

OUR HEALTH vs. ILLNESS

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The Body Heals Itself

Our bodies are under constant attack from chemicals, pollutants, pesticides, additives, free radicals and more. Our protective cells must continuously identify and rid us of the lethal invaders. In order to keep up with this monumental task, all of our cells need the best of care.

When a problem occurs, doctors become diagnostic technicians first. Then they treat the “pain and discomfort symptoms” with synthetic drugs and chemicals, remove unhealthy cells or organs, or replace natural body parts with foreign or artificial parts or mechanisms. From 1977 to 1989, the healthcare costs in America have doubled reaching a scary figure of 1.5 billion dollars a day, and it continues to climb.

The body is designed and capable of healing itself, but it has great

difficulty accepting or adjusting to fabricated drugs, chemicals, and all foreign parts that are introduced to it from outside of the normal food chain. **Most drugs have a warning** on them indicating that other organs and functions of the body may be affected adversely. Quite often, the medication prescribed does not alleviate the existing problem, but ends up **creating an additional health concern** that also has to be treated and medicated.

The body can only work with the food intake (*fuel*) it receives. It breaks the food down and extracts the nutrients, separating it into the various vitamins, minerals, proteins, carbohydrates, amino acids, etc., providing the essential components to feed & nourish all of the body cells to stay healthy & provide energy.

We **REALLY ARE** what we eat & assimilate!

When a **necessary basic nutrient is lacking in our daily diet**, it makes it difficult to keep the body in a healthy balance with all organs doing their assigned tasks successfully. The body then produces **symptoms of pain and discomfort** to get our

attention for the help needed. When one organ fails to do its job satisfactorily, it can cause a domino effect of problems with the other organs as they attempt to compensate for the difficulties that develop. Identifying and supplying the essential missing elements is the

only way the body can correct the problems satisfactorily and return to its natural healthy state. Making certain that we have **sufficient quantities of the basic elements** that the body requires goes a long ways towards avoiding the chain reaction that occurs resulting in illnesses, lack of strength and energy, and possibly other problems.

WHO IS BILL RICH?

The story...

In a 1970 vehicle accident, Bill Rich was trapped against a burning engine for 25 minutes before being extracted. Doctors spent six months trying to put him back together again with multiple surgeries & **extensive skin grafts which resulted in 65' of keloid scars.** Bill mentioned that, by

comparison, he "made Frankenstein look handsome".

For ten years, he **suffered excruciating pain with any walking movement.** At the car dealership where he worked, he'd practically buckle over and cry from the pain in his knees and ankles after only a couple of trips from the repair bay to the parts department.

The discovery...

In the early 1980's in Portland, Oregon, a veterinarian suggested he try a supplement routinely used to treat pain in horses and other animals. The compound was "Methylsulfonylmethane", also known as dimethylsulfone, or simply MSM. **In just three days most of his leg pain was actually gone.**

Evaluating his amazing recovery from constant pain, he realized the potential benefits that thousands of other

people could receive with this product. **He began pursuing an exhaustive study of the product,** including all of the research and findings of Dr. Jacob and Dr. Herschler of Portland, Oregon, as well as adding his own practical live experience by helping thousands of people receive relief from a great variety of health problems.

The development...

He also began to develop a line of MSM products, starting with a special **MSM lotion** that he applied regularly on his massive skin graft scar area. Incredibly, his 12 year old flat, purple scarring started to vanish until **all signs of skin grafting have totally disappeared.** The new skin is very normal and healthy and is no longer anemic looking or super-sensitive to touch and temperature, as it was before.

Bill Rich's experience and many of his customer's documented miraculous healing and recovery stories are recorded in Dr. Jacob's book, "The Miracle of MSM, The Natural Solution for Pain".

Bill Rich became a **sought-after lecturer** on MSM. Hundreds of thousands of his video and cassette tape presentations have been circulated throughout the United States and in many foreign countries.

The Conclusion...

After over 18 years working with MSM, he has become known and recognized as an **authority on MSM** with the finest developed MSM product line available. **"Rich's MSM" is the purest**

on the market, with the best dissolving and assimilating properties available. His initiative, work, and accomplishments have awakened the public's **awareness of MSM 14 years before its time.**

MSM (Methylsulfonylmethane)

The discoverer & patent holders, Dr. Stanley W. Jacob, Director of DMSO Clinic & Professor of Surgery at Oregon Health Sciences University, Portland, Oregon, & Dr. Robert J. Herschler, a biological chemist, & other medical professionals, with over 55,000 case studies, have been examining MSM under clinical conditions both in rats, animals and humans for over 22 years. Dr. Jacob put their findings & discoveries in the book, "The Miracle of MSM, The Natural Solution for Pain".

