



<h1>Willner Chemists</h1> <p>Summer Sale ~ July 6 to Aug 14, 2015</p>			

SALE! - UP TO 50% OFF LIST PRICE!
~SEE FULL LIST OF SALE ITEMS ON BACK PAGE~

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Look Inside for the New Catalog/Newsletter

Willner Chemists - Midtown Manhattan
 100 Park Ave, New York NY 10017 (1 block south of Grand Central Terminal)
 1-800-633-1106 or 212-682-2817 - fax: 212-682-6192

Willner Chemists - Downtown Manhattan
 253 Broadway, New York NY 10007 (across from City Hall, corner Murray)
 212-791-0505 - fax: 212-791-1201

PRSR STD
 U.S. POSTAGE
 PAID
 PHILA PA 191
 PERMIT NO. 6438

Change Service Requested

Willner Chemists
 Catalog Mail Div
 100 Park Ave
 New York, NY 10017

General Information

Every effort was made at the time this flier was prepared to ensure accuracy. We cannot be responsible, however, for manufacturer's price changes, for factory and/or supplier shortages, or typographical errors. We urge you to check on current prices as often as you like. Use the product code numbers whenever possible. The catalog and/or web site will help you find the code numbers.

Back Orders

During a sale, we cannot automatically "back order" items. If any of the items in your order are temporarily out of stock, we will hold your entire order for up to three (3) days, awaiting arrival of the missing item(s). If the missing items do not arrive in 3 days, your order will be shipped as is; the missing items will not be backordered. You may re-order the missing items if you choose.

If you do not want us to hold your order for up to three days, let us know at the time of order, and we will do our best to accommodate you.

Sale prices and product availability is based upon information provided to us by the various manufacturers and suppliers. Sometimes they misjudge demand, and cannot provide us with product. No "rain checks."

Cooperation

During sales, we sometimes fall behind by an extra day or two. It may take a little longer to fill your order. Please do not wait until the last moment to place your orders. Please plan ahead, and place your order early.

We cannot guarantee delivery dates, as we have no control over what happens to your package after it leaves Willner Chemists. Using product code numbers when you call or mail in your order will minimize errors. Please try to avoid calling back with "add-on" orders.

Payment Methods

You may use a charge card (VISA, MasterCard, American Express or Discover/NOVUS). Or, you can send payment with your order (check or money order). We will not charge your card until the order is shipped.

Returns

Merchandise may be returned only if in resalable condition, within 30 days of purchase, with a copy of your receipt. Perishable products (refrigerated items) are not returnable; books are not returnable.

Shipping/Handling

There is a flat \$5.95-\$7.95 shipping handling charge, depending on location: If package sent to: MN, IA, MO, AR, LA, MS, IN, IL, KY, TN, WI, MI, OH, AL, FL, GA, SC, NC, VA, WV, charge is \$6.95. If package sent to ND, SD, NE, KS, OK, TX, NM, CO, WY, MT, ID, UT, AZ, CA, NV, OR, WA, charge is \$7.95. If sent to MD, NJ, NY, CT, RI, NH, VT, ME, DC, DE, PA, MA charge is \$5.95. (Note: Alaska & Hawaii ship by U.S. Postal Service only, at a rate of \$8.95)

There will be an extra charge for shipping liquids over 8 oz and large powder products over 18 ounces. Inquire when ordering.

Hours

Willner Chemists Order Department is open from 9 am to 7 pm, Monday through Friday, and from 9 am to 5 pm on Saturday. We are closed on Sunday. The downtown store is open from 11 am to 5 pm on Saturday

Mail Orders

To place mail orders, call 1-800-633-1106 or fax your order to 1-212-682-6192. Or use the Willner Chemists web site, www.willner.com.

All stated discounts are based on List Price! ...i.e. 30% refers to 30% off list price, not 30% off our every-day discount price.

Refrigerated Items

Probiotic supplements (acidophilus, etc) and certain other refrigerated items should be kept cold to maintain highest potency. During the summer, shipping over long distances may subject those items to excessive heat.

We suggest using "Next Day Air" or "Second Day Air" to minimize this problem. There is an additional charge for this service. Also, we hold those orders until Monday to avoid weekend delays. (Also, another option: certain brands do not require refrigeration until opened.) Refrigerated items are not returnable. We cannot guarantee conditions during shipment.

... from Willner Chemists:

Willvite, the complete multivitamin multimineral New, Revised Formula ~ Available Now!

A complete, balanced multivitamin-multimineral formula that contains not only all of the essential vitamins, antioxidants and trace minerals, but also a full days requirement of calcium and magnesium.

Calcium and magnesium, as well as the other minerals, are no less important to your health than the vitamins. Do not make the critical mistake of only taking a vitamin supplement. It is impossible to get your daily calcium and/or magnesium requirements from any one-a-day or two-a-day multivitamin supplement. A balanced multivitamin-multimineral formula should be the cornerstone, or foundation, of your supplement regimen. Additional supplements can be added to your program, depending on your particular health needs and concerns. Willvite is best taken two tablets, twice a day. This will provide for maximum utilization, especially for the water-soluble vitamins and minerals.

• Now: with added CoQ10, lycopene, phytoantioxidants and Lutein! ... regular, and Iron-Free!

It is impossible to include the daily requirement of calcium and magnesium in one or two tablets or capsules. This makes it necessary to take at least two separate products, a multivitamin along with a calcium-magnesium supplement, to get a full dosage of vitamins, trace minerals, calcium, and magnesium. An alternative is to take

one product that contains that amount of calcium and magnesium. To accommodate this, the daily dose must be a minimum of four tablets or six capsules. The advantage is that a full day's requirement of all essential vitamins and minerals can be obtained from only one product.

Products meeting this requirement are intended to serve as a balanced, broad-spectrum basic multivitamin-multimineral supplement, and are an ideal foundation product upon which a personalized program can be designed.

Willvite has been revised and reformulated to reflect the latest developments in nutritional research. The amount of calcium

has been reduced, for example, and the amount of magnesium has been increased. We have increased the vitamin D levels. The amounts of selenium and chromium have been lowered, to accommodate those who take additional supplements along with Willvite. Important nutrients such as lycopene have been added, and the CoQ10 level has been increased. The most active, co-enzyme forms of vitamins and chelated minerals have been utilized.

Willvite is available in a regular and iron-free version. 120 Tablets per bottle. Recommended dosage: 2 tablets, twice a day.



Looking for
the perfect
multivitamin
supplement?

Available Now

Willvite (New & Revised) Regular & Iron-Free

Willvite, 120 Tabs, Product Code: 30439

Willvite, Iron Free, 120 Tabs, Product Code: 44384

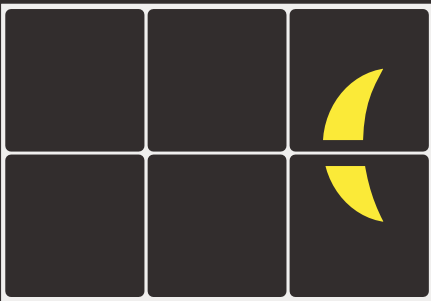
WILLVITE (with Iron) 120 Tablets

Supplement Facts: Serving Size: 4 Tablets; Servings per container: 30 (for 120 Tab Size)

Ingredient	Per 4 tabs	% DV
Vitamin A (25% (5,000 IU) from acetate, 75% (15,000 IU) from natural D. salina beta carotene)	20,000IU	400%
Vitamin C (as Ascorbic Acid & Calcium Ascorbate)	750 mg	1250%
Vitamin D3 (as Cholecalciferol)	800IU	200%
Vitamin E (as d-Alpha Tocopheryl Succinate)	300IU	1000%
Vitamin K2 (as MK7)	60 mcg	75%
Vitamin B1 (as Thiamine Mononitrate)	30mg	2000%
Vitamin B2 (as Riboflavin)	30 mg	1764%
Niacin (as Niacinamide)	50 mg	250%
Vitamin B6 (as Pyridoxine HCl)	30 mg	1500%
Folic Acid	400 mcg	100%
Vitamin B12 (as Methylcobalamin)	200 mcg	3333%
Biotin	300 mcg	100%
Pantothenic Acid (from d-calcium pantothenate)	50 mg	500%
Calcium (from Carbonate & Citrate)	800 mg	80%
Iron (from Rice Chelate)	9 mg	50%
Iodine (from Kelp)	150 mcg	100%
Magnesium (from Oxide & Aspartate)	600 mg	150%
Zinc (from AA Chelate)	20 mg	133%
Selenium (from L-Selenomethionine)	100 mcg	143%
Copper (from AA Chelate)	2 mg	100%
Manganese (from Manganese Gluconate)	5 mg	250%
Chromium (as Picolinate)	100 mcg	83%
Molybdenum (from Chelate)	150 mcg	200%
Potassium (from AA Chelate)	50 mg	1%
Choline Bitartrate	50 mg	*
Inositol	25 mg	*
Grapeseed Extract(Vitis vinifera)	25 mg	*
CoEnzyme Q 10	20mg	*
PABA (para-aminobenzoic acid)	10 mg	*
Lutein	2 mg	*
Lycopene	2 mg	*
Boron (from citrate, aspartate, glycinate)	1 mg	*
Silicon (horsetail)	350 mcg	*
Vanadium (sulfate)	10 mcg	*

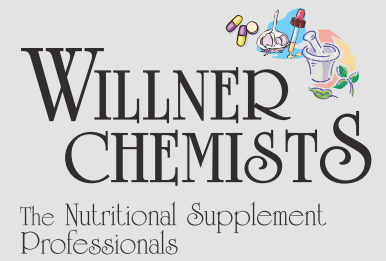
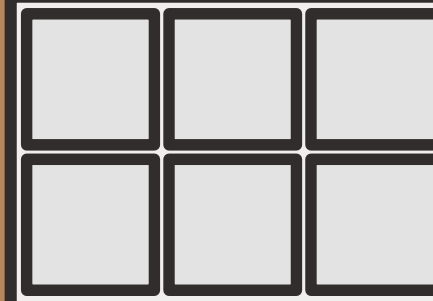
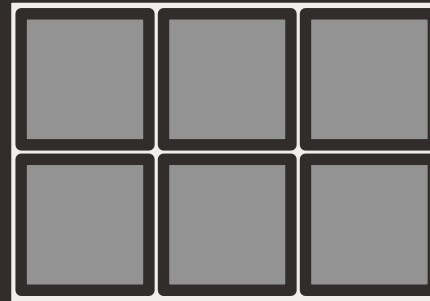
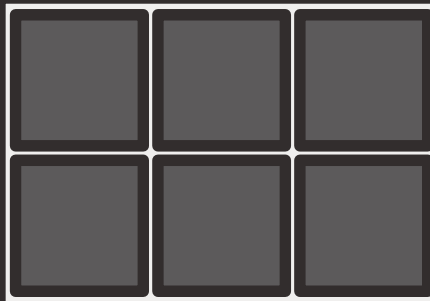
* Daily value not established.

Other ingredients: Cellulose, Stearic Acid, Croscarmellose Sodium, Magnesium Stearate, Silica, HPMC and PEG.



The Willner Window

Catalog & Newsletter: Summer 2015



Willner Chemists Catalog-Newsletter, Summer 2015

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For Updates: Special Sale Offers, In-Store Events, and Breaking Nutrition News, Stay Connected with Willner Chemists: www.willner.com
 Don Goldberg's Blog: www.dongoldberg.com

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Willner Chemists Phyto-Tech™
Herbal Supplements
ESSENTIAL OILS

100% Pure - Sustainably Harvested - Quality Tested - GMP Certified Facility – Kosher Certified

Cedarwood (Himalayan) ~ 1 fl oz, # 63003
Cinnamon Leaf ~ 1 fl oz, #62679
Clove ~ 1 fl oz, #63004
Eucalyptus ~ 1 fl oz, #62680
Eucalyptus ~ 4 fl oz, #62681
Grapefruit (Pink) ~ 1 fl oz, #62710
Lavender (French) ~ 1 fl oz, #63005
Lavender (French) ~ 4 fl oz, #62787
Lavender (Bulgarian) ~ 1 fl oz, #62815
Lemon ~ 1 fl oz, #63006
Orange (Sweet) ~ 1 fl oz, #62820
Oregano ~ 1 fl oz, #62821
Patchouli ~ 1 fl oz, #62822
Peppermint ~ 1 fl oz, #62884
Peppermint ~ 4 fl oz, #63007
Rosemary ~ 1 fl oz, #63008
Tea Tree (Australian) ~ 1 fl oz, #63009
Tea Tree (Australian) ~ 4 fl oz, #63010
Ylang Ylang ~ 1 fl oz, #63011

To see a current price listing, go to www.willner.com. Using the "By Manufacturer" pull down menu, (upper left) select "Willner Essential Oil."

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Shipping/Handling

To keep shipping charges as low as possible, we offer "Best Way" when selecting the shipping method. This provides the flexibility to allow us to offer the lowest rate. We will choose between UPS or USPS depending on your location, package size, etc. This ground service can take from one to six days, depending on your distance from New York. The "flat-rate" charge for this "Best Way" service is explained below.

If you prefer you can specify the type of ground service, UPS or USPS, but this will result in a higher charge--usually \$2.00. You can also specify Air Shipment--Next Day, 2nd Day or 3-Day. Again, there will be an additional charge. We will advise you of the actual charge if you designate one of these shipping methods.

There is a flat \$5.95-\$7.95 shipping handling charge, depending on location:

If package sent to: MN, IA, MO, AR, LA, MS, IN, IL, KY, TN, WI, MI, OH, AL, FL, GA, SC, NC, VA, WV, charge is \$6.95. If package sent to ND, SD, NE, KS, OK, TX, NM, CO, WY, MT, ID, UT, AZ, CA, NV, OR, WA, charge is \$7.95. If sent to MD, NJ, NY, CT, RI, NH, VT, ME, DC, DE, PA, MA charge is \$5.95. (Note: Alaska & Hawaii ship by U.S. Postal Service only, at a rate of \$8.95)

There will be an extra charge for shipping liquids over 8 oz and large powder products over 18 ounces. Inquire when ordering.

"Free Shipping" is available ONLY on orders placed on the web site, with a product sub-total of at least \$75, using "Best Way" shipping option. Usual restrictions (see above) apply.

Hours & Ordering

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The Best Supplements For Your Health

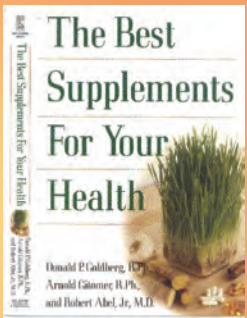
By Don Goldberg, RPh, Arnie Gitomer, RPh, Robert Able Jr. MD

A comprehensive discussion of nutritional and herbal supplements--how to wisely choose and use the ones that are right for you.

Includes over 300 pages of specific product information and recommendations.

"Don and Arnie sure as heck don't pull any punches--they tell you what doesn't work, as well as what does!"


If you want the real facts about supplements, this is the book for you!"



... available at all fine bookstores, including Willner Chemists, (item #41016) and www.willner.com
 Retail: \$16.00 ~ Willner's Price: \$11.20 (30% Off List)


Looking for the biggest discounts...
 Looking for the largest selection...
 Looking for the most informed staff...
 Looking for a convenient location...

...Look no further!

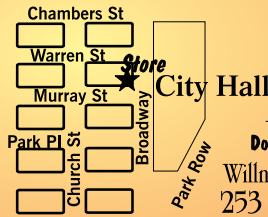


Willner Chemists
 The Nutritional Supplement Professionals

Midtown Location
 Willner Chemists
 100 Park Ave
 Corner 41st & Park Ave



Downtown Location
 Willner Chemists
 253 Broadway
 Corner Murray & Broadway
 (...Across from City Hall)



Listen to podcasts of *The Willner Window* radio program for answers to your questions about nutritional supplements and your health.

Originally broadcast on WOR Radio (in NY)
 ... go to www.willner.com and click on the "Radio" tab




Listen to pharmacists Don Goldberg & Arnie Gitomer, along with nutritionist Sam Forbes and medical doctor, Richard Podell, as they discuss the latest developments on nutritional supplements and health.

Go to our website, www.willner.com, and download mp3 files of archived radio shows.

www.willner.com

- **Reference Library:** search for reference articles, radio excerpts, reprints, etc, using simple and advanced full text search tools.
- **Product Information:** search the entire 23,000 product listing in the Willner Chemists inventory, with prices, product details, etc, using simple and advanced full-text search tools.
- **Order Products:** Use the fully functional, secure web site to select and order products from Willner Chemists.
- **Radio Show:** Listen to mp3 archive broadcasts of *The Willner Window*. Catch the interview that you missed.
- **What's On Sale?** Check the web site to see what is currently on sale, and look for the current web specials.
- **Latest News and Events:** Read about latest nutritional supplement developments, research and news.



The Willner Chemists web site is a valuable resource for information on nutritional supplements, how to choose them, and how to use them.

Follow us on Facebook and Twitter.

Index: Phyto-Tech™ Herbal Supplements

Adaptogen Complex	8	Dandelion Root 1:1.5	40	Headache Complex	52	Parasite Complex	64
Adrenal Stress Complex	8	Devil's Claw	40	Herbal Biotic Complex	52	Passion Flower 1:3	64
Allergy Complex	8	Digest Stim Complex	40	Herp Ease Formula	52	Pau D'Arco Bark 1:3	64
American Ginseng	8	Dong Quai Root 1:3	40	Holy Basil 20-8-8-5 Standardized	52	Pelargonium	64
Antiox Phyto Blend	8	Ear Drops	42	Hoodia Gordonii 1:4	52	Propolis Resin 1:5	66
Antiox Phyto Complex II	14	Echina Acute Complex	42	Immune Acute Complex	54	Reishi Mushroom 1:3	66
Anxiety Complex	16	Echina Acute Complex	42	Immune Complex	54	Relax AM	66
Arnica Oil 1:6 Topical	16	Echinacea Root 1:2	42	Kava Root 1:2	54	Relax PM	66
Ashwagandha Root	16	Echinacea Triple 1:2.1	42	Kava Root 75 Standardized	54	Respiratory Complex	66
Astragalus Root	20	Elderberry	42	Lemon Balm 1:2	54	Rhodiola 5	68
Attention Complex	20	Eleutherococcus 1:2	46	Licorice Root 1:3	54	Saw Palmetto Berry 1:3	68
Black Cohosh Root	20	Eyebright 1:3	46	Liver Support	58	Silver Colloid Complex	68
Black Walnut Hull	22	Fenugreek 1:3	46	Liver Support Caps	58	Sinus Allergy Blend	70
Blue Cohosh 1:3	22	Fertility Complex	46	Lobelia 1:2	58	Sinus Decongest	70
BPH Complex	22	Feverfew 1:2	46	Lustrous Hair	58	Skullcap 1:2	70
Brain Bio Boost Complex	26	FibroGestic	46	Lymphatic Complex	58	Sleep Complex	70
Burdock Root	26	Fo Ti Root	48	Maca Root	58	Spilanthes 1:2	70
California Poppy 1:3	26	Garlic	48	Male Virility	58	St John's Complex	70
Calming Complex	32	Gentian Root 1:3	48	Menopause Complex	60	St John's Wort 1:2	70
Candida Complex	32	Gentle Movement	48	Menses Complex	60	Stay Well Complex	72
Cascara Sagrada	32	Ginger Cough Tonic	48	Milk Thistle Seed	60	Stevia Extract 90	72
Cayenne 1:5	32	Ginger Energy Tonic	48	Mint Breath Spray Concentrate	60	Systemic Detox	72
Chamomile Flowers	32	Ginger Immune Tonic	48	Motherwort 1:3	60	Throat Spray	72
Chaste Tree Berry	32	Ginger Root 1:1.5	48	Mullein 1:3	60	Turmeric Root 1:1.5	74
Chinese Red Ginseng	36	Ginger Tonic	50	MuscleGestic	60	Urinary Kidney Complex	74
Chlorophyll Extract	36	Ginkgo Biloba Leaf	50	Mushroom Extract Complex	60	Uva Ursi Leaf 1:3	74
Cinnamon Bark 40	36	Ginseng Energy Blend	50	Myrrh Gum 1:4	62	Valerian Root 1:2	74
Cleanse Complex 1:2	36	Ginseng, American	50	Neem	62	White Willow Bark 1:2	74
Clove 1:4	38	Ginseng, Chinese Red	50	Nerve Calmplex	62	Women's Energy Tonic	74
Comfrey Root 1:3	38	Goldenseal Root 1:5	50	Nettles 1:2	62	Wormwood	76
Cough Complex	38	Gotu Kola 1:1.5	50	Neutralizing Cordial	62	Yin Chiao Plus	76
Cramp Bark 1:3	38	Green Tea Guo	81	Olive Leaf 1:2	62	Yohimbe Bark 1:3	76
Cranberry 4:1	38	Green Tea Guo	50	Oral Tonic Complex	62		
Damiana 1:3	40	Green Walnut Complex	52	Oregano Oil 70	64		
		Hawthorn Berry 1:3	52	Osha Root 1:1/5	64		

**Try our non-GMO,
Biochem® 100% Whey Protein
20g of Grass-Fed Goodness**

Also available: 100% Greens & Whey,
100% Berries & Whey,
Sugar Free 100% Whey Protein,
and Organic Whey Protein Concentrate

BIO CHEM®

f t p

† No significant difference has been shown between milk derived from rBST-treated and non rBST-treated cows.
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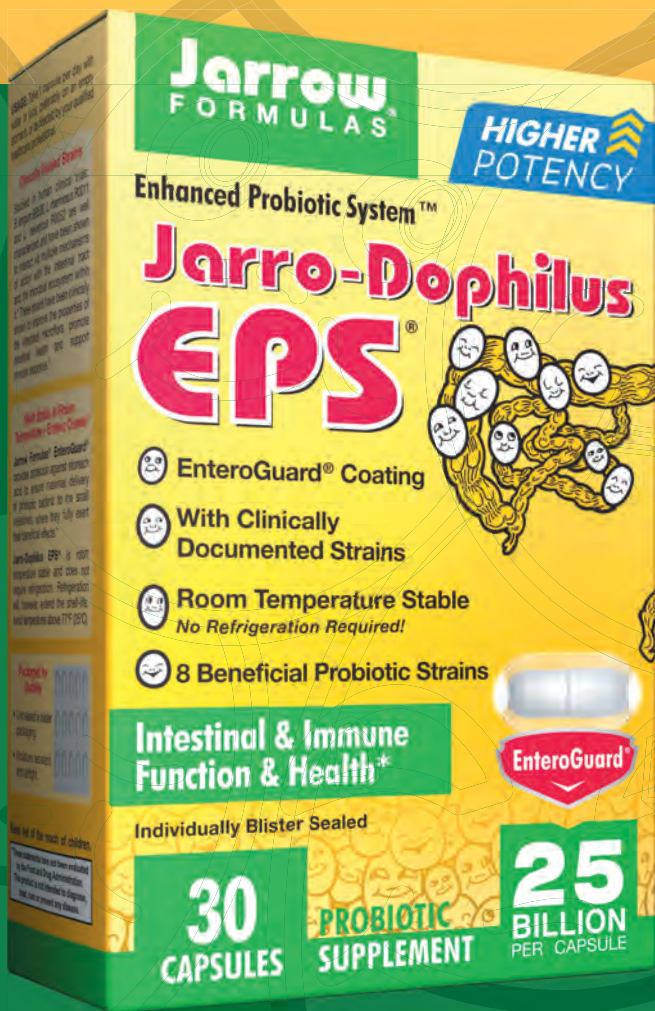


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Jarrow Formulas® new Jarro-Dophilus EPS® 25 Billion contains clinically documented strains. Each capsule is packaged in blister packaging for enhanced room temperature stability and protected with the EnteroGuard® coating, meaning that probiotic organisms arrive at the intestines unharmed by stomach acid. Each blister pack is made in a humidity-controlled environment, preventing moisture from decreasing potency.

