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back into the solution to create the alcohol-free glycerite. We do not extract with glycerin because it will yield a weaker product. Our glycerites do contain some precipitate that is left after the alcohol is removed. We choose to leave the precipitate in the solution because it contains potent phytochemicals that help to ensure the potency of the extract.

PERCOLATION

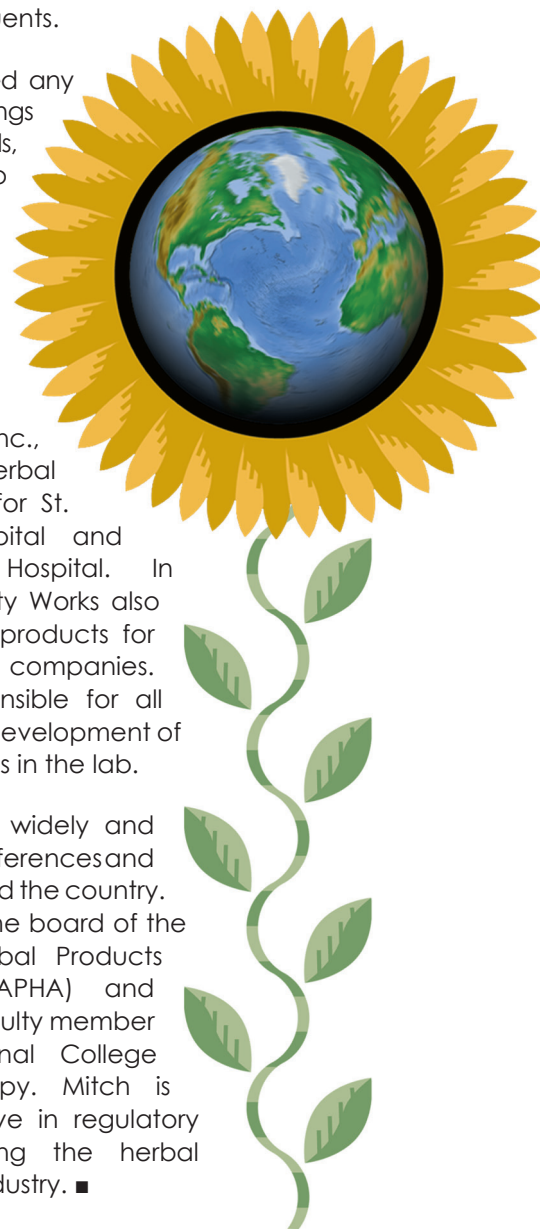
Most of our dry plant extractions are cold drip percolations. Percolation is a kinetic method of extraction wherein the liquid menstrum of alcohol and deionized water run over the surface of the plant material slowly over a length of time. It is a more effective method of extraction than simple maceration, which involves soaking the plant material in the extraction medium without much agitation. Percolation is the officially recognized form of herbal extraction for homeopaths. ■

DOSAGE GUIDELINES

Dosage instructions are provided on each bottle. In general, adult dosages range from 20-60 drops, 2 to 3 times a day. Recommended dosage information is based on a 120-150 pound adult. If giving the extract to a child, simply adjust the dosage according to the child's weight: divide the child's weight by 120-150 to get the percentage of the adult dose that should be administered to the child. Each 1 ounce bottle contains approximately 1150 drops and has 38 doses (based on a dosage of 30 drops). Our products are available in several convenient sizes. Also, all of our extracts can be diluted in water, juice or foods without losing potency.

The alcohol in the regular extracts can be evaporated by putting the dose in boiled water and letting it sit for about seven minutes. Do not cook/boil extracts. This will negatively affect sensitive herbal constituents.

Be sure to heed any special warnings on the labels, such as "Do Not Take in Pregnancy or while Nursing".

**ABOUT THE HERBALIST**

Mitch Coven is founder and president of Vitality Works, Inc., a wellness clinic and FDA-registered herbal extraction lab in Albuquerque, New Mexico. Currently in its 18th year, Mitch has personally worked with thousands of patients using herbal medicines in a holistic context.

Vitality Works, Inc., produces herbal product lines for St. Joseph's Hospital and Presbyterian Hospital. In addition, Vitality Works also manufactures products for many national companies. Mitch is responsible for all research and development of herbal products in the lab.

Mitch lectures widely and presents at conferences and hospitals around the country. He serves on the board of the American Herbal Products Association (APHA) and has been a faculty member of the National College of Phytotherapy. Mitch is also very active in regulatory affairs affecting the herbal supplement industry. ■

Mitch's interest in herbal medicine grew out of his studies at the University of Wisconsin (Madison) while a pre-pharmacy student in the 1970s. Seeking a more holistic wellness paradigm, Mitch studied herbal medicine and nutrition from published research, folk healers and doctors, and was heavily influenced by his studies with Michael Moore at the Southwest School of Botanical Medicine.

His over-the-counter formulations are the result of his many clinical successes with patients at the wellness clinic. He formulates his complexes based on not only the physiology of conditions, but also the constitutional makeup of a particular condition.

