

Our Founder's Story

and his essential oil journey



Stan McSwain 1947-2017

There is no black and white blueprint for cancer survival. Cancer is as complicated as the bodies it inhabits and the varying stages of disease in those bodies.

My diagnosis in 2008 of chronic lymphatic leukemia brought on the same horror, disbelief, and fear that all cancer diagnosis brings and an unwanted look into the bleak unknown of eternity. Our mortality is thrust upon us and the mind spins as to what to do next.

I was already aware of the unsuccessful history of chemo and radiation therapies. These are the only approved treatments for cancer by the FDA and AMA, and more often than not, they are more harmful than helpful. In fact, there is very little difference in the survival rate of those choosing to do nothing and those choosing the chemical or burn treatments.

I chose to first try alternative medicine. I found a naturopathic doctor and spent almost two years using foot/hand baths, acupuncture, FAR light and heat booths, hypothermic chambers and a big range of tinctures that accumulatively seem to improve my overall health and feeling of well-being. Unfortunately, my health insurance would cover none of this, and I was financially forced to stop.

In late 2014 I attended a seminar on essential oils and was intrigued. I learned there are naturally occurring oils harvested around the world from the seeds, leaves, stems, bark, buds roots, and flowers of trees and plants. Since trees and plants are rooted and cannot move



from their toxic setting, the *plants evolved these substances to shield them from disease.*

How the healing power of these oils never came to my attention is a testimony in itself of how I got sick in the first place. Since my introduction I have experimented with many different essential oils and their benefits. The world wide web is full of good and also misleading information, but it is important to know that the chemical constituents of an oil can be affected by a vast number of variables. However, for the best results, it is necessary to use a pure, therapeutic-grade essential oil.

These can be costly, but required if the oil is to produce the desired results. - Stan McSwain

During 2015-2016, my brother researched cancer, alternative treatments and abandoned his chemo and radiation treatments and put all his faith into his Wise Men formulation. He was chemo free for over two years and his blood work numbers were quite steady given the severity of his cancer and

was able to keep himself alive and to live a fairly normal life. I thought my brother was cured and I wish I could report to you a happy story book ending but Stan eventually succumbed to the cancer and died in June of 2017. Stan was a man of faith he was satisfied he found a natural remedy to extend his life a couple years and to relieve his pain. His Wise Men formulation wasn't rocket science. Just Frankincense and Myrrh essential oils in a coconut carrier oil. Wise Men was made from natural ingredients made by the hand of god he said.



Our original Healing Balm

In *my* opinion these natural substances that evolved to shield plants from disease can also do remarkable things for the human body. Essential oils embody the regenerating, protective, and immune-strengthening properties of the plants. The chemical constituents of the oil are both small in molecular size and are also lipid soluble which allows many of them to easily and quickly penetrate the skin.

MY ECZEMA JOURNEY

Stan was my brother and my mentor. When he was exploring intuitive and experimental treatments for cancer in 2015, he helped me with a blend for my eczema affliction. When I was a toddler, my eczema was so bad that I had to be bandaged every night to help me sleep. Life with eczema had become unbearable and normal life had become impossible. Especially at night. My skin was so sore, I often cried myself to sleep. Yet, although I saw various doctors and specialists, even changing my diet and using Chinese herbs, no treatment I researched seemed to help. I became concerned that conventional treatments could be doing more harm than good.

Two years ago when my brother heard that I would itch my foot at night until it bled, he causally recommended an essential oil blend. I didn't budge and I didn't even buy and test the oils he recommended. I guess I was too busy with life or just cynical that anything could actually work for me. It wasn't until he sent his concoction to me through the mail that I gave it a try. Right away I had success with his coconut, lavender and chamomile recipe. This sparked my enthusiasm and we stepped up our research, intuitive and experiential in nature, and continued an exploration into

advanced skin healing. After two years of trying different oils, studying ancient recipes and adjusting ratios we finally attained perfection!

