



# SUNSHINE

The Publication for Nature's Sunshine Managers & Associates

April/May 2003

## TODAY

## Features:

**Fitness and Longevity**  
*An inseparable link*

**Testimonials**  
*Why I love my job*

**Chinese Herbs**  
*Over 3000 years of tradition*



**Find Sunny**

**See page 14**

**TAC Qualifications • Rising Star • AromaPlus Circle of Excellence Program**



# That Incredible Green Liquid



SUNSHINE TODAY is published bi-monthly as an educational and professional newsletter for Nature's Sunshine Associates.

Please direct your submissions or comments to: Jeff Harmon, Communications 1-877-257-HERB

© Copyright Nature's Sunshine Products of Canada Ltd. Use by permission only.

Nature's Sunshine Products of Canada Ltd.  
90 Walker Drive, Unit 1  
Brampton, Ontario  
L6T 4H6  
(905) 458-6100 • Fax (905) 458-8881  
Administration: 1-877-257-HERB  
www.naturessunshine.ca

Customer Service:  
1-800-265-9163  
Fax 1-800-822-4884

### Medical Disclaimer

Nothing written or portrayed in this publication should be taken as prescription, diagnoses or a substitute for consultation with a competent health professional. It is advisable to seek the advice of your doctor concerning any ailment or when starting a supplement program.

### Management Staff

Garry Ford	General Manager	Ext 222
Spence Masson	Director of Science and Technology	Ext 228
Jennifer Cole	Marketing Manager	Ext 244
Sohil Mansuri	Director of Finance and Administration	Ext 227
Connie Jefferson	Operations Manager	Ext 233
Santina Zordan	Meetings/Oper. Assistant	Ext 251
Bibi Sahid	Warehouse Supervisor	Ext 242
Mona Chauhan	Product Coordinator	Ext 223
Robert Levert	Quebec Liaison	1-888-325-4372
Morenike Marcus-Jones	Field & Customer Coordinator	Ext 224
Carrie Miller	Business Development Specialist	Ext 222

I know that we all agree that Nature's Sunshine is an amazing company with some of the finest products available in the world today. One of the things that sets us apart from our competitors is the vast array of unique herbal combinations that our staff of over 100 scientists in Utah and our Practitioners in the field, have determined to be most effective in addressing the physical issues they are designed for. One of the remarkable combinations comes in a green liquid form, and at all our meetings and here in the office there is hardly a person in sight who doesn't have a glass of it in front of them. I personally drink several glasses of water with chlorophyll every day. As we say "A green inside is a clean inside".



the group include Russia, Israel, and Britain. We believe so strongly in the quality and the benefits of our chlorophyll that we have adopted as a project this year the challenge of spreading the word about this product to as many new users as possible. As a result, you will be seeing many chlorophyll special promotions throughout the year as we attempt to help more people all around the world experience the benefits of this wonderful product. Russia began their promotional efforts in January and in that month they doubled their usual sales. We began in March and one of the first promotions we are offering is a special "Buy 5 Get 1 Free" offer on the 946 ml size. This is also an excellent recruiting tool as people who sign up with the purchase of one case (six bottles) will have something exciting and simple to share with their initial clients. As well, they will be well on their way to earning their first rebate cheque.

Jennifer and the marketing committee have developed a number of other fun and profitable campaigns to help you intro chlorophyll to more of your people too. Watch for them as we go through this year, and let's work together to help more people than ever before discover the wonders of not just chlorophyll but also all of the other phenomenal products we offer.

While we as a company are restricted by law in terms of the claims which we can make regarding individual products, you who are on the front lines probably have many testimonials regarding this miracle product. I remember as a child that a certain brand of chewing gum burst on the scene with great claims of chlorophyll's ability to sweeten our breath. That was the first time I heard the word but since then chlorophyll has become almost a household word. What is unusual about our product, though, is the unique combination of chlorophyll, purified water, and spearmint oil. And, of course, the fact that it comes in liquid form.

NSP Canada is a division of our company which is under the leadership of Bob Shaffer, Vice President of Sales, International. Other countries in

Garry Ford

General Manager  
Nature's Sunshine Canada

MEMBER



MEMBRE

Canadian Health Food Association



Direct Sellers Association



Ontario Herbalist Association





# QUALITY, SERVICE, INTEGRITY

## A message from Daren Hogge, President, International Division



**R**ecently, I had the wonderful opportunity to travel to Guatemala to be with our Central American distributors. In between the meetings, we had the opportunity to go to an amusement park. We went on many different rides; one was a roller coaster that incorporated many twists and turns. At one point, it actually went upside down. All of this happened at a very fast speed.

