

# PURE HERBS, LTD.

33410 Sterling Ponds Blvd. Sterling Heights, MI 48312

PHONE: (800)860-4372 FAX: (586)446-8218

WEB SITE ADDRESS: [www.pureherbs.com](http://www.pureherbs.com)

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## Volume XXI, Issue 4

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### IMPORTANT NOTE REGARDING: DISCONTINUED & TEMPORARILY DISCONTINUED PRODUCTS

Pure Herbs, Ltd. will **NO LONGER** carry the following products due to F.D.A. regulations:

- ♦ BIG FIVE
- ♦ BIG FIVE PLUS TWO
- ♦ ARNICA OIL BLEND

### **TEMPORARILY DISCONTINUED PRODUCTS:**

- ♦ JOINT HELPER
- ♦ VANE EAZE
- ♦ SPORTS CREAM



FLAX

## **HIGH FIVE AUGUST ONLY SPECIALS**

Purchase three bottles (must all be the same product and the same size) of the following **HIGH FIVE PRODUCTS** and receive the 4th bottle free. To take advantage of the special, the three purchased bottles and the FREE bottle must be the same product and purchased at the same time from the list below. Example: Purchase three bottles of Sanicle and receive a fourth bottle of Sanicle free. No Purchase Volume will be paid on any free bottles.

- ♦ **T.-W**
- ♦ **A.C.S. (LIQUID ONLY)**
- ♦ **OL' NUMBER 11**
- ♦ **SANICLE**
- ♦ **O.C.M. (LIQUID ONLY)**

\*These products have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**NOTE: THE MONTHLY SPECIALS ARE ONLY VALID DURING THE MONTH OF THE SPECIAL.**

## **PURE HERBS BULLETIN BOARD:**

For those of you with computer access, please be sure to check out the Pure Herbs, Ltd. website Bulletin Board for any new announcements such as: **SPECIALS, NEW PRODUCTS, PRICE CHANGES, DISCONTINUED PRODUCTS, ETC. GO TO: [www.pureherbs.com](http://www.pureherbs.com)**

Also, please be sure to print off, from the Pure Herbs, Ltd. Website, an updated Distributor Application Agreement Form (also included in this issue of the Newsletter. See pages 6 & 7.) If you don't have access to a computer, please request a copy of the newly updated Distributor Application Agreement Form be sent to you or faxed to you or make copies from the one included in this Newsletter.

**THIS PAGE WILL HELP KEEP YOU INFORMED!**

## **EXCITING NEW CHANGES COMING SOON!!!**

Some of you may have noticed that the product information was taken off the Pure Herbs, Ltd. web-site. This was due to Pure Herbs now being classified as a Dietary Supplement company, as opposed to a food & flavoring extract company. We are now able to put a brief description of the single herbs back on the Pure Herbs, Ltd. web-site. Another exciting change that is being worked on here at Pure Herbs is that all future product labels will contain a brief description of the herbal supplement, serving size and servings per container, it will have dosage information and it will have the dosage in milliliters. The new labels will also tell what allergen ingredients the product does and does not contain.

**NEW DIRECTORS FOR MAY/JUNE 2012**

**BARBARA NICHOLSON**  
**ELIZABETH CALKINS**  
**DEANNA SCHUETZ**  
**REBEKAH ARIAS**  
**TATIANA VAUGHAN**  
**CAROLE BRISCOE**  
**FRED WEDEMER**  
**ELIZABETH BARNHART**

**KAREN SMITH**  
**LINDA PHYSICIAN**  
**EMERY ALLEN**  
**JODY KELLY**  
**LYNDA CHAVEZ**  
**DIANE REED**  
**JANIE ROGERS**  
**THOMAS ZWICK**

**LUCIA MARTIN**  
**CHERYL BEAL**

**CONGRATULATIONS TO ALL OF YOU!**

**ATTENTION WALK-IN CUSTOMERS**

Please **call your orders in** ahead of time. Also, keep in mind that we are not permitted to give out advice, so please refer to a health professional, **before** coming in to pick up your order. Thank you for your consideration. Also, all orders must be picked up or paid for before 5:30 p.m. the last business day of the month, otherwise the order WILL NOT BE COUNTED FOR THAT MONTH. This may be important to you and your business. This is your responsibility. Thank you.

