

Boswellia



Commiphora Myrrha

In late 2013 Wise Men founder and formulator Stan McSwain attended a seminar on essential oils and was intrigued. He learned there are naturally occurring oils harvested around the world from the seeds, leaves, stems, bark, and flowers of trees and plants. Since trees and plants are rooted and cannot move from their toxic setting, the *plants evolved these oils to shield them from disease*. Since his introduction Stan experimented with many different essential oils which would eventually lead to his own healing balm. Despite his deep research into many concoctions of essential oils and their multitude of uses, he landed with an ancient recipe that should have been obvious to him from the beginning. **Frankincense**, basically tree sap or



resin extracted from the boswellia tree and **myrrh**, a resin that comes from the commiphora myrrha tree in Somalia. In ancient times, frankincense and myrrh were valued above gold because of their effectiveness in treating illnesses. The wise men from Arabia were actually being practical by giving the baby Jesus these precious, costly essential oils because they could double up as potential medical remedies. Today we now know frankincense and myrrh promote healing to many areas and systems in the body like emotional balance, immune and nervous systems, and skin. Because of its anti-inflammatory properties, Wise Men has a wide variety of uses like treating pain relief, arthritis, neuropathy, post-herpetic neuralgia, psoriasis, and eczema.

# Natural Healing





Essential oils embody the regenerating, protective, and immune-strengthening properties of the plants. However for *human use* the quandary has been how to best absorb essential oil compounds through the skin since the oils are not water soluble and difficult to get into the bloodstream. Stan's solution was to use a perfect balance of **coconut oil** in his Wise Men Balm formulations because of its small molecular structure that enables it to penetrate and "carry" the essential oils deep through the skin. Coconut carrier oil

ensures the essential oils are absorbed, rather than evaporated on the skin surface, so the body reaps the benefits.

Essential oil constituents in Wise Men have the potential to affect every cell of the body within twenty minutes and then be metabolized like other nutrients. They are powerful antioxidants that have antibacterial, antifungal, anti-infectious, antimicrobial, antitumor, antiparasitic, antiviral and antiseptic qualities.

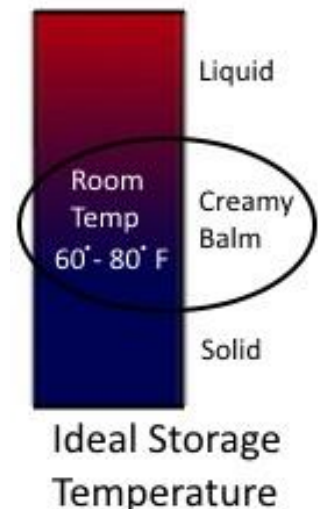


## Application

We recommend applying Wise Men generously in the mornings and evening just before bed. You can apply it again throughout the day just for extra measure. You could never apply too much because the ingredients are natural and non-toxic so if it's working for you then soak in it! Stan would apply Wise Men several times per day to his reflex points on his hands and feet, the auricular body points. The healing qualities of the oils absorb into the system in twenty minutes or less and go to which ever system or organ that requires them.

*Here are his recommended application tips:*

**Tip!** **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. You can even put it in the microwave for 10 seconds. *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!**

**MASSAGE!** By applying a massage together when applying Wise Men, you can greatly enhance the benefits. How does it work? When Wise Men is applied with pressure to the reflex points, electrical impulses are released. These impulses carry the essential oils up the nerve pathway and into specific areas of the body. This in turn releases energy to support the systems of the body.

**Tip!**

**FOOT, HAND, EAR APPLICATION** – Why do we apply Wise Men onto these special areas? This is the most common way to apply the oils to get the fastest response from them. The oils will be bypassing the liver and will not accumulate there. There are 800 pores per square inch on the foot! The feet, hands and ears also have places corresponding to all parts of the body. These places are called reflexology points. By placing essential oils onto these reflexology points you will actually be treating the corresponding area of the body.

If you study different books or charts about reflexology or foot hand or ear zoning, you will see variations between the location of corresponding organs and parts of the body on the feet. Don't be concerned. Simply work all over the foot and focus on the points that appear sore or tender. It's not necessary to locate any exact point. The body will adjust.

