



*Happy Valentine's Day to all!*

*When you're happy you find pure joy in your life. There are no regrets in this state of happiness – and that's a goal worth striving for in all areas of your life ~ Suze Orman*

*Just a Reminder for Keeping Your Successline Managers on Track for 2017:*

*Remember to keep close track of your successline managers pending status for January. IF a manager received consecutive pends in either November & December OR December & January - they will carry a pend over into 2017.*

## *News from Sunshine House February 2017*

*To our Managers, Distributors and Friends in Nature's Sunshine:*

### **HEALTH FREEDOM NEWS AND INFO:**

The latest from ANH, one of our best Health Freedom advocate organizations:

**ANH-USA: The Pulse of Natural Health Newsletter** ([ANH-USA.org](http://ANH-USA.org))

2017: Let's Win Some More. Looking ahead, here's what we hope to/can accomplish by all working together.

#### **Stop FDA's Current Attempt to Eliminate New and Better Supplements-**

Simply put, the FDA has mangled Congress's original intent when it enacted in the Dietary Supplement Health and Education Act of 1994 (DSHEA), imposing what is in reality a pre-approval process on all supplements developed or modified since 1994. If the FDA's NDI (New Dietary Ingredient, i.e., new supplement) "guidance" stands, thousands of supplements will be eliminated from the market. We must not allow this. (As our readers know, supplements are not drugs. Being natural foods, they cannot be patented. No company can spend billions for FDA approval as drugs. They are already regulated, are the safest thing we consume, and the FDA has the power to remove any one of them from the market. Who will be helped if supplements cost \$100 a bottle or require a prescription? Only drug companies, of course.)

**Break Up the FDA-** Winning the NDI battle isn't enough. The FDA, as currently structured, is not fit to regulate either food or supplements. It dances to the tune of the drug companies, which directly pay its bills. The FDA controls over a quarter of the American economy. The first step is to break it up into a food and supplements agency and a drug agency. This is the only way to ensure that the sale of healthy food and supplement products are promoted by the regulators rather than censored and blocked at every turn. People in charge of regulating drugs should not call the shots for food and supplements. This is the tail wagging the dog. But it is exactly what we have today.

**Make the FDA a Safety Watchdog Once Again** - Prior to the Kefauver-Harris Amendment to the Food, Drug and Cosmetic Act in 1962, the FDA was charged with ensuring safety. Afterward, it had to approve effectiveness as well. This was well intended, but completely unrealistic. Congressional auditors agree that the agency is not competent to decide on effectiveness. It never will be. It relies on outside experts, but these experts are too often bought and paid for by industry—or else they want to preserve their own lucrative medical practices by preventing new drugs, technologies, or procedures. Let the FDA concentrate on safety. Then let the medical profession work out effectiveness

**Just Say No to (Prescription) Drugs** - Building a healthier America also requires breaking the stranglehold that Big Pharma has on healthcare in this country. In earlier articles, we suggested that Americans have become addicted to legal drugs that often offer more harm than benefit. We will continue to report on the dangers of pharmaceutical drugs, including opioids, antidepressants, statins, acid blockers, and so many more.

Read the inserts of drugs today: most have alarming side effects; most have never been tested on the young or the old; and many are simply not effective. We will continue to arm consumers with the information that will allow them, in consultation with their doctor, to "just say no" to legal as well as illegal drugs. We will also work to prevent healthy substances such as hemp extract, which can provide real pain relief, from being turned into illegal drugs for no reason other than to protect Big Pharma profits.

**Preserve Customized Natural Medicines-** Many of us know that individualized medicine—in which treatments and cures are tailored to an individual's biology and genetics—is the wave of the future. High-tech, innovative testing, followed by customized, natural medicines made at a compounding pharmacy, are key components of this approach to health.

A multitude of FDA actions in the past three years threatens to wipe traditional compounding pharmacies off the map—it's "death by a thousand cuts." And it's quite deliberate—just another effort to clear the field for Big Pharma's standardized, one-size-fits-all products. Different FDA "guidance" documents—which are very difficult to challenge—are aimed at the elimination of the traditional compounding industry. Two key areas of concern are the immediate threats to compounded bioidentical hormones and dietary supplements, because millions of consumers who rely on these products could lose them:

**1. Save bioidentical hormones.** Several critical hormones (progesterone, progesterone with estradiol, testosterone, and estriol) have been nominated to the FDA’s “Demonstrably Difficult to Compound” list. When completed, it will be illegal to compound items on this list. This would be a tremendous blow to everyone who relies on natural hormones to stay healthy—particularly in cases where no adequate substitute exists.

