

## The Forgotten Factor In Bone Health - Collagen

When you think of bones, you might picture a brittle, lifeless, skeleton hanging in the corner of a high school science classroom. In fact, bones are actually dynamic, living organs with flexible cells and flowing fluids. Bones in living creatures need to be strong and resilient.

When most people (and even the medical establishment) think of improving skeletal health, they usually think of large doses of calcium or bone-hardening chemicals. But calcium alone is a lot like chalk. It can support many times its weight vertically, but is quite brittle and snaps easily with pressure from the side or when dropped.

Live bones however are about one-third collagen, an elastic protein. The word collagen comes from the Greek word Kolla, meaning to glue or bind together. In bones collagen provides a slightly flexible framework for the calcium and other minerals to adhere to. Flexibility is the hallmark of all youthful body tissues.

Dense hard bones are not necessarily more fracture-proof than less dense bones. Half of all hip fractures occur in women who do *not* have osteoporosis (porous bones) based on Bone Mineral Density (BMD) measurements. However, BMD measures only the quantity of bone *not* the quality. Because they focus solely on density, the medical community misses a major aspect of fracture prevention, which is bone's ability to flex slightly rather than snap under impact or pressure. It's the combination of calcium *and* collagen (quantity and quality) that makes bones strong *and* flexible enough to withstand real-world stresses.

Medical doctors could take a lesson from structural engineers who design skyscrapers. Tall buildings made of concrete and steel are actually engineered to sway 3-5 feet during strong winds. In bones it's the collagen matrix that allows for adjustment to stresses.

Collagen is the most abundant protein in the human body. With age, however, our collagen production decreases, resulting in weaker connections throughout. We lose about 15% of our collagen every decade after the age of 30. By age 60, many of us will have lost 50% of our collagen.



*Young vs dried fruit, collagen & moisture help keep us young*

It's obvious. As we age our skin thins, wrinkles and sags, we lose muscle tone, our tendons and ligaments become more prone to injury, joints become less stable, bones become brittle, the quality of our hair and nails diminishes, our intestinal tract, bladder and even our

blood vessels lose strength and flexibility, all due to decreased collagen production. Virtually anything in our body that is flexible and bouncy when we're young, will suffer due to age-related collagen reduction.

## 2016 Flu Shot Alternative

This under-the-tongue, homeopathic formula is a safe, effective, inexpensive, alternative to traditional flu shots. Just like the flu shot, it is re-formulated every year to target the flu strains that are predicted to be major threats.



**This year's version is being formulated right now and will arrive around mid-October.**

After 10 years of European testing, these homeopathic pills proved more effective and far safer than traditional flu shots. One dose per week, for 5 weeks, was the way this formula was originally tested. We sell all 5 doses in one convenient package for \$6.97

**Sunshine is the only place in the US that provides the original directions for use this product was created with. We have 14 years experience with it & we'll make sure you use it correctly.**

**To Guarantee October Delivery Of The Fresh 2016 Formula, Call Or Come In And Place Your Order Today**

### Collagen continued:

The good news is that we can not only slow the rate of decline, but actually reverse some of those losses by supplementing with high quality collagen. Slow cooked (for 2 days or more) bone broth is a good source of bio-available collagen. A few companies even provide ready-made high quality collagen supplements in liquids, powders, or pills that are well utilized by the body.

After supplementing with collagen the first place you'd be likely to see or feel an improvement would be in your stomach or intestinal lining if you have suffered from inflammation or irritation there. Those tissues repair themselves very quickly & improvements in the digestive tract could be experienced in as little as a week. The next places to see improvement would likely be in your hair, nail or skin quality, followed by muscles and ligaments and finally tendons and bones

In addition to keeping the rest of our body "glued" together, collagen is a major component in bone health. For more about how to keep your bones healthy see Chapter 6 in my book: [Wellness Uprising](#).

### - Customer Quote of the Month -

I love Sunshine. I feel better just walking in the door! It's my favorite place to meet friends for lunch, great produce, wonderfully healthy products and knowledgeable friendly staff. Sunshine is my joint!

