

Sharon's Notes

Information For Today's Sunrider Distributor

Sharon's Sunrise Enterprise, Inc.

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Sharon M. Farnsworth

**I am very
excited about
having this
new food
formula.
I call it a
renewed
VIGOR for
life!**



New Women's Formula "Bella"

Dear Sunriders,

This is an exciting time to be a Sunrider! Twenty years of experience brings so much stability to our company, especially when you realize the average life span for most Network Marketing Companies is only 6 months. We have been on an incredible journey with Sunrider!

Sunrider started in 1982 in Orem, Utah. We have watched it grow from a small mom and pop company to become a world leader in Herbal Nutritional Foods, Skin Care, Cosmetics, and Personal Care Products. We have come a long way. Sunrider is the second largest Network Marketing Company, as well as the third largest Direct Sales company in the world, according to Selling Power Magazine in 1999. This is a great accomplishment and we are celebrating our 20th Anniversary this year. Happy Birthday, Sunrider!!

In those early days of Sunrider, I remember Drs. Chen coming to our home in Sandy, Utah, to motivate, teach and train us about why Sunrider was different. We were so excited to learn the difference between medicinal herbs and food grade herbs. Sunrider Foods are considered food grade herbs. We loved learning about the Philosophy of Regeneration which states that "the

body has the innate ability to create order and balance, when properly nourished." We learned that nourishment needs to come from live whole foods that are not altered by man, but contain all of their life force and enzymes.

As we learned from the Chens, we started sharing these wonderful health truths. Our Sunrider family began to grow! It was thrilling for us because we could see what we were learning was a truth. When people would take advantage of eating our wonderful food products, they would begin experiencing incredible changes in their body. They would get excited and share their new gift with others. It is interesting that the same process is still happening today. People are sharing, caring and teaching others the networking process, which is motivating people, and it is just as powerful today as it was the first day I learned about it.

We have watched the expansion of Sunrider all across the USA and Canada. We took an active part in traveling with Dr. Chen, then went out on our own to teach people what we had learned. We have been by Dr. Chen's side while traveling with him to many countries.

We went with him to Asia and visited his homeland of Taiwan, then went to Hong Kong, Olin's homeland. It was an awesome experience to be part of Sunrider's Grand Opening in Malaysia and Japan, and to have attended our Grand Convention in Beijing, China, where we visited the Forbidden City, the Summer Palace, and one of the Seven Wonders of the World, the Great Wall of China. One of the most heavenly places on earth is in Hawaii at the Hilton Waikoloa Hotel on the Big Island of Hawaii, where we have attended two wonderful Sunrider Conventions.

We have experienced the struggles and the joys of helping to open up Europe and Mexico with Sunrider International. What an experience it has been for us!

Our journey for the past 20 years has expanded our vision and personal horizons to many corners of the world. There has always been one common thread connecting all human beings; warmth, love and friendliness. We are all striving for the same goal, to improve the quality of life for people everywhere. Sunrider offers hope and a way for people to change their lives for the better. It is an Opportunity for a Lifetime!

New Women's Formula: "Bella"

"Bella" means "Beautiful" and this much anticipated food formula is now here. It will be available on April 8th, to all Distributors and Customers.

A Word of Warning: **Veros** may be temporarily out of stock when the present stock runs out. Mrs. Chen tells us that some of the same herbs are used in both formulas, and that the supply of raw herbs is in short supply. They will take the supply now being used in the Men's Veros, and will use it to make the new "Bella." So if you use Veros, consider ordering plenty more to tide you over until it is available again.

I am very excited about having this fabulous new food formula for women as there is a huge need for this.

First, let me tell you a little about what I am experiencing with it. I have received my "trial" guinea pig bottle. I just wish I had it about 4 years ago but I am happy to have it now. I have experi-

enced better sleep at night, and no more hot sweats. I seem to have more "vigor" or what Mrs. Chen calls a feeling of more aggression. I call it a RENEWED VIGOR for life! I just want to achieve more.



Women have cycles. We are pre-menopausal, menopausal, and post-menopausal. This product, as I understand it, can be for women of all ages, for hormonal balance.

