

Possibilities

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Harvard Researchers: Omega-3 Deficiency Causes Up To 96,000 U.S. Deaths a Year

Omega-3 deficiency is the sixth biggest killer of Americans and more deadly than excess trans fat intake, according to a new study conducted by Harvard University researchers.

They looked at 12 dietary, lifestyle and metabolic risk factors such as tobacco smoking and high blood pressure and used a mathematical model to determine how many fatalities could have been prevented if better practices had been observed.

The study drew on 2005 data from the U.S. National Health Center for Health Statistics. It was funded by the Centers for Disease Control and Prevention (CDC) through the Association of Schools of Public Health.

The researchers determined that there were 72,000 to 96,000 preventable deaths each year due to omega-3 deficiency, compared to 63,000 to 97,000 for high trans fat intake.

The vice president of scientific and regulatory affairs at the Council for Responsible Nutrition (CRN), Andrew Shao, PhD, said it was a very interesting analysis, and that it reinforces the long-held notion that “the diet has a tremendously powerful impact on health and longevity and that the consumption of omega-3’s (along with fruits and veggies) by Americans is far from adequate”. But, he questioned the precision of the study due to complicating factors that had not been addressed, saying “it is hard to say how definitive their findings are as far as the numbers are concerned, since chronic disease and associated deaths are multifactorial. As far as diet goes, is it the lack of fruits and veggies or the excess animal and processed foods that is the culprit? It is hard to say.”

He also added that the study did not consider other key nutrients such as vitamin D.

Shao’s counterpart at the Natural Products Association, Dan Fabricant, PhD, emphasized the potential public health care savings that could be derived from better nutrition, especially in tight economic times, but called for further study, saying “we need more clinical research that nails down why omega-3 is so effective.”

Tobacco smoking ranked as the highest risk factor with 436,000 to 500,000 attributed preventable deaths, followed by high blood pressure (372,000 to 414,000), obesity (188,000 to 237,000), physical inactivity (164,000 to 222,000) and high salt intake (97,000 to 107,000).

The other risk factors included in the study were high blood glucose; low density lipoprotein (LDL) cholesterol; high polyunsaturated fatty acids, low fruits and vegetables intake and alcohol use.

Editor: We’re not surprised by the findings, but we ARE surprised and, frankly, excited that researchers at institutions as well-respected as Harvard, are getting involved in this type of research. We won’t even say “it’s about time”... (but I guess we just did!).

We certainly hope the people trying to figure out how to improve health care and cut its costs, take notice of such information.

Just last month we told you we now have a new Omega-3 formulation from Daily Mfg, which has replaced the one we’ve had from them for many years. Dailys believe this new twice-as-potent formulation which is molecularly distilled, and in Daily’s opinion is the “best omega-3 on the market”. We’ve never found the Daily people to be wrong in the nearly 20 years we’ve been dealing with them. This new **Omega-3 Fish Oil** is **Item No. J-391** (60 softgels) or **Item No. J-392** (120 softgels). ♦

Good Damage Control Idea or Fuel to the Fire?

That seems to be the question in Canada regarding a proposal to allow food manufacturers discretionary power to fortify “fundamentally unhealthy foods” with healthy ingredients to improve such foods nutritional profiles.

The proposal has been criticized by health professionals who say they are afraid it may cause increased consumption of “bad foods” if they appear to be healthier, but really contain only token amounts of healthy ingredients. They say it might lead to even more consumption of calorie-dense and nutrition-sparse foods, which could add to the problems of obesity in Canada.

Proponents of the proposal argue that people are going to eat junk foods anyway, so those foods may as well have their nutrient profiles improved with vitamins, minerals and other nutrients.

A focus group survey that was conducted on the subject found that people who eat junk foods would not increase the amount they consumed. It found that those who consume ice cream or carbonated beverages said they might choose one fortified with healthy ingredients IF it still tasted the same and cost the same, but they would not eat any more of it than they do now.

