the RWW—detoxification can occur and that can sometimes include a looser stool for animals as well as people—if that occurs, just start out offering less of the RWW per day, or mixing it in a weaker solution and giving it to them all the time.)

SIMPLIFY: You don't have to mix up a separate gallon for the pets. If following our recommendation on the 1/3 of an ounce per gallon, you can re-fill their water dishes with 2/3 regular water and 1/3 from your own drinking solution of RWW.

AVOID WASTING IT: We know dog water dishes tend to get "cruddy" with dirt and food particles and the like. Don't throw away their RWW-mixed solution which has gotten "cruddy". If you have house plants, shrubs, garden, lawn, etc., give the remainder from the dog's dish to the plants. They love it. Actually, you can dilute it several-fold before giving it to the plants. They respond at VERY low levels. Here in the office, we give the plants a mix of 1/2 tsp. per gallon, all the time. And plants COULD easily get by with even less.

FOR TOPICAL USE ON YOUR PET: For dealing with "hot spots" and other skin problems, it makes sense to mix up a spray bottle with a stronger than normal solution . . . e.g., 2 teaspoons per 8-oz of water, and spray that on the problem area "whenever you think of it" . . . at least several times a day. Nothing incredibly scientific about that recommendation. People have used full-strength concentrate with good results . . . Others, the same solution they drink themselves, which would be 1/2 tsp. per 8-oz of water. But mixing it somewhat stronger than that makes sense, it is still very inexpensive and there is no "downside" to it.

In Summary for Pet Drinking Mix: Mix the RWW concentrate with whatever type of water they drink.

For healthy dogs and cats: mix from 1/3 ounce to 1/2 ounce concentrate per gallon of water.

For dogs and cats with health issues: mix one ounce of concentrate per gallon of water.

For topical use on Pets: You can mix it "stronger"—from 1 ounce of concentrate to a gallon, up to 4 ounces concentrate per gallon (that would be from 1/2 teaspoon to 2 teaspoons per 8 ounces of water). Some people have even used the concentrate "straight". We see that as harmless but not necessary and simply wasteful.

*Hug your dogs and cats and other pets from us!*

**Nutrition Coalition, Inc. 1-800-447-4793 [www.willardswater.com](http://www.willardswater.com)**

\*If this conflicts with older information from us it's because we revise our information as experience dictates.

**NOTE:**  
These directions are **ONLY** for the Real Willard's Water with the **Nutrition Coalition, Inc. label** which is made **AND bottled** right at the Willard plant where it (Dr. Willard's product) is made.



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printed version.

## **How Much He Must Have Loved Us!**

*By Kolleen Sunde*

It was obvious our family dog, "Rufus", had always considered our three kids to be his "assignment". And it was equally obvious how much he enjoyed that role, and how much he loved all of us.

He had an incredibly good and long life (exceeding his breed's life expectancy by 3 to 5 years), but now he was in rough shape. We only learned later that the medicine the well-meaning vet gave him to calm him down from the storms and the flooding we'd been having was the real cause of the "melt-down" that seemed to be happening to him and his health. But, at the moment, the only thing obvious was that poor "Woofus" (as our oldest boy had called him before he perfected his "R" pronunciations), was nearing his end. He was in so much pain, I'd even tried to reach the vet on this Saturday night to have him put to sleep... something I'd

thought I could never do. But after watching him unable lift his head enough to sip water from his dish, and having to cup that water in my hands and lay it on his tongue for him, while listening to his moans and cries, I knew I loved him too much not to make that call. But the vet wasn't reachable...



Right after that, our youngest son came down from his room to get something and, seeing how bad "Woofus" was, he sat down and cried. When "Woofus" heard those cries from his "youngest charge", his muscles tightened, and I froze in amazement as I saw him crawl on his belly, with a steely determination I couldn't believe, until he reached Ben's side, and Ben began to calm down as he reached down and petted "Woofus". I still cry all these years later, recalling it. It certainly convinced me Charlie's right... "dogs do love us like God loves us... unconditionally." ♦

## **How Much Real Willard's Water To**

**Healthy Dogs & Cats:** As little as 2 Teaspoons of concentrate to a gallon of their water, for their "routine" drinking water.

Or, some people simply mix a little of their 1-ounce-to-a-gallon mixture in with the cat or dog's water. (See greater details on previous page.)

**Sick Dogs & Cats:** If our dog or cat were sick, I'd give them the ounce-to-a-gallon mixture for all their water, until they were well. (See previous page also.)

**Horses:** One ounce of

concentrate to 50 gallons of drinking water, is typical usage. If sick, sometimes stronger mix is used.

**Mice, Hamsters, Gerbils, Birds, Rabbits, Etc.:** Not much! Try 1 Teaspoon (or less) per gallon of water. (Most people make up a quart or a gallon at a time and fill the little guys' water dishes from it.) Again, if sick, a stronger mix could be used.

**How "tricky" is it to get the right amount?** The fact is you don't have to be real precise in how much to use—it won't hurt them if they

do get "too much". So go ahead and give it a try. Your pets will love you (*even more*) for it!

For **Commercial Livestock**, it's extremely cost-effective...typically just one ounce to 75 to 300 gallons! If interested in using it for cattle, hogs, poultry, and other commercial livestock, contact us for info on how such users typically mix it.

In summary, I do see RWW's apparent effect on animals as more "proof" it's a good thing for us two-legged creatures, too... Truly, it is for ALL creatures great and small. ♦