

CHANGING DIRECTIONS IN HEALTH

We invite you to enjoy some of the questions asked and answers given in a conversation with one of Avena's Product formulators.

Question: What made you develop these outstanding products offered by Avena Originals

Answer: Thinking back to the early 1960's a particular newspaper headline caught my attention. It said that there was no clean air anywhere on this planet, no fresh air, there wasn't a breath of unadulterated air left for us to breathe. Now obviously, that was over 30 years ago and things have not improved since that point.

That was the start of my examination of what the state of affairs is on this planet, not just what everyone in the population was seeing them to be. And here is an easy check for yourself Think of all causes of pollution and lifestyle distortion that has been introduced just in this century Over the last 60 – 80 years we have come up with pesticides on almost all of our foods, processing (and over-processing) of the foods themselves, all of the more than 5,000 toxins that are in our drinking water supply, the deodorants we put on ourselves, the colognes, perfumes, glues, paints, auto exhausts, clothing dyes, the chemicals we add to the washing of our clothes so that we carry these poisons on our back 24 hrs a day and so on.

If you do a little inventory like that you soon come to the conclusion that I came to—and that is that we are living in a world which has never existed before. Mankind lived in a completely different world through his entire existence up until this century. The world we live in today bears no resemblance to our historical experience nor to the development of our ancestors. Since we live in a completely new and unnatural environment, we have developed new and really unique health conditions, not just conditions in the environment but pathological conditions, so that the old tried and true methods which weren't too terribly successful on their own are bearing little if any benefit today

All one has to do is look at the statistics for every major illness that existed in 1900. They have multiplied significantly to this point and are increasing steadily. You can check out the cancers, heart disease and so on to see just which direction they are taking. So where is this presumed progress in dealing with health issues, but the facts illustrate this presumption completely.

So that was my starting point in my looking for a direction and the motivation for taking that direction. It is what I learned in that journey that helped me develop these products

Question: Diseases imposing in our lives individually as well as in society is limiting our achievement, our talents, and our enjoyment, so what went wrong?

Answer: Let me answer in two parts.

One: Some old ideas in health restoration had a degree of success. Some people try the old ideas today and find only disappointment. This should not be a surprise, remember their therapies were applied to pathological conditions bearing no resemblance to those of today. Their ideas on therapy did not come from a systematic application of knowledge, but from many people over many years observing many cases to see what a particular procedure would produce,

without an understanding of what was actually taking place. If a therapy was effective they did not know why.

The conditions of the environment and our conditions are changing so rapidly that we do not have the time necessary to operate on that basis. The nature of our conditions would change before we could find a solution to the problem at which we were aiming.

Two: We made assumptions. We had some facts but we didn't have the needed wisdom to use them. Let me explain by quoting Sherlock Holmes from the *Scarlett Cloth*. Facts are always convincing, it is conclusions drawn from facts that are frequently in error. For example if you know the sun travels across the sky from East to West, no one can argue with you; but if you conclude that the sun revolves around the earth as a fact you know, you have reached a conclusion that is in error. This is what man has believed throughout most of his time on this planet.. And that is exactly what we have done with our approaches to health. We have a boatload of facts. But our erroneous conclusions turn fact from being of a potential benefit to uselessness or in many cases to causing great harm.

Question: What indicates the cause of this onslaught of degenerative conditions?

Answer: You don't get an onslaught of degenerative conditions such as MS, diabetes, cancer, heart diseases without something in the body gone seriously wrong. The general population has no idea how sick it is. People boast about their health and fitness out of ignorance of their own condition. These conditions are caused by toxic exposure, either within the body or outside the body. If the people suffering from these conditions in your community were exposed to toxins, so were you. Diseases do not come from nowhere, they are caused. The World Health Organization and the National Cancer Institute estimate that between 60 – 80% of all cancers are caused by chemicals in the air we breathe, the food we eat, and/or the water we drink. All degenerative diseases have increased dramatically over the last 80 years, heart disease, cancer, cystic fibrosis, arthritis, osteoporosis, emphysema, multiple sclerosis, colitis, arteriosclerosis, MS, diabetes, and now we have diseases most of us never heard of until recently, such as AIDS, hyperactivity, Alzheimer's, chronic fatigue syndrome. This dramatic increase in degenerative diseases is understandable because it parallels a dramatic increase in the toxins we are exposed to—automobile exhaust fumes, nuclear radiation, a host of household poisons, benzenes, xylenes and a list too long to itemize here

The very materials the body needs for self-cleaning, water, food oils, and vegetables, have now become carriers of toxins or poisons instead of being cleansing agents. It is a little wonder our systems are overloaded.

