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Product Update with Kim Balas, PhD

HSN-W

Typically HSN-W is known for its benefits with hair, skin and nails. There are many more clinical uses for this product that aren't always promoted. With the combination of dulse plant, ginger root, sage leaves, and rosemary herb, this formula moves beyond just surface issues.

Dulse plant provides iodine to the thyroid as well as being a good source of calcium, iodine and silica. The calcium from dulse is Bioavailable meaning it is very easy to assimilate and be taken up by the body. Bioavailable calcium is not only needed for structural development but helps with blood clotting, muscle cramping, stabilization of cellular functions, offsetting bowel cancer and the development of teeth and healthy gums. It has a natural calming and tranquilizing effect and is necessary for maintaining a regular heartbeat and the transmission of nerve impulses. Bioavailable calcium also helps with protein structuring in DNA and RNA (the rebuilding of healthy cells) It provides energy, breaks down fats, maintains proper cell membrane permeability, aids in neuromuscular activity and helps to keep the skin healthy. Calcium also prevents lead from being absorbed into bone.

Iodine benefits thyroid in many ways. Over 90% of North Americans are Iodine deficient. Iodine is crucial for the health of the thyroid gland, ovaries, breast and prostate. When Iodine is deficient, it affects other elements in the body. These 3 halogens being chlorine, bromine and fluoride. Natural Iodine, chlorine, bromine and fluoride are 4 halogens that need to be balanced in order for good health. Iodine helps to metabolize fats, promotes growth, and regulates the production of energy. It is absorbed in the intestinal tract and is transported through the bloodstream to the thyroid where it becomes iodized and converted into thyroxine. Iodine is essential for absorption of carbohydrates, hair and nail growth, mental health, proper balance of cholesterol, proper metabolism, healthy skin, speech, teeth, the conversion of carotene to vitamin A, and the synthesis of protein by ribosomes.

Ginger contains silica. Silica is approximately .05% of the human body weight. Silica uptake declines as we age. Silica is an essential part of connective tissue and bone health. It is utilized to rebuild collagen and elastin. It can be found in the trachea, blood vessels, eyes, tendons, dental enamel and skin. Lack of silica can result in retarded growth, poor bone development and more atherosclerotic arterial plaques. The combination in this formula can be utilized for transportation of minerals to the structural system. When bone density scores are low and a calcium supplement is being taken, then it could be that the calcium is unbound and cannot be utilized. In other words if a person is taking enzymes and a calcium supplement and still not absorbing their minerals or the tests continually show low in calcium, HSN-W helps to redirect calcium deposition and support absorption.

Sage is high in antioxidants and a source of calcium and other minerals. It helps to reduce inflammation, improve memory and settle the stomach. It can also help with gas and bloating. Some studies show the use of sage for lowering blood sugar. It can be used to increase mental alertness. Studies have also shown that sage can improve memory. It can help protect chemicals in the brain that are destroyed by Alzheimer's disease. It can be used

for menopausal symptoms of hot flashes, excessive sweating, night sweats and headaches. It aids in acne, hypertension and colds.

Rosemary is a tonic that helps with transportation and delivery of calcium and other minerals to the cells. It helps with tissue oxygenation. It supplies calcium, magnesium and antioxidants. It can be used as a digestive aid, to treat depression, headaches, and muscle spasms, and as an expectorant, promoter of menstrual flow, and stimulant for production of bile.

Some other beneficial factors when considering HSN-W:

- Reduction of pain & inflammation in the joints
- Helps with joint deterioration and arthritis
- Improved skin elasticity (improves collagen production)
- Improved skin moisturization
- Promotes bone healing from fractures and breaks (calcium alone can actually slow the healing process or interfere all together if it isn't being transported) HSN-W helps transport calcium to where it needs to go.
- Stimulation of cell formation and metabolism
- Decreases cardiac risk
- Slows the aging process
- Helps with gum disorders
- Supports neurological health
- Strengthens bones
- Protects function and structure of connective tissue
- Anti-inflammatory and disinfectant
- Immune system enhancement
- Increased elasticity of blood vessels and remineralization of skeletal system (bones)
- Relief of stomach and GI problems
- Healing assistance and Pain Relief for burns
- Relief of Vertigo
- Help with Alzheimer's by helping to transport aluminum out of the body.

Body Systems that benefit from HSN-W:

Respiratory

Spleen

Lymphatic

Blood (including vessels)

Connective Tissues

Structural

Cartilage & Tendons