



HSU & CO.
TRUSTED SINCE 1977

**FEEL
BETTER
NATURALLY**

SPRING SALE

April 10th to 30th 2019

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The following article was written by Mrs. Hsu in 2008. After her passing in August of 2016, we want to honor her lifelong commitment to giving all of you better health by reprinting it here.

It's time for a Spring Cleaning.

Are you one of the many people who have had good results following my Internal Cleansing Program? How about sharing your story with others who are still trying to detoxify their bodies and also lose weight? If you would like to spread the good news with your success story, just send it in to any of our locations.



I have been in this business for over 30 years now, and have heard a good many stories gladly told by customers and friends who tried other methods unsuccessfully until they came to use our Internal Cleansing Program. Your story could be the key that helps someone else achieve better health.

As you know, many people in today's society, both men and women, are trying to be healthy and shapely. When one detoxifies unwanted accumulations from within the body, one not only becomes less heavy, but also the complexion and general wellbeing is improved. Energy, which we all need more of, also becomes more available. I compare this phenomena to a 3,000 mile oil change in our car which drains away old used oil and puts in new oil and a new filter. Time and time again I am amazed at how this simple logic helps our body's maintenance!

We have thousands and thousands of customers supporting our business. They are the living examples of the benefits of our work. We have offered the opportunity to feel better through our Internal Cleansing Program to customers locally, nationally, and internationally. This is just as good a time as any to try our methods. Ask my well informed and caring staff any questions you may have about my Program. Refer us to your friends and relatives. You won't be disappointed by not getting good results for your friends and relatives. In my experience working with many people, the only reason some cases don't seem to improve is because just knowing what to do isn't enough. It has to be put into practice on a regular basis.

Let's take this time to look into what will happen to our excess amount of accumulation. Is it going to be used by

your body as a source of energy someday? Most likely not. If you look at an anatomy chart in a doctor's office or at the library, the excess accumulation does not contain live blood vessels to provide nutrition or oxygen, which is a must for our cells to survive. Our Heavenly Father is always scientific. He doesn't seem to operate without logic or rules.

Well, this is a good time to think about this simple logic and make a new determination to get ourselves up and shed unwanted excess accumulation. We are always happy to help answer any of your questions.

God be with you as always,

Sung Bok Hsu

FREE IN STORE EVENTS

+ CBD OIL TASTING & SAMPLES

Friday, April 12th 11:00 am-2:00 pm
2007 Morse Rd., Columbus

Saturday, April 13th 11:00 am-2:00 pm
4355 Morse Rd, Gahanna

Friday, April 19th 11:00 am-2:00 pm
6101 McNaughten Ctr, Reynoldsburg

WILEY'S MPOD VISION TEST

Friday, April 19th 11:00 am-2:00 pm
4355 Morse Rd, Gahanna

Friday, April 19th 3:00 pm-6:00 pm
2007 Morse Rd, Columbus

Saturday, April 20th 11:00 am-2:00 pm
6101 McNaughten Ctr, Reynoldsburg

WHOLE EARTH & SEA TASTING & SAMPLES

Friday, April 12th 11:00 am-2:00 pm
4355 Morse Rd, Gahanna

Friday, April 12th 4:30 pm-7:30 pm
2007 Morse Rd, Columbus

Saturday, April 13th 10:00 am-1:00 pm
6101 McNaughten Ctr, Reynoldsburg

LIFE SEASONS SAVINGS & SAMPLES

Saturday, April 27th 2:30 pm-5:30 pm
4355 Morse Rd, Gahanna

Sunday, April 28th 12:00 pm-3:00 pm
2007 Morse Rd, Columbus

Tuesday, April 30th 4:00 pm-7:00 pm
6101 McNaughten Ctr, Reynoldsburg

Dates and Times are subject to change.

What is Metabolism and how do I speed it up?

Metabolism (from the Greek word meaning “change”) refers to the group of chemical reactions and transforming enzyme-driven changes within the cells and organ systems of living organisms. It's what allows them to grow, reproduce, and flourish. In mammals, there are two distinct phases of metabolism; catabolism that breaks down organic matter to produce chemical energy, and anabolism that uses that energy to construct the key components of cells according to our individual DNA “blueprints”. Most of these actions and reactions are facilitated by enzymes and coenzymes made up of key factors we call chemical elements, fatty acids, vitamins, and minerals.

What are the common symptoms of a decline in metabolism?

- Constant fatigue or tiredness
- Feeling “blah” or down
- Unexplained weight gain or loss
- Hair loss/thinning
- Dry, itchy skin
- Sugar cravings
- Constipation
- Slow heart rate

What factors determine an individual's metabolism?