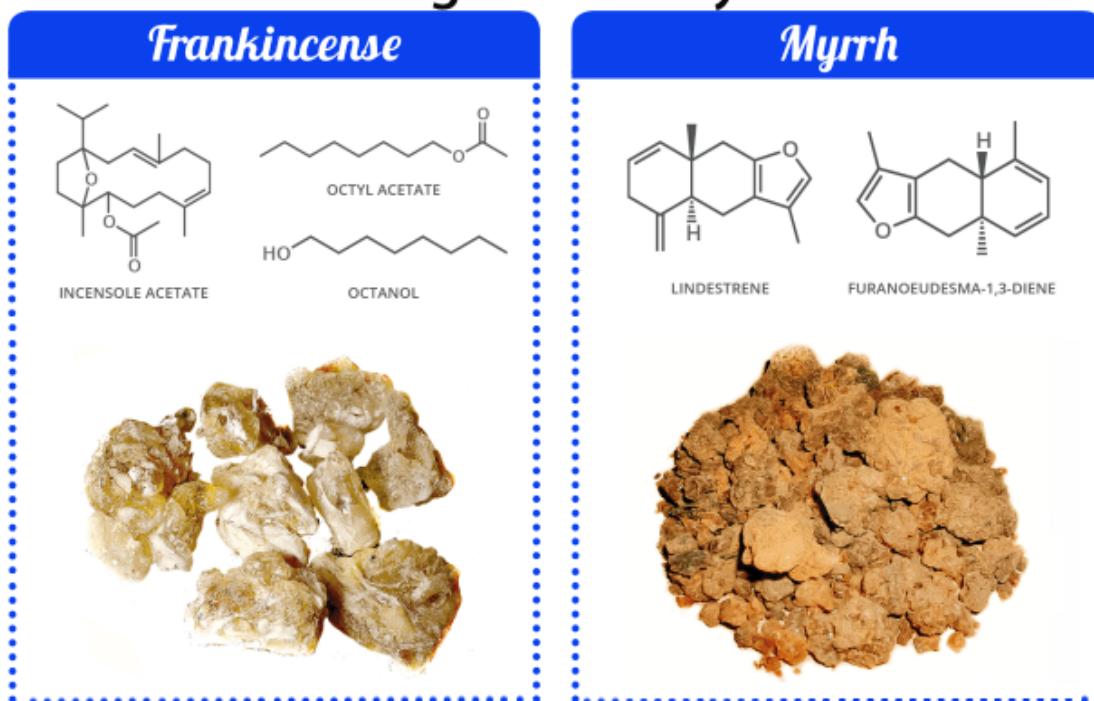




## Tip!

**YOGA!** Trying yoga after applying Wise Men can greatly enhance the benefits particularly when treating nerve disorders like sciatica or postherpetic neuralgia. How does it work? Similar to a good massage, yoga will release electrical impulses up the nerve pathway and carries the essential oils into specific areas of the body. This in turn releases energy to support the systems of the body and stabilizes abnormal electrical activity in your nervous system caused by injured nerves. Additionally yoga practice can help you become stronger and more mindful of how you move. Yoga connects all the joints through posture and can correct improper spine mechanics; it turns out everything is connected to everything else.

## The Penetrating Chemistry of Wise Men



## Skin Care

Surprisingly, you can use Wise Men on your face, hands, feet and ears without worrying about breakouts. In fact, many people have been able to see some success in treating acne, psoriasis and eczema. This is likely due to its natural antibacterial, antifungal and antiviral properties. Another feature you might not expect from using an oil topically is that when applied to the skin, Wise Men does not leave a thick, greasy or overbearing residue. Because of its penetrating chemistry, it actually absorbs quite quickly and is not uncomfortable to wear under makeup or clothing.

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 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...

Stan was proud that Wise Men was a natural and effective way to lessen 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 three simple ingredients: frankincense, myrrh and coconut oil. That's it. No chemicals you can't even pronounce. To extract the purest therapeutic grade essential oils for his healing balm, the resin is slowly steam distilled. His entire process is time consuming and costly, but required if the oil is to produce desired results.

## Try our other Wise Men Balms!



### **Wise Men Skin Balm**

Natural skin soothing from dry skin and skin disorders like eczema, psoriasis, rosacea.

**25% Off**

Use promocode *balmskin* on Amazon. One use per customer. Use keyword *natural eczema cream* to find it on Amazon.



### **Wise Men Calm Balm**

Natural Calming and Stress Relief

**25% Off**

Use promo code *calmbalm* on Amazon. One use per customer. Use keyword *sleep balm* to find the product on Amazon.

## Caution

In the unlikely event of skin irritation or reactions of the eyes or mucus membranes, discontinue use. 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.



## 1 NEUROPATHY

All natural formula for neuropathic pain relief. Eases symptoms such as burning, shooting prickling tingling pain numbness or itchy feet.