The new Jarro-Dophilus EPS® 25 Billion leverages excellence in formulation, manufacturing, packaging and product development to create a new higher potency shelf-stable probiotic.

25 BILLION PER CAPSULE

Jarro-Dophilus EPS® 25 Billion per Capsule, 30 Caps - JRW63623

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WITH
**15 GRAMS OF
PROTEIN**



GREEK YOGURT POWDER, FIBERS, WHEY & MICELLAR CASEIN PROTEINS

Jarrow Formulas® Greek Yogurtein™ combines Greek Yogurt with additional high-quality proteins and is optimized with dietary fibers. It is a great tasting (lacto) vegetarian protein, fiber source and rich in calcium. The proteins in Greek Yogurtein™ are highly bioavailable.* Moreover, the inclusion of quick-digesting (whey) and slow-digesting (micellar casein) proteins provide added support for sustained energy levels and muscle replenishment.* The dietary fibers promote digestive health, bowel regularity and microfloral ecosystem balance.* Greek Yogurtein™ has a rich and creamy texture and is easily mixed with your favorite beverages.

Jarrow Formulas® Greek Yogurtein™ - JRW65073

www.Jarrow.com

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



Adaptogen Complex

An excellent anti-stress formula; A Chi or energy tonic.

Who would benefit from this supplement? Those suffering from fatigue, overexertion, stress, chemotherapy, depression. Best used on a daily basis.

Phyto-Tech™ Adaptogen Complex contains the following herbs: Red Reishi Mushroom, Eleuthero Root, Ashwagandha Root, Vanuatu Kava Root, Licorice Root.

Complimentary Formulas: Phyto-Tech Ginseng Energy Blend; Phyto-Tech Immune Complex

1 fl oz - Prod Code: 57083

Adrenal Stress Complex

Supports healthy adrenal gland function, optimizing the body's handling of stress.

Phyto-Tech Adrenal Stress Complex is a blend of adrenal-normalizing, adaptogenic herbs especially valuable for those suffering the stressful effects of a fast paced lifestyle. This formula can be considered an "adrenal tonic."

This formula also helps maintain healthy blood sugar levels by supporting liver function.

Who would benefit from this supplement? Those suffering from stress related to a fast-paced, demanding lifestyle. Those who have problems with blood sugar regulation, including hypoglycemia and adult onset, type 2 diabetes. Those with adrenal dysfunction leading to blood sugar swings, water imbalance, mood swings, and thyroid dysfunction.

Phyto-Tech™ Adrenal Stress Complex contains the following herbs: Licorice Root, Eleuthero Root, Devil's Club Root Bark, Dandelion Root, Sarsaparilla Root, Ginger Root.

Dosage: 20-40 drops in water or juice, 2-3 times daily, or as needed.

Complimentary Formulas: Phyto-Tech Adaptogen Complex, when fatigue and burn out present

Phyto-Tech Ginseng Energy Blend, when extreme fatigue, low passion present

Phyto-Tech Holy Basil 20-8-8-5 liquid veggie caps to counteract stress and control cortisol levels.

1 fl oz - Prod Code: 57037

Allergy Complex

This supplement supports healthy sinus and respiratory systems function by exerting an anti-histamine, decongestant type action.

Who would benefit from this supplement? Those suffering from allergic rhinitis, hay fever, asthma, and sinus congestion.

Phyto-Tech™ Allergy Complex contains the following herbs: Nettle Leaf, Eyebright Herb, Yerba Santa Leaf, Turmeric Root, Lobelia Herb, Ambrosia Herb.

Dosage: Preventative: Begin use 2-4 weeks before the onset of the allergy season by taking Allergy Complex 2 times per day. This will increase resistance to pollens before they even start. Keep taking throughout the allergy season. Results can vary from a percentage decrease in reactivity to complete eradication of symptoms.

Complimentary Formulas: Many herbalists feel that allergies are a symptom of liver deficiency, and recommend taking Phyto-Tech Liver Support along with Allergy Complex.

Eyebright, Nettle and Ambrosia are anti-histamine in action. Yerba Santa helps decongest. Turmeric treats liver deficiency which almost all hay fever is a symptom of. By treating the underlying constitutional predisposition, Phyto-Tech Allergy Complex can work deeper.

(Note: Ambrosia is also known as ragweed. The leaf extract inhibits histamines caused by the pollen of this plant. One is not allergic to the leaf)

1 fl oz - Prod Code: 56983 ~ Alcohol Free: Code 57041

Child Friendly: Code 57013

American Ginseng

American Ginseng is an adaptogenic, immune-system modulating herb, enhancing stamina and energy.

Who would benefit from this supplement? Those who are beginning to notice the signs of aging. Those who feel depleted and are low on passion or vital energy. Those who fear working too hard and burning out. Those who feel that they are under too much stress, and it is affecting their general health. Those who participate in athletics, and want to boost energy and stamina. Those who want to fight the aging process. Those who are elderly, and feel rundown and mildly depressed.

Description: Phyto-Tech™ American Ginseng 1:3 contains certified organic American Ginseng (*Panax quinquefolium*), 333 mg/ml. Also available in a vegetarian capsule form. Each Phyto-Tech American Ginseng veggie cap contains 400 mg of certified organic American Ginseng Root.

American Ginseng is a classic adaptogen herb with systemic action. It increases resistance to illness and environmental stresses,

improving vigor, vitality, and energy.

American Ginseng does not treat disease directly, but strengthens the body's ability to adapt to stress and therefore may help to avoid acute episodes from manifesting when one is dealing with a chronic disease.

American Ginseng is especially helpful during the later stages in life, the effects of years of stress, wear and tear on the body begin to manifest themselves.

Dosage: 20-40 drops, 2-3 times per day. It is best used as a long term tonic (1-3 months and longer).

Complimentary Formulas: For the elderly, Phyto-Tech Ginkgo Biloba Leaf 1:1.5 works well with American Ginseng, especially if mild depression is a problem.

American Ginseng 1:3 - 1 fl oz ~ Prod Code: 56981

60 Veggie Caps - Prod Code: 60122

Antiox Phyto Blend

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a convenient liquid extract.

Who might benefit from this supplement? Anyone needing antioxidant protection as well as those looking for enhanced immunity, those with cardiovascular problems, stress, and concerns about environmental pollution. It is also an essential component of any "anti-aging" supplement regimen.

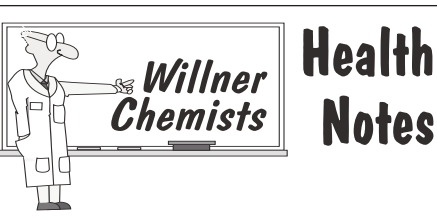
More specifically, this herbal supplement might benefit: Those who desire protection against everyday toxins--dietary, environmental and chemical. Those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives or is exposed to a toxic lifestyle. Those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration. Those who want to live a longer, healthier life.

Phyto-Tech Antiox Phyto Blend is a mixture of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

Phyto-Tech™ Antiox Phyto Blend contains the following: Acai Berry 4:1, Mangosteen Extract, Goji Berry Extract, Pomegranate 40%, Glycerin Vegetable, Water Pure Deionized, Raspberry Flavor Natural.

References: Acai Berry (*Euterpe oleracea*) is the fruit of a palm tree native to South America. The pulp and skin of acai are rich in

... continued on page 14



New UCLA Clinical Study: Aged Garlic Extract Significantly Slows Progression of Atherosclerosis and Improves Blood Pressure

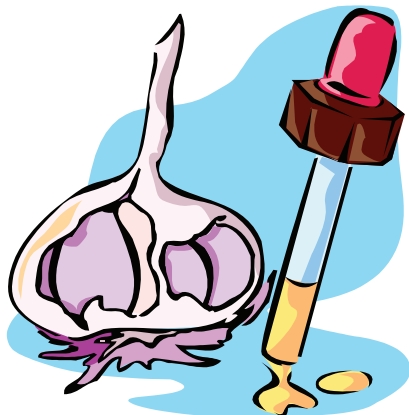
Affecting more than 13 million people, coronary artery disease (CAD) is the single most common cause of death in America. Kyolic Aged Garlic Extract (AGE) has a well-established clinical record for mitigating numerous cardiovascular risk factors that play a role in CAD. Now a pooled study presented at the American College of Cardiology's 64th Annual Scientific Session & Expo adds the ability to lower blood pressure and slow the progression of arterial calcification to Aged Garlic Extract's list of cardiovascular benefits.

Coronary artery calcification is a key marker of plaque formation in coronary arteries. As calcium deposits gradually build up in the inner lining of the arteries (the endothelium), plaque forms. Over time, this buildup of plaque causes arteries to become stiff and narrow, limiting blood flow. When severe calcification occurs, it can deprive the heart of oxygen and result in a life-threatening heart attack or stroke.

During the study, which was conducted at the Harbor-University of California, Los Angeles Medical Center, four placebo-controlled, double-blind, randomized studies were pooled to examine Aged Garlic Extract's effect on blood pressure. The studies

selected involved a total of 161 people who were randomized to take either 1,000 mg of Aged Garlic Extract or a placebo daily for one year. All of the subjects had their blood pressure checked at the beginning and the end of the study. Testing was also done to determine the progression of coronary artery calcification.

One year later, the UCLA researchers noted that coronary artery calcification was significantly lower in those who had taken the Aged Garlic Extract supplements. In fact, Aged Garlic Extract inhibited the progression of coronary artery calcification an average 1.78 fold compared to the placebo over the course of the study. What's more, the researchers found that there were marked reductions in diastolic blood pressure among the participants who took Aged Garlic



Extract.

According to Matthew Budoff, MD, one of the study's authors, "These new findings provide cardiologists and internists with an additional tool for patients who are at a high risk of cardiovascular disease. It also gives patients with mild to moderate cardiovascu-

lar disease a proactive way to reduce those risk factors."

"This study adds even more evidence of the numerous cardiovascular benefits provided by Kyolic Aged Garlic Extract," says Dr. Toshi Ide, Director of Research and Development at Wakunaga, the manufacturer of Kyolic Aged Garlic Extract. "For those wishing to enhance their cardiovascular health, Kyolic not only supports healthy blood pressure levels, it has now been shown to slow the progression of artery-clogging calcification. Added to a heart-healthy diet and exercise plan, Kyolic Aged Garlic Extract is an excellent supplement for maintaining optimal cardiovascular health." Aged Garlic Extract™ [200 mg]; Nattokinase (NSK-SD®) [35 mg]; Suntheanine® (L-Theanine) [12 mg] (per capsule).

Kyolic® Aged Garlic Extract™ begins with 100% organically† grown garlic bulbs.

Kyolic® Formula 109 contains a unique and natural combination of Nattokinase and Suntheanine® with Aged Garlic Extract™ to help relax and support healthy blood pressure through different pathways.*

Clinical studies have shown these ingredients can help support healthy blood pressure levels.*



Aged Garlic Extract™ [200 mg]; Nattokinase (NSK-SD®) [35 mg]; Suntheanine® (L-Theanine) [12 mg] (per capsule).

Kyolic® Aged Garlic Extract™ begins with 100% organically† grown garlic bulbs. Kyolic® Formula 109 contains a unique and natural combination of Nattokinase and Suntheanine® with Aged Garlic Extract™ to help relax and support healthy blood pressure through different pathways.*

Clinical studies have shown these ingredients can help support healthy blood pressure levels.*

Willner Product #56546 ~ 80 Capsules

List: \$25.99 ~ Discount: \$20.79

Supplements for strong and healthy bones...

Bone formation and resorption is a natural, ongoing process in the body. As we age, this process becomes unbalanced, and the importance of dietary supplements which support it increases.



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- DRB-00245 Calcium Bone Maker® Complex - 180 Capsules
- DRB-00198 Natural Vitamin K2 MenaQ7® - 60 Veggie Caps
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- DRB-00131 Strontium Bone Maker® (340mg Elemental) - 60 Veggie Caps

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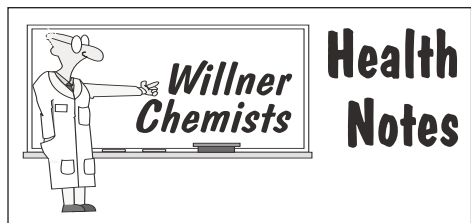


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Another Benefit of Vitamin D Supplementation:

Medical interest in vitamin D has increased tremendously over the past few years. While at one time we generally associated vitamin D deficiency with bone health (and the deficiency disease rickets), we now know that it plays a much broader role in human health, from immune support to cancer prevention.

We also now know, due to a drastic increase in testing, that most people are deficient in vitamin D. The recommended general dosage is now considered by most experts to be in the 800 IU to 1000 IU range rather than the old 400 IU guideline. Those who do get tested are often prescribed much higher doses.

New studies are published on a regular basis. A recent example reports on a 9-month study involving younger postmenopausal Brazilian women known to be deficient in vitamin D. Their ages ran from 50 to 65 and they had a history of falls.

The researchers found that a daily dose of 1,000 IU daily increased the average level of vitamin D from 15 ng/ml to 27.5 ng/ml and was associated with a 25.3% increase in muscle strength of the lower limbs, as demonstrated by chair rising test.

Interestingly enough, there was no increase in handgrip strength.

It's worth noting that there was no exercise requirements in the study; women receiving the vitamin D maintained lean mass (muscle), however, while women in the placebo group actually lost lean mass.

(Reference: Cangussu, Osteoporos Int 2015).



Vitamin D is available from most companies, in different forms and potencies. It's not expensive. This 1000 IU softgel capsule, from Jarrow, is only \$8.95 list, and normally \$7.19 discounted at Willner Chemists (product code: 51924)

Jarrow has vitamin D in potencies that range from 400 IU to 5,000 IU per dose, including a chewable "gummie" version, and a liquid as well.

Jarrow Formulas **Yum-Yum D3 Liquid®**
Yum Yum Vitamin D3 (cholecalciferol) Liquid
Promotes Healthy Bones, Teeth, Brain and Immune System*
Product Code: 57032, 0.9 oz
List: \$12.95 ~ Disc: \$10.36

Product Highlights:

- Lemon-Flavored Vitamin D3 Liquid *Tastes Good!*
- More than just for bone health
- 749 Servings Per Bottle *You Can't Beat The Value*
- Easy to get higher potencies *Flexible Dosage*
- Vitamin D3: Preferred Form of D

Jarrow Formulas® Yum-Yum D3® Liquid delivers 200 IU of vitamin D3 (cholecalciferol) per drop. Vitamin D3 is essential for children (and adults) in promoting healthy bones, teeth, brain and immune system.*
Keep out of the reach of children.

Suggested Usage: For children under 4, take 1 drop per day with a meal. For children 4 and older, take 2 drops per day with a meal or as directed by your qualified healthcare professional.

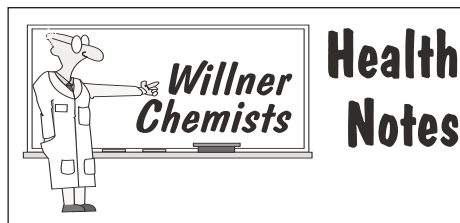
NOTE: Serving Size = 1 Drop ONLY (1 Dropper = 30 Drops)

WARNING: Infants should not consume more than 400 IU (international units) of vitamin D per day. Limit intake of this product to 2 drops per day in infants.

Other Ingredients: Medium chain triglycerides and natural lemon flavor.

Contains: Fish. No wheat, no gluten, no soybeans, no dairy, no egg, no shellfish, no peanuts/tree nuts.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



More Media Misinformation.

UNPA takes issue with HBO 'Real Sports' segment

The United Natural Products Alliance (UNPA) has issued the following response to the inaccurate and misleading reporting contained in the May 19 airing of a segment on HBO's "Real Sports."

UNPA is deeply concerned that the story contains misinformation about the laws regulating dietary supplements, particularly in light of the tragic deaths of U.S. service members. This irresponsible reporting is a glaring disservice to the public.

First and foremost, dietary supplements are subject to a host of regulations as promulgated by the Food and Drug Administration (FDA) under the Code of Federal Regulations, Title 21, of the Food, Drug and Cosmetic Act. Simply stated, it is a regulated industry.

FDA has found on more than one occasion that an ingredient in the products in question, 1,3-dimethylamylamine, commonly known as DMAA, is not a legal dietary ingredient and is not allowed to be sold as a dietary supplement, which is why FDA removed DMAA from the market.

To suggest that enactment of the Dietary Supplement Health and Education Act (DSHEA), the law that regulates dietary supplements, passed by unanimous consent of both the House and Senate in 1994, allowed the marketing of such products is either an intentional misrepresentation or a complete misunderstanding of the law. Either way, HBO is incorrect.

FDA has previously acted against a number of companies selling DMAA because the agency found that they were not legally on the market.

In May 2013, UNPA created a "no sale" policy of DMAA as a condition of membership in support of FDA's enforcement action and to underscore that DMAA, a synthetic chemical, is not a dietary supplement.

UNPA believes that there is no evidence that Sen. Orrin Hatch has ever supported the sale of any unsafe dietary supplement. To the contrary, Sen. Hatch has led efforts to assure the full enforcement of the law and to secure adequate funding to do so.

A review of the record tells a different story than the one told by HBO. Specifically:

- DSHEA grants FDA authority to remove any dietary ingredients or dietary supplement products deemed to be unsafe. Sen. Hatch has repeatedly noted this, includ-

ing, as an example, when he co-sponsored the Anabolic Steroid Control Act (S. 1780 and S. 1538). This legislation, which was enacted into law in 2004, defined a long list of anabolic steroids as drugs and not dietary supplements.

- Hatch has never stopped working to have FDA enforce the law and has repeatedly fought for additional funds for FDA to enforce it. He co-authored the "DSHEA Full Implementation and Enforcement Act of 2010," a proposed amendment to provide FDA with additional resources; direct FDA to inspect facilities to ensure compliance with the new dietary supplement good manufacturing practice regulations; allow it to use the authority under DSHEA to protect the public from unsafe dietary supplements; and ensure that claims made for dietary supplements are truthful, non-misleading and substantiated.

In remarks in support of the above amendment, he said: "When we drafted DSHEA, ensuring the safety of products was at the forefront of our efforts. The law gives the FDA abundant tools to remove products that are unsafe from the market. ... There is no excuse for a supplement manufacturer to market products that are unsafe or inaccurately labeled or that make outlandish claims."

- In the same floor statement, Hatch pointed to the real issue when he said: "It is impossible for this law to protect consumers if it is not enforced."

- Hatch also co-sponsored the Dietary Supplement and Nonprescription Drug Consumer Protection Act of 2006, a law requiring mandatory reporting of serious adverse events for dietary supplements and OTC drugs.

- In 2014, he co-sponsored the Designer Anabolic Steroid Control Act of 2014 that protects consumers from potentially dangerous anabolic steroids that are often falsely marketed as dietary supplements. This legislation was signed into law in December 2014.

"Millions of consumers use dietary supplements daily and do so safely and with great benefit," said UNPA President Loren Israelsen. "This is in large part due to the efforts of Sen. Hatch, who has tirelessly worked to assure continued access to safe and beneficial products. Based on his record, we are surprised and disappointed that HBO missed the mark so badly.

"Regrettably, HBO has chosen to misinform its viewers on the regulation and safety record of supplements," he added. "And while we agree that rogue players and products do exist, this is not because of DSHEA or Sen. Hatch, who has consistently worked to preserve the rights of consumers to access safe dietary supplements."

Reference: Engredea eNewsletters

Looking for the perfect multivitamin?



Willvite, Code 30439, 120 Tablets
Willvite, Code 44384, Iron-Free, 120 Tablets

See pages 96-103 for more information

Willvite

A Broad-Spectrum, Complete, Balanced Multivitamin Multimineral Supplement

- Full complement of water-soluble and fat-soluble vitamins
 - Full complement of trace minerals
 - Includes full daily dose of Calcium and Magnesium
- Also contains accessory nutrients such as CoQ10, Grape Seed Extract, Choline, Inositol, PABA, Lutein, Lycopene, etc.
 - Flexible dosage: two to four tablets per day
 - Convenient: everything you need in one product
- Suitable for use as "foundation" formula, to which other supplement can be added as needed
 - Regular and Iron-Free.

It's your skin!

XYNDET®


Xyndet® Skin Care Line aids in the care of

- Acne
- Atopic Eczema
- Psoriasis
- Dandruff
- Itching

& takes care of dry, scaly and sensitive skin.



XYNDET® SKIN CARE LINE

	XYNDET® Sensitive Skin Formula Cleansing Bar	XYNDET® Hair & Body Wash	XYNDET® Balm
Acne	very good	good	good
Atopic eczema	very good	very good	very good
Psoriasis		very good	very good
Sensitive Skin	very good	very good	very good
Dandruff	good	very good	good
Itching	good	good	very good
Red Scalp		very good	very good

What are the differences between XYNDET® and regular soaps?

Soaps are based on fatty acids, mostly animal fat. XYNDET® does not contain fatty acids or other animal products. Our washing products contain fatty alcohols. Fatty alcohols foam up nicely at any water harshness. XYNDET® Sensitive Skin Formula Cleansing Bar removes surface residues of make up and helps open up pores for deeper cleaning.

What are the special features of XYNDET® Balm?

XYNDET® Balm is a very fine structured oil in a water emulsion. It transfers moisture as well as oils into skin. It goes through hard and scaly skin. In extreme cases of hard and scaly skin we recommend to apply a thick layer of XYNDET® Balm and wrapping it with a plastic foil for a maximum of 2 hours. The balm will not leave any greasy residues, provided the skin was not treated prior with any other product.

Why is XYNDET® Balm recommended for itching?

XYNDET® Balm should be kept in a cool place in order to apply a cooling effect to the itchy skin. XYNDET® Balm transports moisture and oils into the skin. XYNDET® contains Dead Sea salt and Dead Sea silt, which have a balancing effect on the skin.

What about XYNDET® Hair & Body Wash?