THE RECIPE

Both of the Wise Men essential oil balms contain only pure ingredients with names you have actually heard of before. You won't find ingredients like caprylic triglyceride or PEG-20 Methyl. Our ingredients don't come from a laboratory, but from the sea, the desert or organic gardens of mother earth and from ancient recipes that have stood the test of time for skin healing. Our Wise Men Derma Balm contains essential oils of **Essential oils of chamomile, lavender and manuka honey and hyaluronic acid in coconut and jojoba carrier oils**. That's it. Just the good stuff.



If you have eczema, your skin may not produce as many fats and oils as other people's, and will be less able to retain water. The protective barrier is therefore not as good as it should be. Gaps open up between the skin cells because they are not sufficiently plumped up with water. Moisture is then lost from the deeper layers of the skin, allowing bacteria or irritants to pass through more easily. Some everyday substances contribute to breaking down the skin. Soap,

bubble bath and washing-up liquid, for example, will remove oil from anyone's skin, but if you have eczema your skin breaks down more easily, quickly becoming irritated, cracked and inflamed.

The **cornerstone** of managing and treating eczema is to keep the skin soft and supple. This can be done by producing an oily layer over the skin surface which traps water beneath it. The resulting restoration of the skin's barrier function prevents penetration of irritants, allergens and bacteria thereby reducing or preventing the development of eczema. It absorbs

quickly and doesn't leave a thick, greasy or overbearing residue. It is not uncomfortable to wear under makeup or clothing.



Jojoba Oil (*Simmondsia sinensis*) - Although jojoba is typically called an oil, it is actually a

liquid wax. In fact, its molecular structure is very similar to that of sebum, the natural oil produced by our skin, which means that it absorbs very easily and does not feel greasy. Its therapeutic properties include uses for dry skin and eczema.



Chamomile Oil - Another good macerated oil is one containing German or Roman chamomile flowers. Clinical trials have shown that use of chamomile reduces cases of dermatitis. With calming and sedative effects, chamomile oil is rich, fruity, and sweet. Both Roman and German chamomile oils have similar anti-inflammatory properties. A 1985 clinical trial in Germany found that chamomile cream was nearly as effective as 0.25-percent hydrocortisone cream, according to the University of Michigan Health System.



Lavender - Using lavender oil for eczema has ancient roots, as lavender oil today is a traditional treatment for many skin conditions. Lavender oil has also been found to temporarily mitigate inflammation. It's derived from lavender flowers and contains *linalool* and *linalyl aldehyde*, which are known for their anti-inflammatory agents and pain reducers. It can also help to relieve the itchiness associated with eczema.

Hyaluronic Acid - A natural substance found in the human body in the fluids in the eyes and joints. It acts as a cushion and lubricant in the joints and other tissues. Different forms of hyaluronic acid are used for cosmetic purposes. Hyaluronic acid might also affect the way the body responds to injury and help to decrease swelling. Hyaluronic acid is produced by biotechnology. It is obtained by bio-fermentation, a process using lactic acid bacteria.



Manuka Honey - I am a big believer in the healing properties of Manuka Honey for eczema. Why? It's the one that has helped my daughter's chronic dry, scaly eczema as well as my, red inflamed eczema. My husband (who is very anti-skin care products) even uses it on his face! But I digress, let's talk more about the Manuka Honey – eczema benefits and how honey heals skin.

The healing property of honey is due to the fact that it offers antibacterial activity, maintains a moist wound condition, and its high viscosity helps to provide a protective barrier to prevent infection. Its immunomodulatory property is relevant to wound repair too....Honey is an ancient remedy for the treatment of infected wounds, which has recently been 'rediscovered' by the medical profession, particularly where conventional modern therapeutic agents fail. The first written reference to honey, a Sumerian tablet writing, dating back to 2100-2000 BC, mentions honey's use as a drug and an ointment. Aristotle (384-322 BC), when discussing different honeys, referred to pale honey as being "good as a salve for sore eyes and wounds".



Coconut Oil

We use a coconut carrier oil in all our Wise Men Balm formulations, carefully chosen for its individual properties and overall combined effect on your skin.

