



JANUARY/FEBRUARY 2025

EMBRACE THE LOVE

At the beginning of last year, I asked my friend from high-school to keep me in mind if his family scheduled a reunion. I hadn't seen his brothers nor their families for quite some time and I cherished the thought of doing so again. Weeks before Thanksgiving, he informed me that they would all be getting together in New Jersey the day after the holiday. I said "count me in" and they kept the fact that they invited me as a surprise to the rest of the family. Days later, they called back letting me know that on the weekend before the holiday, they would be celebrating Thanksgiving and having dinner with their adult children, their partners and a grandchild and invited me to attend that event as well, also as a surprise visitor. I couldn't pass up that chance. So, what started out as a 3-day road trip during the busiest travel days of the year, was now an extended 10-day trip.

That left me with a number of days between these two weekend events during Thanksgiving week. As I made calls to arrange to see other people whom I hadn't seen in while, I received six different invitations for the Thanksgiving meal. I hadn't counted on that and was explaining this situation to a friend of mine who said simply, "I don't see a problem here, Ed. Embrace the Love".

Her admonition hit home and not just for the duration of that trip. It is now a worthy New Year's Resolution, cloaked in a clever mantra. Embrace the Love. Search it out. Celebrate it. Awaken the love in your own heart. Be aware that it could come from anywhere, sometimes when you expect it least. And, when you are more aware of it, more open to it and actually look for it, you'll find it in abundance. Acknowledge it. Share it. Give it freely.

My friends met their daughter and granddaughter at the front door as I sat waiting anxiously in the family room. I was thinking that the last time I saw her, she must have been near the age of her own daughter! As she walked down the hall, she could sense that someone else was in the home. Her steps quickened and upon seeing me, her eyes widened and her smile beamed as she screamed

and jumped around, then ran over to give me a huge hug. Her daughter was confused about who this stranger might be that could elicit this kind of spontaneous and joyous reaction from her mother. I spent that weekend and the next embraced in the love of this family.

I can't promise that all love when it finds you will bowl you over like this. I can promise that all of it will feel just as good!



New Products

ITEM	CT	WSLE	RET	ITEM	CT	WSLE	RET	ITEM	CT	WSLE	RET
------	----	------	-----	------	----	------	-----	------	----	------	-----



CEDAR BEAR NATURELES®

We continue to add products to this line. And, all these new additions are on sale during the month of January. CBN uses the proprietary TincTract® method it developed for producing totally alcohol-free, glycerin-based liquid herbs that are potent, effective, great tasting and have long shelf-life.

BLOOD PRESSURE SUPPORT

Blood Pressure Support is an all-natural liquid herbal formula to support the tissues of your circulatory system and relax tension in and provide important antioxidant protection for cardiovascular tissues.* †

1662 2 oz. 20.37 33.95

GUT FLORA BALANCE

Gut Flora Balance is a whole herb formula that supports the beneficial gut flora in our gastrointestinal microbiome to improve digestion, stimulate the immune system and has an antioxidant action that protects against free radicals and slows the aging process.* †

1663 2 oz. 20.97 34.95

PANCREAS SUPPORT

Pancreas Support is an all-natural herbal formula that supports the pancreas, the kidneys and the urinary tract by improving digestion and liver function. * †

1664 2 oz. 19.77 32.95

PROSTATE SUPPORT

Prostate Support is an all-natural, alcohol-free herbal formula that supports healthy prostate tissues and helps prostate function to normalize. The herbs in Prostate Support are known to help with fluid dynamics in the urinary tract and to help reduce irritation in the prostate tissues.* †

1665 2 oz. 19.77 32.95

RESPIR EASE

Respir Ease is an all-natural, alcohol-free herbal formula that helps cool and soothe your overreacting immune system and helps reduce your sensitivity to inhaled irritants such as pollen, dust, and dander.* †

1666 2 oz. 20.97 34.95

SEASONAL SUPPORT

Seasonal Support was formulated to help activate the healing response of the body by gently boosting your metabolism to promote sweating to help eliminate toxins from the body, soothe and support your respiratory and digestive systems and create a mild expectorant action to help clear the airways.* †

1667 2 oz. 20.97 34.95

SLIM NOW!

