



# ANCIENT WISDOMS

VOLUME 1, ISSUE 2

SPRING 2008

## SPECIAL POINTS OF INTEREST:

- What's new at the office
- WHY we are VERY different
- Be added to our email list to keep updated and receive our newsletters AND save a tree.
- SPRING SPECIALS
- Articles are written by Maureen Zelmer

## INSIDE THIS ISSUE:

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## WHAT'S NEW AT THE OFFICE by Victor Shim

With much consideration I, along with my staff, have decided on a change of name for *Easy Way to Health*. The new name is "Ancient Alternatives" as it encompasses the wisdom that has been passed down to me through many generations. Along with our new name, we will have new labels and a new website. The herbal formulas are all the identical great blends, will still carry the same names and are now in the process of being protected legally. Then on to acquiring the NHP (natural health product) numbers that will be required in a few years.

All of us (Nitya, Allen, Maureen and myself) at the office would like to welcome Brenda Mcleod to our herbal family. Brenda

bought the Health 'N Herb House in Whitecourt, AB in 2007 and is carrying a wide variety of our herbal products. She closed her store down for a day this past fall and brought her staff to Red Deer to listen to myself at an all day seminar. Again, welcome Brenda and staff!

Another 'new' addition is Maureen Zelmer. She has worked with me on and off for over 15 years, and at my repeated request, finally made the move to



Edmonton to work in the office. When Maureen and Nitya have our new website up and running and all the 'i's are dotted and 't's' crossed, Maureen will be doing sales, promotions, P.R. and workshops—so in other words, she'll be back on the road again. Anyone interested in hosting a workshop or wanting info on workshop subjects, please call or email her at [m\\_zelmer@telus.net](mailto:m_zelmer@telus.net).

Soon, I will be splashed across YouTube. Nitya has recorded me speaking on several topics and they will be released to the internet as they're ready. There will be links to these clips from our new website. I wish you health and happiness.

~ Victor

## WHY USE ANCIENT ALTERNATIVES?

When you are questioned as to WHY Ancient Alternatives health products are different than other products on the market, you can tell them the following; **1:** The recipes Victor is using in many cases, are ancient remedies and therefore, time has shown

them to be very effective. **2:** All the products are 100% pure. Absolutely no fillers are ever used. **3:** The individual herbs that are brought in from all over the world, are of the finest quality. Victor sees to this personally. I have seen Victor call a halt to

production over one particular herb that was standard in quality. **4:** Each and every herb in each bottle is geared for a specific. Now, I understand that ALL herbal manufacturers would base their formulas on this same premise. Well, I'm (cont'd pg 3)

# SPRING CLEANING



Spring Cleaning doesn't have to be overwhelming or scary.

Most of us were raised to do an annual cleaning of our house in the spring. Our 'other' house is kept thoroughly clean year round on the outside by bathing and showering, while using soap, scrub brushes & loofas. We brush our teeth daily. So what about the 'inside' of your house/body? Many of us have done various cleanses but did you know exactly what you were doing? For those of you that have learned the Chinese

Five Element System, you'll know that the organs have a specific 'season' associated with them. During the **summer**, chi is concentrating to the heart & small intestine; in **late summer/early autumn** – spleen/pancreas & stomach; in the **fall** – lungs and large intestine; in the **winter** – kidneys & bladder; in the **spring** – liver & gallbladder. These are the best times to *nourish* these particular organs. But where cleansing is concerned,

it is recommended to do so the previous season. For example, you would cleanse the liver in the winter and then nourish it in the spring. March 20 is the first day of spring, therefore February and March are a great time for a liver cleanse. We would recommend the 3A for 10 days (removes heavy metals), followed by the 10C for one or two bottles while reducing your sugar intake and increasing the amount (cont'd pg 4)

## Contact

Rhonda Sweetman

Or

Brenda Rose

Regarding the

seminars and

Appointments

For Manitoba

In May.

# VICTOR'S TRAVELS

Victor has hopes that our internet site will allow him to stay in the office on a full time basis at some point. That will come soon enough but for the time being it seems that an occasional trip is in order. Victor and Maureen will be in Manitoba from May 1st to 7th, inclusive. The 1st and 2nd will be in Ste. Rose du Lac and on the evening of the 2nd at 7

p.m. Victor will be doing a lecture at the hall in Ochre River. Please contact Rhonda Sweetman at 204.732.2483 in regards to these 2 dates. From the 3rd to the 6th (inclusive) Victor will be doing pulses and a lecture (on the 3rd) at the Royal Oak Inn, in Brandon. Brenda Rose is your contact in Brandon and can be reached at 204.725.1465 Both

ladies have worked closely with Victor for many years and are very knowledgeable in regards to his herbal formulas and natural healing.

Once back in Edmonton, Victor will be packing another suitcase and heading to China for a few weeks of business mixed with pleasure. He will be looking for high quality organic herb suppliers.

Yin & Yang

War & Peace

Love & Hate



In this newsletter, there was a reference to balancing the herbal formulas. Do you know what is meant by 'balanced'?