First realize that some of these factors are controllable and some are not. As you read through the list, try and categorized them into these two subsets for a better understanding of what you can control (or work to compensate for). The factors to consider:

- **Eating Patterns** - Calorie-rich food early in the day whether at the breakfast table or in snack portions, is a more efficient “burn ratio” timing than consuming your biggest meal in the evening. Likewise late-night snacks are a sure recipe for fat storage. Breakfast is the most important meal of the day. Also, eating smaller, frequent meals is a much better weight loss plan than skipping meals and sending your body into starvation mode. This literally causes the body to decrease metabolism and go into a preservation or fat storage setting to prevent starvation; a built-in “survival of the species” mode in all humans. It's engrained in our DNA so you've got to work with it - you're not going to over-ride it.
- **What you eat** - Various foods provide different digestive challenges to your system; taking energy to digest or burn the “thermic effect”. Protein rich foods provide a 30% thermic effect. That means, if you eat a 100 calorie portion of lean meat, about 30 calories (30%) are used up in the digestive process of breaking down the raw protein into usable amino acids.
- **Physical Activity** - The body is built to move and movement against resistance to build muscle, improves overall metabolic function as well as calorie burn. Aerobic exercise is not as efficient as weight training for long term weight control.

- **Age** - Metabolic rate decreases by about 5% each decade after the age of 40. The body turns out to be a marvelous organic kinetic ‘machine’ designed to move... so KEEP MOVING!
- **Gender** - Males generally burn calories more quickly than women, due to more muscle mass.
- **Heredity** - Yes, some people really can blame it on genes... because you can inherit metabolic rate tendencies from your ancestry. But most experts agree inherited tendencies make up only about 10 to 20% of the “cause” in chronic ailments such as obesity - the rest is due to personal habits.
- **Thyroid disorders** - Hypo and hyperthyroidism can slow or speed up metabolism respectively. Even though actual physical diagnosis of either disorder afflicts only a small portion of the population. ‘Metabolic Syndrome’ from endocrine imbalance may have the same effect. It's turning out to be more widespread and is much tougher to diagnose than Thyroid disorders.
- **Tissue makeup** - Muscle tissue is denser than fatty tissue, contributing more to overall metabolism and is more efficient if measured per unit of volume. The “take away” here is that regular weight training/physically demanding work, is very important to regulation of metabolism... and to general health.

Key Natural Supplements to look out for:



Chromium Chromium is a chemical element and atomic number 24. It is considered an essential mineral for its role in moving blood sugar from the bloodstream into the cells to be used as energy.



Green Tea Extract Green Tea comes from the Camellia Sinesis plant and contains beneficial polyphenols, which have antioxidant and health-promoting properties.



Green Coffee Bean Green Coffee Bean Extract is an extract of unroasted, green coffee beans. It contains chlorogenic acid, which is thought to have health-promoting properties.



Cocoa Bean Extract Cocoa Bean extract concentrates the active ingredient of the bean of the Cacao tree, which is used as a source of many health-promoting compounds, including antioxidants.



Theobromine Theobromine is a bitter alkaloid that comes from the cacao plant. It is found in chocolate and other foods and is similar to caffeine, also a member of the alkaloid family. Both have positive effects on mood and states of alertness.



Visit one of our three HSU & Co. locations during the dates and times listed below for the opportunity to receive free samples of LifeSeasons formulas and \$3.00 off each of the LifeSeasons products that you purchase in-store (these \$3.00 off coupons are offered on LifeSeasons regular & value sized bottles in addition to the discounted sale price).

30% off
LIFESEASONS



\$1 OFF*

LifeSeasons®
Metabolism

Expires April 30, 2019

Coupon available
for this product only



LifeSeasons®
NATURE WORKS. SCIENCE PROVES IT.™

Internet/Mailorder sales: **FREE SHIPPING** for purchases over \$150

GINSENG & SUGAR CONTROL

Ginseng may be beneficial in the control of blood glucose in people both with and without diabetes

Ginseng has been shown to improve pancreatic cell function, boost insulin production and enhance the uptake of blood sugar in tissues.

Moreover, studies show that ginseng extracts help by providing antioxidant protection that reduce free radicals in the cells of those with diabetes.

One study assessed the effects of 6 grams of Korean ginseng, along with the usual anti-diabetic medication or diet, in 19 people with type 2 diabetes. Interestingly, they were able to maintain control of sugar throughout the 12-week study. They also had an 11% decrease in blood sugar levels, a 38% decrease in fasting insulin and a 33% increase in insulin sensitivity.

Another study showed that ginseng helped improve blood sugar levels in 10 healthy people after they performed a sugary drink test.

It seems that fermented ginseng could be even more effective at blood sugar control. Fermented ginseng is produced with the help of live bacteria that transform the ginsenosides into a more easily absorbed and potent form.

In fact, a study demonstrated that taking 2.7 grams of fermented red ginseng daily was effective at lowering blood sugar and increasing insulin levels after a test meal, compared to a placebo.



