

## Measles Is Back In The National News

Measles is a contagious childhood viral disease characterized by a cough, runny nose and fever, followed by a generalized rash. Public health data clearly demonstrates mortality from **measles in the U.S. declined by 98% from 1900 to 1963, even before the measles vaccine was introduced** due to improved sanitation, healthcare and nutrition. Prior to the introduction of the vaccine in the U.S. in 1963, most people contracted measles and gained lifetime immunity.

As of this writing, in the U.S., there have been 301 measles cases reported this year. I am very wary of news outlets that blame vaccine hesitancy for this year's outbreak. For comparison, the largest recent national spike in measles cases occurred in 2019 when 1,274 cases were reported. Since 2019, the number of cases reported has been significantly lower: In 2020, 13 cases, in 2021, 49 cases, in 2022, 121 cases and in 2023, 56 cases. From 2000-2018, the yearly average was around 200 cases.

Many people believe that measles vaccine is all anyone ever needs to prevent infection. Real world data disputes that notion. **A 1990 *Journal of American Medicine Association (JAMA)* article stated that, "Although more than 95% of school-aged children in the US are vaccinated against measles, large measles outbreaks continue to occur in schools and most cases occur among previously vaccinated children."** A survey of 30 states showed that more than half of all children who contracted measles had been fully vaccinated. Confirmed reports published by the CDC, *New England Journal of Medicine*, and the *American Journal of Public Health* include an outbreak in an Illinois high school where 100% of students had been vaccinated, an outbreak among adolescents in Corpus Christi, Texas, where more than 99% had records of vaccination with live measles vaccine, and an outbreak of 84 cases at a Colorado college in which over 98% of students had documentation of what was thought to be adequate measles immunity (either vaccination or natural immunity from prior infection). Pediatrician Liz Mumper said, "Measles can be deadly if a child does not have access to safe water and medical care. In developed countries, fatalities from measles are very rare."

CDC data going back to 2011 show that measles vaccination rates typically vary from year-to-year, but consistently stay above 93% in the U.S. According to the World Health Organization, since 2000, in the Americas, there have only been 6 measles deaths to date.

### Treating Measles

Gaines County, Texas seems to be the epicenter of this year's largest measles outbreak. Sadly, a young girl who tested positive for measles died there which has contributed to the urgency of nationwide news stories.

The medically approved mainstream "standard of care" treatment for measles is supportive care including fever reducers, cough suppressants and fluids. Public health officials in Texas have also recently been instructed to give a dose of the measles-mumps-rubella (MMR) vaccine to unvaccinated people within 72 hours of their exposure to the measles to lessen the severity of the illness if they get sick from their exposure to the virus," **However, giving a child the MMR vaccine who may be sick with measles can be quite dangerous, according to Dr. Mary Talley Bowden**, an ear, nose and throat specialist in the Houston area. She pointed out that the

measles vaccine, is contraindicated for anyone who is pregnant, immunocompromised or sick with a fever, according to its package insert. **"It should not be given to anyone fighting any infection - especially not a measles infection,"** Bowden said. "The vaccine can cause similar complications as the actual disease, including rash, fever, encephalitis, and idiopathic thrombotic purpura" (abnormal blood clotting). Another big concern about the MMR vaccine is that **a 2024 peer-reviewed study found that a third of children who received the Merck MMRII vaccine (the most widely used measles vaccine) shed the live virus**, potentially contributing to new outbreaks. As has been shown in prior outbreaks, "some measles cases in the current outbreak may be a result of the vaccine virus itself, as the same test is used for both wild and vaccine-induced measles." Bowden said

Dr. Ben Edwards, is an integrative medicine family practitioner in Lubbock TX, about an hour and a half north of Gaines County. He said the Texas Medical Board also allows for physicians to offer "complementary and alternative" treatment options, in which he is well versed. According to Edwards, the Feb. 26 death of a Texas child who tested positive for measles might have been prevented if hospital staff had given her breathing treatments, such as the steroid budesonide. "Budesonide has historically been used for asthma but during COVID, many physicians learned of its effectiveness in treating the inflammation triggered by respiratory viruses and can be very beneficial for the respiratory portion of the measles infection."

Edwards received calls from concerned parents of other sick children in Gaines County. He immediately drove down and saw 4-month-old twin boys (too young for the measles vax), cousins of the deceased child, who were also sick with measles. One was really sick, lethargic, pale, with rapid breathing and moderate respiratory distress. He gave the babies cod liver oil (Edwards considers it the best source of bio-available vitamin A). **"Vitamin A deficiency makes measles much worse," Edwards said. "The measles infection all by itself will deplete you of retinol, which is vitamin A."** He also prescribed budesonide, which he then picked up from the pharmacy and delivered to the family. "I saw the child the next morning," Edwards said. "He looked like a completely different child. I thought it must be a mistake. Just the life that was back in his eyes was incredible. That was the first indication to me that budesonide was really going to be a miracle worker," he added.