A coconut carrier oil has 2 important functions:
1) Without a carrier oil essential oils can be irritating. Essential oils are extremely highly

concentrated plant extracts. Using a coconut oil carrier oil will help to make

sure the essential oil doesn't irritate your skin.

2) More importantly a coconut carrier oil does what it says. It "carries" the essential oils deep through the skin. It ensures the essential oils are absorbed, rather than evaporated, so you can reap the benefits. Because of coconut oil's small molecular structure, it's able to penetrate deep into your skin.

AN ANCIENT REMEDY

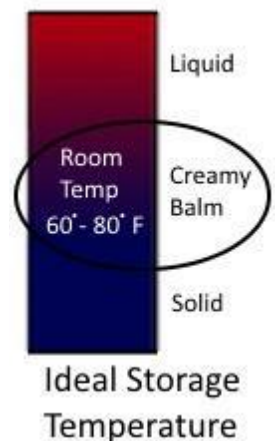


The wise men from Arabia were actually being practical by giving the baby Jesus these precious, costly essential oils that could double up as potential medical remedies. Essential oils promote healing to many areas and systems in the body like emotional balance, immune and nervous systems, and skin. In ancient times, essential oils were valued above gold because of their effectiveness treating every illness.

Here are my recommended application tips:



SOLID OR LIQUID? The balm is very temperature sensitive. It will solidify in a cold room and it will liquefy when it comes off a hot delivery truck. This is because Wise Men is unrefined, organic, and basically as minimally processed as possible. If it's solid, in order to apply it, you will need to either melt it a bit first. Or you can shave a bit off the top and then it will immediately melt



like butter in your hand. If you store it in a sunny window or near a heater it will soften to a balm like consistency. If it's liquefied, in order to apply it, it's best to store it at room temperature. You could refrigerate it for 30 minutes to harden it quickly.



Tip!

SMELL FIRST! It takes ½ second for a smell (aroma/odor) to get to the brain. It takes 9/10 of a second for the sense of pain to get to the brain. **ALWAYS** smell the essential oil first. That way the healing properties of the oils begin working immediately as the brain sends the healing messages throughout the body. You may put a finger tip of cream into the palms of your hand. Cup your hands around your nose and inhale. Ummm...



Tip!

PROPER CLEANSING - Skin care starts with cleansing. If you have eczema, avoid drying soaps or harsh detergents. The average pH level (acidity or alkaline) of soap is 9 to 10. The skin's normal pH level is 4 to 5. Because of this difference, soap increases the skin's pH to an undesirable level and can worsen eczema.

It is best to use a non-soap cleanser because they are usually free of sodium lauryl sulfate. This chemical creates soap's foaming action and can irritate skin.

It's best to moisturize with Wise men Eczema Balm within 3 minutes of cleansing. Apply at least twice per day. You never could apply too much.



Tip!

CUT BACK ON HAND WASHING - Wash your hands only when they're dirty or have germs, like after you use the bathroom. Each time you wash up, you rinse away some of the nourishing oils that your skin makes.

Also, be picky when you choose soaps, because some have harsh chemicals. Look for products that don't use the word "soap" but instead say "mild cleansing bars" or "lipid-free cleansers." These are gentler on sensitive skin.

Before you suds up, take off your rings -- they can trap irritants next to your skin. Rinse your hands with lukewarm water, then pat them dry before you put your rings back on.



SAVE YOUR SOLES - Are your feet often dry and itchy? Your socks may be to blame. Synthetic fabrics and wool can irritate your skin. For everyday wear, choose 100% cotton socks, preferably ones that have not been dyed. Also, change your socks a couple of times during the day if your feet sweat.

Damp socks can make eczema worse. For evenings and work attire, try silk stockings and cotton tights. Avoid spandex, which has dyes and chemicals that can bother your skin.

NATURAL INGREDIENTS



One of the best things about Wise Men is the fact that it eradicates the need for some of the most toxic, potentially harmful and drying concoctions out there on the market. Look on the back of any one of your lotion or pain relief bottles and you will almost without fail find *alcohol* of some sort or another as one of the main ingredients. How does adding

alcohol to a product that is supposed to moisturize hydrate anything?