IL HWA GINSENG SALE

Forty-one years ago Mrs. Hsu began her company with the highest potency ginseng from her native Korea, manufactured by IL HWA corporation, and we still trust this brand more than any other. IL HWA is renowned for producing pure, unadulterated ginseng from mature roots using a patented low-heat process that does not damage the all-important natural ingredients in this ancient root.

IL HWA ginseng comes in several forms:

IL HWA CONCENTRATED LIQUID GINSENG

This is white ginseng, grown without pesticides and allowed to stay in the ground until the root has absorbed all of the nutrients from the surrounding soil, which takes from 4 to 6 years. A small measuring spoon is included with your bottle. Each spoonful provides about 500mg of ginseng concentrate. Stir in hot water and you may sweeten your ginseng to your liking with raw honey or stevia or fruit juice, rather than white sugar or artificial sweeteners.

50 gram (makes about 100 cups): \$39.95

100 gram (makes about 200 cups): \$73.95

300 gram (makes about 600 cups): \$199.95

IL HWA GINEX GRANULATED GINSENG

Each packet contains 1000mg of pure concentrated ginseng extract in dry, granulated form. Ideal for traveling or taking with you to work. Open the pouch and pour the contents into a cup of hot or cold water.

30 packets per box: \$29.95

IL HWA GINST15 FERMENTED GINSENG

This high potency ginseng is more easily absorbed and comes in 3 forms: Korean Red Ginseng extract, Softgels and Granulated Packets.

100 gram Korean Red Ginseng extract: \$73.95

60 softgels: \$44.95

50 packets: \$39.95

100 packets: \$59.95

Each packet contains 300mg of fermented ginseng concentrate, lightly sweetened with 2.7 grams of dextrose.

**All prices above are
Spring Sale prices that
will end April 30th!**

HSU Brand Sale

Buy 1 item at regular price, get second item at half price!

(second item of equal or lesser value)

FOR EXAMPLE:
Buy DC-1 540 for \$56⁹⁵ —
Get LIV-C 360 for \$28²⁵

OR
Buy DC-1 540 for \$56⁹⁵
Get the second bottle for \$28⁴⁸

IMPORTANT:
This buy one get one half off sale does not apply to IL HWA ginseng

INTERNET SHOPPERS:
You will receive the same discount when you order at www.hsu.com even though the shopping cart will not accurately reflect it. We will issue your **BOGO HALF** discount as soon as we process your order.

Or call: 800-628-8420

THE TRUTH ABOUT VITAMIN C THAT HARDLY ANYONE KNOWS

As popular as vitamin C supplements may be, few people realize that they may only be absorbing a fifth or less of the oral vitamin C they're taking. And the 80 percent or so of the unabsorbed supplement may be the culprit behind vitamin C's occasional, yet frustrating side effects: upset stomach and other gastrointestinal distress.

But there's a new kid on the block that's helping to change all that... Thanks to the newest liposomal technology, poor absorption and occasional intestinal discomfort are quickly becoming a thing of the past.

Greater Absorption

When you want to take high doses of vitamin C, liposomal should be your number one choice. Once in the gut, phospholipids surround the vitamin C molecules, creating "liposomes" that protect the active ingredient and help it cross over cell membranes with greater ease for enhanced absorption potential. Greater absorption often translates into reduced potential for gastrointestinal distress.

Liposomal Vitamin C should be pure, high quality, free of genetic engineered ingredients, and harsh chemicals, and formulated using cutting edge technology for optimal efficacy and bioavailability.

Ultimate Protection

Liposomal Vitamin C gives you enhanced bioavailability potential and protection against occasional intestinal discomfort. More efficient absorption of vitamin C may help you avoid intravenous applications when higher dosages are desired. All in all, Liposomal Vitamin C provides a more convenient and practical way to complement your diet.



Call 800-628-8420 for more info. Visit www.hsu.com

YOUR PETS HAVE AN IMMUNE SYSTEM TOO

Silver, which occurs naturally in whole grains, edible and medicinal mushrooms, mammalian milk, spring water, sea water and tap water, has been used for centuries to safeguard health for humans and animals. Silver based medicines are used to treat burns in hospitals and veterinarian's offices around the globe. Colloidal silver has been used for over 125 years in countless applications and today is offered as a dietary supplement for humans or health supplement for pets.

Sovereign Silver Bio-Active Silver Hydrosol™ tastes like water. It is vegan, GMO-, Gluten- and Allergen-free. Peer-reviewed literature demonstrates the safety of silver in animals at 2,000 times the EPA daily Oral Silver Reference Dose (RfD) for humans.

DOSING DIRECTIONS

Best to administer directly into your pet's mouth or in their water dish. May also be used topically on the affected area.



