



SEPTEMBER/OCTOBER 2023

Hall of Mirrors

She entered the room in grace – positive, compassionate and confident. It was in her eyes, her smile, her touch. I observed her interactions with her patient and I could see that what she does and who she is are intricately woven. When she later explained that she came out of retirement for more of well, just this, I could see clearly that this is a calling for her and I could imagine no one better suited for the role, nor her being in any other role. She is a nurse with a hospice organization.

She spoke softly and listened intently. She quickly made one feel that in that moment the patient lying before her was the most important thing in the world to her. She affirmed the feelings of loss of dignity one necessarily suffers at this stage, coupled with the emotional pain in the realization and acceptance of the loss of basic human functionality. And she praised the caregivers and their efforts to do their work while preserving for him as much dignity as they could. But what caught me by surprise was that in that same breath she also affirmed his feeling indignant. This seeming paradox of opposing feelings or sentiments held in a common root word was confusing to me. I had to push it further, but not with her. She was in the moment and I did not want to distract or otherwise interrupt that caring visit. But it stayed with me and I had to push to find an answer to a question I couldn't even articulate; more like a math problem, really, something to be worked out and solved, if only in my mind.

The Latin root word of course is dignitus, meaning worthy. Indignant meaning feeling or showing anger. Likely I would have thought nothing of it if she had used words such as 'frustrated' or 'discouraged' or 'irritated' or 'annoyed' to explain and affirm his feelings, but she chose the word 'indignant'.

It's both sides of the coin of that 'dignity' word that stuck with me. I always thought that some feelings are considered good and others are bad; some we ought to feel and some we ought not to feel.

I skipped around some philosophical and moral theories or beliefs, like jumping on stones to cross a stream; quickly and lightly, not wanting to land too long nor splash in too deep. In doing so, I found something, or maybe it found me. It stopped me for a moment and I felt like I was standing on one of those stones, trying to balance, trying to regain momentum. I asked the question: "how can feelings of indignation be positive"?

The answer was a Hall of Mirrors – it depends on where you are standing and your perspective, which affect what you see reflected. There are 'self-regarded' feelings of indignation over wrongs we have suffered or perceive to have suffered; 'other-regarding' feelings of indignation over wrongs or injustices suffered by others; and then there are the 'self-reflexive' feelings of indignation over wrongs we ourselves have committed. When this is layered over a generally accepted moral belief that we should be considerate of others' feelings and that we ought not injure others' feelings, there is a compelling framework.



The indignation over the injustices suffered by others can lead to action; movements or causes for social change. The indignation we feel about the injustices we ourselves have suffered might be made positive if they lead us to forgiving others. The indignation we feel about the suffering we cause others might be made positive if we genuinely seek to make amends.

So, the wisdom of my hospice nurse was revealed – feelings are neither inherently good nor bad – they just are, and it's what you do with those feelings that matters most.

Vendor Highlights

CEDAR BEAR NATUREALES® IMMUNE HEALTH SUPPORT FOR KIDS

By Jhoane Robinson, Herbalist



It's Sniffle Season! We all know that keeping kids well going into wintertime is a challenge! During the school year kids get exposed to all kinds of things and supporting their health and immune systems is essential.

It's good to know there are all-natural herbs to help, and Cedar Bear Naturales herbal blends are a natural choice. They are alcohol-free and made with Cedar Bear's special TincTract® process that makes herbs work better and taste better than tinctures or other extracts. The CBN team is dedicated to bring you the best in liquid dietary supplements for kids' health.

As herbalists, business owners, and parents, we raised our own kids with these formulas. And we encourage you to bring Cedar Bear into your business and your home to experience herbal supplements at their best!

- ▶ **Brainy & Bright (#1580)** – Helps with focus and stress; important since stress lowers immune and digestive function and mental focus.
- ▶ **Chamomile Calmer (#1577)**– Soothes nerves and tummies, and helps promote restful sleep.

- ▶ **Gut Flora Friend (#1592)**– A gut flora cleanser and immune stimulator that helps build the digestive system's microbiome, where a large part of the immune system resides!
- ▶ **Herbal Detox (#1591)**– Helps clear out environmental toxins from deep inside kids' body tissues. Also helps condition the blood, protects the liver and supports the immune system.
- ▶ **Immune Blast Off! (#1583)** – An immune system activator especially for kids that stimulates white blood cell activity in the immune system with echinacea, Oregon grape root and other herbs that support the digestive and lymphatic systems, so important for immune defense.
- ▶ **Intestinal Cleanse (#1587)**– A gentle yet strong formula for intestinal tract clearing support for your kids that gently neutralizes negative influences.
- ▶ **Respir Dry (#1557)** – Dries wet, gunky coughs and runny noses. Formulated with wild cherry bark, elderberry, and other herbs for when kids get those occasional runny noses and wet coughs that need a little help to dry up.
- ▶ **Respir Moisten (#1576)** – Soothes and hydrates dry, irritated respiratory tissues associated with dry, scratchy throats and barking sounding dry coughs. A gentle immune activator with super herbs mullein leaf, marshmallow root, angelica root, and elderberry. Also soothes sensitive tummies.

All Kid's Formulas are on sale at Southern Herb during the months of September and October. This is such a wonderful time to test these products in the most challenging of seasons. You won't be disappointed.