1,000 Americans are operated on each day for gallstones. According to Dr Dennis Burkett, in Africa there have been two cases in 20 years! The incidence of kidney stones here has doubled in the last 20 years. 70% of American men over 60 years of age have prostate trouble. Some estimate that 1 in 3 will have prostate cancer sometime in their life. Arthritis is visited upon young and old by the millions in this country. While Canada and the United States produce much of the world's food, our population statistically suffers from a lack of nutrition. Processing, preserving, additives, radiation, storage, cooking, and treatment of food destroys nutrients. Things that most of us take for granted as being part of the good life are often the very things that destroy life. But you know all this and you are all too painfully aware of the failure of the present and the traditional approaches. It is obscene to ask the public to entrust their

health to those who have wrecked mayhem and destruction under the guise of benevolence and integrity.

Since degenerative diseases have increased each year for the past 80 years, why do you think things are going to get better if we don't change direction? If we don't change direction now, who is going to escape?

Question: A new direction is obviously needed, but what?

Answer: The virtue of a new direction is not that it is new, but that it is accurate, true, and effective. As a matter of fact, we only have to adjust our knowledge to the design of creation.

Question: What do you mean by that?

Answer: In the construct of the universe, we are given the information we need in order to live as intended. Consider this:

If you look at the wheel of your car, you know what size of tire to put on it. If it is a 14" wheel, you won't put a 16" tire on it. The very construction of any object comes with the specifications and information on how to operate it, how to interact with it. The construction of the universe is shouting at us and we are deaf.

Question: Can you give an example of how understanding the universal construct affects my nutrition.

Answer: It goes back to one of those old assumptions, an exercise of drawing erroneous conclusions from facts. In fact it goes back to ancient Greece where an intellectual chap was hypothesizing about the possibility that the universe was constructed of tiny building blocks and each piece has produced all the substances found in the universe. This fellow's conjecture haunts us to this very day!

As man has peered ever deeper into the substance of the universe he has sought this elusive basic particle of matter with no success. For just when he thought he had discovered it, he found the particle he was observing wasn't a particle at all, but a moving structure comprised of electrical charges, an electric matrix. The question man's expectation, based on this notion, was that this atom would turn out to be an invisible building block unit out of which everything was constructed. Only in this century did he discover that this atom really wasn't there. What I mean by that is that first he discovered that the space within an atom was almost totally unoccupied. Since most people have a rough idea that the solar system is a fairly roomy place, let's compare. The earth is 93 million miles from the sun, this is a lot of elbow room. If we make an atom on the same scale as the solar system, making the nucleus the same size as the sun, the electrons which travel around the nucleus will be 47 times farther from the sun than the earth.

Man then discovered that the so-called pieces of the atom weren't pieces of matter either. A proton is not a solid unit of matter, it is made up of quarks. A neutron has an internal electrical construct and is neutral only on its surface.

To recap: Man discovered that the molecule is a shape held together by an electrical charge. Then he discovered that the atoms that made up these molecules are dynamic electrical matrixes

(matrices) occupying space because the internal electric relationships were strong enough to withstand external stresses. Next, that the players within the atom were constructs of electric charges as well. No matter how far man travels into the miniature construction of the universe, he finds not his long-sought-after piece of particulate, but layer upon layer of electrical constructs.

This leads us to one conclusion. The universe is electrical. If this is the case, then a whole new world of possibilities opens up to me—including the world of nutrition. If I know that the universe is electrical, then I know that the interactions of the components is the interaction of electrical charges because the components are electrical. Therefore, nutrients must follow the laws of electrical interaction just like everything else in the universe does.

Take Calcium. If I need Calcium, which is an electrical construct or matrix, then I must take it within a form that my electrical body will accept. If I take a form of Calcium, such as Calcium Carbonate, that is not properly electrically configured for my body, my body cannot absorb, transport, nor utilize the Calcium. The electric package of the nutrient must be that which the body was designed to accept. Remember the wheels in your car. Your 14” wheels will not accept 16” tires. But you won’t argue that because your wheels won’t accept 16” tires that 16” tires are not tires. They are just in the wrong shape. I won’t argue that Calcium Carbonate doesn’t contain Calcium, but I will argue that Calcium Carbonate is an electrical package that is not accepted by your body as a nutrient.