Estrogen: Women are designed to produce the hormone, Estrogen. This hormone has a lot to do with women's moods, behavior and actions. It is what makes

women feminine. It is what keeps us looking and feeling young. It affects the skin. Estrogen has a great role to play in women's bodies being able to absorb calcium. In a woman's body, estrogen is like the bank teller, allowing the calcium to be assimilated.

When a woman goes through the Change of Life or Menopause, or has a hysterectomy, then the ovaries which produce estrogen and progesterone no longer produce the needed hormones. Women suffer with mood swings, depression, and bone loss. Their teeth are affected because of the inability to absorb calcium and minerals. The adrenals are supposed to "kick in" to produce the needed estrogen, but in today's world, so many women's adrenals have been stressed and worn out, that they do not produce the smaller amounts of hormones needed. Women suffer the consequences of imbalanced hormones in their systems.

Another symptom is hot flashes. When the needed hormones are no longer being produced in the body, this triggers Mother Nature to start burning up, or shriveling, the ovaries. This process makes women feel hot and they break out with hot flashes, perspiring profusely for a few minutes, and it is terribly uncomfortable. For this reason, the medical profession advises Hormone Replacement Therapy (HRT), but synthetic hormones, while helping to eliminate hot flashes, have awful side effects. The most popular synthetic hormone, Premarin, is made

from pregnant horse mare's urine, and the side effect is cancer of the breast or uterus.

Science is scaring women into not using any outside estrogens or natural sources of estrogen. For instance, some herbal companies now produce hormone patches made from an herb called Mexican Wild Yam. However, Dr. Chen has warned us of this source, telling us that it is a steroid containing cortisone. While the calming down of hot flashes brings temporary relief, the long term effect of these steroids makes women gain weight and causes the bones to be soft, brittle, and easily broken, contributing to osteoporosis.

The natural estrogen that a woman produces has many benefits:

1. When the proper balance of estrogen is in the body, it controls the body's ability to absorb calcium. This is critical for the prevention of osteoporosis, osteoarthritis, arthritis, etc.

2. When we eat sugar or sugar laden foods, this affects the calcium in our body. Sugar strips the liver of stored nutrients and depletes calcium out of the bones, affecting bone density. If we are menopausal, then we cannot assimilate calcium well. Is it any wonder that our body, at this time, starts showing signs of aging? Then, according to which symptoms we have in our body, we give them disease names such as:

- a. Osteoporosis,
- b. Osteoarthritis,
- c. Arthritis,
- d. Fibromyalgia or muscles aching.

Lack of calcium may not be the only cause of these conditions, but it is certainly a big contributing factor.

3. Natural Estrogen keeps us feeling young and acting young. It keeps our skin young, and gives us our sex drive, our vigor for life....feeling wonderful!

The opposite is true when we start aging. We see the effects. Our skin gets dryer, wrinkles start appearing, and we start feeling and showing the aging process.

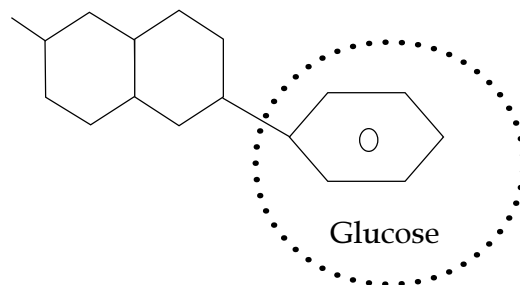
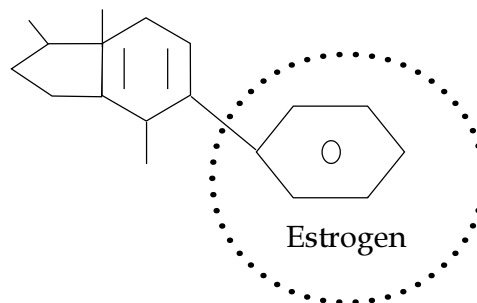


Sunrider and Ageless Aging: Chemistry of "Bella"

As you can see, estrogen plays an important role in women's lives. It is like the "magical hormone" that makes us tick and the Drs. Chen have been working on this particular matter.

At Dr. Chen's meeting, we were learning a great chemistry lesson from him. Remember, he used to teach Chemistry 400, the highest chemistry class offered at college level, at Brigham Young University in Provo, Utah. Dr. Oi-Lin Chen also understands chemistry, as a Licensed Medical Doctor.