B Vitamins

Vital Nutrients for Energy, Stress & Brain Health

We're only as healthy as the health of our cells. The food that we consume contains potential energy in the form of carbs, fat, and protein. B Vitamins are necessary to convert this dietary energy into ATP, the form of energy that our cells can utilize.

Getting adequate amounts of B Vitamins each day is essential as they play a key role in promoting healthy brain chemistry. They assist in the creation of key neurotransmitters like serotonin, known as the "happy chemical" which helps support a healthy mood.

All B Vitamins are also extremely important for cognitive health and function. You may be familiar with the neurotransmitter acetylcholine. Certain B Vitamins like B5 (pantothenic acid), for example, are directly involved in the creation of acetylcholine (aka the "memory molecule") in the body.

A B-complex supplement can be a convenient way to help minimize deficiency risk for these key micronutrients. Below is a checklist of quality attributes to consider when shopping for B Vitamins.

- Does B-Complex provide 100% DV or more of all 8 B Vitamins?
- Are the B-Complex Vitamins whole-food nutrients made from fruits, vegetables, and herbs OR synthetic? Certified Organic? Verified free of GMOs?
- Does the B12 supplement have both bio-active forms (Methyl-B12 and Adenyl-B12)?
- Check out the "other ingredients." Is the supplement clean-manufactured without unnecessary chemical additives?

NUTRIGOLD®

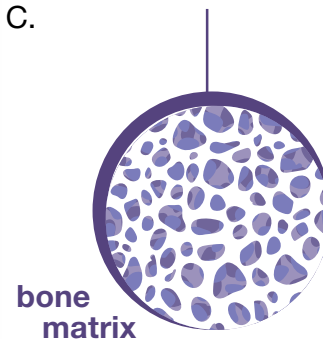
Premium portfolio of non-GMO, organic, whole-food, food-sourced, fair-trade, sustainable, soy-free, gluten-free, kosher, and vegan products manufactured to industry-defining quality standards without the premium price tag.

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

YOUR **bone** MATRIX



35% off
SOLARAY



The bone matrix is the internal honey-comb like structure of bones. Studies suggest that as we age, our bones can lose up to 50% of their strength and may experience up to a 35% decrease in elasticity. **Solaray® Collagen Bone Complete** is formulated for advanced bone matrix support containing Types 1 & 3 Marine Collagen, a Plant Mineral Complex, and Vitamins K-2, D-3 and C.

Want Stronger Bones?

As you age, your body may reabsorb calcium and phosphate from your bones instead of keeping these minerals in your bones. This makes your bones weaker. When this process reaches a certain stage, it is called osteoporosis. For women, a drop in estrogen at the time of menopause is a major cause of bone loss.

Healthy lifestyle choices such as proper diet and exercise can help prevent further bone loss and reduce the risk of fractures. But, lifestyle changes may not be enough if you have lost a lot of bone density. You may want to add a good quality bone strengthening supplement to help slow bone loss, and may even help rebuild bone.

COLLAGEN, derived from the Latin word “glue”, is a protein that comprises 90% of majority of our bone matrix, providing support for healthy bones and joints. Clinical research suggests that collagen supplementation may help support optimal bone mineral density and flexibility. Hydrolyzed marine collagen contains Types 1 and 3 collagen. Research suggests that the smaller molecule size of marine collagen make it up to 1.5 times more absorbable.

CALCIUM is a key component of the bone matrix and is required for proper bone strength and structure. Unfortunately, when we do not get enough calcium in our system, the body takes what it needs from our bones. Studies suggest that plant-derived calcium may be up to 2 times more absorbable in the

body than calcium from other sources, due to its highly porous structure.

MAGNESIUM is another essential mineral and key component of the bone matrix. Roughly half of all the magnesium found in the human body is stored in our bones. Magnesium provides support for bone formation and the absorption and metabolism of calcium.

VITAMIN C is an antioxidant required for the formation of collagen, but it is also believed to help support the cells that build bone. Research indicates adequate daily intake of Vitamin C may help support long-term bone health.

VITAMIN D is a fat-soluble vitamin required by the body for the absorption of calcium, providing support for bone growth and development. Research suggests that combining Vitamin D with plant calcium may help enhance the beneficial effects of plant calcium for bone health.

VITAMIN K helps move calcium to proper areas in the body, including the bone matrix, providing support for optimal bone mineral density and calcium absorption. Research also suggests that Vitamin K-2 may help maintain bone integrity.

70 TRACE MINERALS There are many trace minerals that contribute to the formation of strong, healthy bones. These minerals help support growth and maintenance of bones, the absorption of Calcium and Phosphorus, and healthy collagen production.