XYNDET® Hair & Body Wash, a Sensitive Skin Formula Cleansing Liquid is composed of products containing Dead Sea minerals. Like the other XYNDET® products it is completely free of fragrances and coloring agents.

XYNDET® Sensitive Skin Formula Cleansing bar and XYNDET® Hair & Body Wash have a skin neutral ph value of 5.7.



PROTOCOL CLEAR™

THE DAILY DETOXIFYING NUTRITIONAL SUPPLEMENT*

ProtoClear™ is your solution for convenient and effective daily detoxification support.* Great tasting and easy to mix, ProtoClear™ is a comprehensive multi-vitamin/multi-mineral formula containing detox factors that support Phase I and Phase II detoxification, all in a base of 22 grams of non-GMO Pea Protein per serving.*

For everyday detoxification and comprehensive nutritional support, use ProtoClear™ as an alternative to your existing multi-vitamin, or supplement your current regimen at intervals between cleanses to ensure optimal detoxification maintenance.*

ProtoClear™ is made without common allergens and is available in three great flavors—Natural Vanilla, Berry and new Chocolate!

- POTENT DAILY SUPPORT FOR DETOXIFICATION***

- MULTI-VITAMIN / MULTI-MINERAL COMPLEX**

- CONTAINS 22 GRAMS OF NON-GMO PEA PROTEIN**

- SUPPORTS PHASE I AND PHASE II DETOXIFICATION***

- GREAT TASTING, EASY TO MIX**

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TECHNICAL DATA AVAILABLE ON ALL 170+ PRODUCTS



EXPERIENCE THE PROTOCOL FOR LIFE BALANCE® DIFFERENCE

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LifeExtension
Foundation for Longer Life®



Powerful support for healthy cholesterol levels in an innovative, dual-action formula!



As you age, it becomes critically important to maintain an optimum balance between “good” and “bad” cholesterol — HDL and LDL. We’ve combined two compounds which clinical studies have shown help promote healthy levels of LDL and HDL already within normal range.¹⁻⁴

CHOL-Support™ combines a triple standardized artichoke leaf extract with pantethine, the biologically active form of pantothenic acid,³ to maintain healthy HDL, LDL, and total cholesterol levels already within the normal range.¹⁻⁴

Artichoke leaf extract’s polyphenolic compounds support already healthy HDL/LDL ratios, and pantethine safely maintains LDL and total cholesterol already within the normal range without reducing protective CoQ10 levels.¹⁻² For cardiovascular protection and unparalleled support for the best possible cholesterol profile, choose CHOL-Support™ today!



Item #01910
Non-GMO

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Live Healthier & Longer

All Life Extension® products are formulated with premium-quality ingredients based on the latest scientific studies to help you achieve optimal health. These and other fine Life Extension products are available at Willner Chemists. Order yours today!

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605.718.0515



Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



anthocyanins, proanthocyanidins, and other fatty acids. Studies have shown that acai has anti-inflammatory, antioxidant, and apoptotic (programmed cell death). effects A study published in the Journal of Agricultural and Food Chemistry, showed extracts of Acai berries triggered apoptosis in up to 86 percent of leukemia cells tested.

Mangosteen (*Garcinia magostana*) is a plant native to Southeast Asia. Studies reveal that xanthenes from the fruit hulls of mangosteen have antioxidant, antibacterial, antifungal, and anti-inflammatory properties. In one study mangosteen's xanthenes significantly inhibited the growth of leukemia cells. One xanthone in particular, alpha-mangostin, showed complete inhibition of leukemia cells through the induction of apoptosis (programmed cell death). Other studies indicate xanthenes from mangosteen inhibit the activities of COX?1 and COX?2 enzymes, prevent oxidative damage of LDL cholesterol, have cytotoxic effects on liver cancer cells, and are anti-proliferative, antioxidative, and apoptotic against breast cancer cells.

Goji Berry (*Lycium barbarum*) polysaccharides exhibit anti-tumor, immune enhancing and liver-protective properties. Studies suggest that Goji polysaccharides have positive effects when used with conventional cancer treatments. A 1994 study done in China on patients with a variety of cancers revealed that patients who were given Goji Berry polysaccharides along with their conventional cancer treatment had a 40.9 percent response rate to the treatment, while patients who received conventional treatment without the Goji Berry supplement had only a 16.1 percent response rate.

Additionally the Goji Berry supplemented patients experienced longer remissions and had a significant increase in natural killer cell activity. Goji berries contain high levels of Zeaxanthin, a carotenoid necessary for healthy vision that is present in high amounts in the macula of the human eye. The Zeaxanthin in Goji berries is a naturally esterified zeaxanthin which has been proven to cause a higher increase in plasma levels than the non-esterified form contained in many supplements. Researchers have concluded that Goji is one of the best antioxidants to promote healthy aging.

Pomegranate (*Punica granatum*) contains thousands of phytochemicals including anthocyanins, ellagic acid derivatives, catechins and procyanidins, flavonols, fatty acids and sterols. Human studies show that pomegranate polyphenols and their metabolites offer protection against various diseases. Pomegranate increases nitric oxide production in the endothelial cells of the vascular system protecting against cardiovascular disease. Studies show consumption of the juice benefits patients with carotid artery stenosis, those with hypertension, and those with coronary heart disease. Pomegranate has been heavily studied in the treatment of prostate cancer. In one study when men with aggressive prostate cancer were given pomegranate juice daily after treatment by surgery or radiation, there was over a four-fold prolonged delay in prostate specific antigen (PSA) doubling time, and the rate of PSA rise was reduced by 50% over the course of just one year. Numerous other studies demonstrate pomegranate inhibits

inflammation, slows cartilage loss in arthritis, improves sperm health, and increases the overall antioxidant capacity of the blood.

1 fl oz - Prod Code: 57551

Antiox Phyto Complex II

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggi cap.

Who would benefit from this supplement? Anyone needing antioxidant protection as well as those looking for enhanced immunity, those with cardiovascular problems, stress, and concerns about environmental pollution. It is also an essential component of any "anti-aging" supplement regimen.

Phyto-Tech™ Antiox Phyto Complex II Capsules contains 375 mg of the following: Acai Berry Concentrate, Mangosteen Fruit Extract, Goji Berry, Pomegranate, Green Tea Leaf Extract, Grape Skin Extract, Grape Seed Extract.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phyto-antioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical. Those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives or is exposed to a toxic lifestyle. Those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration. Those who want to live a longer, healthier life.

Ingredients: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable,

Cautions: Pregnancy, Nursing
Dosage: Take one 375 mg veggie capsule once or twice a day.
References: Acai Berry (*Euterpe oleracea*) is the fruit of a palm

tree native to South America. The pulp and skin of acai are rich in anthocyanins, proanthocyanidins, and other fatty acids. Studies have shown that acai has anti-inflammatory, antioxidant, and apoptotic (programmed cell death). effects A study published in the Journal of Agricultural and Food Chemistry, showed extracts of Acai berries triggered apoptosis in up to 86 percent of leukemia cells tested.

Mangosteen (*Garcinia magostana*) is a plant native to Southeast Asia. Studies reveal that xanthenes from the fruit hulls of mangosteen have antioxidant, antibacterial, antifungal, and anti-inflammatory properties. In one study mangosteen's xanthenes significantly inhibited the growth of leukemia cells. One xanthone in particular, alpha-mangostin, showed complete inhibition of leukemia cells through the induction of apoptosis (programmed cell death). Other studies indicate xanthenes from mangosteen inhibit the activities of COX?1 and COX?2 enzymes, prevent oxidative damage of LDL cholesterol, have cytotoxic effects on liver cancer cells, and are anti-proliferative, antioxidative, and apoptotic against breast cancer cells.

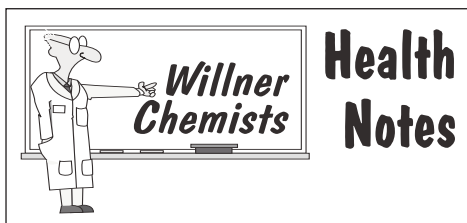
Goji Berry (*Lycium barbarum*) polysaccharides exhibit anti-tumor, immune enhancing and liver-protective properties. Studies suggest that Goji polysaccharides have positive effects when used with conventional cancer treatments. A 1994 study done in China on patients with a variety of cancers revealed that patients who were given Goji Berry polysaccharides along with their conventional cancer treatment had a 40.9 percent response rate to the treatment, while patients who received conventional treatment without the Goji Berry supplement had only a 16.1 percent response rate.

Additionally the Goji Berry supplemented patients experienced longer remissions and had a significant increase in natural killer cell activity. Goji berries contain high levels of Zeaxanthin, a carotenoid necessary for healthy vision that is present in high amounts in the macula of the human eye. The Zeaxanthin in Goji berries is a naturally esterified zeaxanthin which has been proven to cause a higher increase in plasma levels than the non-esterified form contained in many supplements. Researchers have concluded that Goji is one of the best antioxidants to promote healthy aging.

Pomegranate (*Punica granatum*) contains thousands of phytochemicals including anthocyanins, ellagic acid derivatives, catechins and procyanidins, flavonols, fatty acids and sterols. Human studies show that pomegranate polyphenols and their metabolites offer protection against various diseases. Pomegranate increases nitric oxide production in the endothelial cells of the vascular system protecting against cardiovascular disease. Studies show consumption of the juice benefits patients with carotid artery stenosis, those with hypertension, and those with coronary heart disease. Pomegranate has been heavily studied in the treatment of prostate cancer. In one study when men with aggressive prostate cancer were given pomegranate juice daily after treatment by surgery or radiation, there was over a four-fold prolonged delay in prostate specific antigen (PSA) doubling time, and the rate of PSA rise was reduced by 50% over the course of just one year. Numerous other studies demonstrate pomegranate inhibits inflammation, slows cartilage loss in arthritis, improves sperm health,

Important Notice: The information given here is designed to help you make informed decisions about your health, and the proper use of dietary supplements. It is not intended as a substitute for medical advice, nor a substitute for any treatment that may have been prescribed by your doctor. If you have a medical problem, you should seek medical help. Products described herein are not intended to diagnose, treat, cure or mitigate disease.

. . . continued on page 16



Heart Health: Nutrients Lower Chances For Cardiovascular Disease

Multivitamins Extend Life In Women

This is the first study of the effects of multivitamins/mineral supplements (MVM) on chances for cardiovascular disease (CVD) in women. Doctors looked specifically at cardiovascular disease as a cause of death in women who did not have CVD—and who were at least 40 years old—at the start of the study.

The study covered 45,674 men and women, about one in five of whom used a vitamin supplement, and four in five took supplements daily.

While there was no link to multivitamins without minerals, multivitamins/mineral supplements in men, or to the chances of dying from cardiovascular disease overall, when doctors looked at women who had taken a multivitamins/mineral supplement for more than three years, chances of having died from cardiovascular disease over the almost 19-year follow-up period were 35 percent lower compared to women who had not taken multivitamins/minerals over the long term.

This represents only one piece in the puzzle, of course, but it is just one more argument against those who claim that taking a multivitamin multimineral supplement is a

waste of time and money--creating nothing but expensive urine. A little common sense should go a long way in this question, with the benefits potentially great, and the downside of taking supplements relatively insignificant.

This is also a boost to the argument in support of the importance of including adequate mineral supplements in your multivitamins multimineral supplement.

Reference: *Journal of Nutrition*; January, 2015, Published Online

Calcium Supplements No Danger To Arteries

People take calcium to maintain bone health but some are concerned too much calcium could raise chances for arterial plaque and heart disease, especially in type 2 diabetes. In this study, doctors looked at the effect of calcium in the diet and from supplements on arterial calcification in 720 people with type 2 diabetes.

The researchers measured calcification in the coronary and carotid arteries, in the abdominal aorta, and also considered longevity. They found no link between calcium in the diet or from supplements and arterial plaque, and also no greater chances of dying from any cause. In fact, women who got calcium from diet and supplements were more likely to survive.

Reference: *American Journal of Clinical Nutrition*; 2014, Vol. 100, No. 4, 1029-35

Willner Chemists Phyto-Tech™ Herbal Supplements

ESSENTIAL OILS

100% Pure - Sustainably Harvested - Quality Tested - GMP Certified Facility - Kosher Certified

- Cedarwood (Himalayan) ~ 1 fl oz, # 63003**
- Cinnamon Leaf ~ 1 fl oz, #62679**
- Clove ~ 1 fl oz, #63004**
- Eucalyptus ~ 1 fl oz, #62680**
- Eucalyptus ~ 4 fl oz, #62681**
- Grapefruit (Pink) ~ 1 fl oz, #62710**
- Lavender (French) ~ 1 fl oz, #63005**
- Lavender (French) ~ 4 fl oz, #62787**
- Lavender (Bulgarian) ~ 1 fl oz, #62815**
- Lemon ~ 1 fl oz, #63006**
- Orange (Sweet) ~ 1 fl oz, #62820**
- Oregano ~ 1 fl oz, #62821**
- Patchouli ~ 1 fl oz, #62822**
- Peppermint ~ 1 fl oz, #62884**
- Peppermint ~ 4 fl oz, #63007**
- Rosemary ~ 1 fl oz, #63008**
- Tea Tree (Australian) ~ 1 fl oz, #63009**
- Tea Tree (Australian) ~ 4 fl oz, #63010**
- Ylang Ylang ~ 1 fl oz, #63011**

To see a current price listing, go to www.willner.com. Using the "By Manufacturer" pull down menu, (upper left) select "Willner Essential Oil."

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Than K₁ From Spinach*



Jarrow Formulas® MK-7 is natural vitamin K₂ derived from fermentation using *Bacillus subtilis* natto and not produced by synthesis. *B. subtilis* natto has been used for many centuries in Japan to produce natto, a traditional health food.

MK-7 (Menaquinone-7) has a longer half-life in the liver and circulation than MK-4. MK-7 is also ten times better absorbed than vitamin K₁ from spinach*. Vitamin K₂ is responsible for the carboxylation of the specific bone protein osteocalcin which binds calcium in our bones*. Jarrow Formulas' research has demonstrated the important synergy between vitamins K₂ and D₃ in building bone.¹

Using Jarrow Formulas® MK-7:

¹ Gigante, A., Bruge, F., Cecconi, S., Manzotti, S., Littarru, G. P., & Tiano, L. (2012). **Vitamin MK-7 enhances vitamin D3-induced osteogenesis in hMSCs: modulation of key effectors in mineralization and vascularization.** *J Tissue Eng and Regen Med.* doi: 10.1002/term.1627

Jarrow Formulas® MK-7 60 softgels - JRW44618

Jarrow Formulas® MK-7 120 softgels - JRW65380

www.Jarrow.com

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FORMULAS®

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



and increases the overall antioxidant capacity of the blood.

The powerful antioxidants in Green Tea may help fight the free radicals that contribute to skin, lung, and stomach cancer as well as contribute to lowered blood pressure and LDL cholesterol. Green Tea is rich in a type of polyphenol called catechin. Catechins are 40 to 200 times more effective in seeking out and destroying free radicals than Vitamin A, C and E. These catechins include four major polyphenols including epigallocatechin gallate (EGCG), epicatechin gallate (ECG), epigallocatechin (EGC) and epicatechin (EC). Of these compounds EGCG is the most abundant in green tea and has generated the most interest. Peer-reviewed scientific research has consistently shown that EGCG is a potent antioxidant, deactivating health-damaging free-radicals. By virtue of its antioxidant effects EGCG has been shown to exert a number of beneficial activities, such as reducing inflammation, and normalizing cell and tissue functions. In promoting cardiovascular health EGCG has been shown to inhibit free-radical activity in the arteries, improving coronary circulation. Other studies have shown that EGCG has a benefit in normalizing blood glucose and protecting the pancreas from oxidative damage, as well as in boosting metabolism and burning fat. Green tea catechins and EGCG in particular have also been shown to naturally support detoxification and the elimination of toxic substances from the body while protecting the liver.

Grape skin and grape seed extracts are anti-inflammatory and radioprotective. They are abundant in a group of polyphenols called procyanidins. Procyanidins are strong antioxidants, lipid peroxidation inhibitors, and free radical scavengers. Procyanidins have antimutagenic effects, meaning they can counteract environmental mutagens, which are thought to be one of the causes of chronic degenerative diseases. Procyanidins also increase circulation making them helpful for conditions such as venous insufficiency (a condition in which the veins have trouble sending blood from the legs back to the heart). A placebo controlled study showed that treatment with procyanidins improved venous functionality and reduced pain, cramps, edema and paresthesias (tingling). Due to procyanidins positive effects on circulation, grape skin and seed extracts are helpful for numerous vision disorders. Studies show treatment with procyanidins from the extracts increase resistance to glare, decrease ocular stress from prolonged activity at a computer and improve contrast sensitivity, retinal function and sensitivity in myopia (nearsightedness).

Complimentary Products: Phyto-Tech™ Antiox Phyto Blend, liquid herbal extract and Phyto-Tech™ Green Tea Guo, regular and peach flavored.

New, High Potency Atiox Phyto Complex II 375 mg Veggie Caps
90 Veggie Caps - Prod Code 63745

Anxiety Complex

This is a calming, soothing and relaxing formula that focuses on emotional stress.

Phyto-Tech™ Anxiety Complex is a blend of herbs with anti-anxiety properties, including Kava Kava, Pulsatilla and Lobelia, which helps to reduce anxiety, nervous irritability, and panic attacks. Anxiety Complex will calm and soothe the mind when going through difficult times emotionally and mentally, but it does not interfere with cognitive function, allowing you to stay alert and think clearly.

Who would benefit from this supplement? Those who suffer from anxiety, too much stress, insomnia due to an overactive mind, worry, and mild depression. Those who need to remain clear headed, but also need a calming and soothing effect. Those who suffer from panic attacks and performance anxiety. Those whose mild depression is related to anxiety or severe stress.

Phyto-Tech™ Anxiety Complex contains the following herbs: Night Blooming Cereus, Vanuatu Kava Root, St. John's Wort Flowers, Lobelia Herb, Pulsatilla Herb.

Phyto-Tech Anxiety Complex is a blend of herbs with anti-anxiety properties, including Kava Kava, Pulsatilla and Lobelia, which helps to reduce anxiety, nervous irritability, and panic attacks. Anxiety Complex will calm and soothe the mind when going through difficult times emotionally and mentally, but it does not interfere with cognitive function, allowing you to stay alert and think clearly.

Dosage: Acute short-term need: 2-4 squirts every hour as needed. Anxiety-Ease can be increased to 1 tsp. (6 squirts) for short-term strong anxiety reducing doses.

Tonic long-term need: 30-60 drops 2-3 times per day.

Complimentary Products: These other Phyto-Tech™ herbal formulas can be used along with Anxiety Complex under the following conditions:

If mild depression accompanies anxiety, consider St. John's Complex or St. John's Wort.

If an over-all calming, sedating action is needed, consider Phyto-Tech™ Relax PM.

If exhaustion is present, consider Phyto-Tech™ Adaptogen Complex or Phyto-Tech™ Ginseng Energy Blend.

If body pain is present, consider Phyto-Tech™ MuscleGestic.

1 fl oz - Prod Code: 57014

Arnica Oil 1:6 Topical

A popular first-aid remedy for trauma, injuries.

Arnica is the pre-eminent remedy for trauma, injuries, and accidents and is a common part of first aid kits and home medicine cabinets.

This topical oil is massaged into painful tissue that has been traumatized from an accident, athletic event and overexertion. Massage Therapists and Chiropractors commonly use arnica oil on muscle and joints that are problematic in order to disburse congested fluids in a painful area.

It is thought that Arnica works as a fluid transport stimulating herb. It moves interstitial fluids through ischemic tissue. Ischemic tissue is tissue that has diminished oxygen content because of restricted blood and fluid flow. This action by Arnica on the painful tissue helps it heal and stop the pain cycle. As a result of the increased circulation, cellular waste is removed, bruises clear up, pain diminishes, tissue heals, tissue oxygenates and recovery time is significantly reduced.

Athletes find arnica reduces potential for injury, reduces recovery time from injury and bruising.

Arnica Topical Oil is great for the daily bumps and bruises inevitable in life and especially childhood. It is safe for kids.

Phyto-Tech™ Arnica Oil 1:6 Topical contains the following: Arnica montana Flowers (Wild Harvested), Sage Essential Oil, Extra Virgin Cold Pressed Olive Oil,

Note: First extracted in alcohol and oil to maximize potency, then the alcohol is removed.

Special Note: Most Arnica on the market is "Mexican" Arnica. This is commonly Heterotheca inuloides, an adulterant and is not true Arnica. The Vitality Works Arnica products are made from the true European Arnica montana.

Cautions: Do not apply to open wounds, ulcerations or on areas prone to bleeding; Do not take internally; Discontinue use if very sensitive skin results in a rash.

Complimentary Formulas and Single Herbs:

Phyto-Tech™ MuscleGestic, an oral formula for muscle and general body pain, inflammation

Phyto-Tech™ Comfrey Root 1:3 (to promote healing of breaks, fractures, sprains, cuts, lesions)

Phyto-Tech™ Valerian Root 1:2 (for severe pain)

Phyto-Tech™ St. John's Wort 1:2 (if nerves are very sensitive or painful)

Dosage: Massage into effected areas as needed. Repeat 2-3 times per day or as needed.

Arnica works best if applied in full concentration to the problematic area. It is less effective if applied all over the body as massage oil. Use a different oil for a massage (i.e. almond oil) and arnica on the painful area.

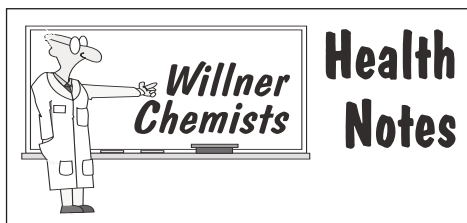
1 fl oz - Prod Code: 57082

Ashwagandha Root

Known as "Ayurvedic Ginseng," Ashwagandha supports stamina, endurance, and energy.

Important Notice: The information given here is designed to help you make informed decisions about your health, and the proper use of dietary supplements. It is not intended as a substitute for medical advice, nor a substitute for any treatment that may have been prescribed by your doctor. If you have a medical problem, you should seek medical help. Products described herein are not intended to diagnose, treat, cure or mitigate disease.

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Vascular Health: Nutrients Help Keep Blood Vessels Flexible; A Link To Longevity

Vitamin K2 In Women

In the first study on long-term vitamin K2 supplementation and cardiovascular health, 227 healthy postmenopausal women took 180 mcg of vitamin K2 – menaquinone 7 per day, or a placebo. After three years, while the placebo group had an increase in blood vessel stiffness, women who took vitamin K2 saw an average 33 percent improvement in blood vessel flexibility.

Discussing the findings, doctors said it was remarkable that the women taking vitamin K2 not only did not experience the typical age-related stiffening of the arterial walls, but also saw measurable improvements in vascular elasticity across the entire circulatory system compared to the placebo group. Arterial flexibility has a direct link to longevity.