Although the ride was fast moving and at times very scary, I felt safe knowing that I had been properly strapped in and the foundation of the roller coaster was sturdy and reliable.

At the end of this ride, I thought about how many times we face challenges in the networking industry. We face scary moments where we feel we are being tossed to and fro, up and

down and all around due to circumstances beyond our control. Those circumstances may include economic challenges, or even threats of violence around the world. Just as I felt safe on the powerful roller coaster, you can feel safe, although at times you may

## President's Message

be tossed around and faced with challenges, because you are surrounded with the security of Nature's Sunshine Products. You can rely on the best products in the world to support your business. You can rely on Nature's Sunshine to be the strongest company in the industry with the best foundation possible. You can feel safe know-

ing that every person working for the company has dedicated their career to your success in the field. This solid foundation of Nature's Sunshine gives all of us confidence that we can move forward in this ever-changing world.

I hope that each one of you will take risks, like I did with the roller coaster, knowing that Nature's Sunshine will be there to support you, helping you become more successful today than you were yesterday. Thank you for all of your support.

Live as if you were to die tomorrow; learn as if you were to live forever.

*Sincerely,*

Daren G. Hogge

President—International

Nature's Sunshine Products, Inc.

## Chlorophyll Testimonials

As we promote NSP's #1 best selling product, Liquid Chlorophyll, we are asking all to send in testimonials on the product from yourself, family or friends. Each person who sends in a testimonial will receive a thank-you gift. Oh, and don't forget to wear the button! (Please submit testimonials to the Marketing Department.)



# News & Tools

## Hours of Operation

April 18, 2003 closed for Good Friday

May 19, 2003 closed for Victoria Day

June 30, 2003 customer service open until 7pm for your ordering convenience

## Limited Quantities Still Available

The following products are available in limited quantities only. No backorders.

Tofu Moo Carob #3207-9

CC-A Pak #4029-1

Four #892-5

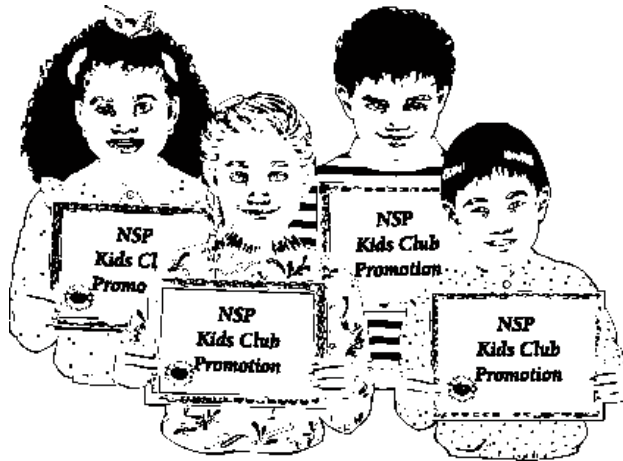
Herbal Beverage #1600-1

## Purolator Courier Reminder

Purolator Courier wants you to be reminded that they always request a signature when delivering your parcel. To accomplish this task someone must be home to accept the package. If you are not going to be home 24 to 48 hours after you place the order with customer service, please leave an alternate delivery address where a signature can be given.

## Natria samples

Please call customer service today to purchase your samples of Natria to share with friends and family.



## NSP Kids Club International Promotion

Promotion Period: January 1st- December 31st 2003

All testimonials submitted will receive a FREE Calculator,  
PLUS a membership card to the Kids Club.  
The best three testimonials from each region will  
receive a cash prize.

1st place \$500 / 2nd place \$300 / 3rd place \$200

### New Satisfaction Guarantee Policy

Nature's Sunshine guarantees purity and quality, but not performance of its products. If after purchasing a Nature's Sunshine product and using it for 3 months, a customer determines it to be unsatisfactory, the customer should return it to their Nature's Sunshine Associate with a copy of the original invoice for replacement, credit towards another purchase, or a refund. This guarantee applies only to products that have not been misused, intentionally damaged, discontinued or outdated. Please see our Policies and Procedures for product return procedures.



# Fitness & Longevity



## An inseparable link

The verdict is in: more than two decades of research says anyone can be fit and healthy regardless of their age or past fitness level. So throw away your scale and stop counting the candles on your birthday cake! The secret according to researchers is to have an active lifestyle that includes regular exercise and a diet high in complex carbohydrates, lean protein, and good fats. Then finally, get a good night's sleep.