WILEY'S FINEST™

Nourish
your brain30% off
WILEY'S FINESTSelect Coupons
Available While
Supply Lastswith concentrated
DHA Omega-3s,
naturally flavored with a
crisp citrus flair.**ARE YOU GETTING ENOUGH DHA?**

Summit DHA offers a highly concentrated serving of 2,140 mg of DHA, an important Omega-3 fatty acid needed throughout the body, and concentrated in our brain and eyes.

YOUR BRAIN WILL THANK YOU.

A critical nutrient for our brains, healthy DHA levels are linked to better reasoning, problem-solving, and mental functioning. Low DHA levels are associated with cognitive decline.

In addition to supporting brain function, DHA also:

- Builds and restores our brain, eyes, and nerves
- Promotes healthy reproduction in both men and women

With a natural, great-tasting lime flavor, Summit DHA will nourish your body and your mind, one spoonful at a time.

ARE YOU GETTING ENOUGH DHA?

Know your EPA & DHA Omega-3 levels with the OmegaQuant® Omega-3 Index at-home test kit. Learn more at www.wileysfinest.com/omega3tes

TAKE THE TEST!

ABSOLUTELY FREE, QUICK & PAINLESS!

LOW MPOD, OR
MACULAR PIGMENT
OPTICAL DENSITY,
RESULTS MEANS LESS
PROTECTION AGAINST
EXCESS BLUE LIGHT.



**FRIDAY 4/19 from 11am to 2pm
at 4355 Morse Rd, Gahanna**

**FRIDAY 4/19 from 3pm to 6pm
at 2007 Morse Rd, Columbus**

**SATURDAY 4/20 from 11am to 2pm
at 6101 McNaughten Ctr.**

Internet/Mailorder sales: FREE SHIPPING for purchases over \$150

**35% off****TRACE MINERALS**

Collagen Effervescent Tablets

Want an easy way to supplement your diet with collagen peptides? This is it. Just drop one of these great tasting, fizzing tablets into water and away you go. Why is collagen important? Well, it's the most abundant protein in the body and it supports healthy hair, skin, nails, bones, joints, connective tissues, and muscles.[†] However, your body slows down production of it as you age. Collagen production can also slow down due to certain health conditions and unhealthy lifestyle habits like sun exposure and an unhealthy diet.

Internet/Mailorder sales: **FREE SHIPPING** for purchases over \$150

The Dietitian's Corner

Annie Hsu Griffin R.D., L.D.

As we round the corner into spring now is a good time to take a look at your supplements and make sure you're taking them at the best times for optimal absorption and benefit.



The following nutrients and supplements should be taken with food for best benefit:

Fat soluble nutrients: these include supplements like vitamin A, vitamin D, vitamin E, vitamin K, CoQ10, black seed oil, fish oil, flax oil, pumpkin seed oil, coconut oil, etc. Some studies show that absorption of these nutrients increase by double when taken with food vs. being taken on an empty stomach.

Turmeric: this superstar is a fabulous natural anti-inflammatory that is receiving praise for relieving pain. To optimize its affect always take with food. Even better, take at the same meal as your fish oil or flax oil supplement.

Digestive enzymes: due to the foods we eat and the stress on our bodies, our production of digestive enzymes to combat gas, bloating, indigestion, reflux, constipation and nutrient absorption is greatly diminished. Taking a digestive enzyme can help – but only if you take it just before, during or immediately after you eat. If you take them without food – not only will they not help but they can sometimes irritate your stomach.

The following nutrients and supplements should be taken on an empty stomach for best benefit:

Soluble fiber supplements: This stuff is an unsung hero in our health. Psyllium, acacia, oat bran, apple pectin, grapefruit pectin – it all does a bang up job supporting healthy cholesterol levels, blood sugar levels, weight / appetite and digestion. But despite all its good deeds – soluble fiber is a loner. It should be taken with nothing but a large glass of water for company. Avoid taking other supplements, food or prescriptions at the same time. Remember that old 1958 sci-fi flick “The Blob”? Well fiber is kinda like that – it swells up and absorbs stuff around it - which is good for cleansing and regularity but bad if it's interfering with the benefit of your supplements or slowing down digestion of your foods.

Korean ginseng tea: if you've been around HSU & Co. for any length of time – you know how much we all love this stuff. It is our favorite adaptogenic herb that can help combat stress. Emotional stress, mental stress, physical stress – Korean ginseng is at the top of the list. But, it works best when taken on an empty stomach so that it can absorb quickly and do its job.

Aloe vera: another favorite at HSU & Co. We love how aloe can heal externally and internally. Like Korean ginseng, it does its best work on an empty stomach so that it can heal on the front line without wading through any food or other barriers.

That's the quick list of how to fine tune your supplement program and get the most benefit from what you're taking. Feel free to stop by any of our stores or visit our website for additional information.

Be well,

Annie Hsu Griffin R.D., L.D.