Reference: *Thrombosis and Haemostasis*; 2015, Vol. 113, No. 5, Published Online

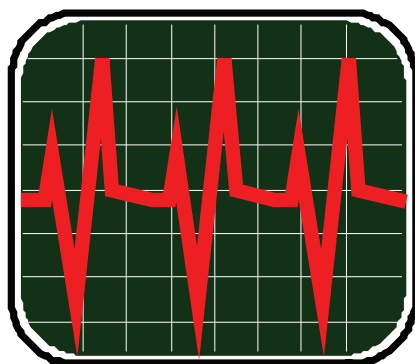
Antioxidant Vitamins

This review of 20 studies covering 1,909 people measured the effects of taking the antioxidant vitamins A, C, E and beta-carotene, alone or combined, on arterial stiffness, compared to placebo.

Healthy people of any age who had taken any one of these antioxidants alone or together in any combination, for any length of time, had lower chances of developing arterial stiffness compared to placebo. Doctors also saw improvement among those with existing arterial stiffness who took vitamins compared to placebo.

Overall, combining results from all 20 studies, taking antioxidant supplements reduced the chances for cardiovascular disease by 4.7 percent. Doctors concluded that taking antioxidant vitamins has a small, protective effect on arterial stiffness.

Reference: *The Journal of Nutrition*; October, 2014, Vol. 144, No. 10, 1594-602



Garlic Lowers Blood Pressure

*Benefits Especially In Those With Hypertension
All forms of the supplement are effective*

In this review of 17 garlic studies, researchers analyzed the combined effects of garlic powder, aged garlic extract, and garlic oil supplements on blood pressure. Doses in the placebo-controlled studies ranged from 300 to 900 mg of garlic per day, providing 1.8 to 5.4 mg of allicin, the active compound

in garlic doctors believe may be responsible for the blood pressure benefits.

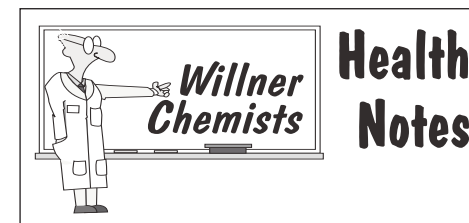
Overall compared to placebo, those who took garlic supplements saw systolic and diastolic blood pressure decline by 3.75 and 3.39 mmHg, respectively. Looking at a subgroup of those with elevated blood pressure, systolic blood pressure declined by 4.4 mmHg on average.

Discussing their findings, doctors said it may be the antioxidants in garlic that counteract oxidative stress that damages blood vessels, or that garlic may help blood vessels relax and dilate, lowering blood pressure.

Reference: *Journal of Clinical Hypertension*; January, 2015, Published Online



Vitamin K2 100 mcg
Willner Product Code: 65091
List: \$17.95 ~ Disc: \$14.36



Beating the Common Cold

Pycnogenol® Helped Manage Symptoms, Shorten Duration

Natural remedy effective at first signs of a cold

When the 70 adult men and women in this study first felt cold symptoms, they began to take 50 mg of Pycnogenol twice per day. Doctors compared their experience to 76 other similar adults who did not take Pycnogenol when cold symptoms set in. Both groups took their usual good care in managing their colds.

Colds lasted an average of 3.1 days for the Pycnogenol group compared to 4.2 days for those taking no treatment. For workdays lost, those taking Pycnogenol were out of work an average of 0.55 days compared to 0.67 days for the no-treatment group. The Pycnogenol group also had to rely less on over-the-counter cold remedies than the no-treatment group, and had fewer upper respiratory complications as well, suggesting that Pycnogenol helps manage symptoms and reduces the duration of the common cold.

Reference: *Panminerva Medica*; 2014, Vol. 56, No. 4, 301-8

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[‡]Scientific scrutiny revealed that Theracurmin was more bioavailable on a milligram-to-milligram basis than other leading[°] enhanced and regular forms of curcumin.

[°]As measured by SPINS 2014 data.

*The statements made in this advertisement have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.





Product Reference Guide: Company Listings (Product Code, Name, Size, List, Discount Price)

A.C. GRACE

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like GRACE E UNIQUE 400 IU.

ABSORBAID

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ABSORBAID and ABSORBAID PWD 300 GMS.

ACTION LABS

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like AVENA SATIVA and CATUABA POWER MAX.

ACTIVZ

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like BEET JUICE PWD ORG and BEET PWD STPKP ORG BOX.

Please Note: The prices in this listing are the normal, day-to-day Willner Chemists discounts. Be sure to check the Sale listings for additional discounts! See front page, or www.willner.com

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like COCONUT WATER ORGANIC and GREEN SMOOTHIE POWDER.

ACURE ORGANICS

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ARGAN OIL MOR 100% ORG and BODY LOT COCOA BUTTER.

ADV. ORTHOMOLECULAR

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like CARDIO MAG 50 MG and CHANCA PIEDRA.

ADVANCED RESEARCH

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like 2 AEP CAL 500 MG and 2 AEP CAL 500 MG.

AEROBIC LIFE

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ABC MAX BULK CLEANSE and AEROBIC 07 70ML.

ALACER CORP

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like EMERG C KIDZ FRUIT PUN and EMERGEN C ACAI BERRY.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like EMERGEN C BLUE and EMERGEN C CALCIUM + D A.

ALL ONE NUTRITRICH

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ALL 1 CALCIUM COMPLEX and ALL 1 GRN PHYTO 15.9Z.

ALL TERRAIN

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like AQUASPORT SPRAY 15 and HERBAL ARMOR ADULT.

ALLERGY RESEARCH

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like 5 HP 50 MG and ACETYL GLUTATHIONE 100.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ACETYL L CARNITINE 250 and ACETYL L CARNITINE 500.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like ADRENAL CORTX and ADRENAL MEDULLA.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like GLUCOSE TOLERANCE and GLUTA ASCORBIS.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like IMMUNO GLAND PLEX 500 and IMMUNO PRO PWD.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like LACTOBACILLUS PLNT SAL and LAKTOFERRIN W COLOSTRU.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like LUMBRONKINASE and LUNG BEEF.

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like TOCOMIN SUPRABIO TOCO A and TOCOTRIENOLS 50 DELTA.

ALOHA BAY

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like CRYSTAL SALT MEGA MILL and CRYSTAL SALT MINI MILL.

ALVITA

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like BILBERRY TEA BAG and BLACK COHOOSH RT TEA OG.

AMAZING GRASS

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like AMAZING MEAL CHOC PEP and AMAZING MEAL CHOCOLATE.

AMAZING HERBS NUTRACEUTICALS

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like BLACK SEED 500 MG and BLACK SEED 500 MG SGC.

AMERICAN BIOLOGICS

Table with 4 columns: Product Code, Name, Size, List, Discount Price. Includes items like BRAIN POWER ULTRA and COLON CLEANSE DETOXYFY.

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From a simple seed, planted in the ground with a little water, nutrients from the soil, and a whole lot of energy from the sun, comes the wholesome nutrition that sustains our lives.

Natural Factors farms are certified 100% organic. Our crops are fertilized with compost and nitrogen-rich sea plants, and are meticulously cared for by hand. No synthetic pesticides (or even permissible organic pesticides) are used – EVER!

We have always been committed to growing non-GMO organic seeds, as exemplified in the banner article on GMOs called *Seeds of Extinction* that our founder wrote in 1985.

We have never grown anything GMO on Natural Factors farms. We make sure to choose true “species” non-GMO seeds for our seedlings, and we participate in seed saving programs.



Here is what people just like you have said after visiting our farms:

“All these incredible products start with this amazing soil. I’ve never seen soil so rich and full of nutrients before!”

“The quality of the crops are outstanding. And because they’re organic, I know they’re non-GMO.”

The 100% organic, non-GMO nutrient-rich plants

grown on Natural Factors farms are harvested at their peak and immediately raw processed at our own facilities, using our proprietary EnviroSimplex® method to retain the vital bioenergetic vitamins, minerals, enzymes, phytonutrients and antioxidants. We ensure the processing temperature always stays below 118°F (48°C). The end result is raw nutrition from whole plants, capturing all the vibrant energy and goodness of nature.

Even when you grow certified organic non-GMO plants, it’s important to test for GMOs and hundreds of other unwanted contaminants. We excel at making sure that every possible test has been conducted to ensure you receive the safest, most beneficial products possible.

Here is what people just like you have to say about our testing processes:

“I never would have imagined that there’d be so much technology involved in maintaining the qualities that are in the plants.”



In our state of the art laboratories, we use “mass spectrometry” to test for over 400 substances. Mass spectrometry can test at the molecular – even atomic – level, detecting environmental pollutants such as pesticides, herbicides and fungicides, as well as heavy metals and other undesirable substances.

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The Need for Mushroom ID

Mushrooms are notoriously tricky to identify.

IDENTITY ASSURED

For every remarkable species with distinct benefits, there may be a look-alike that's fundamentally different at a genetic level. So, for as long as humans have been benefiting from medicinal mushrooms, we've relied on experts to verify their correct identity. Think of the wisewoman, centuries ago, carefully wild-crafting mushrooms in the Siberian forest to supply her village. Think of mycologists—mushroom specialists—steadily building our body of knowledge to assure you're getting the exact mushroom you paid for.

Beware of Mistaken Identity!

Verifying the identity of a beneficial ingredient is a basic key to quality. Some brands may not be delivering the exact mushroom that's labeled, perhaps because fungi are just so hard to authenticate. New Chapter® is pioneering a new gold standard for identity testing, taking the time to test and cross-check each species right down to the DNA. The result: Our LifeShield mushroom family delivers true quality, with each strain's identity carefully confirmed.

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Every marvelous strain carefully qualified and confirmed

Whole Life Cycle

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Revered Strains

Trusted fungi that have been supporting health for centuries



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LifeShield™ Mind Force

60 Capsules Item # 58100 Retail \$37.95 **Willner Chemists \$26.57**

Certified



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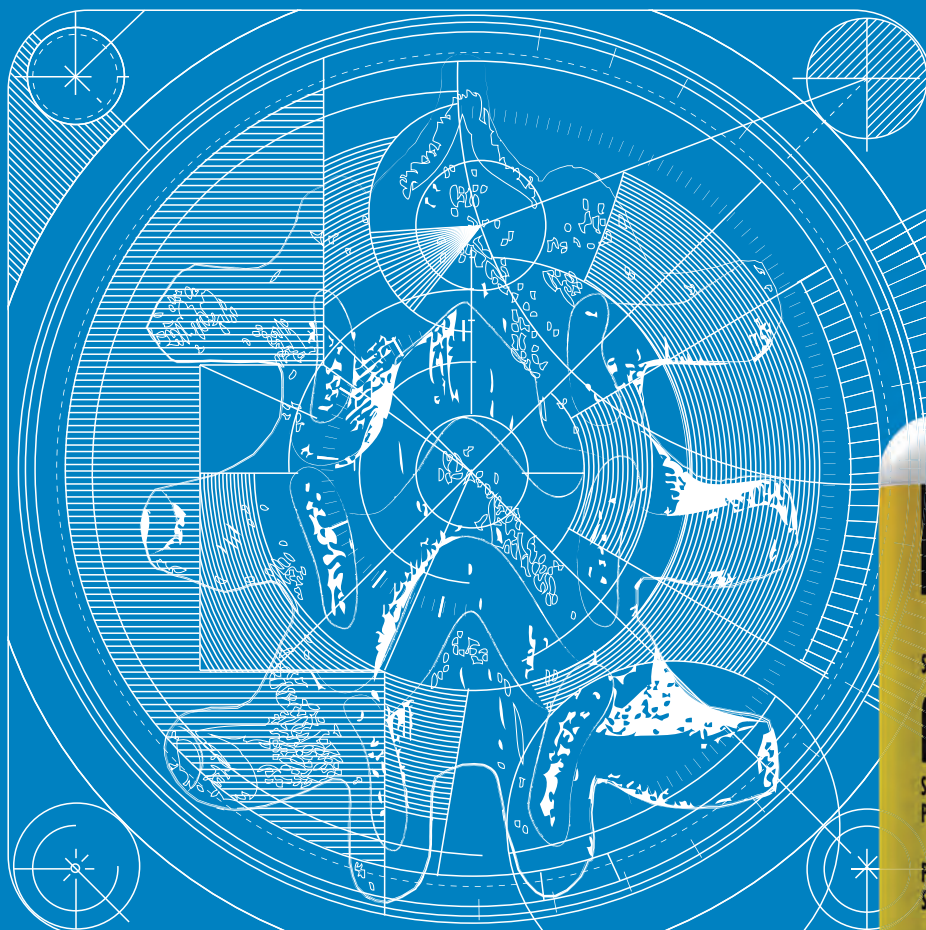
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Jarrow Formulas® Presents . . . A Complete Multi-Nutrient Bone Health System!

Bone-Up® provides your body with much needed calcium as well as essential nutrients for building strong bones.* It utilizes the finest source of calcium available: New Zealand bovine bone hydroxyapatite from chemical-free, range grazed calves less than two years old.

Bone-Up® is an effective addition to any bone health regimen.* It features added vitamins and minerals that synergistically support healthy bone density and overall bone health,* including:

- **Stimucal™ Ossein Microcrystalline HydroxyApatite (MCHA):** to promotes calcium balance.*
- **Vitamin D₃**, converts to calcitriol to enhance calcium absorption.*
- **MK-7**, the more bioavailable form of Vitamin K₂, which is needed for building bone matrix and proper calcium distribution.*
- **Boron**, a trace mineral important in calcium retention.*
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Bone-Up®, 120 Capsules - JRW23114
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Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



with Phyto-Tech™ BPH Complex once they are over 50 years of age. This is when most prostate problems arise. Using Phyto-Tech™ BPH Complex for 1-2 months once per year is a wise male preventative treatment for maintaining a healthy prostate throughout a life. Since prostate swelling is so prevalent in society, it makes sense to use this male tonic as a preventative.

Dosage: 30-60 drops, 2-3 times per day or as needed in juice or water.

Complimentary Formulas: Phyto-Tech™ Saw Palmetto Berry 1:3 (for increased potency)

1 fl oz - Prod Code: 57085

Brain Bio Boost Complex

Supports healthy cognitive function, focus and memory, increasing overall cognitive ability and vitality. The elderly find this formula especially helpful.

Who would benefit from this supplement? Those with memory loss, confusion, Alzheimer's disease, dizziness, tinnitus, ADHD and ADD. This is an ideal supplement for college students and others facing demanding mental challenge. It is best used long-term.

Phyto-Tech™ Brain Bio Boost Complex contains the following herbs: Gotu Kola Leaf, Ginkgo Leaf, Green Tea, Codonopsis Root, Licorice Root, Rhodiola Root.

Phyto-Tech™ Brain Bio Boost Complex is a blend of herbs thought to increase overall cognitive ability, energy and vitality. It improves memory and concentration. It is indicated for those with age-related cognitive decline as well as for those who are faced with heavy cognitive demands, such as college students. It can help in Attention Deficit Hyperactivity Disorder (ADHD) by helping one pay attention, sit still and process information.

Supportive Information:

Ginkgo is for cerebral vascular insufficiency and works by cerebral and peripheral blood flow. As one gets older, blood flow to the brain and to peripheral tissue decreases with these resulting symptoms. Diminished cerebral circulation can also result in vertigo, ringing in the ear, Alzheimer's symptoms, forgetfulness and depression. Ginkgo can help all of this. Ginkgo is famous in assisting memory, focus and cognition.

Gotu Kola reduces adrenal corticosterone blood levels during stress. It is high in flavonoids and studies show it helps in capillary fragility and strengthens vascular integrity in the brain and throughout the body. It is a cognitive stimulating herb for use in fatigue, confusion and general lethargy. It is helpful for those exhausted from emotional upheaval or excessive work habits.

Green Tea is a potent antioxidant that binds with free radicals to neutralize their harmful effects. Green Tea is rich in polyphenols and

one in particular called a catechin. Catechins are 40 to 200 times more effective in seeking out and destroying free radicals than Vitamin A, C and E. Studies demonstrate the antioxidant effects of green tea catechins improve overall reference and working-memory related learning ability. Green Teas polyphenols are also believed to help ward off neurodegenerative diseases such as Alzheimer's and Parkinson's by protecting neurons against the harmful effects of reactive oxygen species (ROS) and nitric oxide (NO).

Rhodiola stimulates the activity of serotonin, dopamine, and norepinephrine in the cerebral cortex, brain stem and hypothalamus, and increases the permeability of the blood brain barrier to precursors of dopamine and serotonin. This enhances the effects of these neurotransmitters on the brain and improves cognitive functions (thinking, analyzing, evaluating, calculating and planning), learning, attention span, memory and work productivity. Rhodiola also relieves fatigue and normalizes mood in depressed individuals, and has antioxidant properties that help protect the nervous system from oxidative damage. By stimulating cognitive function, improving resistance to stress and fighting free radicals, Rhodiola can have immediate effects on cognitive function and memory and can also provide long-term support to help preserve future brain functions.

Codonopsis is very similar to ginseng, but milder and more neutral in energy. It increases stamina and alertness and keeps the body and mind strong when under stress.

Licorice works as a limbic (emotional) brain tonic and tonifies the stress axis (hypothalamus, pituitary, adrenal axis). Researchers have found a compound in licorice known as carbenoxolone inhibits an enzyme in the brain involved in making stress-related hormones which have been associated with age related mental decline.

Phyto-Tech™ Brain Bio Boost Complex cannot be expected to work overnight and is best if used consistently for at least 2 weeks. It can be continued as a long-term tonic, especially in the elderly.

Dosage: 20-40 drops in juice or water, 2-3 times daily or as needed

Cautions and Contraindications: While interaction unlikely, those taking prescription blood thinners, or MAO inhibitors should advise their physicians. Do not take during pregnancy, if nursing, or preparing for surgery. The amount of licorice in this formula is theoretically too low to affect blood pressure, but those with high blood pressure should monitor their BP as a precaution.

1 fl oz - Prod Code: 57071

Burdock Root

Burdock root is a gentle liver and blood cleanser, especially useful for toxic skin disorders. Recent evidence supports its historic role in treating diabetes. It is an ingredient in various popular cancer remedies.

Who would benefit from this product? Those with skin conditions such as eczema, acne, and psoriasis. Historically, Burdock has been used to treat diabetes, and it is a common ingredient of several popular cancer remedies (EssiacR and HoxseyR). Burdock Root has been widely recommended to diabetic patients by healthcare professionals.

Burdock Root is considered safe. In Japan, burdock is considered a "vegetable," and consumed as such.

Phyto-Tech™ Burdock Root contains 667 mg certified organic burdock root per 30 drops.

Dosage: 30-60 drops 2-3 times per day or as needed in juice or water.

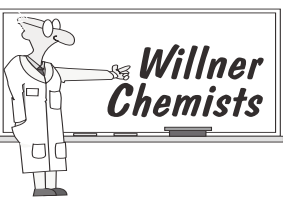
1 fl oz - Prod Code: 57061

California Poppy 1:3

California poppy has been used as a sedative to relieve insomnia and nervousness.

In an article by Abascal K, Yarnell E., Nervine herbs for treating anxiety (Altern Complement Ther. 2004 December:309-315.), the authors discussed California poppy. They first pointed out that "anxiety disorders are common in many Western countries, and conventional drugs like benzodiazepines are often prescribed to relieve anxiety. However, these drugs have worrisome short-term and long-term side effects. Nervine herbs (herbs that quiet nervous excitement) have a long history of traditional use in relieving anxiety, insomnia, and mild depression. With the exception of St. John's wort (*Hypericum perforatum*), kava (*Piper methysticum*), and valerian (*Valeriana officinalis*), there is little published research on the safety and efficacy of nervine herbs. The purpose of this article was to review the available research and explain how the lesser-known nervine herbs are commonly used in practice." One of those "lesser-known nervine herbs" was California poppy. They made the following observation: "California poppy (*Eschscholzia californica*) is used for its mild analgesic and calming effects. Unlike the opium poppy (*Papaver somniferum*), it has no narcotic effects. Animal studies indicate California poppy tea reduces anxiety, acts as a mild analgesic, and helps prevent drug-induced memory loss. Most herbal practitioners combine lower doses of California poppy with other nervines to relieve anxiety. Researchers studied a combination of California poppy, hawthorn flower (*Crataegus laevigata*), and magnesium in 264 people with mild to moderate anxiety. Those taking the herb

. . . continued on page 32



Health Notes

Breast Cancer: Nutrients Helped Women Live Longer After A Diagnosis

Folate

Women with breast cancer who had the highest levels of folate were more likely to survive than women with the lowest levels. In the study, doctors measured total folate levels in 498 postmenopausal women with breast cancer and followed up for 6.7 years. After adjusting for factors such as cancer stage, type of treatment, age at diagnosis, body mass index score, using hormone replacement therapy, alcohol, and taking folic acid supplements, women with the highest folate levels were 59 percent less likely to have died than women with the lowest folate levels over the follow-up period.

Women who took folic acid supplements had much higher circulating levels of folate, which doctors said may have improved their survival rates.

Reference: *Nutrition and Cancer*; February, 2015, Published Online

Vitamin C

In this review of 10 studies covering 17,696 women with breast cancer, researchers analyzed the link between vitamin C from diet and supplements and breast

cancer survival rates.

For studies of vitamin C supplements, compared to those who did not take vitamin C, women who took vitamin C supplements were 19 percent less likely to have died from any cause and 15 percent less likely to have died from breast cancer over the follow-up periods.

For studies of vitamin C in the diet, each 100 mg per day increase in vitamin C from foods lowered the chances of dying from any cause by 27 percent, and for breast cancer, lowered chances 22 percent, over the course of follow-up.

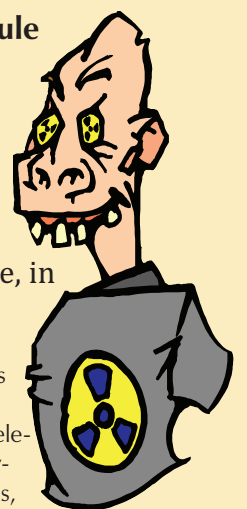
Reference: *European Journal of Cancer*; 2014, Vol. 50, No. 7, 1223-31



New Formula -- Higher Potency, Veggie Capsule
Antiox Phyto Complex II

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggie cap.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.



Looking For A Stronger Antioxidant Supplement?

Ingredients: Each 375 mg Capsule contains the following: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable,

100% Vegetarian - Manufactured in an FDA Registered, GMP Certified facility.

New, High Potency Atiox Phyto Complex II 375 mg Veggie Caps
90 Veggie Caps - Prod Code 63745

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical; those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives or is exposed to a toxic lifestyle; those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration; those who want to live a longer, healthier life.

Antiox Phyto Complex II is the perfect supplement to take along with your multivitamin/multimineral supplement.
(see full details on page 14)

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Stress can affect our body, thoughts, feelings, and behavior all at the same time. We may experience racing thoughts and have tense muscles, while also feeling moody and edgy. **Theanine Serene™ with Relora®** delivers powerful herbs and nutrients to soothe both the mind and body.

