



SEPTEMBER/OCTOBER 2025

That's So Zen

A book I had written was published at the start of the summer. My first one. A few weeks later, someone presented to me a copy she had purchased asking me to please sign it. After all the wrangling with finding the right words and the give and take in the editing process, you would think that scribbling one or two sentences on the inside cover would be a piece of cake. I deliberated for a moment, then wrote:

"Enjoy the journey as you make your dream come alive."

I thought that it captured the gist of what the book was really about and fit the circumstances. I hadn't counted on her response – "oh, how Zen!"

She meant it as a compliment and I took it that way. Clearly, she was more knowledgeable and conversant about Zen philosophy than I. With my curiosity piqued, I read more about it and, well I guess I really do live some of it at times. I realized that some principles could even be found in the book.

What I learned is that the Zen principle of "enjoying the journey" emphasizes the importance of focusing on the present moment and finding joy and meaning in the process, rather than solely fixating on an outcome. It encourages a shift in mindset from a goal-oriented approach to a process-oriented one; a shift still difficult for me to fully embrace. Actually, it's the letting go of the former that's challenging.

Zen Masters are not hyper-focused on the achievement of results. They focus on the habits, the rituals, and the processes that support that way of living. They believe the outcomes will take care of themselves, or not, as they are suppose to. And they live understanding that nothing really changes once you achieve something - you still have to do what you're meant to do.

This principle aligns with several core concepts in overall Zen Buddhism and mindfulness:

Present moment awareness: Zen teaches being fully present and engaged in the here and now, experiencing each moment as it unfolds. This means paying attention to sensations, thoughts, and emotions without judgment.



Process over outcome: Rather than obsessing over the final destination, Zen encourages appreciating and finding value in the journey itself.

Acceptance and letting go: Letting go of attachments to specific outcomes and embracing what is happening now is crucial for experiencing the present moment fully.

Mindful action: Every activity, no matter how mundane, can become an opportunity for mindful practice, enriching the experience and bringing meaning to everyday tasks.

Resilience and agility: By embracing the process and adapting to challenges, it's possible to cultivate a mindset that's more resilient to setbacks and more capable of handling life's ever-changing landscape.

Life is a journey with twists and turns. Zen Masters teach us to embrace the uncertainty and learn from the experiences; not running to something new at the first obstacle, or chasing a mirage. The Japanese Zen Buddhist Monk Dōgen Zenji challenged us with these words: "If you are unable to find the truth (or happiness) right where you are, where else do you expect to find it?"

In time, following the principle of "enjoying the journey" in your life enables you to find greater purpose, contentment, and resilience. Along the way, the Zen way of life also encourages us to cultivate gratitude - taking time to appreciate the good things in our lives and expressing gratitude for these experiences.

OXIGENESIS (ACTIVATED STABILIZED OXYGEN)



"Oxygen is the most important nutrient for the body. Without it, the body cannot heal, cannot regenerate, and cannot fight disease."

Dr. Joseph Pizzorno, The Encyclopedia of Natural Medicine (2012).

THE IMPORTANCE OF OXYGEN AND HEALTH

Maintaining a well-oxygenated body is essential for promoting good health. Oxygen is necessary for the production of adenosine triphosphate (ATP), which powers cellular activities, the proper functioning of the immune system, detoxification, and the maintenance of organ health. Every cell in the human body requires oxygen to perform metabolic functions and the production of energy, which relies on oxygen to break down glucose and other nutrients.

The heart, muscles, and brain are among the most oxygen demanding organs in the body. If the body is not properly oxygenated, these organs struggle to function efficiently, which may result in energy depletion, weakened immune defense, inefficient detoxification, and increased inflammation, all of which may contribute to the development of chronic diseases. By ensuring adequate oxygen intake and promoting efficient oxygen transport through exercise

and healthy living, individuals can support their overall health and well-being.

Oxygen is important in maintaining the proper functioning of the immune system. White blood cells, particularly neutrophils and macrophages, rely on oxygen to produce reactive oxygen species, which are vital for killing invading pathogens such as bacteria and viruses. ROS also help to modulate inflammation.

The body's detoxification processes are another area where oxygen plays a critical role. Oxygen is essential for the function of both the liver and kidneys, which work to filter waste and toxins from the blood.

The liver requires oxygen to metabolize and neutralize harmful substances, while the kidneys use oxygen to maintain proper filtration of waste products and regulate electrolyte balance.

