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Healthier Times

Newsletter - August, 2007

By Sindi Holmlund - Investigative researcher, author and master herbalist

BIG Changes at Nature's Botanicals

I'd like to thank everyone for their patience over the past 8 months while we reorganized our company.

We have brought the shipping back into our own company and have it all set up. We are now doing the shipping the same way it used to be done and with the same level of service. It's so good to have it back in house again because no one knows our products and cares about our customers the way we do. Now shipping is back to normal again, *especially* the international.

I have had a few calls from customers who have said things like..."I heard you were raided by the FDA", or, "I heard you were shut down by the FDA", or, "I heard you've gone out of business". None of these things are true. Here's what happened to cause us to reorganize:

A lady that I helped told her doctor how much she loved our hormone creams and he called the FDA and complained about us.

The FDA have a set of 'guidelines' called 'Good Manufacturing Practices' that govern the manufacture of all cosmetics and those creams fall into the cosmetic category. It used to be 'voluntary' to follow the guidelines but late last year it became 'mandatory' to follow them, a change we were not aware of. Once they became 'mandatory', every manufacturing facility had to implement them and be inspected, which the FDA leaves to each state. So when the doctor called the FDA, the FDA called the Florida Department of Health and both of these agencies showed up at our manufacturing facility on January 29th 2007.

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The FDA saw that I had the name of our hormone creams in the instructions for their use and said that amounted to a 'claim' and that made the creams drugs' (along with the way I had my labels worded).

Once the FDA was finished making our products into drugs the inspection began and it was found that some of the, now mandatory, 'guidelines' were not in place. The state said that we could not manufacture drugs or cosmetics until all guidelines were in place. Nor could we sell any of the products we had already made. The state also said that all cosmetic products manufactured in Florida have to be 'approved' by the state and that they would never give us approval to manufacture those creams as long as they contained hormones. We were basically dead in the water when it came to our hormone cream (which was the purpose of the FDA and States visit).

When the dust settled we saw that we had two options, take the state to court (very costly and time consuming) or stop doing business in Florida. We decided the later. We immediately found a company to make the creams for me in another state that already had all the guidelines in place and we didn't have to register the products. I sent them my formulas and they had the first batch of creams in the mail three weeks later (it usually takes 6-8 weeks). We found another company in a different state to take the orders, do the shipping, and handle customer service but they did a very poor job so we brought it back home.

We also closed our store (for four reasons). 1. we didn't want the state in our hair, 2. the street being torn up made it too difficult for our customers to come down town, 3. the owner told us he was going to tear the building down and build something else, and, 4. the One Stop Shoppe, just a few blocks away had been selling our products for years and our local customers could go there. We also changed the name of the creams, and fixed the labels. Now they look like a cosmetic.

We took our web site off line until it's revised to make sure there are no more instances that the FDA can call 'claims'. We changed the name of the company to 'BonVida' (which means 'Good Life') and registered it out of state but the consultation line and I are still in Florida.

Neither the FDA nor the Sate told us we had to do any of these things, they were all our decisions so that we could still operate and service our customers. I just wanted to clear that up for everyone.

There have been several positive things that have come from all this upheaval, with someone else doing the bulk of the work for me I can write an instruction manual on how to use hormones replacement therapy correctly, get the saliva testing lab up and running, start a compounding pharmacy and write my book about hormones. Plus, I'm back at my home office after 14 years and **loving it!**

