
An Electronic Journal for NSP Distributors

Devil's Claw *Harpagophytum procumbens*

By Steven Horne

Recently, Merck & Co., Inc. withdrew Vioxx® (refecoxib), its pain relieving COX-2 inhibitor from the marketplace. It's a feeding ground for attorneys, of course, as they begin the hunt for people who want to sue Merck, but it also provides a golden opportunity for herbalists to educate people about natural relief for arthritis and ailments involving pain and inflammation (see my Ramblings and Ravings on page 2.) For those who do want natural answers, there are many remedies to choose from, and most have a long track record of being safely used by human beings for hundreds, if not thousands, of years.

One of these is Devil's Claw. In the mid-80s, while I was working at the home office of NSP, my mother was stricken with a severe case of rheumatoid arthritis that froze her arm so she couldn't move it. She opted for the natural route and I gave her a copy of Paavo Airola's book, *There is a Cure for Arthritis*. She started doing some juice fasting, made some dietary changes and had a colonic. I got her some of NSP's ART-A formula (now called Joint Support) and my mom also started taking Devil's Claw. Her arm returned to normal in two or three weeks and my mother never had any serious problems with arthritis again.

Devil's Claw played a big part in my mother's healing. It is an African herb that grows from tubers on roadsides and waste places (where the ground has been cleared). It gets its name from the miniature hooks that cover its seeds which cause the seeds to attach to animal fur. It has been used as a traditional African remedy for a variety of problems. Internally, it has been taken as a tonic for digestive problems. It improves appetite and reduces indigestion and heartburn.

Native Africans also used the tubers internally for arthritis and rheumatism, and to reduce fevers. Modern research shows the plant contains iridoid glycosides (including harpagoside), which appear to have anti-inflammatory effects. There are a few modern studies that back up some of this traditional use.

There is evidence that Devil's claw may be helpful for other types of pain, including muscle pain, gout, low back pain and headaches, but some of the research is conflicting. David Winston, RH (AHG), suggests this variation in the effectiveness of the plant may be due to the components of the herb being broken down by digestive juices.

The tubers were also applied topically by African natives for boils, sores and ulcers. We can assume that the same anti-inflammatory actions are at work when Devil's claw is applied topically. It probably has vulnerary (tissue healing) effects, too.

Devil's claw is available from NSP as a single herb, and is also found in the formula Nerve Eight which contains three other analgesic/anti-inflammatory herbs: white willow, black cohosh and wood betony. I believe this formula is often overlooked for its excellent benefits in reducing inflammation. It is a good choice for certain kinds of headaches, arthritis and muscle aches and pain.

The NSP Canadian version of Joint Support actually includes Devil's claw (ART-A with Devil's Claw), the same combination of herbs my mother used for relieving her arthritis. Those in the states can take Joint Support and Devil's claw separately, like my mom did. Don't forget that colon cleansing and switching to a more alkaline diet were also part of the regime that worked for my mom.

Because the herb stimulates gastric secretions, it is contraindicated with gastric and duodenal ulcers. Occasionally Devil's claw causes some digestive upset or headaches. If this happens, simply discontinue the herb.

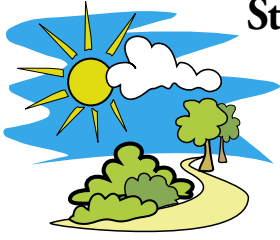
Of course, Devil's Claw isn't the only remedy available to us for pain and inflammation. There are literally hundreds of others. So, no matter what drugs get withdrawn from the marketplace, nature will continue to provide those of us who trust in it for effective (and safe) remedies.

Selected References

The Encyclopedia of Medicinal Plants by Andrew Chevallier
Herbal Supplements and Therapies by Merrily A. Kuhn and David Winston
PDR for Herbal Medicines by Medical Economics Company

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Steven Horne's Ramblings and Ravings

Problems Create Golden Opportunities

Before I get into my topic, I'd like those of you who are involved in the business end of NSP to take a pop quiz. Don't worry, it's not being graded (except by the results you're getting in your business) and it's only two questions.