**2. Save compounded dietary supplements.** The FDA has said that, for supplements to be eligible to be compounded, they must appear on a pre-approved list. Yet the agency’s Pharmacy Compounding Advisory Committee (another stacked deck against natural medicine) has voted to reject important supplements—curcumin, boswellia, and aloe vera, to name just a few—from this list. More and more supplements will be banned from use. Intravenous vitamins and minerals are also at risk of being banned, either directly or by steps that could drive the price out of reach, which is an indirect ban.

A more comprehensive list of the various threats to the compounding industry can be found [here](#).

We must fight to preserve the compounding industry as we know it, which means fighting the agency on each and every one of these policies through petitions, legislative action, and legal action.

**Protect Pro Vaccine Choice** - It’s long been our position that reasonable questions can be asked about the safety of the current vaccination schedule. Some vaccines have dangerous adjuvants that have not been tested for safety; others do not. We believe that parents have the right to make informed decisions about the healthcare of their children. We reject laws like California’s SB 277 that take away this freedom. Children cannot be parented by the state. We will continue to fight mandatory vaccination in other states in 2017, as well as continue our legal challenge to SB 277.

**Fight Crony Medical Monopolies** - The Academy of Nutrition and Dietetics (AND), the American Medical Association (AMA), and the Federation of State Medical Boards (FSMB), among others, all try to exert influence on state and national policy, often to exclude practitioners whom they regard as competitors. We will continue to fight for a level playing field and oppose state-level monopolies on the practice of medicine and nutrition. We will oppose the FSMB’s efforts to control the practice of medicine in as many states as possible.

**This is just a glimpse of the year ahead. We won many battles in 2016 and with your help will win even more in 2017.**

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## Magnesium for Health

**Magnesium** is regarded by scientists as essential to life, playing a fundamental role in living cells. Magnesium is a crucially important mineral for optimal health throughout the body. A surprisingly large proportion of people do not get enough magnesium: At least 57% (some say 80%!) of the US population does not meet the US RDA for dietary magnesium intake!

Calcium tends to be taken in high quantities – which can cause more harm than good, as it’s very important to have a proper balance between these two minerals. This is the reason why they are sometimes seen paired together in “cal-mag” supplements. Magnesium is **critical for heart health** and excessive amounts of calcium without the counterbalance of magnesium can lead to a heart attack and sudden death.

**Early signals of magnesium deficiency include:** Appetite loss, headaches, nausea, tiredness and weakness. Ongoing or more severe magnesium deficiency can lead to more serious symptoms, such as numbness and tingling, cramps, seizures, behavioral changes, abnormal heart rhythm and coronary spasm.

One of the great challenges of testing your own body’s magnesium levels is that only around 1% of the body’s magnesium is in the blood, making the magnesium readings from a serum magnesium blood test inaccurate.

One of the best food sources of magnesium is pumpkin seeds – of which a quarter cup contains almost 50% of the RDA of magnesium! I would suggest to go for the organic ones – typically darker in color because of their higher mineral content. There are numerous other food sources of magnesium.

**Note** that calcium and magnesium also need to be balanced with vitamin D and vitamin K2. In other words, any time you’re taking any of magnesium, calcium, vitamin D3, or vitamin K2, you need to take all four into consideration, since they all work *synergistically*.

**Stock #1786-6 Magnesium (180 tabs)**

**Stock #1859-8 Magnesium Complex (100 caps)**

*A great quote from Dr. Amen that I had forgotten. Thanks Brenda Montrella Branch for refreshing my memory: “Those of you that are waiting to get sick before you get healthy may want to rethink that.”*

## **Time to Winterize Your Immune System**

written by Steven Horne

**As Jack Frost brings cold days (and even colder nights) people start wearing warmer clothes, put on snow tires and seal cracks in their homes. The cold, damp days of winter also signal the start of cold and flu season, so it's also wise to take steps to winterize your immune system so you'll be prepared to resist whatever is going around. Here are some specific tips and suggestions.**

### **Swallow Some Sunshine with Vitamin D3 (Stock #1155-1 60 tabs)**

One of the factors that makes our immune system work better in summer is that we get more exposure to sunlight in the hot summer months. This means we get more Vitamin D, because our skin manufactures this essential nutrient when it is exposed to sunlight.

