



NOVEMBER/DECEMBER 2023

Shared Experience

Over the past few months, life circumstances have been such that I have had some significant "shared experiences" with the time afterwards for observation and reflection.

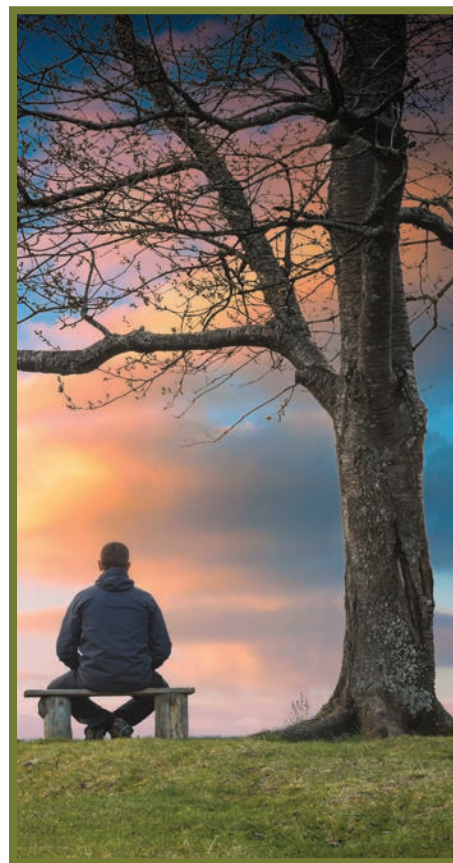
I've learned there is a huge difference between *doing something together* vs. *going through something together*. The former is almost certainly experienced with little emotional attachment – just people pulling together to get something done. Even those more task-oriented have different scales for involvement and effort – one approach doing enough to just get it done vs. giving it your all, a personal commitment or conviction to do the best they could do no matter how trivial or mundane the task may seem. This is not to say there is no psychic or emotional reward. Maybe at the end of these *doing something together* experiences, there is some amount of joy or satisfaction in the accomplishment, or perhaps in the working together, the back and forth of helping each other, the coordination of the efforts, and the appreciation for another hand to ease the workload. We all have different emotion scales - one could revel in the partnership of completing the task, while the other is just happy that it's done - "cross that off the list and move on to the next thing". But, at the end of the day, while there might be differences in what the experience means to each of us, for these kinds of involvements, there is likely little discussion of them afterwards; they're just another of those things that got done and are now off the radar.

Contrast this with *going through something together*. By this I mean those things that are larger, more significant life events, and ones that wrap together the participants going through it. The reasons going through

something together are varied and infinite – it could be an important life event for the family, something a collection of neighbors might share, what folks at a similar stage in life are experiencing, bearing witness to a tragedy or miracle, the unenvied ordeal that soldiers on a mission might go through, the highs and lows that teammates experience over the course of a season or even in one game, co-workers involvement in a major corporate development, or the heroism a team of medical professionals earn as they negotiate their way through an emergency, or a pandemic. The list goes on and on.

These shared experiences have a deeper emotional effect on us – a natural human response that is unavoidable, uncontrollable, raw and real. While the experiences might be shared, the level of the emotional impact isn't necessarily. We all feel and process things differently of course, have our own ways of and needs for dealing with the emotions of these issues and different ways and means to talk about them, if we even can. And then there is the other side of the coin – the listening, really listening to others as they need or want to talk about it. These connections can develop into genuine and special interpersonal bonds, especially so when this practice of sharing and caring results in opening up with each other about other life events that are experienced separately.

But, just because we've gone through these things together doesn't mean the tie that bound us together in that moment will last.



Over time, the effect wears differently on each of the participants. Being aware of this dynamic is one thing; being understanding and accepting of it quite another. What hurts, though, is when we realize we're still feeling things deeply and others have moved on seemingly unaffected - the entire experience like a cloak that has been cast off. And, in that "freedom" they might never think about what we might still be feeling. This hurting is especially acute when the others with whom we've gone through these experiences are closest to us, once were, or should be still. Maybe they will be again.

