YOUNG LIVING TRAINING CD #72 The Miracle of "NingXia Red" Doug Corrigan, Gary Young, Dr. Hugo Rodier

We welcome you to Training CD #72 from the 2005 Young Living Annual Convention, a highly informative presentation on the Miracle of NingXia Red. First, Product Manager, Doug Corrigan, will share the NingXia Red story, followed immediately by Gary Young with some exciting information on the beginnings and development of NingXia Red; and finally, Dr. Huge Rodier will present his research on Ningxia wolfberry and its effect for health against modern disease. And now here is Young Living's CEO, Dave Sterling, to introduce Doug Corrigan.

Dave Sterling - Young Living has a Mission

I hope that you are grasping the mission of *Young Living*. I hope that you'll take the challenge that you are going to see much more presented to you today.

There is no other company like this is the world that has over 2,000 acres of farm land, has the world's largest distillaries—that's the difference. It's more than building an opportunity and then trying to build substance behind it. The substance was built over the last 10 or 12 years by Gary Young, who had a vision and a dream. The opportunity and the business aspect all came from that.

Gary's dream and what's behind it with the research, the educational aspect of these oils, the farms that we have—are what makes it different. Many of you have had the opportunity to go out and to experience working, planting, and harvesting the *Lavender* and some of the other herbs. If you ever get a chance to do that, I would really hope you would take advantage of the opportunity. It is really neat.

We have a mission. We have a mission to take the essential oils to the world. To Gary, I would give full credit for bringing essential oils to the states. I think they were lost, and that is something he has brought back. There is another thing that I would give Gary Young full credit for bringing into the United States, and that is what we are going to talk about next–and that is the wolfberry.

First Importer of Wolfberries to the U.S.

Gary was the first major importer of wolfberries to the United States. In fact, when they first hit customs, those people didn't know what they were. There were some problems in getting them through, and that was quite a number of years ago. We are going to transition now into a very exciting presentation. How many of you saw that 50' or 60' *NingXia Red* bottle out in front? Isn't that neat!

Why the Change to NingXia Red?

I know some of you are probably asking, "Why did we change from *Berry Young Juice*—and *Berry Young Juice* is still there. The *NingXia Red* represents all of the things that *Berry Young Juice* had before, but now it is in a new formulation. It is stronger, it's more powerful—and we want to tell you about it.

With that, I want to introduce our Product Manager for *NingXia Red*. His name is Doug Corrigan. He is going to come up here and tell you some more about *NingXia Red*, so join me in welcoming Doug.

Doug Corrigan - Waiting for Months

We have been waiting months to get to this point, folks, and we are very glad to be here. When I look at myself on this big screen up here, I am glad I have been using the *ART Skin Care*! I will tell you that right now because this is definitely an *ART Skin Care* type of moment!

How about that opening presentation this morning, was that not great! Out of all we saw this morning, one thing fell out to me above all others, and there was a little saying in there that said, "**Our goal is to help people achieve their highest potential**."

It made me think about a great composer who said at one time, "The saddest thing about our world is that <u>most people die with their best music</u> <u>still inside of them.</u>" That hit me at the time I heard it, and it hit me again this morning when I thought..."How can we help people achieve their **Testimonies Reveal Effectiveness**

One of the things I have been privileged to do in relation to this wolfberry product is to receive literally hundreds and hundreds of testimonials–the experiences you have had while drinking our wolfberry juice blend. It is terrific!

All the new materials are great, but we still can't say in them what this stuff really does. We would love to say that, but Wade won't let us! You saw Wade earlier, and one of the great things we saw in all of these testimonials (and I could go through a whole bunch) is the great results. Let me share just this one quick testimonial.

Chance's Story

This was a very inspiring story about a young man named Chance Henderson. Chance Henderson is only 20 months old and Chance's Mom, Amy Henderson, is a new *Young Living* distributor, and this email letter she sent me was very inspiring. I just want to hit some of the high points here.

She says, "I have a 20 month-old son. He has a very serious and rare birth defect and we have recently started to go to natural alternatives because the medical community had no alternatives for us. They had no options for us."

She said, "Since starting him with essential oils I have seen great improvements." (Let me just mention here that this young man has a really rare condition in that he is kind of like a reptile in some ways. When he goes outside his body temperature raises or lowers according to whatever the outside conditions are.)

It's a very strange condition, but as he goes outside often in Florida, the real big problem is that he is almost always much too hot. She said she was really worried about giving him a lot of Motrin and Tylenol and those types of things because of possible liver problems and related things, as he could spike up to 105-degree fever very quickly.

Peppermint, A Key to Lowering Temperature

She told me a story about the key that helped her family a lot. They would rub *Peppermint* oil on the soles of his feet, and that would bring his temperature down faster than any of those other highest potential when we give them great products that free their bodies up to do great things?" medications they used. I thought that was outstanding.

In her letter it says, "But it was when I tried the *Berry Young Juice* sample that my sponsor, Melissa Palmer, gave us, that we saw great results. During this week Chance did not have any adrenal issues, his diabetes insipidus (which is a rare form of diabetes) was pretty much stable, as were all of his labs. He also began crawling Army-style (which he had never attempted prior to this). He has improved in eating more solid foods, and overall we saw a huge improvement."

That's awesome, folks! I love that part. Hundreds of these people and the testimonials we receive end this same way..."Thank you, Gary Young, and thank you, *Young Living*, for giving us a new chance!"

