

# DECEMBER 2005 NEWSLETTER

## MESSAGE FROM THE PRESIDENT HEINRICH

ELMER G.

It is my pleasure to introduce you to Mr. Allen Autrey, our recently hired International Marketing Director. Allen is a sharp, extremely intelligent individual with a great deal of practical business experience that should benefit our entire organization. He has studied at Oxford University, obtained a Law Degree from the University of Oklahoma and later completed his Masters in Business (MBA) from Washington University, St. Louis, Missouri. We chose Allen over several other well-qualified candidates because he had no previous multi-level marketing experience. We had been seeking someone who did not have what we consider ingrained, bad habits and thought patterns of other multi-level companies. Allen fits the mold precisely and I believe you will be impressed with his personality and his ability to learn, so get to know him.

Allen and I conducted a Sizzling Minerals rally for Peter Willoughby in London on November 20<sup>th</sup>. I came away from that rally with greater expectations for the future. Peter is a great leader and managing director and has some spectacular people within his organization. I was impressed with their interest in our product and their ability to comprehend the need for 75 pure plant minerals to improve the health of mankind. I predict a huge number of U.S. Naturals Dealers in the United Kingdom within the next several years.

## MASTERCARD

Our new Prepaid Credit Card from MasterCard is in the mail to those of you who have earned a commission to be paid on December 15, 2005. Please read all the instructions carefully after you receive the card. Be sure to activate your card immediately by precisely following the written instructions. We cannot apply commissions to the card until after it has been activated.

Those of you who did not earn a commission for this pay period are still eligible to receive you new card. However, it cannot be sent to you until after you have commission of at least \$11.00 U. S. in your account. I would highly recommend you sponsor a new Dealer into our program in December so you can get your new card and the commission on January 15, 2006. I am hoping the new card gets distributed without a problem of any sort. NOTE Any U. S. Dealer who has been on direct deposit but who may wish to get a new Prepaid Credit Card shall make this request to our home office.

## NEW DEALER PACK INVENTORY

I am sure most of you have a sincere desire to build yourself a good business with U. S. Naturals. If you intend to build rapidly, you must have at least one New Dealer Pack on hand at all times! If you are really looking forward to reaching one of our Diamond ranks, you may want to have two or three new Dealer Packs in your personal inventory at all times. By having a new Dealer Pack immediately available you stand a 90% better chance of your newly sponsored Dealer being successful. Hand him a New Dealer Pack when he signs up. Go to our website and help him sign up and have his new Dealer Pack sent back to you to replenish you inventory. Most importantly, your new dealer receives his Sizzling Minerals when he is energized and most excited about the product. This will pay large dividends for each of you.

### **NEWLY RANKED DEALERS**

Our Dealers continue to strive for the top of the mountain. My congratulations to all the newly ranked Dealers and those who advanced in rank during November. Dealers becoming Sapphires include:

Graham Baker, Australia Australia	Kelly Barrett, USA	Sean Bryan,
Jillian Fortuna, Philippines Smith, Australia	CBA Consultants, USA	Hazel
Chrstina Oostruck, Australia USA	Barry Ramsay, Australia	Norma Tahash,
Ian Morley, UK	Beatriz Maddison, Australia	
Malcolm Wilton, Australia	Christian Clint Perez, Australia	

Those reaching the Ruby level include:

Fran Bell, USA UK	Ivan Buisson, Australia	Martin Chapple,
Julia Golovina, UK Australia	John Klein, Australia	Susan Moses,
Anthony Twohill, Singapore Australia	Linda Pauling, Australia	Geoffrey Stannard,
Victor & Noela Lopa, Australia		

Those reaching Diamond level include:

Joann Maconachie, Australia	Kevin Pauling, Australia
Bobby Runningfox, Australia	Faith Tamkin, UK
Christopher Watters, Australia	

Three Dealers became Double Diamonds, a feat that is not easy to accomplish: they are:

Paul Hatch, UK  
Australia

Vincent Leo, Australia

Robyn Luke,

Last but not least, our hard working and loyal Dealer, Ethne Gautier from Australia, advanced to a TRIPLE DIAMOND. Congratulations Ethne, we knew you could do it! Actually, you were three months ahead of my prediction. I m looking forward to you catching up to Graham and Celia Duck. Ha!