Editor: It seems to us that you could make a case on either side of this question, and one does wonder if it might encourage fewer true lifestyle changes in terms of the types of foods consumed. However, it might help those who will never eat a truly healthy diet... unless of course, the “fortifications” were so minimal as to be basically worthless. Given the need not to increase costs very much, we’d be afraid this might end up being the case. But we find it encouraging that the importance of good nutrition is finally getting this type of attention. ♦

Magnesium: Blood Pressure & More

New findings suggest Magnesium may reduce blood pressure in people with high blood pressure. The study adds to data from epidemiological studies that have reported more magnesium, potassium and calcium may reduce your risk of hypertension (high blood pressure). The researchers recruited 155 people to take part in a double-blind, placebo-controlled, randomized trial. The subjects were randomly assigned to receive either daily supplements of magnesium oxide or a placebo for 12 weeks. At the end of the study no significant differences were observed until the researchers looked specifically at hypertensives, where they found there were significant decreases in both systolic and diastolic blood pressure in the magnesium group. Generally speaking, if your blood pressure is higher than 140/80 you are usually diagnosed as having hypertension (high blood pressure). People with readings between 120/80 and 140/80, are usually classified as having pre-hypertension.

Most health experts advise taking both magnesium and calcium if you take either. For years, "everyone" said you should take twice as much calcium as magnesium, but more recently that has been changing. For instance, Dr. Joseph Mercola recently wrote you should take twice as much Magnesium as Calcium. And he isn't the only natural health expert who now recommends that ratio. Check with your own health care provider to see what his/her thinking is for you.

Mercola pointed out that only 1% of the magnesium in your body is contained in the blood so blood tests for it are often inaccurate, but are the common test for it.

Since some say up to 80% of people are deficient in it, he offers these symptoms as possible indicators of such a deficiency:

- ◆ loss of appetite;
 - ◆ nausea & vomiting;
 - ◆ fatigue & weakness;
- And in an ongoing deficiency:
- ◆ numbness & tingling;
 - ◆ muscle contractions & cramps;
 - ◆ seizures;
 - ◆ personality changes;
 - ◆ abnormal heart rhythms;
 - ◆ coronary spasms.

This 4th most abundant mineral in your body is responsible for the function of over 350 enzymes in your body, including:

- ◆ Creation of ATP (energy molecules of your body)
- ◆ Action of your heart muscle
- ◆ Proper formation of bones and teeth
- ◆ Relaxation of blood vessels
- ◆ Promotion of proper bowel function
- ◆ Regulation of blood sugar levels

Makes it sound pretty important, doesn't it?

We would add "good for **low back pain**" to that list. Certainly don't know that this reported benefit is related in any way to the enzymes it's related to, but we do know it has been reported benefit for low back pain, and our customers have confirmed that when they reorder our **Magnesium Citrate (Item No. J-54)** and say their lower backs are feeling better! We also offer **Calcium Citrate (J-25)** and **Coral Calcium with Vitamin D & Magnesium** in it—Capsule type is Item **J-203**; Powder form is Item **J-201**. ♦

Multi-Vitamins = Younger "Biological Age" ?

The cells from multi-vitamin users may have a younger biological age than cells from non-users, according to new research from the U.S.

Researchers led by Honglei Chen, MD, PhD from the National Institute of Environmental Health Sciences looked at the length of telomeres, DNA sequences at the end of chromosomes that shorten as cells replicate and age.

Telomere length is considered by some scientists to be a marker of biological aging. According to a study published in the American Journal of Clinical Nutrition, the telomeres of daily multi-vitamin users may be on average 5.1 percent longer than in non-users.

Editor: Our long-time customer favorite Multi-Vitamin/Multi-Mineral supplement in **Item No. J-56, "Multi-Vim"**. We really knew it was a winner when, some years back, a customer called to reorder and exclaimed that "your product is fantastic"... such statements most often were in reference to the Real Willard's Water, but I asked which product she meant... "Multi-Vim... my husband and I can't believe how great we feel since we started on it". That impressed us since most "multi" products don't seem to produce such tangible results. Certainly nice to have one that apparently can! ♦



Trivia & Tidbits . . .