- Marina Whitchurch GP



## Woman Reverses Devastating Prescription Drug Side Effects

### Pati's Success Story

*Using Strength-24 she has her life back*

Unfortunately, last year 76-year-old Pati Damewood from Grants Pass suffered a minor heart attack.

Afterward her doctor prescribed an artificial statin drug to reduce cholesterol. In less than a week Pati developed body-wide inflammation, swelling and shooting pains in her hands, wrists, and arms. She became too tired to grocery shop or socialize. She was housebound. Her doctors had no answers.

Pati's good friend urged her to go to Sunshine for help. She began taking Cellfood and Co-Q-10 (our go-to combination for preventing & reversing statin drug side-effects). She started to feel better. **Then she decided to add Strength-24 to her supplement regimen and felt markedly better nearly immediately!** Inflammation and pain are now nearly gone, her range of motion has returned and she has her energy back.

**Strength 24** formula increases enzymes that naturally begin to decline in people after the age of 40. These enzymes are critical for optimum muscle function and repair.

**Strength 24** is a patented extract of Jasmine Flower combined with the natural amino acids L-arginine, taurine, and citrulline. It is a multi-functional healthy aging formula.

Jasmine flower extracts have been used for centuries in Chinese medicine and all over the world to restore and promote health.

**Strength 24** was originally created as an anti-aging muscle and vitality enhancer. It was also discovered that it had a substantial effect on the smooth muscles lining the bladder walls, **enhancing bladder control in men and women.**



**Save An Additional 10% Now Thru Oct 22<sup>nd</sup>**

**Strength 24 is available in Grants Pass Exclusively at Sunshine Natural Foods**



## Stay Healthy Year-round with New Chapter One-A-Days

Great for active people on the go who don't always have time to eat the way they want. New Chapter multis provide organic, food-derived vitamins, minerals & herbs to keep you healthy & energized year-round. Available for men & women of all ages.

**FREE 10-day Trial Size With Any Purchase Of \$15 or More**

**Other Sizes On Sale For 30% Off Thru 10/22**



## Man Finds Natural Pain Relief After 10 Years Of Prescription Celebrex

### Ron's Success Story

*Skeptical at first, now a believer in the power of natural medicine*

Ron Fields is an active 67-year-old business owner in Grants Pass (Field's Home Center on Williams Hwy). Incredibly, he had suffered from inflammatory arthritis in his wrists and elbows since he was 12-years-old.

For the last 10 years Ron used prescription Celebrex to fight the pain. In a fortunate twist of fate, it stopped working and his wife suggested that he go to Sunshine and try **JTL Mobility**.

**The results: Pain Reduced 90% Within 3 Days!**

Now Ron no longer has to worry about the serious long-term side-effects Celebrex is notorious for.

**JTL Mobility from NATURA** (an Ashland Ore. based company) is a unique blend of powerful anti-inflammatory herbs with the added rebuilding qualities of salmon collagen and green lipped muscle that help to nourish joints, tendons, and ligaments.



**NATURA'S** innovative formulas are distinguished by their exceptional grade of purity, potency and effectiveness.



## Dr Dunner's Sambu Guard 3-In-1 Immune System Booster

The Elderberry, Echinacea, and Vitamin C in this formula provide a power-packed immune system boost when you need it most. **Plus it tastes great!**

Elderberry has been used in Europe for centuries for treating and preventing cold and flu.

**Use It Every Day**

**Or At The First Signs Of Cold or Flu**

**Save An Additional 10% Now Thru October 22th**



**Save 30% On**

**New-Label Proteins From Garden of Life**

**Vanilla, Chocolate, and Unflavored**

Great-Tasting & Packed with 22 grams of clean protein per serving. Great for anyone who wants to boost their protein intake. Easily digested.

*New Label On The Right*

**Colds And Flu Are Caused By Viruses.** Antibiotics are completely ineffective against viral infections. Despite this, doctors amazingly treat 60% of colds and flu with antibiotics.

