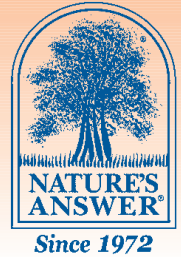




Summer ALERT



Issue 7

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Healthy Kids, Happy Kids

By Ellen J. Kamhi, Ph.D., R.N., The Natural Nurse®
With Dorie Greenblatt

Parents may wonder if herbs are safe for children to use. While some herbs may occasionally have adverse effects, herbal medicine has been used safely and effectively for children since the beginning of time. In most cases, herbs are gentle, safe, natural therapies that have truly stood the test of time. In contrast, “over the counter” pharmaceutical preparations for youngsters usually contain artificial flavors, colors and chemical preservatives. These drugs may also have the potential to cause serious side effects. While herbal extracts must taste good enough so that children will take them, they also need to work effectively to help bring the child’s health back into balance.




Nature's Answer®, a pioneer in the natural health food industry, has over three decades of experience in creating and producing high quality, innovative natural products. Our line of alcohol-free children's products is no exception. Uniquely formulated for kids, Nature's Answer For Kids™ products are all-natural, delicious-tasting liquid herbal extracts exclusively designed to support the health of children. Formulas contain Holistically Balanced®† certified organic and responsibly wildcrafted herbs. Every formula features herbs extracted at appropriate potency levels for children, and are prepared to accommodate their delicate and developing systems. Products target common “kid” ailments such as colds/flu, digestive disturbances and irritability, and are manufactured in our FDA registered, pharmaceutically licensed facility.


†Holistically Balanced® recognizes that the medicinal benefits of the whole plant are greater than the sum of its parts, which simultaneously being safer and more effective than isolating one or two individual constituents. Holistically Balanced® is a trademark of Bio-Botanica®.


Dosing is easy with Nature's Answer For Kids™. Every label clearly indicates by age and weight the specific dosage recommended for maximum safety and effectiveness. In addition, the 4 oz. size bottles are accompanied with a convenient teaspoon dosage cup. Children enjoy the “sugar and aspartame-free” sweet taste, due to the natural flavor of the individual herbs in the formulas, along with coconut derived glycerin (which also serves as a natural preservative).

Nature's Answer for Kids™ liquid formulas are easy for children to take because they *taste great!* In addition, these products offer a much more familiar and friendlier form of delivery (i.e. liquid format) than other options, making it easier to administer while providing a clean, reliable method of oral supplementation. For parents, Nature's Answer For Kids™'s unconditional satisfaction guarantee assures you that our highest priority is your ultimate satisfaction!

Nature's Answer For Kids™ Products:

Bubble B-Gone® - Promotes Healthy Digestion. Contains Chamomile, Fennel, Catnip and Lemon balm, herbs traditionally used for symptomatic relief of colic in infants, or gas pains in older children. 1 Fl. oz.; Calibrated Dropper, 

E-KID-nacea® - Supports A Healthy Immune System. Features Echinacea, an herb used for colds by Native Americans for hundreds of years. Current research has confirmed its immuno-stimulating actions; Peach flavored; 2 or 4 Fl. oz., 

E-KID-nacea Plus® - Supports The Immune System; Tones Mucous Membranes. Combines Echinacea with Goldenseal, an herb which has long been used for its toning actions on mucous membranes; Orange & Vanilla extract; 2 or 4 Fl. oz., 



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The statements made throughout this newsletter have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.


Compliments Of

Healthy Kids, Happy Kids (continued)

GingerKID® - Promotes A Healthy Body. Great-tasting formula with a broad range of applications, from mild fevers to colic and gas; also acts as a potent digestive aid. Ginger is a wonderful all-around health tonic. 4 Fl. oz., 


Kid-B-Well® - Promotes Long-Term Health Maintenance. A simple, yet effective blend of the traditional Chinese herb Astragalus, with Burdock and Dandelion; an ideal immune system tonic. 4 Fl. oz., 


KidCatnip® - Promotes A Calm Stomach and Gas Relief. An excellent herb for children, Catnip has been used for colds, flu and fevers; also relieves stomach upset and gas and has an overall relaxing action. 4 Fl. oz., 


KidCentrate™ - Promotes Mental Concentration. Rejuvenating tonic for the circulatory system. The well-known mental enhancer, Ginkgo, along with Gotu Kola, Ginger, Rosemary and Lemon Balm, improves focus and mental concentration. 4 Fl. oz., 

KidChamomile® - Supports The Gastrointestinal Tract. A gentle herb that helps calm and soothe the gastro-intestinal tract; also eases teething discomfort. 4 Fl. oz., 



KidEven™ - Promotes Calmness and Relaxation. The soothing herbs of Lavender, Hops and Linden are combined with Rosemary and Prickly Ash Bark for a formula that “evens-out” irritated tempers, and helps promote balanced mood. 4 Fl. oz., 