1. Who got his big TV break when he filled in for Red Skelton?
2. What singer has recorded under the name Apollo C. Vermouth?
3. What bird is the only one to have nostrils at the tip of its bill?
4. What is a group of rhinoceroses called?
5. What mammal is the only living member of its order?
6. What are amberjack, cusk and pout?
7. How many acres are there in a square mile?
8. What was Cheerios, the cereal, called when first marketed 50+ years ago?

AND THE ANSWER IS...

1. Johnny Carson. In 1954 when he was a staff writer for the show & Skelton was injured.
2. Ex-Beatle Paul McCartney.
3. The kiwi.
4. A crash.
5. The aardvark. Its order is Tubulidentata.
6. Fish.
7. 640.
8. Cheerios; it was changed a year later at the request of Quaker Oats.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Human & Pet Health Writer, Seminar Leader, Finds More Than a Few Uses For “Mysterious” Product

About a month ago, a long-time RWW user and prominent health food writer and seminar presenter, C.J. Puotinen, conducted one of her seminars on EFT. (Emotional Freedom Techniques. EFT is said to help relieve not just emotional but physical problems for some people—we’ve seen it recommended not just by CJ, but MANY natural health experts including Joseph Mercola, Deepak Chopra, and others.) Following the seminar, she sent a Memo to its attendees with information to help make the most of their seminar session. Included in that memo was info on Willard’s Water, along with the reprint of an article C.J. wrote for *The Whole Dog Journal* (WDJ), back in 2006.

WDJ is a revered publication by those who know about it... it does not accept advertising, so its information is considered very credible (without the influence of advertisers influencing what information is or isn’t included). **We highly recommend** this publication to ALL, not just dog lovers—it has such a variety of information — again without advertisers’ influence—that it is in a class by itself. **To subscribe go to www.whole-dog-journal.com or call 1-800-829-9165.** C.J.’s Memo follows in this “box”, and the WDJ article she wrote on RWW begins immediately below it, and continues on the “insert” page of this newsletter.

Willard Water

Although drinking water is not part of the official EFT protocol, I agree with practitioners who consider dehydration a potential problem. After all, we are electric bodies, and water is a good conductor of electricity.

I have been an enthusiastic user of Willard Water for over 20 years, and I recommend it highly. The attached file, which is an article I wrote for *The Whole Dog Journal*, describes Willard Water’s use with animals. But all of the information is based on its use for humans, and the instructions are easy to follow.

Be sure to visit the Willard Water website, which is www.willardswater.com to see their current offers. Several of our long-time EFT students have saved money by purchasing Willard Water by the gallon and sharing it with others.

Try adding Willard Water concentrate to your drinking water, tea or coffee, juices, soups, and other liquids. Be sure to drink some before your EFT sessions and especially whenever the technique doesn’t seem to work or you feel stuck. Try spraying or applying diluted Willard Water to your tapping fingers and/or the tapping points. And let me know what happens. I’m always collecting WW success stories.

Reprint of *Whole Dog Journal* article on

ALTERNATIVE MEDICINE: Willard Water BY CJ PUOTINEN

Some dog owners swear this substance helps treat anything effectively.

Willard Water is one of life’s mysteries. Most people have never heard of it. Those who have, tend to use it religiously, even though they aren’t sure what it is or how it works. They say it improves digestion, reduces migraine headaches, relieves arthritis, improves skin health, heals burns and wounds without scarring, helps balance blood sugar, treats gum disease, supports detoxification, lowers high blood pressure, alleviates pain, and is helpful in the treatment of dozens of other conditions, including cancer.

Its manufacturer makes no medical claims beyond reporting that Willard Water may have anti-inflammatory and analgesic properties, and that free-radical scavenger tests show it to be a powerful anti-oxidant.

What helps set Willard Water apart from other “wonder” products is that it was examined by a Congressional subcommittee on health and long-term care in 1980, investigated by the “60 Minutes” TV program that same year, and tested by the U.S. Food and

Drug Administration. To date, all evidence has found Willard Water to be safe and non-toxic.

While some veterinarians might scoff at the claims made by Willard Water proponents, other holistic practitioners credit the product with amazing abilities to heal and balance. For example, Roger DeHaan, DVM, a holistic veterinarian in Kings Mountain, North Carolina, has recommended Willard Water for his canine patients since 1983. He mixes the liquid concentrate with drinking water for improved hydration and applies it to cuts, wounds, and other injuries. He even adds a small amount (10 cc) of full-strength concentrate to each liter of Lactated Ringers Solution before administering subcutaneous fluids.