Here goes. Get a piece of paper and write down your answers to the following questions.

1. What are you selling in your NSP business?
2. What are you marketing in your NSP business?

Now, don't cheat and read further until you've answered these two questions. At the very least, pause and think about the answers to these questions for a moment.

Are you done? Good! So, do you know the difference between sales and marketing? It's an important difference if you really want to be successful in helping people.

Sales are transactions where goods and services are exchanged for money. You are probably selling NSP's quality herbs and supplements. You may also be selling consultations, other supplements or products, or even services such as massage or reflexology.

But what are you marketing? Most people don't realize there is a difference. Marketing may lead to sales, but it's a much broader concept. To understand marketing, we first need to understand that marketing has four parts. This is easy to remember because all four parts start with the letter P. They are: People, Product, Promotions and Pricing.

The first of these four P's, People, is the basis or foundation of all marketing efforts. A market is a group of people with a common problem or need. Learning to understand what people need is the first step to successful marketing. When a person buys a drill, what they really want is not a drill, but a hole. The person who buys St. John's Wort or Mood Elevator (AD-C) isn't really interested in the product, they want the *benefit* the product supplies, which is relief from depression.

So, while we may sell supplements or health services, that isn't what we are marketing. We are marketing the benefits of those products and services. And, the most important benefits are never *physical*, they are always *emotional*. Marketing has to address these underlying emotional needs. That's why what you market is different from what you sell.

You may be selling herbs, consults, supplements, reflexology treatments, BTA readings, etc. You are marketing health, energy, feeling good, personal fulfillment, self-empowerment, hope, and

so forth. The more you can understand how to deliver what people really need emotionally, which doesn't always involve making a sale, the more successful you will be at marketing. You want people to associate you and the products and services you offer with *feeling good*.

So, in the marketing equation, the fact that people have emotional problems and needs is a good thing. In fact, successful people learn to see all these problems as opportunities. And that is an important key that sets successful people apart from the average person. The average person allows the external world to control his/her thoughts, attitudes and feelings. When things go wrong in the world, they feel shocked, angry, depressed, discouraged, afraid, etc.

Those emotions are all based on the way people see the situation. The situation isn't creating the emotional response, even though that's what appears to be happening. The emotions are actually arising from how the person perceives the events. That's why *the same event* can trigger completely different emotional responses in different people. You need look no further than the recent presidential election to observe this truth. While many people were elated at the outcome, other people felt devastated. There were also many who were indifferent. So, it is clear that a person's emotional response to a situation is determined by his/her perspective (i.e., their point of view).

So, while the average person blames the external situation for how they feel, great people learn to see things differently, and thus control how events and situations make them feel. People who achieve great things learn to see problems as opportunities. They may be opportunities for growth, for introspection or for learning, but seeing them differently creates a different set of emotional responses.

In the marketing equation, problems are opportunities, because a group of people with a common problem is a potential market for a product (or service) that solves that problem and helps a person feel better. In the marketing equation, Products, are the solutions to a group of People's problems.

That's why there are some golden opportunities available to those of us in the natural health field right now. One of these is the recall of Vioxx®. This recall will shake more people's faith in the medical system and open the door for more people to be interested in safe natural alternatives. People's anger over the lack of safety in a drug they were told was safe, and the potential fears

they may have about the safety of other similar drugs, opens the window of opportunity. This creates a market for us.

What products do we have that can answer this market's needs? I've covered some in the handouts in this issue of Nature's Field. These handouts are part of the third arm of the marketing equation—promotions. Promotions are ways of communicating the information about your answer to the people in your target market.

The area of promotions is where we have the most trouble in marketing herbs, supplements and natural health products. When we are actually selling the products, we are forbidden by law to claim that the product will "cure" a disease. This makes it difficult to communicate the real benefits of the products and services that we offer.