### Anabolic verses catabolic state of health

Regardless of your age, you're only as healthy as your cells. In fitness lingo, a person's body is either in an anabolic state—growing, repairing, and metabolizing—or it's in a catabolic state—declining, slowing down, and becoming diseased. Children and teenagers are an example of being anabolic; their bodies are growing and under constant repair. They can be active all day and never seem to run out of energy. Contrast this to the average adult in his or her late 30s and older. Lack of energy, weakened immunity, emerging health concerns and reduced physical performance is normal. North Americans accept this decline in health to be inevitable. We even tell ourselves this when we



declare we are no longer 20 and therefore not as healthy as we used to be.

But, could this inevitable decline in health and fitness we've come to accept as normal be just a myth? Can we really retain an anabolic state of health into our late years? Decades of research in fitness and health has many experts saying, yes.

### How fit you are will determine your life span

Your level of fitness is a powerful determinant of how long you will live,

according to Stanford University and Veterans Affairs Health Care System researchers. After following 6,000 healthy middle-aged men for 13 years, the researchers compared the data on the men who had died with the data on those who were still living.

After considering their age, exercise capacity ended up being the best predictor of death—more so than the presence of heart disease, diabetes, hypertension, or smoking. Those who exercised the least had more than four times the risk of premature death than those who exercised the most.

From this study and many more, exercise has a major influence on how long we will live. And when exercise is combined with proper nutrition, as we will see, the result can be even more dramatic.

# It's never too late to turn back the clock

## The power of Fitness

Never underestimate the power of fitness. In a remarkable study, doctors at the University of Texas Southwestern Medical Center at Dallas have demonstrated that just six months of exercise can bring a 50-year-old back to the fitness level of a 20-year-old!

The study took a small group of men in their 50s and for six months put them through a fitness training program. The men could choose from among walking, jogging, and cycling, gradually upping the frequency, duration and intensity. By the end of the study all men were performing rigorous sessions of about 4.5 hours, 4 or 5 times a week.

The researchers then measured their aerobic health—the heart and lungs' ability to supply oxygen.

Amazingly, the results were that 100 percent of the cardiovascular decline that happened over the last 30 years had been reversed! According to the doctors, exercise can make fit 50-year-olds to at least as good a shape as sedentary 20-year-olds.

“Their message is that no matter what your age, it's your current fitness level, not your past fitness level, that really dictates how fit you are.” says Tufts University exercise physiologist Miriam Nelson, PhD.

“In other words, it's what you are participating in, not how old you are that's important.”

## Inactivity even hurts the young

The study also highlighted some of the dangers of inactivity. When 20 year old men were subjected to three weeks of bed rest, it proved more detrimental to their cardiovascular fitness than 30 years of aging.



## Exercise plus good nutrition yield dramatic results for good health

A University of California, Los Angeles team of researchers proved the combination of diet and exercise can dramatically lowering the risk of heart disease in just three weeks.

The study placed 11 obese men on a high-fibre, low-fat diet with daily exercise for three weeks. The participants were allowed to eat as much as they wanted, as long as they only con-

sumed 10 percent of their calories from fat, 15 to 20 percent from protein, and about 75 percent from fibre-rich fruits, vegetables and whole grains. For exercise, each participant spent 45 to 60 minutes per day on a treadmill.

Over the three weeks, participants had lost little weight and were still considered clinically obese. However, there were marked improvements in several important heart disease risk factors:

- Seven men who had high blood pressure at the beginning of the study were no longer hypertensive.
- Total cholesterol fell by almost 20 percent.
- Blood sugar levels fell by 7 percent; insulin levels fell by 46 percent.
- The levels of damaging free radicals in the blood dropped by an average of 28 percent. Levels of the potent antioxidant nitric oxide (prevents platelets from clumping and relaxes arteries) rose by 28 percent.

The study's conclusion was that nutritional changes in combination with exercise yields dramatic health benefits in only 3 weeks.

Recommendations:

- Achieve 30 to 60 minutes of exercise, even if it's broken up throughout the day.
- High-fibre, complex carbohydrates (fruits, vegetables, whole grains, oatmeal, beans, etc) should be the bulk of your diet. This should also include moderate amounts of protein from fish, poultry and soy. Avoid simple and refined carbohydrates such as white flour products, sugar, most cold cereals and white rice.
- Avoid fried foods, processed foods and saturated fat found in meat and dairy products. Eat more healthy fats found in olive oil, cold water fish, seed and nuts.