A Shelf Stable Probiotic for a new Generation

Our products proudly feature the following:
Non-GMO; Shelf Stable; Always Ships Cold + Protected;
A minimum of 7 to 12 strains of beneficial probiotic bacteria in every product. Includes the patent pending MAKTreK® 3-D Probiotic Delivery; Gluten Free; Soy Free; Wheat Free; Dairy Free; Magnesium Stearate Free Vegetarian Capsules
Patent pending MAKTreK® 3-D Delivery System
20 Billion cfuW per capsule
12 probiotic strains
Prebiotic Inulin – food for the probiotic's survival
Shelf stable
Supports digestive health

NOT FEELING YOUR BEST?

The answer could be in your gut.

1) Food is always first!

Having a wide diversity of food in your diet, especially high-fiber fruits and vegetables, leads to greater diversity of microflora in your GI tract. And, whenever possible choose organic foods.

2) Probiotics

Be sure to include probiotic-rich foods such as kombucha, kefir, sauerkraut, kimchi, low sugar yogurt and fermented soy.

3) Take It Up A Notch

You can also try eating more prebiotic foods such as oats, onions, garlic, leeks, asparagus, artichokes and whole grains - to promote the growth of healthy microflora. Think of prebiotics as “food” for probiotics.

Internet/Mailorder sales: FREE SHIPPING for purchases over \$150

HONEY, LET'S BEE REAL

Authentic MANUKA HONEY from New Zealand

- 100% pure, premium mānuka honey from the wilds of the North Island of New Zealand
- Sourced from a sustainable, eco-friendly 100% Maori-owned beekeeping operation (winner of several farming and eco-friendly awards)
- Quality and authenticity assured with the Oaeye traceability system and two grading systems: UMF™ and MGO
- Grade No. 1 amber creamed honey
- Bottled in 100% recyclable, food grade BPA-free PET jars
- Free of additives, preservatives, pesticides, and antibiotics
- Safe for children ages 1 and up
- Unpasteurized
- Filtered, creamed, stirred at low temperatures (122-158 degrees F) for several days, then aged to increase the MGO content to a standardized amount

25% off
FLORA



LEARN HOW TO SPEAK MANUKA

- **MGO** = Methylglyoxal Discovered in 2005 by German researchers to be a key antibacterial compound in mānuka honey.
- **DHA** = Dihydroxyacetone The precursor to MGO, DHA comes from the mānuka flower nectar and is converted to MGO as the honey ripens.
- **HMF** = Hydroxymethylfurfural An important quality test—high levels indicate the honey has been heated beyond safe levels leading to damaged, poor quality honey.
- **UMF** = 'Unique Manuka Factor' A trademarked rating system which in the past reflected NPA activity but now incorporates MGO along with other quality markers.

THE POWER OF HYALURONIC ACID

Hyaluronic Acid (HA) and The Skin

Hyaluronic Acid provides continuous moisture to the skin by binding up to 1,000 times its weight in water. As we age, the ability of the skin to produce HA decreases, leaving the skin unhealthy and wrinkled. The skin is the largest organ of the body comprising about 15% of the body weight. Approximately 50% of the Hyaluronic Acid in our body is found in the skin. Hyaluronic Acid and collagen are vital to maintaining the skin's layers and structure. It is the collagen that gives the skin its firmness but it is the HA that nourishes and hydrates the collagen. Imagine the collagen as the stretchy fibers that restore the skin back to shape when stretched. Collagen is continuously surrounded and nourished by the gelatinous HA substance. As

we grow older, the body loses its ability to maintain this same concentration in the skin.

What Does It Do?

Hyaluronic Acid occurs naturally in your skin, but diminishes as we age. When applied to the skin, it's a wonderful moisturizing ingredient. When you apply one of our premium Hyaluronic Acid products, they work as humectants. Humectants work by pulling water from the environment into your skin and are very hydrating. Basically, it serves as a big drink of water for your face, softening fine lines, making skin look firmer, and smoothing out even the roughest dry patches. It also plumps and adds volume to your skin cells to make your skin more radiant and smooth.



30% off
HYALOGIC

HSU Rewards Card. 5% every day discount on all regular priced items in the store.

THE MANY AMAZING BENEFITS OF CHLOROPHYLL

An interesting fact about chlorophyll is that its molecular structure is similar to that of hemoglobin, which is a critical part of human blood. The only exception is their central atom which is iron for hemoglobin and magnesium for chlorophyll. Due to this unique quality, liquid chlorophyll performs the same function in the body as the hemoglobin. Although the world of nutrition is yet to admire its true potential, it still continues to be amongst the most critical elements for plants and the biological world for ages.

You may already know several of the benefits of taking chlorophyll such as increasing red blood cells, assisting in cancer prevention, detoxifying the body, improves oral health and bad breath as well as speeding up wound healing. But did you also know there are even more benefits to taking chlorophyll?