In the 1980s when I was working for Nature's Sunshine, I recognized this problem and saw it as an opportunity. That is why I created Tree of Light publishing. I recognized that third-party educational materials, supplied by an independent company could answer this need. We could create the promotional pieces Nature's Sunshine and its independent sales force couldn't create. I'm always looking for problems NSP Managers are having that I can help them solve.

Here's another problem we encounter. Most people in our society have been trained (indoctrinated) to be suspicious of anything that isn't "scientifically proven." They have been trained that scientifically proven means the therapy is effective, and unproven means it is ineffective. Of course, we know this isn't true, but people's beliefs that only medical doctors can dispense "scientifically proven" (and therefore effective) medicine, make people suspicious of claims made by the person actually selling health products. After all, if you have an economic incentive to "sell" them a product, then your claims may be exaggerated in order to make the sale.

Even though this suspicion is illogical (after all, don't drug companies, hospitals and medical doctors have an economic incentive to "sell" people their drugs, surgical procedures and other treatments), it is still an emotional need we must address in our marketing efforts. People need to feel confident that what they are doing is safe and effective.

So, one of your promotional jobs is to convince people you are "on their side." In other words, that you really have their best interests at heart and that you aren't just out to "make a buck." Now, you do have to "make a buck" (which is the fourth and final part of the marketing equation—pricing) but people need to perceive that the buck they are giving you is well worth the benefit they are receiving in having their emotional needs met.

It helps if you really are "on their side," meaning that you actually want to help them get healthy. I think most NSP people are genuinely interested in helping others. Sometimes, so much so, that they don't balance that desire with the Price part of the equation. You have to deliver your solution at a price that makes

it financially worth your while to continue to offer that solution. That makes the transaction "fair" for everyone. But we'll save that discussion for another time.

For right now, we need to understand that just being genuinely interested in helping people isn't enough. You have to successfully communicate that to the customer and that is a promotional function we are working to provide for you.

One thing that makes the handouts we put in Nature's Field (and the other tools we produce) such good promotional pieces is the fact that they are third-party. You "borrow" credibility by referring to an outside expert. It's a very valuable tool. I do it all the time, by quoting and giving credit to various teachers and authors who have contributed to my knowledge. The third-party reference reduces people's fears that they are being "hyped."

Being "hyped" means that the person was convinced that you held the solution to their emotional need, so they forked over their money, but failed to have their genuine emotional needs met. Hype is a form of manipulation and nobody likes to feel manipulated. Persuasion is different than hype because in persuasion you are encouraging people to take action on something that will benefit both them and you. They will receive the solution to their need or problem and you will receive fair compensation. Promotional materials need to be persuasive so that both your customer and you will be benefited.

That's the marketing equation. Our job at Tree of Light is to help you market in two ways. First, we want to help you match the right products with the right problems so that people will actually feel better. Second, we are working to develop third-party promotional materials that will help convince your potential customers of the benefits of the products and services you are offering.

I absolutely believe that we are offering real solutions to problems that a majority of Americans have. The market potential is huge and I'm dedicated to finding better ways to market the solutions we offer to others. Because of this, I am going to do lecture tours all over the United States this coming year. If you're interested in sponsoring me to do training in your area, please see the information on page eight of this newsletter.

Steven H. Horne is a professional member and past president of the American Herbalists Guild, a certified iridologist with the International Iridology Practitioners Association, and a gifted teacher and consultant in the field of natural health care. He is president of Tree of Light Publishing.





Kimberly Balas' Clinician's Corner

Candida Sores, Uterine Fibroids and Other Questions

Candida Sores in Mouth

I am seeing a lady about 85, very healthy outwardly, but she has Candida sores in her mouth, which were diagnosed by a doctor who is actually encouraging her to use the herbs. She has already taken Colloidal Silver, Candida Homeopathic and Caprylimune for over 6 months but it doesn't seem to help and I was wondering if you thought Olive Leaf, Slippery Elm or Aloe Vera juice might help more.

Would Wild Oregano be appropriate here? I made her some in massage oil for something else but was wondering if she could put it on the outside of the throat area and it would kill the Candida.