Dr. Chen drew the molecular structure of estrogen and glucose as follows:



We saw an interesting parallel between these two hormones; the ends are almost identical. "Bella" will cause the hormone receptors in the body to recognize the glucose molecule as estrogen. This will be profound.

The nutrients of "Bella" will be beneficial to women for hormone balance. The body will be nourished with all the positive benefits without any negative side effects.

Wow! What a marvelous scientific breakthrough this will be. Some of the benefits are:

- ☺ To help keep us feeling young and looking young.
- ☺ Helping to reduce or soften wrinkles (character lines) or creases in our face.
- ☺ Keeping the skin nourished, balanced, and moist...your face and body.
- ☺ Boost the body's ability to absorb calcium from our foods, possibly slowing down or preventing the Osteo, or bone, problems.
- ☺ Having a product that will NOT lead to further problems down the road, like breast cancer, ovarian cancer, or uterine cancer.
- ☺ Help keep our moods stable.

Feeling younger, looking younger.

Wow, a fountain of youth to help us keep our youthfulness longer...Ageless Aging. Sunrider's New "Bella," along with our wonderful food and skin care products, will give a boost to our overall youthfulness.

I strongly recommend that women continue eating the basic Sunrider foods so let's talk about how they can help with our ageless aging.

NuPlus or VitaShake.

This formula was originally developed for the Chinese Emperors, to help them stay healthy and young, and to keep their wives and families healthy, young, and happy. It is rich in phytonutrients, meaning a plant source of nutrition. The Soy Bean used in NuPlus is rich in phytoestrogens. With the upsurge of female cancer, I have been reading negative darts pointed at the mighty Soy Bean, but then I think about Asians who have consumed Soy Beans for centuries, eating Tofu and Miso. So what is their secret? Tofu and Miso are made from soaked, partially sprouted and/or fermented Soy Beans. Sprouting is the key! Soaking and sprouting changes the chemistry of beans so that the nutrition can be absorbed by the body.

Dr. Chen has told us that he soaks all the beans used in the NuPlus and VitaShake formulas, and starts the sprouting process which changes the food chemistry to be very beneficial for the body. This is a scientific fact that he has known for many years, which today's scientists are just discovering. I have always said that Dr. Chen is at least 20 years ahead of his time and, in my opinion, he is a leading scientist who is far ahead of his colleagues.

As the saying goes, "We are not to worry." This is because Drs. Tei Fu and Oi-Lin Chen know what they are doing. We know from eating NuPlus and VitaShake, that it improves the skin and helps us stay younger.


Quinary is also very important to our youthfulness. Remember, we have a special food formula called **Prime Again** whose name implies that it may take us back to our "Prime Again" and it benefits both men and women.

Calli is another important source of anti-oxidants to slow down the aging process, and fight against the free radicals that our bodies may absorb from pollution. I like to tell people that Calli cleans up the external pollutants or environmental contaminants, in our internal environment. It very subtly helps to eliminate toxic waste stored in our bodies.

SunnyDew or **Sunectar** externally helps to prevent scar tissue and internally helps with blood sugar regulation, high or low, and helps with blood pressure regulation, high or low. In other words, it nourishes our bodies.

Herb Cal Tab is a must in today's world, as we are learning how important Calcium absorption is to our bodies. Sunrider's herbal Calcium is the best source of calcium that I know. For years, I have dealt with many health food products, selling vitamins and minerals as well as medicinal herbs, and I can honestly say that everything Dr. Chen develops is scientifically, "Simply the Best."

Most companies use ingredients that are difficult for the body to assimilate even if the female



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body is producing estrogen. Many calcium supplements contain ingredients such as Bone Meal, Oyster Shell, Milk Lactose, and Dolomite.

Bone meal is made from ground up animal bones. With the worldwide concern over Mad Cow Disease, why would we want to eat animal bones?

Oyster Shell is another ingredient. The shells of Oysters are ground into a very fine powder and put into supplements, but this source of calcium is a not easily absorbed by the body.

Milk Lactose is removed from milk which has been known for containing calcium, and the dairy industry promotes their products as a good source of calcium. However, raw milk is the easiest form of milk for us to absorb but when pasteurized and homogenized, the structure changes so that the human body cannot absorb the calcium for our bones, teeth, and nerves. The lactose is basically the same, not easily absorbed, and the synthetic growth hormones and antibiotics fed to cows has become a grave health concern. The best source, if you want to use milk, is raw milk, which is very difficult to obtain today.