Vitamin D is essential for many functions in the body, including building strong bones and teeth, but what we are primarily concerned about here is vitamin D's effect on the immune system. Getting adequate amounts of this essential nutrient helps you stay healthy in the winter by boosting your immune response. It even helps prevent some types of cancer.

Native people living in cold, northern climates naturally supplemented both vitamins A and D, by eating animal livers raw during the winter. Scientists have assumed that fortifying milk with vitamin D2 would be adequate to keep modern people from developing deficiencies, but vitamin D2 is not as readily useable as vitamin D3, which is found naturally in animal foods like raw liver. Furthermore, what about all those people who don't drink milk?

So, your first step in winterizing your immune system should be to take a **vitamin D3** supplement. You may also want to take extra **vitamin A** as well.

### **Build Your Defensive Chi with Lung Support**

In traditional Chinese medicine (TCM), the chi (or energy) that keeps you from getting ill is thought to reside in your lung and colon. This makes sense, since the mucus membranes of your respiratory and digestive tract are the primary route where infections are likely to enter. In fact, we know from modern science that most of your immune response is concentrated in the digestive and intestinal membranes.

According to TCM, breathing cold air damages this defensive chi, which is one of the reasons why we are more susceptible to contagious diseases in the cold winter months. Fortunately there are herbs that build up this defensive chi and protect your body from the cold weather.

**Chinese Lung Support (Stock #1004-3 TCM Conc. or #1887-6, 100 caps)** is designed to strengthen the lungs and immune systems of those get sick easily during the cold winter months. It is especially valuable for the elderly, who often develop pneumonia as a secondary infection to the flu. If you live in an area where the air is cold and dry, try taking Lung Support throughout the winter months to keep you healthy. If you have respiratory weakness consider taking **Chinese Lung Support** and **Cordyceps (Stock #1240-5)** together as this will greatly increase your protection.

These are just a few of the many herbal supplements you can use to keep your immune system in tip, top shape.

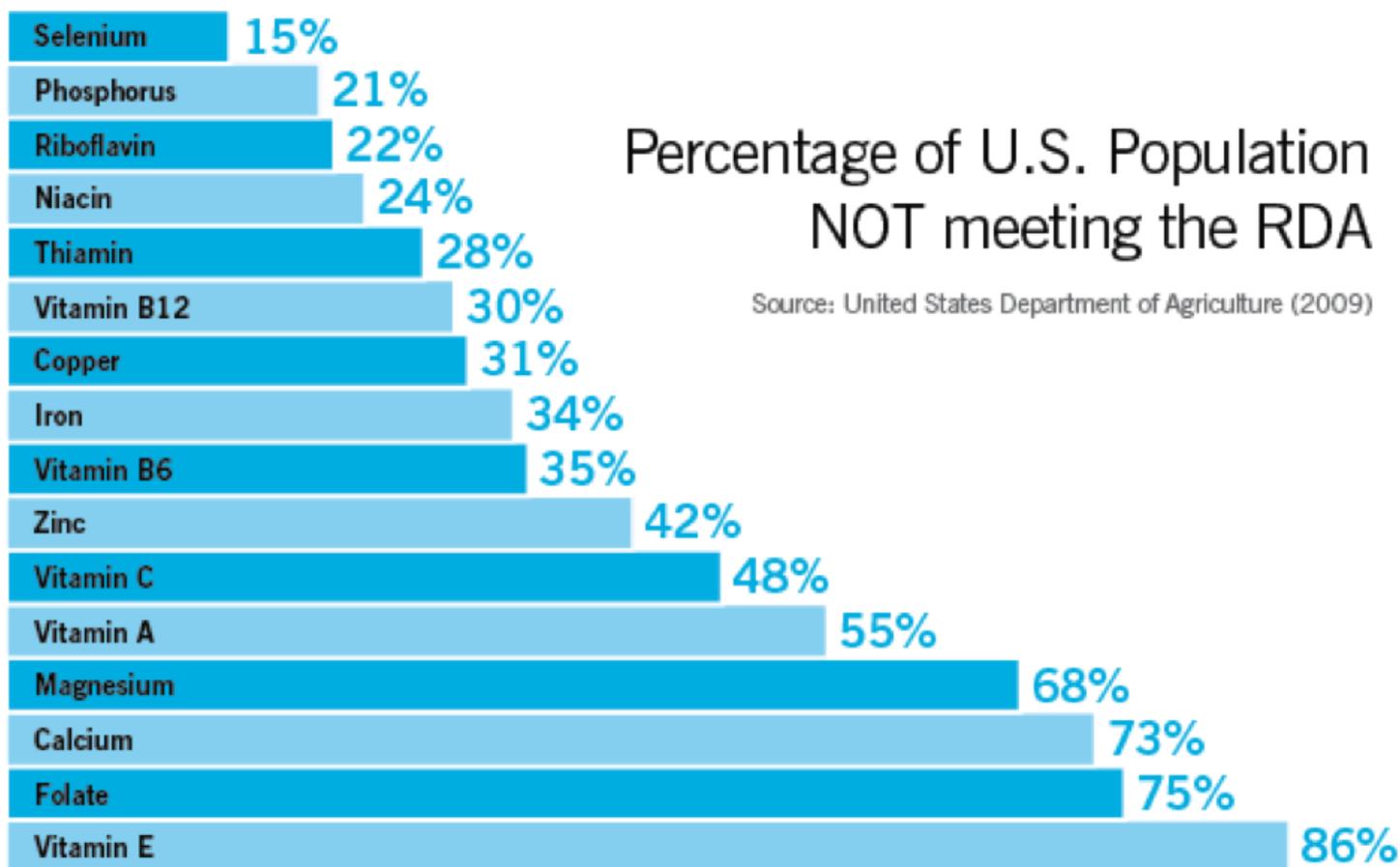
Other remedies to consider include **Immune Stimulator (Stock #1839-3)**, **Ultimate Echinacea (Stock #3181-2)** and **Trigger Immune (Stock #1034-0 TCM Conc. or #1889-2, 100 caps)**. These remedies will also boost your immune system to keep you healthy in the cold months ahead.