After that, Edwards helped facilitate what he called a "massive and amazing team effort" to swiftly get high-quality cod liver oil and budesonide to the sick children in Gaines County. With the help of many in the community, including a local pilot who helped deliver 1,700 lbs of cod liver oil, he set up a makeshift clinic dispensing cod liver oil, vitamin C and prescriptions for budesonide. He saw 70 patients that day and many more the next day on his way back to Lubbock. "When a community comes together in unity, in love and wants to help each other, it's amazing what can happen," he said.

According to Edwards, the father of the little girl who died after testing positive for measles says he asked the hospital staff in Lubbock, where his daughter had been hospitalized, to give his child "breathing treatments," but the staff refused.

**Continued on page 2, bottom left**

## New At Sunshine

### The Most Complete Multivitamins We've Ever Offered!



Longevity Women and Longevity Men from Pure Essence Labs are the most complete multi-vitamins Sunshine has ever carried.



A multiple's primary purpose is to provide the macro nutrients you need but don't get enough of from food. For decades, most multis have focused almost exclusively on vitamins and minerals. Yet, other factors (called phytonutrients) are just as important and harder to get.

Phytonutrients are substances that are produced by plants that provide our bodies with anti-inflammatory and immune-boosting benefits and also support cardiovascular health, cognitive function, and vision and can help protect against cancer. Often, the most colorful fruits and vegetables provide the highest concentrations of phytonutrients.

Both Longevity Multi-Vitamins contain **significant** amounts (far in excess of the quantities found in cheap mass market brands) of lutein astaxanthin, and zeaxanthin to help prevent vision loss by nourishing and protecting the eyes from cataracts and macular degeneration. They also help filter out harmful blue light generated by LED bulbs, smart phones and computer screens. Both also pack 200 mgs of immune enhancing, cancer-fighting medicinal mushrooms and additional phytonutrients to help maintain brain health.

**Women's Longevity** formula contains female support factors to support bone, blood, and breast health, and hormonal balance.

**Mens Longevity** formula contains male support factors to promote virility and prostate health.

**Jery Cochern founder and owner of Pure Essence Labs** is considered one of the most gifted formulators in the US. He began working with spirulina and other superfoods in 1980 and introduced the industry's first Food-Based supplements. His formulas have withstood the test of time because whole food nutrition makes a difference you can actually feel.

### Introductory Sale, 30% Off Msrp Thru April 26<sup>th</sup>

#### Measles continued:

Edwards understands why hospital doctors might initially be resistant to using budesonide. "It's an inhaled steroid and steroids can suppress the immune system and generally, you don't want to suppress the immune system." But he added: "If there's a bacteria like strep or something, you need the immune system, so I understand the hesitation. But with a viral infection, especially when it triggers a large inflammatory response ... locally in the tissues of the airway, this is indicated ... Not every doctor knows this."

Budesonide's effectiveness was well-publicized among front-line doctors who successfully treated COVID-19 patients, but that "unfortunately wasn't many," Edwards said. "So this just wasn't widely publicized in your traditional medical guidelines or societies like the American Medical Association."

Hopefully your family's doctors, pediatricians, general practitioners, and beyond have a good understanding of most of what Doctors Edwards and Bowden have shared. There are definitely some in GP who do. It's well worth the time to choose your doctors carefully before an emergency situation arises.

## What's For Dinner?



### Gluten and Dairy-Free Pizza And It's Delicious!!!

All the crispy crust, melty dairy-free cheese, and just the right amount of toppings and seasonings. Curb your cravings with a pizza that is gluten & dairy-free and still tastes great

Super convenient, from freezer to table in just 18-20 minutes in a regular oven. Great as is or add your own special touches.

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### The Best Ground Beef In Town

#### One Pound Packages From L&R Family Farm

Local grass-fed beef born and raised on 160 acre certified organic ranch in the foothills of the beautiful Siskiyou mountains. The ground is a 85% lean - just enough fat for outstanding flavor. The cows roam free from pasture to pasture on their small family ranch. This is some of the most delicious and sustainable beef available anywhere on the planet. \$8.25/lb. Limit 4 per family. **If you eat meat, you'll love it!**

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Organic whole birds, breasts, thighs, drumsticks, wings, bone-in or boneless, with or without skin. Certified organic **Smart Chickens** have free access to green pasture land and are raised without exposure to pesticides, herbicides or synthetic fertilizers.

