



The Real Cause of the Flu

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A SPECIAL PUBLICATION FOR OUR VERY IMPORTANT PATIENTS

Norland Avenue Pharmacy and Compounding Center

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With the flu season in full swing here in the United States, you may be asking yourself these questions:

Why is the flu seasonal and where does it go in the summer?

Why are flu epidemics so explosive and yet end so abruptly?

A theory gaining momentum in the scientific community explains that the flu epidemic is the result of a dormant disease which becomes active in response to a vitamin D deficiency. This explanation provides answers to the questions above.

A disease that remains dormant until vitamin D-producing sunlight exposure is reduced by a rainy season or winter would explain a widespread seasonal disease with a rapid onset and decline.

There is compelling evidence indicating that vitamin D deficiency is a “seasonal stimulus.” Recent evidence confirms that lower respiratory tract infections are more frequent, sometimes dramatically so, in those with low levels of vitamin D. **Researchers have also found that 2,000 IU of vitamin D per day abolished the seasonality of the flu and dramatically reduce its self-reported incidence.**

The vitamin D levels in your blood fall to their lowest point during flu season, which generally coincides with low-sunlight seasons. Less

than optimal vitamin D levels will significantly impair your immune response and make you far more susceptible to contracting colds, the flu, and other respiratory infections. **Your vitamin D levels play a direct role in your risk of getting the flu.**

Unfortunately, conventional medicine’s answer to preventing the flu is not to increase vitamin D levels, but to encourage (or even mandate) flu shots. What they don’t tell you is that **flu shots often don’t work.**

In the United States, the late winter average vitamin D level per person is only about 15-18 ng/ml, which is considered a very serious deficiency. It’s estimated that over 95% of U.S. senior citizens may be deficient, along with

85% of the American public. *No wonder the flu runs rampant each year.*

Remarkably, researchers have found that 2,000 IU of vitamin D per day abolished the seasonality of influenza! Please note that this is far higher than the recommended daily allowance (RDA) spouted by public health agencies like the American Academy of Pediatrics, which just announced that they’re doubling the RDA of vitamin D for children to 400 IU. This new guidance still falls absurdly short of what’s needed to keep kids healthy, especially during flu season.

In order to prevent the flu, children need 2,000 IU a day of vitamin D, while adults need anywhere between 4,000 to 5,000 IU per day. The key is to make sure you monitor your vitamin D levels by blood testing, to make sure your levels are therapeutic and not toxic.

More good news: **vitamin D can also be used to treat the flu!** If you are taking these doses of vitamin D the odds of getting the flu are very remote. However, if you do come down with the flu, keep in mind that you can also use vitamin D therapeutically to TREAT the flu. The therapeutic dose of vitamin D is 2,000 units per kilogram of body weight (one pound is 0.45 kg). This dose would be taken once a day for three days. (This could be a very large dose if you are overweight – as high as 2-300,000 units per day). This is the dose that Dr. John Cannell, founder of the Vitamin D Council, has been using very successfully for a number of years. *If you start this program early on in the illness, it should be able to completely wipe out the flu in short order.*

Before you go out to buy a vitamin D supplement, *please note that just any vitamin D will not do.* Vitamin D2 is synthetic and almost useless. **Vitamin D3 is what you need.** Norland Avenue Pharmacy is pleased to offer high quality vitamin D3 in our Wellness Works line that is as pure as you’ll find. *We have several options including 100 tablets, 1000 units each for \$10.98; 60 softgels, 2500 units each for \$10.98; or 60 capsules, 5000 units each for \$13.98.* Stop in and talk to Tracie for more information.

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Don't Let Holiday Stress Get You Down

Dr. Wilson's Stress Neutralizing Nutrients by Future Formulations

Don't let holiday stress zap your energy! Feel great this season by keeping your adrenal glands happy. These little glands have to deal with every stress you experience, help maintain your inner homeostasis, and keep you energized. But when they're overworked or fatigued (adrenal fatigue), they need extra nutrients to stay healthy and keep up the pace.

It's through the actions of the adrenal hormones that your body is able to mobilize its resources to escape or fight off danger (stress) and survive. In modern society this means coping with such circumstances as a difficult boss, air pollution, traffic, family quarrels, financial problems, too little sleep, personal tragedy, illness and over-indulgence in food or drugs.

These hormones also moderate your body's reactions to stress so the reactions don't become harmful in themselves. Adrenal hormones include steroids such as cortisol, estrogen and testosterone that are essential to your health and vitality, along with many other hormones that also significantly affect every part of you, including the way you think and feel.

If your adrenal function is low, as it is in adrenal fatigue, your body cannot respond and adapt in the healthiest way to these stresses. The reduced adrenal response not only makes you tired, irritable, and less able to cope, but also affects many other body systems, including blood sugar balance, immune function, libido, hormone balance, sleep patterns and mood. The lower your adrenal function, the more profound the negative effect on every organ and system in your body, and the more difficult it becomes for you to properly recover from or handle further stress.