Nat-Choo® - Promotes A Healthy Nose. A gently balanced blend of Echinacea, Catnip, Peppermint, Boneset and Eyebright, to aid in the early stages of colds and flu. 4 Fl. oz., 

Tummy Tonic® - Promotes A Healthy Stomach. A blend of Meadowsweet, Chamomile, Angelica, Slippery Elm, Ginger and Fennel, designed to soothe and relieve gastric upset. 4 Fl. oz., 

In addition, there are a number of excellent liquid herbal extract formulas from the Nature's Answer® line that are beneficial (and safe to use) for youngsters. **Bio-flavonoids & Rose Hip** provides nutrients that help support healthy bodies. **Elderberry Extract** has been studied for its immune-enhancing benefits. **Bio-Strath® Whole Food Supplements** (liquid, tablet or drops) help keep young bodies balanced and well-nourished.

For more information on these products or on our comprehensive line of over 150 encapsulated formulas and 300 liquid herbal extracts, log onto www.naturesanswer.com. Available at fine health food stores.



F A Q:

Q: My son often gets a cold or flu when school starts. Is there any herb that would be helpful to prevent this?

A: Kid-B-Well® is a wonderful tonic that can help build the immune system over time. It combines Astragalus, which has been studied scientifically for its immune-enhancing properties with Dandelion and Burdock, which supports the liver and helps it filter toxins from the system. Many parents have reported that by starting Kid-B-Well® one week before the first day of school, their children have been able to resist the “back to school” bug.

Q: I tasted your formulas for children and noticed that they are sweet. Do they contain sugar or artificial sweeteners?

A: The sweet taste is due to the addition of glycerin. Nature's Answer uses only VEGETABLE glycerin derived from

coconut. Although glycerin is sweet, it does not cause a “spike” in blood sugar, and also helps to increase absorption of the herbal ingredients.

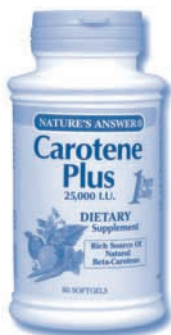
Q: Are liquid extracts superior to capsules?

A: Liquid herbal extracts are especially useful for children because they are more easily absorbed. Also, most children are familiar with a liquid product, and may find it difficult to swallow a capsule or tablet.

Q: How can I figure out the right dose to give my child?

A: Every product in Nature's Answer For Kids™ indicates the specific dosage recommended for maximum safety and effectiveness, by age and weight. In addition, the 4 oz. size bottles are conveniently equipped with a teaspoon dosage cup.

Health Tip: Healthy Summer Skin



Summertime is challenging to the skin. Outdoor activities increase exposure to the sun's rays, rashes and insect bites. In addition to using sunscreen and wearing wide brim hats, be sure to include a lot of brightly colored fruits and vegetables in your diet. These are high in carotenes, which help to protect the skin. Nature's Answer® offers Carotene Plus, made from all natural Red Dunaliella Salina Algae, a good source of beta carotene.

For rashes and insect bites, Natur-Derm™ cream is an ideal choice. As with all Nature's Answer® creams, it is a vegetable-based, vanishing cream containing homeopathic herbs as active ingredients.



Did You Know? Responsibly Wildcrafting - Preserving The Natural Balance Of Our Environment



Wildcrafted herbs are plants gathered to be used as food or medicine, directly from their natural wild habitat such as forests, fields and undeveloped areas of land. They are unadulterated by chemicals such as fertilizers and pesticides. This method of gathering medicinal herbs has been traditionally used throughout human history.

In indigenous societies, “medicine people” were often in charge of herb gathering. Part of the process involved honoring the “spirit essence” of the plant. Great respect and care were taken to allow the plant to reseed itself so it would continue to grow in its natural area. Today, unfortunately, there are those who recognize the market value of a particular plant, and irresponsibly gather all that they can, effectively wiping out the species in a given area. “Responsible Wildcrafting” recognizes the age-old standards of protecting naturally growing herbs by preventing over-harvesting, and by taking care to maintain natural areas to promote future growth. Nature's Answer deals exclusively with Responsible Wildcrafters.

"Ask Ellen J. Kamhi, PH.D., R.N. The Natural Nurse®"

(forward your questions to www.naturesanswer.com)



Ellen J. Kamhi
Ph.D. R.N.,
The Natural Nurse®

DISCLAIMER: Please note that the information provided here is for educational purposes only, and is not meant to replace the services of your healthcare practitioner; it should not be used for the diagnosis, treatment, cure or prevention of any disease.

