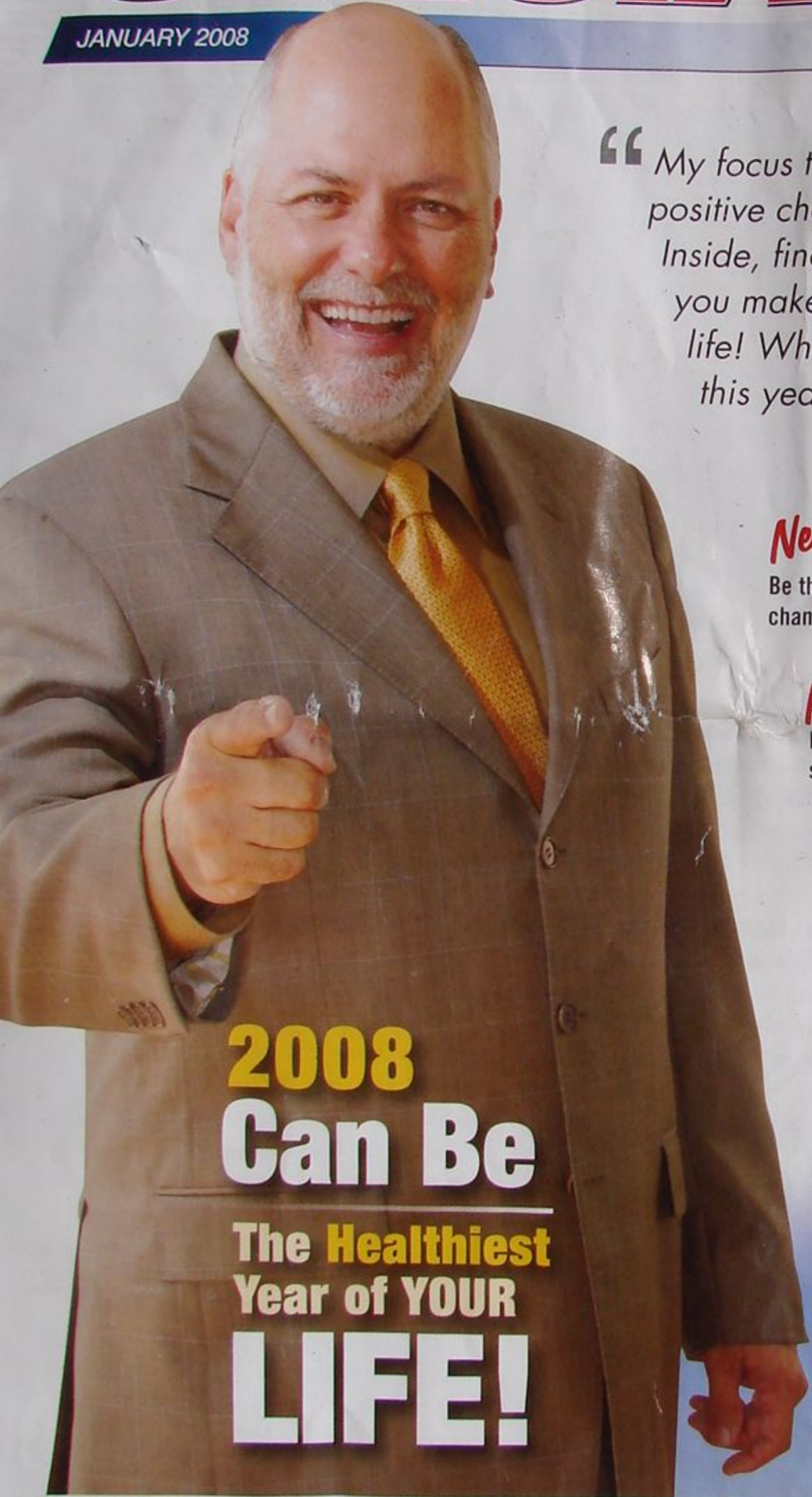


NEW SPECIALS

# Dr. Schulze's SPECIAL REPORT

JANUARY 2008



“ My focus this year is to support you to make positive changes for your health and your life. Inside, find my new tips and programs to help you make 2008 the healthiest year of your life! Whatever your health needs may be this year, I have the program for you! ”

— Dr. Schulze

### **New Book Sneak Preview!**

Be the first to get a peek into Dr. Schulze's latest book on changing your life and becoming the healthiest ever!

### **New Kickstart Your Health Kit!**

Dr. Schulze's latest and easiest program to help you get started on your journey to powerful health!

### **New 3-Month Cleansing Program!**

Getting healthy is more than just what you do in January! Get healthy and stay healthy with this new special offer!

### **Plus The World's BEST Whole Body Detox!**

Take 30 days now and feel 10 years younger!

**2008**  
**Can Be**  
**The Healthiest**  
**Year of YOUR**  
**LIFE!**



... and much more!