# Fitness requires hormonal harmony

## Why battling the bulge is so important

North Americans have become overly fat. We eat too much and we lead sedentary lifestyles—this even applies to our children!

Being overly fat, especially in abdominal fat, is causing us to become diseased, according to experts. In fact, being overly fat is a major risk factor in the three leading killer diseases in western countries: heart disease, type II diabetes and cancer.

Heart disease is often the result of fatty deposits building up in arteries. Increased body fat can also lead to high blood pressure.

Type II diabetes, now an epidemic, most often occurs in individuals carrying excess abdominal fat and who lack in exercise.

Too much body weight has also been implicated in an increased risk of cancer. Researchers at the American Institute for Cancer Research recently uncovered more evidence of the link between body fat and cancer. Their findings are that excess body fat makes changes in bodily systems that make it easier for cancers to develop. For example, fat cells secrete growth promoting substances into the blood stream. These substances signal cells to divide faster than they would otherwise. This in turn increases the chance of a cell randomly mutating into a cancer cell.

“What we’ve found in the last decade is how briskly and vigorously they (fat cells) work. The bigger the fat cell gets as a person gains weight, the harder it works to make hormones,” says Dr. Bray, MD, of the Pennington Biomedical Research Center in Louisiana.

## Hormonal havoc

Sam Graci, nutrition researcher states: “Many nutritional researchers feel that accelerated aging, beginning from 35 to 50 years of age, is mainly due to hormonal dysfunction or hormonal miscommunication.”

Not many people think of hormones when they consider their level of fitness. The fact is that hormonal balance in the body contributes greatly to our overall health and longevity. These master communicators are responsible for whether the body is in an anabolic or catabolic state. Hormones become a problem when the body secretes too much of one hormone, or there is a miscommunication between hormones—for instance, too much estrogen and too little testosterone promotes aging and weight gain.

According to Brad King, nutritional researcher and performance nutritionist, hormonal harmony is directly related to diet and lifestyle. Western diets are plagued with foods that wreck havoc on the intricate hormonal balance required for health and fitness. Even the times and frequency at which we eat affects hormonal balance.

“The low-fat, high-carbohydrate, low-protein diets of the 1970s, 1980s and 1990s have had wide-sweeping implications on our health,” states Graci. “These diets have triggered high frequencies of degenerative diseases, unmanageable levels of stress and excessive weight gain. No attention was paid to the importance of hormonal balance or the nature of a functional hormonal axis.”

## The Hormonal Downfall of our Modern Diet

According to Graci, the following are the four markers of accelerated aging, lack of vibrant health, and weight gain. These four markers are the result of poor food choices and lack of exercise.

### **Excess blood glucose (sugar) levels:**

Excess glucose from refined carbohydrates combine with protein to form advanced glycated end products (AGEs). These are sticky and adhere to structures in the body. Cells are damaged, blood vessels become rigid and bodily tissues hardened. The net effect is the advancement of aging.

**Excess Insulin levels:** Insulin is secreted by the pancreas in response to incoming calories from carbohydrates. The fewer the carbohydrates (especially refined carbohydrates) the less insulin. High insulin levels interfere with the secretion of anabolic



hormones such as testosterone, growth hormone, and the brain-feeding hormone, glucagon. When insulin levels are high and glucagon levels are low, the body secretes more of the stress hormone, cortisol, to boost brain activity. The problem is that cortisol is able to make even more glucose and cannibalizes body structures like muscle to do so.

**Excess Cortisol levels:** High cortisol levels mean high stress levels. Stress has the ability to wear out all body systems. For instance, the thymus gland is very sensitive to high cortisol levels. As we age the thymus shrinks and we experience a weakening of immune functions.

One of the best ways to control cortisol levels is to engage in prolonged moderate exercise, such as a brisk walk.

**Excess Free Radicals:** Free radical damage is at the heart of the aging process; the fewer free radicals you make, the longer you live.

Eating produces free radicals. Over eating produces even more.

According to Dr. Roy Walford, M.D. at the University of California Los Angeles Medical School, if North Americans cut their caloric intake by 40 percent the results would be longer life expectancy by reduced free radical production, reduced excess blood glucose, reduced insulin levels and reduced cortisol levels.

Dr. Walford and W. Windrich, Ph.D., of the University of Wisconsin have substantiated this with their own longevity research by extending the life span of many types of animals by 50 percent through caloric reduction.