Silky

I know people probably get tired of hearing “adrenal, adrenal, adrenal” from me but it is such a factor here because of how the adrenal hormones help move insulin through the system. When they aren't moving insulin or glucocorticoids, then the white blood cells react by creating colonies. This is where yeast can get trapped. So, it is necessary to support the adrenals for the body to break up the yeast.

It also comes back to how the parotids inject potassium into the food, the copper transport system and the zinc polarization system. This impacts the amylase production that would start the breakdown of the Candida in the mouth.

So, the bottom-line, and yes, there really is one, is that I would use the HSN-W in some Nature's Fresh to make a mouth rinse for her. I would also have her take the HSN-W internally along with the Chlorophyll capsules and Astragalus for the adrenal connection. Add some support for the adrenals in the form of Adaptamax or Adrenal Support or Nervous Fatigue Formula. This should help get to the root of the problem.

Uterine Fibroids

I want to get rid of a big uterine fibroid. I have done the “Lemon Cleanse Diet” (twice) including the fibroid shrinking suggestions in the Nature's Treasure Chest.

I am using lots of Pro-G-yam 500 and am now getting hot flashes. The “thing” seems to continue to grow. I am still having heavy menstrual bleeding. It is better than when this heavy bleeding sent me to the doctor but it seems to be getting worse again.

Just after my period, the fibroid seems to be very small because I have a flat belly. Then, as the month goes on it looks as if I am 5 and 1/2 months pregnant. I never noticed the fibroid at all before the lemon cleanse—just thought I had a fat tummy. Since the Lemon Cleanse Diet it can be clearly identified when I lay down. However, I can also tell that it is still growing.

My question is, what will help me? If it is pituitary or liver related, would I work on the liver first because I have hayfever that has kicked up? I've already done a colon cleanse. Also, what foods and drinks should be avoided?

Wendy

You are going to have to cut the energy supply off to the fibroids and then start breaking down the toxins that caused them. Diet-wise, eliminate caffeine and avoid foods with pesticides (conventionally grown fruits and vegetables). Pesticides contain xenoestrogens (environmental estrogens) that stimulate fibroid growth. Use organic produce or wash conventional produce in Sunshine Concentrate. Also reduce acid forming foods in the diet (grains and animal proteins) for four weeks. Xenoestrogens are also found in commercial meat and dairy products.

Use a larger quantity of All Cell Detox to flush the toxins that are contributing to the growth. Use Lymphatic Drainage to remove lymphatic congestion in the area. Use Nature's Fresh topically to add enzymes to promote

healthy tissue. Continue to use the Pro-G-Yam Cream topically as progesterone is an antagonist to estrogen. Also add Protease between meals to break up the proteolytic activity in the blood and dissolve the growth.

Yarrow or Menstrual Reg can help with the heavy bleeding. Yarrow also helps the body get rid of the fibroids. V-X is a remedy for fibroids that can be taken internally, but works better when made into vaginal suppositories using cocoa butter. The directions for using V-X can be found in the Oct 1, 2004 issue of *Nature's Field*.

Coffee Enemas

You have recommended SF, MSM and SAM-e for sluggish metabolism. Would coffee enemas also decongest the liver if liver stagnation is the root of the sluggish metabolism? It is my understanding that coffee enemas will also cause the liver to release the toxins it is holding on to.

Margaret

Absolutely! I love coffee enemas. There are several elimination pathways in the liver though and the Tiao He Cleanse, coffee enemas, and other liver cleanses only activate some of them. Using the MSM and Sam-e in addition to these other liver cleanses opens up the pathways these cleanses don't address.

Freckles

Does it mean anything when freckles start appearing? These are mainly on the thighs—small, circular, dark brown freckles that come in sets of two. Each is about an inch apart.

Jen

I would look at pituitary and at how the fats are being combusted in the mitochondria with the chloride ion exchange. This would mean taking some essential fatty acids (Super GLA or Flax Seed Oil) and Cellular Energy. The reason this is usually labeled a liver problem is that the glycerols get stagnant in the liver and do not get to the cells. N-Acetyl Cysteine may help here as well.