**FAX ORDERS & MAIL IN ORDERS**

**PLEASE BE SURE  
TO INCLUDE YOUR  
DISTRIBUTOR  
NUMBER ON ALL  
ORDERS.**

**THANK YOU!**

# WELCOME NEW DISTRIBUTORS

# 39,103 THRU 39,450

You may call us at:  
**(800)860-HERB (4372)** and  
 place your order directly.

**Shipping rates are as follows:**

**\$ 99.99 and under.....\$ 9.50**  
**\$100.00 – \$249.99.....\$12.50**  
**\$250.00 – \$499.99.....\$15.00**  
**\$500.00 – \$1199.99.....\$18.00**  
**\$1,200.00 and up.....\$20.00**

**C.O.D. FEE IS \$10.50**

**Please note:** 1/2 oz. bottles and 1 oz. bottles are shipped separately from the 4 oz. bottles because they must be shipped in UPS approved boxes. So, if you place a 1/2 oz. & 1 oz. order AND a 4 oz. order at the same time; they each will be shipped as separate orders with separate shipping charges. Capsules, tablets and/or creams/lotions/energy bars and plastic spray bottles can be put in either a 1 oz. or 4 oz. box, or shipped by themselves, if you do not need any liquid herbs. Capsules, tablets and/or creams/lotions/energy bars and plastic spray bottles shipped without 1/2 oz., 1 oz. or 4 oz. bottles are at the same rate as above. **Also please note:** If you are **shipping to another address**, other than the one we have on file for you, there will be an **additional fee of \$5.00** (drop-ship fee).

**RETURN  
POLICY**

Pure Herbs, Ltd. has a **NO RETURN POLICY**. The exceptions are breakage and manufacturing defects. To return a product, you must receive prior approval. In the case of shipping errors, returned bottles must be as shipped (free of store pricing labels) and returned in a timely manner (with current lot numbers). All items returned with non-current lot numbers, distributor labeling, or two weeks after receipt, will be charged to your account. This policy is necessary as the returned product must be destroyed due to F.D.A. regulations.

**OFFICE HOURS**

Pure Herbs, Ltd. is open Monday-Friday 9:00 a.m. till 5:30 p.m. eastern time (E.T.).\* At 5:30 p.m. we start our end of day computer clean-up; so, we do lock our doors promptly at 5:30 p.m. and activate our voice mail system for your phone calls. If you need to place an order, and it is not during business hours, please call 800-860-4372 and you will automatically be transferred to our voice mail system. Our voice mail system has many options to choose from so make your selection and then leave a detailed message. Leave your last name, Distributor Number, a phone number and method of payment (we accept Visa, Discover, MasterCard, and American Express, or you can pay C.O.D. by check or money order only). Please specify if 1 oz. or 4 oz. bottles, capsules, tablets or cream/lotion. If you have a rotary phone, stay on the line and you will have the opportunity to leave a message at the end. Also, please be aware that during business hours if you are transferred to our voice mail, it is because all of our lines are busy.

**NOTE TO ALL DIRECTORS:**

All orders and P.V.T. (Purchase Volume Transfers, which refer to products that were ordered by Distributors that you did not sponsor) **MUST** be called in, faxed in, or received by mail before 5:30 p.m. E.T., on the last business day of the month, which would be Monday–Friday, i.e.: if the 30th is a Saturday, the last business day would then be Friday the 29th.

All orders and P.V.T. called in after 5:30 p.m. E.T. will automatically go on the next month. Legal holidays are not considered business days. This could be very important to you or your downline. It is your responsibility; and it will be your responsibility to correct any problems in your downline, should you fail to adhere to these rules. There are no exceptions. Also, keep in mind that during holidays the mail service will probably take a little longer.



Please stop waiting for the last day, last hour, last minute to place your orders. Take responsibility for your business.

\* We will be closed Monday, Sept. 3rd, 2012 in observance of Labor Day.