The formula includes L-theanine, a natural relaxant in green tea that has been linked in clinical studies to a rise in brain alpha waves that promote relaxation, as well as magnesium and holy basil. Magnolia and phellodendron extracts have been added for occasional anxiety.*

See the video and learn more
at serenescience.com.



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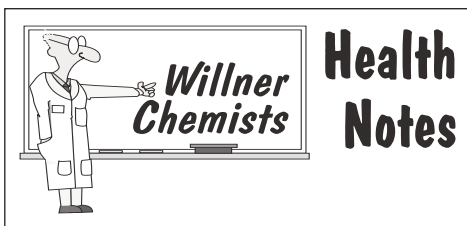


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Health Notes

tial amino acid leucine to a low- or high-dose protein drink would help stimulate muscle building. In the study, 40 healthy men, average age 20, took 25 grams of whey protein, which naturally contained 3 mg of leucine; 6.25 grams of whey protein with either 0.75 grams of leucine, 5 grams of leucine, or 5

grams of leucine plus isoleucine and valine.

Over the next 1.5 hours to 4.5 hours, all groups saw increases in muscle protein synthesis. The largest increase was in the 25-gram whey group, closely followed by the 5-gram leucine group, leading doctors to conclude leucine stimulates muscle building as

effectively in both low- and high-dose protein supplements.

Reference: American Journal of Clinical Nutrition; 2014, Vol. 99, No. 2, 276-86

Muscle Power: Protein Supplements Help Preserve And Build Muscle

Whey Preserves Muscle

One of the side effects of dieting can be losing muscle along with fat. Keeping muscle is important because these lean tissues help maintain healthy metabolism, physical activity, and blood sugar control.

In this study, 40 men and women, aged 35 to 65, with body mass index scores from 28 to 50, ate 750 fewer calories per day than their metabolism required. Starting three days before the low-calorie diet, each began taking 27 grams of whey protein, 26 grams of soy protein, or 25 grams of maltodextrin as a placebo, all twice per day.

After 14 days, although the placebo group saw less decrease in lean body mass than whey, those who took whey protein had much higher rates of muscle formation than either soy or placebo, suggesting whey protein helps preserve muscle while dieting.

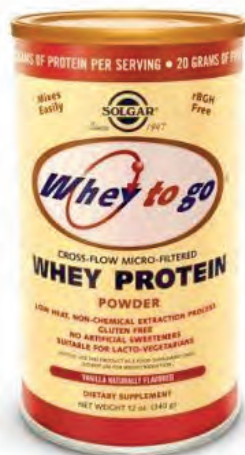
Reference: Journal of Nutrition; February, 2015, Published Online

Leucine Builds Muscle

Doctors wanted to see if adding the essen-

Whey To Go® Protein Powder Natural Vanilla Flavor

Whey is an excellent source of protein because of its high biological value (BV)!



Whey is the protein of choice because of its:

- efficient utilization in the body due to its high BV • natural source of branched chain amino acids
- natural source of lactalbumin and immunoglobulins
- Complete essential amino acid profile • High biological protein value
- Highly efficient cross-flow micro-filtered whey isolate and concentrate
- Low heat, non-chemical extraction process • Free of gluten and artificial flavors
- With Free-Form L-Glutamine and Free-Form Branched Chain Amino Acids (BCAAs)
- Low in fat • Easy to mix • 98% lactose free

Solgar® Whey To Go® Protein Powder is a highly efficient, advanced protein enhancement product. It is formulated with a blend of uniquely processed whey protein isolate and whey protein concentrate. Cross-flow micro-filtration adds to Whey To Go® Protein Powder's amino acid availability, absorption and utilization.

Solgar® Whey To Go® Protein Powder also includes two beneficial ingredients, Free-Form L-Glutamine and Free-Form Branched Chain Amino Acids (BCAAs). L-Glutamine plays a significant role in supporting protein metabolism.* BCAAs are directly involved in protein synthesis and help support muscle nitrogen and a free amino acid pool during exercise.* Both L-Glutamine and BCAAs are used by muscle tissue as a source of energy.*

In addition, Solgar® Whey To Go® Protein Powder is free of gluten and is low in fat. Plus, its delicious vanilla flavor blends easily and tastes great in water, milk or your favorite juice. It can even be added to sauces, soups, cereals, muffins, pancakes and other bake mixes. It is an excellent way to add extra high quality protein to your daily caloric intake.

Ingredients: Cross-Flow Micro-Filtered Whey Protein Isolate ††, Cross-Flow Micro-Filtered Whey Protein Concentrate ††, Natural Flavors, Free-Form L-Glutamine, Free-Form BCAAs (Leucine, Valine, Isoleucine). Contains <1% of: Soy Lecithin.

Contains milk and soy. This product is manufactured from cows not treated with rBGH, recombinant bovine growth hormone.

If you are pregnant, nursing, taking any medication or have a medical condition, please consult your healthcare practitioner before taking any dietary supplement. Discontinue use and consult your healthcare practitioner if any adverse reactions occur. Keep out of reach of children. Store at room temperature. Do not use if seal under lid is missing or damaged.

† Naturally occurring; therefore amount may vary. †† Supplying β-lactoglobulin, α-lactalbumin, casein glycomacropeptide, immunoglobulin, bovine serum albumin, residual caseins, protease peptides, and lactoferrin.

#24970	Vanilla Whey To Go	12 oz	List: \$20.59	Discount: \$16.47
#24971	Vanilla Whey To Go	32 oz	List: \$47.89	Discount: \$38.31
#28034	Chocolate Whey To Go	16 oz	List: \$20.59	Discount: \$16.47
#59194	Strawberry Whey To Go	16 oz	List: \$20.59	Discount: \$16.47

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A breakthrough
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Encapsulated in a gel, the precious ingredients of the botanical caviar merge into a highly effective serum. This forms a natural protective barrier on the skin which fends off harmful environmental influences and free radicals.

Beauty Pearls are truly a unique range of products for your skin.

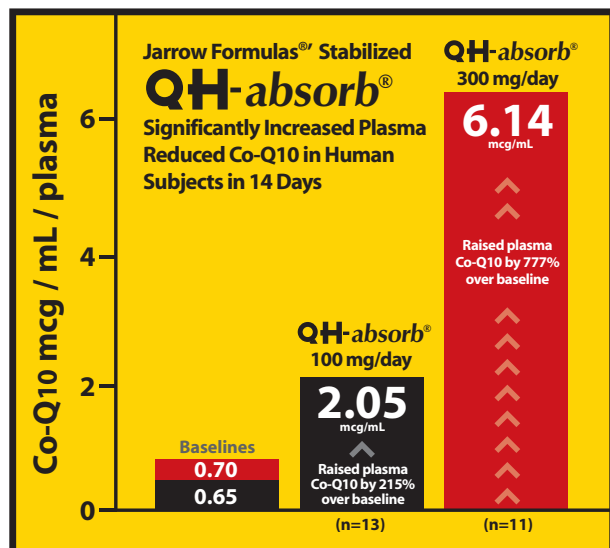
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QH-absorb® delivers Co-Q10 benefits in *LESS* time and at *HIGHER* levels!



Our clinical studies confirm that 300 mg of our proprietary QH-absorb® per day raised plasma Co-Q10 levels by 777% over baseline in humans. This represents the greatest increase in Co-Q10 levels ever achieved.*

Co-Q10 plays an essential role in the production of energy in every cell in the human body, but standard Co-Q10, ubiquinone, must be reduced to ubiquinol to be physiologically active.*

Jarrow Formulas® QH-absorb® is the “reduced” – antioxidant-form of Co-Q10 that is proprietary, stabilized and ready for absorption!*

Jarrow Formulas® QH-absorb® offers tremendously improved bioavailability over all other tested Co-Q10 supplements, both ubiquinone and ubiquinol.*

- QH-POMEGRANATE, 30 SOFTGELS - JRW62463
- QH-ABSORB®, 100 MG, 60 SOFTGELS - JRW53091
- QH-ABSORB®, 100 MG, 120 SOFTGELS - JRW59922
- QH-ABSORB®, 200 MG, 30 SOFTGELS - JRW55162
- QH-ABSORB®, 200 MG, 60 SOFTGELS - JRW59935 (not pictured)
- QH+PQQ, 30 SOFTGELS - JRW63121

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Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



mixture had significantly improved anxiety symptoms after three months compared to those taking placebo. Hawthorn is primarily used for heart conditions and is not usually considered a nervine. However, it may help alleviate anxiety symptoms such as heart palpitations and increased blood pressure.

1 fl oz - Prod Code: 57643

Calming Complex

Child Friendly

This supplement, designed for children, exerts a sedative and calming action appropriate for daytime use. It can also be used at night to help induce sleep.

Who would benefit from this supplement? Children who are hyperactive, anxious, obsessive compulsive, ADHD or insomnia. Phyto-Tech™ Child Friendly Calming Complex contains the following herbs: Chamomile Flower, Valerian Root, Hops Strobiles, Lobelia Herb, Vegetable Glycerin, Pure Dionized Water.

Phyto-Tech™ Child Friendly Calming Complex can be used during the day to help calm down an excitable child. It can be used as a daily tonic or on an as needed basis. It can also be used at night (10-30 minutes before bed time) to help bring on sleep. Typically, it will not make a child sleepy when used in the daytime. It is a strong yet gentle central nervous system and adrenaline calmer. It will help slow down a hyperactive child to increase focus in the day. It can also be used for situations that create anxiety and stress, ranging from airline flights and car trips to difficult family situations to performance anxiety.

Phyto-Tech™ Child Friendly Calming Complex will also function as a mild analgesic, and take the edge off muscle pain and tension. It will help spasms, cramping, colic pain and gas pain.

Dosage (by Weight):
10-30 lb. Use 10-20 drops; 31-60 lb. Use 20-40 drops; 61-100 lb. Use 40-60 drops; Over 100 lb. Use 60-90 drops. Administer 2-3 times per day or as needed in juice or water. Direct dosing in the mouth is OK.

Cautions: If a child is taking a prescription sedative, consult with the doctor, and take lower herbal doses.

1 fl oz - Prod Code: 56996

Candida Complex

An Alternative Formula, with Anti-Fungal and Anti-Infective Properties. Clinically developed specifically for those with chronic candida and yeast infections.

Please Note: Chronic Candidiasis is not commonly recognized as a medical condition by conventional medicine; any diagnosis and/or treatment of this condition should be supervised by a health professional. This product is not intended to treat, cure or mitigate disease.

James Duke, Ph.D., in his book *The Green Pharmacy*, makes the following comment on Black walnut (*Juglans nigra*). "Kathi Keville, author of *The Illustrated Herb Encyclopedia and Herbs for Health and Healing*, a California Herbalist whom I admire, recounts one impressive study showing that the fresh husk of the black walnut destroyed candida better than a commonly prescribed antifungal drug . . ."

"Recurrent or chronic infections, including chronic candidiasis, are characterized by a depressed immune system. A repetitive cycle makes it difficult to overcome chronic candidiasis: a compromised immune system leads to infection, and infection leads to damage to the immune system, further weakening resistance." (Murray and Pizzorno, *Encyclopedia of Natural Medicine*)

Enhanced immune system function may be the most important component of treating this condition.

Each serving (30 drops) contains the following: Fresh Black Walnut Hull 150 mg, Fresh Spilanthes Flower 75 mg, Usnea Lichen 67 mg, Pau D'Arco Bark 67 mg, Oregon Grape Root 50 mg, Gentian Root 33 mg, Fennel Seed 17 mg, Tea Tree Oil 3 mg, Oregano Oil 1 mg, Grain Alcohol, Deionized Water.

Dosage: Take 30 drops 3 times a day in water before meals.

1 fl oz - Prod Code: 57730

Cascara Sagrada

Cascara sagrada, obtained from the dried bark of *Rhamnus purshianus* (Rhamnaceae), is traditionally used as a laxative and detoxification agent.

Each capsule contains 420 mg of full-spectrum, wildcrafted Cascara sagrada bark.

Who would benefit from the use of this herbal preparation? Those suffering from occasional constipation. Like any "stimulant" laxative, it is not intended for long term or chronic use.

Dosage: Traditional dosage of the dried bark is 300 to 1000 mg taken at bedtime. This is equivalent to one or two capsules. Start with one capsule. The appropriate amount of cascara is the smallest dose that is necessary to maintain soft stools.

90 Veggie Caps - Prod Code: 60124

Cayenne 1:5

Cayenne is a spice derived from various species of *Capsicum*. As such, it adds color, pungency and aroma to foods consumed throughout the world.

1 fl oz - Prod Code: 57054

Chamomile Flowers

Chamomile is traditionally used for its mild relaxing effect. It calms, soothes and supports the nervous system.

Who would benefit from this supplement? Those with stress, anxiety, stomach upset due to nervousness, and mild insomnia.

Phyto-Tech™ Chamomile Flower is traditionally used as a mild relaxing herb for mild insomnia, anxiousness and stomach upset from nervousness. It is a gentle sedative to the central nervous system and can calm one down. It is best when one wants a gentle relaxing herb to gently help them to sleep or to simply relax during the day. It will not make one sleepy like Valerian can, nor will it reduce pain as well as skullcap. It is suitable for children, those who are very sensitive to sedatives and for the elderly. It is especially soothing in a warm cup of water at bedtime.

Chamomile can be used for digestive upset from nervous eating or overeating. It can soothe upset tummies from overeating junk foods.

It has also been used for teething infants and children who need a little pain relieving action. Dilute amounts are added to water, milk or juice in amounts suitable to the weight of the child. Use 10-20 drops for a 30 pound child, 25-30 drops for a 60 pound child and an adult dose above these weights.

Phyto-Tech™ Chamomile Flowers contains 333 mg certified organic Chamomile in 30 drops.

1 fl oz - Prod Code: 57067

Chaste Tree Berry

Chaste Tree helps to balance the female cycle and supports proper progesterone levels.

Who would benefit from this supplement? Women with progesterone deficiency, PMS, menopause related problems, and infertility.

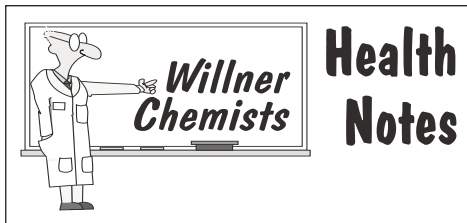
Phyto-Tech™ Chaste Tree Berry contains 500 mg of certified organic chaste tree berry in 30 drops.

Dosage: 20-60 drops, 2-3 times per day or as needed in juice or water

Complimentary Formulas:
Phyto-Tech™ Menses Complex (for PMS related problems)

Important Notice: The information given here is designed to help you make informed decisions about your health, and the proper use of dietary supplements. It is not intended as a substitute for medical advice, nor a substitute for any treatment that may have been prescribed by your doctor. If you have a medical problem, you should seek medical help. Products described herein are not intended to diagnose, treat, cure or mitigate disease.

. . . continued on page 36



Vitamin E: New Studies Support Brain And Bone Benefits In Young And Old

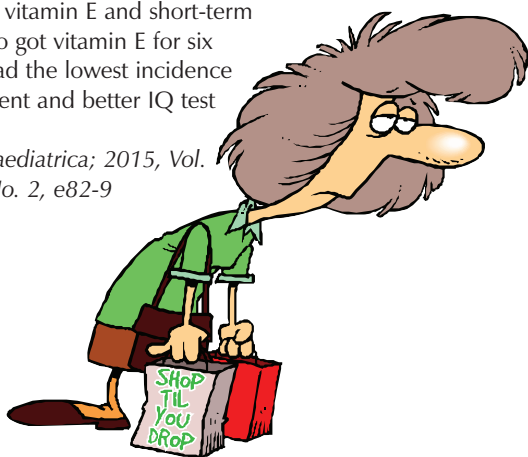
More Vitamin E, Higher Iq In Children

Infants with extremely low birth weight—less than 2 pounds, 3 ounces—are usually born at 27 weeks gestational age or earlier, and are more susceptible to complications and impaired mental development.

In this study, researchers divided 259 school age kids born at extremely low birth weights into three groups based on how long they were given vitamin E supplements as infants; less than six months, more than six months, or no vitamin E supplements.

Compared to no vitamin E and short-term vitamin E, kids who got vitamin E for six months or more had the lowest incidence of mental impairment and better IQ test performance.

Reference: *Acta Paediatrica*; 2015, Vol. 104, No. 2, e82-9



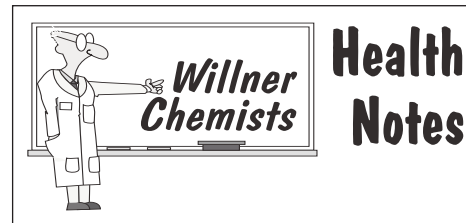
More Vitamin E, Fewer Fractures In Older Adults

Bone fracture and osteoporosis may increase along with chronic oxidative stress, and vitamin E has antioxidant properties which may counteract this type of bone damage. To test the theory, doctors in this study followed 14,738 older women for 19 years, and 1,138 older men for 12 years.

For women, those who got the least alpha tocopherol vitamin E in the diet were 86 percent more likely to have had a hip fracture over the 19-year follow-up period, while women who took alpha tocopherol supplements were 22 percent less likely.

For men, those with low circulating levels of alpha tocopherol vitamin E were more than three times as likely to have had a hip fracture over the 12-year follow up period compared to men with higher levels of vitamin E.

Reference: *American Journal of Clinical Nutrition*; January, 2014, Published Online



Healthy Bones and Joints

Nutrients help reduce chances for hip fracture and slow the progression of osteoarthritis of the knee, two new studies show

More Vitamin E, Less Hip Fracture

Doctors in this study measured vitamin E levels in 1,160 men and women, aged 65 to 79, who had had a hip fracture during an 11-year study follow-up period, and compared them to 1,434 men and women who participated in the same health study but who had not had a hip fracture during this time.

Compared to those with the lowest levels, those with the highest circulating vitamin E levels were 34 percent less likely to have had a hip fracture. Researchers also saw a linear relationship: as levels of circulating vitamin E increased, chances for hip fracture decreased.

Reference: *Osteoporosis International*; 2015, Vol. 25, No. 11, 2545-54

Low Vitamin D Levels Raise Chances For Osteoarthritis

In this study, doctors measured vitamin D levels in 418 people with osteoarthritis (OA) in one or both knees, and tracked joint-space narrowing—a sign of the progress of osteoarthritis as the joints lose their protective cartilage—over two to four years of follow-up.

The average vitamin D level for all participants was 26.2 nanograms per milliliter of blood (ng/mL). Those whose vitamin D levels fell below 15 ng/mL were twice as likely to see osteoarthritis worsen over the follow-up period compared to those with higher vitamin D levels. Doctors consider vitamin D levels below 20 ng/mL as insufficient, and levels from 20 to 60 ng/mL as optimal.

Reference: *American Society for Nutrition*; December, 2014, Published Online





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Calcium and magnesium, as well as the other minerals, are no less important to your health than the vitamins. Do not make the critical mistake of only taking a vitamin supplement. It is impossible to get your daily calcium and/or magnesium requirements from any one-a-day or two-a-day multivitamin supplement. A balanced multivitamin-multimineral formula should be the cornerstone, or foundation, of your supplement regimen. Additional supplements can be added to your program, depending on your particular health needs and concerns. Willvite is best taken two tablets, twice a day. This will provide for maximum utilization, especially for the water-soluble vitamins and minerals.

• Now: with added CoQ10, lycopene, phytoantioxidants and Lutein! ... regular, and Iron-Free!

It is impossible to include the daily requirement of calcium and magnesium in one or two tablets or capsules. This makes it necessary to take at least two separate products, a multivitamin along with a calcium-magnesium supplement, to get a full dosage of vitamins, trace minerals, calcium, and magnesium. An alternative is to take one product that contains that amount of calcium and magnesium. To accommodate this, the daily dose must be a minimum of four tablets or six capsules. The advantage is that a full day's requirement of all essential vitamins and minerals can be obtained from only one product.

Products meeting this requirement are intended to serve as a balanced, broad-spectrum basic multivitamin-multimineral supplement, and are an ideal foundation product upon which a personalized program can be designed.

Willvite has been revised and reformulated to reflect the latest developments in nutritional research. The amount of calcium

has been reduced, for example, and the amount of magnesium has been increased. We have increased the vitamin D levels. The amounts of selenium and chromium have been lowered, to accommodate those who take additional supplements along with Willvite. Important nutrients such as lycopene have been added, and the CoQ10 level has been increased. The most active, co-enzyme forms of vitamins and chelated minerals have been utilized.

Willvite is available in a regular and iron-free version. 120 Tablets per bottle. Recommended dosage: 2 tablets, twice a day.



Available Now

Willvite (New & Revised) Regular & Iron-Free

Willvite, 120 Tabs, Product Code: 30439

Willvite, Iron Free, 120 Tabs, Product Code: 44384

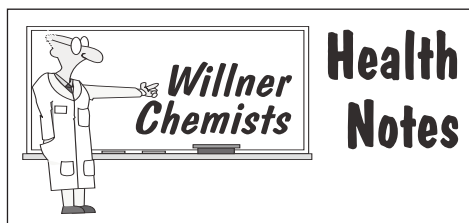
WILLVITE (with Iron) 120 Tablets

Supplement Facts: Serving Size: 4 Tablets; Servings per container: 30 (for 120 Tab Size)

Ingredient	Per 4 tabs	% DV
Vitamin A (25% (5,000 IU) from acetate, 75% (15,000 IU) from natural D. salina beta carotene)	20,000IU	400%
Vitamin C (as Ascorbic Acid & Calcium Ascorbate)	750 mg	1250%
Vitamin D3 (as Cholecalciferol)	800IU	200%
Vitamin E (as d-Alpha Tocopheryl Succinate)	300IU	1000%
Vitamin K2 (as MK7)	60 mcg	75%
Vitamin B1 (as Thiamine Mononitrate)	30mg	2000%
Vitamin B2 (as Riboflavin)	30 mg	1764%
Niacin (as Niacinamide)	50 mg	250%
Vitamin B6 (as Pyridoxine HCl)	30 mg	1500%
Folic Acid	400 mcg	100%
Vitamin B12 (as Methylcobalamin)	200 mcg	3333%
Biotin	300 mcg	100%
Pantothenic Acid (from d-calcium pantothenate)	50 mg	500%
Calcium (from Carbonate & Citrate)	800 mg	80%
Iron (from Rice Chelate)	9 mg	50%
Iodine (from Kelp)	150 mcg	100%
Magnesium (from Oxide & Aspartate)	600 mg	150%
Zinc (from AA Chelate)	20 mg	133%
Selenium (from L-Selenomethionine)	100 mcg	143%
Copper (from AA Chelate)	2 mg	100%
Manganese (from Manganese Gluconate)	5 mg	250%
Chromium (as Picolinate)	100 mcg	83%
Molybdenum (from Chelate)	150 mcg	200%
Potassium (from AA Chelate)	50 mg	1%
Choline Bitartrate	50 mg	*
Inositol	25 mg	*
Grapeseed Extract(Vitis vinifera)	25 mg	*
CoEnzyme Q 10	20mg	*
PABA (para-aminobenzoic acid)	10 mg	*
Lutein	2 mg	*
Lycopene	2 mg	*
Boron (from citrate, aspartate, glycinate)	1 mg	*
Silicon (horsetail)	350 mcg	*
Vanadium (sulfate)	10 mcg	*

* Daily value not established.