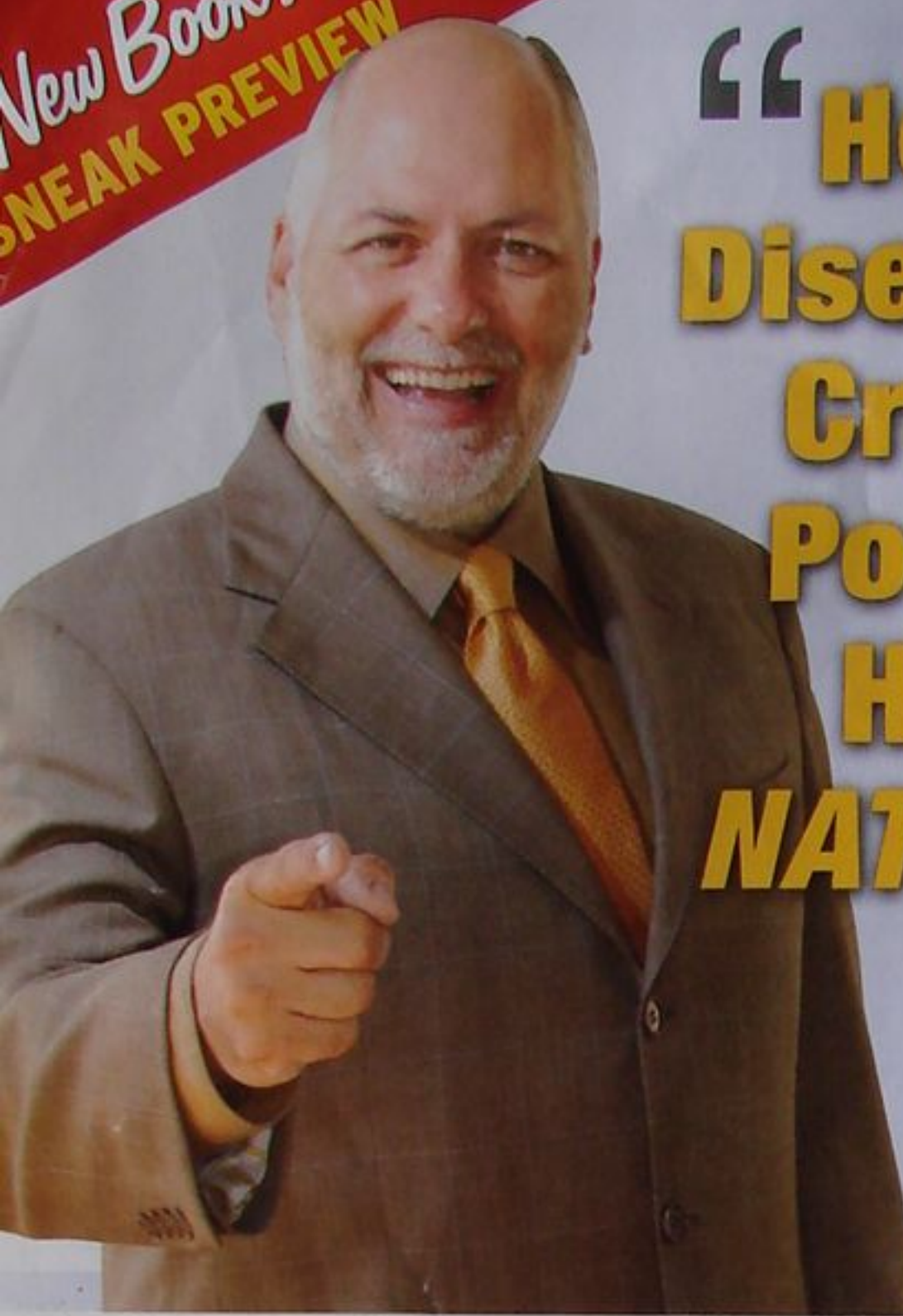
How to Easily Use My New SUPERFOOD PLUS TABLETS

SEE PAGE 6

Cold & Flu Seasonal *Update*

SEE PAGE 13

New Book!  
SNEAK PREVIEW



# “Healing Disease and Creating Powerful Health NATURALLY”

The new book by  
Dr. Richard Schulze

## CHAPTER 1 BASIC TRAINING

OK, let's begin. Before I get to the chapters where I tell you the specifics of what to do to heal disease and/or create powerful health, I must tell you how to mentally prepare yourself to succeed, otherwise you probably won't. I want you to set yourself up to win; otherwise we are both wasting valuable time. So the following are a few fundamental mindsets that are necessary in order for you to win. So let's get started.

### REALITY

The noun *reality*, as defined, means simply “what is real”. But, I have found that what we all call reality is not what is real at all, but more accurately *is what is real for us*, individually. It is literally billions of people's perceptions of this thing called *reality*.

Instead of reality, we should use the verb *realize* to describe reality, which means “to make real” or “to bring into being”, or even to “obtain” or “achieve”.