## **IMPORTANT NOTE TO ALL DIRECTORS & ALL DISTRIBUTORS**

**Due to new F.D.A. regulations Pure Herbs, Ltd. is now classified as a Dietary Supplement company, as opposed to a Food & Flavoring Extract Company. Pure Herbs Newsletters will no longer include testimonials, product information or promotional information.**

### **CLARITY OF EXTRACTS**

Some of our liquid herbal extract products are naturally “cloudy” in appearance due to the character of the herb or herbs dissolved or suspended in them. No matter how long they set, they will never appear completely clear. Note: These dissolved or suspended particles make the product do what it is supposed to do. Occasionally, there will be some settlement of the herb or herbs dissolved or suspended in the liquid around the sides of the bottle or on the pipette (eyedropper). The explanation for this is that, with some herbs or combinations of herbs, their particles float in the extract liquid during the filtering process and later settle some. Temperature and pressure changes can and do influence this occurrence during and after making an extract. Also, it should be noted that herbs and good herbal extracts contain some natural oils, and some of these oil droplets may appear on the surface of the herbal extract. Both the particles and natural oil droplets could be removed, but then the extract would not be as strong. This is part of your guarantee that we put as much herb or herbs as possible into your extracts. This same occurrence can also be observed in natural juices where some settlement occurs. Shaking the juice or herbal extract prepares it for use with its full taste and effect.

### **COLOR AND TASTE OF HERBAL EXTRACTS**

Herbs come from nature, and just as no two apple crops from one year to the next, or even any two apples from the same tree taste exactly the same, so it is with crops of herbs. This is part of the endless and wonderful variety which nature provides for you. You may therefore notice slight differences in color or taste from one year to the next. It’s something like your mother’s potato soup. She can use her recipe and the same ingredients two days in a row and the soup is always different, but always good. Rest assured, all of our herbal products do measure up to our known and established standards of quality and excellence before they are approved for use; so you can rely on them and have what you expect from them when you use them.

**IN CHARGE OF PRODUCTION SAYS:**

**“LOOK FOR THE NEW PRODUCT HEDGE APPLE TO BE COMING SOON.”**

**1 August 2012    Al Pfund “Uncle Al”, I.C.O.P. (In Charge Of Production)**

## SEMINAR INFORMATION

We list all Seminars at no cost to the Directors. The Seminars, Courses or Advanced Courses need specific dates. Our Newsletter goes out to thousands of Distributors and is a great way to let people know what you're doing.



### MICHIGAN—DETROIT

Prof. Diane M. Lockett, B.A. Bus. ed., M.S.ed, C.N.H.P., Master Herbalist of the Divine Institute of Natural Health, is offering an in-depth study of natural herbs and natural extracts. Become certified as an **Herbal Extract Specialist** and be the best that you can be!

#### **HES, Section 1D (mornings) -OR- Section 2D (evenings)**

**DATES:** Every Monday, September 10 thru October 29, 2012  
**TIME:** 11:00 a.m. until 1:00 p.m. or 7:00 p.m. until 9:00 p.m.  
**COST:** \$300  
**PLACE:** 19649 Yonka Street, Detroit, MI 48234  
**For more information, or to register, please contact Professor Lockett at: 313-580-4121.**

### MICHIGAN—DETROIT

Prof. Diane M. Lockett, B.A. Bus. Ed., M.S. Ed, C.N.H.P., Master Herbalist of the Divine Institute of Natural Health, is offering a workshop entitled, **Herbal Success**. Learn effective communications, product options and program strategies to promote your herbal agenda.

**DATE:** Saturday, Sept 15, 2012  
**TIME:** 2:00 p.m. until 5:00 p.m.  
**COST:** \$40  
**PLACE:** 19649 Yonka Street, Detroit, MI 48234  
**For more information, or to register, please contact Professor Lockett at: 313-580-4121.**

### MICHIGAN—DETROIT

Prof. Diane M. Lockett, B.A. Bus Ed., M.S. Ed, C.N.H.P., Master Herbalist of the Divine Institute of Natural Health, is offering a workshop entitled, **Nature's Signs and Signatures (NSS)**. Recognize some of the historic uses of herbs (plants, fruits and vegetables) by their signs (color, shape, texture and taste). Learn historical herbal formulas that have been used globally. Bring colored markers and a mirror to the workshop.