Further, Smart Chicken introduced to the US an **Air-Chill technology** that makes a **HUGE** difference in taste, juiciness and safety. Conventional methods chill with chlorinated water that is absorbed by the chicken. Unfortunately, this breaks down the meat, dilutes the natural juices and can cause cross contamination. Smart Chicken Air-Chill processing tastes better. Once you try it, you'll never go back.



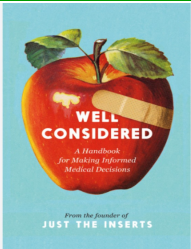
### On Our Organic Salad Bar Green Bean Pasta Salad w Fresh Basil Dressing

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Smart Shoppers Like These 3 Boys Get 10 Extra Rewards Points Every Time They Use Their Bags Room For All Their Mom's Favorites



## A Book Review Well Considered

### A Handbook For Making Informed Medical Decisions

Is this medication safe for me and my child? What are the potential side-effects? What should I do if we experience side-effects? Sourced from .gov resources your doctor should respect, the insights in this book are for everyone, from the parent trying to navigate the childhood vaccine schedule to the patient who just received a complicated medical diagnosis.

#### How To Read This Book

Parts One and Three are more philosophical (but very important) and Part 2 is a little more detailed and scientific. If you are the type who likes digging into details, you can just read this book from cover to cover. If you are more of a generalist (like me), I'd recommend reading and understanding Part 1, **Everyone Deserves Informed Consent**, and jumping to Part 3, **You Make The Final Decision**, and then going back later to focus on whatever subjects in Part 2, **Inserts Were Made To Be Read**, interest you & apply to you & your family.

**Informed Consent** is really the underlying theme of this book. A principle in medical ethics, and medical law that a person must have sufficient information of documented benefits, documented potential side-effects (no matter how rare), alternative approaches, and their right to refuse treatment before making coercion-free decisions about accepting risk and proceeding with medical treatment. For your doctor to assist you in providing Informed Consent, they must have a **thorough understanding** of all of that themselves. If they don't, then the two of you together need to do more investigation.

**This book will empower you** by explaining how to find and read the Package Inserts of drugs and vaccines, black box warnings, along with the history of how many drugs and vaccines were developed.

**Many have called it a "conspiracy theory"** - reports that doctors received "kickbacks" for the number of Covid vaccines they administered. Well Considered explains that a kickback is an illegal payment that occurs "under the table." Since the payments that doctors and healthcare institutions received from the government, drug manufacturers and insurance companies during Covid were supposedly "transparent and regulated," they were not illegal and instead considered legal "*incentives*," a much nicer word than kickback, don't you think? And pediatricians are not left out of the "incentive" game for childhood vaccines either. By any name, I have to believe that significant financial *incentives* for prescribing and administering a product could pose a significant conflict of interest for the doctor when providing you with unbiased information for your consideration before you can provide true Informed Consent.

I would have appreciated having Well Considered 45 years ago when I first began looking into vaccines when my first child was born. Since then, in 1986 Congress removed legal liability for vaccine manufacturers products which caused the number of childhood vaccines to skyrocket.

**Current American Academy of Pediatrics recommendations state that children should receive 35 vaccine doses by the age of 15 months, 49 doses by the age of six, and 72 doses by the age of 18.** Although often represented as mandatory, it is important to note that vaccination is an elective procedure.

**Well Considered is needed now more than ever and is available at Sunshine in our book section.**



## Relief From 22 Years Of Respiratory Challenges

### Myrt's Success Story

89-year-old Myrt Hawkinson has faced breathing challenges for over 2 decades. Several months ago she came down with a respiratory virus that caused deep congestion and coughing. Looking for help for her mom, Myrt's daughter came to Sunshine and was shown **Lung and Bronchial Tonic from Natura**, an Ashland company and decided to get some for her mom.

**The Results:** Within hours her cough was nearly all gone and Myrt was breathing freely. She now uses it once a day for continued support and will go back to 2 or 3 times daily if any symptoms return. **Myrt said: "Lung and Bronchial Tonic is something I never want to be without"**.

**Lung & Bronchial Tonic** features a synergistic blend of highly concentrated botanical extracts traditionally used to address seasonal challenges as well as chronic respiratory concerns. It is formulated to soothe, cleanse, nourish, tonify and relax the respiratory system. In addition, **Lung & Bronchial Tonic** encourages healthy microbial balance & immune system function.

Several Sunshine customers (including my own family) found **Lung and Bronchial Tonic** very beneficial when recovering from Covid. Several times when I've used it, coughing seemed to increase for about 5-10 minutes. Afterwards it became evident the herbs were stimulating my lungs to cleanse before relaxing the respiratory tissues. Usually for hours thereafter those systems have calmed considerably and breathing is much more free, easy, and cough free.