X-TRAX

- ▶ **Christophers' Original Formulas** – This vendor has recently announced that they will no longer manufacture the line of single herbs and concentrate on their herbal combination formulas. So, these popular products are only available while supplies last.
- ▶ **Hanna's Herb Shop** – This supplier of the VibroPathics has announced a price increase across the entire product line effective August 1st.
- ▶ **Hylands** – This company has announced that they will no longer support small distributors like Southern Herb, so all Hylands' products are available only while supplies last.
- ▶ **Natural Immunogenics** – This vendor reports that they have worked diligently to avoid a price change, but cost increases have made this inevitable. Effective October 1st a modest price change will be implemented on the Sovereign Silver® products only.



This vendor has recently announced that they have been "playing" with the formulation for the popular Balanced Essential Liquid Multivitamin (#2501) in an effort to increase its efficacy. Their newly implemented advanced production practices allow for a smoother, thinner liquid while still maintaining all the same nutrients. The thickening agent has been reduced, which caused a slight variation in color and taste, but increased the absorption rate of the vitamins and minerals.

* 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



CHRISTOPHER'S ORIGINAL FORMULAS

Heart Formula

Building on the effectiveness of its Hawthorne Berry Heart syrup, this synergistic herbal combination adds cayenne and ginkgo for heart stimulation, and ginger and garlic to help strengthen the cardiovascular system, helping to equalize blood pressure.*

744 100 caps 13.25 26.50

PENGUIN BOOKS

Prescription for Nutritional Healing

By: Phyllis Balch, CNC

This definitive reference guide is now available in its new and revised Sixth Edition.

9881 26.50 40.00



CEDAR BEAR NATURALES®

Respir-Dry For Kids

An herbal combination formulated to dry wet, gunky coughs and runny noses with wild cherry bark, elderberry, and other herbs for when kids get those occasional runny noses and wet coughs that need a little help to dry up.

1557 2 oz. 20.95 34.95

LIVING TREE ORCHID ESSENCES

Stairway to Heaven

This combination essence invites you inward to a silent place to align an inner lens, provide focus and listen at a deeper level. It helps bring a much cleaner connection to the higher realms. This awareness heightens the sense of a changing world within and without and help us recalibrate on the spiritual level.

5264 15ml 13.99 22.65



IMMUNOGENICS

Sovereign Silver

Natural Healing Gel

This homeopathic skin care gel is a natural alternative to conventional treatments. It is dermatologist and clinically tested specifically for skin irritations and sensitivities. Using the power of natural ingredients, it relieves, soothes and accelerates healing of the skin and tissue from eruptions of acne, eczema, razor burn, sunburn, and more*.

8347 2 oz. gel 14.39 23.99



* 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

CEDAR BEAR NATURALES

Respir-Dry For Kids

CHRISTOPHER'S FORMULAS

Heart Formula

LIVING TREE ORCHID ESSENCES

Stairway to Heaven

IMMUNOGENICS

Sovereign Silver

Natural Healing Gel

Vendor Highlights

CEDAR BEAR NATURALES

Immune Health Support
for Kids



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

APPLY
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September Specials

Hyland's Leg Cramps and Pain Products (20% Off)

- 4339 Leg Cramps 50 tabs
- 4302 Leg Cramps PM 50 tabs
- 4303 Leg Cramps 2.5 oz. Ointment
- 4340 FlexMore Arthritis Pain Relief 50 tabs

Immunogenics Line Drive (15% Off)

Medinatura Line Drive (15% Off)

NeemAura Line Drive (15% Off)

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

Cedar Bear Naturales Kid's Formulas (15% Off)

- 1580 Brainy and Bright for Kids
- 1577 Chamomile Calmer for Kids
- 1592 Gut Flora Friendly for Kids
- 1591 Herbal Detox for Kids
- 1583 Immune Blast Off! for Kids
- 1587 Intestinal Cleanse for Kids
- 1557 Respir Dry for Kids
- 1576 Respir Moisten for Kids

Kroeger Herb Products'

Adrenal Support Products (15% Off)

- 201 Anti-Fatigue
- 090 Ashwagandha
- 177 Schizandra
- 309 Licorice Root Tincture

Quantum Health Super Lysine + (15% Off)

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

Quantum Health Eye Care (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+

Quantum Health (15% Off)

- 1021 Thera Zinc Elderberry Lozenges 6 rolls

Eco-Dent Tooth Powders (15% Off)

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

October Specials

Hyland's Leg Cramps and Pain Products (20% Off)

- 4339 Leg Cramps 50 tabs
- 4302 Leg Cramps PM 50 tabs
- 4303 Leg Cramps 2.5 oz. Ointment
- 4340 FlexMore Arthritis Pain Relief 50 tabs

Christopher Original Formulas Almost a Line Drive* (20% Off)

Nature's Life Line Drive (10% Off)

Kroeger Herb Products'

New Dimension Herbal Tinctures Line Drive (15% Off)

Cedar Bear Naturales

Kid's Formulas (15% Off)

- 1580 Brainy and Bright for Kids
- 1577 Chamomile Calmer for Kids
- 1592 Gut Flora Friendly for Kids
- 1591 Herbal Detox for Kids
- 1583 Immune Blast Off! for Kids
- 1587 Intestinal Cleanse for Kids
- 1557 Respir Dry for Kids
- 1576 Respir Moisten for Kids

Quantum Health Super Lysine + (15% Off)

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

Quantum Health Eye Care (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+

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

* Excludes Single Herbs, Books, Personal Care Products and DVD's.