



MAY/JUNE 2024

A STUBBORN PANDEMIC

We don't have a packaged remedy for this pandemic. In the early days of the one we just experienced, we sold quite a lot of products that boosted the immune system. Everyone, it seemed, was interested in whatever defensive support they could get, even as the world we knew changed and we volunteered to isolate.

This pandemic is different. Not only do we not have a packaged remedy, it doesn't exist. Worse, the world seems to have lost its intolerance for it and has accepted it as a normal condition. As a result, it is spreading quickly. I am speaking about the world-wide pandemic of raw hatred. We as a society are so far down this road. This hatred is now well beyond vitriolic outbursts – our fellow humans are regularly acting on this hatred with unspeakably vicious and malicious acts against other humans. They feel good about it, too, boasting and posting about this behavior, often in real time as it is playing out. And, we still don't seem to care enough.

Because of its prevalence today and how quickly it has spread once unleashed, we have to admit that this cruelty has always been there, latent but still alive in the blood and festering. It was kept reasonably under the skin for a long while, perhaps by social norms, decency or protocol. What we now know is that this latency certainly wasn't due to any acquired genuine or healthy respect for one another. If it were, it couldn't have vanished so quickly and been replaced with this scorn we are witnessing. Now that it's



unleashed and circulates unchecked in the company of others similarly affected, we see it growing exponentially, feeding on itself, gaining belligerent strength as it spreads.

Gone now is any hope that we can turn the clocks back to a time of decency; a societal reset so to speak. This pandemic of hatred blinds its hosts from seeing anything other than what prejudices, biases, contempt and ugly rage their echo chambers reinforce. There is no space, no time to consider differences and make an effort to understand them, let alone accept them. That would require an effort to look beyond one's self-righteousness. There does not appear to be

any willingness to do so.

So, what can we do? This is usually the point in these articles where I posit some thought-provoking questions for us all to consider, providing an opportunity if one chooses to look deeper into ourselves to answer the questions individually. At this time, though, I find myself only shaking my head and worried that this could worsen, as unimaginable as that once seemed. The words I draw on were uttered often by my mother at a different time and under far different circumstances, but so descriptive now – “sometimes I wonder and other times I just don't know”.

SOVEREIGN SILVER



There is a 15% Off Line Drive during the month of May, including the very popular 2 oz. Natural Nasal Sinus Relief Spray (#8333), perfect for addressing irritating sinus conditions that flare up in this challenging of seasons.

This formula, containing bio-active silver hydrosol™, relieves congestion by thinning mucus in the nose and sinuses while cleansing nasal passages from pollutants and irritants. This comforting sinus relief spray works to ease air flow and allow for clearer breathing. It is Drug-free, Alcohol-free, GMO-free, Gluten-free, Allergen-free.

KROEGER HERB PRODUCTS WOMEN'S FORMULAS

Herbalists, such as Hanna Kroeger, have relied on plants as medicine for centuries, and now increasing evidence demonstrates that herbs can offer gentle relief through the many phases of a woman's life. It is highly unlikely that women can breeze through the effects of menstrual cycles, hormone imbalances, menopause, osteoporosis, or other female issues without any unpleasant symptoms*. Some turn to conventional therapy, which uses pharmaceutical hormones, but typically such treatments have only temporary effects and fail to address the cause. Fortunately, there are natural therapies that help to alleviate women's symptoms by supporting the body's hormonal cycle and restoring a natural rhythm*. Many of the herbs cited are included the herbal formulas Hanna developed to help women through the inevitable situations of womanhood, such as Black Cohosh, Anise Seed, Ginger Root, Red Clover, Evening Primrose Oil and Cranberry.

Women cannot postpone the effects of womanhood, but they can ease into them more naturally. Herbs offer a holistic approach and symptom relief for women who want to enhance their wellbeing and happiness when dealing with feminine issues*. Herbalists have used plants for centuries, and today the use and safety of herbs as effective treatments for life's ailments have been studied and documented*. Hanna's Women's Health Products are on sale at Southern Herb throughout the month of June.

X-TRAX

KROEGER HERBAL PRODUCTS

– Hanna's Help One Another book (# 1181) is now back in stock and available for sale.

LIDTKE TECHNOLOGIES – We are featuring 3 new products from this supplier. See opposite page for details.

OLA LOA – The popular B 12 (in hydroxycobalamin form) with Folic Acid (# 2410) is still out of stock, but we are expecting to receive it sometime in May.

SOVEREIGN SILVER – Is pleased to present a 15% line drive of its highly regarded immune boosting products during May, a high seasonal allergy month.

WASHINGTON HOMEOPATHIC REMEDIES – the 30c (#2201) and 200c (#2233) remedy kits are back in stock and available for sale.

PRICE CHANGES – We've implemented a few price changes effective June 1st with some prices actually going down. Nothing like we've seen in the past couple years, though.

* 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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LIDTKE TECHNOLOGIES

L-GLUTAMINE POWDER

L-Glutamine is a conditionally essential amino acid widely recommended to promote gastrointestinal and kidney health, including leaky gut*.