Other ingredients: Cellulose, Stearic Acid, Croscarmellose Sodium, Magnesium Stearate, Silica, HPMC and PEG.



Women's Health: Nutrients Protect Against Cancer And DNA Damage In Women

Selenium Reduces Chances Of Colorectal Cancer

Although people only need a small amount of selenium, this essential micronutrient found in the soil plays a key role in metabolism, has antioxidant properties, and may help prevent colorectal cancer.

Doctors in this study measured circulating levels of selenium in 966 men and women with the disease and in 966 similar men and women without colorectal cancer. While there was no link between selenium levels and cancer in men, women who had the highest circulating levels of selenium were 36

percent less likely to develop colorectal cancer compared to women with the lowest selenium levels.

Reference:

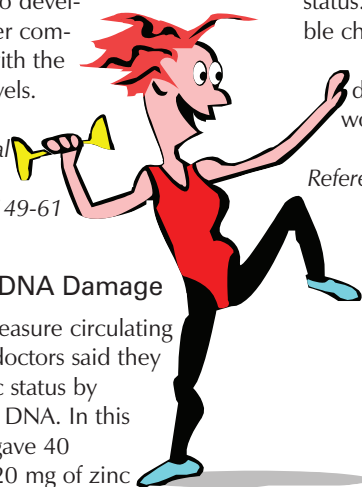
International Journal of Cancer; 2015, Vol. 136, No. 5, 1149-61

Zinc Reduces DNA Damage

It is difficult to measure circulating levels of zinc, but doctors said they could measure zinc status by detecting breaks in DNA. In this study, researchers gave 40 Ethiopian women 20 mg of zinc sulfate per day or a placebo. Meat, a rich source of zinc, was only a small part of the diet for these women.

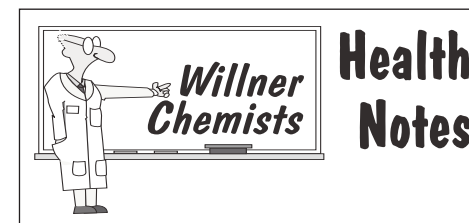
After 17 days, circulating zinc levels had not changed significantly, but a test of breaks in DNA strands showed women who had taken the zinc supplements had 25 percent fewer breaks in DNA.

Discussing their findings, doctors said that the test to measure breaks in DNA, called a comet assay, could be used to determine zinc



status. Even though there were no measurable changes in circulating zinc levels, the DNA test was sensitive enough to detect changes in zinc status after the women took zinc supplements.

Reference: Nutrition Research; 2015, Vol. 35, No. 1, 49-55



Staying Fit: Nutrients Improve Exercise Performance, Help Build Muscle

Green Tea Enhanced Performance

Would decaffeinated green tea have the same metabolic benefits as caffeinated? To find out, researchers gave 14 recreationally active men, average age 21, with healthy body weight and fat, 571 mg of decaffeinated green tea extract per day, or a placebo.

Once before, during, and after the four-week study period, the men cycled for one hour at half their aerobic capacity, then took a 40-minute performance exercise test. After four weeks, while the placebo group had not changed, the decaffeinated green tea group burned fat at a 25 percent faster rate,

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during early motherhood.* Emerging studies suggest that taking a daily multivitamin can support a healthy mood and help with occasional stress and fatigue.* And because iodine needs for thyroid support increase during lactation, Perfect Postnatal is formulated with both cultured iodine and organic, sustainably harvested Kelp that delivers natural iodine from the sea.*



Nutrients for Breast Milk

Breast milk is a baby's perfect food, and breastfeeding has studied benefits for both babies and mothers. If you are breastfeeding, know that Perfect Postnatal has been expertly designed with nutrients for lactation support—B Vitamins, Vitamin D3, and Iodine.* Perfect Postnatal also delivers complementary botanicals traditionally used by breastfeeding women, including organic Oat, Turmeric, and Chamomile.



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Just like your baby.[™]

Perfect Postnatal[™]

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96 Tablets	Item # 65400	Retail \$48.95	Willner Chemists \$34.27
192 Tablets	Item # 65401	Retail \$84.95	Willner Chemists \$59.47

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Product Reference Guide: Willner Chemists Phyto-Tech™ Herbal Supplements



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 Phyto-Tech™ Fertility Complex (if infertile, trying to become pregnant)
 Phyto-Tech™ Dong Quai Root (if estrogen deficient)
 Phyto-Tech™ Black Cohosh Root (for hot flashes, cramps)
 1 fl oz - Prod Code: 56989

Chinese Red Ginseng

Ginseng is the premier adaptogenic, immune-modulating herb. Chinese Red Ginseng (Panax ginseng) is more "stimulating" or warming than American Ginseng.

Who would benefit from this supplement? Those suffering from fatigue, burn-out, frequent illness, depression. Red Chinese Ginseng is thought to increase vigor, energy, vitality and resistance to illness and environmental or external stress. It is often the preferred adaptogenic herb for the elderly.

Supplemental Information:

Phyto-Tech™ Chinese Red Ginseng increases vigor, energy, vitality and resistance to illness and environmental stresses. It is best for those who are depleted and are low on passion in life. It is also indicated for those working too hard and are afraid of burn out. Red Chinese Ginseng will increase the stress hormone ACTH from the pituitary that helps the body adapt to stress. When stress is initiating the breakdown on one's innate weakness (genetic, constitutional, predispositional tendencies), Red Chinese Ginseng will help the body to cope and therefore assist in many chronic diseases, especially if debilitating and wasting.

Phyto-Tech™ Chinese Red Ginseng is not for those in their prime of life who are full of fire, the Type-A personality. It is for those who used to be that way and are now not what they used to be. It helps in the aging process to stay alert, youthful, energetic and adaptive to environmental changes. It is immunomodulating and keeps the immune system firing on all levels.

Phyto-Tech™ Chinese Red Ginseng is a tonic for the 21st century with the fast paced life style that creates accelerated wear and tear. It gives more mileage to the body.

Phyto-Tech™ Chinese Red Ginseng should be considered for depression in the elderly who might not be chemically depressed in a St. John's Wort way (serotonin), but need some energy to process life with more passion and enjoyment. It is synergistic with Ginkgo for the elderly.

Phyto-Tech™ Chinese Red Ginseng is a more yang or warming and stimulating ginseng than the American. Eleuthero Root (sometimes referred to as Siberian Ginseng) is not a true Ginseng and is considered neutral, not warming or cooling.

Phyto-Tech™ Chinese Red Ginseng contains 333 mg of imported Chinese Red Ginseng per 30 drops.
 Dosage: 15-45 drops, 2-3 times per day It is best used as a long term tonic (1-3 months and longer).
 1 fl oz - Prod Code: 57023

Chlorophyll Extract

Often considered the "blood" of plants, chlorophyll is structurally similar to hemoglobin. It has a protective and detoxification action.

Who would benefit from this supplement? Those with heavy metal toxicity and those looking for cleansing and detoxification properties. Those with bad breath and body odor. Those suffering from fatigue and those with slow healing wounds.

Phyto-Tech™ Chlorophyll provides 100 mg Chlorophyll, from Mulberry leaf, per 30 drops.

Dosage: 15-30 drops in water or juice, 1-2 time daily, or as needed

Supplemental Information:

Chlorophyll is the sunlight collecting molecule in plants that gives them their green pigment. Plants use chlorophyll to collect light needed for photosynthesis. Through photosynthesis Chlorophyll molecules have the ability to convert solar energy into chemical energy by manufacturing carbohydrates from carbon dioxide and water.

Chlorophyll is often referred to as the "blood" of plants. Interestingly, Chlorophyll molecules are structurally very similar to human hemoglobin molecules. The difference between the two being that Chlorophyll carries Magnesium at its center and hemoglobin carries iron at its center. Like iron, Chlorophyll helps the body build red blood cells and thus increases oxygen availability. It energizes and revitalizes the body and is helpful for fatigue, shortness of breath, asthma, altitude sickness and intense physical exertion.

Chlorophyll acts as an internal deodorizer and is helpful for people with halitosis (bad breath) and body odor. It can be used as an aid to reduce digestive tract odor from a colostomy or ileostomy and also fecal odor caused by incontinence. It can also help for foul smelling gas. Chlorophyll cleanses and nourishes the intestinal tract and is healing to the mucosal lining. It can also be helpful for constipation.

Chlorophyll is an excellent whole body cleanser. It not only detoxifies the digestive tract, but also facilitates cleansing of the blood and liver and assists in the chelation of heavy metals. It is capable of neutralizing harmful oxidants and may reduce oxidative damage from certain carcinogens. It also has the ability to form tight molecular complexes with carcinogens and in doing so blocks the body's absorption of them. In a placebo controlled study conducted in

China Chlorophyll supplementation was found to decrease DNA damage caused by aflatoxin, a liver carcinogen produced by fungus in moldy grains and legumes. Scientists hope that in populations with unavoidable dietary aflatoxin exposure Chlorophyll supplementation could significantly reduce the risk of developing liver cancer.
 1 fl oz - Prod Code: 56977

Cinnamon Bark 40

This is a standardized Cinnamon Bark complex in a liquid filled veggie cap.

Historically, Cinnamon has been used for various gastrointestinal problems. More recently, interest has centered on the research showing that Cinnamon can help normalize blood sugar control. This is of major interest to those with type 2 diabetes.

Who would benefit from this supplement? Those with blood sugar regulation problems, including type 2 diabetes, pre-diabetes, and cholesterol related conditions.

Each two liquid filled veggie caps contain 250 mg of Cinnamon Bark (alcohol extract), 75 mg of Cinnamon Bark (supercritical carbon dioxide extract, standardized to 40 mg Cinnamaldehydes.

According to Natural Standard Integrative Medicine database, "Cinnamon may be used for various medical conditions (77;78). In a survey of parents in Germany determining the use of complementary and alternative medicines in children with type 1 diabetes in four pediatric diabetes centers (located in Leipzig, Berlin, Stuttgart, and Bonn), 5.6% reported using cinnamon for this indication (79). Cinnamon has been touted as having a positive effect on postprandial glucose metabolism (80). Its ability to lower blood sugar in individuals with diabetes has been discussed (81). Naturally occurring compounds found in cinnamon (Cinnamomum cassia), including chromium and polyphenols, may improve insulin sensitivity (82). Human data suggest that cinnamon exhibits "sweet" properties and may be used in strategies for reduction of sugar intake (83).

Each two liquid filled veggie caps contain 250 mg of Cinnamon Bark (alcohol extract), 75 mg of Cinnamon Bark (supercritical carbon dioxide extract, standardized to 40 mg Cinnamaldehydes.

Also available in a vegetarian capsule form. Each veggie capsule contains 410 mg of certified organic Cinnamon Bark.

The Cinnamon used in Phyto-Tech™ Cinnamon supplements is Cinnamomum cassia, the species utilized in research. It is certified organic and vegetarian.

60 Liquid Filled Capsules - Prod Code: 57092

90 Veggie Caps - Prod Code: 60118

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... continued on page 38

increased performance distance by 11 percent, and had 1.63 percent less body fat.

Doctors said decaffeinated green tea extract along with exercise increased fat metabolism, reduced body fat, and improved metabolic efficiency, and that exercising at less than capacity may stimulate the metabolism and help people maintain longer term training programs.

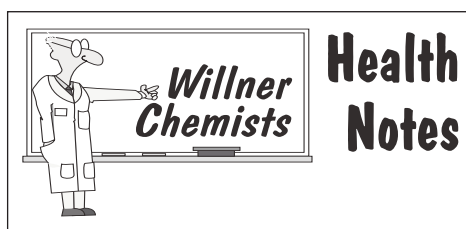
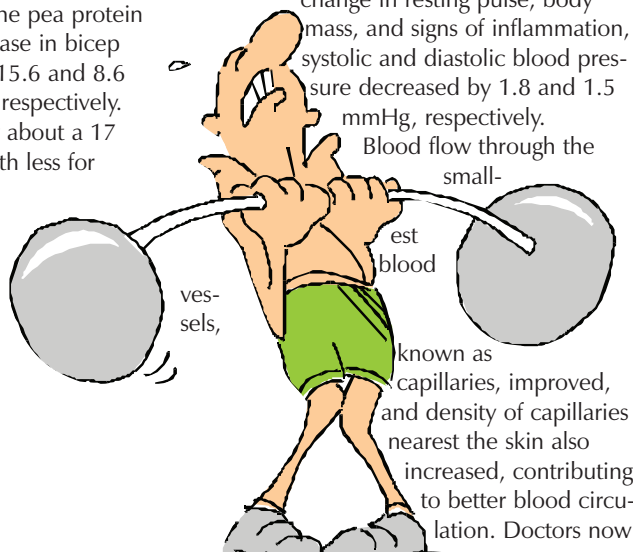
Reference: *Journal of the International Society of Sports Nutrition; January, 2015, Published Online*

Pea Protein Builds Muscle

Whey protein is good for building muscle, but some people can't tolerate dairy. To find an alternate, doctors followed 161 men who had been exercising moderately for 2 to 6 hours per week without trying to build muscle.

The men entered a 12-week weight training program three days per week while taking 50 grams of pea or whey protein per day, or a placebo. After 12 weeks, the pea protein group had a 20.2 percent increase in bicep muscle thickness compared to 15.6 and 8.6 percent for whey and placebo, respectively. Both pea and whey groups saw about a 17 percent increase in strength, with less for placebo.

Reference: *Journal of the International Society of Sports Nutrition; January, 2015, Published Online*



Nutrients Improved Circulation And Reduced Inflammation In Two New Studies

Creatine Improved Circulation, Lowered Blood Pressure

Athletes have traditionally used creatine to build strength and speed for short bursts of high-intensity exercise, but few studies have tested creatine for its effects on circulation. In this study, 40 healthy, moderately active men, average age 28, took 20 grams of creatine per day.

After one week, while there was little or no change in resting pulse, body mass, and signs of inflammation, systolic and diastolic blood pressure decreased by 1.8 and 1.5 mmHg, respectively.

Blood flow through the small vessels, known as capillaries, improved, and density of capillaries nearest the skin also increased, contributing to better blood circulation. Doctors now

plan studies in those with impaired circulation.

Reference: *Nutrition Journal; 2014, Vol. 13, No. 115, 1475-2891*

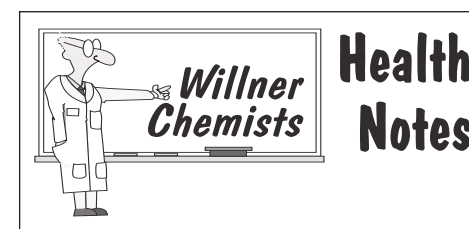
Glucosamine And Chondroitin Reduced Signs Of Systemic Inflammation

Earlier lab studies found glucosamine and chondroitin have anti-inflammatory properties, but there are few studies of the effects of these nutrients in humans. In this study, doctors measured signs of inflammation in 217 men and women, aged 50 to 75, who were, or were not, taking glucosamine or chondroitin supplements.

Compared to those who did not take chondroitin supplements, men and women who took chondroitin an average of twice per day had levels of the inflammatory factor—high-sensitivity C-reactive protein—that were 36 percent lower than non-users. For glucosamine, compared to participants who did not take a supplement, regular glucosamine users had levels of high-sensitivity C-reactive protein 28 percent lower than non-users.

The researchers also measured a second inflammatory factor, prostaglandin E2, and found similar lower levels in both glucosamine and chondroitin users compared to non-users.

Reference: *Journal of Complementary and Alternative Medicine; 2014, Vol. 20, No. 6*



Nutrients Ease Chronic Inflammation

Nutrients reduce C-reactive protein, lowering chances for chronic disease

What Is C-Reactive Protein?

C-reactive protein, or CRP, is a sign of inflammation which, when sustained, has a link to chronic disease. When CRP levels are low, chances for developing cardiovascular and other chronic diseases are also low.

Vitamin E

Earlier studies confirm vitamin E has anti-inflammatory effects, but its role in reducing C-reactive protein is unclear. In this review of 12 placebo-controlled studies covering 495 people, those who took vitamin E saw CRP levels decline by about 20 percent on average, with greater benefits in studies lasting at least six weeks.

Discussing the findings, doctors said taking vitamin E may be a good strategy for decreasing inflammatory conditions in people who are susceptible to developing chronic disease, increasing their chances for remaining healthy, and sug-

... continued on page 78



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Green Tea Guo

A rich source of phyto-antioxidants, including EGCG, the list of research-proven health benefits of Green Tea continues to grow.

The Phyto-Tech™ Green Tea Guo formulas contain Whole Green Tea Leaf and Green Tea Extract, standardized at 90% polyphenols, 50% EGCG, such that one dropper full has the same antioxidant content as 10 cups of regular green tea. In addition, the product is sweetened with natural stevia and the popular Chinese herb, Luo Han Guo. Luo Han Guo is considered a longevity booster, and is commonly used for numerous health problems in China.

Who can benefit from this supplement? The easy answer is everyone. As a healthy beverage, just squirt one dropperful into a glass of hot or cold water. The powerful antioxidants will exert a protective effect against free radical damage. It is felt that free radicals contribute to cancer risk, aging, inflammation damage, cardiovascular damage, and immune system deterioration. In addition, green tea has been shown in numerous studies to assist in weight loss.

Please note that one dropperful of Phyto-Tech™ Green Tea Guo contains less than 2 mg caffeine. A regular cup of coffee contains from 100 to 150 mg of caffeine.

All Phyto-Tech™ Green Tea Guo preparations are alcohol free. One is naturally peach flavored.

Also available in a veggie cap. Each Phyto-Tech Green Tea capsule contains Green Tea Extract (98% polyphenols, 50% EGCG) 250 mg, and full spectrum Green Tea Leaf, 200 mg.

1 fl oz ~ Regular Flavor - Code: 56944

2 fl oz ~ Regular Flavor - Code: 57098

1 fl oz ~ Peach Flavor - Code: 56998

90 Veggie Caps - Code: 60126



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*70 Test subjects, 60 days

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reducing the amount of HCA absorbed because calcium interferes with potassium absorption. The synergistic combination of potassium and magnesium creates HCActive, the uniquely effective *Garcinia cambogia* product. Potassium has a great affinity for cellular uptake and magnesium makes it easier for potassium to enter cells, **bringing the HCA of HCActive along with it.** HCActive is also greater than 99% pure!

5X More Bioavailable than Regular HCA

HCActive reduces appetite, supports weight loss, inhibits the conversion of carbohydrates to fat, and promotes a more sustained feeling of satiety.*

HCActive™ Garcinia Cambogia Extract, 500 mg, 90 Caps - JRW64186

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www.Jarrow.com

HCActive™ is protected by nine US Patents 6,207,714; 6,441,041; 6,447,807; 6,476,071; 6,482,858; 7,015,250; 7,189,416; 8,394,856; 8,367,864.

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Optique 1® sterile, single-use eye drops temporarily relieve eye irritation due to fatigue or airborne irritants and soothe red, dry and itchy eyes.



Sinusalia® temporarily relieves nasal congestion, sinus pain and headache due to the common cold or allergies.



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Cinnamon Leaf

1 fl oz, #62679

Clove

1 fl oz, #63004

Eucalyptus

1 fl oz, #62680 ~ 4 fl oz, #62681

Grapefruit (Pink)

1 fl oz, #62710

Lavender (French)

1 fl oz, #63005 ~ 4 fl oz, #62787

Lavender (Bulgarian)

1 fl oz, #62815

Lemon

1 fl oz, #63006

Orange (Sweet)

1 fl oz, #62820

Oregano

1 fl oz, #62821

Patchouli

1 fl oz, #62822

Peppermint

1 fl oz, #62884 ~ 4 fl oz, #63007

Rosemary

1 fl oz, #63008

Tea Tree (Australian)

1 fl oz, #63009 ~ 4 fl oz, #63010

Ylang Ylang

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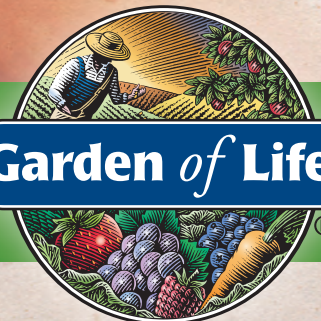
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NOW How Do You Like Our Herbs?

2015 is shaping up to be an eventful year at NOW® with the introduction of our new supplement label, which is now available for our herbal supplements category.

Our new label is the perfect union of our trademark orange color with a more contemporary, natural design that greatly enhances visual appeal. We're continuing to call out each product's primary structure/function claim on the front panel, as well as making it easier to discern product categories for the condition or body system for which it is intended.