Seed Goes Back to Ningxia Province

When I heard that story and all of these other stories, I thought back about that seed that was planted back in Ningxia province, and we like to look at these pictures of Gary on his trips back to Ningxia, China and think about all the people he met there. I've heard him talk about this in the different videos and other things we have where he just felt this impression and the compulsion to go there and find out the story on this wolfberry fruit. He talks fondly about his time in Ningxia Province. Every time I think about the Ningxia Province, I think about an old Chinese tale.

The Chinese have a saying.."If you want to be happy for an hour, then you go take a nap, but if you want to be happy for a day, then you go fishing. But if you want to be happy for a lifetime, then you help other people."

I love that saying because I think it is what we are all about here in *Young Living*. The results we receive in regards to our wolfberry product confirm that we are indeed bringing about this legacy of health to the world–a legacy that the Ningxia residents have enjoyed for centuries.

Look at the Numbers

Justin Harrison was talking about numbers, and I want to throw this number out there. This number represents the fact that we are taking this to

the world. This is wolfberry juice. We have looked at May of last year to May of this year and the wolfberry juice sales are up 229%–so give

"Are you satisfied?" I don't think so-and I am going to show you why we are not-because American needs this stuff. I saw this in the *Los Angeles Times*: "Overfed and undernourished." Does that describe anybody you know? It doesn't describe this group because everybody has been in the *NingXia Red* booth-right! They've been getting their shots of *NingXia Red* and I think I can see a little NingXia glow out there from this group!

Junk Food Supersizes!

Junk food composed 29% of the diet they polled. That's just a shameful thing! Gary introduced us, as the marketing team, to a great movie that you've got to go see if you haven't seen it. Gary brought this movie called *Supersize Me*! into the office one day. Has anybody seen that? Wow! There is a big problem out there. Americans will not get the nutrition they need while they are eating at these types of restaurants, especially the one they talked about there. And because of that, what's happening in the United States is the sad tale of the movie. The richest country in the history of the world–and we still have all of these problems. They are America's real weapons of mass destruction!

Oxidized Fats Present Health Risk

This information just came in on July 6–it's very current news. "New risk factor for heart disease. Studies find that oxidized phospholipids (or fats) may lead to blockage of heart arteries."

When you read the study it is very interesting, but the most interesting thing was Dr. Watson's quote there at the bottom: "We have a couple of ideas. One of them is to prevent formation of these molecules, which involves preventing oxidation." Do we have any answers for that? Absolutely we have answers for that! Prevent oxidation.

How can we turn the tables? I saw an alarming statistic. Many of you know Winona Judd and her mother, Naomi Judd. She had to give up singing because of liver disease (Hepatitis C) and I heard this alarming statistic that said, "When it comes to the liver, more Americans in the next ten years will die from Hepatitis C than will die of yourselves a hand! It's amazing stuff! Now that looks like a big number and you might say, "Are you pleased?" Absolutely we are pleased! AIDs" That was an alarming statistic to me. And it said that 25 million Americans suffer from some type of liver disorder.

Do we have answers for that? Look at these studies that Mark Schroeder made. He taught me some important lessons here about protecting the liver, and when you see these words, don't be scared of them, "hepato toxicity" it just means that Ningxia wolfberries protect the liver–and they have the clinical studies to prove it. The work that Mark has done in compiling all of these studies and statistics has just been tremendous.

Protecting the Liver with NingXia Red

We see here again–what about chronic liver damage, like the type that we see? Again, Zeazanthan (a very special antioxidant) found in high levels in wolfberry, has been shown in clinical studies to help us protect our liver. Now, that is really exciting stuff. The world needs more wolfberries! Absolutely! And not just *any* wolfberries will do. You have to treat them right. You have to prepare them right–and we have done it right with *NingXia Red*. It's a tremendous product.

More nutrients equals more energy, equals more immunity, and more youth. That's never a bad thing! All these nutrients in *NingXia Red* come from changing our material–changing from just the wolfberry juice (which was wonderful) to including the peel and the flesh of the wolfberry fruit. And we have just started on all the stuff we want to talk about.

Speaking of ORAC

What did this do to ORAC? We like to talk about ORAC around here because we are really good at ORAC, and ORAC is a very good indicator of what kind of antioxidant capacity we have.

Look right here: ORAC pronounces comparison. Look at what we've got and you see all the different competitors in ORAC. You even see our old *Berry Young Juice* (which of course was the top of the heap), but the *NingXia Red* even tops that!

This is the slide right here that I want everybody in America to see. This is amazing! When we saw these results we all looked at ourselves like–Wow! That's amazing–how could it be so much better! And we went back to New Brunswick Labs and we said, "Retest it." And they did, and we got even better results that we got the first time. And we said, "Retest it again." And they did, and they said, "Do you know what? We are through retesting it. The reason it's different is that you changed the material." That is pretty exciting news. One change of material–and we see this important indicator, S-ORAC (which measures how well our product does against the dangerous free radical, superoxide).

The Big Story on NingXia Red

This is a big story out there. Let me just give you a little visual. You take one of those little shot glasses out there and you fill it with one ounce of *NingXia Red*. To equal the activity of one ounce of *NingXia Red* you would need **a bottle and a half** of the **Via Viente** product. Of course, Xango-you had better be real thirsty-because it will take **eight bottles of the Xango** product to get that same activity that we have in one ounce! "What about Noni," you say. Well, if you can get down **nine bottles of Tahitian Noni**, you are a braver man or woman than I, because that's what it would take again!

Now what about that other wolfberry product we have out there? We don't even really say its name because you would need a whole truckload of the competitor's product–and would you still have the activity? No! S-ORAC was nondetectable in this other wolfberry product. It's made us wonder for months.."What did they do to it to ruin this great wolfberry like they have!"

