



SEPTEMBER/OCTOBER 2024

MUSIC OF THE MOUNTAINS

Recent events are heralded as a generational shift. It's about time. With it comes an optimism for a saner future. Phrases such as "passing the torch", "the power of hope" and "exhilaration of being on the cusp of a brighter day" are making headlines. The vocabulary surrounding this is interesting, too. Words such as dignity, decorum, decency, respect, kindness, honesty, caring, empathy, grace, freedom, gratitude, and integrity are used to describe what we regard to be innately human characteristics and what we most want from others. This should not be newsworthy. Alas, it is.

In the midst of this tectonic four-week shift, we enjoyed a week-long immersion with our grandchild in a lush mountain setting. No other experience could have better reinforced this sense of the best of what humanity has to offer. In this devoted interaction, you can't help but see the world through the eyes of a young child and come to appreciate the things that really matter. You don't have to look far. Just crawl on the floor with them for a couple hours and live in and be their world. You'll be rewarded by experiencing first-hand the traits and behaviors that elicit genuine and instinctively loving reactions from an innocent child, those that create that special bond; those that bring joy. Their laughter will echo in the mountains. You'll see the wonder they see as they move about freely, driven by curiosity and a desire to explore.

This opportunity has focused anew our perceptions about the generational change and steeled our resolve to not only expect, but work for this brighter tomorrow. I am reminded of the lyrics to John Denver's song *Rhymes and Reasons*:

It is here we must begin
To seek the wisdom of the children
And the graceful way of flowers in the wind

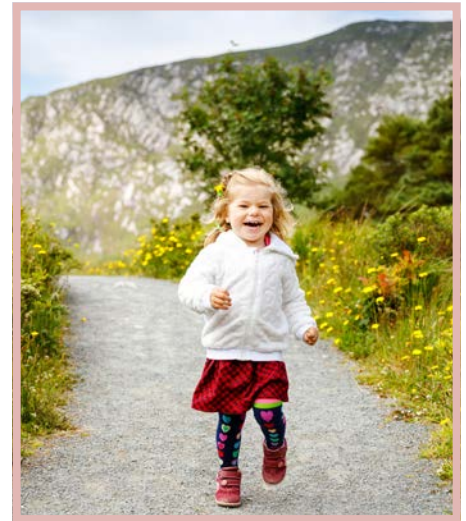
For the children and the flowers
Are my sisters and my brothers
Their laughter and their loveliness
Would clear a cloudy day

Like the music of the mountains
And the colors of the rainbow
They're a promise of the future
And a blessing for today

It is written from the desert
To the mountains they shall lead us
By the hand and by the heart
They will comfort you and me
In their innocence and trusting
They will teach us to be free

For the children and the flowers
Are my sisters and my brothers
Their laughter and their loveliness
Would clear a cloudy day

And the song that I am singing
is a prayer to non-believers
Come and stand beside us,
We can find a better way



In a recent New York Times article about happiness and seeking positive emotions, Jenny Taitz, a psychologist, explained that too often the focus in therapy is on easing negative symptoms - "taking away the bad," so to speak. Yet most of us don't just need to reduce pain, we also need to boost joy. In fact, she explained, research has shown that improving positive emotions can be more effective in reaching a state of happiness than just containing negative symptoms. Simply avoiding or ignoring bad behaviors, or the worst that humanity has to offer, is not enough.

As we turn the page, let us be mindful of the wisdom of children and the simple joys of delighting in the best of human behaviors to which they respond so well. And, let us find a way to do those things that boost our own joy and accept, encourage and enable others to do the same.

Vendor Highlights

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 September, 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!

X-TRAX

AUSTRALIAN BUSH FLOWER ESSENCES

– The packaging for the Individual Stock Essences Kit (# 5121) has been revamped and is now available. It is still offered at the same price.

HARMONY'S EAR CANDLES – H.E.A.L., the manufacturer of these popular, premium ear candles has announced a price increase effective September 1st.

LIDTKE TECHNOLOGIES – The True B6 product (# 5613) is now back in stock!

NB PURE – This manufacturer of the Plant Protein (# 7634) has recently announced that as part of their commitment and ongoing efforts towards sustainability, they have switched packaging to eco-friendly gusseted bags to reduce plastic waste.

QUANTUM HEALTH – The packaging for the 4 oz. and 8 oz. Buzz-Away Extreme products has been updated.

YOUNG LIVING ESSENTIAL OILS – YLEO has repackaged and reformulated the Household Cleaner (# 3743). It will be available soon.

* 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

FLOWER ESSENCE SERVICES (FES)

Southern Herb has enjoyed a long relationship with FES and has featured their flower essence products in our catalog for thirty years. We have great respect not only for the quality of these products, but the values the founders have instilled in their company, its employees and their products. As these products are all about vibrational energy, the commitment to these values is as much a part of what's in each bottle as the essences. An excerpt of these values follows.

There is a Line-Drive sale for all the FES products during the month of September.

THE FES MISSION STATEMENT

We offer the best quality products within our unique category of body-mind healing, tested and praised by a world-wide community of practitioners since 1979.