This is not a lesson in language or semantics, but this understanding is essentially important in succeeding at anything in life. The reason I say this is because all of my patients had very individual and very different *opinions* of what they thought reality was. In the first few years of clinical practice I quickly discovered that each patient had a unique idea of the way life is.

With modern medicine, shaping and creating your reality and your future is not important at all. You simply lie back, get anesthetized and have your uterus or prostate cut away. Modern medicine has nothing to do with true healing. It is a system of killing or removing disease.

**T**his spring I am publishing a new book for you. This book is designed to help all of you, whether you are trying to heal a life-threatening disease, or just want to feel better and have more energy. It is also for those who want to take the next step and create better and more powerful health.

This book is a compilation of all the truths, winning philosophies and health programs that I discovered working for decades in my clinic, and also what I learned from my personal adventures into Natural Healing over the past 40 years. **This book is what works, to get well and stay well.**

Since it is January, the beginning of a new year, 2008, I thought I would give you a small tidbit out of this book. It is the first few pages out of the first chapter I call “Basic Training”.

I call it this because it is a chapter of mindsets, or attitudes, or ways of thinking, that I found imperative, for people to succeed in Natural Healing,—in fact, succeed in almost anything in life.

The first few pages of this chapter are on Reality. This is a touchy subject for many people, because most people firmly believe that there is only one reality, which is their perception of it!

But, if you can learn to consciously adapt and create a new perception of reality, I have found that you can get a lot more out of life—more health, more life and more happiness. You can also achieve things that you may have once thought were impossible.

So take a look. I think you will find it thought-provoking, enlightening, illuminating, and most importantly, I think you will find the concepts helpful in making 2008 the Best and Healthiest Year of Your Life!

Natural Medicine is very different and is all about healing. Instead of drugging the body and forcing some action, we assist the body by creating a healthy lifestyle, and the body corrects and heals itself. Instead of cutting malfunctioning, sick or diseased parts out of the body, we assist the body to heal and repair these damaged parts. **Natural Medicine is about finding the cause of disease, which is almost always a faulty lifestyle, and then removing this underlying cause so the body repairs itself and returns to health.**

Since most people, at least in America, believe in modern medicine and don't know much about Natural Medicine, it is important that the patient at least believe that it works, otherwise it probably won't. So the very first step in Natural Healing and Natural Medicine is believing it is a valid form of medicine, and that it works!

So my first job is to help you *make yourself* a believer. I am already a believer, but you may not be, or may be a partial believer. Regardless, I need to get you to understand at least most of what I know.

I must get you to see that there are many realities, or if that is not a concept that you can assimilate, how about there are many *perceptions* of what reality is. I have found that there are as many perceptions of reality as people living on this planet.

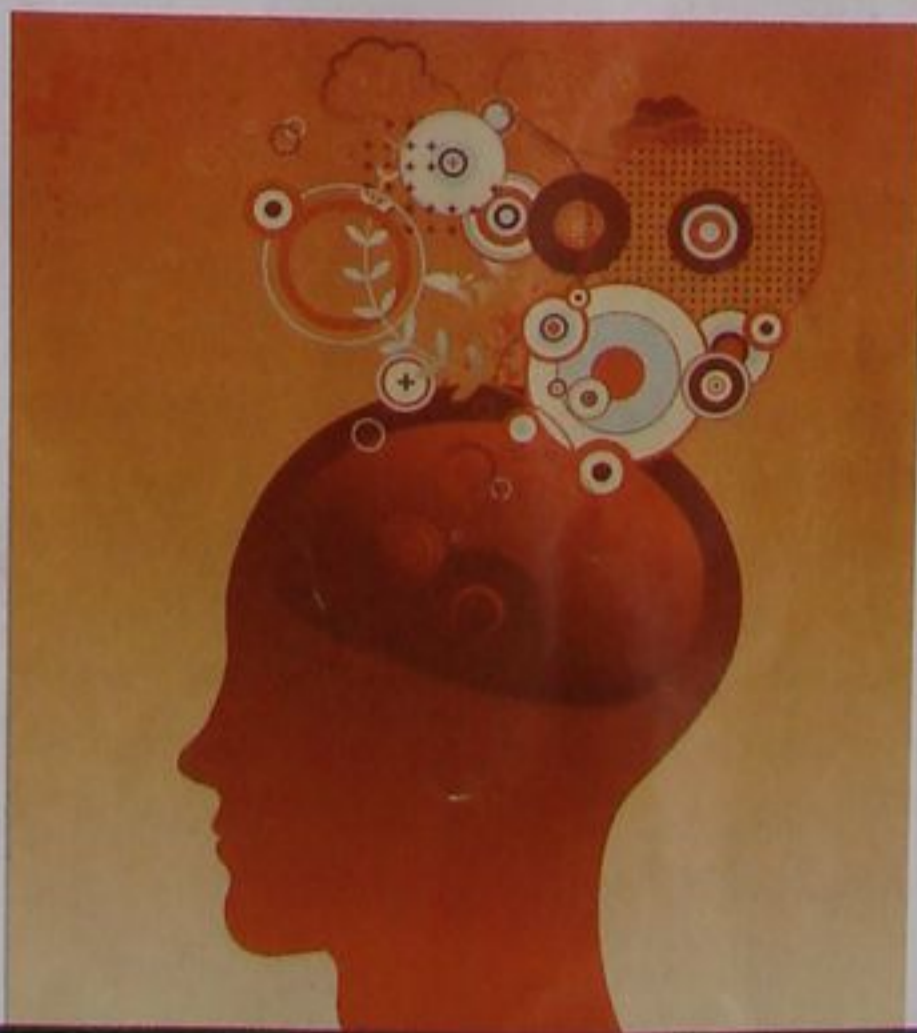
A definition of perception is simply a person's *observation* of what is going on. And, after a person makes their observation, they often draw conclusions and make an opinion about *how life is*.