## Don't underestimate the power of sleep

Not enough sleep is robbing people

of their health, according to a study published in the *Lancet* in 1999 by Dr. Eve Van Cauter, a University of Chicago researcher. The groundbreaking study put healthy young men through a sleep program for 3 weeks. The first week the men got a full 8-hours sleep, 4 hours the second week and 12 hours the third week. During the second week blood samples showed impaired glucose tolerance resulting in the central nervous system becoming more active. Writes Van Cauter, "In healthy young men with no risk factor, in one week, we had them in a pre-diabetic state."

According to Van Cauter, a lack of sleep drives down the secretion of growth hormone (GH) and accelerates our excessive fat gain. "Sleep loss," according to Van Cauter, "is partly involved in the epidemic of obesity."

Van Cauter also noticed that lack of sleep sent other hormones out of balance. Cortisol, the stress hormone, was elevated while melatonin, the sleep hormone was diminished.

When lack of sleep is aggravated by poor diet and late-night eating habits, we force insulin levels up, which in turn forces vital growth hormone down.

### Sources:

Tufts University, *Health & Nutrition Letter*, June 2002, Vol 20, No. 4  
 Tufts University, *Health & Nutrition Letter*, July 2002, Vol 21, No. 5  
 Tufts University, *Health & Nutrition Letter*, January 2002, Vol 19, No. 11  
 Dr. Julian Whitaker's, *Health and Healing Letter*, January 2003, Vol 13, No.1  
 Brad J. King, *Fat Wars*, MacMillan, Canada, 2000  
 Sam Graci, *The Food Connection*, MacMillan, Canada, 2002  
 David Prokop, *Supplements for Athletes*, Woodland

## Had Your Anabolic Shake Today?

Shakes are a great way to get the nutrition your body needs without all the calories. A well balanced shake can provide protein, green super foods, herbs, fruit, fibre and vitamins and minerals.

- One cup of berries (blue berries, black berries, strawberries, etc)
- One medium apple
- One serving of GreenZone
- One serving of SynerProtein
- One serving of Mineral Chi Tonic
- One tablespoon of flax seed oil
- 1.5 cups of filtered water

Thoroughly mix all the ingredients and enjoy. Have twice a day.





# TAC 2004

London, England

August 15th-24th, 2004



## Qualifications for TAC 2004

(Qualification Period: April 1, 2003 to  
March 31, 2004)

### PREVIOUS QUALIFIERS

- Must maintain their rank for 10 out of the 12 months (RANK as of March 2003). Minimum Gold.
- Must achieve an accumulated TGV of 300,000 in their payline\*

### NEW QUALIFIERS

- Must be GOLD or Above for 10 out of the 12 months
- Must achieve an accumulated TGV of 300,000 in their payline\*

Payline- Up to 5 levels (based on rank)





# AromaPlus from Nature's Sunshine

## Protection against the damaging effects of the Sun

Healthy, beautiful skin is achieved by caring for your body both internally and externally. The foods and supplements you consume help nourish your skin from the inside. But just as important are the nutrients required on the outside for your skin's health and well-being, and for a beautiful appearance at any age.

NATRIA's unique moisture replenishing complex guards against harmful external elements and ensures optimal hydration. Specialized DNA defense enzymes counteract the damaging effects of UV rays and help correct visible damage caused by sun exposure. In addition, a powerful skin renewal complex dramatically reduces the noticeable signs of aging, restoring your skin's youthful appearance.



### Nourishing Daily Defense Lotion SPF 15

Provides immediate hydration in a lightweight formula, then goes beyond moisturization with skin-smart ingredients. During the day-time, SPF 15 shields from harmful UVA and UVB rays, and plankton extract aids in defending DNA and repairing the visible signs of damage from sun exposure.

Stock No. 6005-2

### Balancing Daily Defense Lotion SPF 15

Hydrates with a light, quick-absorbing formula. More than just a moisturizer, this formula fuels skin with beneficial elements. All day, SPF 15 shields from destructive UVA and UVB rays while extracts from microscopic plankton help repair visible damage caused by UV exposure.