## 2 ARTHRITIS

Suppresses the intensity of inflammation, making it a natural treatment option for pain-related conditions that affect the muscles, joints and tendons.

## 3 ADHD

Calm your squirrel! Penetrates the blood brain barrier and enhances concentration and focus naturally.

# 4 Benefits



## 4 PAIN RELIEF

Reduces pain from various causes including muscle tension, inflammation, migraines, back pain, cramps, Fibromyalgia and more.

Miracle Balm!

# A Cancer Battle Lost

My brother Stan approached me with the news he was diagnosed with a terminal illness which the medical establishment could do nothing to arrest.

In Stan's words, "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."

Stan 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, he believed they were 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.

My brother chose to first try alternative medicine. He 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 his overall health and feeling of well-being. Unfortunately, his health insurance wouldn't cover any of this, and he was financially forced to stop but he continued working on his healing balm research.



It was a long exhausting battle. He was able to keep himself alive and live a fairly normal life. At first we thought that he conquered cancer with his alternative treatments. In 2015 he was chemo free for over two years and his blood work numbers were quite steady given the severity of his cancer. But 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. His cancer came back with a vengeance in the spring of 2017 and he died in June 2017. It was a long 9 year up and down battle which he ultimately lost. While Wise Men Healing Balm was not his "cure", he was satisfied he found a natural remedy to relieve his pain and neuropathy. And now a piece of his history is still with us in Wise Men.

Stan was my brother and my mentor. When he was exploring experiential treatments for cancer, he helped me with an essential oil blend for my eczema affliction. This sparked my enthusiasm and we stepped up our research, intuitive and experiential in nature, and with his guidance we continued an exploration of essential oils into advanced healing.



In *my opinion* these natural substances that evolved to shield plants from disease can also do remarkable things for the human body. Recent research published in the Journal of Oncology has found the essential oil of frankincense to shrink tumors and kill cancer cells better than chemotherapy. The future possibility of using essential oils to fight cancer looks promising, but I must be clear **Wise Men has not been evaluated by the FDA** and we make no claim that it is intended to diagnose, treat, cure, or prevent any disease.

## Contact Us

I love online reviews! Hearing your stories motivates me. Often I don't hear anything after our online sales so it's very rewarding when you take a moment to share your experience.

I admire you for having faith in the natural healing properties of essential oils. I'm really here to help you and I've been working and testing essential oil healing a long while now with my brother, so please reach out to me if you have any questions.

**Problems with your order? [returns@neutripure.com](mailto:returns@neutripure.com)**

• Lydia McSwain-Janota • Stan's little sister • [Lydia@neutripure.com](mailto:Lydia@neutripure.com).



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. The two groups that we have most control over are the water we drink and the food we put into our mouths. To increase your odds of surviving cancer, we must drink clean filtered water and eat organically grown vegetables and meat products. We are the sum of what we eat and put in and on our bodies. The number one item to stay away from is refined sugar in all its forms. For sweetening I like to use naturally gathered honey or stevia. I often mix moderately with apple cider vinegar, water and lemon for a healthy refreshing drink. I also stevia to bake bread. They are natural, made by God, and healthy in moderation. The other mass produced sweeteners are best left on the table or better yet, thrown out. Refined sugar is fuel for cancer, so why feed a monster?



• Stan McSwain • Riverton, Wyoming • 2017

Here is a list to be aware of but the sugar industry is continually revising the names they use:

# THE 56 NAMES OF SUGAR

Buttered syrup  
Brown sugar  
Beet sugar  
Agave nectar  
Fructose  
Carob syrup  
Castor sugar  
Barbados sugar  
Barley malt  
Golden syrup  
Glucose  
Cane sugar  
Cane juice  
Corn syrup  
Corn syrup solids  
Confectioners' sugar  
Demerara sugar  
Diastatic malt  
Mannitol  
Sorghum syrup  
Panocha  
HFCS (High Fructose Corn Syrup)  
Grape sugar  
Refiner's Syrup  
Date sugar  
Ethyl maltol  
Dextrose  
Caramel  
Fruit juice concentrate  
Galactose  
Maltose  
Molasses  
Yellow sugar  
Sorbitol  
Treacle  
Raw sugar  
Golden sugar  
Glucose solids  
Maple syrup  
Sugar (granulated)  
Fruit juice  
Icing sugar  
Dextran

## AND THE SUGAR SUBSTITUTES:

Sucralose  
Splenda

Aspartane  
NutraSweet Equal

Saccharin  
Sweet N Low Sugar Twin