If you have any questions call me at 727-443-4524, 10-5, M-F.
Sindi Holmlund

| NEW! Hair Care | | | |
|--|------------------|-------|-------------|
| Clean Hair - shampoo | 20.5 oz | 20.00 | In Stock |
| Cool Style - styling serum | 4.4 oz | 15.00 | In Stock |
| Hold-Tite - hair spray | 3.7 oz | 15.00 | In Stock |
| Soft Hair - hair conditioner | 20.5 oz | 20.00 | In Stock |
| NEW! Bath Products | | | |
| Bath Salts - Rose | 9 oz | 19.00 | Coming Soon |
| Bath Salts - Lavender | 9 oz | 8.00 | Coming Soon |
| Bath Salts - Vanilla | 9 oz | 9.00 | Coming Soon |
| Bubble Bath - Rose | to be determined | | Coming Soon |
| Bubble Bath - Lavender | to be determined | | Coming Soon |
| Bubble Bath - Vanilla | to be determined | | Coming Soon |
| Clean Body - body wash | 20.5 oz | 20.00 | In Stock |
| Clean & Polish - toothpaste - mint | 9 oz | 8.00 | In Stock |
| Deodorant | 4.5 oz | 9.00 | In Stock |
| Bath Fizz - Rose | 9 oz | 15.00 | In Stock |
| Bath Fizz - Lavender | 9 oz | 11.00 | In Stock |
| Bath Fizz - Vanilla | 9 oz | 11.00 | In Stock |
| Keepin' Dry - body powder - Lavender | 3 oz | 12.00 | Coming Soon |
| Keepin' Dry - body powder - Sandalwood | 3 oz | 15.00 | Coming Soon |
| Smooth Skin - body scrub | 3 oz | 12.00 | In Stock |
| Soft Body - bath oil - Lavender | to be determined | | Coming Soon |
| NEW! Mineral Make-Up | | | |
| Blush | 13 gm | 16.00 | Coming Soon |
| Brow Color | 2.5 gm | 10.00 | Coming Soon |
| Concealers | to be determined | | Coming Soon |
| Eye Shadow | 2.5 gm | 12.00 | Coming Soon |
| Foundation | 13 gm | 15.00 | Coming Soon |
| Highlighter | 2 gm | 12.00 | Coming Soon |
| Lipstick | to be determined | | Coming Soon |
| Mascara | 25 gm | 15.00 | Coming Soon |
| Make-up Brushes - assorted | to be determined | | Coming Soon |
| NEW! Pet Products | | | |
| Clean Pet - shampoo | 10 oz | 13.00 | Coming Soon |
| Soft Pet - coat conditioner | 9.2 oz | 15.00 | Coming Soon |
| NEW! Household Products | | | |
| Air freshener - Lavender & Orange | 4.5 oz | 15.00 | Coming Soon |
| Air freshener - Rosemary & Eucalyptus | 4.5 oz | 15.00 | Coming Soon |
| Clean Dishes - dish washing liquid | 17.8 oz | 12.00 | Coming Soon |
| Clean Hands - foaming hand cleanser | to be determined | | Coming Soon |
| Clean Laundry - laundry powder | to be determined | | Coming Soon |
| Clean Everything - all purpose concentrate | to be determined | | Coming Soon |

| Herbal Continued | | | |
|--|------------------|-------|--------------|
| Product | Size | Price | In/Out Stock |
| Super Poultice Liquid | 1/4 oz | 6.00 | In Stock |
| Super Poultice Liquid | 10 gm | 3.50 | In Stock |
| NEW! Herbals | | | |
| After Bite - insect sting/bite relief | 1/4 oz | 10.00 | In Stock |
| Don't Bug Me - insect deterrent | 4 oz | 27.00 | In Stock |
| Educational | | | |
| A Modern Herbal - vol. #1 & #2 | Book | 21.90 | In Stock |
| Menopause Book - Dr. Lee | Book | 14.95 | In Stock |
| Pre-menopasue Book - Dr. Lee | Book | 14.95 | In Stock |
| The Wrinkle Cure | Book | 6.99 | In Stock |
| The Protein Power Plan | Book | 9.95 | In Stock |
| You're Not Losing Your MIND, You're Losing Your HORMONES! | Booklet | 3.00 | In Stock |
| NEW! Culinary | | | |
| Gourmet Tahitian Vanilla | 4 oz | 23.00 | In Stock |
| Mc Evoy Ranch - FRESH, organic olive oil | 14 oz | 23.95 | In Stock |
| 12 Spice Blends | to be determined | | Coming Soon |
| The Ultimate Salt - salt blend | to be determined | | Coming Soon |
| Killer Cayenne - tincture | 2 oz | 16.00 | In Stock |
| Miscellaneous | | | |
| The Measuring Spoon | 1/8 th & 1/4 | 1.25 | In Stock |
| The Keeper | A or B | 35.00 | In Stock |
| Drawer Sachets | 4 per bag | 9.00 | In Stock |
| NEW! Skin Care | | | |
| Dermagen - facial mask | 9 oz | 15.00 | In Stock |
| Derma Save | 100 or 120 caps | 22.00 | In Stock |
| Instant Face Lift - skin tightening cream | 2 oz | 32.00 | In Stock |
| Lip Balm | .15 oz | 2.50 | In Stock |
| Soft Feet - foot butter | to be determined | | Coming Soon |
| Moisturizing Cream #1 - Progesterone | 2 oz | 26.00 | In Stock |
| Moisturizing Cream #2 - Estradiol | 2 oz | 57.00 | In Stock |
| Moisturizing Cream #3 - DHEA | 2 oz | 25.00 | In Stock |
| Micro Scrub - facial scrub | .75 oz | 11.00 | In Stock |
| Relax - massage oil | to be determined | | Coming Soon |
| Session Cream - hand lotion | 2.5 oz | 4.95 | In Stock |
| Step #1 Cleanse | to be determined | | Coming Soon |
| Step #2 Exfoliate | 4.4 oz | 18.00 | In Stock |
| Step #3 Tone | 4.4 oz | 15.00 | In Stock |
| Step #4 Moisturize | 2 oz | 15.00 | Coming Soon |
| The Ultimate Moisturizer - regular | 8 oz | 22.00 | Coming Soon |
| The Ultimate Moisturizer - ultra rich | 8 oz | 25.00 | Coming Soon |