ASO® ACTIVATED STABILIZED OXYGEN

Activated Stabilized Oxygen (ASO®) is a liquid oxygen solution produced using a proprietary process that fuses free oxygen molecules with plant-derived minerals resulting in one of the highest concentrations of bio-available oxygen (100,000 ppm). Independent research has established that the polyatomic oxygen molecules in ASO® are safely and easily absorbed into the bloodstream through capillaries in the mouth as well as through the stomach lining.

This supplement boosts oxygen levels for better energy efficiency and improved recovery from physical stressors, while enhancing the body's oxygen related immunologic defenses against pathogens.* And, it helps to cleanse the skin when used topically.

The proprietary technology behind ASO® creates stable polyatomic tetraoxygen molecules in a pH balanced aqueous solution. It is the first of its kind to undergo published clinical testing under rigorous

conditions. The Journal of Medical Research concluded that "Gastroenteric oxygen intake (via the stomach) is more intensive than breathing and supplies oxygen to muscle cells and can be involved in regenerative processes. Additionally, oxygen-enriched water, supplied to the stomach, affects the oxygenation of portal blood. Breathing increases the oxygen content in the liver by 8%, while oxygen absorbed through the stomach can increase it by 43%."

ASO® is all natural, pH balanced and non-toxic. It has been a highly recommended supplement by the staff of Southern Herb for nearly ten years.

ACTIVATED STABILIZED OXYGEN

6067	2 oz.	7.99	15.98
6068	8 oz.	20.95	41.79

TRACE MINERALS RESEARCH

Southern Herb has been a proud partner of Trace Minerals Research since 2011. This producer of the finest trace mineral dietary supplements derived from the Great Salt Lake has been undergoing some substantial changes of late. Their conservation efforts on behalf of this unique body of water are heroic. They also take sustainability seriously - in 2024, they earned ISO 14001 certification, a globally recognized symbol of environmental responsibility. In that same year, they completely changed their look and packaging, using bottles and caps made from 100% post-consumer recycled (PCR) plastic. They estimate that by 2026, 98% of their plastic bottles will be made from PCR.

Additionally, after an extensive review, TMR has also recently announced revised pricing, effective September 1st. The prices for their flagship Concentrace formulas and some of the specialty products will actually be **reduced** 10-15%!

* 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	WS	RET	ITEM	CT	WS	RET	ITEM	CT	WS	RET
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AUSTRALIAN BUSH FLOWER ESSENCES

MOOD ESSENCE

This new combination essence from ABFE supports emotional balance, clarity, optimism and a renewed sense of joy. It has been designed to address and help alleviate the various conditions that so many people are unfortunately experiencing at this time.



Composed of the deepest and quickest acting of the Australian Bush single flower essences, Mood Essence offers support for anyone navigating these emotional states, helping restore stability, connection and emotional resilience. It encourages reconnection to self and a renewed sense of purpose so you can move through life with more happiness, ease, inner strength and emotional clarity.*

The flowers in this essence were chosen to help address these negative emotional conditions:

- Unhappiness
- Loneliness
- Feeling unenthusiastic
- Overconcern
- Regret
- Dark night of the soul

The flowers in this essence were chosen to help support and promote these positive emotional conditions:

- Emotional balance and stability
- Hope and optimism
- Joie de vivre
- Connection with self and others
- Confidence

MOOD ESSENCE

5742 30 ml 10.25 16.70

DR. CLARK STORE

ARGININE

Arginine is a conditional amino acid, meaning the body usually makes enough to meet your needs. More may be needed in times of illness and trauma. High concentrations of arginine are found in the skin and connective tissues. As a detoxifying agent, Arginine is needed to make urea, the waste product that removes toxic ammonia from the body.*

L-Arginine, 470 mg

147 100 caps 10.79 16.55

NAC

N-acetyl cysteine (or NAC) is a derivative of the amino acid cysteine. NAC acts as a precursor to glutathione. Taking a glutathione precursor like NAC allows for the production of intercellular glutathione, and NAC is readily absorbed during digestion.* , Proper stores of glutathione, with its strong antioxidant properties, helps support the immune system neutralize toxins, including heavy metals.* *N-acetyl cysteine, 575 mg, Selenium, 50 mcg, and Molybdenum, 50 mcg.*

149 100 caps 13.29 20.39

ALPHA LIPOIC ACID

Thioctic Acid, also referred to as alpha lipoic acid, is an antioxidant that is made by the body and is present in every one of your body cells, where it plays a pivotal role in reducing mitochondrial decay to boost energy output.* Thioctic acid is both water and fat soluble, giving it the advantage of protecting all body regions and tissue types from the oxidative damage caused by free radicals. It also recharges other antioxidants to prolong their activity.* *Thioctic acid (R-alpha lipoic acid), 1,080 mg.*