Timing is Perfect

So the timing has never been better. We have a tremendous product. As you can see on the slides the demand and the awareness in America is growing. People are knowing that they need to do something for their health, but they don't know where to turn–and that's where we step in. The whole story (meaning the whole story about the whole fruit of the wolfberry is here) and the product is beyond extraordinary. We could talk about it all day. All of our resources at *Young Living* are committed to telling this story and helping you heal the world, so get out there and share! Get out there and tell people about this.

Just get them to try it. We have to be respectful of other people because ofttimes what I hear about my neighborhood is "I've tried Noni. I had good results with it." That's great. You say, "Great! I am so glad you have gotten into natural foods. Just try our product–just give it a shot. We really think you'll definitely feel the difference!"

So all of these products and samples are now avail-able and I just want to leave you with this call to action. There are a lot of contenders out there vying for this health dollar. People are willing to spend to get their problems fixed, and they are willing to spend good money to do it—a lot of money. Listen to this quote: "On the plains of hesitation lie the bones of those who stopped to rest, and resting, died."

If we wait, all those people who need that help will go somewhere else to find it. So now is the best time. We are going into new markets; we have great products; we have all the things that we need to do to just go tell this story in a big way–and we are relying on you to do it. How do you feel?

Promotional Video on NingXia Red

We want, at this point, to wrap up all this information about *NingXia Red* in about eight minutes of promotional video. That's no easy task, but we think we've done a pretty good job, and we are excited here at the Convention to unveil the new 8-minute promotional video. We still have the 20 minute one that so many people really like. That's still available on the same DVD, so there is some great added value there. As we have gone around and talked to people about this, a lot of my neighbors (who don't really know *Young Living*) often say, "What does *NingXia* mean?" Has anyone ever said that to you? *NingXia* is kind of a curious word..and what does it mean? We are going to tell you what *NingXia* means.

Dr. Gary Young - Learning about Wolfberry

"I can only think of one substance through all of my research that would give me vitamin C, that would give me calcium, potassium, magnesium, amino acids, and be one product–**Wolfberry!**"

That was a statement I made in 1997, but it's kind of like everything else that has happened in my life. So much has to happen first by feeling.

A very dear friend of Mary's who became a friend of mine, Professor Cyrus McKell, said to me one day in 1993.."Gary, there is a gentleman coming to Utah who is a colleague of mine from Beijing, China. I would like to bring him out and introduce him to you. I think you have a lot in common."

Professor McKell made the appointment and brought this wonderful gentleman out to see me, and his daughter was with him when they came to our little run-down center in Riverton (that Mary closed her eyes every time she would go up to the door), and he was very excited about what Professor McKell had shared with him about essential oils. We chatted and he said, "Mr. Young, I would like to share with you something from my country.." and he started talking about the wolfberry. As he started to talk the feeling went off in my heart and my brain simultaneously that this was something that I had to pursue.

Feelings Lead to Knowledge

It was the same feeling that I had when I found the *Balsam* in northern Idaho. I had that same feeling last month when I was in Ecuador. Every time I have had those feelings it has led me. Twenty years ago those feelings led me to the world of essential oils, and as I have pursued it great things have been manifest, as we have today. So through that, many wonderful things have happened with Professor Chao's daughter, Sue. Is Sue with us today? Yes! Sue, come up on the stage for a few seconds-there are a lot of folks who don't know you. This is Professor Chao's daughter, Sue, and she has been a wonderful support. I have to tell you a little story about Sue, though, before I go on.

Sue Chao Comes to Young Living

We were in the lab where she and her father and Professor McKell came in to visit and we had just received a shipment of oils, and I was smelling them and I told Rex, "No, this one is off. Send it back. One of the constituents is off 40%–send it back." And Sue said, "How you do that! That not possible!"

So I gave her a sample and she took it back to the University where she tested it and a few days later she came back. She walked in my office and spread the chromatogram on my desk and said, "Dr. Young, you absolutely right. I come work for you!"

Her father was the man who founded wolfberry and I would like you, Sue, to just share a few moments in memory of your father.

Sue Chao - Speaks of her Father

That is hard-to talk of my Father. He already passed away, but he got an education in the United States before the China revolution, that is in 1946. He got his PhD in Boston University and since then he got very good tie with the West, and so after he graduated he went back to China. One serves his knowledge to his country, so I was educated since I am very young by the Western and the Eastern culture together. It should be the good way to go.

So since I am very young, I have already got that kind of education, so my Father got a chance after the cultural revolution to come to the United States, as actually he did his professional work in Geography and Biology with certain organizations for AAC. He was President, representing China, and a Dr. Cyrus McKell was a Chairman of United States, so they worked together very well.

By some reason, Cy's house is very close to Mary's house and they went to church together, so they met Gary and Mary Young. They started chatting about something-the Western, the Eastern, the cultural putting together of the wolfberry.

At that time I was working at the University and my Father told me, "If you can do something to put the Western and Eastern together, this is a good way. After he visited the United States and met Gary they already started to build up some idea and then he went back to China and he got very sick, so only like a half year ago he passed away.

Before he passed away he talked to me about this. He said, "Can you continue that?" I did.

Dr. Gary Young - Wolfberry Products So wolfberry began, and I have to share with you that the first thing we made with wolfberry happened to have been the *Wolfberry Power Bar*. How many remember our first one? I know some of you still have it in your archives as an antique! It was a very, very powerful food and the longer you kept it, the bigger it got! It was alive, it was growing, it was multiplying! I remember getting a few calls, "Gary, there's some-thing wrong with my *Wolfberry Bar*." and I said, "What?" "Well, it's growing green fungus.." and I said, "Sh.....Don't tell everybody. They'll want it!"