History of the catalyst

What exactly is this stuff? Its ingredients (water, fossilized organics, sodium meta silicate, sulfated castor oil, calcium chloride, and magnesium sulfate) don’t sound like much – but their combined action re-

fines the behavior of water.

The addition of Willard Water concentrate to water is said to change water’s molecular structure from a very stable tetrahedron to a chain of water molecules attracted by strong electrostatic bonds to very small electrically charged colloidal particles. The result, which its inventor called Catalyst Altered Water because it literally alters or changes water, penetrates where normal water can’t.

Willard Water was developed in the 1960s by John Willard, Ph.D., a professor of chemistry at the South Dakota School of Mines. While consulting for an oil company, he searched for a way to remove the sludge that plagued oil wells. He found it in a formula he had previously developed to remove soot from Pullman railcars.

When Dr. Willard accidentally burned himself, the only water at hand was a dilute solution of the sludge-removal formula. To his surprise, the treated water immediately eliminated his pain and the burn quickly healed without scarring. He began to
(Continued on Insert Page this issue)

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in the mailed version.



“THE GREATEST GIFT OF ALL”

Dan S. told us “Mom was one of those people who could never get enough of Christmas...in terms of family events, gifts, decorations... the whole nine yards.

Which only made the first Christmas without her that much harder. Every piece of garland, every decoration, every ‘anything Christmas’, was a reminder of the emptiness...

“One of her favorite collectibles was a group of little fairy figurines...they weren’t expensive, but she loved them so much they became like her ‘signature’, but for some reason they were extremely hard to find. Nearly all she had come from a particular gift shop in a suburb of St. Paul, Minnesota.

“I still can’t explain my sudden compulsion to wander into the gift shop near my home in Ft. Lauderdale (FL) that day when I was running so late for an appointment, but imagine my surprise to see 5 of ‘Mom’s fairies’ sitting on the counter...but they were obviously being packaged up for someone, so I asked the shopkeeper if that was all she had, saying ‘we really need 6’.

“My shock skyrocketed when she replied, ‘she said you’d be

in to pay for ‘em and pick ‘em up, but I can’t find the 6th one.’ I managed to stammer ‘Who said I’d be in?’. ‘I didn’t get her name—she was an older woman with her hair up like this, and she was wearing a green sweater with huge red flowers and sequins on it’...the shopkeeper was describing my mother’s favorite sweater and hairstyle...then she added that it was so odd...the ‘customer’ had somehow entered the store without setting off the automatic doorbell, and left without doing so, either. She’d just ‘appeared, asked for the fairies, told me you’d be in, and then disappeared’, but had made it clear she needed a fairy for each of her 6 children... the shopkeeper added ‘she was holding one of the fairies when I turned away, and then she was gone, along with the fairy she’d been holding.’

“I can’t explain any of this—I don’t know if it was an actual apparition, or what, but I know the message to all of us was clear — our Mother’s love will never die — and that’s the greatest gift of all. I can’t explain how that message was conveyed, but know we’ll always be so grateful that it was.” ♦

Reprinted from our Dec. 1999, “Possibilities”. Editor: We invite you to send us your own miraculous/unexplained help/fork-in-the-road stories for this column, printed anonymously, if you prefer.



E-Mails, Mailbag & Phone Calls. . .



“Now I Get It” — that’s what A.T. told us after looking at the updated and expanded information on all our products on our web site (www.willardswater.com). She said she always knew how much better the products from Daily Mfg. seem to work for her than other “brands” of the same things... seeing the total listing of their ingredients, she said it was “really striking how few ‘other ingredients’ or excipients are in the Daily products... and also really impressive that they use only vegetarian capsules” (such capsules dissolve and absorb much better than other capsules).

She said between that and the commitment to quality we’ve often mentioned Dailys have, she now “gets it”... why their products perform so much better.

Gout Relief — “H.P.” told us he has used full strength Real Willards Water on gout for many years and it always works. He says he puts that full strength RWW on the affected foot and gets “relief in minutes. It works every time.”