Protein Content of Supplements

Kim, would you share your list of supplements that are good protein sources, and how much the equivalent of each one is? For example, I think you taught in your metabolic typ-

ing class last summer that each Free Amino tablet is equivalent to 9 grams of protein. Am I remembering that correctly?

Sharon

The Free Amino Acid tablets contain about 18 grams of protein in two capsules. Two capsules of Spirulina contain about 12 grams of protein. Super Algae is 17 grams per two capsules. A scoop of Ultimate Green zone has about 12 grams.

These are all approximations. I haven't specifically tested them.

Tuberculosis

Do you have any information on tuberculosis (TB). I can't seem to find any programs for that. I have a 43-year-old client who was diagnosed about 8 months ago. The medications they have her on don't seem to be doing much and she can only stay on them six months due to potential liver damage.

Darlene

Cordyceps specifically addresses TB. It will just take larger amounts like 8-10 per day. I use this in conjunction with the Chinese Lung Support (LH-C) and it has been remarkably effective.

On a homeopathic level, one doctor I talked to who does testing on strains of TB said that 98% of the American population carries some strain of it—all the stuff we are breathing in.

By the way, old herbal books refer to TB as consumption and they may have herbal remedies listed for the disease. Blue vervain, mullein, hyssop, colts's foot, lungwort and marshmallow are among the many herbs listed in older herb books as being useful for TB.

Kimberly Balas is a board certified naturopath and an instructor for Tree of Light. She is also a certified iridology instructor and a board member with the International Iridology Practitioners Association (IIPA). She is available for personal consultations in her Melbourne, FL office or by phone (321-725-7731).





Natural Pain Relief

There are Safe, Natural Ways to Deal with Pain

Nobody likes pain and any normal person wants relief from pain when he/she experiences it. Modern medicine has been very effective in creating pain-killing medications, but there are two problems with using these substances. First, they do not fix the cause of pain; they only relieve the effect. Pain is a signal that something is wrong. When we touch a hot stove, the pain tells us that what we just did is damaging to the body. This is how we learn to avoid doing harmful things to ourselves. Pain killers don't fix the problems that are causing pain.

Secondly, most of these pain killing drugs have serious side effects. Opiates and other substances that numb nerves are typically addictive. Corticosteroids, once heralded as miracle drugs, have been found to have numerous dangerous side effects. Now, one of the major drugs in the new class of COX-2 inhibiting pain killers has been removed from the marketplace because of dangerous side effects. So, while pain killers are nice to have, they aren't a good long-term solution to pain.

Fortunately, there are alternatives to pain killing drugs. Herbal remedies and nutritional supplements for pain may be slower acting, but they tend to have more positive cumulative effects. That is, they usually promote tissue healing and repair so that the cause of the pain is also relieved.

Pain almost always involves inflammation. Inflammation occurs whenever tissues are damaged in some way, usually through mechanical trauma or chemical irritation. Inflammation causes fluid and plasma proteins to accumulate in tissue spaces, depriving cells of oxygen and nutrients, and causing accumulations of waste material in the tissue spaces. Under these conditions, cells communicate their distress by sending signals to the brain which we interpret as pain. Disrupting the signals doesn't help tissues to heal. What is needed are remedies that bring oxygen and nutrients to tissues, remove wastes, and help tissues to heal. This is done by increasing blood flow to the damaged area and by improving lymphatic drainage at the site of damage.

One of the earliest natural pain relievers was herbs containing salicylates. These compounds were the forerunners of modern aspirin, and although they are not as strong as aspirin, they are without side effects and have tissue healing properties that work on the cause of pain, not just easing the effect. Willow bark was one of the first salicylate-bearing plants used for pain. As far back as the time of Hippocrates, willow bark has been used for arthritis, headaches and other aches and pains. Other salicylate-bearing plants include black cohosh, meadowsweet, and wintergreen. These plants reduce inflammation, tighten tissues to relieve fluid congestion, and speed tissue healing.