It took a lot of work and a lot of time (and for those of you who can remember those days) we had to take it offline and we had to reformulate and reformulate, and then the next one was *PowerMeal*. The wolfberry is truly the ultimate super food.

It's hard to believe that it has been 11 years that I have been working with the wolfberry. My travel to Ningxia was one of the most rewarding experiences of my life because of meeting the old people and being in a country where there were two cultures basically. There was the wolfberry culture and there

was the standard culture–and what I mean by that is that there were people living in the same city who didn't eat wolfberry–and those people had the American diseases..cancer, arthritis, MS, Lou Gehrig's, Alz-heimer's–part-timers, some-timers, whatever.

The people who were eating the wolfberry were absolutely disease-free. I asked them as I traveled throughout Ningxia visiting these people, and Sue was with me. She was responsible for making the contacts with the farmers and the people and the doctors and the university where we traveled.

Longevity Increased with Wolfberry

We visited and did the research, and just got acquainted and gained the knowledge. Sue and the team of experts from the University took me along the river and into the farms and into the fields to learn and to see. Every time I met a family who had been eating the wolfberry and eating it consistently had longevity and lived in good health well beyond 100 years of age. There is no point in living to be 60 if you are miserable and sick. The objective is to have a fruit-ful, vibrant, healthy life for as long as God grants us time here-and how better can we serve our Father than to do it in perfect health and harmony, and be an example of that potential which I call our Highest Potential, because I truly believe that good health is our highest potential. Without it, your spirituality is gone, your motivation is gone; your creativity is gone; your desire is gone, your ability to serve others is gone, so that truly is your highest potential-your health. I watched this and when I saw it, it was more of a conviction, more of a knowing of what we had to bring to the world, and I recommitted even in a deeper way at that point in time.

The people said this to me when I asked them how much wolfberry they ate to maintain good health, and the answer in every case was.."Between one to two pounds of wolfberry a day."

NingXia Red Equivalency

When you drink your one ounce of *NingXia Red* juice, you are getting the equivalency of two pounds of wolfberries–and so you are getting the magic! I have

studied foods for years-you know my nutritional background and the emphasis I spend on nutrition and food and researching and looking, and when I looked at all the research on the Ningxia wolfberry (and please remember this-it is very important) because yes, I brought the wolfberry to America and ten years later we have all these copycats. They can't come up with their own thing, so they have to try and steal or copy from someone else, even to the point where they have stolen and copied my pictures and literature! So be it. They won't be around another five years from now so don't worry about it!

Many Species of Wolfberry

Here's the thing that is important in looking at the Ningxia wolfberry. There are 17 or 18 other species of wolfberry, but only the Ningxia wolfberry has the ability and delivers the ability of all the micro and macro nutrients that are bioavailable to the cells of your body. Here is the key to the wolfberry that is far superior to anything else that we have out there. This is the key: <u>In your body you have alkaline and acid–and you all know that</u>. Acid <u>creates disease</u>, and acid breeds the environment for virus, bacteria, fungus, cancer, on and on. When you can keep your blood pH at 7 (neutral) as Dr. Jay Hoffman said many years ago in his book, "Keep the blood alkaline and free-flowing and you will never have disease, and you will live 120 years plus!"

These people in Ningxia have proven that. They eat the wolfberry; they drink the wolfberry tea that you saw in the picture of the tea I was holding in the little script (they didn't show much of it), but it's there. Drink the tea. And they drank the tea and they ate the berries and they lived to be 110, 115, 120 years of age and very healthy at that age.

The Key to Alkalinity

Why? The key is because this is what happens with wolfberry. Every thing in our mouth that we eat has to convert in the stomach. The stomach is approximately 2.5 pH in acid, so what happens? Wolfberry goes in the stomach. It hits the acid and it starts to break down. It makes the conversion, but the moment it goes into the small intestine and mixes with trypsin at the opening of the small intestine, it immediately converts back to alkaline.

Wolfberry is acid-binding and it's alkalineforming once it hits the small intestine. There is only one other food that does that dual-phasic action that we drink and/or eat a lot of-and that is lemons. But here is the thing that is very interesting. Lemon does not have the total ability to convert back to alkaline if a person's pH is extremely high. It will go into the stomach acid; it will go into the small intestine acid, and there are a lot of people that will drink lemon or will eat a lemon and have an acid reaction because it didn't turn to alkaline when it went into the stomach in the conversion with trypsin, but the wolfberry does because it is molecularly structured to convert to alkaline when it hits the small intestine. Why? Because the amino acid of trypsin is responsible for the conversion of amino acids in protein. And guess what wolfberry is? It is alkaline protein, so you have the most perfect food that exists.

But because I can't tell you all that I know about wolfberry and all the value that exists in wolfberry, I have two wonderful people to tell you about it.

Meet Those behind the Scenes

These people have given tremendous support, and there are people in my company who do a lot of work to facilitate what I have spent time doing to make it easier for you to share.

I would like to acknowledge first Mark Schroeder for his work in supporting me and taking my work. Mark, stand up! Mark gets accused of being the "mad scientist," but he is very much like I am in a lot of ways. When he sees value he sinks his teeth into it. Mark knows that Gary is just a tad bit busy from time to time, so Mark spends a lot of time working with my information that I have come home and laid on his desk or set on Emily's desk, and I have said, "Mark, I have got to get this material together, and Gary just doesn't have enough hands and hours in the day to do everything." Mark is one of the people behind the scenes who makes Gary look good, so I would like to share with you that in the years I have spent in research and gathering information on wolfberry, Sue and I together (and Mark has been the ghost writer) in the background that has produced my book for you. Mark, would you take a second and talk a little bit to the folks out there.

