

## The Financial and Emotional Health Of Our Town Is In Our Hands

Regular readers of this column know I always try to do my best to consider a holistic view of health, looking at how all our body systems should work in unison for the benefit of the whole. A telephone call from a customer last week reminded me of the **importance of considering how the financial and emotional health of our local community should rightly be viewed as one integrated system as well.**

The man who phoned (we'll call him Doug) has been an infrequent occasional customer for many years. He had specific questions about a popular immune-enhancing formula he had just purchased on Amazon. He knew my store carried it so he must have assumed that it was reasonable to ask me about it even though he bought it elsewhere. When the call ended, I just had to check the Amazon price he paid. It was exactly 6 cents lower than my everyday price. The larger size of the same item, costs exactly the same at my store in downtown Grants Pass as on Amazon.

**I admit I was miffed that he bought it from Amazon, but why should you care?**

What Doug doesn't fully appreciate is that by regularly shopping at independent locally owned businesses like mine, he is doing much more than supporting just the owner, he is **investing in a healthy, strong and vital community.**



**Shopping local  
benefits everyone!**

Consider that I have 9 employees. Think about where their paychecks go to: their local small-scale landlords, local bike shops, local auto mechanics, local organic farmers, local music and dance lessons for their kids, local hair salons and barber shops, local restaurants, local dentists, local shoe and clothing stores, and even though they may not be locally

owned, nearby grocery and big box stores that employ your neighbors. Further, many of those locally owned businesses advertise in local newspapers that also have employees who contribute to the local economy.

**Shopping locally causes a positive chain reaction.** Statistics vary depending of the type of business: manufacturing, restaurants, boutiques, big box stores, etc., but on average, greater than 50% of all dollars spent at locally owned businesses recirculate throughout the local community, compared with less than 30% of dollars spent at national chains. Please consider that nearly ZERO of the dollars Doug spent shopping Amazon stayed in our local community.

Local restaurants like Carson's Bistro, Twisted Cork, Mamosa's, and Sunshine are far more likely than national chains like Olive Garden or Applebees to source meats, organic veggies, beers, and wines from local or in-state producers. Even the graphic design and printing of the local restaurants' menus and signage will likely be done by other local businesses. The point is: Local businesses recirculate a greater percentage of every dollar back



**- SEE INSIDE FOR -  
Relief Form Decades Of Gut Pains  
Our Best Fish Oil On Sale  
The Healthiest Fast Food On The Planet**

into the local economy as they create locally owned supply chains and invest in their employees.

Additionally, reliable data shows that **small locally owned businesses donate 250% more than national chains to local nonprofits and community causes** leading to improved living conditions in our community. One study found that locally-owned businesses contributed 400% more than Walmart in charitable donations to local causes. Pre-Covid, every year my one small business would typically contribute to at least 5 local schools, many non-profits and several individual young athletes who need financial assistance to help turn their athletic dreams into reality. I'm sure most other locally owned businesses could make very similar statements.

**So when we shop local, a much larger share of our dollars will stay in our community where it belongs** instead of flowing to the bank accounts of distant or foreign corporations. Also, no one wants their town to look and feel like a cookie-cutter duplicate of any-town USA. Locally owned businesses add diversity and character and create a sense of community for the cities and towns in which they operate making them interesting destinations.

Small towns around the world were built by friends and neighbors, as well as locally owned businesses.

**The enhanced community-wide emotional and financial health created by shopping local cannot be overestimated.** I hope that before he shops on Amazon again that "Doug" sees this article and seizes the opportunity to benefit the entire community by choosing to buy locally at a fair price before purchasing something online that is available right here in his hometown.



## Winner ! Sunshine's Annual Yellow Sweatshirt Contest

Eva Subias from Grants Pass has been shopping at Sunshine for nearly 2 decades. She told us she really appreciates everything she learns from reading The Sun Times.

In the December issue Eva read in our cover article: *“One day, years ago, a recently widowed customer came into the store complaining of depression. She was wearing a dark dress and a long black overcoat. I thought: her color choices cannot be helping her situation and I began to study the emotions of colors. Turns out it's well documented that yellow is associated with mental clarity, optimism, self esteem and inspiration. This can benefit us by improving mood, memory and concentration while increasing confidence, curiosity and courage. “*

I became a believer in the power of yellow and now often wear yellow on gray winter days. Soon thereafter we began giving away a Sunshine yellow sweatshirt every year.