Psoriasis — “C.K.” decided to try Real Willard’s Water topically on her psoriasis. She mixed it “half and half” for this purpose... 1 oz of Clear RWW with 1 oz of other water, and sprayed the affected area. She said it worked amazingly well.

In fact she said her skin had looked like “raw steak and was bleeding” when she started the RWW spraying. She’d been using other natural items on it, but when she added the RWW to it, you could “see the difference” each time she sprayed. Within 5 days of starting this routine, it was nearly totally healed, with very little still visible. She’s one happy lady! ♦



More Product Highlights & Updates from Charlie

(Continued From Page 3 Inside)

Reprint of *Whole Dog Journal* article

ALTERNATIVE MEDICINE: Willard Water BY CJ PUOTINEN

(Puotinen Cont'd from Page 3 inside)

experiment on himself and his family, then asked friends and relatives to try his Catalyst Altered Water. Through the 1960s and '70s, word spread.

Soon people in South Dakota were using dilute solutions of Willard Water to treat burns, sprains, bruises, and other injuries. They added it to their drinking water, laundry detergent, shampoo, and bath water.

Farmers, gardeners, and greenhouse operators discovered that plants treated with Willard Water needed less fertilizer and had better root structure, stronger stems, higher yields, and more foliage, even during drought conditions.

Dr. Willard found that farmers consistently reported improvements in cattle within three weeks of switching to Willard Water. Livestock raised on Willard Water showed greater resistance to shipping fever, a condition caused by the stress of crowded transportation, as well as reduced stress during weaning, branding, dehorning, and castration. Those on Willard Water recovered faster than control animals.

Pet use

For all animals, Willard Water seems to act as a whole-body tonic. That is, it's safe to use in small amounts for long periods of time, during which it apparently helps to bring into balance all of the body's systems.

The following doses have worked well for dogs, but so have other concentrations. If you're experimental, try a little less or more and observe your dog's response.

For best results, use good quality filtered, bottled, or uncontaminated water from a reliable source. Reverse-osmosis filtered water is highly recommended. Hard water, which contains high concentrations of minerals, is supposed to interfere with or slow the action of Willard Water.

Willard Water comes in two forms, dark and clear. "I use the dark concentrate," says Dr. DeHaan, "because it contains lignite and dozens of important trace minerals. I'm convinced that those minerals make a differ-

ence."

One fluid ounce (2 tablespoons) concentrate per gallon of water is the strength recommended for daily human consumption as well as for topical application on pets and people. This same strength is a good daily drinking water for animals with acute or chronic health problems or for any animals during hot weather or times of stress.

(Note that these recommendations are for Clear Willard Water and Dark XLR-8 Plus Willard Water. The greatly diluted Dark XXX product requires 2¼ times the amounts listed here.)

The recommended maintenance water for healthy dogs, cats, cattle, and other animals not under stress is far more dilute, such as ¼ ounce (½ tablespoon, or just over 1 teaspoon) concentrate per gallon of water.

Use this solution to fill your dog's water bowl, which should be available at all times. Add it to dry, canned, or raw food. If you include grain in your dog's home-prepared diet, consider soaking it overnight in diluted Willard Water to improve digestibility. To increase the grain's nutritional content, drain the jar and leave it open and on its side for a day or two. Grind or puree the sprouting grain before adding to food. Leftover pureed grain keeps well in the refrigerator for several days.

In her book, *Holistic Guide for a Healthy Dog*, Wendy Volhard, another long-time user of Willard Water, recommends adding diluted Willard Water to your dog's drinking water when traveling to keep stress levels under control.

"Taking your own supply of drinking water is preferable," she says, "but if that is not possible, use what is available on your trip and add 2 tablespoons of diluted Willard Water to each bowl, so that your dog is not affected by the change."

Dr. DeHaan's only caution is to start slowly. He introduces Willard Water gradually and in small doses, giving small dogs 1 to 2 tablespoons of the dilute solution daily, adding it to drinking water or food. Medium-sized dogs receive 4 tablespoons per day, and large or giant breeds start with ½ to ¾ cup (4 to 6 ounces).