## Are You Nutrient Deficient?

BY ANH-USA ON NOVEMBER 7, 2016 [SAVE OUR SUPPLEMENTS](#)

Fully **90% of Americans** are deficient in one or more key nutrients.

Unfortunately, many Americans are not even meeting the government's (flawed) recommended daily allowances of key nutrients:



(Chart from *Precision Nutrition*, based on USDA data)

One nutrient in particular to note is **Magnesium**. Life Extension Foundation (LEF) points out in its most recent issue (December 2016) that magnesium could be the next vitamin D. It is a low-cost supplement that confers broad health benefits. Magnesium is associated with reduced risks of sudden cardiac death, stroke, type II diabetes, asthma, heart disease, hypertension, colon and pancreatic cancer, and more.

Depending on the type taken, it also helps the brain (magnesium-l-threonate is the most helpful) and bowel regularity. Ironically, magnesium oxide, the type most commonly sold, works best for regularity precisely because it is very poorly absorbed by the body and thus does *not* confer most of the other health benefits of this mineral! It is also important to have functioning stomach acid to absorb and utilize any mineral. Those on acid blockers are unlikely to be able to do so.

LEF also points out that food sources for magnesium can be unreliable. This is because plants take magnesium from the soil, and there can either be not enough magnesium or too much of something else, like potassium, that crowds out a plant's absorption of magnesium. Studies show that the magnesium content of food has declined precipitously from pre-1950s levels.

The bottom line: to get enough of this vital nutrient, we probably need to supplement with it. It's ironic that the above chart data comes from the US Department of Agriculture. Meanwhile, the FDA continues its war against supplements, presumably intended to protect the drug companies that fund the agency.

[Stock #1786-6 Magnesium \(180 tabs\)](#)

[Stock #1859-8 Magnesium Complex \(100 caps\)](#)

## Nature's Sunshine still on 'straight and narrow' path, says founder

By [Webmaster](#) -December 30, 2016 Photo by Jim North. , Written By Jim North, Southeast Campus Editor



Kristine (l) and Gene Hughes founded the Nature's Sunshine Company in 1972.

They are like cheerleaders now. The Hughes do not have much to do with the company anymore, except to smile a lot and cheer people on—a nice reward for 45 years of faithful dues paid to the company they love, a legacy they would like to outlast them. Gene Hughes is one of the original founders of the first company ever to encapsulate herbs.

Nature's Sunshine Products (NSP) has been in business since 1972, investing millions of dollars in equipment, ultra-rigid testing, ongoing research and development—all of which ensure utmost purity and reliability in its products for end consumers. From targeted daily essentials, weight management solutions, high-quality vitamins and minerals, encapsulated and tableted herbs to complimentary products—NSP creates from nature, but sinks its roots deep in the world of science.