**Prevent Colds and Flu With Healthy Daily Basics.** A high quality multivitamin, moderate physical activity, fresh air, and adequate rest give you a balanced, healthy framework from which to work. People who sleep less than 6 hours a night are 4x more likely to get sick as people sleeping more than 7 hours

**Probiotics** (beneficial bacteria) daily are one of the most effective steps you can take to maintain optimum health, *especially* after using antibiotics.

**Wellness Formula** is America's top selling immune formula providing immune building vitamins, minerals, and herbs.

**Astragalus** has been the #1 immune enhancing herb in Chinese medicine for centuries. It is energizing, warming, and very economical.

**Vitamin D-3:** 1000-5000 I.U. of D-3 daily, provides excellent "bang-for-the-buck" cold & flu protection.

**Quantum Super Immune Plus:** This premium immune boosting supplement contains olive leaf and astragalus extracts as well as l-lysine with its proven anti-viral qualities.

**Flu Shot Alternative:** **Influenzinum 9C** is a homeopathic version of the flu shot. It's re-formulated every year based on whichever strains are predicted to be major threats. Sunshine has 14 years experience with this formula. We'll make sure you use correctly.

**Children's Immune Chewable** is a powerful comprehensive immune enhancing blend in a kid-friendly, raspberry flavor one-a-day.

**Herb Pharm Immune Fortifier** for kids is alcohol-free & contains the best of the best. Astragalus, elderberry, echinacea, reishi, & cinnamon.

**Flu Symptoms Usually Come On Very Suddenly** and include headache, body aches, the abrupt onset of fever (usually high), extreme fatigue, dry cough, possible runny nose, and general weakness.

**Colds Are Milder Respiratory Illnesses Than Flu** usually beginning with a sore throat and a runny or stuffy nose. Colds seldom cause a fever over 101. They usually cause copious watery nasal secretions the first few days. Often these turn darker and thicker. Colds usually last about a week.

**The 2 biggest differences between colds & flu are, that with flu, the onset of symptoms is usually very sudden and often includes a high fever.**

**Treating Flu Symptoms,** because flu symptoms hit so suddenly, protect yourself by having flu remedies at home and work. That way you can begin treatment immediately, at the onset of symptoms when it will provide the most benefit. Drink plenty of water to replace fluids lost from sweating. If you live alone, notify someone who can check in with you periodically.

**Elderberry,** when taken at the first signs of flu, is proven to reduce duration and severity of the flu.

**Oscillo** is the #1 homeopathic medicine in the U.S. It is used for treating flu by millions of people in over 50 countries.

**Flew Away** from NATURA is a potent blend of 9 herbs that help to deactivate disease causing microorganisms while relieving discomfort during the healing process. The diaphoretic herbs in this formula help move pathogens up & out before illness can settle deeper in the body. Use at the first signs of cold or flu.

**"He who takes medicine, but neglects his diet, is wasting the skill of his doctor."**  
Chinese Proverb

**Treating Cold Symptoms:** **Elderberry's** antiviral qualities that are so effective against flu viruses make it great for treating colds too.

**Yin Chiao (Chow) Classic** is an ancient Chinese cold remedy that immediately helps move stagnant energy and pathogens up and out before they can settle deeper in your body. Tested & proven for centuries.

**Wellness Fizz** is a new, especially fast-acting version of Yin Chiao with added elderberry, zinc and vit-C.

**Extra-Strength Sinucare's** unique combination of eucalyptus and myrtle oils in capsule form provides soothing, effective relieve for sinus congestion.

**Clear Lungs Red Label** is a national best seller that reduces bronchial congestion and restores free breathing **Blue Label Extra Strength** is especially effective treating congestion due to colds or flu.

**Peaceful Mountain Throat Rescue** is an ionic silver throat spray with soothing peppermint oil. It's proven effective versus staff and strep bacteria.

**Lung & Bronchial Tonic** from NATURA eases chest congestion, relieves cough, and soothes, nourishes and enhances the respiratory tract. Promotes free breathing.