224 100 caps 17.29 26.55

SELENIUM

Selenium is a trace mineral needed in small amounts, yet it is essential to maintaining good health. Selenium functions as an antioxidant, promotes proper thyroid function by regulating the production of hormone T3, and supports general immunity by helping build white blood cells.*

The blood thinning properties of selenium help to reduce blood clot formation and may also reduce levels of LDL cholesterol. *Selenium, 200 mcg.*

225 100 caps 12.25 18.79

SUPER CHROMIUM

Chromium is a trace mineral that is essential for supporting healthy blood glucose levels. Optimal levels of chromium help in the proper metabolism of fats and carbohydrates to produce energy. This regulation of metabolism may help to reduce sugar cravings. Additionally, chromium aids in the brain's uptake of the amino acid tryptophan to help you sleep.* *Chromium picolonate 500 mcg*

227 100 caps 7.89 12.10

FOLIC ACID

Folic Acid is a form of Vitamin B9 and is part of the vitamin B complex. All of the B complex vitamins help to convert food, primarily carbohydrates, into fuel for the body in the form of glucose, which the body will use for energy production. Vitamin B9 also plays key roles in maintaining the nervous system and new cell formation.

While folate occurs naturally in foods, folic acid is a synthetic form of B9 found in supplements and fortified foods. *Folic acid, 1 mg.*

229 100 caps 11.49 17.65

* 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

AUSTRALIAN BUSH FLOWER ESSENCES

MOOD ESSENCE

DR. CLARK STORE

ARGININE

NAC

ALPHA LIPOIC ACID

SELENIUM

SUPER CHROMIUM

FOLIC ACID



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

APPLY
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September Specials

NeemAura Naturals Line Drive (15% Off)

- 072 Neem Crème 2 oz
- 073 Neem Hand and Body Lotion
- 081 Neem Leaf Capsules
- 080 Neem Leaf Extract
- 089 Neem Leaf Extract Triple Potency
- 087 NeemAura Skin Salve
- 086 Neem Seed Oil

Flower Essence Services (FES)

Line Drive* (15% Off)

Kroeger Herb Products'

Chemical and Metal Detox Products (15% Off)

- 007 Chem-X
- 176 Cranberry
- 026 Kidney Care
- 023 Metal X
- 017 Polarity Balancer
- 022 Thyroid Care
- 049 X-40 Capsules

Quantum Health Super Lysine + and Cold Season Formulas (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
- 1020 Thera Zinc Elderberry Lozenges
60 count
- 1031 Thera Zinc Elderberry Lozenges
6 rolls

Quantum Health

Support Formulas (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+
- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

Eco-Dent Tooth Powders (15% Off)

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

Celtic Sea Salt Light Grey Salt (15% Off)

- 606 ½ lb.
- 607 1 lb.
- 6061 8 oz. shaker

Miracle II Neutralizer (15% Off)

- 6018 Dry Packets (makes 1 gallon)

October Specials

Christopher Original Formulas

Line Drive* (20% Off)

Medinatura Line Drive (15% Off)

Kroeger Herb Products'

Digestive Health Products (15% Off)

- 093 Digestive Enzymes
- 010 Enzymes
- 013 Gallbladder Care
- 095 Healthy Gut
- 025 Mover
- 204 Taurin Dophilus
- 304 Dandelion Root Tincture
- 307 Goldenseal Root Tincture

Advanced Naturals

Digestive Health Products (15% Off)

- 6513 Digest More
- 6545 Digest More Ultra

Quantum Health Super Lysine + and Cold Season Formulas (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
- 1020 Thera Zinc Elderberry Lozenges
60 count
- 1031 Thera Zinc Elderberry Lozenges
6 rolls

* Excludes Books and DVD's.

Quantum Health

Support Formulas (15% Off)

- 1047 Digital Blue
- 1048 Macula 30+
- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

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 (FES)

Flora Fusions (15% Off)

- 1200 Flora Fusions Set
- 1201 Arnica Allay
- 1206 Benediction Oil
- 1202 Calendula Caress
- 1207 Chamo Mild
- 1203 Dandelion Dynamo
- 1204 Mugwort Moon Magic
- 1205 St. Johns Shield

Ancient Secrets Neti-Pot (15% Off)

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

Eco-Dent Dental Care (15% Off)

- 7418 Floss
- 7419 Daily Rinse Clean Mint

Miracle II Neutralizer (15% Off)

- 6018 Dry Packets (makes 1 Gallon)