- Q: How long are Nature's Answer® products considered effective after they are manufactured?**
A: Every Nature's Answer product is marked with an expiration date. The liquid extracts will have it printed on the bottom of the bottle. The capsules have it printed on the side of the label. An unopened bottle is good for 4 years, while an opened bottle would be considered good for one year.
- Q: What is the role of alcohol in your low (organic) alcohol products?**
A: Alcohol is used as a menstruum in the preparation of our liquid extracts. The menstruum acts as a solvent when extracting the active constituents from an herb. Following extraction, Nature's Answer's proprietary **Bio-Chelation**®** (cold extraction) process is used to draw the alcohol out of the preparation. In the case of the low (organic alcohol) extracts, a small amount (12-14%) of the alcohol is left in the preparation, which helps preserve the active ingredients of the herbs, and discourages the growth of micro-organisms. (Note: Nature's Answer also offers a full line of concentrated, alcohol-free liquid herbal extracts.)
- Q: What is a tonic dose?**
A: A tonic is an herb that is high in nutrition, and has been traditionally used over a long period of time to increase overall health and wellness. Examples of tonic herbs include Astragalus, American Ginseng and Dandelion. The dose may vary according to which herb is being used. In general, 28 drops of an extract or 2 capsules is a standard dose for the tonic herbs.



**Bio-Chelated is a proprietary manufacturing process for botanical extraction which utilizes a "cold" extraction method. The botanicals are processed naturally without chemicals, toxic solvents or excessive heat. This cold process insures that the "holistic balance" of the botanical extract is maintained. Bio-Chelated® is a registered trademark of Bio-Botanica®.

What's New: **Bio-Ear**™ "Hear The Difference" Topical Formula

Bio-Ear™ (Alive & Alert®), the "Hear The Difference"™ topical formula available exclusively from Nature's Answer®, is an all-natural, high-quality liquid product recommended for sufferers of persistent ringing and buzzing in the ear. **Bio-Ear**™, developed in Sweden, features a proprietary blend of Bio-Chelated®**, concentrated herbal extracts that, when synergistically combined, has been shown to help relieve the ringing, buzzing and noise, by nourishing nerve endings in the ear and gently improving circulation. Though not a cure, **Bio-Ear**™, used regularly over time, has been shown approximately 85% of the time to alleviate symptoms as reported by tinnitus sufferers in both the United States and Europe.

The secret of **Bio-Ear**™ is its 100% pure, natural balance of highly concentrated, Bio-Chelated® herbal extracts such as soothing Aloe Vera Gel and stimulating Ginseng Root (American). Additional key ingredients include: Gentian root, Bitter Orange peel, Dandelion root, Myrrh gum, Saffron flower, Senna leaves, Camphor, Rhubarb root, Zedoary root, Carline Thistle seed and Angelica root.

Habets, Bill. *The Tinnitus Handbook, A Self-Help Guide*,
© 2000/02 by United Research Publishers.



- All-Natural, High-Quality Swedish Herbal Formula
- Blissful Relief From An Annoying Condition
- Safe and Easy To Use In The Ear. For External Use Only.
- Contains Soothing Aloe Vera Gel, Stimulating Ginseng Root plus other essential herbal ingredients for well-balanced support
- As Featured in **The Tinnitus Handbook** – A Self-Help Guide by Bill Habets



Available in 0.5 and 1 Fl. oz. ; Unconditionally Guaranteed

Satisfied Users of Bio-Ear™ Are Saying...

"I am so relieved to find your product. It has certainly helped my wife with her tinnitus problem."

R. Dolton, Mooretown, NJ

"One gentleman from Palm Springs told us that he was able to turn down the volume on his hearing aid since he has been using Bio-Ear™ formula"

E. Joseph, Los Angeles, CA

Nature's Answer® Goes For The Gold With Our Own Jim Heizman



Nature's Answer® is excited to announce that **Jim Heizman**, Formulating Chemist for Nature's Answer®, is currently in training for the 2004 Olympics in the Hammer Throw Competition. Coached since April 1997 by Marty Engel, Olympian ('52) and former American Record Holder in the Hammer Throw, Mr. Heizman is also the

Assistant Coach in Charge of Throwing for C.W. Post Track and Field Team (Brookville, N.Y.).

Other accomplishments include Empire State Games Champion, 5 consecutive years (1998-2002), Shore Athletic Club (2001-present) 7th USA Track and Field Championships 2001, 6th Track and Field Championships 2002, and All-American as 5th Best American Finisher at the NCAA Division 1 Track Championships (Bucknell University, Lewisburg, PA '96). **Way to go!**



Corporate Spotlight: Nature's Answer's Herbarium

A Prized Showcase of Mother Nature's Treasures

Nature's Answer® houses one of the oldest and most impressive **Herbariums** in the United States. This priceless resource contains over 800 authenticated herbal plant samples, as they appear in nature, and have been obtained from all corners of the world. Many of the herbal plant samples in the **Herbarium** are extremely precious because they cannot be easily found today.