Mark Schroeder - Proud to be with YL

I just want to say that as I was coming here today I realized (and it's the first time it really struck me) that none of us would be here in this room today if Gary Young was not here. There are 2,000 or 3,000 people here and we are all here because of him. The wolfberry is here because of him and I think we need to acknowledge Gary for his work, and I am proud just to be a tiny part of this man's enormous and great vision. It is truly an honor to be with Gary.

Gary Young - New Book Available

I would also like to acknowledge another great associate, **Dr. Ronald Lawrence**, who has also helped contribute to the book with his scientific knowledge, and I thank him for his contribution as well. So the book is from myself, Dr. Lawrence, and Mark Schroeder. It is called *The Ultimate Super Food*.

That book is written in a way that you can hand it to your Gogi friend or your Noni friend or your Xango friend and show them some real substance with real merit and real value. So we are very excited to share that with you and to leave with you this message: "He who fails to drink is he who fails to live with life."

Dave Sterling - Introducing Dr. Rodier

I want to introduce here Dr. Hugo Rodier. The unique thing about Dr. Rodier is he has made a living at his practice based on nutritional healing. He is probably in an area where he has some of his greatest expertise. Dr. Rodier is a Board-certified family practitioner and he is a pioneer, and because of that he is also the Medical Director at the Pioneer Clinic located here in Draper, Utah, not far from here. He also has been a teacher in the University of Utah School of Medicine in the College of Nutrition for some time and runs an active clinical practice today.

The neat thing about Dr. Rodier that makes him so powerful is his ability at separating fact from fiction, and he is here today to do a little bit of that for you. With that, help me welcome Dr. Hugo Rodier.

Dr. Hugo Rodier - Alarming Statistics

I am very happy to be here. I want to show you up-to-date scientific evidence to prove that Ningxia wolfberry is a very good thing to have in First of all, I believe we have to vour toolkit. understand what's going on in our country and in our society, not only in health care, but as a society in general. We live right now in very perilous times, as I am sure you know, where decisions are being made mostly because of financial issues, and I believe that this is the main reason why our health care system is in chaos (and I don't think anybody is going to disagree with that), not since this book came out. You see, it came out in 2001, the result of a committee of doctors throughout the United States commissioned by the National Academy of Science.

This was in response to the shocking study in 1998 that showed that 100,000 people died each year in the United States as a result of prescription drugs–and I am sure you remember that. We were shocked and so was the National Academy of Science, the Institute of Medicine, and the National Institute of Health–the result of a study looking at why this is going on was published in the form of a book *Crossing the Quality Chasm, A New Health System for the 21st Century.*

So it is no longer an opinion, but a fact that we have a very dysfunctional health care system. In fact, it would be better to say we have a "disease care system." It is really easy to bash doctors—and I suppose I can kick my own dog—but the truth goes beyond that.

Causes of Chronic Diseases

I don't think it is so much the doctors doing this and that–I teach at the Medical School; I am a member of the Admissions Committee at the Medical School here up on the hill–and so I know that doctors are trying. They are humans; we make mistakes. I think what's really going on is that we are eating so poorly that we have a vast array of chronic conditions coming from our <u>poor diets</u>, <u>bad</u> <u>food</u>, <u>bad water</u>, <u>bad air</u>, <u>poor relationships</u>, and so what has been the answer that doctors are being trained to use? The tools? Drugs. And now we are seeing many books coming out saying that this is fool's gold–we are only treating the symptoms; we are not focusing on the root of the problems.

This book was written by Dr. Angel, a former editor to the *New England Journal of Medicine*, who wrote an article and then she left. She quit the *Journal*, and the title of the article was *Is Academic Medicine for Sale*? And the answer is "yes" and here is the owner. Drug companies are financing research in the United States at medical schools, so doctors get the impression that the only way to work in health care is to use a drug.

Drugs have Their Place

I think drugs are fine–I'll bet a few of you here are taking some medications, so there is a place for them, but I think they are over-prescribed, overused, over-marketed. I would say that of all the drugs prescribed we have a legitimate use of only 20% of them. The other 80% you could do without if you just change your diet. And that is what I do in my clinic all day long–get people off medication by changing their diets. This is nothing new. I am preaching to the choir–you already know all of this, but I want you to know that your intuitive understanding of all this is hard scientific evidence today and the medical journals are beginning to say that it soon will be malpractice for a physician who does not discuss nutrition at each visit with their patient.

Hippocrates, the founder of medicine, says food is the best medicine. The founder of modern medicine, William Ostler, says food is the best medicine–and if that is too testeronie for you– women too! Hildegarde DeBension also, a Catholic Saint in Middle Age Europe, said that food is the best medicine.

What a noble profession to be a doctor. I am proud to be a physician, and it is so rewarding to see the medical profession going back to the roots of health care, which is nutrition. So it is no mystery why we are so sick. We are addicted to sugar-and I really mean ADDICTED TO SUGAR!

Sugar Addictions!

I have a radio program here in Salt Lake City-in fact, it is going national next month so you might be able to catch it in your cities across the United States. The other day I was commenting on this article that came out from the Dentistry Journal, last issue. They are recommending now that you drink soda pop liquid candy with a straw because you don't want it to touch your teeth because you are going to lose your enamel and get cavities! Well, isn't that wonderful! If it's doing that to your teeth, what is it doing to the rest of the softer tissues when it goes down the hatch! So I would say, "get a larger straw, one that will come out the other end!" The addiction to soda pop is so terrible that people think themselves holy I guess because they don't drink beer, but they drink pop. That is such an amazing thought-because people are addicted.

