



MARCH/APRIL 2026

Create Story Opportunities

In the early 1990's, I invoked a simple corporate motto—*Create Story Opportunities*—to encourage employees to do those things that customers would remember and talk about. The goal was to inspire meaningful interactions and turn everyday business moments into stories worth sharing and, through storytelling, forging those experiences into our corporate culture.

What was not clear to me then was how deeply this phrase would become so meaningful as a guideline for my life. Honestly, I don't know if I subconsciously create and pursue situations that might become good stories, or if I just find a way to shape an interesting story about life's ordinary moments. At the end of the day, it doesn't really matter which and, perhaps like most things, it's a combination of both.

But what does matter is the stories being shared. It is through reflection and perspective that life's simple moments become memorable. Stories connect people, preserve experiences and give meaning to what might otherwise feel routine.

Throughout history, storytelling has been central to the development of human culture. Ancient peoples relied upon spoken stories to pass down knowledge, traditions and values. They embodied emotion, drama, personality and urgency in ways that written language sometimes struggles to capture. Modern communications—often reduced to short texts, abbreviations and emojis—rarely capture the depth of human experience. Technology allows information to travel instantly and quickly, sacrificing perhaps the special connection that exists when one voice tells a story face-to-face to an interested and involved audience.

Oral storytelling creates a unique bond between the storyteller and the listener, when both are fully present. The storyteller guides the experience, shaping how events are remembered and understood.



Listening becomes an act of respect and participation. The attentive listener cannot fast-forward, skim, or search for highlights. These shared moments build trust and connection, forming emotional bridges between people across time and across generations.

Many family traditions and cultural identities survive because stories continue to be told. Over time, these stories evolve and become enriched.

Details may change and interpreta-

tions may shift but, hopefully, the heart of the message remains and thankfully, often does.

For stories to stay alive, however, they must remain relevant. Relevance depends on stability and the connectedness of the audience. In families, communities and social organizations with shared values, stories continue to resonate because members understand and appreciate their purpose. These communities provide continuity across time. When connections weaken, when families splinter, when organizations cease to any longer exist, when family homes are sold or when businesses or churches are shuttered, stories lose their power. Without relevant shared experiences, narratives become distant memories rather than living lessons, and risk dying off.

Creating story opportunities is not about seeking attention or dramatizing life. It is about engaging fully in experiences, valuing and honoring relationships and recognizing meaning in everyday moments. It is about listening as much as telling, and understanding that every interaction has the potential to become part of a larger narrative. It is about keeping audiences vibrant.

Stories remind us who we are, where we have been and what we value. They connect generations, strengthen communities, and give purpose to experience. Whether born from extraordinary events or everyday occurrences, stories shape our understanding of life. By creating and sharing them, we keep humanity's oldest tradition alive.

APRICOT POWER – There is a price increase from the vendor for these products that takes effect on March 1st.

HERITAGE PRODUCTS – The Vegetable Glycerin product (#6219) has been repackaged in an 8 oz. bottle, up from 4 oz. with a price change. We will continue to use the same product number for this new size.

OXIGENESIS - The Activated Stabilized Oxygen products (#6067 and #6068) implemented a price increase shortly after our catalog was printed and mailed.

PRODUCT AVAILABILITY

Quite a few of our suppliers continue to struggle with production delays for a variety of reasons and many are not able to provide reliable estimates for when certain products will again become available. Here is what we are being told :

GREEN FOODS – The Vanilla True Vitality Shake (#5608) could be back in stock by late March, but the Chocolate Flavor (#5607) not until several weeks after that.

KROEGER HERB PRODUCTS – Liver Formula (#020) will be out of stock for another 6 weeks or so, but we are expecting that the Wormwood Kit (#6996) will be back in stock sometime in late March.

LIDTKE TECHNOLOGIES – The NAC Complete (#5620), True B-6 (#5613) and Zinc (#5618) could be out of stock for another three months.

MOTHER EARTH MINERALS – Healthy Balance (#7055) is now back in stock and available. However, the Minerals of Life (#'s 7019 and 7039), Essential Earth Enzymes (#7040) and Iodine (#7027) are still unavailable and without an ETA.

TOPRICIN – These homeopathy pain remedies are now expected to be back in stock in March.

SOUTHERN HERB WEBSITE

With the launch of our website on a more robust technology platform late last year, we have just released a “flip page” catalog on the home page. The Retail Catalog is readily available to all users. The Wholesale Catalog is available to qualified customers who are registered and approved on our site. It can be found in the drop-down menu under both the Practitioner and Retail Store tabs.

This format will enable customers to “flip” through pages or hone in on specific product vendors, categories, sub-categories, product names or even ingredients.

The icons at the bottom of this utility are explained below:



The  icon references the catalog page being viewed.