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Cinnamon Leaf

1 fl oz, #62679

Clove

1 fl oz, #63004

Eucalyptus

1 fl oz, #62680 ~ 4 fl oz, #62681

Grapefruit (Pink)

1 fl oz, #62710

Lavender (French)

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Peppermint

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Rosemary

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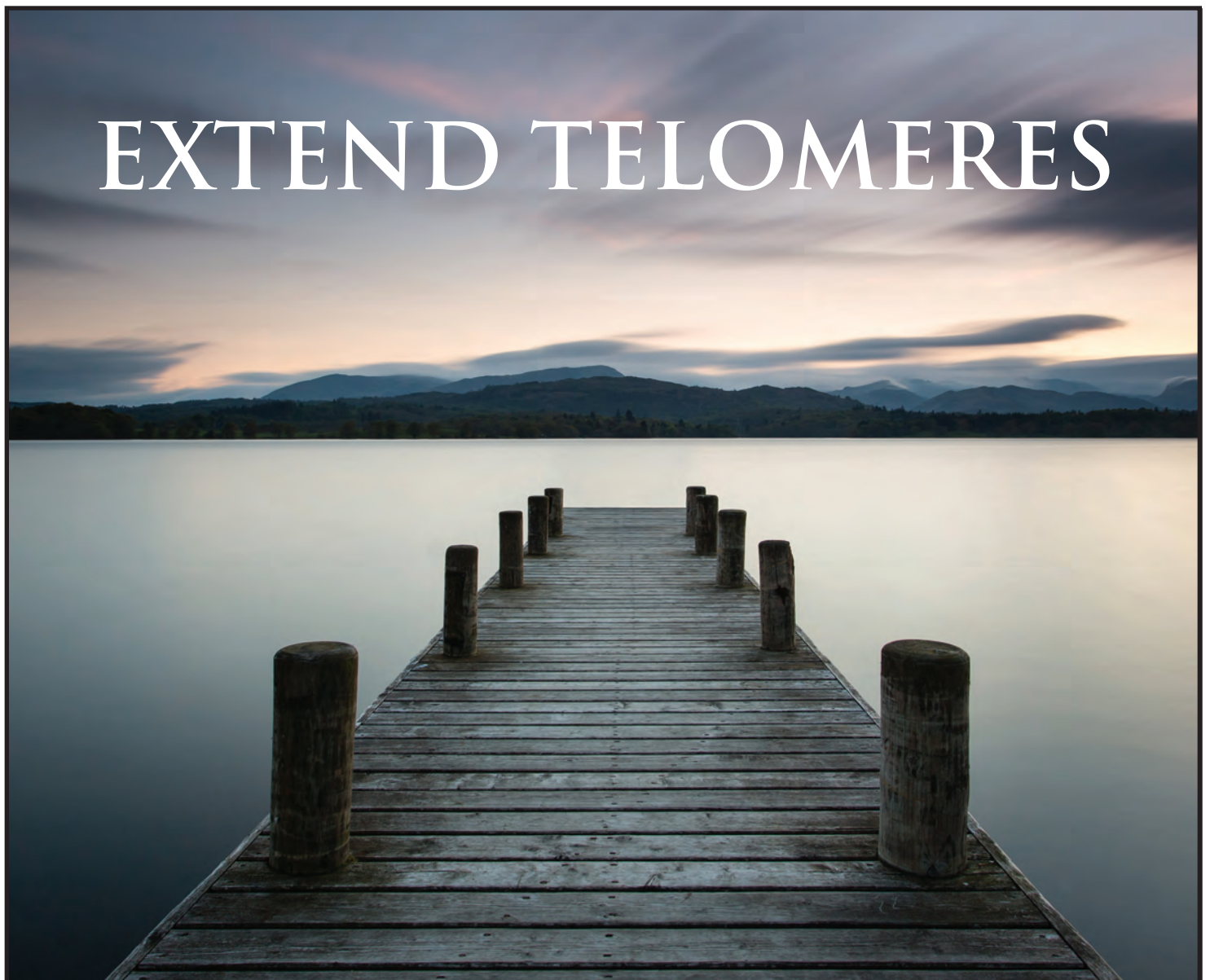
Tea Tree (Australian)

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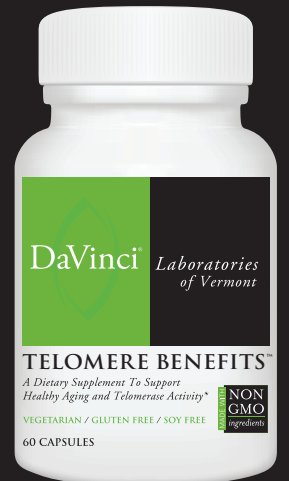
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New Formula -- Higher Potency, Veggie Capsule **Antiox Phyto Complex II**

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggie cap.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

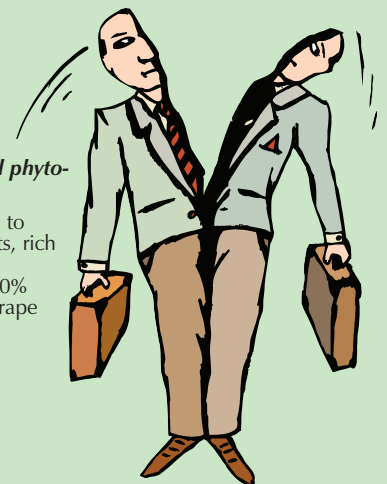
Ingredients: Each 375 mg Capsule contains the following: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable,

100% Vegetarian - Manufactured in an FDA Registered, GMP Certified facility.

New, High Potency Atiox Phyto Complex II 375 mg Veggie Caps
90 Veggie Caps - Prod Code 63745

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical; those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives or is exposed to a toxic lifestyle; those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration; those who want to live a longer, healthier life.

Antiox Phyto Complex II is the perfect supplement to take along with your multivitamin/multimineral supplement.
(see full details on page 14)



**Are You Filling Only Half
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WANT A BETTER ALTERNATIVE FOR OMEGA-3S THAN FISH OIL?

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WHAT ARE THE ADVANTAGES OF KRILL OIL VERSUS FISH OIL?

In Daiwa Krill Oil, the EPA and DHA Omega-3s are bound to phospholipids, an important component of the cell membranes. In contrast, fish oil has EPA and DHA bound to triglycerides, a form of body fat which is stored for use as energy. Fish oil triglyceride Omega-3s don't disperse in water and can float to the top of the stomach fluids, resulting in fishy burps. By comparison, krill oil phospholipid Omega-3s do disperse in water, are easily absorbed, and are more bio-available than fish oil, with no fishy aftertaste.

In addition, Daiwa Krill Oil's small, red softgel is more powerful than a fish oil capsule, providing 10 times the antioxidant activity of fish oil for better joint health and mobility.*

WHAT IS DAIWA KRILL OIL?

Daiwa Krill Oil is a super antioxidant* composed of pure oil derived from Antarctic krill. Krill are plentiful, tiny, bright pink, shrimp-like crustaceans. Krill oil is the only marine oil that includes a combination of three (3) key substances the human body needs to function properly: omega-3 essential fatty acids (EPA and DHA), phospholipids and antioxidants including astaxanthin (a potent carotenoid that gives krill its red-orange color).

Krill oil provides the body's best source of omega-3 essential fatty acids. It is rich in phospholipid EPA and DHA providing greater bio-availability, superior to fish oil.

Daiwa Krill are harvested responsibly.

WHY DAIWA KRILL OIL?

Daiwa is a brand name you can trust. Daiwa Krill Oil is produced by Daiwa Health Development, the same well established, science based company that provides the wondrous immune enhancer PeakImmune4 with the proprietary, active ingredient Rice Bran Arabinosyl Compound (RBAC).

WHAT BENEFITS CAN DAIWA KRILL OIL DELIVER?

In scientific research, krill oil is shown to:

- Promote cardiovascular health*
- Deliver phospholipids Omega-3s, which disperse in water and are more easily absorbed in the stomach fluids than fish oil Omega-3s.
- Convey no fishy aftertaste, often associated with fish oil
- Maintain blood lipids and healthy cholesterol levels already within normal range*
- Help support central nervous system function*
- Support joint health*
- Promote brain health and healthy cognitive function*
- Offer relief for women from PMS symptoms*
- Ease the transition of menopause for mature women*
- Provide support for the eyes and skin against ultra-violet light*

Experience the benefits of Daiwa Krill Oil every day.

Take Advantage of this Introductory Offer:

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¹Summarized from data published by ADA. Testing in Asymptomatic Patients. *Diabetes Care*. 2012;35 (Supplement 1):S14. Table 4.
²Joslin Diabetes Center. Joslin Clinical Guidelines for Overweight and Obese Adults. 8/07/2011.
³Hayes KC. Macronutrient ratios and insulin response for improved glucose control. Publication in process.

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New Formula -- Higher Potency, Veggie Capsule Antiox Phyto Complex II

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggie cap.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

Ingredients: Each 375 mg Capsule contains the following: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable.

100% Vegetarian - Manufactured in an FDA Registered, GMP Certified facility.

New, High Potency Atiox Phyto Complex II 375 mg Veggie Caps
90 Veggie Caps - Prod Code 63745

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical; those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives .or is exposed to a toxic lifestyle; those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration; those who want to live a longer, healthier life.

Antiox Phyto Complex II is the perfect supplement to take along with your multivitamin/multimineral supplement.
(see full details on page 14)



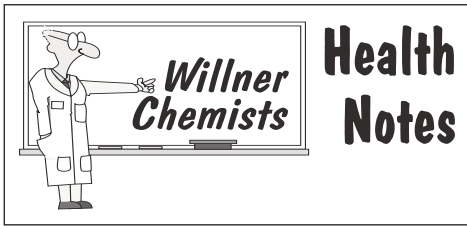
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Krill Oil 1,000 mg (K-Real™)	60 Gels	Retail	\$ 54.99	-	Sale Price:	\$ 32.99
Krill Oil 1,000 mg (K-Real™)	120 Gels	Retail	\$ 99.99	-	Sale Price:	\$ 59.99
MegaNatural® BP - Grape Seed Extract 150 mg	60 Caps	Retail	\$ 19.99	-	Sale Price:	\$ 11.99
MegaNatural® BP - Grape Seed Extract 150 mg	150 Caps	Retail	\$ 44.99	-	Sale Price:	\$ 26.99
MegaNatural® BP - Grape Seed Extract 300 mg	60 Caps	Retail	\$ 33.32	-	Sale Price:	\$ 19.99
MegaNatural® BP - Grape Seed Extract 300 mg	150 Caps	Retail	\$ 74.99	-	Sale Price:	\$ 44.99
PYCNOGENOL 30 mg (French Maritime Bark)	30 Vcaps	Retail	\$ 19.99	-	Sale Price:	\$ 11.99
PYCNOGENOL 30 mg (French Maritime Bark)	60 Vcaps	Retail	\$ 35.99	-	Sale Price:	\$ 21.59
PYCNOGENOL 30 mg (French Maritime Bark)	180 Vcaps	Retail	\$ 89.99	-	Sale Price:	\$ 53.99
PYCNOGENOL 100 mg (French Maritime Bark)	30 Vcaps	Retail	\$ 46.99	-	Sale Price:	\$ 28.19
PYCNOGENOL 100 mg (French Maritime Bark)	60 Vcaps	Retail	\$ 84.99	-	Sale Price:	\$ 50.99
PYCNOGENOL 100 mg (French Maritime Bark)	120 Vcaps	Retail	\$ 154.99	-	Sale Price:	\$ 92.99
PYCNOGENOL 150 mg (French Maritime Bark)	30 Vcaps	Retail	\$ 59.99	-	Sale Price:	\$ 35.99
PYCNOGENOL 150 mg (French Maritime Bark)	60 Vcaps	Retail	\$ 109.99	-	Sale Price:	\$ 65.99
PYCNOGENOL 150 mg (French Maritime Bark)	120 Vcaps	Retail	\$ 199.99	-	Sale Price:	\$ 119.99
Resveratrol 300 mg + 15 mg Red Wine Extract	60 Vcap	Retail	\$ 39.99	-	Sale Price:	\$ 23.99
Resveratrol 300 mg + 15 mg Red Wine Extract	150 Vcap	Retail	\$ 89.99	-	Sale Price:	\$ 53.99



... continued from page 36
gest larger placebo-controlled studies to confirm these results.

Reference: European Journal of Clinical Nutrition; February, 2015, Published Online

Glucosamine And Chondroitin

To test the effect of glucosamine and chondroitin on chronic inflammation, doctors gave 18 healthy but overweight men and women a placebo or 1,500 mg of glucosamine hydrochloride plus 1,200 mg of chondroitin sulfate per day. The study had two 28-day phases, where each group took the placebo or glucosamine and chondroitin, and then switched for the second 28-day phase.

While there were no changes during the placebo phases, during the glucosamine and chondroitin phases, CRP levels declined by an average of 23 percent. Doctors said that the results are consistent with earlier studies that found a link between glucosamine and chondroitin and circulating levels of CRP, but that a major strength of this study is that participants were healthy and free of any underlying conditions that might have affected the results.

Reference: PLoS One; 2015, Vol. 10, No. 2, e0117534

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How do you make the best even better? Incorporate the latest research!

- Reduce calcium from 1000mg to 800 mg
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- Increase vitamin B12 from 100 mcg to 200 mcg
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- Reduce chromium from 200 mcg to 100 mcg
- Use chelates and active coenzyme forms
- Add natural lycopene, 2 mg
- Increase lutein from 1 mg to 2 mg
- Increase CoQ10 level from 5 mg to 20 mg
- Increase levels of B-vitamins by 20%
- Reduce zinc to 20 mg

Willvite is a unique, specially designed multivitamin-multimineral supplement, designed to satisfy the needs of those seeking to limit their supplement intake to as few products as possible, as well as those looking for the best "foundation" formula to which they can add specific nutrients relative to their individual health requirements. Willvite: Suggested Dose: 2 to 4 tablets daily.

Ask for New Willvite Tablets -- Available Now!

Willvite, 120 Tabs, Product Code: 30439
Willvite, Iron Free, 120 Tabs, Product Code: 44384



Ensure optimal health and enhance your ability to fight off disease.

Take a broad spectrum multivitamin, multimineral and antioxidant blend.

At Willner's prices, nothing should hold you up. Such discounts. It's a steal.

Product Reference Guide: Company Listings (Product Code, Name, Size, List, Discount Price)

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: NATURAL VITALITY, NATURALLY VITAMINS, NATURANECTAR, NATURES ANSWER.

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: CHAMOMILE FLOWERS A/F, CHICKWEED HERB, COCONUT OIL EXTRA VIRG, CODONOPSIS A/F, CORNSILK A/F, CORNSILK A/F, CRANBERRY A/F, D3 4000 IU DROPS, DANDELION ROOT, DANDELION ROOT A/F, DONG QUAI A/F, E P O 500 MG, ECHIN A/F W/MAMDA DRAG, ECHIN GLDSEAL COMB A/F, ECHIN GOLDENSEAL A/F, ECHIN GOLDENSEAL A/F, ECHIN PURPUREA WHOLE, ECHIN PURPUREA WHOLE, ECHIN W/GRAPE FLAV A/F, ECHINACEA A/F, ECHINACEA A/F, ELDER A/F, EVENING PRIMROSE, EYEBRIGHT A/F, FENUGREEK SEED, FO TI, GINGER ROOT A/F, GINKGO BILLOBA A/F, GINKGO BILLOBA A/F, GINSENG AMERICAN A/F, GINSENG AMERICAN ROOT, GLUCOS CHOND LIQ, GOLDENSEAL ROOT A/F, GOTU KOLA HERB A/F, GREEN TEA EXT A/F, GREEN TEA EXT SUP A/F, GREENS TODAY RAW, HAWTHORN BERRIES, HAWTHORN BERRIES, HAWTHORN BERRY A/F, HAWTHORN COMPLETE, HAWTHORN LEAF STANDARD, HOPS, HORSETAIL A/F, INFLAMA DYNE COMPLETE, KAVA & A/F EXT, LICORICE ROOT A/F, MAG GLYCINATE LIQ 400, MARSHMALLOW ROOT A/F, MILK THISTLE, MILK THISTLE A/F, MOTHERWORT, MULLLEIN FLOWER OIL A/F.

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: MULLLEIN LEAVES A/F, MULTIPLE MINERALS LIQ, MULTIPLE VITAMINS LIQ, NETTLES A/F, OATS, OLIVE LEAF OLEOPEIN A/F, OREGANO OIL A/F, OSHA A/F, PASSION FLOWER, PASSION FLOWER A/F, PASSIONFLOWER STAND, PAU D'ARCO A/F, PERIODICLANSE, PERIOWASH, PERIOWASH CINNAMINT, PERIOWASH WINTER MINT, PROPOLIS LIQ, PUCERRARIA MIRIFICA ESTR, RED CLOVER TOPS A/F, REISHI A/F, RESVERATROL RESERVE, RHODIOLA ROSEA VCAP, SAGE A/F, SAMBUCUS, SAMBUCUS IMMUNE SUPP, SAMBUCUS KIDS FORMULA, SAMBUCUS PM NIGHTTIME, SAMBUCUS SPRAY, SAW PALM BERRIES, SAW PALM BERRY A/F, SCHISANDRA A/F, SKULLCAP HERB A/F, SLIPPERY ELM BARK, ST JOHN'S WORT, ST JOHN'S WORT A/F, STEVIA A/F, THYROID COMPLETE VCAP, TPST PERIOBRITE CINNAM, TPST PERIOBRITE MINT, TURMERIC & GINGER VCAP, TURMERIC 3 A/F LIQ.

Please Note: The prices in this listing are the normal, day-to-day Willner Chemists discounts. Be sure to check the Sale listings for additional discounts! See front page, or www.willner.com

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: TURMERIC 3 VCAP, UT ANSWER LIQ CRN MAN, VALERIAN ROOT, VALERIAN ROOT, VALERIAN ROOT A/F, VALERIAN ROOT A/F, VITEX CHASTE/BERRY A/F, WHITE WILLOW BARK STD, YELLOW DOCK A/F.

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: BODY WASH POMEGRANATE, COLLOIDAL OATMEAL LOT, CONDIT BIOTIN STRENGTH, CONDITIONER ALOE VERA, CONDITIONER CHAMOMILE, CONDITIONER HERBAL, CONDITIONER JOJOBA, CONDITIONER POMEGRAN, E OIL 32 000 ROLL ON, E OIL 40 000 LIQ, E OIL 40 000 IU, MOST FRAGRANCE FREE, MOST LOT W/PAPAYA HRB, MOST LOTION HEMP, MOST LOTION HERBAL, SHAMPOO ALOE VERA, SHAMPOO BIOTIN STRENGT, SHAMPOO CHAMOMILE, SHAMPOO HERBAL, SHAMPOO JOJOBA, SHAMPOO POMEGRAN SUNFL, SKIN LOTION POMEGR SUN, SKIN THERAPY MOIST, SOAP ANTISEPTIC, SOAP MOISTURIZING, TOOTHGEL COOL MINT, TPST ANISE, TPST CHERRY GEL KIDS, TPST CREAM MINT, TPST CREME DE PEPPERMINT.

Table with 5 columns: Product Code, Name, Size, List Price, Discount Price. Includes sections: ALOE VERA GEL, ALOE VERA INNER LEAF, ASTRAGALUS ROOT 400 MG, BITTER MELON POWER 150, CASCARA SAGRADA, CATS CLAW, CATS CLAW 500 CAPS, CHICKWEED, ECHIN ROOT HERB ORG, EGGSFLAX CAP.

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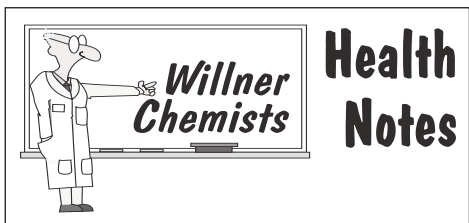
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The Willner Chemists web site: www.willner.com



Ahead of the Curve: Early-Stage Discoveries on CoQ10, Fermented Yeast, Seaweed

Good results in pilot studies lead to larger, human trials. Here are some promising recent findings.

Coq10 Reduced Aorta Damage

Children born with low weight who grow quickly are more likely to have heart disease later. Doctors think this is due to low levels of CoQ10. In this study, low-birth-weight rats that grew quickly had faster-aging aorta cells than those of healthy-weight. After taking extra CoQ10, cell aging and aorta damage decreased.

Reference: FASEB Journal; 2014, Vol. 28, No. 12, 5398-405

Fermented Yeast And Inflammation

Dried fermented yeast—Saccharomyces cerevisiae—activates immune white blood cells to help fight infection, colds, flu, and allergies. In the lab, doctors exposed white blood cells to dried yeast, which reduced their inflammatory activity. On human skin, doctors induced inflammation, and then

treated with dried yeast, which helped reduce inflammation. Doctors said dried fermented yeast may play a larger role in regulating inflammation.

Reference: Journal of Medicinal Food; August, 2014, Published Online

Seaweed Increased Strength

Seaweed contains anti-inflammatory molecules called fucoidan. In the lab, researchers gave mice a low and high dose of fucoidan, or a placebo. After 21 days, compared to placebo, grip strength and endurance swimming times increased as fucoidan doses increased, signs of fatigue were about 20 percent lower, and lipid profiles, liver, and kidney functions all improved. Doctors said the results suggest fucoidan can reduce fatigue, and may have antioxidant and lipid benefits as well.

Reference: Nutrients; 2015, Vol. 7, No. 1, 239-52

New, Improved Willvite Multivitamin/Multimineral Tablets

How do you make the best even better? Incorporate the latest research!

- Reduce calcium from 1000mg to 800 mg
- Increase magnesium from 500mg to 600 mg
- Increase vitamin D3 from 400 IU to 800 IU
- Increase vitamin B12 from 100 mcg to 200 mcg
- Reduce selenium from 200 mcg to 100 mcg
- Reduce chromium from 200 mcg to 100 mcg
- Use chelates and active coenzyme forms
 - Add natural lycopene, 2 mg
 - Increase lutein from 1 mg to 2 mg
- Increase CoQ10 level from 5 mg to 20 mg
- Increase levels of B-vitamins by 20%
- Reduce zinc to 20 mg

Willvite is a unique, specially designed multivitamin-multimineral supplement, designed to satisfy the needs of those seeking to limit their supplement intake to as few products as possible, as well as those looking for the best "foundation" formula to which they can add specific nutrients relative to their individual health requirements. Willvite: Suggested Dose: 2 to 4 tablets daily.

Ask for New Willvite Tablets -- Available Now!

Willvite, 120 Tabs, Product Code: 30439
Willvite, Iron Free, 120 Tabs, Product Code: 44384

See full ingredient listing on page 95.

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- Use the Willner Chemists website, www.willner.com, for prices, product information, the reference library, archives and secure ordering.
- Request a free supplement consultation with our pharmacists.
- Attend product demo's & sampling at our stores in Manhattan:

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Dr. Marita Schauch, N.D.

Dr. Marita Schauch is an expert on women's health and, in addition to her clinical practice, keeps a busy lecture schedule. Dr. Schauch has recently released her book, *Making Sense of Women's Health*. Dr. Schauch is also a women's health educator for Natural Factors.

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The Willner Chemists web site is a valuable resource for information on nutritional supplements, how to choose them, and how to use them.

... and, remember:
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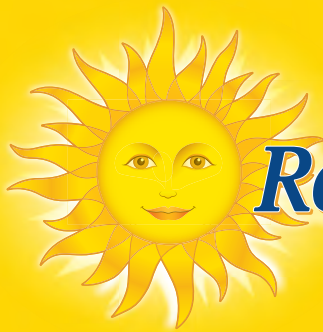


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UFH-7697

Willner Chemists Phyto-Tech™ Herbal Supplements MALE VIRILITY

Description: Phyto-Tech *Male Virility* is a blend of well-researched herbs known to enhance men's libido and sexual performance.

Indications: Who might benefit from this herbal supplement? Those men who suffer from decreased libido or impaired sexual function.

Keywords: Libido, Sexual Performance

Ingredients: Maca Root 97 mg, Epimedium Herb 75 mg, Fresh Wild Oat Seed 75 mg, Tribulus Seed 75 mg, Yohimbe Bark 50 mg, Saw Palmetto Berry 17 mg, American Ginseng Root 17 mg, Vitamin B12 60 mcg, L-Arginine 20 mg, Pine Park Extract 5 mg

Cautions: There may be serious underlying medical problems that could contribute to, or cause, male sexual dysfunction. Consult with a physical to determine if such problems exist. Use this product under the supervision of a health professional.

Dosage: 30 drops, once per day in juice or water.

Complimentary Formulas: Phyto-Tech *BPH Complex*."