This is simply why so many people can think that life is wonderful and be very happy and blissed-out most of the

time, while others think that these people are idiots, because *they know* that life sucks and then you die and are usually unhappy and miserable most of the time. Often, these two very different people have very similar lives, live next door to each other, if not live in the same family and are observing the exact same reality. But they have very different perceptions, opinions and beliefs and draw very different conclusions about *reality*.

So it is important to understand that people form and then create their *opinion* about life based on what they have been taught and by what they believe, see or experience. Additionally, most people put a positive or negative spin on what they observe—the way you can view a half glass of water as *half empty or half full*.

What many people don't understand is that after they create their opinion about how life is, they then observe life through these custom-made glasses. Also, what most people don't even know is that their lives now take the shape of their *opinion* and then mirror and reflect what they believe to be true, what they believe to be reality. Consequently, because we are all so successfully powerful at getting exactly what we want, our life then *becomes* our opinion, our belief, and this becomes our reality.



This self-perpetuating cycle is so powerful and so fast, we perceive it as reality, often not even knowing that it is just our *perception* of reality.

Whew, I know that this can be heavy, but there is a great gift here. The gift will enable you to create just about anything you want in life and have as long and healthy of a life as possible. So breathe and be patient, and you don't have to grasp all of this at once.

## Are you just along for the ride, or are you Creating Your Future?

I have often heard people say, "Well, that is just the way life is". More accurately they should say, "Well, this is just the way I believe life is and I have created my life to reflect my beliefs."

Most of my patients, and most people I meet, didn't even create their own reality, they just borrowed their parents' reality. Most people don't wake up and think for themselves very much, so they often just sleepwalk through life, accepting and then acting out their parents' beliefs and perceptions of reality about life, health, disease, food, religion, whatever, without questioning authority or seeking out their own truths. Worse, they borrow something they saw on television or in their favorite movie. Sure, most people add a few of their own twists along the way, or slightly modify their parents' beliefs a little, but as far as I see, not much.

Even if your parents were very emotionally well, we can all still improve on our training.

If you want to Heal Disease and Create Powerful Health, and do it *Naturally*, if you want to live a long and wonderful life, and if you want to live out your

dreams and not your nightmares, then the vast majority of us have to do some homework. We have to wake up, stay conscious and do things a little differently, usually a lot differently, than our parents, most of our friends and most people in general.

Not being negative, but my perception of reality is that most people I meet are very limited in what they think they can achieve in life.

The reason I need you to be very awake and conscious is because I want you to see that life, well, life is...

---

(fill in the blanks)

And I can create \_\_\_\_\_!

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## How does all this apply to Healing Disease and Creating Powerful Health Naturally?

I spent many, many years seeing patients in my clinic, and seeing other patients in clinics all over the world. One of the first things I had to do with EVERY patient was to convince them that they could heal their dis-ease and create powerful health, *and do it naturally*, without doctors, drugs and surgery. And, to take it to the extreme, they could also Create Powerful Health.