**Wildflour Vegan Bakery & Juice Bar****HERBAL NEWS**

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INTRODUCING OUR NEW LINE OF LIQUID HERBAL EXTRACTS

We are proud to unveil our very own line of private label liquid herbal extracts. These high quality herbal extracts (tinctures) are made from herbs that are certified organic, ethically wild-harvested or selectively imported. They are pesticide-free and have never been fumigated or irradiated. They are also free of GMOs (genetically modified organisms). Each herb is custom-picked with sensitivity to the environment at the peak of its growth cycle by skilled botanists.

Our store carries a large variety of herbs, including the most popular single herbs such as Echinacea, St. John's Wort, Ginkgo and Kava as well as an assortment of combination formulas such as Liver Detox, Immuno-Tonic, Aller-Calm, Digest-Ease, Echinacea/Goldenseal and Kava Gold.

These competitively priced tinctures come in 1 or 2 ounce sizes. Although most are extracted with USP grade

grain alcohol, we do offer many alcohol-free tinctures that use USP grade vegetable glycerin and raw New Mexico Clover Honey added as a sweetener. These alcohol-free tinctures are first processed using USP grain alcohol to assure potency. The alcohol is then removed and replaced with USP grade vegetable glycerin. (Glycerin is not an effective extraction medium.)

EXTENSIVE RESEARCH

Before we would authorize the use of our own private label for these products, we have to be absolutely sure that we obtain the highest quality tincture available. After an extensive nationwide search, we chose Vitality Works, Inc., based in Albuquerque, New Mexico, to formulate our line. Vitality Works is an FDA-registered facility that adheres to FDA good manufacturing procedures (GMPs) and formulates herbs to exacting standards.

TRADITIONAL HERBALISM

Vitality Works' tinctures and combination formulas are based on the successful real-life experiences of the many patients who seek help at the Vitality Works Health Clinic. Since 1982, the clinic has developed a national reputation among thousands of clients. Focusing on herbalism and holistic protocols, each patients' specific needs are addressed by a staff of professional practitioners. Often the herbalist will change a formula to maximize results. Over the years, their efforts have produced effective combination formulas for the general public. Their traditional approach is:

"TREATING PEOPLE,
NOT JUST SYMPTOMS."

We are excited to offer you the highest quality and most effective tinctures available. ■

WHY TINCTURES INSTEAD OF PILLS?

Although pills are the traditional form for supplements, there are many advantages to taking herbs in their liquid form. Below we provide some of the benefits.

BETTER POTENCY

Most professional herbalists and naturopaths prefer liquid herbal extracts because they are fresher and more potent. The herbs are harvested at the peak of their growth cycle and quickly converted into liquid extracts. Herbs that are dried and then manufactured into pills can lose potency and effectiveness.

MORE BIOAVAILABILITY

Digestion is a challenge for many people. Pills often pass through the system without being broken down. Liquid extracts are readily absorbable. The lab has already broken

down the plant material and extracted the full spectrum of active constituents for absorption. Additionally, the taste of the extracts increases digestive enzymes, thereby improving the absorption process even further.

EASY TO USE

Children as well as the elderly can have problems swallowing pills. With tinctures, they simply place a few drops in water or juice and drink it.

FASTER RESULTS

Since tinctures absorb more readily (up to 40% better than pills), you experience faster results. This is especially important for acute conditions such as pain or insomnia when pills can be much slower in providing relief. ■

NOTES ON QUALITY & SAFETY

Buying certified organic or ethically wild-harvested herbs (those harvested from clean wild areas) is the key to getting the most potent and clean botanicals.

ORGANIC

Organic herbs are grown without pesticides and are picked in harmony with the cycles of the day and season. Conventionally grown herbs tend to be heavily sprayed with pesticides at the farmer's convenience and dried quickly under damaging heat. Toxic fumigants like methylbromide are used on conventional herbs even after harvest to keep bugs away. Part of our mission is to support small certified organic growers. As a result we have growers from the Chama River Valley in New Mexico, Hawaii, the Midwest, Southeast and Pacific Northwest.

ETHICALLY WILD-HARVESTED

Wild-harvesting has traditionally provided the world with herbal medicines for thousands of years, but the wilds are rapidly dwindling. Echinacea and Goldenseal, for example, are just two popular herbs that are becoming scarce because of over-harvesting and unethical destruction of natural habitats. The result is that we only use certified organic Echinacea and Goldenseal. We only wild-harvest those botanicals that occur in abundance in nature. The "ethically wild-harvested" label lets you know that the harvesters are not decimating entire areas for profit.

SAFE

Herbs are generally safe "green" medicines, but they are also powerful and quite specific. Become educated and always know what an herb does before taking it. Follow the appropriate guidelines and dosages for pregnancy, children and pets. Please consult with an educated health care professional when more in-depth information is needed. ■

COMMITMENT TO QUALITY

Our pure herbal extracts are formulated by Mitch Coven, a medicinal herbalist who has had clinical experience with thousands of patients since 1982. His traditional approach to herbalism, working with real clients and dealing with real health issues, is present in our products.