These are the documented results:

- 1) MSM is a **pure natural sulfur** (a derivative of DMSO), and very important to basic body foundation functions. It is as basic to life as water and salt.
- 2) **Oceanic organisms release sulfur** into the atmosphere. It then returns to the earth in rainwater and snow to nourish all plants. Plants would not grow or be healthy without MSM.
- 3) Sulfur is a **component of amino acids** (methionine, cysteine, taurine), **vitamins** (B1 & biotin), **hormones** (insulin), **coenzymes** (coenzyme A) and antioxidants (glutathione, N-acetyl- cysteine, alpha lipoic acid), **pantothenic acid**, and **proteins**.
- 4) Out of all the minerals in the human body, MSM **ranks third in quantity**. The body uses 1/8 teaspoon of MSM each day and is stored in every cell in the body. Without it, our amino acids could not function properly, and the body would produce weak, dysfunctional cells.
- 5) MSM helps form **penicillin and insulin** and **creates new healthy cells** to replace old ones. Because sulfur is a crucial component of the tissues, hormones, vitamins, enzymes, antibodies and antioxidants, etc., we simply cannot maintain good health without it.
- 6) Collagen and Glucosamine make components of joints and are dependent on sulfur.
- 7) Our **muscles, hair, skin and nails** require a very high content of MSM to be healthy.
- 8) **Foods that have high MSM content:** Asparagus, Brussel Sprouts, Cabbage, Cauliflower, Garlic, Horseradish, Milk (non-pasteurized), mustard, onions, radishes, red hot peppers. (Comment: MSM does not create bad breath).
- 9) **Toxicity level** is 1/7th of table salt, making it similar to water. It is completely non-toxic & neutralizes the toxicity of anticholinesterase. It is not a sulfate or sulfite. The body does not store excess MSM as it throws off any surplus quantity that it does not need, the same as it does with Vitamin C.
- 10) **Problems:** It is so soluble that it disappears easily in food processing by heat & dehydration. We don't eat a large diet of high content MSM foods, our purified water no longer contains necessary minerals, & our fresh foods have been replaced by processed, nutritionally deficient, fatty foods & refined sugar.
- 11) **Lack of MSM** can result in: Hardening of the arteries, leathery and non-permeable arteries and veins, and inflammation of joints. Nutrients and oxygen cannot pass through the vein walls to nourish the surrounding tissues vital and critical to basic body functions.
- 12) A **drug** that achieves a **40% ratio** of satisfactory patient response is considered very highly successful

- even though artificial and chemical drugs affect other body functions adversely, requiring additional drugs that also cause additional problems.
- 13) As many as **85%** of patients have realized **noticeable benefits from MSM**, unheard of in the drug industry. MSM is neither a drug nor a cure-all, but it is a natural sulfur essential to many body functions with absolutely **no side effects or complications**.
- 14) **In-Take Quantities:** Doctors recommend **2 to 8 grams per day** in divided dosages. More severe problems may require greater quantities of MSM.
- 15) **Expectations: MSM is not an artificial drug** or painkiller for instant relief. It can provide recognizable and **substantial help in days, weeks, or months**, depending on the severity and longevity of problems or illnesses. Determining the adequate potency is necessary in order to get the relief desired, taking into account ones age, sex, body mass, and diet. Everyone's body is unique and has its own needs and assimilation properties.

What does MSM do?

- 1) Makes arteries and veins **flexible, elastic, and permeable**, which allows for oxygen and nutrients to pass through the walls to nourish the surrounding tissues.
- 2) Builds "disulfide bonds" which **holds tissue together in a flexible state** forming part of the body's physical structure, including protein, collagen, glucosamine, skin, and nails.
- 3) Free radicals coat and cling to artery walls and restrict nutrients from passing into the surrounding tissue. Then they become hazardous and poisonous to the body. **MSM builds flexible arteries**, which won't allow free radicals to adhere to the cell walls.
- 4) Provides an **undesirable condition** and environment for non-healthy or cancerous cells.
- 5) It plays an important part in tissue breathing.
- 6) Allows amino acids and other nutrients to do their assigned tasks, which depend on natural sulfur and healthy arteries to transport them to the work area. These amino acids are **scavengers of 125 free radicals; they also eliminate toxic metals** such as lead, cadmium, mercury, and aluminum.
- 7) Assists in building new healthy cells on an ongoing basis. The body is in a constant state of repair and almost completely replaces every cell each year.
- 8) It helps to maintain overall body balance between acidity and alkalinity.
- 9) **Inhibits pain impulses** along the major nervous system network called "**C Fibers**". It is an analgesic.
- 10) Reduces **swelling of joints** as in sprains, fractures, and infection, and prevents the breakdown of joint cartilage.
- 11) Blocks cell-receptor sites for histamine, which triggers allergic symptoms.
- 12) **Softens and reduces scar tissue** internally as well as externally.
- 13) Promotes **blood flow** and regulates proper blood pressure.
- 14) Breaks up **calcium deposits**.
- 15) Completely prevents the breakdown of cartilage of joints.
- 16) **Shortens the recovery and healing time** from injuries and surgery.
- 17) Assists the **digestive system** in function properly.
- 18) It helps the liver to secrete bile.
- 19) Will get rid of **parasites** in the intestinal tracts.
- 20) **Allergy** symptoms are reduced