The  icon leads to an alphabetic listing of the Table of Contents.

The  icon displays thumbnail images for each page which can be quickly scrolled through.

The   icons are to zoom in or out.

The  icon allows you to view the page at full screen size.

The  icon enables customers to share the page being viewed with others on social media platforms or via email.

The  icon enables the powerful search of any word - vendors, product categories, product names, or ingredients when listed in our catalog.

The  icon enables viewing preferences, and access to the downloading the catalog or specific pages in a PDF format for ready reference on their own devices.

Vendor Highlights

QUANTUM HEALTH®

Quantum Health is celebrating its 45th year of business serving the natural retail marketplace with a proven portfolio of products all made in the USA. Every one of its formulas meets the highest standards for purity and safety. Southern Herb has proudly carried these products for the past 25 years.



Super Lysine+

L-Lysine is one of the nine essential amino acids, meaning your body cannot produce it on its own. You must get it from food or supplements. As a foundational building block of protein, lysine plays a role in daily health including immune function, tissue repair, and collagen production. It is naturally found in foods like grass-fed meats and poultry, wild-caught fish, eggs, yogurt and other dairy products, beans and lentils. Those following plant-based diets may need to pay closer attention, as lysine levels can be lower in some grains compared to legumes and animal proteins.

The benefits of L-Lysine include:

Tissue and Collagen Support - L-Lysine helps your body produce collagen—the structural protein that supports skin, lips, tendons, and connective tissue. It's often included in formulas designed for skin and lip health.

Immune System Support - As a core amino acid, L-Lysine supports normal immune function, overall protein synthesis, and nutrient utilization.

Calcium Absorption - L-Lysine assists with effective calcium absorption and retention, making it important for bone health.

Lip Health Support - L-Lysine is widely used to support lip health, particularly during times of stress. It's commonly chosen by individuals who experience occasional lip discomfort and want nutritional support.

For many, even those following a balanced diet, choosing L-Lysine supplements has proven beneficial for ongoing lip and immune support during periods of physical stress or immune demand, those with low-protein intake and those following plant-forward diets.

L-Lysine is simple but powerful: an essential nutrient that supports structural proteins, immune function, and lip health. Whether through whole foods or thoughtfully chosen supplements, maintaining adequate lysine intake can be a smart addition to a well-rounded wellness routine.

For over four decades, Quantum Health has led the category by developing condition specific lysine formulas that go beyond generic supplementation, giving consumers targeted, practical solutions they understand and trust. Each lysine product is designed around a specific consumer need, format preference and usage occasion, making it easier for shoppers to selfselect the right solution.

Its SuperLysine+ Immune Support tablets combine 1500 mg of L-Lysine per serving with a carefully selected blend of complementary nutrients, including vitamin C, echinacea, garlic, licorice, and propolis, eliminating the guesswork for shoppers.

The SuperLysine+ ColdSticks extend lysine beyond treatment into daily lip care with added moisturizers and botanicals to support lip comfort, and SPF to help protect against common environmental stressors.

Throughout the months of March and April, Southern Herb is offering Quantum Health's promotion for its Lysine+ and skin care products at 15% off.

* 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.

Website Update

We have just released a
flip page version of our
catalogs on our website.
See inside for details.



Southern Herb Co., LLC
211 Talley Street
Troutman, NC 28166

APPLY
POSTAGE
HERE

March Specials

Christopher's Original Formulas' Line Drive* (20% Off)

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

Kroeger Herb Products' Men's Health Products (15% Off)

- 3001 American Ginseng Root
- 201 Anti-Fatigue
- 176 Cranberry
- 3011 Hawthorne Berry Tincture
- 169 Gingko Biloba
- 021 Men's Special
- 017 Polarity Balancer
- 032 Serenity

* Other than the Flower Essence
Repertory Book and the Eye Cup

Quantum Health Specialty Products (15% Off)

- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

Quantum Health Super Lysine + (15% Off)

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

Quantum Health Skin Care (15% Off)

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

April Specials

Medinatura Line Drive (15% Off)

NeemAura Naturals Line Drive (15% Off)

- Celtic Sea Salt**
- Fine Ground Salt (15% Off)**
- 609 Fine Ground ½ lb
- 610 Fine Ground 1 lb.
- 6062 Fine Ground 8 Oz. Shaker Jar

Kroeger Herb Products' Womens' Care Products (15% Off)

- 047 Female Balance
- 006 PA Formula
- 039 Women's Gold
- 300 Black Cohosh Tincture
- 313 Stone Root Tincture
- 053 FML Tea

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

Quantum Health Specialty Products (15% Off)

- 1032 Quercetin Immune Support
- 1033 Sleep Extra Strength

Quantum Health Super Lysine + (15% Off)

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

Quantum Health Skin Care (15% Off)

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