Making adrenal hormones is a complicated sequence of steps and every step requires exact amounts of particular nutrients. If even one nutrient is deficient or missing, your adrenal glands cannot manufacture and secrete optimum quantities of hormones. During times of stress the demand for these hormones is much higher than normal, and therefore your need for specific nutrients increases.

Super Adrenal Stress Formula™ not only provides the nutrients your adrenal glands depend on for every step of this complex process, but also delivers them in optimal forms and proportions for your adrenal glands to use. Dr. Wilson designed this unique dietary supplement to provide the optimal nutritional support necessary for healthy adrenal hormone production. Your body can therefore withstand and recover from stress, and you can stay healthy, even when life gets demanding.

Super Adrenal Stress Formula™ is available now at Norland Avenue Pharmacy. A bottle of 150 caplets is just \$39.98. We believe you will notice the difference! But, as always, your satisfaction is guaranteed! If you're unhappy with your results after one month's recommended use, return your bottle with your original receipt for a full refund!

Meet the Team



Carol Holaway, Prescription Entry Technician

Carol is a new face at the pharmacy. She just started working as a Prescription Entry Technician with us in August of 2008. Previously Carol worked at a general surgeon's office and at another pharmacy. Her experience in those roles makes her a valuable resource for you and all our customers.

You will typically find Carol at the drop off end of the pharmacy ready and willing to help you with your prescriptions. She also finds time to answer insurance questions and lends a hand wherever needed.

After growing up in Tennessee, Carol moved to Smithsburg, Maryland when she was just 13. She now resides in Hagerstown. Her favorite part of working at the pharmacy: "Interacting with the customers and being able to use my knowledge to help answer their questions." We're sure you'll find Carol a great addition to our staff!

HEALTH FUNNIES

Mary: My daughter believes in preventative medicine, doctor.

Doctor: Oh, really?

Mary: Yes, she tries to prevent me from making her take it!

A doctor is talking to a car mechanic. "Your hourly fee is higher than mine!"

"Yeah, but you see, doc, you always have the same model. It hasn't changed since Adam.

We have to keep up with new models every year!"

Our December Special will Help You Fill Your Sleigh



Beginning with our Christmas Open House on Thursday, December 4th, We are Offering 20% Off All Gifts, Vitamins & Supplements!

Whether you choose an item from our unique Gift Shoppe or decide to give the gift of health through vitamins & supplements, you'll be sure to find the right gift at the right price. And, don't forget about our FREE gift wrapping!

Why Your Body Needs Bacteria

What many people don't know is that most of the human immune system, about 70%, is located within the gastrointestinal (GI) tract. And, a healthy intestine is *supposed* to have bacteria in it.

The friendly bacteria, better known as "*friendly flora*" or "*probiotics*" enable you to defend yourself against harmful bacteria. With an arsenal of biochemical weapons, these friendly bacteria are normally capable of wiping out the disease-causing kind, thus preventing problems like diarrhea, dysentery, colds and flu.

Friendly flora not only protect you from harmful bacteria but serve a variety of other beneficial functions as well. They manufacture many essential vitamins, help you digest foods (especially lactose), help contribute to regular and healthy bowel movements, reduce fat and cholesterol in your blood, block the spread of yeast infections and some potent viruses, and may even block tumor development in your intestine.

When you take antibiotics to treat an illness, you kill the good bacteria along with the bad! Once the good flora is gone, it is hard to replenish without supplementation. As a result, *many people come down with a secondary infection after antibiotic treatment.* Other things that can affect your friendly flora include poor diet, cortisone, birth control pills, stress – even chlorine in the water. So it's good to supplement with probiotics *even when you're not taking antibiotics.*

In order for probiotics to reach the small intestine (where nutrients are digested and released into the bloodstream), they must be able to survive the trip through the harsh stomach fluids. We recommend **Probiotic Pearls™** that feature the two most studied forms of beneficial bacteria sealed in a tiny, easy-to-swallow capsule. A box of 30 capsules (a month's supply) is just \$16.50! As always at Norland Avenue Pharmacy, your satisfaction is guaranteed. If you're not satisfied after a month's recommended use, bring in your box and original receipt for a full refund.

*As I see it, every day you do one of two things:
build health or produce disease in yourself.* - Adelle Davis

Visit our web site or give us a call at 717-217-6790 to add someone to our newsletter distribution list!

www.NorlandAvenuePharmacy.com

Coming in Future Issues:

- Whole Body Cleanse Detoxification
- Weight Loss Strategies

**Please Join Us for Our
Christmas Open House
Thursday, December 4th
from 8am - 6pm!**

**Door Prizes
Refreshments
20% Off All Gifts,
Vitamins & Supplements
Grab Bag Coupons
Up to 50% Off
Free Gift Wrapping**



*Enjoy
Christmas
Carolers from
10 - 11am.*

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Updated regularly, our web site is a great source of information. The site has many features that will help you on your road to optimum wellness. You can use the site to:

- Sign-up to Receive our Free Monthly Newsletters
- Search for Health Conditions and Drug Interactions
- Use Health Calculators to Determine your Body Mass Index, Ideal Body Weight, Target Heart Rate & More
- Order Prescription Refills
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- Check Out Our Events Calendar
- Search for Healthy Recipes
- And Much More



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