Vitality Works, Inc., is an FDA-registered and approved homeopathic drug manufacturing site located in Albuquerque, New Mexico. Strict adherence to FDA good manufacturing procedures (GMPs) for dietary supplements ensures the highest quality liquid herbal extracts available.

Certified organic and ethically wild-harvested herbs are the mainstay of herbal procurement for Vitality Works. Our herbs are custom-picked by skilled botanists at the peak of their potency. We carefully source only the freshest and most vital raw materials. Our herbs are pesticide-free and have never been irradiated or fumigated.

Only the full biochemical spectrums of the active plant parts are used. These concentrates use a fresh plant ratio of 1:1-1:2. Ratios of dry plant extracts are commonly 1:2- :3 extracts.

Our alcohol-free glycerites are first extracted in USP grain alcohol. The alcohol is then removed through a slow process, being careful not to damage the sensitive active compounds, and replaced with USP vegetable glycerine and raw New Mexico clover honey. ■



Clinical History Since 1982
 FDA-Registered Lab
 Dietary Supplement GMPs
 Certified Organic or Ethically Wild-Harvested
 Full-Spectrum Extracts
 Alcohol-Free Glycerites
 100% Vegetarian Veggie Caps

ALCOHOL AND HERBAL EXTRACTS

EXTRACTION AGENT

Each herb is examined to determine the amount of alcohol required to extract the appropriate phytochemicals. Groups of plant constituents include alkaloids, glycosides, resins, gums, volatile oils and polysaccharides. In addition to being the optimal extractor, grain alcohol acts as a preservative to protect the bioactivity of the phytochemicals, guaranteeing a shelf life of at least five years.

PERCENTAGES

The percentage of alcohol in our

extracts ranges from 35% to 90%, depending on the nature of the plant. For instance, mushrooms require only about 35% alcohol to extract the alcohol-soluble compounds. Very resinous plants, such as myrrh gum, will require a solution closer to 90% alcohol. These percentages indicate the percent of alcohol in the total liquid content of the extract. For example, if the label specifies 55% alcohol, this means that the other 45% is water. (NOTE: We use only USP purified water in our products). In the average 1 ounce extract, which

typical 60-drop dose would contain about the same amount of alcohol as a ripe banana.

ALCOHOL-FREE

Although we do offer a selection of alcohol-free glycerites, all glycerites are first extracted in alcohol and the alcohol is subsequently removed. This is done carefully using a very low heat process so as not to compromise any of the sensitive polysaccharides and essential oils.

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OUR FAVORITE TINCTURES

NAME	FEATURES	BENEFITS
Cold & Sinus Blaster	Immediate effects from horseradish, peppermint, cayenne, garlic and thirteen other herbs.	Promotes healthy sinus and respiratory systems. Opens sinuses immediately for healthy breathing.
Echinacea Root	Certified organic quality immune booster.	Helps rebuild a healthy immune response. Can prevent and reverse necrosis from wounds.
Echinacea-Goldenseal	Clinically developed formula using certified organic Goldenseal and Echinacea.	Anti-bacterial, anti-viral. Stimulates respiratory tract immunity. Use during acute conditions.
Ginseng Master	Adaptogenic energy tonic that supports the immune system.	Great for conditions aggravated by stress such as anxiety, digestive disorders and irritability.
Green Tea Formula	Standardized to Green Tea 100 mg of 90% polyphenol (50% EGCG) and pleasantly flavored. Regular or peach flavor.	Great-tasting potent antioxidant. Helps maintain cell health, metabolism and energy. One dropper full provides the same antioxidants as ten cups of green tea.
Hoodia	Independent lab-tested material with CITES certificates.	Supports healthy weight by decreasing food craving. Real South African Hoodia.
Immuno-Tonic	A daily defense booster that will increase immunity when deficient.	Great for those who get frequent colds and flu. A long-term immune tonic for boosting immune function.
Kava	An organic import from Vanuatu. Safe and high in kavalactones.	Mood elevator and anti-anxiety properties. Calming and a good muscle relaxer. Also helpful for sleeping.
Liver Detox	A systemic cleansing stimulant and liver protectant.	Great for detoxifying the body. Treats liver stagnation or deficiency. Helps rebuild the liver.
Respir-Ease	Effective herbal combination for acute respiratory congestion.	A respiratory anti-viral, anti-bacterial expectorant. Strengthens weak congested lungs.
St. John's Wort	22 drops = 300 mg. of .3% Hypericin pill equivalence in this full-spectrum extract.	Good for mild to moderate depression. Calms nerve endings and is good for muscle and neurological pain.
Wild Oregano Oil	Standardized to minimum 70% carvacrol. Selectively imported from Europe.	Anti-microbial, anti-bacterial, anti-fungal and anti-candida properties make this herb exceptionally powerful.

These statements have not been evaluated by the FDA. These products are not intended to diagnose, cure, treat or prevent any disease. They are not intended to replace the care of a licensed healthcare professional.