Our Terra Flora Gardens are dual-certified Organic and Demeter Biodynamic®, the highest standards in the world for sustainable land use.

Terra Flora is a model nature sanctuary for the restoration of land and wildlife, with a special emphasis on regenerative agriculture for earth-healing and carbon sequestration. At FES we believe we have a responsibility to care for this magnificent planet that sustains us all.

Our gardens and related structures are not only for the production of plant materials, but also offer a unique health-giving environment for our company team, and for our educational programs for practitioners.

Our products are certified Organic, or made with organic and wild-harvested ingredients, by Oregon Tilth.

Our bottles are always glass. We use plastic or synthetic materials only when there is no other reasonable alternative, such as for caps.

We tithe financial support to local, national and international environmental and social organizations. We also supply product donations to social programs throughout the world.

We strive to conserve electricity, water and paper wherever possible; and we actively recycle glass, paper, tin, cardboard and plastic.

We generate clean electrical energy from an extensive system of solar panels.

We use only earth-friendly, non-chemical cleaners in our office and production spaces, eco-friendly lighting, and other sustainable measures.

We support right-livelihood with living wages and generous benefits for our FES staff.

We are a small, locally-owned company and care about the people we encounter and the world we share.

We provide humanitarian aid with donations and collaboration in situations of natural and human-made disasters and serving other populations in need.



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

New Products

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WISEWAYS

LAVENDER MASSAGE OIL

A fragrant massage oil to rub all over the body, with Olive Oil, Lavender Flower, Grapeseed Oil, Lavender Essential Oil, Coconut Oil and Vitamin E Oil.

6365	6 oz.	5.70	9.50
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PEPPERMINT FOOT OIL

A natural foot oil with a potent peppermint scent with Olive Oil, Peppermint, Sage Leaf, Rosemary, Chamomile, Comfrey Leaf, Lavender Flower, Aloe Vera and fractionated Coconut Oil.

6366	2 oz.	5.00	8.30
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TEMPLE BALM

A soothing balm to rub on your temples with Olive Oil, Rosemary Leaf, Wood Betony, Skullcap Leaf and Flower, Lemon Balm and Peppermint Leaf, Lavender Flower, Dandelion Root, Feverfew and Chamomile Leaf and Flower, Coconut Oil, Essential Oils, flower and gem essences.

6367	1 oz.	6.25	10.40
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WILD YAM-E SALVE

Traditionally used to treat inflammation and muscle spasms with Olive Oil, Beeswax, Wild Yam and Burdock Roots, Chaste Tree Berry, Licorice Root, Alfalfa and Motherwort Leaf, Vitamin E Oil, Coconut Oil, Essential Oils of Clary Sage, Fennel and Geranium and flower and gem essences.

6368	2 oz.	11.00	18.35
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YOUNG LIVING ESSENTIAL OILS

THIEVES CLEANER

The Thieves Household Cleaner has been reformulated and repackaged. This product features a concentrated formula that's easy to mix to create a variety of cleaning solutions for inside and outside the home. It rinses clean without residue and provides a deep clean with the power of naturally derived, plant-based ingredients to lift dirt, pet stains, dried-on food, grime, and more. Odors are offset with the bright, spicy-citrus aroma of Thieves.

3743	14.4 oz.	31.89	41.45
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New Products

WISEWAYS

LAVENDER MASSAGE OIL

PEPPERMINT FOOT OIL

TEMPLE BALM

WILD YAM-E SALVE

YOUNG LIVING ESSENTIAL OILS

THIEVES CLEANER



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

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September Specials

Immunogenics Line Drive (15% Off)

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

Kroeger Herb Products' Digestive Products (15% Off)

- 093 Digestive Enzymes
- 010 Enzymes
- 095 Healthy Gut
- 025 Mover
- 204 Taurin Dophilus

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)

- 1019 Thera Zinc Spray 4 oz.
- 1020 Thera Zinc Elderberry Lozenges
60 count
- 1031 Thera Zinc Elderberry Lozenges
6 rolls
- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

NeemAura (15% Off)

- 072 Neem Crème 2 oz
- 073 Neem Hand and Body Lotion
- 086 Neem Seed Oil
- 087 NeemAura Skin Salve

Eco-Dent Tooth Powders (15% Off)

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

*Excludes the Flower Essence Repertory book.

October Specials

Christopher Original Formulas Line Drive* (20% Off)

Medinatura Line Drive (15% Off)

Kroeger Herb Products' Kidney and Bladder Health Products (15% Off)

- 004 Black Radish and Parsley
- 007 Chem-X
- 176 Cranberry
- 026 Kidney Care
- 023 Metal X
- 056 KST Tea
- 057 KDY Tea
- 097 Kidney Cleanse Tea

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

* Excludes Books and DVD's.

Quantum Health Eye Care (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+

Quantum Health (15% Off)

- 1019 Thera Zinc Spray 4 oz.
- 1020 Thera Zinc Elderberry Lozenges
60 count
- 1031 Thera Zinc Elderberry Lozenges
6 rolls
- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

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