

## “REAL” WILLARD WATER

In 1980 Willard Water was examined by a Congressional subcommittee on health and long-term care, investigated by the “60 Minutes” TV program, and tested by the U.S. Food and Drug Administration; each group found it to be safe and nontoxic. The scrutiny brought attention to the product, but the publicity had a downside: it encouraged so many imitators that Willard spent the rest of his life defending his patents against infringers.



Charlie Sunde and his wife, Kolleen, own Nutrition Coalition in Fargo, North Dakota, a leading retail source for Willard Water. According to Charlie Sunde, Willard first developed what he called the “Clear Formula” of his catalyst-altered water. In an attempt to add nutrients extracted from lignite coal, which contains the fossilized remains of prehistoric vegetation, he then developed a formula he called XXX (or Triple X), which he regarded as valuable due to those nutrients but weaker in effect than the original Clear formula. Still later, he developed a formula now known as Ultimate (previously known as Dark XLR-8 Plus), which

he considered equal in strength to the Clear and containing the minerals and nutrients he thought to be present in the Triple X.

Recent studies published on the company's website support Willard's conclusions. In a test of nutrient absorption by plants, the Ultimate formula could be diluted four to eight times more than the Clear or XXX formulas and still perform as well as or better than either. Another study analyzed Willard Water's ability to boost absorption of nutrients at the cellular level. "What's especially interesting," says Sunde, "is that it seemed most effective at increasing the most-difficult-to-absorb nutrients, which is in keeping with what Doc Willard always told us."

Another effect that sets Willard Water apart from other products, Sunde adds, is its ability to permanently improve the pH of water by making it more alkaline, which is said to have a beneficial effect on overall health.

"Most 'alkaline waters' remain alkaline for only a matter of hours or days before they lose their increased alkalinity," says Sunde. "A new study explains how water's pH is permanently changed by Willard Water. I don't think the study mentions this, but Doc actually tested some diluted Willard Water that was 15 years old and the pH was the same as when it was made."

All three formulas are still being sold, but Nutrition Coalition is the only source of the Ultimate (or Dark XLR-8 Plus) formula. "Doc wanted it that way," says Sunde, "to protect his favorite formula from the problems less-than-ethical marketers had created with the Clear and XXX versions, and his sons and now his grandchildren have continued that arrangement. We are the only source of the Ultimate for stores that wish to carry it and the only distributor for retail sales other than the manufacturer, CAW Industries. Dealers can sell the Ultimate, but any firm or store selling the Ultimate has to get it from us."

For information on the recommended dosage of Willard Water, continue to page 4!

ý

One fluid ounce (2 tablespoons) of the concentrate per gallon of water is the strength recommended for daily human consumption as well as for topical

application on pets and people. This same strength is a good daily drinking water for animals with acute or chronic health problems or for any animals during hot weather or times of stress. (Note that these recommendations are for Ultimate Willard Water. The greatly diluted Dark XXX product requires 2¼ times the amounts listed here.)

Start with less than the recommended amount, and increase gradually. If your dog develops diarrhea or other symptoms of detoxification, reduce the amount until symptoms disappear and then resume as normal.

The recommended maintenance water for healthy dogs, cats, and other animals not under stress is far more dilute, such as 1/3 ounce (2 teaspoons) concentrate per gallon of water. Use this solution to fill your dog's water bowl, which should be available at all times. Also add it to dry, canned, or raw food.

In her book *Holistic Guide for a Healthy Dog*, Wendy Volhard, another longtime user of Willard Water, recommends adding diluted Willard Water to your dog's drinking water when traveling to keep stress levels under control.

"Taking your own supply of drinking water is preferable," she says, "but if that is not possible, use what is available on your trip and add 2 tablespoons of diluted Willard Water to each bowl, so that your dog is not affected by the change."

For our 2006 article, we interviewed Roger DeHaan, DVM, a holistic veterinarian in Kings Mountain, North Carolina, who has recommended Willard Water for his canine patients since 1983. He mixes the liquid concentrate with drinking water for improved hydration and applies it to cuts, wounds, and other injuries. He even adds a small amount (10 cc) of full-strength concentrate to each liter of Lactated Ringers Solution before administering subcutaneous fluids.

To use Willard Water topically, dilute 2 teaspoons concentrate in 1 quart water or use 2 tablespoons per gallon. Use this solution as a wash or rinse to clean and treat cuts, burns, wounds, or abrasions. Pour it directly on the affected area or use a spray bottle. Repeat the application several times per day. Spray or

apply it to sprains, bruises, trauma injuries, arthritic joints, and any area that is swollen or tender.

Volhard swears by Willard Water as a hot spot treatment. "It dries up the inflamed areas overnight," she says. "I also spray it on cuts to stop the bleeding and on insect bites to reduce the swelling and irritation."

To improve your dog's coat, spray it with diluted Willard Water before brushing or grooming. Willard Water helps prevent dander, freshens the coat, and helps most dogs smell better. Increase the effectiveness of your dog's shampoo by mixing 1/4 cup shampoo with 1 cup diluted Willard Water. According to users who reported their results to Dr. Willard, this actually helps calm excitable or nervous show animals. If you use a conditioner, which may no longer be necessary as Willard Water has a conditioning effect, mix it at the same proportions. Finish with a final rinse of dilute Willard Water solution or an herbal tea made with diluted Willard Water.

To treat any eye condition, spray diluted Willard Water directly into the dog's eye. Willard Water helps clear up conjunctivitis and other infections, and it's an effective first-aid rinse for the removal of debris. Clear Willard Water concentrate is often recommended for use in the eyes, but many users report excellent results from rinsing or spraying eyes with dark Willard Water solutions. If desired, add a pinch of unrefined sea salt to make the solution slightly salty. Tears are saline, and adding a small amount of salt makes the solution more comfortable.

Whenever you brush your dog's teeth or give her a tooth-cleaning rope toy to chew on, spray the toothbrush or toy with diluted Willard Water. Diluted Willard Water can be used as an ear cleaner, too, or you can add a few drops of full-strength concentrate to any liquid ear cleaner. Willard Water helps the solution reach farther and loosen wax and debris.

Nutrition Coalition also sells Aqua Gel, a blend of Willard Water, aloe vera, and vitamin E for topical application on burns, insect bites or stings, bruises, sore muscles, skin conditions like eczema or psoriasis, and hot spots; Chinota Gel, a blend of Willard Water and Chinese herbs for muscle aches and arthritis pain;

and Very Natural Willard Water Soap made with Willard Water, olive oil, coconut oil, and glycerin. This non-irritating bar soap is a favorite of most who try it.

For more about Willard Water's many uses, see "Willard Water," June 2006.