Sugars are Killing Us!

How many of you went to the movie *Passion of the Christ?* Did any of you see people walking in with all kinds of Dorritos, Tostidos, buritos, popcorn, and soda pop and sit there to watch the Christ suffer! If that is not addiction, I don't know what it is! What is alcohol after all? Fermented sugar–and the main problem is that we have subsidized farmers of America to grow so much sugar that it is so cheap that it can be put in

everything. We call it high fructose corn syrup, and that is what is killing us right now. That is your tax money at work!

This is the main message that I want to give you today. The evidence is overwhelming that we have been barking up the wrong tree.

Now we know everything about disease. We describe disease very well, but we didn't realize until now that all diseases bear the same mechanisms—so what would you rather do? Would you rather hack at the leaves of the problem, at each little disease as if they were "different" or hack at the roots of disease, the very simple, simple basic mechanisms that underlie all diseases. That is the beauty of what science is doing today. Here is a *Journal of Science* from March 23, 2001. Incidentally, the *Journal of Science* as you probably know, is the most prestigious scientific journal in the world.

Latest in Research

It's not even a medical journal–it has physics and chemistry and everything. On the cover it shows you in a nutshell what research is doing right now. It is so simple. You have already heard about the cell mem-brane and you know that the cell membrane is made up of oils, fats, phospolipids, and yellow. And then you know there are proteins floating on this very liquid and flexible sea of fat.

Those proteins are like antennas to pick up messages that come from other cells, and you know the messengers that come into a cell-they have fancy names, but really they are just messengers of cell communication. Hormones, like insulin and thyroid, like digestive enzymes; neurotransmitters like serotonin and dopamine-and so you don't need to worry about that incredible soup of messages-they are all simply messengers. It turns out that we are discovering that these antennas (the proteins) do not work well. They are not functional, they are not built well unless you attach the right sugars to them, and so you can see the power of nutrition.

I mentioned already fats, proteins, sugars. If you are eating the wrong sugars you are rendering the whole structure of the cell membrane dysfunctional. Death (if you will). You have heard of insulin resistance, right? Now you know what it is. It is a dysfunction of the receptors for insulin, and insulin comes in as the key and fits into a lock (which is a receptor), so the cell membrane gets the idea, "Open up so that sugar can come into the cell."

We're Eating the Wrong Sugars

You can see why polysaccharides are so vital for cell communication. If cell communication breaks down, your health breaks down, and so what we have here is a very simple statement, glycobiology, how important the right polysaccharides are. So what are we doing as a society? We are eating the wrong sugars–and so we are sticking the wrong sugars to these proteins, and that's the problem.

Like Dr. Young said, the pH is very important. Name the number one reason why our pH's are so low. Refined sugar! It's very simple, you see. It all fits together, so here is an article that I believe will become a landmark article in the medical profession and I hope in yours, too. This article, about a year ago, showed very well that everything in disease is a bed of genes, tendencies, environmental issues like nutrition, the interaction of both-and that causes the cell membrane to have certain problems. It is evident that if the cell membrane is oxidized, if the cell membrane doesn't have energy to open up those receptors or gates, if the cell membrane is toxic (like with the wrong sugars), if the cell membrane is inflamed, you are going to have all kinds of problems and eventually cell death. There is no more to know. It is that simple-improper nutrition will trigger all these mechanisms.

All Disease Share Common Mechanisms

If you haven't heard of these mechanisms by now, then maybe you live on the moon, because now we know that all diseases share these common mechan-isms—and look how they interact with one another. In fact, to me, oxidation is the same as inflamation.

Now *Newsweek, Time Magazine*. You see all these big articles that say every disease is inflamation. Cancer–inflamation; depression– inflamation; heart disease–inflamation. Look, it's also oxidation, mitrocardial dysfunction, not enough energy to get all the communication done, and toxicity. It's the same thing over and over.

Do you know who said inflamation was behind all of these diseases? Verchow, a physician in Vienna 200 years ago! And we didn't listen to him. It turns out that we are listening very well now. You see, the last six Nobel prizes in medicine have gone to research and cell communication and so article after article comes up about how cells talk to one another.

Fallacy of "Bad Genes"

This is critical because we still think (a lot of people do) that if you've got bad genes you are going to have problems, like genes for diabetes in your family. That is not true because we are seeing now that nutrition can modulate through messengers of cell communication the expression of those genes.

In other words, you can have a genetical tendency to diabetes, but <u>you can overcome the</u> <u>tendency by eating well and having a healthy cell</u> <u>membrane</u>, and that cannot happen unless you eat very well and avoid toxins in the environment, and have very good relationships. I mean not just with Mother Earth, but with your loved ones and your family.

I wish I had more time to get into that latter part because I believe that is the most toxic thing to our cell membranes-toxic relationships.

Pharmaceutical Approach Not Working

And so, along with many other physicians, I am of the opinion that the true alternative to treating cell membrane issues is a pharmaceutical approach. The *Journal of Science* three years ago made a huge state-ment. They said, "The pharmaceutical revolution of the 50's and 60's has petered out." Why? Because it is not working. And you are the forefront of people realizing that approach is flawed for chronic diseases. So you can see here how the beginning-the dawn of a new era of medical thinking-is upon us.

I am only one of many. There will be many more following, and I hope that you are able to work in an integrated approach because I think the patient is the one to benefit if we can combine forces. I am totally open and willing to do it. That's why I am here. I believe in the message you have. I believe in the message that *Young Living* has.