Another common culprit in most lotion and creams is *petroleum*- despite being a known carcinogen that potentially causes cancer, it's in almost everything. Seriously, it's in almost everything; toothpaste, makeup, lotions, deodorant, clothing, foods...

The medical profession is set up to relieve symptoms rather than getting to the root of the condition. Taking pharmaceuticals and topical steroid creams is the most common treatment, even if it's not the most effective. Many of the topical creams are only intended for short-term use, which is a problem for a long-term condition.

It should be noted that researchers are discovering some very unpleasant possible side effects of these topical creams, including skin cancer. Clearly synthetic remedies are not always the best solution. Luckily, my Wise Men

Eczema Balm can eliminate chronic skin conditions without any dangerous side effects.

I'm proud to say Wise Men is a natural and effective way to lessen your exposure to toxins without having to sacrifice any superficial benefits. Wise Men is cold pressed, unrefined, organic, and basically as minimally processed as possible. It contains just five simple ingredients without unnatural chemicals you can't pronounce.



ECZEMA AND DIET

We live in a very toxic environment, and our healthcare system, food production system and insurance industry have all been hijacked to our detriment. For many of us, these toxins are what are causing us to be ill and to seek medical care. If the cause of your health problems is due to a buildup of environmental

toxins rather than a deficiency of nutrients, you will need to reduce your toxic load in order to regain your health. Plastics, pesticides, municipal water supplies, poor diets and even air are lined up to cause us harm.

Certain foods can worsen the symptoms of eczema and other skin rashes. If an eczema outbreak is related to an imbalance of good and bad bacteria, or an overgrowth of yeast, consumption of certain foods will worsen the problem. A good example is beer and wine.

Alcoholic beverages, especially beer and wine are produced through a process that involves yeast to help the fermentation process. If you already suffer from health problems related to too much yeast in your diet – consuming a diet that includes fairly regular consumption of beer, wine or both will worsen a pre-existing skin condition and even cause a fresh outbreak. Taking the time to eliminate food triggers is another excellent way to keep eczema symptoms under control.

After making sure there are no allergy issues, certain foods are good to eat daily to maintain a healthy balance of good bacteria in the digestive tract. A cup of yogurt daily, or a good probiotic supplement, goes a long way towards keeping skin problems away.

I started taking a probiotic for digestive issues about a year ago. I started to notice a side effect of the a daily probiotic was clear, healthier skin. My skin wasn't nearly as dry and stopped itching so much, the hotspots cleared up.



Wise Men Healing



It's me. Lydia McSwain-Janota. The coconut lady.

It could have been a coincidence, but I feel it's related to adding a probiotic to my daily supplements. There are many excellent probiotic brands. I research the brand names before I buy them to check the reviews.

I currently use Now Probiotic because, quite frankly, it's the least expensive and appears to be the same quality as the more expensive pills I've tried with the same results.

Our digestive system plays an important role in the health of our skin and other organs. Many physicians overlook the efficacy of oral supplements such as probiotics.

-Lydia McSwain-Janota
Saint Paul, Minnesota

Try our other Wise Men Balms!



Wise Men Healing Balm

Natural healing for Neuropathy, arthritis, and pain relief.

EFFECTIVE TEMPORARY RELIEF OF neuropathy, sciatica, nerve pain, fibromyalgia, gout, rheumatoid arthritis. Multiuse.



Wise Men Calming Balm

Natural Calming and Stress Relief.

Relieves stress symptoms without the side effect of drugs.

Caution

In the unlikely event of skin irritation or reactions of the eyes or mucus membranes, discontinue use. This information is not a replacement for medical diagnosis, treatment, or professional medical advice. This balm is not edible. Wise Men has not been evaluated by the Food and Drug Administration (FDA). When children are treated, it's best to be careful; always consult with your doctor and a qualified aroma therapist. Being smaller in size, children are more sensitive to the effects of essential oils than adults are.