

APPLES & ORANGES

In the past my family has been involved with some of the finest herb companies in the industry. When we discovered Sunrider almost ten years ago, we knew we had finally found a company we could truly grow and live with. In the process, we've discovered that there is a BIG difference between herb, or health food, companies. I'm not just talking about the obvious differences that can exist with any company: Quality control, ingredients, formulations, etc. We all know of many quality brand names, but I'm talking about the philosophy in which the products are created.

There are lots of herb companies out there, even several Network Distribution companies with herb-based product lines. A newcomer to Sunrider might want to know how Sunrider compares to these other companies. When we compare other herbal companies with Sunrider, we can't say one company's approach is better than the others. Our approaches are simply very different from one another. While there are obvious differences in ingredient quality between companies, of those who are sincere and quality-minded, we all share the same basic goal: good health. When asked to compare Sunrider to another company with a herb-based product line, we can only respond, "You can't compare apples and oranges." And then we explain...

PEAS AND CARROTS

In his many publications and books, Dr. Dean Black writes often about the differences between "apples and oranges." He explains that optimal health can only come through nourishing the body rather than substituting for it. But the body's own natural powers are not easily measured by science. Our healthcare system is based on the principle of substitution (treating the problem), which has been only really studied for a century or more. In contrast, the Chinese began studying the Philosophy of Regeneration 5,000 years ago. Here's what they discovered:

Among the tens of thousands of plants, there are many the Chinese believe regenerate specific systems and organs of the body. For example, we believe that "carrots are good for the eyes." The Chinese have extended this idea a thousand-fold by

believing there are plants that regenerate the skin, the heart, the lungs, the digestive system, and so on.

Sunrider has been established upon the solid foundation of this philosophy. The Sunrider Philosophy of Regeneration is the belief that Dr. Chen has dedicated his company and his life's work to. This philosophy is clearly represented within each balanced, concentrated Sunrider herb food formula. But there are also plants the Chinese believe do not regenerate. The Chinese distinguished herbs that would regenerate the body from herbs that would merely substitute for the body. The first group were food herbs and the second group medicinal herbs.

Companies today with herb-based product lines sell herbal formulas that contain mostly medicinal herbs. In that sense, typical North American "herbalism" and our drug-based medicinal philosophy are brothers, both being based on substitution, although medicinal herbs at least have the advantage of wholeness.

Are we saying that medicinal herbs and those companies that produce them are bad or wrong? No, they have their place. God in his wisdom created these different plants for different reasons. Medicinal herbs are for crisis situations, to be used when the body is unable to function on its own. Regenerative herbs provide the body with the raw materials it requires to rebuild itself.

But what about the herbal products that other companies sell that usually contain medicinal herbs? While their products may not necessarily be bad in the right hands, one thing that is very wrong is representing medicinal herbs as daily food supplements, when that is clearly not their purpose. Some companies may do this in complete innocence, unaware that they are encouraging people to take medicinal herbs every day when their body is not in crisis.

This can cause greater health imbalances! This I believe cannot only become dangerous but is also extremely irresponsible. It is up to those who understand the big picture of the Philosophy of Regeneration to teach others about these very real differences.

"If you know how to eat a salad, you know how to eat Sunrider herb foods," writes Dean Black, Ph.D., author of *Health at the Crossroads*. The word "herb" is not precise. Actually, there are two broad categories of herbs, and no labels to tell them apart. We therefore call our Sunrider foods herb food formulas. People know that foods nourish the body, but they are confused about herbs. Do herbs belong with peas and carrots or with penicillin and aspirin? Sometimes it's hard to tell, but we want everyone to know: *Sunrider products belong with peas and carrots*. This difference is one of the things that separate Sunrider from most, if not all, other wellness companies.

The next Sunrider difference is the history and knowledge behind this company. Dr. Chen, owner and founder of Sunrider, owns several manuscripts from 5000 years of Chinese research with herbs that he has used extensively to create his formulations.

The third difference is how the products are extracted and concentrated. Dr. Chen created a multi million-dollar process for treating herbs that to this day no other company has been able to copy or is willing to invest in.

With Sunrider's phenomenal global success, there have been many companies latching onto the phrases we pioneered, like "herb food" and "The Philosophy of Regeneration" without understanding what they mean. These companies are still selling the same old Chinese or North American medicinal herbs but with new packaging.

FINGER IN THE DIKE

Now that my family has personally experienced the other herbal philosophies and discovered Sunrider, we can step back and view the big picture of today's herbal scene. We are very grateful for the Sunrider philosophy. These simple principles have cleared up many misconceptions and frustrations for us.

For example, Sunrider's Chinese herb food formulas nourish complete body systems, when eaten with a balanced whole food diet. Before Sunrider came along, when we took herbal formulas, they singled out one organ or symptom to focus on. It was always a constant guessing game trying to put together a program. At any one time it would take at least ten different herbal combinations in addition to

many single herbs. As soon as one set of symptoms subsided, another set would crop up! It was a constant battle, back and forth, much like the story of the little boy trying to control a flood with one finger in the dike.

But then Sunrider came along and changed all that. Sunrider formulas were not for any specific ailment! They were simply foods to encourage the body to balance, with no guesswork. You just have to eat them . . . how refreshing and how easy to share with others.

Here's a perfect example. Sunrider's Calli, which is an herb food beverage, has become a staple in the diets of millions of people. How does Calli's nourishment stack up against those herbs we used before we knew any better?

One evening, we sat around the kitchen table and listed all of the single herbs and combinations we had used in the distant past that were similar to the ingredients found in a single box of Calli beverage. We discovered that those other herb products added up to well over \$80 U.S. A box of Calli beverage at that time (and about the same size) retailed for under \$20 U.S. What's more, unlike those other herbs we used all those years, the ingredients in Calli are concentrated and enhanced, and yet still sold for under \$20 U.S. That's a big difference.

This same difference exists with all the Sunrider herb food formulas. In the case of the Sunrider basic program, each one of the five Quinary formulas as well as the NuPlus formula replace countless herbs and formulas we used to use in the "old days," at a fraction of the cost.

Yes, it's apples and oranges: There really is no comparison between Sunrider herb food concentrate formulas and most other companies making what seem to be similar products.

Which foods would you rather be introducing into your diet on a daily basis? Introduce your body to the Sunrider difference. It's a philosophy that quickly becomes a way of life.

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