Look at this from a leading medical journal. "Nut-rition is the cornerstone of preventive medicine, the handmaiden of curative medicine, and the responsibi-lity of every physician at each visit." These are heady days for nutritional scientists. This newer under-standing of food and health promise to bring nutrition to the forefront of clinical medicine.

Nutrition to the Forefront

That is exactly what I do in my practice and it is so rewarding to see people finally get better and get off all the drugs that have been prescribed. Doctors must become nutritionally educated if they are to maintain their patients' confidences and stay abreast of evolving modern medicine.

The *New England Journal of Medicine* called this sugar addiction "<u>poisoning our cell</u> <u>membranes</u>." It is sweet death. Why? Because we are poisoning the cell membrane,. We are evolving alright. This is the evolution of man, isn't it. There is a new science out there called "Nutrigenomics." It is so exciting to see proof that oils, herbs, micronutrients change your genetic tendencies to where you can avoid terrible destinies if you don't change the way you eat.

What is the Problem with your Genes?

So what is the problem with your genes? You are not locked into them-you might be too tight in them, but you can overcome that. Cool Hand Luke said it best. (Does anybody remember Cool Hand Luke? Paul Newman? Only the women say yes!) What we have here is a failure to communicate. You see, if you mess up the cell membrane you are not going to allow for the messenger to come in and hook up to the cell membrane and so you end up making more insulin to get the job done, so all that extra insulin and extra sugar that ends up floating in the bloodstream (because it wasn't able to get in the cell) goes everywhere. I can give you example after example of what happens when that starts to occur-and guess what? About 40% of you are insulin resistant. I can tell. All I have to do is look at your midrift! If a man has more than 40" he is insulin resistant. If a woman has more than 35" she is insulin resistant.

Glycoproteins

I forgot to tell you something, so I might as well tell you now. It turns out that insulin itself is a glyco-protein. All messengers are glycoproteins like the receptors. Remember, I said that receptors are proteins that need the right sugar to function correctly? Well, the messengers themselves are insulin or glycoprotein. Serotonins are glycoprotein, and what are we doing eating those infernal sugars right now? Messing up the whole system of cell communication.

I still find people who are afraid of fruits. They say, "Oh, I'm diabetic, I can't eat fruit." and all the

while they are stuffing Twinkies down their mouth, and muffins and a lot of pasta and a lot of bread. Please! This remarkable article came out this year in March 3, showing you exactly what is going on. The cell membrane, the sea of fat, the proteins, the receptors, the proteins—and look at the fruit raining upon the cell membrane. The sugar in fruits is perfect for the cell membranes. Do not be afraid of fruit when you are diabetic!

I still get people saying, "Should I drink fruit juice if I am diabetic?" Of course, you shouldn't if all you are drinking is Snapples and Ocean Spray (which is nothing but garbage full of high fructose corn syrup), and so you know where I am going with this.

NingXia Wolfberry to the Rescue!

The Ningxia Wolfberry has the right polycharrides, the right sugars, and so the cell membrane will be a lot healthier. Of course, food in general is giving you all the ingredients that you need to fortify your cell membrane with.

You have already heard a lot about the Ningxia Wolfberry. I wrote a little pamphlet where you can read a whole lot more about it.

Simple Solutions

What I have tried to do in a few minutes here is to show you how simple it is, how the evidence is overwhelming that simple approaches are true.

Have you heard of Ocum's razor? That's like Sherlock Holmes. When you have a lot of potential answers to a complex problem, the simplest solution is probably the correct one, and so I chuckle when some people say (after this kind of talk)..."Oh, come on. It's too simple." Well, of course it is, once you strike at the root of the issue.

Some of you play golf and when you finally hit that ball and it feels just right it feels like, "Oh, my gosh, it was so simple." Right! "Well, let me do it again. "When you do hit it right, doesn't it seem like the simplest thing? "Oh, my gosh, I did not see that before!"

Whole Foods - Best Answer

That is why I believe nutrition is so simple (and that is what I prefer). I don't supplement to anybody in my clinic. I don't sell anything in my clinic either. I believe that if you start supplementing you are enabling people to continue their bad nutritional habits, so I do not supplement at all until people show me that they have been able to lick their sugar addiction, so that is why I prefer whole foods like the Ningxia wolfberry. You have already heard a few things about it and I don't want to bore you, but let me just emphasize some main points.

- o You are correcting your pH with the correct polysaccharides
- You are fixing the cell membrane with the right polysaccharides.

Quote from *Journal of Science*

"We have a new perspective of multi-system diseases that we had no way of understanding before-the fact that a simple chemical defect can cause such a wide range of symptoms involving multiple-organ systems has been a revelation." said the researcher when they figured out how important poly-saccharides are for the cell membrane. That's the *Journal of Science*. If you look closer to this won-derful slide that came out of the *Scientific American*, you can see how the proteins floating on the cell membrane are loaded with the right sugars.

So just a quick review: You know where the Ningxia wolfberry comes from; you know about the preparation of the Ningxia wolfberry. One thing is to have the product, another thing is to get it on the table without jeopardizing the very fine micronutrients in it, and so the processing has to be key.

I was in on a discussion (and I hope Doug doesn't mind me saying this), but apparently they are trying to get the Ningxia wolfberry into Japan, and they have to change one little ingredient (some picky little rule) for preservation. I overheard that and I said, "Hey, Japan, why don't you put Saki in it—they will love it over there!" It didn't go over very well! I'm not a marketer, but I'll bet you it would sell a lot!

NingXia Wolfberry Packs a Big Punch!