## **HEALTH IN GENERAL**

Recently, there seems to be numerous articles and editorials written about the poor health status of people from all over the world. Surprisingly, nearly all of those articles are mentioning the lack of minerals as the main contributor to the continuing decline in health. However, none of this written material has addressed the number of minerals that may be required, nor have they addressed mineral depletion in the soils. They do mention lesser nutritional value in foods, but they never reach a conclusion as to why the nutritional value has declined. At least our message seems to be gaining strength and I believe huge numbers of the allopathic professionals are beginning to understand what we know, and have known and have been teaching for more than twenty years. The lack of numerous minerals obviously contributes to various ailments, sickness and disease. All of us need to vigorously spread the word about plant minerals and the need for a larger number of minerals than what can be obtained from the category of metallic minerals that come from the surface of the earth.

## **CODEX**

I receive many emails asking my opinion of the CODEX movement and other movements that seem to be attempting to make nutritional supplements regulated in a manner similar to prescriptions drugs. My opinion is, simply, this will never occur because people in general are intelligent enough to make sure this dictatorial type legislation never passes. If it did, you may have to get a prescription for food before you could cook dinner. In the first place, this movement never should have been initiated. I believe much of this came about because of the me-to type of nutritional products that have been touted as a cure-all for every ailment imaginable. This in itself has caused the industry to be closely scrutinized because most of those products were eventually proven to provide nearly zero benefit. More than ever, as an industry, we need to renew our sense of purpose. Who are we? What are our goals? What is our purpose? My reason is simple as far as U.S. Naturals is concerned. We are a company with the purest, most natural, most necessary and most beneficial nutritional product on earth. Our goal is to expose our minerals to the world and encourage people to try them for at least 30 days. Our purpose is to improve the health of mankind by providing people with pure plant minerals that are not available by any other source.

We are in an envied position at the time. The movement towards food supplements and healing from natural means is building, but disease is still way out in front. The numbers are so large that they can numb us into a feeling of indifference. 5,000 people are dying each day from tuberculosis. One million people are dying every year from malaria. Five million people are dying every year from heart disease. Behind each one of these statistics is someone's daughter, someone's son, a mother, a father, sister or brother. We cannot save the life of everyone with minerals but I believe it's our moral obligation to steer everyone in the right direction. As an industry, we need to stop this two-step forward and one step backward tango we've been dancing for years. We need to begin marching forward with not even the slightest thought of retreat.

### **PRODUCT DVD A HUGE SUCCESS**

Our new Product DVD has brought accolades from all over the world. I am happy to report people love it. Don't forget it is on the Internet and it can be emailed to anyone. Ask them to log onto [www.pureplantminerals.com](http://www.pureplantminerals.com).

### **THANK YOU LETTER**

We are proud to constantly receive letters similar to the following:

Dear Mr. Heinrich and Company.

I have only just joined the company as a dealer, but I have to say I was given a Lemon-Lime Sizzling Mineral, and a dose of both of the OXY-GEN and VAST VITALITY supplements the other night by my friend Lynne whom is also a dealer and highly knowledgeable in health and nutrition, and I can honestly say within half an hour I did not know what had hit me.

How these things can work so fast is unknown to me, however it was clear to me that my body showed some gratitude to its little gift! Well, I am now on the case and marketing these products. These products were also far more enjoyable to take than most boring and tedious nutritional products on the market, often with a likeness to dog biscuits.

My final comments to your company, well done and thank you for producing a fun, effective and interesting way to keep healthy.---Winston Clark, United Kingdom.

### **GABE'S WORDS OF WISDOM**

The second mouse always gets the cheese

### **HOLIDAY WISH**

In closing this month, I wish all of you a very Merry and Happy holiday season. It is my hope you enjoy the time with your family and give thanks for all the wonderful blessings life offers. Pray for the less fortunate people in the world and that you can maintain and even improve your own health next year. Let us all look forward to a Happy and Prosperous New Year in 2006. It will be a good year if we want it to be a good year!

Thank You. Good Health and God Bless,

Elmer Heinrich  
President