



BEGINNERS MIND

One of my oft recounted stories is a time I was aboard a sailboat in Southern California. I was in town for a tradeshow and the middle-aged gentleman who owned the boat invited a few of us aboard for a sunset harbor cruise and hors d'oeuvres. He was in the process of restoring the boat, so the mast was off and in storage somewhere. Anyway, since I was very familiar with the harbor, I volunteered to steer his boat around enabling him to focus on his hosting duties. To my delight, he readily accepted. Later, approaching me and offering to fill my wine glass, I asked him if he grew up out here. "Not yet", he replied. I chuckled. I love that response and have not forgotten it.

This summer, I enjoyed a series of experiences that made me "feel like a kid again". Likely, because so much of it felt like summer camp. So, I asked myself two questions: what is it about those experiences that elicit these feelings, and why do we attribute them to *kids*, implying that it's not 'normal' for adults to feel this way?

To answer the second question first, from what I can gather, it's because as adults we have so many more responsibilities that we all take very seriously. And, all too often, they are accompanied with worries, some real, but mostly imagined. Our priorities have changed. The space we had as kids for exploring, experimenting and playing got crowded out. We learned the ways of the world and play time was marginalized. I think we need to give ourselves permission to carve out some of that space in our lives enabling us to feel these things again. For me, recapturing some of these feelings over the summer was not a conscious pursuit, but a happy consequence. And it felt good.

To answer the first question -

- viewing the world with curiosity and a sense of wonder
- making the most of each day
- never letting opinions stop you from taking action
- learning something new
- trying new things with a *no matter what* mindset to see if you like them

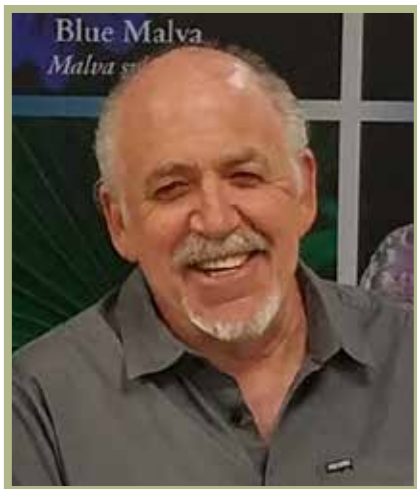


- not being afraid to fail in either your eyes or those of someone else; and, if it doesn't work out, moving on to something else.
- viewing mistakes as learning opportunities
- asking questions to learn and understand. As adults, we sometimes don't ask questions out of a fear of looking stupid. Just because others know it, you may not have been exposed to it before. That's how we learn and grow.
- letting your imagination soar. Imagination is the wellspring of creativity.
- working until you run out of energy. Kids don't go to bed at night with loads of energy. They don't pace themselves. Tomorrow is a new day and they look forward to it with excitement. Work like you are a kid again.
- smiling and laughing a lot.
- taking some time, at times, to do nothing at all.
- stop taking life too seriously all the time; your priorities probably don't matter as much as you think they do.
- finding a way to make work fun.

This summer I learned much, accomplished a lot, met quite a few new people and had fun doing it. I encourage you to invite your inner child to come out and play.

Vendor Highlights

IN MEMORIAM



THOMAS M. BROWN

We are saddened to have recently received the news of the passing of Tom Brown, formerly President of Kroeger Herb Products and General Manager of Hanna's Herb Shop. Tom made his transition on Saturday, October 12th. We send our heartfelt condolences to his family and loved ones especially, and to those who had the pleasure to work with him.

Tom began working for Hanna Kroeger in 1984 and created the groundwork and business platform for Hanna to fully become the healer she was. He cared deeply about Hanna and her work and

for over 40 years guided a discipline to stay true to Hanna's formulas, even in the face of formidable industry challenges. The management team Tom put in place upon his retirement remains dedicated to carrying out these same principles. If you have benefited from Hanna's products in the last half century, Tom was a big part of making that possible.

Tom enabled and encouraged the launch of Southern Herb and had been a respected and highly regarded business partner and friend to the people in our organization all these years and even after his retirement. He is missed.

MICHAEL'S NATUROPATHIC PROGRAMS



In 1984 Michael Schwartz formulated his first naturopathic based nutritional supplements based on data he collected over the previous four years as a practicing naturopath and nutritional counselor.

Michael explains that he was called to serve humanity by becoming a naturopath and creating effective naturopathic programs. He is driven by the joy he achieves in helping people improve their current

health and minimize concerns about their future health by taking a proactive approach to supplementation and nutrition. He believes that providing the body with essential nutrients in abundant amounts leads to achieving and maintaining better health.

Through offering synergistically complete supplements, Michael has helped more people address their health concerns than he could have as a single practitioner. Now 35 years later, MNP still upholds the principles of naturopathic medicine and providing affordable products.

Seemingly simple in design, the principles of naturopathy represent concepts that have significant implications for our health. Together these four concepts forge a synergistic alliance:

- The first of these principles or tenets is to first do no harm.

- The second principle is to find the root cause. To accurately select the correct course of treatment the specific cause must be determined.