SOVEREIGN SILVER® CHOOSING THE RIGHT SILVER

Shopping for a quality colloidal silver product can be confusing. Every brand claims it's superior because it has "higher ppm" or is more "concentrated." But what do those terms really mean? And how do you properly evaluate and compare each brand to ensure that your family is getting the safest*, most effective* product available?

We'd like to clear the confusion with 5 key points to consider when making this decision. Below you'll learn the correct terminology and how to evaluate each brand. Just remember these four "Ps" and you'll be a silver expert.

1. **Positive Charge** - positively charged silver ions are the bioactive species of silver and are more bioavailable (useful). Therefore, you always want to look for a high ratio of positively charged silver – as close as possible to 100%. The scientific community has found that positively charged silver ions create an environment which is unfriendly to unwanted organisms, whereas the neutral silver metal particles have a "negligible effect".
2. **Purity** - Purity refers to how clean and pure the silver is that is used to make the product. Is it contaminated with other metals? Silver is not naturally 100% pure, but it can be refined up



to 99.999% pure. Since in a colloidal preparation the silver is suspended in a water base, you also want to be sure that pharmaceutical-grade purified water, meeting USP standards, is used in the manufacturing process. To be sure of the purity, look for silver manufactured in a GMP Certified facility and bottled in dark amber glass.

3. **Particle Size** - Here's one case where smaller is better! The smaller the metal particle, the easier it is for it to be converted from an inactive reservoir of silver metal into positively charged bioactive silver during silver's normal half-life in the body.* Additionally, the smaller the size of each individual particle of silver that is suspended in the liquid, the better absorbed* and more surface area it has, which are

both factors in being more effective.* Silver is measured in nanometers. Just to give you a sense of how small a nanometer is, the head of a pin is one million nanometers across!

4. **PPM (Parts Per Million)** - PPM refers to the mass of a substance per unit volume of water. Technically, one part per million equates to 1 milligram (of a given mineral) per one liter of liquid. What is on the label of all silver dietary supplements is the total silver concentration. Yet the bio-active silver concentration is the part that helps you (the positively charged and smallest particles!). When particles are nanometer sized, it allows for better distribution, even in a low concentration. When a silver product contains the most active species of silver, then a safe low concentration of 1 to 23 ppm bio-active silver is all that you will ever need. Higher concentrations of total silver can lead to increasing risks for toxicity. So, you want to look for a formula with the maximum bio-activity with low concentration.

During the month of November, all Natural Immunogenics Sovereign Silver (and Copper) products are on sale at Southern Herb. These products combine ALL the best qualities listed above, and Sovereign Silver clearly identifies each of the four Ps on the label. You can buy them with confidence!

* 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.

Vendor Highlights

NEEMAURA NATURALS NEEM LEAF

Since antiquity, Neem seeds, oil, leaves, roots, and bark have been renowned for healing and long used in Ayurveda and Unani medicine.

Today, the most widely recognized uses are based on its merits as a general antiseptic. There are intriguing indications that Neem might be used much more widely. These promising, but unproved, applications include anti-inflammatory, hypotensive, and anti-ulcer treatments.

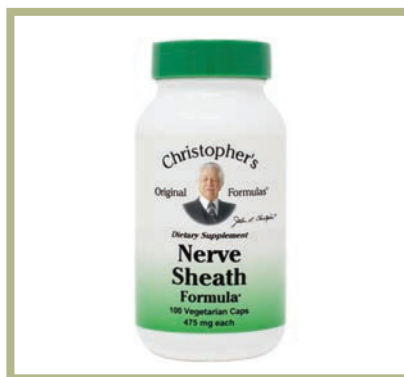
Neem has proved effective as an anti-fungal. Recent pharmacological studies have supported the belief that Neem leaves possess some antiviral activity. So far these are only preliminary and unconfirmed results, but they are intriguing, nonetheless. Should these early results prove to be soundly based, an array of extremely virulent and difficult diseases of people—not to mention of wildlife and livestock—might be treated.

Neem may also be a ready source of low-cost analgesic (pain relieving), or antipyretic (fever-reducing) compounds. It is used for these purposes everywhere it is grown. In trials, positive results have been obtained for significant analgesic, antipyretic, and anti-inflammatory effects. This may explain its wide use for treating fevers in general. Some of the anti-inflammatory compounds have even been patented.

