

REGENERATION — Sunrider's Philosophy

1. The body has the ability to balance itself with proper nutrition.
2. The body is designed to obtain its nutrition from whole foods.
3. Each person must be willing to accept responsibility for his or her health.

Where did Sunrider's "*Philosophy of Regeneration*" come from?

The Chinese have the distinction of having the world's longest on-going record of scientific inquiry, spanning a period of at least 5,000 years. Long ago the Chinese discovered that if we restore harmony among all the systems of our bodies, they can and will balance themselves. As communication between our body systems is restored, we return to health. This is the "*Philosophy of Regeneration*".

There are many approaches to achieving happiness, health and longevity in the Chinese philosophy. A very basic concept is:

"Eat the foods that nourish you and avoid the foods that harm you."

This is the nutritional approach used by the Chinese in its simplest form. Using this approach, in conjunction with good common sense in your lifestyle, will have a very positive impact on how you feel.

Now let's take a look at the three elements of Sunrider's basic philosophy.

1. The body can balance itself with proper nutrition.

Sunrider was designed to create a solid foundation for health using ancient principles of nutritional balance. Sunrider foods were never intended to treat disease. Did you know that the ancient Chinese doctors were paid only when their patients were well, and not paid when their patients were ill? They were expected to keep their patients healthy, or in other words, maintain health. In the same way, Sunrider's goal is to help as many people as possible maintain their health by consistently and properly nourishing, balancing, and cleansing the body. In real life, our health frequently drifts off the true "balance" we need, and this results in disorder of our systems. Sunrider is also designed to help return order, or harmony, to our systems and then help us to maintain.

A new Sunrider will often ask, "*What should I 'take' for this or that symptom?*" The answer is always the same: If you have a medical emergency, please see a qualified health practitioner. If you have a chronic condition that does not require emergency procedures, complement any medical help you're receiving by reducing, or eliminating, the unhealthy elements of your lifestyle...undue stress, excessive salt intake, fatty foods, sweets, smoking, etc...you know what they are! You should also start immediately to attend to the *foundation* of your health by incorporating whole, balanced Sunrider herb foods into your diet. Building a *foundation* of good health can only assist the body's quest for balance through its own ability.

Suppose you are fortunate to be healthy. Why should you eat Sunrider herb foods? Quite simply, because...

"An ounce of prevention is worth a pound of cure."

...and Sunrider foods are the best comprehensive program of nutrient-rich, fast, convenient, whole herb foods on the market today!

2. The body is designed to obtain its nutrition from whole foods.

The term to note here is whole foods. This term describes foods in their original nutritional configuration. As you look at Sunrider herb foods, you see powders, capsules and liquids. How can we say these are “whole foods”? The answer lies in the difference between the wholeness of physical size and shape versus wholeness of nutritional composition.

When a carrot comes out of the ground with its stems, leaves and roots intact, it is obviously still whole in its physical form. If we cut the carrot in half, it is no longer physically whole, yet each piece is still nutritionally whole. The naturally-occurring “family” of carrot nutrients (the vitamins, minerals, carbohydrates, proteins, fats, and enzymes) is still together as a team. The nutrients have not been chemically separated from each other. In other words, the nutritional integrity is still intact. This is what we mean by “whole foods”.

Now, Sunrider has taken this concept and developed modern processes to enable the manufacturing of “whole foods” in convenient, practical, highly concentrated forms. For example, the powdered **NuPlus** is a combination of many whole food herbs that are carefully prepared to preserve their nutritional integrity. The process is very precise with regard to temperature control and processing times to assure that the nutrients remain intact. This is a major difference between Sunrider foods and many other “health” foods. And, Sunrider uses no preservatives, additives, artificial colors, added sweeteners, animal by-products, fat or chemical isolates in its herbal nutritional products, nor does it do animal testing.

3. Each person must be willing to accept responsibility for his or her health.

All of Sunrider’s products are provided for maximum benefit for our bodies’ health. The foods will help us to maintain good health. It’s up to you –

... “Good health is easier to maintain than regain” ...

We also need to be aware of our bodies and “listen”. **Question:** How much good food should you eat? **Answer:** Your body will tell you. Be responsible and listen to your body!

Your Health Goals

Most people have health goals. Very often our health goals are based on an apparent deficiency in how we feel. What we all want is some semblance of order to our health. Typically, we’re trying to overcome a problem and *restore order*. The “*Philosophy of Regeneration*” calls this bodily activity—restoring *balance*.

Many people tend to focus on the problem they’re trying to overcome, not on restoring balance. It may take a change in thought process, but we must want health, not simply to be rid of a problem!

We all want to feel young and healthy as long as possible. Dr. Chen, the owner and herbal genius of Sunrider, once said, “*One of the important goals in my life is to die young as late as possible!*”

Eat Healthy!

Drink Healthy!

Look Healthy!

Live Healthy!