



JULY/AUGUST 2026

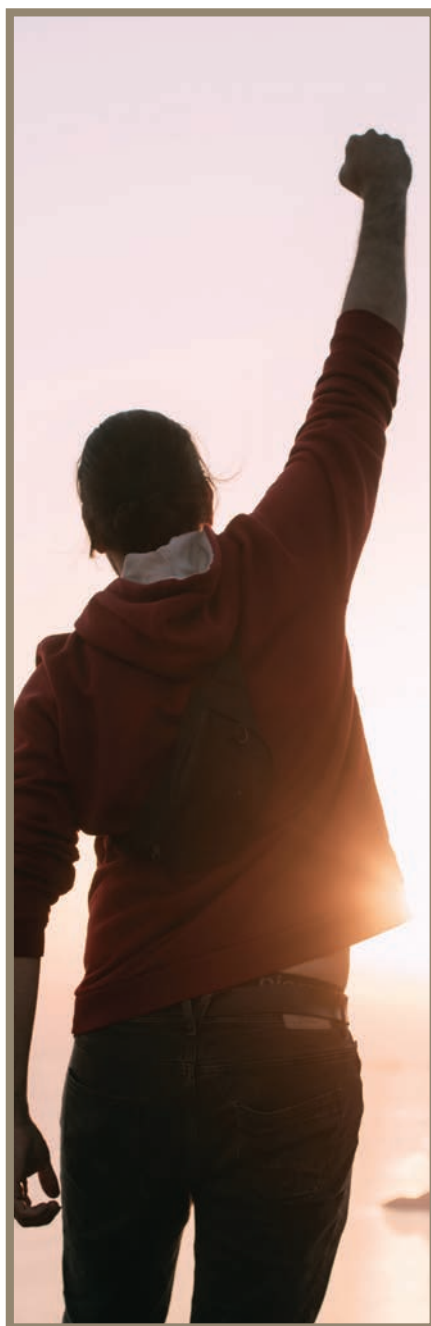
STAND

Our high-school football team had a tradition on Game Day mornings. We would gather in the gymnasium wearing our jerseys, but without shoulder pads and helmets. We'd run through the plays for the upcoming game. There was no talking, just a motivational mix tape of music blaring through whatever sound system was commonly in use then. The only other sounds I remember during those sessions were the quarterback barking the signals, the squeaking of sneakers on the varnished gym floor and some clapping after the proper execution of a series of plays.

The smell of newly varnished wood takes me right back there, 50 years later, as do many of the songs on that tape. The sense of smell is directly wired to the brain's emotional and memory centers. It has been shown that songs also light up the same regions of the brain. They both can trigger vivid memories - especially those from our formative teenage years - which feel highly emotional as they transport us back in time.

I heard one of those songs while working on a varnishing project recently - an anthem to self-empowerment and resilience - *Stand* by Sly and The Family Stone. So, in that moment I had a turbo-charged launch back... the unmistakable smell of varnish and that song.

"... Stand
In the end you'll still be you
One that's done all the things
you set out to do
Stand..."



I thought about that simple, powerful word - *stand* - and how we use it, often when something really matters.

Stand up.
Stand up for what is right.
Stand up to.
Stand your ground.
Stand tall.
Take a stand.
Make a stand.
Stand for something you believe in.
Stand out.
Stand by me.
I'll stand by you.
Stand together.
United we stand.
Stand firm.
Stand strong.
Stand guard.
Stand the heat.
Stand the test of time.
Stand before God.

What's the most important thing you're being asked to stand for right now? Who will you stand with? Who most needs you to stand by them? How will you respond? We all must overcome the lethargy of standing idly by, standing aside, standing back or, in exasperation, throwing our hands in the air while announcing that we just can't stand it any longer.

Sly ended his song with a simple command - *Everybody Stand*. The time is now. Not some of us. Not when we get around to it. Not when it's more convenient. Now. Everybody stand.

Vendor Highlights

Mag O₇



Over the years, MagO₇ has consistently been one of our top selling products. But what is it and why is it so effective?

MagO₇ is an oxygen colon cleanse and digestive detox support product trusted for over 25 years. In fact, many of the Cleanse-Nourish-Heal protocols recommended by our practitioner customers start with Mag O₇. Taken before bedtime with plenty of water, MagO₇, with its proprietary Ozonated Magnesium Oxide compounds, delivers gentle relief in the morning from bloating and occasional constipation.*

MagO₇ works with the body to stimulate a gentle osmotic flush, without the uncomfortable side effects of laxatives. It gently relieves occasional constipation, reduces bloating and promotes regularity.* MagO₇ helps bring water and oxygen into the intestines to promote the break down and release of hardened waste.*

In these modern times, many people are being treated with GLP-1 medications for weight loss and management, which work by slowing digestion to reduce appetite, which may lead to constipation and irregularity. MagO₇ has become a trusted choice among GLP-1 users worldwide, offering gentle, effective support for natural elimination and overall gut balance.

Hundreds of practitioners and clinicians recommend MagO₇ for their clients.