The best way to get the maximum effect from these herbs is to use them as part of an herbal formula. Two anti-inflammatory and pain relieving formulas which contain salicylate-bearing herbs (as well as other remedies to enhance circulation, promote lymphatic drainage and reduce inflammation) are APS II with White Willow Bark and Nerve Eight.

The body produces its own anti-inflammatory internally in the form of the adrenal hormone cortisol. Corticosteroid drugs were designed to mimic this hormone, but there are also natural substances that either enhance the action of cortisol or have a cortisol-like effect without the harmful side effects of corticosteroids. These include licorice root, wild yam and yucca. Since adrenal fatigue often contributes to pain, these herbs in conjunction with Adrenal Support can be helpful for chronic pain, especially when that pain is associated with auto-immune disorders.

There are also natural alternatives to COX-2 inhibitors. Omega-3 Essential Fatty acids, CLA and/or Super GLA can be used to naturally promote a natural change in COX-2 and other prostaglandin production that can ease chronic pain. The formula Triple Relief contains a plant extract that acts as a natural COX-2 inhibitor along with boswellia (frankincense) and willow bark. It provides better relief for headaches, back ache and joint pain.

Back and muscle pain often involve muscle cramping and spasms. Antispasmodic remedies relax muscles and ease these types of pain. Lobelia, Kava Kava and Cramp Relief all act as antispasmodics to relieve pain caused by muscle constriction.

There are numerous other anti-inflammatory remedies that also help to ease pain. Examples include Devil's claw, turmeric, chamomile, feverfew and yarrow. Joint Support contains a variety of herbs that ease inflammation and is very helpful for pain associated with gout or arthritis. Thai-Go is a blend of antioxidant fruits and herbs which reduces inflammatory responses in the body. Regular use of Thai-Go has helped reduce many types of chronic pain.

Massage promotes better circulation and lymphatic drainage to tissues which reduces inflammation and promotes healing. Using Tei Fu oil, Tei Fu Massage Lotion, or Deep Relief oil topically, along with regular massage, has helped to relieve and eventually heal painful tissue. For more information, on this type of pain relief consult the *Dr. Mom-Dr. Dad* course from Tree of Light Publishing.

There are many other natural remedies that can ease pain and promote healing. To help select the remedies that are right for you consult your local Herb Specialist.

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Joint Support

Improved Urinary Formula for Kidney and Bladder Problems

Joint Support is a formula that helps people suffering from arthritis. Designed by the famous nutritionist Paavo Airola, the combination works on arthritis in a variety of ways. The ingredients in Joint Support not only help to reduce inflammation, pain and swelling, they also work on some of the underlying causes of arthritis. They help the body detoxify and rebuild damaged joints.

Joint support relies on the following ingredients for its beneficial effects:

Hydrangea is a urinary herb that helps remove toxins from the body that irritate the joints. It also acts as a calcium solvent, helping to dissolve bones spurs and calcium deposits. It has traditionally been used to treat rheumatism and fluid retention.

Yucca contains saponins that have an anti-inflammatory action similar to the body's hormone cortisol. Corticosteroid drugs commonly used to treat arthritis also mimic the hormone cortisol, but with serious side effects. Yucca helps remove toxins from the blood, has an alkalizing effect on tissues and eases pain and inflammation.

Horsetail is an herb rich in the mineral silica, which is important for creating flexible strength in bones, joints and connective tissues. It has beneficial effects on the kidneys and on assisting in joint repair.

Celery Seed is most often used as a diuretic to clear toxins from the system. It is especially helpful when uric acid crystals collect in the joints in cases of gout and arthritis.

Alfalfa, rich in nearly all nutrients necessary for human life including trace minerals, is an excellent food for helping repair the structural system of the body. It also helps to thin the blood and reduce inflammation.

Black Cohosh contains salicylates, the forerunners of modern aspirin and has been traditionally used to reduce inflammation and ease pain in arthritis and rheumatism. It is also antispasmodic, so it relaxes muscle cramping and pain.