Our Creams Have a New Look!

Another change we made is to our cream labels. If we conform to the labeling laws for hormone creams we are classed as a drug and that's where the trouble starts. Creams containing progesterone, estrogen, DHEA, etc. fall in two categories; drug, and cosmetic. If we label them one way they are drugs, if we label them the other they are cosmetics.

In consulting an expert in this area we have been advised to label our products that contain progesterone, estrogen, DHEA, etc. as a cosmetic. Therefore we have had to change the whole 'look' of the labels, including the names. We have kept the colors the same though, the cream containing progesterone is still green and white, the cream containing estrogen is still purple and white, and the cream containing DHEA is still blue and white.

If you read the new labels you will see that they no longer say the amount of progesterone, estradiol and DHEA that are in the cream. That's because if we put that information on the labels it makes them drugs. The amount of each progesterone, estradiol and DHEA in each cream has not changed. The table on the next page shows the amount in each product.

When we were making the creams I could put them in as many different size jars as I wanted. If we were running out of one size I would just make some more in two days. Now I have to make several thousand of each size, have 10,000 labels printed for each size and plan 6 weeks ahead to make sure that we don't run out of anything. It has been very costly to make all these changes so we have decided to only make two ounce jars of each cream. We will still have the same prices as we did before you just have to buy more jars to get that. See page 4 for details.

And just to put a fine point on this cost thing, we have not raised our prices on these creams in 11 years but our cost have risen by approximately 22% over that time. We will be raising each jar by one dollar some time in the near future so don't be surprised when that happens.

We Need Your E-Mail Address!

It is necessary to inform you of changes in the company like new products, prices, instruction, when the saliva testing lab and the pharmacy are open, etc. This is faster and less expensive by e-mail, so please send your e-mail address to jimmy@bonvida.biz. - Thanks!

Cream Prices Still the Same



Nature's Youth
Moisturizing Cream #1
(Formerly Best-gest)
1 - 2 oz jar - \$26.00
2 - 2 oz jars - \$49.00
4 - 2 oz jars - \$94.00

Nature's Youth
Moisturizing Cream #2
(Formerly Extra-diol)
1 - 2 oz jar - \$57.00
2 - 2 oz jars - \$108.00



Nature's Youth
Moisturizing Cream #3
(Formerly Best-DHEA)
1 - 2 oz jar - \$25.00
2 - 2 oz jars - \$47.50
4 - 2 oz jars - \$90.00

| Old Name | New Name | Label Color | Contains |
|------------|-----------------------|----------------|-----------------------------|
| Best-gest | Moisturizing Cream #1 | Green & white | 1000 mg of Progesterone USP |
| Extra-diol | Moisturizing Cream #2 | Purple & white | 400 mg of Estradiol USP |
| Best-DHEA | Moisturizing Cream #3 | Blue & white | 1000 mg of DHEA USP |

We're So Sorry But...

Now that we are doing the shipping inhouse again we will have to change the international order line number one more. Below is the new number so make sure to change it in your address book.