Eva won our Yellow Sweatshirt Contest this year by being the 7<sup>th</sup> shopper in December who mentioned Yellow. Eva is now fully equipped to handle anything the Oregon winter can throw at her.



## Wilderness Poet Delicious - Instant Miso Soup

Because it's fermented, miso (pronounced meeso) is loaded with probiotics. Unlike yogurt, miso is dairy-free. Consumed for breakfast by many millions in Japan it is a worthy addition to any meal plan. Wilderness Poet freeze-dried soup mix is a healthy miracle of convenience -

ready to eat in about one minute. Just add warm water. Please note: using boiling hot water will diminish the benefits of enzymes and probiotics.

Miso has been used traditionally to help battle conditions like fatigue, stomach ulcers, high blood pressure and inflammation. Recent research shows that consuming one bowl of miso soup per day, as do most residents of Japan, bestows other health benefits, including reduced risk of breast and many other cancers, protection from radiation, lower cholesterol levels, relief from leaky-gut syndrome, reduced allergies, and surprisingly reduced PMS and hot flashes.

**Wilderness Poet Freeze-Dried Instant Miso Soup Is Probably The World's Healthiest Fast Food And It Tastes Great!**



## Relief From Decades Of Gut Pain

### Charlene's Success Story

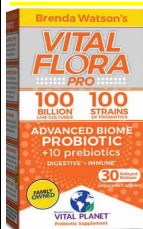
Charlene Neilsen from GP has suffered from IBS (Irritable Bowel Syndrome) on and off for decades. She's done her best to keep it under control by carefully monitoring her diet. Her doctor prescribed Pentasa which worked for a little while but unfortunately costs about \$700/month. She had also tried many natural remedies.

Then Charlene came to Sunshine and Nette showed her **Vital Gut Renew** from Vital Planet. She was desperate & decided to give it a try

**The Results:** Literally in the first few hours Charlene felt a significant soothing and reduction in pain. And virtually every day since her gut appears to be healing accompanied by much less bowel laxity and bathroom urgency. Her digestion is now markedly improved. Charlene is one seriously happy customer!

**Vital Gut Renew** is an advanced formula created to help soothe and heal the gut by providing added support to help the body rebuild and strengthen healthy cells lining the intestinal wall. It combines L-glutamine, a naturally-occurring amino acid, with other time-honored herbs to promote optimal digestive function.

**Vital Gut Renew** was also formulated to address Leaky Gut Syndrome, a serious and all-too-common health concern. Leaky Gut can be caused by repeated exposures to foods and medications that a person may be sensitive to which causes chronic inflammation, damage, and thinning of the intestinal wall. Also known as Increased Intestinal Permeability, Leaky Gut can compromise your health by allowing undigested proteins into the bloodstream causing allergies, fatigue, and a weakened immune system.



## Sunshine's Best Probiotic

### Vital Flora High Diversity Probiotic The Perfect Complement To Vital Gut Renew

**100 different strains, 100 billion count**

Beneficial bacteria in the gut play multiple different critical roles in our bodies. **In the digestive process good bacteria break down food** so nutrients can be absorbed through the intestinal wall. Also, the 60 trillion good bacteria that reside in a healthy human gastrointestinal tract **create a living shield that inhibits pathogens** including E. coli, salmonella, unhealthy yeasts, and other threats from penetrating the intestinal lining and entering the bloodstream. Last but not least, **these friendly bacteria help manufacture essential nutrients** like vitamins B-12, K-2, as well as many immune enhancing compounds that scientists have yet to fully understand or even fully identify.

Unfortunately, a great extinction has been happening in our guts. Many beneficial strains of bacteria have actually gone extinct in many locations due to consuming the typical SAD (standard American diet) of overly processed and sterilized foods. **Humankind is experiencing a rapid loss of probiotic diversity.**

A recent Stanford University study confirmed that the gut microbiota of indigenous peoples living close to the land is more diverse than, and substantially different from, that of people in industrialized countries. Why this matters is that clinical studies show that **people with greater microbial diversity in the gut have a significantly decreased incidence of many chronic diseases.**

## Our Finest Fish Oil On Sale For 35% Off



**New Chapter Wholemega** is from wild caught Alaskan salmon, contains all 17 omegas, and is clinically proven to reduce triglycerides by 8.5% in just 2 weeks. New Chapter's low-temperature extraction preserves numerous beneficial health promoting compounds incl. astaxanthin & vit D-3.

**Three Sizes 33% Off Thru March 19<sup>th</sup>**

**20% Off Vital Probiotics & Gut Renew Thru March 19<sup>th</sup>**