

The Natural Newsletter

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Welcome to The Natural Food Store Newsletter,
your source for the latest in health news and exclusive wellness offers.

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Featured above: Izzy, a cherished member of our team, alongside one of our highly valued customers, Ms. Betty. Wishing them both a happy birthday this month from The Natural Food Store!

From the Editor

Hello dear readers,

As we embrace the vibrant hues of autumn, our team at The Natural Food Store is excited to share an enriching journey of health, sustainability, and delightful offerings with you.

How Can Turmeric Improve My Health?

Ever wondered about the potential health benefits of turmeric? This golden spice has been cherished for centuries, and in this edition, we delve into its remarkable properties and how it can positively impact your well-being.

What's New at Summer Rose Coffee Bar

Our beloved Summer Rose Coffee Bar is buzzing with excitement! We invite you to immerse yourself in the comforting aromas and flavors of fall with our newly introduced Pumpkin Spice Cider, Wassail, and other seasonal delights.

October Product Highlight: Berberine

In our effort to spotlight exceptional products, we are thrilled to introduce you to Berberine. A powerful supplement derived from plants, Berberine has gained attention for its potential to support various aspects of health, including blood sugar management and heart health. Explore this natural wonder in our October product highlight.

Discover VW Family Farm

We are passionate about promoting health and sustainability. In this edition, we take you on a journey to VW Family Farm, where a commitment to health transformed into a sustainable farming venture. Discover their story and how supporting local farmers contributes to a healthier, more sustainable community.

Holiday Extravaganza!

Looking ahead, we're gearing up for a festive celebration of the holiday season. Our Holiday Extravaganza promises a week of delightful discoveries, giveaways, and heartfelt moments. Mark your calendars and join us from November 6th to 10th for a joyous start to the holiday spirit!

Thank you for being a part of our community, and here's to a season of good health, delicious coffee, and spreading the spirit of giving.

Warm wishes,
Cathryn Manis

How Can Turmeric Improve My Health?

When I think of herbs that God has given us as allies for health, turmeric is at the top of the list! It's been used as food and medicine for centuries, but with the ongoing assault on our health stemming from our modern lifestyle and environment, we need healing plants like this more than ever! With powerhouse anti-inflammatory and antioxidant properties, it's an herb worth taking in supplement form and incorporating into your diet.

Turmeric, *Curcuma longa*, is a flowering perennial that is closely related to ginger. It grows native in Asia, particularly India, where it is primarily used as a culinary pigment and spice but it also has a long history of medicinal use in both traditional Chinese and Ayurvedic medicine.

In recent years, turmeric has made the journey into western medicine, mainly in alternative circles, but is now showing up in clinical studies paired with or compared to some of the top pharmaceutical drugs in conventional medicine in treating conditions ranging from cancer to depression. The results have been astounding! Let me give you a quick run-down of where turmeric is showing up in medical journals. (*Important note: when used therapeutically, the compound **curcumin** from turmeric is most commonly used rather than the whole herb.*)

Inflammation

Of all the benefits of turmeric, perhaps its most crucial is as an anti-inflammatory. Systemic inflammation can be found at the root of many of our chronic conditions. In treating this inflammation it's important to know that there are many inflammatory pathways at work in the body, and most anti-inflammatory drugs reduce inflammation only through a single pathway. This would be equivalent to playing baseball with only a second baseman; you're not really covering the field well.

The good news is that the compounds found in turmeric work on multiple inflammatory pathways. It can play nearly every position on the field! A research study was published in 2004 that compared several anti-inflammatories. Drugs like **ibuprofen**, also known to irritate the gut, were among the least effective, while **curcumin** from turmeric was among the most effective. Score one for turmeric!

Cancer

If you type the terms curcumin and cancer into the medical database PubMed, the search will yield nearly 3000 published articles. Curcumin has been shown in numerous studies to fight cancer on all fronts: **1)** it stops cancer cell formation, **2)** stops cancer cell replication, and **3)** stops cancer cell migration to other parts of the body.

Curcumin has even been found to be beneficial when used in combination with conventional chemo and radiation treatments! It has been shown to increase drug effectiveness during treatments and decrease drug resistance from cancer cells.

Alzheimer's

With Alzheimer rates rising at an alarming pace, at the present time our medical system doesn't have anything close to an effective treatment for this condition.