The Ningxia wolfberry-they throw in other fruits too. You know the ingredients already, right? Polysaccharides, polyphenols, L-leucine, beta-hydroxy beta-methylbutyrate, betaine, beta carotene, vitamin C, calcium, fiber. Incidentally, the Ningxia wolfberry has a whole lot of those ingredients a lot higher than any other nutrient, so when you start adding other fruits to market this product, you can see that it can pack a pretty big punch!

So let me just recap–and I have to do it because it is so simple and because I just don't want you to miss a point–it is so simple. The Ningxia Wolfberry

and good nutrition will fix your cell membrane, will correct the pH of your blood so that all the cellular communication can take place by correcting oxidative stress, giving you the energy that the mitochondria needs to open the gates of communication, correcting the toxicity at many levels, including detoxification of the liver and intestines, and correcting the inflamation and providing the micro-nutrients that are reducing inflamation.

Quintessential Problem

That is why the quintessential problem in our society today (insulin resistance) is striking at practically all diseases, and I mean ALL DISEASES. So you can reduce this and reduce the bulk of chronic diseases by eating whole foods high in micronutrients like the Ningxia wolfberry.

If you don't do that, then your approach is going to be pharmaceutical. Do you remember when Viox came out (and I wish I had time to tell you the story behind the scenes in Viox). Do you want to hear it?

It turns out that before the drug was marketed we had very good evidence that people were having heart attacks. They hid the evidence– that's right.

In fact, the pharmaceutical representatives were told to change the subject when the doctors would bring up any concerns that had already been published in lesser journals. If you don't believe me, read the *New England Journal of Medicine* two weeks ago. Do you think that Viox is the only one? Remember when Viox came out about five years ago they marketed the drug with this guy jumping.

I will never forget this cartoon that came out about the same time—"If you suffer from the chronic belief that every inane TV commercial for a medication will solve all your problems, now there is Gulliblex!

Well, you can do that if you want. My Mom had a pulmonary embolism and her doctor gave her Viox. You might say, "Why didn't you treat your Mom?" Don't ever treat your family–it doesn't work!

Evidence for Whole Food is Overwhelming

So I would rather you went to whole food, and the evidence for whole food and the Ningxia wolfberry (and you can find it in the booklet) is overwhelming. That is why by working on the basic mechanisms of disease to heal the cell membrane, you will heal heart disease, lower cholesterol, heal insulin resistance, diabetes, obesity, lower cholesterol, hypertension, and arthritis. The immune system is improved; there is less cancer, better brain function, and counteracting the effects of the chronic degeneration of the brain that we have a 50% chance of having if we get to the age of 80 at this present pace, also healing the intestines (which is where I believe most of our function is), etc., etc.

Ghandi's Example

Le me finish by telling you a story. Ghandi used to give advice to people two or three hours a day and he would sit under a tree and people would line up for a long time in the sun. Finally, this mom with her child got up to Ghandi after waiting all day long in the heat. "Ghandi, please tell my kid to quit eating candy." And Ghandi said, "Come back tomorrow."

The woman was puzzled, but what Ghandi says, you do. So she lined up in the heat of the sun the next day and finally she got to the top of the line again..."Please Ghandi, tell my kid to quit eating candy." Ghandi said, "Quit eating candy." The woman said, "Why didn't you tell him that before?" "Well, before I was eating candy myself."

So I want to look at you in the eye and I want to challenge you. You want to eat whole food, you want to sell the Ningxia wolfberry–you will have more power of conviction; you will sell more if you speak truthfully and you say, "I quit refined sugars today."

Thank you very much.

Dave Sterling - It's in the Processing

Thank you, Dr. Rodier. Dr. Rodier referred to the importance that you might have a product that has some tremendously powerful ingredients, but getting them from their natural state to a finished like *NingXia Red* is incredibly difficult.

Just to give you an idea of this, we looked for a bottling partner for quite some time. We tried some of the largest ones out there that bottle a lot of the competitive juices–and they couldn't do *NingXia Red.* They couldn't do *BYJ* either for that matter. They would fail time and time again because the standards are so high and so difficult because we won't let them change the pH levels in the drink; we won't let them super heat it (which kills all the bio-

availability of the nutrients). There are a lot of things we won't let them do and they don't think that's fair.

We finally found a good partner and have successfully have been able to bring you *Berry Young Juice* for the last year or year and a half here now. Then all of a sudden about a month ago we started running into some problems. We had a batch that failed. It's very bad when that happens–it means we throw it all away, for one thing.

Working out Problems

But we had a bad batch that failed and the next thing we did was to bring their executive management team in and they met with us. We sat down and had a very frank and very serious conversation with them. We basically said, "We need to know that you are a serious partner." You have to understand that Sue Chao and others went into these people's facility and our Quality Control people worked with these people who are experts at what they do to be able to get the processes in place so that they could produce this drink. Meanwhile we had to go back in with them; we had to sit down again. At first they just said, "It isn't fair. Nobody else in industry does this–this is incredibly hard to do."

But they worked with us. We went in and sent our team back in with them again. They spent about two weeks with them working with them and they were there working all-night batches through the days, going over every part of the process.

Back in Production

We finally got it back in shape again to where they could consistently produce *NingXia Red* and have it meet those standards.

It starts back in Ningxia (as Emily mentioned a little bit earlier), with our process there when we get the Wolfberry puree, and then it has to be finished here and it is incredibly hard. It's expensive, but you've seen the day that you've seen the results. It's worth it. It's worth it! I just wanted to share that with you.

Narrator

Thank you Dave, and thank you for being with us on Training CD #72.

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