Stock No. 6006-8



## AromaPlus Circle of Excellence

(AromaPlus Presenters attain Circle of Excellence Membership by holding a minimum of five personal Sunshine Hours average per month with at least \$1500 average per month in retail sales from parties beginning in January 2003)

### January 2003

Lori Coleman  
Birgid Lehmann  
Tracy Pilling  
Margaret Voth  
Colleen Zade

### February 2002

Lori Coleman  
Birgid Lehmann  
Tracy Pilling  
Margaret Voth  
Colleen Zade  
Denise Johnson  
Donna Roth  
Helga Lambrecht  
Judith Cobb  
Nancy Giesbrecht



# Book Review

Title: Fat Wars and Fat Wars Action Planner

By Brad J. King, M.S., M.F.S

MacMillian and Wiley Publishing

Not available through NSP



“In Fat Wars, Brad King has found a way to explain the true science of weight loss in a direct, engaging, and commonsense way. It is full of no-nonsense weight-loss strategies. I hope this book becomes the bible for any individual trying to lose weight or maintain their current weight.”

—Edmund R. Burke, Ph.D., professor and Director of the Exercise Science Program at the University of Colorado

*“It has always been my dream to write a book on fat loss. After my many lectures on the topic, I have always been approached by people who were asking for one. There was just too much information to digest in an hour-and-a-half talk. It is for these people, as well as others, who are both confused and frustrated by the propaganda of the diet industry that I thank for the creation of Fat Wars.”*

—Brad J. King

*Fat Wars* and the sequel, *Fat Wars Action Planner* take the hype and gimmicks out of weight loss. The book just isn't another magic plan to lose weight, but is a lesson on how the body works and how to effectively burn fat and regain health and vitality.

There is extensive information here on why we gain weight and how our modern diet has set us up for weight gain. At the same time, the information is presented clearly and in practical terms so the reader can easily comprehend how to put it into practice.

The book begins by laying out the latest science on weight loss. Brad covers such topics as hormones, types of fat, protein and carbohydrate concerns, lifestyle issues and food cravings. He then provides a detailed plan of how you can implement dietary and lifestyle changes given the latest scientific information.

NSP readers will appreciate Brad's knowledge and enthusiasm over the

use of dietary supplements. The book contains much information on the use of supplements for weight loss and better health in general.

Finally, he provides a step-by-step 45-day plan to transform your body. This includes exercises, nutritional shake recipes, meal suggestions, and a method to track your progress.

#### **About the author**

Brad J. King, M.S., M.F.S, is a Victoria-based fitness expert and performance nutritionist who holds a Masters in Nutritional Science, is a certified Master of Fitness Science, a certified fitness trainer and certified specialist in performance nutrition. He has made many media appearances and lectured throughout the country on fitness, nutrition and anti-aging.



# Science

with Spence Masson B.Sc., Director of Science and Technology



## Fat Grabbers Clinical Study: A Blast from the Past

**W**ith so many different items in our product line, we tend to forget about some of the good things we have talked about in the past, and focus just on what's new.

This issue, I would like to revisit a clinical study that was done on Fat Grabbers and reported by Nature's Sunshine in 1999. The following is an updated summary of the press release issued May 5, 1999.

Results of clinical trials completed in Norway in 1999 showed that an all-natural weight reduction product manufactured and marketed by Nature's Sunshine effectively produced significant weight loss for individuals in a test group of 64 participants.

The double-blind study involved Nature's Sunshine's Fat Grabbers capsules, which consist of a patented high-fibre herbal combination. The clinical trial showed that Fat Grabbers

trapped fat molecules in the intestinal tract before they could be absorbed into the bloodstream. The study supported Nature's Sunshine's view that Fat Grabbers is simple, safe and effective.

In the study, Fat Grabbers was administered orally to 22 male and 42 female overweight or obese subjects over a 12-week period. The average weight loss experienced by the Fat Grabbers group was 16 pounds, whereas the placebo group showed an average weight loss of only 8 pounds. In addition to weight loss, subjects experienced a total cholesterol reduction of 0.53 mmol/L with Fat Grabbers, compared to 0.38 mmol/L in the placebo group. The Fat Grabbers group experienced an 81% weight reduction due to fat loss, with a minimum loss of water and lean muscle tissue when consuming the

product three times per day, and complementing the product with light exercise and a low-fat diet.

In addition, Fat Grabbers significantly reduced hunger pangs in trial subjects. No side effects were reported, and there was wide tolerance of the product for the duration of the trials, as 97% of the test group completed the study. Further studies are underway to determine the long-term efficacy and tolerability of Fat Grabbers.

The study was conducted in Norway by Dr. Erling Thom. Dr. Thom received his Ph. D. in Biochemistry from the University of Oslo in 1966. At the time of the study, Dr. Thom had over 25 years of expertise in clinical trial management. His research has been published extensively, including several reports on weight-loss strategies and vitamin supplements.