Let’s look at the results of taking Calcium in an improper matrix. This Calcium cannot be carried by your body’s systems to where it is needed. It falls off the truck so to speak. We say it ‘precipitates’. When it precipitates in the kidneys, we get kidney stones, Calcium *Phosphate*. When it precipitates in the gallbladder, we get gallstones, Calcium *Oxalate*. In the muscles, poliomyelitis, in the brain temporal arthritis, in the joints arthritis, in our arteries arterial sclerosis. We must take Calcium and every other nutrient we ingest in an electric matrix that our bodies were designed to accept.

People are looking at enzymes, physiology, biochemistry, herbs and untold other directions. This is good and necessary. However, if they are not orientated to what is driving and controlling these processes and products, the electric universe, they will unravel in chaos and continue the failure of the last 100 years.

This is an extremely important principle—if you don’t understand the problem, you cannot solve it. If you don’t understand the electric universe, you cannot understand nutrition. If you don’t understand the electric universe, you cannot understand health, how to establish it, nor how to support it.

Question: Now then, what exactly do you mean when you refer to homeostasis?

Answer: Well, let’s look at the dictionary description for homeostasis. “The tendency towards a relatively stable equilibrium between interdependent elements, especially in physiology.” When you have a living organism, it is not static, it is always functioning, always in flux; but there are ranges, parameters if you will, that are within the design limits of the organism outside of which negative results occur. You cannot assess the state of your health by measuring any particular function at a single moment. It is the time-response, strength, quality and ranges of its functions that must be observed in order to assess one’s status. The organism that is functioning within its

intended parameters is in homeostasis. That which is not functioning within its intended parameters is in a state of illness.

Question: You mentioned earlier the importance of restoring the body to its original blueprint, what did you mean by that?

Answer: In every cell we have our inherited characteristics in our genetic material. Now this information is not only information necessary for creating our structure but for controlling all of our functions at every level. In other words all of the information about our total being is in contained in this genetic material called DNA. Now the intended functioning level and ranges are in this DNA as well, so that if the DNA is allowed to express itself without inappropriate interference, we will be in homeostasis. So that homeostasis would and can be considered the true expression of our genetic material.

Now if we do not supply the tools necessary for this proper expression of our bodies, obviously our structure won't be what it should be, our functioning won't be what it should be. Not providing these tools is what each and every one of us has done. As a matter of fact in this day and age, we have to go to great lengths to protect ourselves from the onslaught of poisons and unnatural stresses in order to have any chance of reaching and maintaining the state we call homeostasis.

Question: How do Avena's line of products deal with the body's problems.

Answer: Well, if you mean by problems the symptoms, it doesn't. These problems do not deal with item-by-item symptomatology issues. As a matter of fact, if any product that you use addresses an individual specific symptom, that should lead you to question just what that product is doing to your body. Any product that operates on its own without being under the control of your body's functions is a drug, and by definition it is dangerous. Avena's products do not impose any influence on your body whatsoever. They are merely tools or materials that the body takes and utilizes to its own benefit. Avenas products are put together to supply what has not been supplied to the average American's body through his/her lifetime in sufficient quantity or quality—and most specifically proper electrical configuration..

So if a product provides something that has been lacking for your body for an extended period of time, then what you are going to see is the alleviation of a broad range of symptoms because the body is moving towards homeostasis or a proper functioning level. If a product imposes itself on the body, it may address one symptom only, however in doing that how far is it taking the body away from normal functioning?

I must reinforce this point. You cannot establish or support homeostasis by using anything that imposes itself on the body. The design and function information is in our genetic material. The Designer is infinitely more intelligent than we are. Our only road to health is to supply the tools that the body can use to express the information and controls within this genetic material. The expression of this information within our bodies is called 'health'. Any interference of any kind causes illness. As a matter of fact, you may define illness as anything that has not allowed the accurate expression of the genetic information to take place in your body.

Question: Why would I consider using Avena Original's products over other available nutritional products?