Slim Now! is a dietary supplement that helps moderate appetite and reduce snack cravings. The herbs in Slim Now! work synergistically to help support healthy blood sugar balance and fluid dynamics, help flush your system and help build healthy gut flora.* †

1668 2 oz. 20.97 34.95

STOMACH SETTLER WITH GINGER

Stomach Settler helps reduce motion and pregnancy related queasiness, temporarily reduces gas and helps calm upset stomachs.* †

1670 2 oz. 19.77 32.95

KIDNEY KOOL FOR KIDS

Sometimes kids need a little extra kidney and bladder support. This formula brings cooling relief, helps soothe and tone the urinary tract, and helps fluids in the body move normally.* †

1658 2 oz. 19.77 32.95

MICHAEL'S NATUROPATHIC PROGRAMS

FOR MEN MULTIVITAMIN

A daily formula of specific nutrients for men with double choline, inositol, and niacin for cholesterol metabolism and pantothenic acid for energy.* †

2563 90 caps. 17.45 34.89

FOR WOMEN MULTIVITAMIN

A daily formula of specific nutrients for women with higher doses of specific B vitamins for stress and cardiac support.* †

2564 90 caps. 15.50 30.99

PROSTATE FACTORS

This formula ensures the proper functioning and maintenance of the prostate gland, supporting a healthy and active lifestyle.* †

2572 60 tabs. 13.25 26.49

SYNERGISTIC NAIL COMPLEX

This formula has been enhanced to replace the popular Hair, Skin and Nails with four key antioxidants: Vitamins A, C, E and Zinc. †

2569 60 tabs. 12.60 25.19

* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

New Products

ITEM	CT	WSLE	RET	ITEM	CT	WSLE	RET	ITEM	CT	WSLE	RET
------	----	------	-----	------	----	------	-----	------	----	------	-----

AUSTRALIAN BUSH FLOWER ESSENCES

SEDUM ESSENCE

Native to the Mediterranean region, Sedum is the first essence to be made by ABFE outside of Australia. One of its common names is 'sky stone-crop' as many gardeners joke that only stones need less care and live longer. Sedum enables you to look for and be a part of something and feel the unity of it. It creates a sense of spiritual optimism, feeling a part of and also the power of Spirit. It is very uplifting and empowering. This new essence has also been added to the Kit of Stock Essences (#5121)

5780 15 ml. 12.35 20.15

2025 ESSENCE

This essence is designed to align, optimize and elevate your journey throughout the year.

2025 30 ml. 9.50 15.50

SLEEP SPACE MIST

Experience a tranquil and restful night's sleep with the new Sleep Essence and Aromatherapy Mist. This blend fosters relaxation, clarity and peace, allowing you to unwind and gently drift off even after the hustle and bustle of a busy day. Spray on your pillow and above your bed.

5701 50 ml. 16.50 26.75

WISEWAYS HERBALS

LAVENDER MASSAGE OIL

A fragrant massage oil to rub all over the body. *Olive Oil, Lavender Flower, Grape-seed Oil, Lavender Essential Oil, Coconut & Vitamin E Oil.*

6365 6 oz. 5.70 9.50

PEPPERMINT FOOT OIL

A natural foot oil with a potent peppermint scent. *Olive Oil, Peppermint, Sage Leaf, Rosemary, Chamomile, Comfrey Leaf, Lavender Flower, Aloe Vera & Vitamin E Oils, Essential Oils and Fractionated Coconut Oil.*

6366 2 oz. 5.00 8.30

TEMPLE BALM

A soothing balm to rub on your temples. *Olive Oil, Rosemary Leaf, Wood Betony, Skullcap Leaf and Flower, Lemon Balm and Peppermint Leaf, Lavender Flower, Dandelion Root, Feverfew and Chamomile Leaf and Flower, Coconut Oil, Essential Oils, Flower and Gem Essences.*

6367 1 oz. 6.25 10.40

WILD YAM-E SALVE (New Size!)

Olive Oil, Beeswax, Wild Yam & Burdock Roots, Chaste Tree Berry, Licorice Root, Alfalfa & Motherwort Leaf, Vitamin E Oil, Coconut Oil, Essential Oils of Clary Sage, Fennel & Geranium and Flower & Gem Essences.

6368 2 oz. 11.00 18.35

IRWIN NATURALS

INFLAMMA-LESS

Botanical extracts, proteolytic enzymes and targeted nutrients are combined in this product to create a powerful 3-pronged formula that supports the body's natural inflammatory response. The vitamins, minerals and bioflavonoids in this formula, including Omega-3 fatty acids from fish oil, help to protect cells and support the body's own natural tissue formation.* †

1413 80 softgels 23.88 37.32



† Please visit our website for a complete listing of ingredients.

YOUNG LIVING ESSENTIAL OILS

THIEVES WHITENING TOOTHPASTE

Offered as a replacement for the popular Dentarome Toothpaste, this toothpaste still includes the Thieves Oil Blend, provides support for healthy gums, fights plaque and whitens teeth.*

3734 4 oz. 15.00 19.50

X-TRAX

AUSTRALIAN BUSH FLOWER

ESSENCES – The Stock Essences Kit (#5121) now contains all 71 essences, including the new Sedum essence. ABFE has also added the Sleep Combination Essence as a mist.