"Too much too fast can accelerate the detoxification response," he explains. "If your dog gets diarrhea, ease off a little until

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his system catches up." This temporary symptom is the only adverse side effect Dr. DeHaan has seen while treating thousands of dogs with Willard Water.

In Priest River, Idaho, Ralph and Rita Huddleston were distressed when their eight-year-old West Highland Terrier, Kramer, stopped acting playful and was unable to jump on their laps or into his favorite chair. He seemed to suffer from pain and a lack of energy.

"We ourselves have felt so much better since using Willard Water," they say, "that we decided to give it a try for our little friend. His condition disappeared as fast as it began, and Kramer is now his old happy self again. He knows when we are drinking our Willard Water and sits at our feet begging for a little sip, which we give him out of our hand. Of course, he drinks whatever he wants from his water dish."

Two years ago, Janice Walters of Belen, New Mexico, noticed that after using Willard Water for a few months, she had more energy and her prescription medications seemed to be working better.

She started giving Willard Water to her dogs and cat. "The first thing I noticed was they were drinking more water than usual," she says. "The cat has her own bowl, and the dogs share two halfgallon self-watering bowls. Previously I had to fill those containers every two days. Now it's every day. The dogs got more energetic, and Vixen's coat started looking shiny."

Vixen, a Golden Retriever/Shepherd-mix, is now 12, and Darby, a Lhasa-mix, is 11. "Our new dog, Chance, is a two-year-old Boxer-mix," she says. "He keeps the girls busy, and they keep up with him."

Walters, an animal rehabilitation specialist, is vice-president of a local rescue group. "I recommend Willard Water for eve-

ryone, but especially the dogs,” she says. “I’m convinced it’s one of the best things you can give an animal.”

Cancer

Willard Water’s testimonials include many reports about cancer patients, including dogs who outlive their prognoses, or, in some cases, completely recover.

“Willard Water doesn’t cure cancer,” says Dr. DeHaan, “but it definitely supports the cancer patient. It does this in part by improving digestion and the assimilation of nutrients, which strengthens immunity.”

For canine patients with cancer or other serious illnesses, the recommended concentration is the same as the maintenance amount for humans, 1 fluid ounce (2 tablespoons) concentrate per gallon of water.

Spraying or applying the same dilution to skin cancers is another support strategy. Diluted Willard Water can be sprayed or applied to any canine tumor or skin growth several times per day. Simply apply thoroughly and let dry.

Any conventional, complementary, or alternative cancer therapy may work more efficiently in combination with Willard Water, which seems to improve the effectiveness of many prescription drugs, medicinal herbs, and supplements.

Topical application

To use Willard Water topically, dilute 1 teaspoon concentrate in 1 quart water or use 2 tablespoons per gallon. (*Editor: NCI suggests 1-1/2 teaspoons per quart or 2 Tblspns/ Gallon.*) Use this solution as a wash or rinse to clean and treat cuts, burns, wounds, or abrasions. Pour it directly on the affected area or use a spray bottle. Repeat the application several times per day.

Diluted Willard Water is said to be as effective in reducing pain in animals as it is in humans. Spray or apply it to sprains, bruises, trauma injuries, arthritic joints, and any area that is swollen or tender.

Wendy Volhard swears by Willard Water as a hot spot treatment. “It dries up the inflamed areas overnight,” she says. “I also spray it on cuts to stop the bleeding and on insect bites to reduce the swelling and irritation.”

An easy way to treat injured paw pads is to briefly soak the affected foot in a bowl or pan of diluted Willard Water, then let it air-dry.

To create a compress, soak a washcloth in the dilute solution and hold it in place for several minutes, or secure it with a wrapped towel or bandage. Repeat the treatment two or three times per day.

You can increase the effectiveness of any herbal compress or wash by brewing the herbal tea in a dilute solution of Willard Water, or simply add ½ teaspoon Willard Water concentrate to each pint (2 cups) of tea. You can add ¼ teaspoon Willard Water concentrate to 1 cup (8 ounces) of any aromatherapy hydrosol (See “Essential Information,” January 2005) to make the hydrosol more effective. Spray the treated hydrosol full-strength or add a teaspoon or a tablespoon to your dog’s drinking water.