#### Concerned With Summer Smoke?

Several Sunshine customers diagnosed with COPD have gotten truly amazing relief for respiratory problems they've had for decades by using **Lung and Bronchial Tonic**. One even reported she made it through several severe summer fire/smoke events with no significant impacts when using it.

**Next Batch Due In Early April, Call To Ensure Availability**

## Gout Pain Can Be Excruciating New - The Most Powerful Go-Out Formula Yet Go-Out Now!



- \* For addressing consistently high uric acid levels
- \* Provides fast-acting support for aggressive flareups
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- \* Facilitates normal elimination of oxalates from the kidneys
- \* Formulated with the herb Chanca Piedra, known for dissolving painful gout crystals and kidney stones

Gout is characterized by excruciating, sudden burning pain as well as swelling, redness and stiffness in the affected joint. It occurs most commonly in the big toe but can happen in any joint. Uric acid crystals cause intense pain whenever the joint is flexed.

**Maximum Strength Go-Out Now  
& Regular Strength Go-Out For Daily Maintenance  
Both 20% Off Thru April 19<sup>th</sup>**



## Improved Bladder Control

### Barbara's Success Story

**Barb is now able to get uninterrupted restful sleep**

75-year-old Barbara McDonald from Medford had struggled with bladder control for 2 decades. Years ago her doctor suggested surgical intervention. She decided against that. Then her sister told her about a product at Sunshine called **Strength 24** that addresses this problem. Barb decided to give it a try.

**The Results:** Within a week Barb experienced significant improvement. She went from interrupting her sleep to use the bathroom 3x a night to once and some nights being able to sleep through without needing to get up at all! Barb uses one dropper-full twice a day like the label suggests.

**But Wait ... There's More:** Barb's 93-year-old mom was getting up 6x a night to use the bathroom. After hearing about her daughter's success decided to try it too. She now only needs to get up twice a night and gets much better sleep.

**Even More:** ... Barb's 73-year-old sister had struggled with urinary leakage for years. A doctor had suggested a mesh installation surgery that is known to be pretty risky. **She tried Strength 24 too and like her mom and sister, loves the results.**

**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.



**Strength 24** was originally created as an anti-aging muscle and vitality enhancer. Many Sunshine customers have felt increased strength and vitality when using it. It was discovered quite by accident that it had a substantial effect on the smooth muscles lining the bladder walls, enhancing bladder control in men and women.

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

**Strength 24+ Is On Sale ... 15% Off Thru April 19<sup>th</sup>**



## Powerful Brain Help Pure Essence Labs Lion's Mane 8x

Pure Essence Labs Lion's Mane 8x was created to be the ultimate brain-boosting supplement for problem-solvers, and those seeking peak mental performance.

Unlike other brands of Lion's Mane, Pure Essence Labs uses their own Dual Extraction Technology that harnesses the full potential of their mushrooms by optimizing extraction of both water-soluble and fat-soluble phytonutrients. Compare the back panel labels of other brands and see for yourself.

The primary immune enhancing compound, Beta Glucan, is optimized using water extraction. The primary cognitive enhancing phytonutrients erinacines and hericenones, are optimized using alcohol extraction. Just using alcohol as a solvent would destroy most of the beta-glucans. **Dual Extraction delivers unrivaled potency for immune & cognitive enhancement unmatched in the marketplace.**

**20% Off Msrp Thru April 19<sup>th</sup>**



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### - SEE INSIDE FOR APRIL DETAILS -

**89-Year-Old Receives Help For Respiratory Challenges**

**Well Considered, The Book Every Household Needs**

**The Most Complete Multi-vitamins We've Ever Carried**

**2025 Measles Report**

## Need A Health-Related Guest Speaker For Your Group?



**Rob Pell,  
owner at  
Sunshine**

If you have a group of 15 people or more who are interested in holistic healthcare or lifestyle, I'd be very happy to work with you, free of charge. I make room in my schedule every month for one or occasionally two public presentations.

You can choose a topic of particular interest to your group or I can make suggestions for you. Either way we will allot time to include a question-answer period so we'll all learn something new. Call me @ 541 474 5044 between 1 & 6 p.m. and we can discuss availability & options.

**Thank you very much to all the groups who have invited me to speak at their meetings. A partial list includes:**

- \* The Coronary and Pulmonary Patient Support groups at Asante
- \* Vets Helping Vets
- \* JoCo Drug Court Parole program
- \* JoCo Republican Women
- \* The Western Welcome Newcomers Club
- \* Asante Hospital Auxiliary Members
- \* The Breast Cancer Survivors group at the Asante Women's Health Center
- \* Seventh Day Adventist Church in Rogue River
- \* Grants Pass Kiwanis
- \* Grants Pass Lion's Club
- \* Seroptimists International River Valley

**In preparing for each presentation I learn a lot and engaging in the Q & A session with attendees is always fun for everyone**