Cedar Bear Naturales Kid's Formulas

Building Children's Health Naturally

Today's parents are increasingly seeking natural, plant-based solutions that do more than address occasional wellness concerns - they want products that help build and support their children's overall health. Cedar Bear® Kids Formulas were created with that goal in mind.

Each formula delivers targeted herbal support and valuable plant-based nutrients to nourish growing bodies and promote healthy development. These formulas support important child health concerns such as focus and emotional balance, relaxation and digestive comfort, microbiome balance, natural cleansing and elimination, immune resilience and respiratory health.

Unlike many children's products, Cedar Bear's formulas contain only three ingredients: premium-quality herbs, USP-grade vegetable glycerin, and purified water. Made with Cedar Bear's proprietary alcohol-free TincTract® extraction process, these formulas deliver concentrated herbal and nutritional support without artificial ingredients - no alcohol, preservatives, colors, flavors, sweeteners, or unnecessary additives. Naturally sweetened with vegetable glycerin and great tasting, Cedar Bear Kids Formulas provide pure, true health support that children readily accept and parents trust.

For over 30 years, Cedar Bear® has been helping practitioners, retailers, and families support children's wellness with the finest natural herbal nutritional support.

Southern Herb is proud of its partnership with Cedar Bear Naturales and is pleased to offer many of the Kids' Formulas on sale at 15% off during the month of August, just in time for back to school support.

XTRAX

Several of our suppliers continue to struggle with production delays for a variety of reasons and are not able to provide reliable estimates for when certain products will again become available. We know that these products are important to you and we apologize for any inconvenience. Please be assured, we are regularly monitoring the situation with each effected vendor.

Christopher's Original Formulas - We have recently been advised that several products from this vendor will have new UPC codes. This is due to a procedural issue and does not reflect a change in ingredients.

Natural Vitality Calm - All the Calm Products are being reformulated by adding Magnesium Glycinate to Magnesium Citrate in this popular drink formula to help calm the nervous system and help soothe muscle tension for maximum added relaxation benefits.* These products will roll in as replacements over the next several months with new labels and updated ingredients listings.

* 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
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BRONSON



PM Sleep Formula with Melatonin

This product replaces the Herbal Sleep Support (#392) which has been discontinued.

394		5.25	8.97
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CEDAR BEAR NATURALES

Goldenrod Tincture

We are having this product produced by CBN to replace the Self Health product by the same name (#146).

1581	1 oz.	10.17	16.95
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BLUE MOON HERBAL PRODUCTS

Organic Red Yeast Rice 600 mg

This product replaces the Bronson offering which is no longer available. The Blue Moon product will be available in August.

2174	120 veg caps	16.25	26.97
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NBPURE



Vitamin D₃

This high potency D vitamin in its most effective form (cholecalciferol as vitamin D₃) is now available in a convenient and most absorbable spray form. Supports immunity and healthy bones and muscles*.

7637	2 oz. spray	12.50	19.95
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Zinc Up+®

This essential immune support formula with zinc gluconate and Vitamin C as ascorbic acid in a convenient spray form for daily use. These two beneficial ingredients help strengthen the immune system and support overall resilience*.

7638	2 oz. spray	10.59	16.95
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Methyl Folate

This convenient spray form of methyl folate (5-MTHF), the most bioavailable form of vitamin B₉, is for convenient daily dose. Supports heart and brain health and promotes an overall healthy mood*.

7636	1 oz. spray	11.25	17.95
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OnSet

This natural immune system booster combines 18 botanicals, vitamins and minerals to help support those at greater risk of illness or with autoimmune issues.

7639	30 ct.	8.70	13.95
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WHITE EGRET



Magnesium Lotion

This lotion with 72 ionic minerals provides convenient and quick absorption through the skin to help relax muscles, nourish the skin with natural botanicals, and promote recovery. It's perfect for post-workout care, stress relief, and daily skincare. Non-greasy, fast-absorbing formula.

6910	2 oz.	8.00	12.95
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6911	12 oz.	16.00	25.95
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New Products

BRONSON

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CEDAR BEAR NATURALES

Goldenrod Tincture

BLUE MOON HERBAL PRODUCTS

Organic Red Yeast Rice

NBPURE

Vitamin D₃

Zinc Up+®

Methyl Folate

OnSet

WHITE EGRET

Magnesium Lotion



Southern Herb Co., LLC

211 Talley Street

Troutman, NC 28166

APPLY
POSTAGE
HERE

July Specials

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

Kroeger Herb Products'

Virus Defense (15% Off)

- 001 Olive Leaf
- 016 INF Blend
- 033 Lung Formula
- 038 VYR Defense
- 042 VYR-33 Defense
- 305 Echinacea Root Tincture
- 316 Echinacea and Goldenseal Root
Combination Tincture
- 307 Goldenseal Root Tincture
- 529 Viroid Powde

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

Cedar Bear Naturales

Selected Kid's Formulas (15% Off)

- 1580 Brainy & Bright
- 1577 Chamomile Calmer
- 1592 Gut Flora Friend
- 1583 Immune Booster
- 1557 Respir Dry
- 1576 Respir Moisten

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

Celtic Sea Salt

Flower of the Ocean Salt (15% Off)

- 612 1 lb.

Celtic Sea Salt

Light Grey Salt (15% Off)

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