Each plant sample is clearly labeled with Common Name, Latin Name and Family of Origin. They are numbered and classified alphabetically by Common Name as well. A detailed Index File for each sample is maintained, and serves as a key resource of information. It contains data such as where the plant is grown and how it is collected.

The **Herbarium** plays an important role in Quality Assurance at Nature's Answer®, enabling us to positively

identify incoming raw herbal material. The **Herbarium** allows us to detect any type of adulteration, such as the substitution of different plant species, inferior quality material, less desirable or useless plant part, artificial product and admixture with sand, stones or synthetic materials, to name just a few of the areas of scrutiny. In addition, any discoloration might be an indication of exhausted material (already extracted).



As you can see, we take testing of every raw plant material sample quite seriously. Quality, purity and assay must be thoroughly analyzed to determine whether it meets the highest standards of excellence before being incorporated in our nutritional formulations. At Nature's Answer®, our **Herbarium** is indeed one of our most prized possessions of Mother Nature's treasures, and plays a critical role in the overall manufacturing process of creating herbal formulations fine enough to bear the Nature's Answer® name.

Test Your Knowledge of Nature's Answer® and Herbs

How savvy are you about herbs? How familiar are you with Nature's Answer®? Test your knowledge by answering the following questions. (Helpful Hint: See Answers Below.) The first 100 readers who send their completed responses to the address below by September 1, 2003 will receive a **Nature's Answer® Gift Pack**. Good luck and have fun!

- | | |
|---|--------|
| 1. Herbs are more popular in the U.S. than in Europe. | T or F |
| 2. Yohimbe is an herb that is extracted from the bark of a tree. | T or F |
| 3. Herbal extracts are much weaker than tinctures. | T or F |
| 4. Different herbs should not be combined and used together. | T or F |
| 5. Green Tea does not contain caffeine. | T or F |
| 6. The fruit of Ginkgo Biloba looks just like a brain. | T or F |
| 7. When using any herb, it is best to use it every day on an ongoing basis. | T or F |
| 8. Children enjoy the taste of most herbs. | T or F |
| 9. It is best to prepare herbal extracts in plastic containers instead of high-quality stainless steel. | T or F |
| 10. It is better to choose herbs according to the botanical name, instead of the common name. | T or F |
| 11. All manufacturers prepare herbs of the exact same potency. | T or F |
| 12. Nature's Answer never uses herbs grown in the wild. | T or F |
| 13. Nature's Answer's manufacturing facility is FDA registered and pharmaceutically licensed. | T or F |
| 14. Nature's Answer uses an outside laboratory to identify and validate raw herbal material. | T or F |

For your **Nature's Answer® Gift Pack** be one of the first 100 respondents to return your completed form by September 1st, 2003 to: Nature's Answer, Dept. DG, 75 Commerce Drive, Hauppauge, N.Y. 11788-3943.

Name _____ Address _____

City/State/Zip _____ Email address: _____

(For Future Coupon and Promotional Offers)

Store Where You Picked Up Newsletter: _____

ANSWER KEY

- (1) F: A fluid extract is much more concentrated than a tincture.
 (2) T
 (3) F: Many herbs complement each other, and can be taken jointly as single herb supplements or in convenient combination formulas.
 (4) F: Green tea naturally contains caffeine. People sensitive to caffeine should use it in the morning.
 (5) F: This is an example of "the doctrine of signatures", where a plant part mirrors the part of the body it may help.
 (6) F: Herbs are traditionally used for a short period of time for an acute condition, or for 6 days a week for 6 weeks, for long term support.
 (7) F: Many herbs are bitter tasting. Nature's Answer uses natural sweeteners such as coconut glycerin in their formulas for children, which is not a sugar and will not effect blood sugar levels.
 (8) F: Nature's Answer products feature both organic and responsibly wildcrafted herbs (see page 2 of this newsletter for further explanation).
 (9) T
 (10) F: Nature's Answer houses an advanced microbiological laboratory with highly sophisticated instruments. This equipment properly identifies and validates quality, integrity and potency of all ingredients before releasing to manufacturing for production.
 (11) F: Potencies vary greatly according to herb quality and manufacturing techniques. Nature's Answer utilizes advanced extraction methods and validates quality and potency in-house. Not all companies are able to do this.
 (12) F: Nature's Answer products feature both organic and responsibly wildcrafted herbs (see page 2 of this newsletter for further explanation).
 (13) T
 (14) F: Nature's Answer houses an advanced microbiological laboratory with highly sophisticated instruments. This equipment properly identifies and validates quality, integrity and potency of all ingredients before releasing to manufacturing for production.

Coming Next Issue... Understanding Echinacea

Nature's Answer. Quality Without Question™ Pioneers Since 1972

75 Commerce Drive, Hauppauge, NY 11788

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