CEDAR BEAR NATUREALS – We continue to add new products to this very efficacious line of tinctures.

HEAL EAR CANDLES – This supplier has now changed over its packaging to eco-friendly, recycled cardboard boxes.

KROEGER HERB PRODUCTS – The CYT Formula (#059) is now back in stock after a long absence due to unavailability of a key ingredient.

LAFF'S NATURAL – This vendor has renamed its natural stick deodorant products and now refers to them largely by the essential oils in the formulation.

NOW – The sleek Black Metal Touch Essential Oil Diffuser (#1544) is back in stock while supplies last.

YOUNG LIVING ESSENTIAL OILS – This vendor has discontinued its Dentarome toothpaste and replaced it with Thieves Whitening Toothpaste (#3734)

* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

New Products

CEDAR BEAR NATUREALES®

MICHAEL'S NATUROPATHIC
PROGRAMS

AUSTRALIAN BUSH FLOWER
ESSENCES

WISEWAYS HERBALS

IRWIN NATURALS

YOUNG LIVING ESSENTIAL OILS



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

APPLY
POSTAGE
HERE

January Specials

Sovereign Silver and Sovereign Copper Line Drives (15% Off)

Kroeger Herb Products'

New Dimension Herbal Tinctures Line Drive (15% Off)

Medinatura Line Drive (15% Off)

Cedar Bear Naturales' New Products (15% Off)

- 1658 Kidney Kool for Kids
- 1662 Blood Pressure Support
- 1663 Gut Flora Balance
- 1664 Pancreas Support
- 1666 Respir-Ease
- 1667 Seasonal Support
- 1668 Slim Now!
- 1670 Stomach Settler with Ginger

Celtic Sea Salt Light Grey Salt (15% Off)

- 606 ½ lb.
- 607 1 lb.
- 6061 8 oz. shaker

Quantum Health Eye Care (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+

Quantum Health Thera Zinc (15% Off)

- 1019 Thera Zinc Spray 4 oz
- 1020 Thera Zinc Lozenges 60 ct
- 1021 Thera Zinc Elderberry Lozenges
6 rolls

Flower Essence Services (FES)

Self Heal Skin Creme (15% Off)

- 1476 Self Heal Skin Crème 2 oz.
- 1184 Self Heal Skin Crème 4 oz.
- 1185 Self Heal Skin Crème 8 oz

Eco-Dent Special Purpose Tooth Powders (15% Off)

- 7416 Ex-Brite Whitening
- 7417 Tartar Guard

Ancient Secrets Neti-Pot (15% Off)

- 7424 Ceramic Nasal Cleansing Pot
- 7427 Nasal Cleansing Salt Packets

Washington Homeopathic Products Remedy Kit (15% Off)

- 2270 30c and 200c Remedies Kit

February Specials

Eco-Dent Line Drive (15% Off)

- 7415 Original Mint Tooth Powder
- 7416 Ex-Brite Whitening Tooth Powder
- 7417 Tartar Guard Tooth Powder
- 7418 Premium Dental Floss
- 7419 Daily Rinse Clean Mint
Mouthwash

Celtic Sea Salt Flower of the Ocean Salt (15% Off)

- 612 1 lb.

Celtic Sea Salt Fine Ground (15% Off)

- 609 ½ lb.
- 610 1 lb.
- 6062 8 oz. shaker

Kroeger Herb Products' Heart and Circulatory Health Products (15% Off)

- 050 BLM Tea
- 005 Blood Toner
- 1691 Cinnamon
- 015 Circu Flow
- 170 Grape Seed
- 014 Heart Care Blend
- 177 Schizandra

Quantum Health Eye Care (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+

Quantum Health Thera Zinc (15% Off)

- 1019 Thera Zinc Spray 4 oz
- 1020 Thera Zinc Lozenges 60 ct
- 1021 Thera Zinc Elderberry Lozenges
6 rolls

Flower Essence Services (FES)

Flourish Formulas (15% Off)

- 1188 Flourish Formulas Kit
- 1190 Active-8**
- 1191 Fear-Less
- 1186 Flora Sleep
- 1199 Grace
- 1193 Grief Relief
- 1192 Grounding Green
- 1400 Illumine
- 1194 Kinder Garden
- 1195 Magenta Self-Healer
- 1196 Mind-Full
- 1197 Post Trauma Stabilizer
- 1198 Sacred Heart
- 1408 Compassionate Care Giver