While there is much about Alzheimer's we don't understand, we are gaining more and more ground on how to prevent it! Curcumin has shown to be useful in reducing inflammation and oxidative damage in the brain, making it a wonderful ally in the prevention and treatment of Alzheimer's and Parkinson's. Score another one for turmeric!

Heart Disease

Heart disease continues to be hot topic #1 in medicine. One in three deaths in the United States can be attributed to it. The statin medications used to treat heart disease are among the worst drugs in regard to side effects and haven't proved effective for preventing heart attacks and strokes. While these drugs will lower cholesterol levels, they do nothing to address the underlying causes of heart disease- inflammation and oxidative stress!

In a study where curcumin was compared to lovastatin, curcumin was equally effective for protecting against inflammatory changes that lead to plaque buildup, reducing triglycerides and increasing HDL levels. In another study, those who received curcumin saw a 29% increase in HDL levels! Turmeric strikes again!

Liver Health

Fatty liver is one of the most prevalent and destructive conditions of our time. With numbers of alcoholic fatty liver declining, we are seeing a steep rise in non-alcoholic fatty liver, stemming from unhealthy diet and lifestyle, and drugs like Tylenol. Several studies over the last few years have shown curcumin to be a potent medicine for reversing and healing the liver.

Arthritis

In numerous studies, curcumin has shown great results with both osteoarthritis and rheumatoid arthritis. In a study from 2012, a group of rheumatoid arthritis sufferers were given 500mg of curcumin and another group given a pharmaceutical known to be among the best for the

condition. By the end of the study, 14% of the group on the RA drug had dropped out because of adverse effects. From those of the group that remained, those given curcumin saw a much greater improvement. Turmeric is on a real streak here!

Diabetes

For diabetics, taking curcumin and consuming turmeric is one of the smartest things you can do! First, it's been shown to increase insulin sensitivity by activating the AMPK enzyme. In a 2009 study, it far outperformed the drug Metformin in this task. Several other studies have shown it to be effective in reducing blood glucose levels.

Second, turmeric protects the body against conditions that come along with diabetes: destruction of eye tissue and blood vessels, diabetic neuropathy, heart disease, and decreased brain function. As you can see, diabetics have a real ally in turmeric.

Conclusion

In the coming years more studies will be done involving turmeric showing its medicinal potential. Moreover, I've seen thousands of clients and customers who have experienced benefits from taking it. Is it the magic bullet for all people for all conditions? No. But if you suffer from any of the above conditions, it is certainly worth a try. There are virtually no side effects from taking this plant medicine, and lots of upside.

I hope you enjoyed this article. Good health and blessings to you, Eric McMullen with Cell to Soul Health

Welcome the Autumn Season at Summer Rose Coffee Bar!



☺ Treat yourself to Pumpkin Spice Cider, Wassail, and more! 🍷

👉 Explore our latest cozy sweatshirts designed by Summer. Ideal companions for your beloved brew! 🍁

Immerse yourself in the delightful autumn flavors and stay comfortably stylish at Summer Rose Coffee Bar. We look forward to your visit! 🍁 🍷

September Product Highlight



Unlocking the Wellness Power of Berberine: Nature's Hidden Gem

We're delving into the remarkable health benefits of berberine, a natural compound that has been gaining attention in recent years for its potential to support overall well-being.

What is Berberine?

Berberine is a bioactive compound found in several plants, most notably in the roots, rhizomes, and stem bark of various herbs such as Oregon grape, goldenseal, and barberry. Its long history of use in traditional Chinese and Ayurvedic medicine dates back thousands of years, primarily for its antimicrobial properties and role in digestive health. However, modern scientific research has uncovered a wide range of health benefits associated with berberine.

Supports Healthy Blood Sugar Levels

One of berberine's most well-documented benefits is its ability to help regulate blood sugar levels. Numerous studies have shown that berberine can improve insulin sensitivity and reduce insulin resistance, making it an excellent natural option for those managing diabetes or at risk of developing the condition. By enhancing glucose uptake in cells and inhibiting sugar production in the liver, berberine can contribute to more stable blood sugar levels.

Promotes Heart Health

Berberine may also be a friend to your heart. Research suggests that it can help lower cholesterol levels, particularly LDL (the "bad" cholesterol) and triglycerides, while simultaneously increasing levels of HDL (the "good" cholesterol). These effects on lipid profiles can reduce the risk of cardiovascular diseases and support overall heart health.

