



MARCH/APRIL 2025

X MARKS THE SPOT

I'll admit it, I laughed. I witnessed a 19 year old recently presented with a document to sign and he hesitated before struggling to print his name. There wasn't a signature. In fact, this bright young man confessed that he could neither read nor write cursive and hadn't found the need to develop a signature all his own.

This scenario played out in the same week that I uncovered an old box, a treasure chest of sorts. In it were keepsake letters sent to me nearly 40 years ago. I could immediately identify the writer by the handwriting style. I sat down and re-read a few of those that caught my attention for whatever reason. Two were from friends of mine still, most were from family. Each contained handwritten pages with evidence of self-review as edits were marginally notated. Many had recounted a story they knew I would enjoy. These letters were then placed in an envelope and mailed to me across the country, taking what was probably most of a week to get there. If the authors were a married couple, like my grandparents, you could tell that whomever went second read what the first one had to share, struggling perhaps to find something new to report.

What hit me most about all these mementos was the time it took to sit down and actually write and re-read them to make sure they reflected exactly what they wanted to say before sealing the envelope. There is the additional time for me as the recipient to read them and respond in due course, keeping the dialog going. Funny, some referenced phone calls in those letters which have long since forgotten. What have we done with all that time that we used to invest in these activities?

Perhaps, the most important gift we can give another is our time – and nothing demonstrates that more readily than a handwritten letter, note or card. A card has that added impact in that you actually have to take time out to shop for one and read several to find just the right one for the occasion and the recipient. That is, if we don't cheat and rely entirely on Hallmark's sentiment to say it for us.

Writing letters requires us to slow down and be intentional and thoughtful. In that space we are letting another know that they are special. Admit it - we all feel that way when we rifle through our mail



and find a card or an envelope with our handwritten name on it. We look for them around holidays or our birthdays, saddened a bit that these days there just are so few, even as we've already read the text messages, tweets and emojis that sent us best wishes. To get something personal like this in the mail unexpectedly is a joy. We feel recognized, appreciated and valued.

Handwritten letters have impact and evoke an emotional response that emails or texts can never replace. What we've gained in efficiency and expediency with these media, we've lost in empathy and thoughtfulness. Most of us don't even read over the emails we've hastily typed before hitting the send button. Texts are mostly dictated now making it Siri's responsibility to interpret correctly and translate that to type. They are quick but can be sloppy. We just expect the reader to forgive us, satisfied that we quickly (and most likely distractedly) dashed something off.

As with all gifts we give, the more they reflect something we know about the recipient or a memory of something we've shared together, the better they are received and valued. Handwritten letters or notes, too, are gifts of our thoughts and our time. I encourage you to go sit down and write to someone you are thinking about right now. And, "put a stamp on it", as my father would wryly remind me noting that, as a retired postal employee, it was helping his pension.

Vendor Highlights

WHAT DOES BEST-BY DATE ACTUALLY MEAN?

Generally, for the herbal products we sell, the "best-by" date is three years after the product has been manufactured. This means that products used within the best by date period are both safe and guaranteed by the manufacturer to be at full potency at least until that date. After that date, the product may begin to lose some potency, but it is still safe to take. Even when a product's best-by date is reached, it doesn't necessarily mean that it is automatically at less than full potency. The preservation of potency has more to do with the way the product has been stored in that intervening time – whether its been in optimum conditions with controlled temperature and humidity and out of direct sunlight.

X-TRAX

ADVANCED NATURALS/RENEW LIFE -

The Digest More (#6513) and Digest More Ultra (#6545) from Renew Life replaced the popular Digest Max and Digest Max Ultra from Advanced Naturals which had the same product numbers.

CELTIC SEA SALT – These products are now back in stock and manufacturing and shipping are back to normal delivery schedules. We salute everyone at Selina Naturally for their efforts in recovering from the enormous spike in demand and then the impact of Hurricane Helene.

CHRISTOPHER ORIGINAL FORMULAS

– The Garlic Single Herb (#8031) is now back in stock.

HARMONY CANDLES – The new packaging for these products has been very well received and are now prominently attractive on store shelves and pegboard displays.

LIDTKE TECHNOLOGIES – The NAC Complete (#5620) recently launched has been out of stock for several weeks. They are expecting this to be back in stock sometime in May.

MOTHER EARTH MINERALS – Some manufacturing issues are causing extended out of stock situations. The folks at MEM assure us that they are working diligently to get these products back in inventory soon.

NATURALLY VITAMINS – The Medizym product (#6164) has been discontinued. We recommend as a replacement Michael's Recovery Zymes (#2577).

NATURAL VITALITY – The Calm Plus Calcium Original (#3208) is now back in stock and available for shipping after a long delay.