# BALANCING ACT

Let me explain. There is a Yang (plus) for every Yin (minus); Hot/Cold, Sun/Moon, War/Peace, Hate/Love, Sour/Sweet, etc. You must have a healthy balance of everything

in your life and even when something is good for you, too much is detrimental. You may be taking one of *Ancient Alternatives* blends for a hyper liver for (cont'd on page 4)

# WHY ANCIENT ALTERNATIVES? (cont'd from page 1)

sure that they do... BUT, many formulas currently on the market do not have an herbalist formulating them. Anyone can look in a book and find the properties of a specific herb (i.e. cinnamon – good for circulation), then add 3 or 5 more ‘circulation’ herbs and sell it as a blend that is touted as increasing circulation. “Great” you think. “No more cold hands and feet”. That may well in fact happen but may also cause some serious side effects. Yes, side effects and not ‘Healing Indications’. What most of these people DON’T know is that the formulas have to be **BALANCED!** If the manufacturers happen to include 3, 4 or 5 more ‘hot’ herbs (like cinnamon) the consumer could end up with severe headaches, bleeding gums, bleeding nose, constipation and possibly worse. Victor’s blend for circulation includes herbs that are; hot, warm, slightly warm, neutral, cool and cold. They are also; sweet, bitter, and pungent so as to balance the flavors! Healing indications yes – side effects no! Could you go to the store, where you purchased an herbal product and ask them the specifics? Could they tell you why you’re experiencing something in particular? In *most* instances, that wouldn’t be likely. The sales personnel will know what you know from reading the label. Do not blame the sales person. They are doing the best that they can with usually, the best of intentions. Now, I revert back to the **WHY – Ancient Alternatives**. ANY, and I do mean any, information that you could possibly want on any of our products, is available at the asking (except of course, the recipes). If you’ve posed your question to one of us at the office and we haven’t got an answer for you, we’ll do our best to get it and get back to you. I personally would like to extend myself to all of you for that purpose. PLEASE do not all phone Victor as that would be just a tad overwhelming for him considering all the other duties he has within this company. At the end of this article, I will post my contact information and I will do my best to prioritize in regards to your questions. If something is urgent, I will treat it as such. Remember. We are here to help; not to replace your medical practitioner but to inspire, encourage and provoke thought in all health matters and most of all, to promote awareness in the importance of prevention of dis-ease in your body.

Maureen Zelmer m\_zelmer@telus.net (780) 428-2788

## SPRING SPECIALS

**#3A, #10C**

**& #40**

**(15% off until**

**April 30th)**

**#8A**

**(15% off until**

**March 31st)**

## PREVENTION

One of Victor’s newest formulations is #40 VIT-MIN-PLUS. It’s an amazing blend that everyone should be on. Men and women both benefit from it’s properties and thanks to Rhonda Sweetman in Manitoba for getting all the information from Victor. This special combination has been calculated with precision for long term usage without any side effects or energy imbalances. **ONLY** the highest organic quality herbs are used to make all of our herbal formulas.

The health benefits of taking VIT-MIN-PLUS are as follows. It helps; boost the immune system, improve digestion and assimilation, prevent cancerous growths, eliminate toxins, increase energy levels, increase strength and vitality, prevent low thyroid, reduce breast lumps, regulate bowel movements, reduce prostate swelling, reduce cyst formation and activate circulation! We do not have the technology to test the exact amounts of the vitamin/mineral content but it contains, Vitamins A, B-complex, C, D, E, K, calcium, iodine, magnesium, zinc, selenium, copper, manganese, folic acid, polysaccharides, iron, phosphorus and potassium AND omega 3-6-9.

VIT-MIN-PLUS and KOFLU (#8A) are both on sale. What a great combination and at 15% off!!! We also are offering the Spring Klansers, (3A) TOXI KLANSER and (10C) LIVER KLANSER at 15% off for the months of March and April.

*An ounce of prevention is worth a pound of cure.*



[www.ancientalternatives.com](http://www.ancientalternatives.com)

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**3,000 years of knowledge condensed  
into one Master Herbalist.**

#### **SAVE OUR TREES**

We would like to avoid the 'snail mail' route for the newsletter as much as possible, so for those of you that wish, please send us a short note through email stating that you wish to receive it electronically. Your address will be safe with us and we will not share it with anyone else. Think of all the trees you will save! If you know of someone else that would like to receive our newsletter & updates, invite them to send their email address to us also, with a short request. If you've received this and would like to be taken off the list, just contact us. We'll be happy to oblige. If we don't hear from you, we'll send your next one through Canada Post.

#### **A Note To Our Customers**

The new website will have a list of our depots and consultants and we urge you to call/fax/email them to place your orders as this website will not support retail customer orders anymore. We will direct most traffic to these depots when we receive requests for information and products here at the office. The depot/consultants who will be listed on our new website will have the highest integrity and most knowledge and experience.

Visit the website often and watch for specials.



### **SPRING CLEANING**

(cont'd from page 2) of water you drink to flush the toxins out of your body. By the way; the energy concentrates to the gallbladder from 11 p.m. to 1 a.m. and then to the liver from 1 a.m. to 3 a.m. If you eat just before you go to bed, your liver has to work overtime and can cause excessive dreaming. Then in May and June, it's time to do an 'intestinal cleanse' by using 3D and 5C. We'll let you know what the next step is in using the Chinese Five Element System to cleanse your body corresponding to the seasons in the next newsletter.

**Happy Spring Cleaning!**

### **BALANCING ACT**

(cont'd from page 2)

instance but someone else may take the same blend for a slow functioning liver. You may have tachycardia (which is a medical term for a rapid heart rate) or a slow heart rate but because the #6A is balanced, it could be taken in either case to hopefully bring your heart rate into the normal range. This is how Victor formulates his herbal blends. You can use this information in your daily life by balancing the foods that you eat and

drink. If you have a deep fried dish or a hot, spicy meal this is termed 'triple yang' or triple plus-energy. Balance this by having a cup of yin tea or something that is cooling. For instance, cream soda is triple yin and so is beer. Excess of anything is not healthy. Too much black tea can actually contribute to your arthritis and too much beer can cause kidney problems. Excess in nothing – Moderation in everything.

**LIFE IS A BALANCING ACT!**