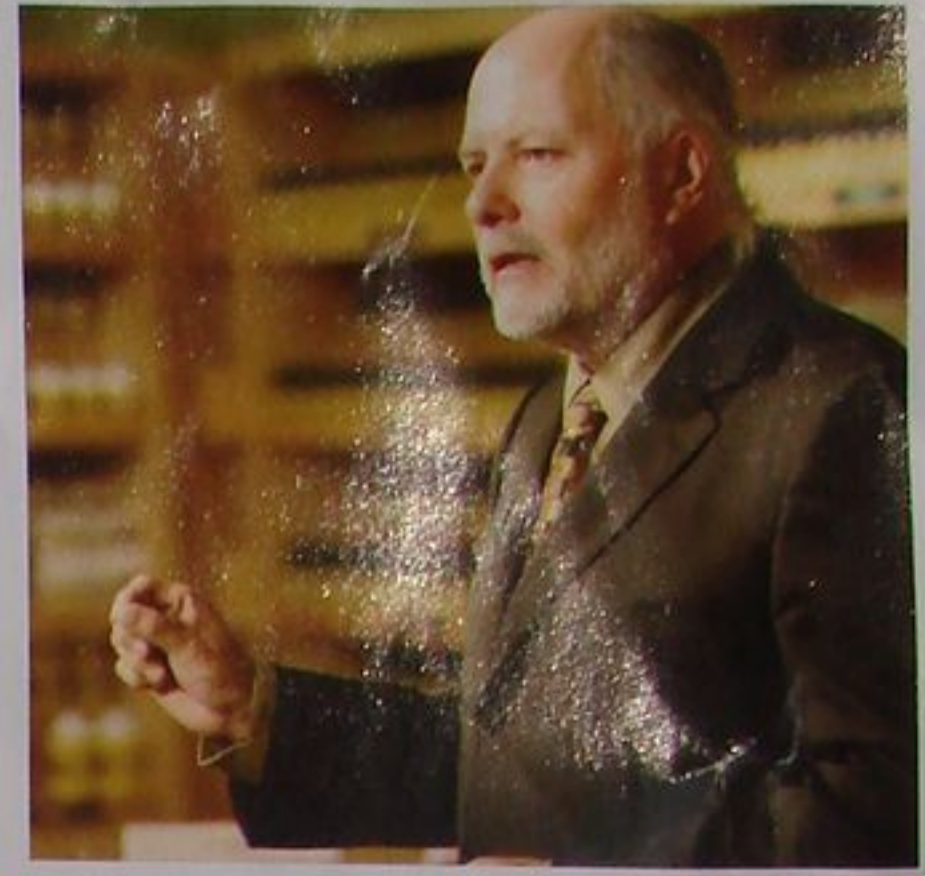
This was not an easy task. I was up against the dark force, a multi-trillion dollar medical industry, whose reality is the *maintaining of disease*, NOT the creation of health. (Over 80% of the 2 trillion dollars Americans spend on medical treatment every year is spent on *maintaining* chronic disease.)

My patients' disease reality was backed up with charts, tests, \$10 words, supposed scientific *evidence*, huge medical universities, CT scans, MRIs, electron microscopes, powerful chemical drugs and the pharmaceutical giants' advertising and kickbacks, and medical doctors who spent their lives in college. **Most people in America are so brainwashed with the show that medical doctors, hospitals and drugs put on, they are not even aware there are other far less invasive, less dangerous, less expensive and just as effective and more fun alternative methods of achieving the same results.**

But modern medicine is just one perception of reality where you take a backseat to your healing process and let the doctors do their work. **Natural Healing is a very different reality, where you do not attack or kill diseases, but where you get the patient as healthy as possible, and then let their own body decide how to heal itself.** There are two very different approaches, two very different realities, with two very different results.

I am a great salesman, so I could usually convince my patients to pretty much ignore their medical doctor, ignore their dis-ease and just focus on getting really, really, really healthy. Most often, their diseases just *went away*. There is an old Chinese proverb I love that says, "*Focus on the good to eliminate the bad.*"

Well, that is simply what Natural Healing is all about—creating an extremely healthy body, mind and spirit, and believing that our body has the ability to heal itself of anything—if it is given enough of our cooperation. For those who believe and do this, this is what happens. This is where I came up with the wonderful statement, "Tomorrow is what you Believe and Do Today!"



So back to Reality, pun intended. In my many years as a doctor, I have seen that there are as many different *perceptions* of reality as there are people. Each person has created a different reality in their mind, and their life reflects this reality. Their life reflects their beliefs.

So the point here is that you can create any life you wish, from pure hell on earth to heaven on earth and everything in between. The choice is yours. Again, "Tomorrow is what you Believe and Do Today!"

So in order to take the next step to Create Powerful Health, I need you to at least acknowledge that there are many realities, or perceptions of reality, and that we are going to work on adjusting, shifting, changing, blowing up, whatever it takes, to change your reality to something that helps you successfully achieve your healing and health goals—in fact, your life goals.

I heard an old businessman once say, "Plan your Work and then Work your Plan." That is exactly what we are going to do.

*OK, that is the end of the first part of the Basic Training chapter on Reality. The additional topics in this first chapter are Focus, Change, Attitude, Simple, Responsibility, Fun and Passion, but you will have to wait for these.*

## How does all this apply to you and 2008?

This is simple. Unless you change your mindset and perceptions about life and reality, you can expect 2008 to be almost exactly the same as 2007.

If 2007 was awesome, and you were in the groove and you achieved everything that you wanted to, well, you are doing better than me.

For me, 2007 was awesome. And as usual, I am extremely happy, blissed-out and I love my life. But even I can see where little tweaks and adjustments can make 2008 even closer to exactly what I want.

I always want better for myself and I am not ashamed to say that. The better I can take care of myself and achieve my goals, the better I can contribute to my family, my community and others.