5622 10.5 oz. powder 18.55 28.95

NAC COMPLETE

NAC has become one of the most effective and best-targeted supplements for addressing damage to the lungs including constricted airways and heavy, persistent coughing. This formula includes two enzymatically-bound cofactors to release NAC's full capabilities and strength.

5620 60 caps 20.25 31.35

PHOSPHATIDYL SERINE (MEMOEASE®)



Found in every cell of the body, phosphatidylserine (PS) is possibly the most scientifically supported nutrients for brain and memory performance, promoting learning and improved attention.* Just as important, PS clinically is shown to combat the "stress" hormone, cortisol, and help protect both muscle and brain tissue.* This formula is extracted from sunflowers and completely vegan.

5621 60 caps 23.89 36.95

WASHINGTON HOMEOPATHICS PRODUCTS REMEDY KITS



These remedy kits are back in stock after a long delay.

200C 1/2DR 50 REMEDY KIT
2233 140.00 209.99

30C 1/2DR 50 REMEDY KIT
2201 113.35 169.99

30C AND 200C 50 REMEDY KIT
The 25 most popular homeopathic remedies in both 30c and 200c potencies.
2270 99.99 157.99

HERITAGE PRODUCTS

ORGANIC CASTOR OIL
6226 16 oz. glass 14.35 23.89

NATURE'S LIFE

L-ARGININE
500 mg.
8916 100 caps 10.25 17.09

WHITE EGRET

White Egret announces three new topical spray products formulated with its signature magnesium and infused with pure essential oils for specific benefits. These nourishing formulas are quickly absorbed through the multiple layers of the skin.

MAGNESIUM DAILY - RECOVER

This daily supplement is infused with peppermint and eucalyptus to energize your muscles and relieve tension. Trust in the power of magnesium to help you recover and feel your best every day!

6933 2 oz. spray 5.59 8.49

MAGNESIUM DAILY - RELAX



This daily supplement is infused with sandalwood and vanilla essential oils to promote relaxation and rejuvenation for your mind and body. Create a calming routine and feel the benefits of magnesium and natural scents for a sense of tranquility and renewal.

6934 2 oz. spray 5.59 8.49

MAGNESIUM DAILY - SLEEP

This carefully crafted formula contains magnesium combined with Frankincense and Lavender essential oils to help you relax and unwind, promoting a deeper and more restful slumber.

6935 2 oz. spray 5.59 8.49



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

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New Products

LIDTKE TECHNOLOGIES
L-GLUTAMINE POWDER
NAC COMPLETE
PHOSPHATIDYL SERINE (MEMOEASE™)

WASHINGTON HOMEOPATHICS
PRODUCTS REMEDY KITS
200C 1/2DR 50 REMEDY KIT
30C 1/2DR 50 REMEDY KIT
30C AND 200C 50 REMEDY KIT

HERITAGE PRODUCTS
ORGANIC CASTOR OIL

NATURE'S LIFE
L-ARGININE

WHITE EGRET
MAGNESIUM DAILY - RECOVER
MAGNESIUM DAILY - RELAX
MAGNESIUM DAILY - SLEEP



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May Specials

Sovereign Silver **LINE DRIVE (15% Off)**

Innate Response Formulas (20% Off)

1174 Men Over 40 One Daily
 1132 Women Over 40 One Daily
 1167 Flora 20-14 Ultra Strength
 1123 Iron Response

Kroeger Herb Products' **Sinus and Lung Products (15% Off)**

011 FNG Care
 033 Lung Formula
 034 Sinus Blend
 042 VYR-33 Defense
 201 Anti-Fatigue

Flower Essence Services Flora **Fusion Oils (15% Off)**

1200 FloraFusion Set
 1201 Arnica Allay
 1202 Calendula Caress
 1207 Chamo-Mild
 1203 Dandelion Dynamo
 1204 Mugwort Moon Magic
 1205 St. John's Shield

Eco-Dent Floss and Rinse (15% Off)

7418 Premium Dental Floss
 7419 Clean Mint Daily Rinse

Quantum Health (15% Off)

1047 Digital Blue
 1048 Macula 30+
 1042 Buzz Away Extreme 4 oz.

June Specials

Christopher's Original Formulas **LINE DRIVE (15% Off)**

Innate Response Formulas (20% Off)

1174 Men Over 40 One Daily
 1132 Women Over 40 One Daily
 1167 Flora 20-14 Ultra Strength
 1123 Iron Response

Kroeger Herb Products **Womens' Products (15% Off)**

047 Female Balance
 006 PA Formula
 039 Women's Gold
 300 Black Cohosh Tincture
 313 Stone Root Tincture
 053 FML Tea

NeemAura Naturals (15 % Off)

072 Neem Crème 2 oz.
 073 Neem Hand and Body Lotion 8 oz.
 086 Need Seed Oil 1 oz.
 087 NeemAura Skin Salve 1 oz.

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

Quantum Health (15% Off)

1047 Digital Blue
 1048 Macula 30+
 1042 Buzz Away Extreme 4 oz.

Eco-Dent Rinse (15% Off)

7419 Clean Mint Daily Rinse