WE'D LOVE TO HEAR FROM YOU

We are always looking to expand our business in ways that best support you and your practice. If you have ideas for products that you would love to buy from Southern Herb that we do not yet carry, then please let us know. You are welcome to suggest them to our customer service specialists while on the phone or email us at order@southernherb.com. We'll see what we can do to add them to our line.

RETAIL CATALOG

The Southern Herb Retail Catalog, which does not list wholesale prices, is no longer available in print format. This catalog will only be available online on our new website when that site launches over the next couple months.

* 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
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AUSTRALIAN BUSH FLOWER ESSENCES

2024 ESSENCE

Even though the calendar has changed and we have the 2025 Essence in stock, this does not mean that the 2024 Essence is obsolete.

The 2024 Essence was formulated to act as a catalyst, to build courage and resilience, while releasing doubts, loss of faith and concerns. The 2024 Essence offers the opportunity to resist, detoxify and release tyrannical energies. This essence assists in understanding and trying to navigate the complexities of the world around us. As society witnesses the resurgence of old prejudices and biases, particularly in religious and racist domains, this Essence becomes a powerful tool to help clear out these deeply rooted, generational, negative beliefs and programming. Beyond its transformative qualities, the 2024 Essence also instills a sense of heightened hope and optimism. And it's on sale at 20% off for March and April.

2024 30 mL. 7.62 12.44



AUSTRALIAN BUSH FLOWER ESSENCES

SLEEP SPRAY MIST

This mist is meticulously formulated and thoughtfully crafted with a blend of Australian Bush Flower Essences and Pure Aromatherapy Essential Oils. Simply spray a light mist around your pillow, sheets or bedroom to immerse yourself in its soothing aroma, guiding you towards inner calm and peaceful rest.

5701 50 mL. 16.50 26.75



CEDAR BEAR NATUREALS

CAYENNE

Some of Cayenne's important benefits to our health are its stimulating effects on our circulatory, digestive, and immune systems. For the circulatory system, it influences the heart immediately, then gradually extends its effects to the arteries, veins, capillaries and nerves. The capsaicin increases, tones and improves blood circulation and increases metabolism. The frequency of the pulse is not increased, but is given more power. As a tincture, Cayenne is easily kept and very valuable to have on hand, especially for emergency situations.*

1671 1 oz. 10.17 16.95



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

* 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

AUSTRALIAN BUSH FLOWER ESSENCES

2024 ESSENCE
SLEEP SPRAY MIST

CEDAR BEAR NATUREALES

CAYENNE



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

APPLY
POSTAGE
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March Specials

Christopher Original Formulas' Line Drive* (20% Off)

Flower Essence Services (FES) Line Drive* (15% Off)

Kroeger Herb Products' Immune Boosting Formulas (15% Off)

004 Black Radish and Parsley
094 HPX Formula
016 INF Blend
033 Lung Formula
001 Olive Leaf
034 Sinus Blend

Quantum Health New Products (15% Off)

1032 Quercetin Immune Support
1033 Sleep Extra Strength

Quantum Health Super Lysine + (15% Off)

1023 Super Lysine + Cream 7 gm.
1021 Super Lysine + 90 tabs
1022 Super Lysine + 180 tabs
1040 Super Lysine + Cold Stick
1039 Super Lysine + Cold Stick
Tangerine

Quantum Health Skin Care (15% Off)

1024 Athlete's Foot Cure
1026 Herbal Skin Crack Cream
1027 Scar Reducer Cream

Celtic Sea Salt Light Grey Salt (15% Off)

606 ½ lb.
607 1 lb.
6061 8 oz. shaker

*Other than the Flower Essence
Repertory Book and the Eye Cup

April Specials

Medinatura Line Drive (15% Off)

NeemAura Naturals Line Drive (15% Off)

Kroeger Herb Products' Products Rarely on Sale (15% Off)

059 CYT Formula
028 Eye Formula
008 Pancreas Formula
099 Resveratrol Six
032 Serenity
038 VYR Defense

Flower Essence Services (FES) Best Selling Combinations (15% Off)

1312 Five Flower Formula 1 oz.
1396 Five Flower Formula 1 oz. spray
1318 Yarrow Environmental Solution
1 oz.
1397 Yarrow Environmental Solution
1 oz. spray
1479 Animal Relief Formula 1 oz. spray

Ancient Secrets Neti-Pot (15% Off)

7424 Ceramic Nasal Cleansing Pot
7427 Nasal Cleansing Salt Packets

Quantum Health New Products (15% Off)

1032 Quercetin Immune Support
1033 Sleep Extra Strength

Quantum Health Super Lysine + (15% Off)

1023 Super Lysine + Cream 7 gm.
1021 Super Lysine + 90 tabs
1022 Super Lysine + 180 tabs
1040 Super Lysine + Cold Stick
1039 Super Lysine + Cold Stick
Tangerine

Quantum Health Skin Care (15% Off)

1024 Athlete's Foot Cure
1026 Herbal Skin Crack Cream
1027 Scar Reducer Cream