## THREE TIPS to make 2008 the Best Year of Your Life!

**TIP 1** You can start by recognizing that your reality can be changed because it is not reality, it is your perception of reality. So you have the power to shape and change your future, no matter how many years you have experienced life the same way. It is not too late.

So, just because something has always been a certain way for you, like being fat, doesn't mean that this new year will be the same old, same old. You CAN teach the old dog new tricks!

It all begins with believing you can change and doing it.

“*Tomorrow is  
what you Believe  
and Do Today!  
and*

*Your Focus Determines  
Your Reality and  
Your Future!*”

**TIP 2** Start observing your negative tendencies, your negative side, your negative beliefs and negative affirmations. These will not get you what you want in life, unless you want very little, and a lot of drama, crisis, disappointment and poor health.

Wake up, stay conscious and catch yourself right in the act of thinking or saying anything negative. STOP being negative and START being extremely positive. Insert new positive statements into your language, which will create your new reality and your new life.

At first this may feel a bit awkward and you may even feel a bit embarrassed by being so positive, don't worry, you will get used to it, and you will feel better almost instantly. Remember . . .

### Nothing Positive Ever Comes From Being Negative!

**TIP 3** Have Fun. You can never get what you want out of life by doing what you don't want to do. Discover what you are passionate about and do it! Life may be the greatest gift you will ever receive, so don't waste it.

If your perception of reality says:

That you can't always get what you want...

You won't!

(Thanks a lot, Rolling Stones)

That you have to do what you don't want to do in life to make money...

You will hate your job, be miserable and probably never have enough money!

That life sucks and then you die...

You will be dead soon.

Once in India, I heard a person ask a guru, "Why does everyone always keep shitting on me?" and the guru replied, "Because you keep being a toilet."

So I suggest you change your beliefs about you and your life, set some new goals and get excited. Embrace change and get passionate about everything that you do. And have fun.

To me, a great definition of fun is the following:

*When you master the art of living, there will no longer be any difference between your family time, your work and your play. You will even forget yourself if you are working or playing because you will do everything in life with so much love, fun, gusto and passion that work and play will become one. This is living.*

## FINALLY

I think it was Moses who said to his followers, getting them to leave Egypt: "You can't be free if you think you're a slave in your mind."

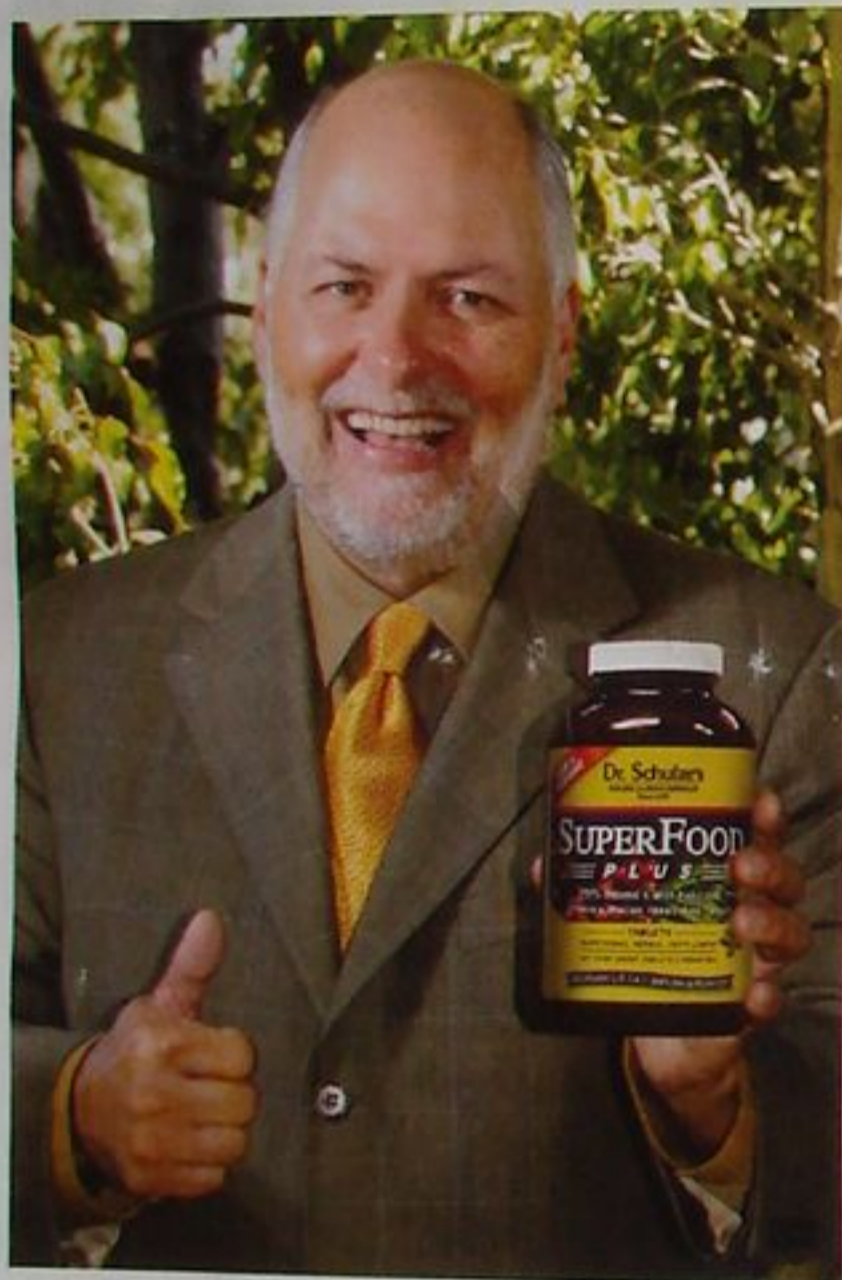
My point exactly.