Southern Herb's line of popular Neem-Aura products is on sale during the month of December.

New Products

ITEM CT WSLE RET



CHRISTOPHER'S ORIGINAL FORMULAS NERVE SHEATH

A synergistic blend of herbs and mushrooms to support myelin, the layer of connective tissue that surrounds and insulates nerve fibers.* This formula contains many of the diverse nutrients needed to repair the nerve sheath, including *Cayenne, Bilberry, Flax, Kelp, Lion's Mane, Hops (providing uridine), Ginkgo, Dandelion and Raw Cacao.*

745 100 caps 14.99 29.99



BACH FLOWER REMEDIES RESCUE + MOOD & STRESS

The Rescue formula with Vitamin D, GABA, and passionflower extract to support your body's stress response and promote a sense of calm.* † Natural orange flavor.

8559 60 Gummies 15.20 22.49

X-TRAX

Bypro Nutrition – The popular Dodecin product is back in production in 90 count bottles! We do not have any word yet on when they will be available, other than "soon". Stay tuned.

Cedar Bear Naturales – We are pleased to announce that we will be extending the CBN line of products in the coming year to feature many more single herb extracts using its proprietary Tinct-Tract process. These single herb remedies are an important tool for practitioners to dial in treatment protocols.

Celtic Sea Salt – This manufacturer of quality salt products has been struggling to keep up with wildly increased demand and it's shipments are still delayed and unpredictable.

Christophers' Original Formulas – The delay in production of the Single Herb products has been satisfactorily resolved and these products are now back in stock!

Heritage Products – The Castor Oil and Cotton Flannel products are still experiencing delays in availability with shipments to us received only sporadically. We are working with Heritage to attempt to smooth out shipment schedules.

Kroeger Herb Products – They are out of stock of Hanna's Help One Another reference book and we are awaiting news for when it will be reprinted and back in stock.

Washington Homeopathics – The Cell Salt products are no longer produced in 12x and are now only available in 30c. Not all of the cell salts are in stock and there are no plans to continue to produce the full line.



† 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

CHRISTOPHER'S ORIGINAL FORMULAS

Nerve Sheath

BACH FLOWER REMEDIES

Rescue + Mood & Stress

Vendor Highlights

SOVEREIGN SILVER®

Choosing the Right Silver

NEEMAURA NATURALS

Neem Leaf



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

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November Specials

Sovereign Silver Line Drive (15% Off)

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

Kroeger Herb Products' Men's Health Products (15% Off)

- 005 Blood Toner
- 176 Cranberry
- 011 FNG Care
- 012 Candida Formula #2
- 169 Ginko Biloba
- 021 Men's Special

Quantum Health Skin Care (15% Off)

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

Eco-Dent Floss and Rinse (15% Off)

- 7418 Premium Dental Floss
- 7419 Clean Mint Daily Rinse

Chandrika Ayurvedic Soap (15% Off)

- 7428 Chandrika Soap 10 pack

December Specials

NeemAura Line Drive (15% Off)

Kroeger Herb Products' Top Selection (15% Off)

- 090 Ashwagandha
- 172 Milk Thistle
- 001 Olive Leaf
- 034 Sinus Blend
- 048 SPK Formula

Quantum Health Skin Care (15% Off)

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

Eco-Dent Tooth Powders (15% Off)

- 7415 Original Mint
- 7416 Ex-Brite Whitening
- 7417 Tartar Guard

Flower Essence Services (FES) (15% Off)

- 1206 Benediction Oil 1 oz.
- 1441 English Affirmation Cards

Christopher Original Formulas (10% Ointments)

- 885 Black Drawing Ointment
- 911 Cayenne Heat Ointment 2 Oz.
- 8053 Cayenne Heat Ointment 4 oz.
- 889 Comfrey Ointment
- 884 Complete Tissue & Bone Ointment 2 oz.
- 961 Complete Tissue & Bone Ointment 4 oz.
- 888 Soothing Skin Formula Ointment