**S-Clear** pump spray from NATURA supports nasal and sinus health. Reduces congestion and inflammation due to colds & allergies. Promotes free breathing.

**Zinc Lozenges with Slippery Elm & Eucalyptus** can reduce the duration and severity of a cold. Slippery elm relieves sore throat symptoms immediately and eucalyptus helps clear nasal passages.

**Come to Sunshine for a free, convenient folding pocket guide to Winter Wellness Strategies for Cold & Flu prevention and treatment.**

\*excludes all Natura products & Influenzinum 9C

## Five Ultrasonic Oil Diffusers Are Now On Display

### A Very Healthy Alternative To Synthetic Room Fresheners and Scented Candles

Aromatherapy works 2 ways. First is the effect on the brain, (transferred by the sense of smell) to affect the nervous system. 2nd is through the direct physical effects of the essential oils.



Wooden Ultrasonic Oil Diffuser  
People love  
the original.  
Over 300 sold



Real Bamboo,  
intermittent &  
continuous  
run options



Modern styling  
3 timer settings,  
runs up to 8  
hrs continuous  
or 16 hrs  
intermittently



USB powered  
diffuser even  
plugs into  
laptops. Up  
to 4-hour  
run time

#### Some of the oil blends we stock include:

- Smiles for Miles ..... Uplifting
- Peaceful Sleep ..... Relaxing
- Clear The Air ..... Purifying
- Mental Focus ..... Clarity
- Nature's Shield ..... Immunity

**Check Out  
Nature's Shield,  
great for cold &  
flu season**

#### Very Easy and Safe To Use

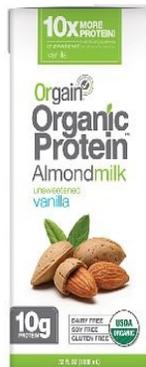
- Just Add Water & A Few Drops Of Essential Oil
- Runs Using Cool Steam, No Burn Risk
- Automatically Shuts Off
- Great For Home and Office
- Makes A Great Gift

**50% Off Sale, Now Thru Oct 22<sup>nd</sup>**  
On Up to 2 Bottles Of Essential Oil With  
Purchase Of Your Ultrasonic Diffuser.

## Orgain: High Protein, Great Tasting, and Ready To Drink

### Unsweetened Vanilla Almond Milk

- 10g organic, plant based protein
- 10 times the protein of leading almond milks
- Only 1g of sugar
- Plant based calcium and vitamin D
- Vegan, dairy-free, gluten-free, soy-free, non-GMO
- Great in smoothies, over cereal, or as a quick protein boost



**On Sale Thru Oct 22<sup>nd</sup> ... 32 oz. for \$3.99**



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### -See Inside For-

The Forgotten Factor For Bone Health  
Man Finds Pain Relief After 10 Years of Celebrex  
2016 Comprehensive Winter Wellness Guide



## NeoCell "Instantized" Collagen Stay Strong & Beautiful At Any Age

### Collagen Benefits

- \* Dramatically improves hair, nails, & skin
- \* Strengthens tendons, ligaments, joints & muscle
- \* Makes blood vessels stronger & more flexible
- \* Soothes & heals stomach & intestinal linings
- \* Builds and supports a strong bone matrix

Collagen is the most abundant protein in the body. Virtually everything that bends, stretches and holds our bodies together is made of collagen. Unfortunately, we lose about 15% of our collagen every decade after the age of 30.

**Helps neutralize the effects of aging. Great after  
work-outs or to recover from illness, injury, or surgery**

Each Scoop Tastes Great, Dissolves Instantly, and Provides:

- \* 6,000 mg of instantly dissolving non-GMO collagen
- \* 50 mg of Hyaluronic Acid for skin, cartilage, & eyes
- \* 3,000 mcg of Biotin for support of better hair & nails
- \* ALA & Vitamin C for enhancement of collagen formation

**Available in 3 Delicious Flavors ... Free Samples**

**All NeoCell Collagen Formulas Are On Sale  
Thru Oct 22<sup>nd</sup> ... Save 20%**