- 21) Increases one's **energy level** (example: sulfur spring bath). Some prefer not to take it at bedtime for that very reason.
- 22) Because of MSM's performance and effectiveness, it **reduces the amount of medication needed**, which also lessens the exposure to the inevitable side effect complications that result from constant drug intake, effecting ones bowels, liver, kidney, blood pressure, etc.

MSM BENEFIT AREAS

PROVEN THROUGH CLINICALLY TESTED RESULTS *

Allergies (<i>Pollen/Food</i>)	Energy	Nails
Alzheimer's Disease	Epilepsy	Nose canal
Arthritis (<i>Osteo and Rheumatoid</i>)	Eyes	Pancreas
Anxiety and stress	Fibromyalgia (<i>Muscle Pain and weakness</i>)	Parasites
Asthma	Gastritis	Pinworms
Back pain	Giardia (<i>Travelers Diarrhea</i>)	Polymyalgia Rheumatica
Bells Palsy	Gout	Respiratory (<i>Bronchitis</i>)
Blood Flow, Pressure & Circulation	Gum Irritation	Rosacea
Bowel Inflammation & Disorders: (<i>Crohn's Disease/Ulcerated Colitis</i>)	Hair and Hair Loss	Round worms
Buerger's Disease	Headaches (<i>Migraine</i>)	Scarring
Burns	Heart Disease	Scleroderma
Bursitis	Heartburn and Hyperacidity	Shingles
Cancer (<i>Breast/Colon</i>)	Hypoglycemia	Sinusitis
Candida Albicans	Interstitial Cystitis (<i>bladder Infection</i>)	Skin/Complexion Disorders
Carpal Tunnel Syndrome	Joint Flexibility	Snoring
Colds/Flu	Kidney stones	Sprains and strains
Cold Sores	Liver	Temporomandibular Joint Syndrome—TMJ (<i>Head, Face, Jaw, Neck and Shoulders</i>)
Colitis	Lung Diseases or Dysfunction	Tendonitis
Constipation	Lupus Erythematosus	Tennis Elbow
Dandruff	Muscle cramps, spasm and soreness	Trichomonads
Depression	Mouth, teeth and gums: (<i>Periodontal and pyorrhea</i>)	Ulcers
Diabetes		
Diverticulitis		
Ear Canal		

* *The Miracle of MSM – Dr. Stanley W. Jacob, Dr. Ronald M. Lawrence (8 pages of references)*

* *The Forgotten Nutrient, MSM – Beth M. Ley, 12 books on nutrition (2 apeg. of references)*

In What Form is Rich's MSM Available?

- Powder (*It has a bitter aftertaste*).
50 grams; 100 grams; 200 grams;
1 pound bulk; 2 pound bulk
- Capsules—500 mg & 1000 mg
250 count; 500 count
- Tablets (*Torpedos*)—1000 mg
125 count; 250 count; 500 count
- MAX Tablets—1200 mg
250 count; 500 count
- Lotion— 1oz; 4oz; 8oz; 32oz; One Gallon
- Water Drops— 1oz
- Water Flush— 1.5oz; 16oz refill

*It is recommended to take ½ as much **Vitamin C** as MSM.
Vitamin C creates and sustains arteries and veins critical to all body parts. Lack of Vitamin C causes Scurvy.*

Rich's MSM Lotion

A non-greasy lotion, which will not clog or plug the skin pores. It's a nutrient lotion for skin, tissue, and cells.

Customers report that Rich's MSM Lotion has helped with these conditions and more.

Acne	Dry, scaly skin and scalp	Poison Oak/Ivy
Aftershave lotion	Eczema	Psoriasis
Allergy reaction	Fungal Infections	Rosacea
Athlete's Foot	Hair loss or thinning	Scabies
Blisters	Incision healing	Shingles
Burn area healing	Insect Bites and Stings	Skin blemishes & Complexion disorders
Chiggers	Itching	Sores healing
Dandruff	Leathery skin from sun and cosmetics	Sunburn healing
Dermatitis	Muscular Aches	Surgery healing
Diaper Rash		

Fragrances available: Fruit Medley, Lavender, Peach, Peppermint, Plain Pearl, Unscented, Vanilla, & Watermelon.

Sizes also available: 1oz, 4oz, 8oz, 32oz and One Gallon.