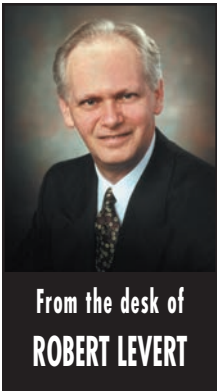
## Celebrating New Silver Managers

### Rising Star Convention 2004, Salt Lake City



**Qualifications: Become a *NEW* Silver Manager between June 1st, 2003 and April 30th, 2004 and maintain that status for a minimum of 6 out of the 11 months (including April) and you will earn an all-expense paid trip to Salt Lake City, Utah, USA.**

**Visit our head office, laboratory, manufacturing plant and Gene & Kiristine's cabin (our co-founders)**



# Chinese Herbal Tradition

**T**raditional Chinese Medicine has evolved over the last 3,000 years.

Alongside acupuncture, herbal medicine is the other pillar of Traditional Chinese Medicine. It is estimated that over one billion people around the world use the principles of Chinese herbology as part of their daily health practices.

Chinese herbs came to the forefront in the 70's when China opened up to the world and Westerners discovered treasures of knowledge, especially the Chinese comprehensive system for health and fitness. In the summer of 1989, a team of Nature's Sunshine herbal product specialists travelled to China. There they observed the ancient traditions of herbal use and the process by which time-tested herbal formulas are produced. And finally, they saw first hand the Chinese people enjoying the daily use of those herbal preparations.

The difference between Chinese herbs and Western herbs is mainly the philosophy underlying it, the tradition of more than 3,000 years, as well as the herbs themselves. A Chinese herbal formula contains no less than 18 different herbs, all working in synergy to restore harmony and balance, thus enabling the body's natural healing mechanisms to work more efficiently.

Traditional Chinese Medicine rests mainly on two principles, one of which is the principle of yin and yang, and the other being the five elements, which are Wood, Fire, Earth, Metal and Water. Each element has its own correspondences in the body. The liver

and gallbladder are under the Wood element; the liver opens in the eyes, controls the tendons, and manifests itself in the nails. The heart and small intestine are under the Fire element; the heart opens on the tongue; it is often said that the tongue is the mirror of the heart. The heart, which controls the blood vessels and sweat, is manifested in the complexion. The spleen and stomach are under the Earth element; the spleen opens into the mouth and manifests itself in the lips; it dominates the muscles and limbs. The lungs and large intestine are under the Metal element; they control the skin and the hair, and open into the nose. The kidneys and bladder are under the Water element; the kidneys open into the ears, and are made manifest in the hair. The kidneys dominate reproduction, growth, development, the bones, marrow and blood.

Along with the five elements, there are two cycles. The Shen cycle shows how the five elements can support each other, while the Ke cycle shows how the five elements can control each other. Just as a season engenders another, Wood (Spring) engenders Fire (Summer), Fire engenders Earth, and so on; and just as Water controls Fire, so it is with Fire over Metal, Metal over Wood, Wood over Earth, and Earth over Water.

Nature's Sunshine's Chinese herbal formulas are not designed to cure diseases; they are nutritional supplements designed to feed and support the five elemental types corresponding to the five elements discussed. Choosing a Chinese herbal formula is really a matter of determining one's elemental type, rather than simply treating a physical symptom.

Determining one's elemental type is basic in the process of achieving health and well-being. One of the best resources to help you determine your elemental type is Jason Elias and Katherine Ketcham's book *Chinese Medicine for Maximum Immunity, Understanding the Five Elemental Types for Health and Well-Being*. A whole section of this book is dedicated to a questionnaire focusing on the physical and psychological characteristics to help determine your own personal elemental or constitutional type.

For your information, here's a chart showing some of the main features of each elemental type.

Yin people tend to do better with warm (yang) herbs, while yang people tend to do better with yin (cold) herbs.

Nature's Sunshine has three additional Chinese formulas, namely Formula Chi, HRP-C, and Chinese Mineral-Chi Tonic. Formula Chi is a Chinese herbal decongestant which has a warm energy and a spicy taste. It is a very good respiratory stimulant and bronchial dilator. HRP-C supports the immune system by fighting numerous harmful organisms, especially viruses; it is the only Chinese herbal combination available both in capsules and as a liquid extract in a glycerine base. Chinese Mineral-Chi Tonic is a unique blend of liquid minerals, trace minerals and nine of the most important Chinese herb tonics; it balances the meridians as well as nourishes the adrenal glands.