**DATE:** Thursday, September 20, 2012  
**TIME:** Section 1A (10:00 a.m. – 1:00 p.m.)  
                   - or -  
                   Section 2A (6:00 p.m. – 9:00 p.m.)  
**COST:** \$60  
**PLACE:** 19649 Yonka Street, Detroit, MI 48234  
**For more information, or to register, please contact Professor Lockett at: 313- 580-4121.**

### MICHIGAN—SOUTHFIELD

Irene's Myomassology Institute is offering a class in basic Herbology. This is a two day seminar.

**DATE:** Sat., Oct. 13, 2012 thru Sun., Oct. 14, 2012  
**TIME:** 9:30 a.m. until 5:30 p.m. both days  
**COST:** \$328 (non-student fee)  
**PLACE:** 26061 Franklin Rd, Southfield, MI 48034  
**For further information or reservations, please contact Irene's Myomassology Institute at: 248-350-1400.**

### MICHIGAN—DETROIT

Dawud Abdur-Rahmaan, D.H.S., Master Herbalist of the Michigan Institute of Natural Health, is offering Herbal Extract classes. Become certified as an Herbal Extracts Specialist. Learn usages of natural herbs and their healing properties. Correspondence courses are also being offered. Learn to manage your own health by using liquid extract supplements. "If you don't pay attention to your health now, your health will get your attention later." Also learn how to eat for optimum health with a special RAW food presentation and sampling at each class. Khadija Abdur-Rahmaan will be your RAW food instructor.

**DATE:** Every Mon , Aug 13, 2012 thru  
                   Mon., Nov. 12, 2012  
**TIME:** 7:00 p.m. until 9:00 p.m.  
**COST:** \$400 (class fee will be going up soon)  
**PLACE:** 1128 Atkinson, Detroit, MI 48202  
**For further information or reservations: 313-865-0018 or 313-820-6388.**

- or -

**DATE:** Every Wed, Aug 15, 2012 thru  
                   Wed., Nov. 7, 2012  
**TIME:** 7:00 p.m. until 9:00 p.m.  
**COST:** \$400 (class fee will be going up soon)  
**PLACE:** 1128 Atkinson, Detroit, MI 48202  
**For further information or reservations: 313-865-0018 or 313-820-6388.**





## 2012 CONVENTION UPDATE

**Congratulations “2011” convention qualifiers! You will be going to Old Key West Resort in Orlando, FL, October 21st 2012—October 25th, 2012. We look forward to seeing all of our qualified Directors at our informative and restful convention!**



## PURE HERBS, LTD. WEBSITE CHANGES

We apologize for all of the recent changes to the Pure Herb, Ltd. website, but due to the F.D.A., Pure Herbs, Ltd. is now classified as a Dietary Supplement Company NOT a Food & Flavoring Extract Company and the changes to our web-site are required.

### OLD PHILOSOPHER'S CORNER

**“You better eat the best, if you like to feel your best!”**

**Best = Natural foods**

**Dr. Eugene C. Watkins  
1 August 2012**

With kindest regards,

With best wishes,

Best wishes,

Dr. Eugene C. Watkins  
President

Gisela Watkins  
Vice President

Aaron Watkins  
Operations

# PURE HERBS, LTD. DISTRIBUTOR APPLICATION AGREEMENT

33410 STERLING PONDS BLVD. STERLING HEIGHTS, MI 48312  
PHONE: (800)860-4372 FAX (586)446-8218 WEB SITE ADDRESS: [www.pureherbs.com](http://www.pureherbs.com)

**PLEASE TYPE OR PRINT CLEARLY (NO BLUE INK OR PENCIL IF FAXING APPLICATION) — \$35 APPLICATION FEE**

LAST NAME: FIRST NAME: MIDDLE INITIAL:

COMPANY NAME FOR MAILING, IF APPLICABLE:

MAILING ADDRESS\*\*:

*IF APPLICABLE CIRCLE ONE : APT / SUITE / UNIT  
APT / SUITE / UNIT #:*

CITY (PLEASE DO NOT ABBREVIATE):

STATE:

ZIP CODE:

COMPANY NAME FOR SHIPPING, IF APPLICABLE:

SHIPPING ADDRESS (IF DIFFERENT FROM ABOVE) (\*\*UPS DOES NOT SHIP TO A P.O. BOX): *IF APPLICABLE CIRCLE ONE : APT / SUITE / UNIT  
APT / SUITE / UNIT #:*

CITY (PLEASE DO NOT ABBREVIATE):

STATE:

ZIP CODE:

PRIMARY PHONE NUMBER WITH AREA  
CODE: ( )

ALTERNATE PHONE NUMBER WITH AREA  
CODE: ( )

E-MAIL ADDRESS:

APPLICANTS SOCIAL SECURITY NUMBER FOR TAX  
PURPOSES ONLY:

OR

FEDERAL TAX ID. NUMBER (NOT STATE TAX NUMBER):

**SPONSORS NAME:** (YOU MUST HAVE A SPONSOR WHO IS AN ACTIVE DISTRIBUTOR OR CHECK MARK THE BOX BELOW\*)

☐

**\*CHECK HERE IF YOU DON'T HAVE A SPONSOR.** WE WILL FIND SOMEONE NEAR YOUR AREA, BUT YOU MUST  
REMAIN WITH HIM/HER FOR A PERIOD OF ONE YEAR. WHEN REJOINING, IF EXPIRED, WE STILL NEED THIS INFORMATION.

CHECK ☐ HERE IF YOUR SHIPPING ADDRESS IS RESIDENTIAL.

OR

CHECK ☐ HERE IF YOUR SHIPPING ADDRESS IS COMMERCIAL (NOT ATTACHED TO HOME)

METHOD  
OF PAYMENT:

VISA

MASTERCARD

DISCOVER

AMERICAN EXPRESS

CHECK OR MONEY ORDER

CASH

☐☐☐☐☐☐

CREDIT CARD NUMBER:

EXPIRATION DATE:

V-CODE:

BILLING ZIP CODE:

☐

CHECK HERE IF YOU WOULD LIKE US TO PUT YOUR CREDIT CARD ON FILE.

IN ORDER TO PROCESS APPLICATION, SIGNATURE OF APPLICANT & TAX INFORMATION IS REQUIRED.

**SIGNATURE.**



**SIGNATURE ABOVE IS REQUIRED IN ORDER TO PROCESS!**



**DATE:**

# PURE HERBS, LTD. DISTRIBUTOR APPLICATION AGREEMENT

33410 STERLING PONDS BLVD., STERLING HEIGHTS, MI 48312

PHONE (800)860-4372 FAX (586)446-8218 WEB SITE ADDRESS: [www.pureherbs.com](http://www.pureherbs.com)

**PLEASE CAREFULLY READ THE FOLLOWING DISTRIBUTOR TERMS AND CONDITIONS BEFORE SIGNING THE DISTRIBUTOR APPLICATION. BE ADVISED THAT THIS IS A LEGALLY BINDING CONTRACT AND BY EXECUTING SAME YOU AGREE TO ADHERE TO ALL OF THE TERMS AND CONDITIONS!**

