



JULY/AUGUST 2025

A Sacred River

I'll readily admit that I am not normal; I enjoy doing homework. As I write this, I am preparing for a cruising journey down the historic Hudson River. With all the other preparations required, I read with great interest a wonderful book by Frances F. Dunwell entitled *The Hudson – America's River*. Among the many descriptions she's bestowed upon the river, my favorite is "a sacred river". She makes a convincing claim that throughout history "the Hudson River has retained its power to inspire."



She well chronicles the extraordinary efforts made by individuals to save the river in all aspects from the destruction caused by post-World War II industrialization and lax or non-existent environmental laws and regulations. And, she also skillfully presents a horrid glimpse of where this mighty river would be today with the loss of its beauty and vitality if these efforts had not been exerted. It is this insight that most struck me – "individuals moved by an inner passion have made the difference between one future and another."

These efforts, traced to "transformative leaders who tipped the scales" were heroic. These leaders were often not in official government positions, and, in fact, founded and organized citizen groups. People with a shared vision, concern and passion for conservancy, beauty, healthfulness and vitality of a river and its valley that meant so much to them. She points out that these efforts succeeded at times despite those in the so-called leadership positions of our governments.

These efforts at the time inspired movements in conservancy, environmentalism, preservation and philanthropy beyond what had ever been achieved. We are the beneficiaries of these efforts, and I am excited to have the opportunity to cruise down the sacred Hudson River this summer and bear witness to its scenic beauty.

I came to understand that this singular focus had much to do with the relationship these people had with the river, its valleys and its surrounding mountains and the passion that derived from those

relationships. They were able to give of their time, energy and commitments because they could touch and feel the river and see first hand what was happening to it. They could smell it.

Today, we face a much larger environmental crisis. What we have learned from the Hudson River reclamation during three generations is that we cannot sit back and wait for bureaucrats to solve it for us, some of whom blindly dispute that a crisis even exists.

Reflecting on the Hudson River inspiration, we learned that it takes passionate, committed people, singularly focused with a "failure is not an option"

attitude to right the wrongs that have been committed for so long. It's daunting to think about what difference one person can make with a crisis so pervasive. So, what do we do, where do we start? Is it too late?

What I learned from Ms. Dunwell is to dig in where you have a personal connection, where you can be passionate and committed, where your efforts can flow. It won't be the same for everyone. And, that's the beauty of it. Most humans have not been to the polar caps to witness the ice melting. But climate change affects everything.

Is it a beach, a community, a mountain, a lake, the oceans, or a river? Is it water supply, gardening, forestry, ranching or farming? Is it skiing, boating, or hiking? The objective here is to find a place where you are passionate, where you can make a difference, engage like-minded individuals and work it. Only then will we be able to counter and overcome the fatigue, doubts, obstacles, hurdles and setbacks that we'll assuredly meet.

Like the Hudson River, it will take concerted effort over generations to reverse the path we are on. We don't have time to worry about coordinating these efforts with those of others in areas outside of our own interests. Someone once referred to this as a "thousand points of light." Over time, these beams of light will merge and I just pray that it's in time. We cannot let the doubters and nay-sayers steal our resolve and passion as we find our light and fight for it.

Vendor Highlights

ECO-DENT

TOOTHPOWDERS

Years ago, toothpowders were the primary mode of providing teeth-cleaning power. But, they didn't taste very good and were hard to use, so the convenient toothpaste form was invented took over the market. These pastes typically contain fluoride and other chemicals including artificial sweeteners, and many have abrasives as their primary cleaning ingredient that risk weakening tooth enamel.

The toothpowders available today solve the issues that caused them to fall out of favor - they are: great tasting, providing a refreshing, clean feeling; easy to use, with an effervescent action for effective brushing in hard-to-reach places; and they have been shown to clean teeth effectively without fluoride.

Eco-Dent, the toothpowders featured by Southern Herb, has revolutionized toothpowders. Eco-Dent DailyCare Toothpowders are based on a formula of baking

soda and sea salt. While most baking-soda toothpowders of old were not pleasant to use, Eco-Dent has a refreshing taste and leaves the breath fresh and the mouth feeling clean. Baking soda is a superior cleaning agent that is virtually nonabrasive compared to traditional toothpastes. Eco-Dent toothpowders have been tested and found to be an effective low abrasive cleaner compared to leading natural and commercial toothpaste brands. The flavors are provided by natural essential oils. The easy-pour cap makes it simple to sprinkle just a pea-sized amount of toothpowder onto a moistened toothbrush. Eco-Dent foams up nicely and provides a great brushing experience. One 2-ounce bottle provides approximately 200 brushings (around three months' supply), making it much more economical than toothpaste. So, if you are ready for a new and better solution to oral hygiene, toss the paste. Try something new, or, rather, old. It will give you something to truly smile about.

The Eco-Dent toothpowders are on sale at

Southern Herb at 15% off throughout the month of August – a perfect time to introduce them to your customers.