Treats Arthritis

In a study included in the Journal of Inflammation Research, the anti-inflammatory properties of chlorophyll are shown to be beneficial for arthritis. Chlorophyll and its derivatives interfere with the growth of bacterial-induced inflammation. This protective nature of chlorophyll makes it a potent ingredient in the preparation of phytomedicines for treating painful medical conditions such as fibromyalgia and arthritis.

Delays Aging

Chlorophyll helps in combating the effects of aging and supports in maintaining healthy tissues attributing to the richness of antioxidants and the presence of magnesium. It stimulates the anti-aging enzymes and encourages healthy and youthful skin. In addition to this, vitamin K present in it cleans and rejuvenates the adrenal glands and improves the adrenal functions in the body.

Improves Digestive Health

Chlorophyll promotes healthy digestion by maintaining intestinal flora and stimulating the bowel movements. It acts as a natural drug to the intestinal tract and helps in the renewal of wounded bowel tissues. Diets which are deficient in green vegetables and include majorly red meat pose an enhanced risk of colon disorders. As per research, it facilitates colon cleansing by inhibiting the cytotoxicity induced by dietary heme and preventing the prolifera-

tion of colonocytes. It is effective in constipation and alleviates the discomfort caused by gas.

Boosts Immunity

It aids in strengthening of the cell walls and overall immune system of the body attributing to its alkaline nature. Anaerobic bacteria, which promote the development of diseases, cannot survive in the alkaline environment offered by it. Along with this, it is an oxygenator which encourages the body's ability to fight diseases, boost the energy levels, and accelerate the healing process.

Strengthens Bones

It helps in the formation and maintenance of strong bones. The central atom of the chlorophyll molecule i.e. magnesium plays an important role in bone health along with other essential nutrients such as calcium and vitamin D. It also contributes towards muscle toning, contraction, and relaxation.

Treats Anemia

It contains vitamin K which is vital for normal clotting of blood. It is used in naturopathy for the treatment of nose bleeds and is prescribed for females suffering from anemic conditions and heavy menstrual bleeding.

Prevents Kidney Stones

It helps in preventing the formation of kidney stones. The vitamin K present in it forms essential compounds in the urine and aids in reducing the growth of calcium oxalate crystals.

Balances Hormones

It is beneficial for maintaining sexual hormonal balance in both males and females. Vitamin E present in chlorophyll helps to stimulate the production of testosterone in males and estrogen in females.

Treats Pancreatitis

Chlorophyll is administered intravenously by the healthcare professionals in the treatment of chronic pancreatitis. According to the research conducted in this regard, it helps in relieving fever and alleviates abdominal pain and discomfort caused by pancreatitis without causing any side effects.

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Stressed out? Anxious? You are not alone.

by Dr. Aimée Shunney

Stressed out? Anxious? You are not alone.

The Center for Disease Control estimates that 40 million American adults suffer from anxiety disorders, and a 2018 study by the American Psychiatric Association found that 57% of women and 38% of men aged 18-49 reported feeling more anxious this year than last year. While occasional feelings of anxiety are a normal part of life, persistent anxiety that negatively affects productivity, relationships, mood, and sleep is not, and requires intervention.

As a naturopathic doctor, I see patients every day that would like to address their anxiety without medication. Fortunately, there is a veritable cornucopia of dietary, lifestyle, nutrient, and herbal approaches that can be safely and effectively used to optimize the stress response and support a stable mood.

My current favorite anti-anxiety supplement is hemp CBD (cannabidiol). CBD is one of over 100 cannabinoids that have been isolated from the cannabis plant, and it has garnered tremendous attention for its non-intoxicating effects and myriad of potential health benefits, including powerful anti-anxiety properties. As the research suggests, CBD has become a safe, fast-acting, reliable choice for me, and has allowed many of my patients to be anxiety and medication-free.

So how does it work? CBD helps to balance the endocannabinoid system (ECS) – a system whose job is to maintain homeostasis, or balance in our bodies. It helps us respond to stress by modulating endocrine function, regulating fight or flight, and mounting a healthy immune/inflammatory response. It is involved in the direct regulation of appetite, metabolic health, pain/inflammation, thermoregulation,

intraocular pressure, sensation, muscle control, motivation/reward, mood, and memory. No wonder it has so many potential uses! I use CBD from full spectrum hemp (vs marijuana) because:

- It is available in almost 2000 independent health food stores nationwide and also online.
- Hemp has low THC. Look for products that have no more than 1/3 of 1% THC. Products with higher THC content can increase anxiety.
- It's a dietary supplement, and therefore, easy to find 'gold level' companies that are transparent about raw materials and chemicals used, and engage in third-party batch testing to ensure content and quality.
- Hemp helps the environment! It replenishes the soil and sequesters CO₂. Compared to indoor-grown cannabis, it requires no electricity (vs grow lights and climate control systems) and it requires 80% less water.