U.S orders: 800-203-9668
New International orders: 727-489-7577

| Nutraceuticals | | | |
|------------------------------------|-----------------|-------|--------------|
| Product | Size | Price | In/Out Stock |
| Anti-oxidant | 100 or 120 caps | 19.75 | In Stock |
| B-Complex 75 | 100 caps | 16.50 | In Stock |
| Clarks Original Minerals | 32 oz | 23.50 | In Stock |
| Derma Save | 100 or 120 caps | 22.00 | In Stock |
| Immune Booster | 100 or 120 caps | 22.50 | In Stock |
| L-Tyrosine | 100 or 120 caps | 10.00 | In Stock |
| Lugol's Iodine | 1 oz | 20.00 | In Stock |
| Magnesium Chloride | 3 oz | 7.00 | In Stock |
| Potassium Chloride | 4 oz | 7.00 | In Stock |
| Probiotic 12 - intestinal bacteria | 60 caps | 25.00 | In Stock |
| Provide - multi-vitamin & mineral | 180 caps | 42.99 | In Stock |
| Strong Blood | 100 or 120 caps | 15.00 | In Stock |
| Super Bio-C - vitamin C | 100 caps | 12.50 | In Stock |
| Super Chlorides - electrolytes | 8 oz | 20.00 | In Stock |
| Sugar Stable | 100 or 120 caps | 21.00 | In Stock |
| Super Strength Enzymes | 100 or 120 caps | 23.00 | In Stock |
| Herbal | | | |
| Bowel Mover | 100 or 120 caps | 19.00 | In Stock |
| Clear Skin - oil blend | 2 oz | 25.00 | In Stock |
| Echinacea - tincture | 2 oz | 20.00 | In Stock |
| Grapefruit Seed Extract | 100 or 120 caps | 18.00 | In Stock |
| Killer Cayenne - tincture | 2 oz | 20.00 | In Stock |
| Lungs & Sinus - tincture | 2 oz | 20.00 | In Stock |
| Lobelia - tincture | 2 oz | 20.00 | In Stock |
| Lobelia Seed - tincture | 1 oz | 20.00 | In Stock |
| Mult-Food Mix - green food mix | 15 oz | 36.00 | In Stock |
| Nature's Antibiotic - tincture | 2 oz | 20.00 | In Stock |
| Parasite | 100 or 120 caps | 36.00 | In Stock |
| Parasite | 300 or 350 caps | 95.00 | In Stock |
| Rosewood - essential oil | 1/4 oz | 8.00 | In Stock |
| Sleep Tight - tincture | 2 oz | 20.00 | In Stock |
| Sleep Well | 100 or 120 caps | 15.00 | In Stock |
| Sore Body Rub - oil blend | 1 oz | 13.00 | In Stock |
| Super Immune - tonic | 4 oz | 22.00 | In Stock |
| Tea Tree - essential oil | 1/4 oz | 6.00 | In Stock |
| Throat & Tonsil - tincture | 2 oz | 20.00 | In Stock |
| Triple Cleans - tea | 7.5 oz | 35.00 | In Stock |
| Triple Cleans - tincture | 4 oz | 32.00 | In Stock |
| Un-Cramp - tincture | 2 oz | 20.00 | In Stock |

For The Locals

Our products have been sold at 'The One Stoppe Shoppe' for many years and still are. Now we are in the process of putting them into another place in Clearwater. Below are the places in town to get our products. And remember, if you can't find them under the name 'Nature's Botanicals', look for them under the name of 'BonVida'.

- **The One Stoppe Shoppe**
411 Cleveland St. Phone: 449-1894
- **Al's Meat Market**
1834 Drew St. Phone: 461-1499

'The One Stoppe Shoppe' and 'Al's Meat Market' will not have *all* our products so if you need something they don't carry, just call 489-7577 and we will get it to you. We will also be working to get our products into other locations in Clearwater and surrounding towns and will e-mail new locations and the products they carry as they are secured.

And by the way, if you don't know about Al's Meat Market, they have hormone and antibiotic-free beef, chicken, pork etc. The products and service are fantastic. I buy all my meat and poultry there.

Product Catalog

In January 2007 I completed four and a half years of research and development on several new product lines. Together these new lines consist of over 85 products.

Over the years when I wanted to launch a new product I would start by making a small batch of about 30 and progress to larger and larger batches as sales increased. I can no longer launch a new product line like this because the new manufacturer requires us to purchase several hundred of each product and to have all 85 products manufactured at one time is cost prohibitive. Therefore we will manufacture and launch one new line at a time.

I am including our catalog in this newsletter to show our existing products as well as the new lines. That way you will know what's in the works and we can let you know as each line is launched.

DHEA May Be Gone Very Soon!