Dolomite is minerals from the soil. Again, not easily absorbed.

Sunrider's **Herb Cal Tab** is the best source of supplemental Calcium, on the market.

It is made from Dandelion Root concentrate. Dandelion is a rich source of Calcium that can be assimilated by the body. I was consuming four capsules per day of Sunrider's **Dandelion Root** before the new Herb Cal was available. Dandelion is rich in Vitamin A and is an excellent blood purifier. It is very good for acne and is great for fighting infection in the body, yet it is not an antibiotic. Dandelion is the first ingredient in our Herb Cal.

Next is Alfalfa. How does a cow get calcium for milk? By eating tons of alfalfa. Dr. Chen has made a concentrated extract of alfalfa, rich in antioxidants and calcium, and very good for digestion. Alfalfa is an excellent source of chlorophyll, and we have another product called **Evergreen**, which is a concentrated alfalfa juice.

To assure that we assimilate these herbal sources of calcium, Dr. Chen added Bromeline from Pineapple and Papain from Papaya, plus Flaxseed Oil as an excellent source of omega three fatty acids. Flaxseed Oil is known for its many positive health benefits. Then, Herb Cal Tab is balanced with the proper amount of Vitamin D.

I learned that anyone with calcium assimilation problems should consider eating approximately five Herb Cal tablets per day. I have been eating four tablets per day by dissolving them in my VitaShake and Calli.

Another beneficial Sunrider food for women, as well as for men, is **Beauty Pearls**. This is an ancient formula developed for the Chinese Emperors so that their wives would have gorgeous skin and youthful beauty, as well as balanced moods.

Dong Quai is a single Sunrider herb which has been known in China for centuries as the "queen of all female herbs." It is a rich source of Vitamin E, Vitamin B6 and B12. This is the one Sunrider food that I have used to curb hot flashes. I learned something about airplane travel and hot flashes, that when our body is taken out of its natural environment hormonal balance is upset. This is especially true for women. I noticed that when I would fly to Europe, on the plane for eight hours or more, the hot flashes increased

significantly. To combat that, I would eat as many as six Beauty Pearls and increase my Dong Quai, taking five at a time, two or three times a day. This seemed to replace some of the nutrients that were pulled out of my body due to the effects of high altitudes.

VitaSpray provides B-complex vitamins quickly to the system.

Energy Plus. I eat two capsules per day which provides a natural source of Vitamin E and lecithin. The Bee Pollen contained in Energy Plus provides additional nutrients that are beneficial to both men and women.

I hope this information has given you food for thought on the new "**Bella**." It is so affordable at \$34.80/29.00 SV for 50 capsules. The product code is #191201.



Sneak Preview:

Dr. Chen mentioned at the meeting that his latest research is on another fat reduction product. He called it a weight "BOMB." I asked, "what does that mean?" He said that this product would be able to direct fat reduction to a specific area of the body that needs reducing, like the tummy or buttocks. I am pleased to say that Action Caps have helped with my hips.

Dr. Chen never seems to sleep, but keeps thinking and working on new breakthroughs. He is a genius, with the invention and production of such fine food formulas. Sometimes, Dr. Chen engineers the specific equipment required to manufacture our "Simply the Best" products.

This is an exciting time to be involved in Sunrider. I hope you are taking advantage of sharing our wonderful products with everyone you know. Sharing Sunrider brings more abundance into YOUR life, and into the lives of those you share it with!

One thing I have observed over my 20 years with Sunrider is that those who share Sunrider can

afford to continue eating and using our wonderful products. Customers will come and go, but a serious Sunrider Business Builder will be able to enjoy the gift of glowing health and beauty, and the financial freedom that most people only dream about. I hope to see you enjoying these space age products with a Chinese Twist for years to come.

Remember, YOU can participate in AGELESS AGING which means you'll continue having birth-days but your body won't show signs of aging, by pampering yourself with Sunrider Foods, Kandesn Skin Care and Cosmetics, and SunSmile Products. Sunrider is scientifically, "SIMPLY THE BEST."

Enthusiastically,

Sharon Farnsworth



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