*Create an awesome 2008!*

*Dr. Richard Schuler*

# HOW TO EASILY USE MY NEW SUPERFOOD PLUS TABLETS!

By Dr. Richard Schulze



## A BIG THANK YOU!

First, I want to thank all my customers for making the launch of my new SuperFood Plus Tablets such a HUGE success. My team and I spent over two years making this product possible, using the same passion for the highest quality I hold for all of my herbal formulae. I also loved seeing your letters of thanks and appreciation and I want to take this time to address some of your great questions with my own personal insights after using these awesome tablets.

## Do You Have to Take Fifteen Tablets?

The only reason I suggest taking 15 tablets a day is because 15 of these 1-gram **SuperFood Plus** tablets is exactly the same standard dosage as 2 tablespoons of the **SuperFood Plus** powder in a morning drink, which is 15 grams. In my clinic I found that in order for my patients to heal diseases, and even more important, to prevent disease and protect themselves from disease-causing French fries and just plain modern living, not to mention giving them lasting energy and tremendous vitality, 15 grams is what they needed, and what you need, too. And, no matter how you like to take it, you get the exact same amount of **SuperFood Plus** in every jar.

Sure, I could have made the tablets bigger, and you would have had to take less of them, but one of the reasons I made these tablets small was to accommodate our new **SuperFood Plus** audience, which includes your children, your parents, your pets, your friends and co-workers and anyone else who doesn't want to drink a "green" morning drink or doesn't have time to. Also, most adults can easily swallow 2 or 3 tablets at a time so this isn't such a big deal. **Think of it as a no calorie, no fat, high nutrition breakfast**, instead of just vitamin and mineral pills.

Remember one thing, **SuperFood Plus** contains only **FOOD**, and you can't shrink food. I know, *other* vitamins say they are all organic, natural, *food based* vitamins and you only have to take one or two tablets a day but trust me, it is a big lie. They have all added man-made synthetic chemicals to fortify their base of alfalfa or whatever. So the majority of their vitamin content is synthesized,

toxic chemicals that your body can't recognize, nor can it assimilate and utilize. I will say it again—you can't shrink food. Especially with vitamins, if it sounds too good to be true, IT IS!

Also, I coat them with liquid plant fiber so they slide down easily. This means that the average adult can swallow 2, 3 or 4 in one gulp—meaning in 4 to 5 gulps, you're done for the whole day, giving your body the water it needs too. I can swallow my **SuperFood Plus** tablets faster than I can drink my **SuperFood Plus** drink.

## If You Work at a Desk Job

Most of the time I do, because the vast majority of my work is writing, like this article, and writing books, Internet articles, catalogs, newsletters and planning the future of the company, which involves lots of business. Plus, in running the company, I am on the phone a lot. So the bottom line is I am at my desk about 6 hours a day, if not 16.

Every morning, I put 15 tablets in a tiny bowl and set it on my desk next to where I keep my water and juice. I take 2 or 3 first thing in the morning. I would like to say that I take 2 every hour or something very medical sounding, but in reality I am not even sure when I take them. I just take a couple of tablets every time I notice them, or every time I have a few swallows of liquid. The next thing I know, my tiny bowl is empty, and I don't even remember taking them.

I love this because I am getting a blast of nutrition and energy and mental clarity multiple times during the day. And, if I am taking any herbal tonics or formula, I do the same. Often, I put my **Echinacea Plus** and **SuperTonic**

into the main drink on my desk, and I sip this drink all day long while taking a few **SuperFood Plus** tablets. Think about that, what could be better? Not only am I constantly supplying my body with immune-system stimulating herbal chemicals, but I am also supplying my body with the nutrition it needs to manufacture these immune cells. WOW!

Look, friends, I am not perfect. So a few times a month in the late afternoon I will look at my bowl to discover 12 tablets that I have forgotten to take. No big deal, I start taking them then, and take them all. And, even if you come into your office the next day, and look in your bowl to see that you missed taking a few, trust me, it's no big deal. You still assimilated well over 100% of most of your vitamins and much more nutrition than anyone else taking their oyster shells, synthetic chemicals and freeze dried cow livers.