References: For more information on this product, go the reference section of the Willner Chemists web site, www.willner.com, under "Sexual Dysfunction . . ."

Ordering Information:
Phyto-Tech™ Male Virility
1 fl oz, Product Code: 57731



Willner Chemists Phyto-Tech™ Herbal Supplements MUSHROOM EXTRACT COMPLEX

Professional Strength, Dual Extraction Blend
A powerful combination of immune enhancing, adaptogenic mushroom extracts.

Who might benefit from this herbal supplement? Those with a weakened immune system; those who frequently catch cold or flu; those undergoing chemotherapy; those with serious conditions such as HIB and AIDS.

Phyto-Tech™ Mushroom Extract Complex contains:

Shiitake Mushroom, 75 mg
Reishi Mushroom, 58 mg
Maitake Mushroom, 50 mg
Fresh Ashwagandha Root, 89 mg
Licorice Root, Deionized Water, Pure Grain Alcohol.
(Herb Strength Ratio 1:3.2)

Many claims are made concerning the immune enhancing activity of various herbs and nutrients. Few such claims are as well documented and supported by clinical evidence as are those surrounding the mushrooms and their constituents. For those in need of immune support, and those suffering from serious health conditions, a mushroom extract should definitely be at the top of the list when it comes to herbal and nutritional support.

Mushroom Extract Complex is indicated for immune deficiency and is considered especially valuable as a long-term tonic. It can be used as a preventative when one either wants to avoid or one already finds they are getting weaker and becoming more prone to getting sick and fatigued. This is especially true when stress is great and immune inundation is heavy. This formula helps when one has debility and lethargy of body, mind and spirit.

Mushroom Extract Complex is a specific for chemotherapy where the white blood cell count and activity (phagocytosis) is impaired or threatened. While the questions of whether or not it is beneficial to take supplementation during cancer treatment remains controversial, the consensus of opinion is moving towards the positive, and the benefits of adaptogenic and immune enhancing herbs during such treatments is gaining acceptance. Side effects are diminished and efficacy of treatment is actually enhanced. However, it is recommended to consult with your physician before using products of this type

These organic mushrooms are a glucoaminoglycan extracts (GAG) whereby the immuno-modulating polysaccharides are first extracted in a water extraction process. The herb then goes through an alcohol extraction process to remove other immuno-modulating compounds that the water cannot extract. The two liquids are combined to create a full spectrum mushroom extract.

Dosage: General usage: 20-60 drops, 2-3 times per day or as needed in juice or water.
More severe immune deficiency: 60-120 drops 2 times per day in juice or water.

Ordering Information: *Phyto-Tech™ Mushroom Extract Complex*
One Fluid Ounce, Product Code: 57002



Ashwagandha Root

Ashwagandha root, also known as winter cherry or Indian ginseng, is an important herb from the Ayurvedic or Indian system of medicine. Ashwagandha has been traditionally used for the treatment of debility, emaciation, impotence, and premature aging. This dietary supplement is used to enhance mental and physical performance, improve learning ability, and decrease stress and fatigue. Ashwagandha is a general tonic to be used in stressful situations, especially insomnia, overwork, nervousness, and restlessness.(1)

Reishi Mushroom

Reishi mushroom is called the "mushroom of immortality" in China and has been used as a tonic and strengthening medicine for thousands of years. Uses in traditional healing include increasing intellectual capacity and memory, promoting agility, and lengthening the life span. Reishi is reported to have some of the most active polysaccharides in the plant kingdom. Polysaccharides are claimed to have immunomodulating activity. Reishi is also reported beneficial as an antioxidant, antihypertensive, hypoglycemic, antiviral, and hepatoprotective agent.(1)

Shiitake Mushroom

Shiitake mushroom grows on the trunks or stumps of trees and has been used by the Chinese for centuries as a healing agent. The part used medicinally is the mycelia or immature growing stage of the mushroom. Shiitake mycelia are rich in carbohydrates, protein, vitamins, and minerals. Shiitake has been used in Traditional Chinese Medicine for thousands of years as a medicinal agent. The polysaccharide/protein complex of the medicinal extract reportedly provides the immunomodulating activity of the mushroom.(1)

Maitake Mushroom

Maitake has been used both as a food and for medical purposes. Extracts of maitake mushroom have been associated with immune enhancement and anti-tumor activity; more human studies are needed in these areas.(2)

Maitake mushroom contains chemicals which might help fight tumors and stimulate the immune system. There is some evidence that it can lower blood pressure, improve cholesterol levels, lower blood sugar levels, and reduce weight in rats, but this has not been shown for humans yet.

In 2009, a phase I/II human trial, conducted by Memorial Sloan-Kettering Cancer Center, showed Maitake could stimulate the immune systems of breast cancer patients.(4) Small experiments with human cancer patients, have shown Maitake can stimulate immune system cells, like NK cells.(5) In vitro research has also shown Maitake can stimulate immune system cells. An in vivo experiment showed that Maitake could stimulate both the innate immune system and adaptive immune system.(3)

(1) nhiondemand.com; (2) Natural Standard; (3) Wikipedia; (4) Deng G, Lin H, Seidman A, et al. (September 2009). "A phase I/II trial of a polysaccharide extract from *Grifola frondosa* (Maitake mushroom) in breast cancer patients: immunological effects". *Journal of Cancer Research and Clinical Oncology* 135 (9): 1215-21.; (5) Kodama N, Komuta K, Nanba H (2003). "Effect of Maitake (*Grifola frondosa*) D-Fraction on the activation of NK cells in cancer patients". *Journal of Medicinal Food* 6 (4): 371-7.

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Coconut Oil (Organic Extra Virgin)	54 oz.	Retail:	\$ 44.99	-	Sale Price:	\$ 26.99
Liquid Coconut Oil (100% Virgin)	10 oz.	Retail:	\$ 16.65	-	Sale Price:	\$ 9.99
Liquid Coconut Oil (100% Virgin)	20 oz.	Retail:	\$ 29.99	-	Sale Price:	\$ 17.99

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Supplements

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**100% Pure - Sustainably
Harvested - Quality Tested -
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1 fl oz, # 63003

Cinnamon Leaf

1 fl oz, #62679

Clove

1 fl oz, #63004

Eucalyptus

1 fl oz, #62680

4 fl oz, #62681

Grapefruit (Pink)

1 fl oz, #62710

Lavender (French)

1 fl oz, #63005

4 fl oz, #62787

Lavender (Bulgarian)

1 fl oz, #62815

Lemon

1 fl oz, #63006

Orange (Sweet)

1 fl oz, #62820

Oregano

1 fl oz, #62821

Patchouli

1 fl oz, #62822

Peppermint

1 fl oz, #62884

4 fl oz, #63007

Rosemary

1 fl oz, #63008

Tea Tree (Australian)

1 fl oz, #63009

4 fl oz, #63010

Ylang Ylang

1 fl oz, #63011

To see a current price listing, go to
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New Formula -- Higher Potency, Veggie Capsule

Antiox Phyto Complex II

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggie cap.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

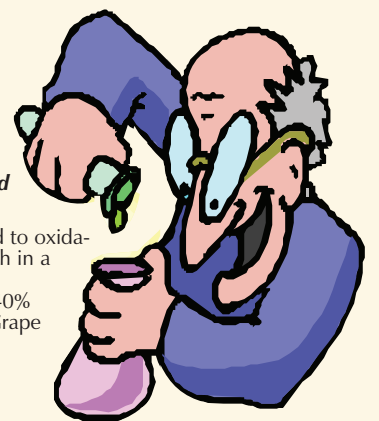
Ingredients: Each 375 mg Capsule contains the following: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable,

100% Vegetarian - Manufactured in an FDA Registered, GMP Certified facility.

*New, High Potency Atiox Phyto Complex II 375 mg Veggie Caps
90 Veggie Caps - Prod Code 63745*

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical; those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives .or is exposed to a toxic lifestyle; those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration; those who want to live a longer, healthier life.

Antiox Phyto Complex II is the perfect supplement to take along with your multivitamin/multimineral supplement.
(see full details on page 14)



**Still Looking For The
Perfect Antioxidant
Supplement?**



Product Reference Guide: Company Listings (Product Code, Name, Size, List, Discount Price)



Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like ANTILER VELVET 250 MG, BUPLEURUM CAMATIVE, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like GABA VAL, GSC MSM 3550, GLUCOS SULF 500, etc.

Please Note: For a variety of reasons, certain companies ask us not to include a listing of their products, or our discount pricing, in this reference catalog or web site. We honor those requests. If you do not see the products you are interested in, that does not mean we do not carry them. Please call our toll free number, 1-800-633-1106. Thank you.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like OSTEO MINS PM W/D + K, PAN 10X, PAN 5X, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like A B IOTIC ENTERIC, ADRENAL CORTISOL SUPP, BIFIDO DIGEST VCAP, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like + CAL + IMPROVED FORMULA, + CAL + IMPROVED FORMULA, 5 HTP 100 MG, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like AMINO NR, ANTIOXIDANT FORMULA, ARABINOALACTAN, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like BEST REST FORMULA, BETA SITOSTEROL, BETA SITOSTEROL 68 MG, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like CHOLESTEPEURE, CHOLESTEPEURE PLUS, CHONDROITIN SULF BOVIN, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like CURCUMA SORB (MERIVA), CURCUMIN 500 MG W/BIOP, CURCUMIN 97, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like DGL +, DHA 200 MG NEUROMINS, DHA ENHANCE, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like E 400 MIXED, E 400 MIXED, E P 0 500, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like G 1 FORTIFY, G 1 FORTIFY 400 GRAMS, GABA, etc.

Table listing products with columns for Product Code, Name, Size, List, and Discount Price. Includes items like GLUTAMINE 1000 MG 1 GM, GLUTAMINE 500 MG, GLUTAMINE PWD, etc.

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Table listing products under the 'PREMIER ONE' category with columns for Product Code, Name, Size, List, and Discount Price.

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Table listing products under the 'PRINCE OF PEACE' category with columns for Product Code, Name, Size, List, and Discount Price.

PROGRESSIVE LABS

Table listing products under the 'PROGRESSIVE LABS' category with columns for Product Code, Name, Size, List, and Discount Price.

AlivEL100™ with PMF

Natural Training Aid & Performance Enhancer



AlivEL100™ with PMF boosts energy levels, improves sexual performance, and increases stamina. In clinical studies, AlivEL100 has been shown effective in supporting healthy and normal cortisol and testosterone levels naturally. Exclusively endorsed by Dr. Johari Saad, "The King of Tongkat Ali", AlivEL100 is created utilizing a proprietary natural water extraction process that produces one of the most effective, biologically active, and highest potency Tongkat Ali extracts available.

This patented AlivEL100 combination with Citrus PMF-source™ and Eriocitrin delivers enhanced antioxidant support while synergistically enhancing the AlivEL100 effect for regulating body fat. It also provides extra energy while supporting muscle growth and the body's natural anti-inflammatory response.

AlivEL100™

Natural Training Aid & Performance Enhancer



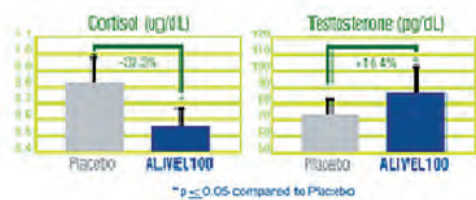
AlivEL100™ boosts energy levels, improves sexual performance, and increases stamina. In clinical studies, AlivEL100 has been shown effective in supporting healthy and normal cortisol and testosterone levels naturally.

Exclusively endorsed by Dr. Johari Saad, "The King of Tongkat Ali," AlivEL100 is created utilizing a proprietary natural water extraction process that produces one of the most effective, biologically active, and highest potency Tongkat Ali extracts available.

35% OFF



Improve Your Performance Both On & Off the Field of Play



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A new study presented at the third annual International Society of Sports Nutrition (ISSN) conference, confirms that AlivEL100™ supports healthy testosterone/cortisol ratios.

While cortisol is important for the body's ability to deal with stress, elevated and prolonged levels of this hormone can lower testosterone and increase insulin resistance. Both are major factors in metabolic syndrome; a condition that accelerates aging, impairs immune function and contributes to heart disease. In this placebo controlled study, scientists studied the effects of 100 mg of AlivEL100™ on 15 endurance athletes who participated in a 24 hour

mountain bike event by assessing their testosterone and cortisol levels using an enzyme immunoassay test.

The results reveal that the participants who were administered 100 mg of AlivEL100™, compared to the placebo group, had testosterone levels that were 16% higher and cortisol values that were 32% lower. These findings are important because the maintenance of healthy testosterone and cortisol levels can help prevent a decrease in muscle tissue and reduce an increase of body fat; which in turn lead to higher energy levels and a stronger immune system.



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Ultimate Red Yeast Rice

for Ultimate Effectiveness!

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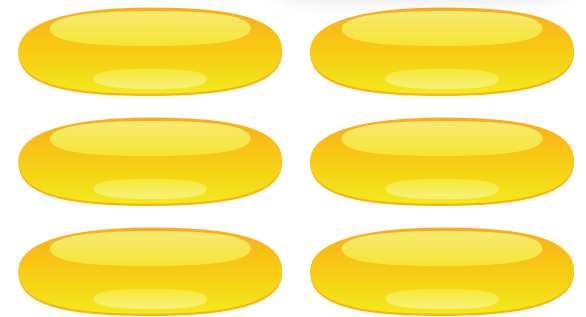
Ultimate Red Yeast Rice is a synergistic 3-in-1 formula that utilizes the patented VESISorb® colloidal droplet system for superior absorption and bioavailability. Each biologically active ingredient has been carefully selected to work together in this patented formula for maximum heart healthy benefits.

Coenzyme Q10 supports antioxidant activity and cardiovascular function. Organic Red Yeast Rice's naturally derived extract has been used for centuries in eastern medicine for promoting heart health properties.

Cholesstrinol™, a patented combination of PMF-source™ citrus polymethoxylated flavones and TocoSource® palm tocotrienols, has been clinically proven to support the body's ability to balance healthy cholesterol levels naturally.



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Competing Product



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WITH
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**VERISOL® COLLAGEN
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8 WEEKS TO 60% INCREASE IN SKIN COLLAGEN WITH CLINICALLY STUDIED VERISOL® BIOACTIVE COLLAGEN PEPTIDES®†***

Leveraging over 20 years of expertise in hair, skin and nail supplements, Country Life® introduces **Maxi-Skin™, Collagen + C&A** with clinically studied Verisol® collagen. In clinical tests, Verisol® Bioactive Collagen Peptides® increased skin elasticity and reduced depth of eye wrinkles in 4 weeks.†*** By affecting collagen metabolism directly from the inside, via collagen peptides, **Maxi-Skin™, Collagen + C & A** is able to help reduce the appearance of wrinkles and increase skin elasticity.†***

A daily vitamin available in two convenient forms, tablets and powder. Go to CountryLifeVitamins.com to learn more.

† Randomized, double-blind, placebo-controlled studies with daily intake of 2.5 grams Verisol® collagen in healthy women 35-55 years (measured skin elasticity at 4 and 8 weeks and observed a 7% increase) and in healthy women 45-65 years (measured eye wrinkle volume at 4 and 8 weeks and observed a 7% and 20% reduction, respectively, and measured collagen enhancement at 8 weeks and observed a 60% increase). Study results compared Verisol® Collagen to placebo. Individual results may vary.



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*** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



* Based on SPINScan Natural, 52 weeks ending 09/07/14
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Product Reference Guide: Company Listings (Product Code, Name, Size, List, Discount Price)



Main product listing table with columns for product code, name, size, list price, and discount price. Includes sub-sections for 'SONNES ORGANIC FOOD' and 'SOUNDS TRUE'.

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†† Source: *Lipids in Health and Disease*, 2014.

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Rita Ellithorpe MD, is Founder and Medical Director of the Tustin Longevity Ctr in Tustin, CA. Board Cert. in Anti-Aging & Board Cert. in Integrative Medicine. She has made presentations to 35 International Medical Conferences and is published in multiple international peer reviewed publications.

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NT Factor is Whole Food Based

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NT Factor is Time Tested

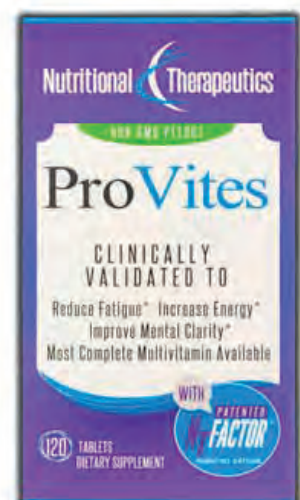
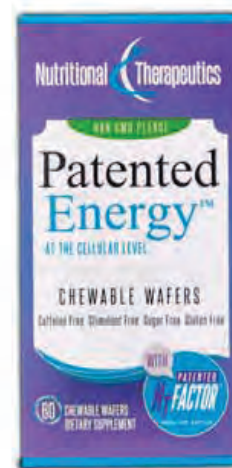
NT Factor is Anti-Aging



Our newest product is **ProVites**. This is a Multi Vitamin & Mineral product with a therapeutic amount of Patented NTFactor, PLUS CoQ10, PLUS 100mg of Resveratrol, PLUS 575 million shelf stable Probiotic cultures, PLUS Prebiotics. All this in every daily dose.

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**New Formula -- Higher Potency, Veggie Capsule
Antiox Phyto Complex II**

Some of the most powerful, broad-spectrum antioxidants are those found in plants. This supplement contains a blend of several of the most potent plant-derived phyto-antioxidants available, in a high potency, professional strength veggie cap.

Description: Phyto-Tech Antiox Phyto Complex II is a blend of powerful plant-derived (phyto) antioxidants. Most health problems are either directly or indirectly related to oxidative (free-radical) damage. While vitamins and minerals (vitamin C, vitamin E and selenium, for example) are antioxidants, it is now recognized that phytoantioxidants, rich in a broad spectrum of flavonoids, polyphenols, anthocyanidins, etc are the most powerful.

Ingredients: Each 375 mg Capsule contains the following: Acai Berry Extract 4:1, 75 mg; Mangosteen Fruit Extract, 75 mg (10% Mangostin); Goji Berry Extract 75 mg (40% Polysaccharides); Pomegranate 75 mg, (40% Ellagic Acid); Green Tea Leaf Extract 30 mg (98% Polyphenols, 50% EGCG); Grape Skin Extract, 30 mg (50% Polyphenols); Grape Seed Extract, 15 mg (95% Proanthocyanidin); Cellulose Modified Vegetable,

100% Vegetarian - Manufactured in an FDA Registered, GMP Certified facility.

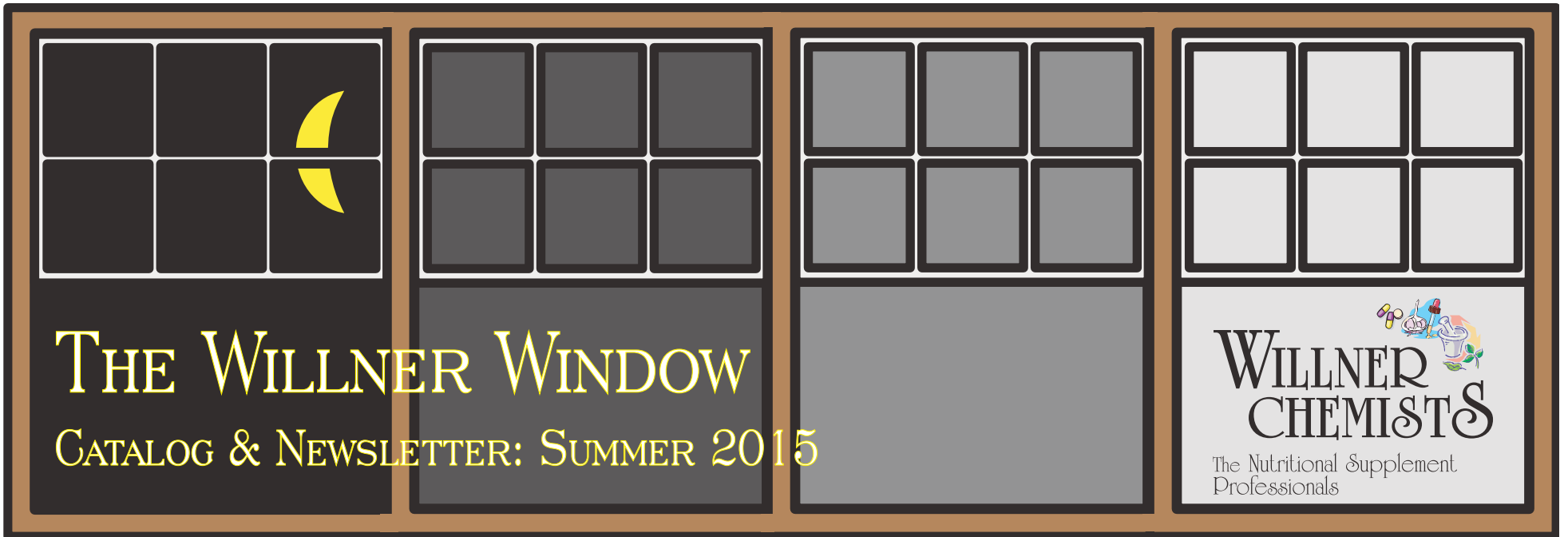
New, High Potency Atox Phyto Complex II 375 mg Veggie Caps ~ **90 Veggie Caps - Prod Code 63745**

Indications: Who might benefit from this herbal supplement? Those who desire protection against everyday toxins--dietary, environmental and chemical; those with current health problems, those under high amounts of stress, smokers or those exposed to second-hand smoke, and anyone who lives in or is exposed to a toxic lifestyle; those who are at risk to the various degenerative diseases associated with aging, including cancer, cardiovascular disease, cognitive impairment, Alzheimer's disease, immune dysfunction, cataracts, and macular degeneration; those who want to live a longer, healthier life.

Antiox Phyto Complex II is the perfect supplement to take along with your multivitamin/multimineral supplement. ~ (see full details on page 14)



**Looking For A Stronger
Antioxidant Supplement?**



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Derma E Products	25% Off	Selected Items	Planetary Herbals	35% Off	Entire Line
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Doctors Best	25-35% Off	Entire Line	Quantum	25% Off	Selected Items
Dr Venessa's Formulas	25% Off	Selected Items	Rainbow Light	35% Off	Selected Items
Earths Care	25% Off	Entire Line	Redd Remedies	25% Off	Entire Line
Garden of Life	35% Off	Selected Items	Renew Life	25% Off	Selected Items
Healthy Origins	40% Off	Entire Line	Reviva	25% Off	Entire Line
Herbatint	30% Off	Entire Line	Solgar	25% Off	Selected Items
Himalaya Herbal	25% Off	Entire Line	Source Naturals	35-40% Off	Entire Line
Jarrow Formulas	30-35% Off	Entire Line	Super Nutrition	30% Off	Entire Line
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