To improve your dog’s coat, spray it with diluted Willard Water or treated hydrosol before brushing or grooming. Willard Water helps prevent dander, freshens the coat, and helps most dogs smell better.

Increase the effectiveness of your dog’s shampoo by mixing ¼ cup shampoo with 1 cup diluted Willard Water. According to users who reported their results to Dr. Willard, this actually helps calm excitable or nervous show animals.

Use this mixture to scrub, rinse, reapply, and rinse again. If you use a conditioner, which may no longer be necessary, mix it at the same proportions. Finish with a final rinse of dilute Willard Water solution, an herbal tea made with diluted Willard Water, or a solution of 1 tablespoon hydrosol in 1 quart diluted Willard Water. A caution for humans: Willard Water added to shampoo, conditioner, or rinse water has stripped color from some dyed hair. (NCI Editor 2009: We believe all such cases involved dyes used 30 years or so ago, and haven’t heard of any such cases in recent years, but we don’t know it wouldn’t be possible, either, depending on the dye, but it isn’t common.)

To treat any eye condition, spray diluted Willard Water directly into the dog’s eye. Willard Water helps clear up conjunctivitis and other infections, and it’s an effective first-aid rinse for the removal of debris. Clear Willard Water concentrate is usually recommended for use in the eyes, but many users report excellent results from rinsing or spraying eyes with dark Willard Water solutions. If desired, add a pinch of unrefined sea salt to make the solution slightly salty. Tears are saline, and adding a small amount of salt makes the solution more comfortable.

Whenever you brush your dog’s teeth or give her a tooth-cleaning rope toy to chew on, spray the toothbrush or toy with diluted Willard Water.

Diluted Willard Water can be used as an ear cleaner, too. Or you can add a few drops of full-strength concentrate to any liquid ear cleaner. Willard Water helps the solution reach farther and loosen wax and debris.

Cleaning green

In addition to adding Willard Water to shampoos and conditioners, you can add it to

any soap or cleanser, making housecleaning a safe, pet-friendly activity.

In 1991, shortly before Dr. Willard’s death at age 84, I corresponded with him about Willard Water’s effect on chlorine. He confirmed that extensive laboratory testing proved that small amounts of Willard Water neutralize or destroy chlorine. In fact, he warned against adding Willard Water to any load of laundry using chlorine bleach. “The bleach won’t work,” he said.

In reply to my questions about whether Willard Water concentrate would help preserve raw milk, he recommended adding 1 ounce per gallon. “We discovered this with an old Swiss cheese maker. Milk tastes richer and keeps fresh longer. You can do the same with raw juices.”

About the product

Willard Water has gone by many names over the years: Catalyst Altered Water, CAW Water, Carbonaceous Activated Water, Lignite Activated Water, LA Water, Dr. Willard’s Water, and Real Willard Water.

Three versions of Willard Water are sold today: Clear, Dark XLR-8 Plus, and Dark XXX. The Dark XLR-8 Plus contains higher concentrations of trace minerals and nutrients than the Clear concentrate because of its added lignite. Dark XXX Willard Water is less expensive (but costs more to ship) because it is greatly diluted, requiring 2¼ times the amounts listed here to match the desired concentrations.

Willard Water is sold in plastic bottles. Dr. Willard recommended that the concentrate not be stored in glass because its long-term storage actually weakens glass and causes it to break.

Dr. Willard received over 20 patents on Willard Water, then spent his remaining years fighting patent infringers, including those who diluted and repackaged the extract. The original full strength Willard Water is available from Nutrition Coalition in Fargo, North Dakota, which has a generous “give it a try” offer for new users. To order any of these special offers, call Nutrition Coalition at (800) 447-4793 or (218) 236-9783, specify clear or dark, and mention that you read about Willard Water in WDJ.

C. J. Puotinen, a long-time contributor to WDJ and author of *The Encyclopedia of Natural Pet Care*, “*Natural Remedies for Dogs & Cats*”, and other books, was the author of this article.

Her other books include a wide variety of books on human health as well as animal health.

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