## If You Are On The Go!

I originally designed my **SuperFood-on-the-GO** packets, which are individual powder packets, for busy people on the run. In many ways, the **SuperFood Plus** tablets are even better. On days when I am on the road all day, visiting my production facility or at meetings all over town, I simply take my 15 tablets with me. This is easy. I just put them in a small packet for on the road vitamins I bought at the health food store. It slips right in my shirt pocket, and I have my **SuperFood Plus** with me wherever I go. This is great because I can just reach down when I am driving, grab a few tablets, and then take them with a swig of water (*all with one hand still on the steering wheel, of course!*) I also keep a

few of the 30-tablet sample packs in my glove compartment, just in case I forget to bring my tablets with me.

## If You Need PEAK Performance During The Day

Another great way to use my **SuperFood Plus Tablets** is to give yourself an extra boost of energy during the day. I designed my **SuperFood Plus** formula to flood your bloodstream with the essential nutrition you need to build a healthy and strong body. These nutrient-packed tablets are the quickest way to get the energy boost you need, especially for that afternoon slump. Forget coffee. Forget snacks. Forget sugar. Forget power naps. Just five **SuperFood Plus Tablets** with a few gulps of water, and you can keep going all day without ever feeling like you need to stop. And the best part—with these nutrient-rich tablets, you're making your body healthier, not sicker, like you would with caffeine and sugar.

## The Bottom Line

After teaching my patients how to get healthy and stay healthy for years, I know a hundred ways to guarantee my success with any program. Just make it fun, focus on getting your tablets in, and find ways to make it easy. The next thing you know, you will be a **SuperFood Plus** tablet addict just like me—whether for your morning nutrition or to keep you going all day long.

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

CALL 1-800-HERBDOC (437-2362) TO PLACE AN ORDER or order online at [www.herbdoc.com](http://www.herbdoc.com)

# How to make 2008 the HEALTHIEST YEAR of your LIFE!



*"This is your life and you want to live AS LONG AS YOU CAN and have AS MUCH FUN AS YOU CAN while you're here." — Dr. Schulze*

All of us have made New Year's resolutions only to run out of steam and give up sooner than we want. One of the most common reasons is that our goals were too lofty and too different from our normal life.

On the other hand, for over three decades in his clinic, Dr. Schulze has helped his patients create many positive lifestyle changes that they could maintain. In fact, most of these same people are still living these drastically different lifestyles 10, 20 even 30 years later. How did they succeed? How did they stick with it? You do this by starting with a small step and not taking another step until your first step is firmly planted in front of you.

So, if you want to get started making 2008 the healthiest year of your life, it's right HERE! There are only two simple things you need to do. First, create a healthy mindset to make positive changes. (Read Dr. Schulze's *Basic Training* article beginning on page 2.) Second, choose the program that is the right next step for you. The following programs are for ANYONE who wants to make a positive change in their health this year.

powerfully, effective formulae—his SuperFood Plus, Intestinal Formula #1 and Echinacea Plus—this program will get more nutrition IN, get more waste OUT and BOOST your immune system.

After only five days on these three formulae, you will start feeling healthier and, more importantly, you will begin to gain some insight into what "Creating Powerful Health, Naturally" actually feels like and how good it really is. (See page 9 to find out more...)

## LEVEL 2: More ENERGY and VITALITY than you've ever experienced with Dr. Schulze's One-Month Vitality Program

Dr. Schulze's Vitality Kit is the exact program he gave to all of his patients on their first visit to his clinic to start them on the road to POWERFUL HEALTH.

After only one month on this program, Dr. Schulze's patients saw dramatic improvement in their health and vitality, and for many of them, they didn't need to do much more to have a complete healing miracle in their lives. (See page 9 to find out more...)

## LEVEL 1: Kickstart your Health with Dr. Schulze's New 5-Day Vitality Kit

This is Dr. Schulze's brand-new program to kickstart your health in the right direction. Containing three of Dr. Schulze's most

## LEVEL 3: Turn up the intensity with Dr. Schulze's 3-Month Cleansing Program

Dr. Schulze introduces his new "3-Month Cleansing" Program! Start ANY one of his 5-Day Detox kits the first week of every month this season and experience what it is like to have your body flushed, cleansed and tuned-up like never before.

Start the year off right by losing weight, flushing out dangerous toxins and poisons, revitalizing your elimination organs and feeling healthier than you have in years!

(See pages 10 and 11 to find out more...)

## LEVEL 4: In only 30 days, create a life-changing health experience with Dr. Schulze's 30-Day DETOX

If you're ready to truly make 2008 the healthiest year of your life, this is the program for you! Read about another customer, just like you, who experienced first-hand what Dr. Schulze means when he calls his 30-Day Detox "A powerful, life-changing, physical, emotional and spiritual makeover."

This whole body detox contains all of the herbal formulae discussed in the previous programs, plus many additional powerful healing routines that Dr. Schulze has used in his clinic to help his patients get life-changing results! (See page 12 to find out more...)