Bromelain is an enzyme found in pineapple. It aids digestion and nutrient assimilation and it also has an anti-inflammatory effect.

Catnip is a calming nervine and digestive aid. It has mild pain-relieving qualities.

Yarrow is an astringent, diuretic and blood purifier. Native Americans used it as a tonic for all rundown conditions. It helps improve blood flow and oxygen supply to damaged joints.

Capsicum contains capsaicin which is used externally to lessen arthritic pain. Internally, capsicum reduces pain by stimulating blood flow to all the tissues of the body. This helps deliver oxygen and nutrients to tissues which aids in their repair. Capsicum is also anti-inflammatory.

Valerian is best known for its nervine properties. It relaxes muscles and has some mild pain relieving qualities. Valerian is also one of the richest herbs in calcium, an important nutrient for healthy bones and joints.

White Willow also contains salicylic acid (like black cohosh), which gives it an anti-inflammatory and pain relieving effect similar to aspirin, but without the side effects. Willow bark has been used for thousands of years for arthritis.

Burdock is an excellent blood purifier, which means it helps the liver and kidneys remove toxins from the blood. This helps remove the irritants that are causing inflammation in the joints. Burdock is also a source of several minerals necessary for healthy joints.

Slippery Elm bark reduces inflammation in the digestive tract and contains nutrients that help with tissue repair.

Sarsaparilla, one of the principle flavors for "root beer," is an anti-inflammatory and blood purifying herb that eases inflammation and removes toxins from the blood.

Suggested Use: Take two capsules three times daily with meals. Joint Support is most effective when used as part of an overall program for arthritis that includes a more alkaline diet (less protein and grains and more fresh fruits and vegetables). It combines well with other remedies like Herbal CA or HSN-W for minerals and joint repair, Super GLA Oil or Flax Seed Oil for essential fatty acids, and Devil's Claw or Yucca for a greater anti-inflammatory and pain relieving effect. This is a formula designed to help those suffering from arthritis. To effectively relieve the symptoms of arthritis, this formula combines diuretic, anti-inflammatory, analgesic, digestant and alterative herbs.

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Help Steven Horne Help You

Reach More People in Your Area

Steven is planning a nation-wide lecture tour during 2005 to promote his book, *Dr. Mom-Dr. Dad*. He will also be privately training *Dr. Mom-Dr. Dad* instructors and offering a four hour business training session to help people "catch the vision" of bringing natural healing tools to mainstream America. To achieve these goals, he will be offering the following:

1. A three-hour evening class, *Fast, Effective Natural Healing*, for \$25 (at the door) or \$15 (pre-registered). The lecture will teach people about inflammation, how to relieve pain, and how to overcome acute illness as their own primary health care provider.
2. A four-hour business training class for your organization, *Business and Marketing for Herbalists: How to Get Rich Slowly*, which will focus on how we can reach more people with less effort, and become more financially stable in the process by shifting the way we do business. (Individualized *Dr. Mom-Dr. Dad* instructor training will be available in conjunction with this class.)
3. A new two-day class, *Clinical Practicum*. Limited to 10-12 people, this class will consist of live consults for each student with Steven Horne using iridology, tongue and pulse, body typing, facial analysis, muscle testing and more. Students will be able to observe first hand practical application of clinical skills. Each student will also receive a free telephone follow-up 2-3 weeks after the class.

If you would like Steven to visit your area, please call 888-707-4372 or E-mail David Tanner at classes@treelite.com. We plan to fill Steven's calendar for next year by the end of December, so if you are interested, act quickly.



Class Schedule

For a listing of *Dr. Mom-Dr. Dad* classes taught by our independent instructors, go to www.treelite.com/schedule.php

Steven Horne's Speaking Engagements Call 888-707-4372 for information.

Steven is currently developing his schedule for next year. See note above.

Kim Balas' Classes

Unless otherwise noted, call 888-707-4372 to register.

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Tree of Light Publishing is an independent educational organization dedicated to research, writing, and education in the field of natural health. Our approach discusses health on all levels: physical, mental, emotional, spiritual, social and environmental.

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