Thanks to Nature's Sunshine Chinese herbal combinations, you too can start feeling the benefits of more than 3,000 years of herbal tradition.



Elemental Type	Personality	Craving	Emotion	Activity
Wood	The Commander	Sour	Anger	Seeing
Fire	The Lover	Bitterness	Joy	Walking
Earth	The Peacemaker	Sweets	Worry	Sitting
Metal	The Artist	Spices	Grief	Reclining
Water	The Philosopher	Salt	Fear	Standing

Source: Elias, L.Ac., Jason, and Ketcham, Katherine, Chinese Medicine for Maximum Immunity, Understanding the Five Elemental Types for Health and Well-Being, Three Rivers Press, 1998

**The following chart shows how each individual Chinese herbal combination impacts each elemental type, as well as the primary and secondary organs corresponding to each element.**

Formulas for Yang Stressed Conditions	Primary and Secondary Organs	Formulas for Yin Weakened Conditions
LIV-C reduces Wood (Spring)	Liver, Gallbladder, Eyes, Tendons	BP-C increases Wood (Spring)
STR-C quenches Fire (Summer)	Heart, Small intestine, Tongue, Blood vessels	HS-C nourishes Fire (Summer)
AG-C dispels Earth (Indian Summer)	Spleen, Stomach, Mouth, Flesh	UC-C enhances Earth (Indian Summer)
AL-C reduces Metal (Autumn)	Lung, Large intestine, Nose, Skin	LH-C supports Metal (Autumn)
K-C eliminates Water (Winter)	Kidney, Bladder, Ears, Hair	KB-C strengthens Water (Winter)
IF-C clears Heat	Heat/Dryness	HY-C nourishes Yin
AD-C regulates Chi	Energy	IMM-C generates Chi

Source: Dharmananda, Ph.D., Subhuti, Your Nature, Your Health, Chinese Herbs in Constitutional Therapy, Institute for Traditional Medicine and Preventative Health Care, 1986\*

Source: Tierra, L.Ac., O.M.D., Michael, The Way of Herbs, Pocket Books, 1998

**The principle of yin and yang is a fundamental concept of the Chinese health care system. Here's an overview of what yin and yang stand for.**

Yang Conditions	Yin Conditions
<p><b>Hot:</b> inflammatory; high fevers; burning sensation; irritability; desire for cool things; hot hands and feet</p> <p><b>Excess:</b> rapid breathing; loud; coarse speech; forceful; high blood pressure; insomnia; overweight; red face; cloudy urine</p> <p><b>Superficial:</b> acute ailments; ailments due to exposure to cold, damp wind; aversion to deep massage or pressure on the abdomen</p> <p><b>Dry:</b> constipation; dry mouth; mucus is thick (white, yellow or tinged with blood); history of eating meat</p> <p><b>Other features:</b> pulse feels rapid, forceful, full; tongue is heavily furred; coated white, yellow, red or purple</p>	<p><b>Cold:</b> poor circulation; cold hands and feet; subnormal fevers; muscle cramps and spasms; desire for warmth</p> <p><b>Deficient:</b> anemia; vitamin, mineral or protein deficiencies; underweight; paleness; clear urine; low vitality; timidity; shallow; weak breath; fatigue and tiredness</p> <p><b>Deep:</b> involves internal organs; sensitive emotional states; tolerates or prefers deep massage</p> <p><b>Wet:</b> history of eating raw fruits and vegetables; frequent urination; watery stools containing undigested foods; thin, clear mucus</p> <p><b>Other features:</b> pulse feels slow, deficient, weak, sunken or deep; tongue appears pale, lightly coated</p>

\* The book Your Nature, Your Health, Chinese Herbs in Constitutional Therapy is being reprinted with permission by Lorene Benoit (604) 748-6802.

# LEADERSHIP DEVELOPMENT CONFERENCE & TRIP

## DOMINICAN REPUBLIC

**Leadership promotion for Silver  
and above Managers who have  
never qualified for or  
attended TAC.**

Qualification Period: January 1st to December 31st 2003  
Must be Gold Manager or above as of December 2003.  
Non qualifiers will be allowed to buy complete package.  
Details to follow.

**Trip will take place in  
March 2004.**

### TRIP FOR 1

160,000 TGV cumulative  
+ 3 Premier Associates  
+ 3 new first line Managers\*

### TRIP FOR 2

210,000 TGV cumulative  
+ 3 Premier Associates  
+ 3 new first line Managers\*



\* Total first line Manager counts must have a net increase as per qualifications.