7415 Original Mint Toothpowder

7416 Ex-Brite Toothpowder with more whitening power

7417 Tartar Guard Toothpowder with enzyme cleaning power

ULTIMATE DAILY RINSE

The Eco-Dent Daily Rinse has been a staff favorite for nearly 20 years! It is alcohol-free and is based on a time-tested blend of 12 essential oils, fortified with echinacea, goldenseal, CoQ10 and baking soda. With its vibrant fresh taste and baking soda-clean fresh feel, it helps soothe the mouth area when abraded or inflamed. Importantly, the Eco-Dent Ultimate Daily Rinse is used and recommended by dentists, oral surgeons and periodontists.

The Eco-Dent Daily Rinse (# 7419) is on sale at Southern Herb at 15% off throughout the month of August – a perfect time to introduce this highly recommended product to your customers.

MEDINATURA



PAIN RELIEF*

From the widely renowned T-Relief products based on the long-trusted original Traumeel, to their specialty formulas for arthritis, nerve pain, migraine and more, MediNatura medicines are a go-to for people of all ages and lifestyles because they work safely and effectively. These medicines have turned

natural medicine skeptics into MediNatura believers. The power of nature is harnessed to its greatest ability through the synergistic effects of multiple ingredients, established by their founder, H.H. Reckeweg, MD. Through decades of research and medical practice, he proved that using several natural active ingredients was more effective than using just one.

All around the United States and the globe, doctors are recommending MediNatura products. Just one of the reasons why is due to our products' comprehensive symptom relief. For example, if you're shopping for pain relief, you might come across supplements containing only arnica, but arnica does not address nerve pain on its own! But the T-Relief pain-relieving products contain a total of 14 natural and

homeopathic pain relievers.

There are now 3 levels of pain relief formulas available in both creams and tablets: Arnica +12, Arnica +12 Extra Strength, and Arnica +12 Extra Strength Arthritis. Choosing the proper product for the nature of the pain to be treated is in your hands.

You can buy these products with confidence, like many doctors do. MediNatura exceeds the industry standards for natural products and routinely conducts third-party testing for purity and potency to ensure high-quality products. They keep product information available to help you understand their products and their benefits.

All MediNatura formulas are on sale at Southern Herb at 15% throughout the month of August.

* 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

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BACH FLOWER REMEDIES

RESCUE REMEDY PASTILLES



These popular pastilles are now available in two new natural flavors – Mixed Berry and Watermelon. They contain the original Rescue Remedy Essence in a new vegan base.

8561	Mixed Berry	7.50	11.99
8562	Watermelon	7.50	11.99

RESCUE SLEEP PASTILLES



This highly requested melatonin-free formula relies on homeopathic and the stress reducing Rescue flower essences ingredients to promote sleep, and is now available in a convenient pastille.

8563	Black Currant Sleep	7.50	11.99
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RESCUE PLUS

SLEEP AND STRESS GUMMIES



Building on the popular Rescue + Sleep Gummy, this new product contains Ashwagandha, Lavender, Chamomile, Vitamin B6 with a gentle, low dose of Melatonin (1 mg). All in a natural blueberry formula.

8564	60 gummies	13.15	20.99
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X-TRAX

LIDTKE TECHNOLOGIES – The Glycotrol Complete (# 5611) and NAC Complete (#5620) are still out of stock and not expected to be available until early Fall.

MICHAEL'S NATUROPATHIC PROGRAMS – MNP has recently enacted price increase.

MOTHER EARTH MINERALS – The Minerals of Life (# 7039) and Essential Earth Enzymes (# 7040) are still both out of stock by the vendor with no time frame established for when they might next be available. In the meantime, they have offered Fulvic Minerals complete (#7056) as a temporary replacement.

TRACE MINERALS RESEARCH - After nearly a year's delay, the popular Greens Pak (#6904) has been reformulated and is in stock and ready to ship.

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New Products

BACH FLOWER REMEDIES

RESCUE REMEDY PASTILLES

RESCUE SLEEP PASTILLES

**RESCUE PLUS
SLEEP AND STRESS GUMMIES**



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

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July Specials

Christopher Original Formulas' Line Drive (15% Off)*

Kroeger Herb Products'

Candida Products (15% Off)

- 018 Candida Formula #1
- 012 Candida Formula #2
- 041 Candida Liver Formula
- 6998 Candida Kit
- 3007 Pau D'Arco Tincture

Celtic Sea Salt Flower of the Ocean Salt (15% Off)

- 612 1 lb.

Celtic Sea Salt Fine Ground (15% Off)

- 609 ½ lb.
- 610 1 lb.
- 6062 8 oz. shaker

Flower Essence Services Self Heal Crème (15% Off)

- 1476 Self Heal Crème 2 oz
- 1184 Self Heal Crème 4 oz
- 1185 Self Heal Crème 8 oz

Ancient Secrets Neti-Pot (15% Off)

- 7424 Ceramic Nasal Cleansing Pot
- 7427 Nasal Cleansing Salt Packets

* excludes Eye Cup Glass

August Specials

Medinatura Line Drive (15%)

Eco-Dent Line Drive (15% Off)

- 7415 Original Mint Toothpowder
- 7416 Ex-Brite Whitening Toothpowder
- 7417 Tartarguard Toothpowder
- 7418 Premium Dental Floss
- 7419 Clean Mint Daily Rinse

Kroeger Herb Products

All Hanna's Special Teas (10% Off)

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