Aids in Weight Management

For those looking to shed a few pounds or maintain a healthy weight, berberine may offer some assistance. Studies indicate that berberine can influence the body's metabolism, encouraging the burning of fat for energy and inhibiting the formation of new fat cells. This dual-action approach can be a valuable addition to a balanced diet and regular exercise routine.

Anti-Inflammatory and Antioxidant Properties

Berberine boasts potent anti-inflammatory and antioxidant properties, making it a valuable tool in the fight against chronic diseases and aging. By reducing oxidative stress and inflammation, berberine may help prevent or manage conditions ranging from arthritis to neurodegenerative diseases.

Supports Digestive Health

Traditionally used to alleviate digestive discomfort, berberine's antimicrobial properties make it effective against harmful bacteria, parasites, and fungi in the gut. This can help maintain a healthy gut microbiome and may be particularly beneficial for individuals with digestive issues.

Berberine is a natural powerhouse with a wide range of potential health benefits. From supporting blood sugar control to promoting heart health, aiding in weight management, and offering anti-inflammatory and antioxidant support, berberine is a versatile supplement that deserves a place in your wellness toolkit. However, always remember to consult with a healthcare professional to determine the appropriate dosage and ensure it's safe for your individual needs.

With its rich history in traditional medicine and growing body of scientific evidence, berberine is undoubtedly a compelling natural remedy with the potential to enhance your overall well-being. So, why not explore the wellness benefits of this hidden gem from nature and embark on a journey to a healthier, happier you?

Discover VW Family Farm: A Journey from Health to Sustainability

In 2012, the story of VW Family Farm began with a simple yet transformative encounter. Ben Vinson, one of the co-founders, found himself at a crossroads due to lingering health issues that had plagued him for years. Desperate for a solution, he walked into The Natural Food Store seeking guidance.

Little did he know that this visit would mark the inception of something much bigger. The owner at the time, Perry Ambrose, not only introduced Ben to the concept of a clean diet but also directed him towards a local pasture and grass-based farm. This recommendation not only sparked a friendship between the two families but also set the wheels in motion for VW Family Farm.

As Ben transitioned to a cleaner diet, his health problems miraculously began to recede. It was a powerful testament to the profound impact of good nutrition and gut health. What started as a seemingly ordinary "guy walking into a health food store" scenario soon blossomed into an extraordinary journey of health and sustainability.

Fast forward to today, and VW Family Farm has evolved beyond their wildest dreams. Ben, along with his family members Andrea, Lane, and Emily Vinson, has not only become self-sufficient in producing all their own protein but has also become a pillar of the community. They provide their high-quality meats to local residents and ship their products nationwide, sharing the bounty of their sustainable practices with people across the United States.

Lane and Emily, who have been part-time employees on the farm throughout their teenage years, have gained valuable insights into the importance of hard work and unwavering commitment. Their dedication to VW Family Farm's mission is evident in their hands-on involvement and their shared passion for sustainability.

To document their remarkable journey and to educate others about regenerative agriculture and pasture-raised animals, the Vinson family has cultivated a strong online presence. Their YouTube channel, VW Family Farm, serves as a window into their world, offering glimpses of their sustainable farming practices and the positive impact they are making on the land.

At its core, VW Family Farm remains steadfast in its commitment to regenerative agriculture and the ethical

treatment of pasture-raised animals. Their approach is simple yet powerful: they raise their beef and pork in the fresh air and sunshine, allowing these animals to thrive as nature intended. In doing so, they not only produce healthy and delicious meats but also contribute to the healing of the land.

In summary, VW Family Farm is a testament to the transformative power of clean eating, sustainability, and a commitment to ethical farming practices. Their journey, which began with a quest for better health, has grown into a thriving enterprise that not only nourishes the body but also nurtures the environment. We invite you to discover their product offerings, align with their mission, and follow their inspiring path via VW Family Farm's YouTube channel. You can also find their exceptional meats at The Natural Food Store.



Don't Miss The Natural Food Store's Holiday Extravaganza!

From November 6th to 10th, we're hosting a spectacular event filled with diverse vendors showcasing their top-notch products. Each day brings a new opportunity to indulge in complimentary samples and gather valuable insights into these amazing offerings.

But wait, there's more! As the week concludes, we're thrilled to announce a show-stopping giveaway—a chance to win something big and exciting. It's the perfect way to wrap up a week of celebrating health, wellness, and wholesome goodness.

Join us at The Natural Food Store for a week of delight and discovery. See you there, and may the odds be in your favor for the grand giveaway! 