- The third principle is to treat the whole person. Treatments solely focused on symptom relief may not address all the factors as they relate to the core issues.

- The fourth principle is to honor the immense healing power of nature. Given the essential nutrients, our bodies can perform a virtually limitless range of healing functions.

Utilizing the concepts of Naturopathy as the foundation for treatment helps to bring the body back into a homeostasis, a state of balance. By providing needed nutrients, the body can utilize its capacity to address stressors that create pressure to pull the body out of balance. Michael believes to his core that the innate wisdom of the body can restore health.

* 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

SEDUM FLOWER ESSENCE

Native to the Mediterranean region, Sedum is the first essence to be made by ABFE outside of Australia. In Latin, sedum means "to sit" and this refers to this plant growing on rocks where it is a low-growing ground cover found in dense colonies. It is quite unique in that it germinates, flowers, sets seed and dies all in the same year. 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.

Supports:

- Feelings of unity
- Spiritual optimism and empowerment
- Upliftment
- Accessing higher energies
- Anchoring and activating your Higher Self

Helps With:

- Ungroundedness
- Feeling lost
- Scattered
- Spiritually unaware

5780	15 ml.	12.35	20.15
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CEDAR BEAR NATURALES

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.* *Motherwort Herb, Celery Seed, Lavender Flower, Cramp Bark, Hawthorn Berry, Turmeric Root, Hibiscus Flower, Holy Basil Leaf*

1662	2 oz.	20.37	33.95
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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
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STOMACH SETTLER WITH GINGER

Stomach Settler helps reduce motion and pregnancy related queasiness, temporarily reduces gas and helps calm upset stomachs.* *Catnip Leaf and Stem, Ginger Root, Fennel Seed, Meadowsweet Leaf, Peppermint Leaf*

1670	2 oz.	19.77	32.95
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IRWIN NATURALES

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	22.39	37.32
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MICHAELS NATUROPATHIC PROGRAMS

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
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SYNERGISTIC NAIL COMPLEX

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

2569	60 tabs.	12.60	25.19
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NATURALLY VITAMINS

FIBROZYM

Comprised of plant-based enzymes, and a hypo-allergenic, high-purity strain of serrapeptase, Fibrozym normalizes the inflammatory response and improves overall tissue health*. Enterically coated tablets assure that the tablet passes through the stomach without being digested, so that the enzymes can be absorbed into the blood stream via the small intestine.

6183	200 tabs.	35.19	70.38
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X-TRAX

CEDAR BEAR NATURALES – We have worked with the team at CBN to bring to market new, highly effective herbal combination extracts. These will be rolled out as inventory becomes available. We are updating our 2025 catalog to include these items.

CELTIC SEA SALT – This long-term Southern Herb supplier is located in Asheville, North Carolina which, together with its staff, have been significantly impacted by Hurricane Helene. We wish them a full recovery from the lingering power and connectivity issues they continue to deal with. Our hearts go out, too, to those in this area whose lives and way of life have been much more affected by this disaster and will take much longer to recover from.

TRACE MINERALS RESEARCH – This vendor is rebranding. As a result, new labeling will be rolled in throughout the course of the coming year as we work through our and their remaining inventory.

MICHAELS NATUROPATHIC PROGRAMS

– We will be introducing some new formulations from this supplier in the months ahead.



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

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New Products

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SEDUM FLOWER ESSENCE

CEDAR BEAR NATUREALS

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KIDNEY KOOL FOR KIDS

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PROSTATE FACTORS

SYNERGISTIC NAIL COMPLEX

NATURALLY VITAMINS

FIBROZYM



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

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November Specials

Sovereign Silver Line Drive (15% Off)

Kroeger Herb Products' Remedy Kits (15% Off)

- 701 B.E. Kit
- 6998 Candida Kit
- 703 P.A. Kit
- 488 Protozoa Kit
- 6996 Wormwood Kit
- 550 X-40 Kit

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

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
- 7419 Clean Mint Daily Rinse

Innate Response Formulas Close Out (33% Off)

- 1174 Men Over 40 One Daily
- 1132 Women Over 40 One Daily

December Specials

Kroeger Herb Products' Top Selection (15% Off)

- 002 Cloves
- 172 Milk Thistle
- 001 Olive Leaf
- 030 Rascal
- 048 SPK Formula
- 096 Turmeric
- 040 Wormwood Combination

Quantum Health Skin Care (15% Off)

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

Neem Aura Naturals (15% Off)

- 072 Neem Crème
- 073 Neem Hand and Body Lotion
- 086 Neem Seed Oil
- 087 NeemAura Skin Salve

Eco-Dent Tooth Powders (15% Off)

- 7415 Original Mint

Flower Essence Services (FES) (15% Off)

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

Christopher Original Formulas' Extracts (10% Off)

- 813 Elderberry Extract
- 8101 Hot Cayenne Extract
- 818 Lobelia Extract
- 8044 Sinus and Lung Extract
- 883 Valerian Nerve Extract

Innate Response Formulas Close Out (33% Off)

- 1174 Men Over 40 One Daily
- 1132 Women Over 40 One Daily