- 1.) For tax purposes, the applicant must provide the proper taxpayer identification number (this is normally the applicant's social security number). The taxpayer identification number must match the name on the application. Only one taxpayer identification number per household and/or business can be accepted. Application must have your signature and your social security number or Federal tax Id number in order to process.
- 2.) I am an independent contractor and not an employee, agent, or representative of PURE HERBS, LTD. Therefore, I am solely responsible for my own business.
- 3.) I will obey all laws pertaining to the operation of my business including, but not limited to, paying all fees and taxes due any local, state or federal agencies.
- 4.) I will purchase product and conduct my business according to the procedures published in the PURE HERBS, LTD. MARKETING PLAN.
- 5.) I will never make any claims, statements or advertisements concerning PURE HERBS, LTD. or any of its products except those that have been officially approved in writing by the company. I understand that herbs and PURE HERBS, LTD. herbal products are dietary supplements and should be represented as such. They cannot be used to treat or cure disease.
- 6.) Due to F.D.A. regulations regarding dietary supplements, PURE HERBS, LTD. has a no return policy. The exceptions are breakage and manufacturing defects. This policy is necessary, as the returned product must be destroyed.
- 7.) I may sponsor people into the PURE HERBS, LTD. DISTRIBUTION PROGRAM without cost or investment, provided PURE HERBS, LTD. accepts their application. PURE HERBS, LTD. reserves the right to deny any application.
- 8.) PURE HERBS, LTD. reserves the right to terminate this DISTRIBUTOR AGREEMENT, upon 30 days prior written notice, should the undersigned violate any of the terms and conditions of this DISTRIBUTOR AGREEMENT, any published rule of PURE HERBS, LTD., or any of the provisions of the PURE HERBS, LTD. MARKETING PLAN. Furthermore, PURE HERBS LTD., reserves the right to set off against any monies due and owing to the undersigned by PURE HERBS, LTD. any money due and owing by the undersigned downline or for any other violation of the undersigned of this DISTRIBUTOR AGREEMENT or the aforementioned published rules or MARKETING PLAN of PURE HERBS, LTD.
- 9.) PURE HERBS, LTD. reserves the right to amend the MARKETING PLAN upon 30 days notice to existing Distributors.
- 10.) PURE HERBS, LTD. HAS AN APPLICATION FEE OF \$35.00 (due when turning the application in to PURE HERBS, LTD.) and a yearly Distributor's renewal fee of \$20.00 (due each year following your initial sign up). This renewal fee shall be used to cover the costs of newsletters and materials sent to the Distributor. The applicant is responsible for mailing or faxing this Application Agreement and his/her application fee to the company. PURE HERBS, LTD. will not accept any altered Application Agreement Forms. Also, any incomplete application will be sent back to the applicant.
- 11.) I am eighteen years of age or older.
- 12.) Applications must be mailed or faxed. We cannot take phone applications.
- 13.) PHL has adopted, used and registered the trademark PURE HERBS, LTD.® This trademark and all variations and derivations thereof, including the term PURE HERBS, belong to and are the property of PHL. As such, no distributor shall include or use the name "Pure Herbs," or any variation or derivation thereof as part of the name of the distributor's corporation, limited liability company, partnership, assumed named, organization, domain name or website. Any improper use of this trademark shall constitute an infringement of PHL's trademark.
- 14.) All website, promotional and/or informational materials must clearly and prominently identify the distributor as an "independent distributor of Pure Herbs' products." Distributor shall not in any way use, issue or disseminate any promotional, informational or marketing materials that creates confusion or suggest that the customer or end user is dealing with PHL and not the distributor.
- 15.) Distributor shall only use information which has been approved by PHL when they are referring to, or describing, PHL, its products or any of its officers, directors, employees and/or agents. The purpose of this prohibition is to prohibit a distributor, either on their website or in their promotional/informational materials, from intentionally or unintentionally representing that PHL or any of its officers, directors, employees or agents are employees, directors, officers, consultants or agents of the distributor.
- 16.) While distributors may reproduce and disseminate the "Pure Herbs, Ltd.'s Distributor Application Agreement" as part of their website or promotional materials, they shall not alter the Application. Further, unless specially requested by the applicant, distributor shall not automatically fill in the sponsor's name on the application. All application fees received by distributor shall be immediately forwarded to PHL.
- 17.) Any distributor's website, advertising or promotional/informational materials that in any way identifies and references PHL's products must contain a clear and unambiguous disclaimer in bold face type that the information provided (a) is not intended to be a substitute for medical advice by a licensed physician; (b) that a person should consult a physician regularly in all matters and especially in matters of diagnosis, treatment or cure of diseases or other physical or mental conditions; (c) that the information has not been verified by the American Medical Association or the Food and Drug Administration; and (d) that PHL's herbal products are dietary supplements and cannot be used to treat or cure diseases. Distributors are strictly prohibited from making false or misleading statements or claims regarding any PHL products and shall not make any claims regarding the use or effectiveness of the products that has not been previously approved.
- 18.) So long as distributor is in strict compliance with this Agreement, distributor shall be entitled to provide a link to PHL's website on the distributor's website or in its information and promotional materials. The proper address for PHL's website is [www.pureherbs.com](http://www.pureherbs.com).

**APPLICATION MUST BE MAILED OR FAXED TO PURE HERBS, LTD.**

*REVISED: June 12, 2012, at Sterling Heights, Michigan*