Answer: The proper electric configuration is essential for the utilization of any nutrient. So there must be an overriding consideration when assessing a product for personal use. Remember, if you don't understand the problem, you cannot solve it. So if a product is not formulated upon an understanding of electrical matrixes (matrices), how can it address the concerns you have? It would be wise to determine whether a product that claims to be a nutritional product is in fact supplying nutrients to your body, or just more garbage for your body to get rid of.

Question: People who use your products find them unique and effective. What is it about these products that makes them effective?

Answer: To answer that, let's take a look at Calcium again. As we talk about Calcium, I am using it as an example only through all of this discussion. What I say about Calcium is true for all nutrients.

Let's compare the electrical configuration of a Calcium nutrient and, for example, water. Water we know is H₂O, at least that is what we call it. However, it is not in fact Hydrogen plus Oxygen. It is its own unique electric matrix bearing no resemblance in any way in nature or character to the components that we put together in order to make it. You know that Oxygen is what you breathe, you also need it to burn the logs in your fireplace. Hydrogen on the other hand is an explosive gas and you wouldn't want to be throwing fire anywhere near it. Yet we say that we put Hydrogen and Oxygen together and we come up with water. But we don't just put them together. Oxygen is a unique individual electric matrix and has its own characteristics. And Hydrogen is a unique individual electric matrix and has its own characteristics. Water is a unique electric matrix and has its own characteristics.

The problem with our thinking is what we have been taught in school—not that it was in error but only that erroneous conclusions have been bought. So when I talk about a Calcium supplement or a Calcium nutrient, do I mean Elemental Calcium, Calcium Carbonate, Calcium Citrate, Calcium Lactate, or Calcium Gluconate? All of these are individual, unique, electrical matrixes, and they bear no resemblance to one another in how they operate or in how the body interacts with them.

I am using this example of Calcium to show that if you want to get nutritional benefit you must supply the electrical package that fits. Now the basis of these products is that after researching the electrical pathways in the body, the acceptance pathways, the delivery system, the metabolic pathways, the products have been formulated to provide the maximum possible harmonious working with the electrical matrix of the body.

Question: Okay, let's talk about specific products—can you tell us about Electric C?

Answer: Electric C is the foundation product. It was designed to address the tremendous electrical anomaly within North American pathology. Again, it is not addressing the pathology itself, it is supplying the electrical need that the body uses in order to reinstate homeostasis or normalcy.

Question: Is Electric C a detox product?

Answer: No it is not. The body has many processes of detoxification. The entire lymph system is a function of detoxification. And there are many other functions in the body to accomplish the removal of toxins. So if you are interested in removing toxins from your body, it is just like any other of your concerns. Your objective is to re-establish proper and normal body functions, so if you supply the tools that the body needs to re-establish proper functioning, whether it be detoxification or any other function, the body is able to accomplish it. If you try to impose on the body, then you should be concerned.

Question: What is it in our body's natural process that allows it to release the toxins it is storing.

Answer: Well, it is not storing the toxins because it wants to. It stores the toxins because you haven't been supplying what it needs in order to relieve itself of them. So when you finally do present the factors that the body needs in order to detoxify, it does so quite willingly. It is not a difficult concept.

Question: Now could you tell us about the product 'Tooth Oil'

Answer: Tooth Oil is a product that is much bigger than it looks at first glance. If we look at the issue of tooth care, compared with what the general population uses today—a chalk mixture with sugar, a gel, flavouring, a detergent to create a foam so that you can be an American werewolf in the morning as well as in London, you have a product that is putting toxins into your body each and every day! The rubbing of the brush over the teeth with chalk in between is what wears down the surface of the teeth and exposes the whiter material underneath the surface. This can be completely eliminated by using a product that has no abrasive material whatsoever, such as Tooth Oil.

A good test for the removal of plaque is called 'Red Cote' which is a tablet dye that you may purchase anywhere. This would be a very good way to introduce yourself to 'Tooth Oil'. You put the dye on your teeth and this will show you where the plaque is. Then brush your teeth with Avena's Tooth Oil. Apply the dye again, and you will see for yourself the effectiveness of this product. Now this product works with its own action against the build-up on the teeth, not with the process of brushing. So that you can actually get your teeth clean where even brushing cannot get to and where the dental caries usually take place. That is, between your teeth. We refer to this as 100% inter-dental access. As well then, I am sure you have noticed people sharing with you the benefits they receive for sore throats, headaches, sinus problems, and even stomach indigestion problems by using this product.