Born and raised in Bakersfield, Calif., Hughes later moved to Utah where he met his wife, Kristine, while attending college at Brigham Young University. They have been married for 55 years, have seven children and 34 grandchildren.

Originally an elementary school teacher, Hughes contracted an ulcerated condition of the stomach. His neighbor suggested trying 'capsicum' or 'cayenne pepper' to alleviate the symptoms and pain. Hughes swallowed capsicum by the spoonful with water each morning for six months and found his ulcer mended, boosting his energy level at the same time. The result, he says, may not be the same for everyone, but it worked for him. As a result of his personal health triumph, family gathered together and made a decision to start a company. Kristine made a suggestion: "Why don't you do something with the capsicum you were taking? Capsulate it and distribute it to the health stores," she told him. Hughes says that is exactly what they did. He still takes capsicum after 45 years, though now by the capsule, instead of the spoon—generally one or two per day.

A second product was added—golden seal, then three or four more to the growing repertoire. The rest is history, as NSP today is a global phenomenon, manufacturing 650 health-related items. Revenues for 2015 reached \$324.7 million in 50 states and 30 countries around the world through 576,000 customers and distributors.

Listed as a 2013 Forbes Top 100 Trustworthy Companies in America, NSP is committed to stringent standards of quality, safety, purity and potency. “If there’s anything in the product that is foreign, we send it back. Our vendors know that we don’t buy their stuff unless it’s the very best,” says Hughes. Quality control has been a primary guide for the manufacturing operations based in Spanish Fork, Utah. Staffed by scientists, doctors and researchers, NSP stays on the cutting edge of health-related technology.

Hughes was an original ‘capsulator’ of herbs by hand. Eventually, the family pooled resources, purchasing a machine that would do the work for them. He recalls the first year sales to be in the vicinity of \$100,000-\$200,000 dollars. “It started moving so fast at the beginning, that we almost went out of business, because we couldn’t keep up ... [but] we were able to pull it out,” he says.

The overarching goal of the company has been to deliver health and wellness to families. Hughes is thankful for the people who have been loyal throughout the decades of their existence. “It’s evolved to what it is today. A wonderful, wonderful company—there’s a lot of integrity, a lot of service and a lot of quality.”

Company leadership strides for and studies how their products can scientifically benefit the human body. “We don’t use chemicals or anything like that. We scientifically prove now, through the study of our new facility (The Hughes Center for Research and Innovation) that the herbs are not just for salt and pepper on the table. They work.”

Companies who manufacture health products are inspected by the Food and Drug Administration (FDA) in order to adhere with government standards. NSP has been inspected multiple times since their inception. Hughes says the company is not visited as often anymore, because of the trust they have built over the years. They say, “You’re not like other companies. You’re almost like a pharmaceutical.” Hughes quips, “Not almost. Yeah, we are like a pharmaceutical.”

At 85, Hughes is a picture of health. Besides Capsicum, a personal daily regimen for him includes Vitamin E (skin), Skeletal Strength (bone), Hawthorn Oil (heart), Golden Seal (immune), Everflex (joints), Krill Oil (Omega 3s), and more. Three days per week of exercise and Pilates help keep him in shape and limber.

Kristine remains active in the home office at age 84. Though retired personally, Hughes says the couple stays connected through company meetings, distributor gatherings and national conventions.

He would like to be remembered as a good person, and he comments on what is most important to him in life. “I want to be a good patriarch to my family, and I love my wife of 55 years. I want to be remembered that I smiled once in a while,” he adds.

Hughes says it is a worthy goal to render service to others, thus helping lead people toward a higher quality of life. As for NSP’s future trajectory, he says the goal involves helping more people do the same. He sums up his attitude, “Be of good service to others. Make people smile. Nature’s Sunshine.”

Hughes recalls when the company started, the age of the ‘hippie movement’ in the early 70s. His family broke a barrier in the world of natural health supplementation, spawning a global phenomenon in the market place. Since then, hundreds of companies have endeavored to follow suit and duplicate NSP’s success. Hughes recalls saying many times, “Nature’s Sunshine built the freeway and now everybody’s going down it.” Though larger companies exist, Hughes concludes that NSP has managed to stay on the ‘straight and narrow’ with their commitment to being the safest, most reliable and effective health products in the world.