CBD is extremely safe and well tolerated – and safety is essential with this ingredient because there is no magic dose. What it takes to balance your ECS may be different than what it takes to balance my ECS. And what it takes to balance my ECS may be different at different times. This jives with my clinical experience of patients needing less over time as they create more balance and more resilience. As a general rule, start low and go slow – especially if you have anxiety. You may be surprised at how little you need.

Dr. Aimée Shunney is a naturopathic physician in private practice at Santa Cruz Integrative Medicine in Santa Cruz, CA, where she specializes in women's health, bioidentical hormone balancing, and functional digestive issues. She is a medical advisor to CV Sciences, maker of PlusCBD Oil. Learn more at www.drshunney.com.



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As Winter signs OFF for another year, the dreaded allergy season signs ON bringing itchy eyes, runny nose, and constant sneezing. This year, win the war on allergies by starting before the season really takes hold.

When sinus and respiratory tissues become irritated and reactionary, it sets the stage for mast cells to become overly sensitive. So that one speck of pollen in the air, enters the nasal tissues, and your mast cells freak out and spew histamine everywhere. Ugh! Stop fearing spring and start enjoying it.

Allergy ReLeaf System to the rescue!

Allergy ReLeaf System stops the release of histamine and maintains a healthy pollen response in the respiratory system. It builds resistance to immune system sensitizers such as pollen, dust, food, and animal dander.

Allergies in a Nutshell

This month we are looking deeply into the nasal and respiratory passageways and effective medicinal and healthy strategies that are available to those who are dealing with spring allergies.

When you think of allergy season you think of stuffy nose, itchy eyes, inflamed throat, sinus and lung challenges, irritated digestive tract, and urinary tract imbalance.

Allergies are caused by an oversensitive immune system. Our immune system protects us from the dangers of the environment. However, when immune system mistakes something like pollen as a threat, an allergy reaction results. Your body thinks that foreign substances like pollen and various allergens are threatening constituents and respond to that "perceived" danger in a very excessive way -- spewing mast cells.

So What Is A Mast Cell?

Mast cells are immune cells located throughout the mucous membranes of the eyes, nose, sinuses, mouth, throat and the lungs. They are also found in the digestive, lower urinary and reproductive tissues as well as in the skin. They play an essential immune protective role by being intimately involved in the defense against foreign microorganisms. Mast cells contain large amounts of a type of fatty acid that is converted into histamine and other pro-inflammatory molecules when they are irritated.

What Is A Histamine?

You've probably heard of antihistamines. They're medicines that tame allergy symptoms. But what are histamines? They're chemicals your immune system makes. Histamines act like bouncers at a club. They help your body get rid of something that's bothering you -- in this case, an allergy trigger, or "allergen."

Histamines start the process that hustles those allergens out of your body or off your skin. They can make you sneeze, tear up, or itch -- whatever it takes to get the job done. They are part of your body's defense system.

When you have allergies, some of your triggers -- such as pollen, pet dander, or dust -- seem harmless. But your immune system sees them as a threat and responds. Your body's intention -- to keep you safe -- is good. But its overreaction gives you those all-too-familiar allergy symptoms, which you then try to stop with an antihistamine.

Healthy Strategies to Stop Histamine Release

Taking a synergistic herbal and nutritional formula can halt hypersensitivity reactions and stop histamine release. Such formulas may build resistance to immune system sensitizers assisting in developing a healthy response to pollen and other allergens.

Herbs, and especially fresh herbs, such as stinging nettle, licorice root, eyebright, horehound, osha, horsetail, mullein, elecampane and plantain have been very effective in stopping the release of histamines. When taking these herbs along with certain nutritional supplements such as quercetin, pantothenic acid, turmeric and bromelain, you may experience such benefits as:

- *Soothes respiratory and digestive irritation from seasonal and dietary challenges*
- *Calms eye, sinus, throat, lung, and digestive tissues*
- *Stabilizes mast cells and calms their responses to pollen, food, and animal dander*
- *Promotes a healthy response to allergens in respiratory and digestive tissues*
- *Clears excessive secretions of eyes, sinuses, and lungs without harsh stimulants*

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Natural Factors

Research suggests that nutrients from whole, raw food may have a valuable “wholistic,” effect that allows key vitamins and minerals to work more effectively. Whole food supplements contain the full array of nutrients, in particular phytonutrients, provided by raw foods. Each plant’s phytonutrients are essentially the plant’s immune system and they offer immune support to humans as well.

The term “bioavailability” generally refers to the ease that any particular nutrient can be accessed and absorbed by your body. You get optimal bioavailability from nutrients found in whole food. Unfortunately, accessing and eating all the right whole foods may be a challenge. Busy schedules get in the way. Supplies are limited and many foods are seasonal.

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