Question: Many people today seem to be striving for white teeth. What information do you have on brushing with gels or pastes towards this purpose?

Answer: Anytime you weaken or thin the surface of the enamel, you are doing the work of a cavity-creator for them. It is foolishness to weaken your teeth and at the same time expose them to the trauma of sugar and detergent (toothpaste). Whoever came up with the concept of toothpaste must have had himself a very nice dental practice. One thing people are forgetting that teeth are not actually white. Teeth come in various tones of cream and yellow, not all yellow in teeth is the natural colour of the teeth. Whenever we are in a state of toxin interference, these toxins actually create intense yellow in the teeth themselves. So getting teeth clean is a very different process from making them white. You can get teeth clean, exceptionally

clean through natural processes, but if what you are doing to your teeth is making your teeth white, you are doing something very unnatural and quite harmful.

Question: Please share with us some information about the ‘Herbal Plus’ product.

Answer: Herbal Plus is a product that exemplifies what we have been talking about so far. It is a product that has Gingko, a herb that comes from the oldest species of tree on the planet. Many studies have been done on Gingko showing the tremendous benefits to the brain in everything from memory to Alzheimers, intelligence—pretty well an all-around neurological benefit. The Herbal Plus product contains Gingko, but in a complete harmony with other herbs to produce an effect many times greater than taking Gingko by itself. That is why you are noticing the things that you are from taking it, whether for the first time or for the 200th time.

Question: When is it appropriate to take the Herbal Plus product

Answer: Herbal Plus can be used either for a momentary factor for stressful situations, maybe before an examination, maybe after you have been doing long periods of physical or mental exertion, and before an athletic event. Anytime where support for mental strength is indicated, Herbal Plus would be a benefit. Herbal Plus can also be taken as a daily item at specific times, one, two, or three times a day for the long-term benefit.

Question: Would you like to say something about the skin-care product, Precious Oils for the face.

Answer: Precious Oils is a total face product. It is supplied from botanical oils and is totally botanical oils with nothing else in it whatsoever. The minute and powerful agents that allow the skin to clean itself, to feed itself, to revive itself. If you put Precious Oils on one side of your face and not the other side, you will notice a dramatic change in just minutes. This is because it is supplying the full range of needs. When using Precious Oils, do not use any other product on your face. It is a total skin-care nutrient supply and caretaker.

Question: Do I need to take vitamins in addition to your products?

Answer: If anyone is considering a full-nutrition program, if anyone is considering taking supplements, they should consult their health professional to make sure there is nothing that is inappropriate with the direction they are taking. As well as that, they should understand that vitamins work in very small quantities. If your functioning is not proper, massive vitamin dosages do not restore functioning. So it is an understanding of the processes that leads a person to a position of ‘if I am going to take vitamin supplements, I am going to need very little of them. If I want to be healthy, I must reinstate proper functioning’. In other words, they need to be in homeostasis. So you have to ask yourself “in dealing with maintaining or re-establishing my health, am I going to take the position that the solution is to throw a bunch of vitamins and minerals down my throat, or is the solution by definition to re-establish proper functioning—in which case the very little vitamin content necessary for functioning is adequate for all of my needs.”

Question: One final question, do these products present any problem with regards to the Food and Drug Administration’s criteria concerning personal health and skin-care products?

Answer: No, not at all. The materials used in these products are of the highest quality and purest materials that are available anywhere. You will notice, the entire line has no excipients whatsoever (substances added to permit it to be formed into the 'proper' shape and consistency). Historically the materials have traditional acceptance amongst the bodies of knowledge, and they have full support of the scientific data in terms of their innocuous characteristics. The FDA does not have any restrictions of any kind on any material that we use. And you need to remember that we are using a combination of materials to provide a complete electrical matrix for whatever product purpose we are talking about. This means that we could use a number of different characteristics to produce the same effect. So if at any time, there were any question about a material used for our example, we could easily go to another material to produce the same effect. It comes down to a matter of knowing what electrical matrixes are needed and how to deliver them.

The FDA is giving its approval to fats that are not natural to the body. It is giving its approval to sweeteners that studies have shown to be very detrimental. We are well away from these fringes of such renegade products that the FDA approves, so we are in no danger whatsoever from scrutiny by this body.