There is a bill in congress that is coming up for a vote that will make DHEA available by prescription only. It is highly likely that the bill will pass.

We will be opening a pharmacy so that you can get 'prescription only' hormones but that will take a few months. Therefore I would advise you to stock up on DHEA cream (Moisturizing Cream #3). I would say to get at least a one year supply if you can. The creams will last for at least two years so they won't go bad if you purchase that amount.



Nature's Youth
Moisturizing Cream #3
(Formerly Best-DHEA)
Buy 11 @ \$247.50
(that's a 10% discount)
PLUS, Get 1 Free!

We Fixed The Cream Consistency!

As any of you who have been a customer for a long time know, the consistency of our creams has changed several time over the year. That's because making natural products with no petrochemicals, toxic preservatives, synthetic fragrance, colors or flavors is no easy task. People want 'pure' but they want it to work as well as the toxic stuff.

Well, to make products that are free from toxic ingredients I had to find non-toxic ingredients that worked as well as the toxic ones. To do that I had to find companies that manufactured those ingredients, and that's the hard part because they are few and far between.

Once I found them I had to figure out how to use them together (not all ingredients are compatible with each other) and if I got samples of ingredients I couldn't work with I would have to start the search all over again. Sometimes it takes years to find a particular natural ingredient to replace a toxic one because no one is making it yet.

Each time I found a new, more compatible ingredient I would change my formulation and that would change the consistency. I finally got all the ingredients and the consistency right and was forced to have another company make the creams, and again, the consistency changed.

It has taken a few batches to get the consistency back to the way it was, but we have finally done it. Now they're thicker, rub in easily, not greasy and work great!



When I first started my company I sold nutritional products manufactured by other companies and called it 'The Health Shoppe'.

Once I became an herbalist I began manufacturing my *own* products (which were all made from herbs) and I changed the name to 'Nature's Botanicals' (meaning 'nature's plants'), which was more fitting.

Several years later, after a particular evaluation, we found that our customer base had changed from 60% female to 98% female. Once we found this we also evaluated our product line and found that what was selling and what wasn't had changed drastically too. So we discontinued the products that were no longer selling and added products that would appeal to women. Products such as; make-up, hair care, skin care and bath, culinary, pet, and household products.

Our company is no longer just nutraceuticals or herbs, we carry products that improve many aspects of life. We help with hormone decline and internal cleansing, we carry; nutritional, nutraceuticals and herbal products, as well as the afore mentioned lines. We also provide our customers with a great deal of *accurate* information that can help them remedy many of the most common health problems.

To continue to service our customers in Florida we have made many changes and one of them was to change the name of the company. To come up with a *new* name, that described what we do, we had to look at all the goods and services we offer and what their end product was.

With that in mind we decided to change our name to BonVida. 'Bon' is french for 'good' and 'vida' is spanish for 'life'. We combined these two words to give the general idea of what we do...we help people have a 'good life'.

Our slogan 'A Promise of Purity' comes from the fact that we are committed to providing our customers with the purest products possible. Products free from; petrochemicals, toxic preservatives, synthetic fragrances and, artificial colors and flavors.

So soon you will be seeing the new logo on our products and the new company name on your credit card statement.

Some Other Changes...

Since we have changed the name of the company we will have to change a few other things:

Our web site:

We are in the process of giving our web site a face lift to go along with the new company name. There is currently only one page with three links on the new site and the new address is...

www.bonvida.biz

I like the 'biz' at the end of the address, after all it is a 'business' site.

The consultation number:

Is now - 727-443-4524.

This was our store phone number.

Our e-mail addresses:

Sindi - sindi@bonvida.biz

Jimmy - jimmy@bonvida.biz

Orders - orders@bonvida.biz

Don't worry, if you forget and send an e-mail to either of the old addresses you will get an auto responder message with the new ones.

You Can Still Call Me!

Although we have handed some of our functions over to other companies, I'm still available to talk with you. If you need anything, a friend needs a consultation or something is not what you expected, please don't hesitate to call me. The number is 727-443-4524, 10-5, M-F, eastern time.

Thanks, Sindi Holmlund

Business Hours:

10-5, M-F, eastern time

Free Consultation Line:

727-443-4524

U.S Order Line:

800-203-9668

International Order Line:

727-489-7577

Web Site:

www.bonvida.biz

e-Mail:

sindi@bonvida.biz