

Sunrider Palm Springs Conference Report, February 2009

Notes from Dr. Chen's remarks, as recorded by Ann Cue

I will attempt to give everyone the flavor of these remarks, at the same time making them understandable. Dr. Chen was at his best, talking product value and philosophy, similar to the way it was in SR's early days.

Many companies claim to have a cure. They try to make it simple. Sunrider does not cure everything. No single product can do everything.

It was "more headache" for God to create the orange, than it would have been to just give us Vitamin C. If God thought acai berry juice was the best antioxidant, why would he create anything else? Our Philosophy is that everything was created to support us, but we have to organize it.

The Chinese people eat everything, if it moves or doesn't move, flies, crawls, on earth, under the earth. (No dinosaur remains found in China because the people ate them all!) Chinese people eat all day long.

5400 years ago Shen Nung tried hundreds of herbs, survived eating them (180 years). Eventually he ate the wrong thing and died. The tradition of eating everything remained; but with some confusion. One herb can have many names. Different herbs can have the same name. Herbalists argued with each other. Chen also was an argumentative student, saw things differently, did not get along with his teachers.

Young Chen was sick and skinny. He had been eating herbs since birth. His grandfather tried everything, and Chen hated the herbs. But he wanted to know more about them, and to be like the kids next door. He wasn't thinking about curing everything; he just wanted to be normal.

PHILOSOPHY OF REGENERATION

When we talk about the VALUE of Sunrider now, we are talking about the Philosophy of Regeneration (the body is designed to take care of itself). Regeneration is the BLUEPRINT of all Sunrider products. We will discuss three aspects of Regeneration: 1) Nourish and Cleanse (yin and yang, in and out, eat and eliminate, inhale and exhale) in order to bring balance to the body; 2) Food not chemicals (We are designed to recognize food); 3) the principle of Variety.

VARIETY (Principle # 3)

We have many organs. (Our bodies are complex, with complex requirements.) If we eat too much of one food, we get out of balance. (Examples: too much meat, too much orange juice, only one kind of vegetable.) This principle applies to all the herbs we take. For example, too much ginseng can even kill you. Can cause an injury to become worse, and create a situation where you cannot stop the bleeding. Same with gingko. NO HERB IS PERFECT, all have a side effect. Another example: licorice can disrupt hormones, create squeaky voice in men. Vitamin C and Vitamin A can cause damage. (No single antioxidant is perfect.) Too much acai or noni juice will cause your body to react; wheatgrass juice is also in this category.

Everything is created for a purpose. The secret is how to combine foods, and how much to use. The strong parts of one plant need to cover the weak parts of another. Proportion is very important; takes knowledge and experience to get it right. Sunrider formulas are SO DIFFERENT. In ancient China, the doctor who made the combination

drank it first. (Chen follows that principle, testing everything first on himself and his own family.)

FOODS NOT CHEMICALS (Principle # 2)

Our body can only recognize FOOD. Food has a life structure, same as an architectural structure. If you take a building and break it up into its elements...steel, wood, concrete, glass, etc., it is no longer useful as a building. In the same manner, if you take whole food and break it up into its "five elements," proteins, carbs, fats, vitamins, and minerals, the total does not equal "food." The structure of the food makes the "chemicals" in the food useful to the body. Making chemicals (vitamins, protein powder, etc.) is simple, no brains required, and cheap. We are the only animals in the world that will eat whatever the TV tells us. Dogs and cats are smarter, and prefer food to chemicals. (The reason protein powder helps you lose weight is because your body cannot recognize it as food!)

NOURISH AND CLEANSE (Principle #1)

We have five body systems (endocrine, immune, digestive, circulatory, respiratory). Like five horses pulling the cart, they need to pull together. When one part runs too fast or too slow, all the others are affected. Balance and harmony are needed among the five systems. THIS is what makes Sunrider so different.

Chinese have a 5000-year history. Few of their emperors lived over 50. This was the direct result of making one "horse" go too fast (too much ginseng). We (SR) believe in Balance, Harmony, Foods not chemicals, Variety, and right combinations. In all manufacturing processes, this philosophy is our BLUEPRINT.

MANUFACTURING EXPERTISE AND QUALITY CONTROL

Research and manufacturing also make us different. We never manufacture what everyone else can do; we are always different. For example, our Sunbreeze is triple distilled, all essential oils, no synthetics, no perfumes, only herbs. Competing products use mineral oil, synthetic menthol and camphor, a little flavoring. Sunbreeze is the cheapest true essential oil you can find anywhere. The process of its extraction cannot be duplicated. (Home cooking is usually cheaper than eating in the restaurant, because we do it ourselves.) Our quality control is very strict: we do not let anyone else make our product. Generally, people want to buy cheap, seller wants to make profit, so quality suffers. But in Sunrider, we are a big family. We can never jeopardize quality to make a few bucks. And we do not make products that are "nonsense," fads that nobody needs.

Toothpaste story: Chen never liked to brush his teeth, but he could crush ice with his teeth when he was younger. Later, he learned to brush, but his teeth hurt, and he could no longer crush the ice. Explanation: fluoride in toothpaste can eat through glass or enamel. Makes our teeth more sensitive. Sodium lauryl sulfate in Toothpaste breaks down lipids, shrinking the gums. (Sodium lauryl sulfate is ok in shampoo, not in toothpaste.) It took many years of research to find which herbs could make good toothpaste for SR. No such herbs exist in Chinese herbal history, but Chen found what he needed in India. Our toothpaste formula is not cheap, and Chen still loses money on it.

Skin care also requires strict quality control. We do not use mineral oil: it makes skin thinner, because it cannot breathe, creating wrinkles. (The more inferior skin care you use, the worse you get.) Diet pills often use a very dangerous diuretic herb; we do not. We need to self-manufacture because some herbs are hard to identify, and we need to avoid wrong selection. The expertise of the owner makes Sunrider superior.

THE FUTURE

Water purifier has been worked on for over 3 years, at great cost. Not good enough yet! It needs to be unique, something nobody else has. The challenge: to put the life back into the water, make it alive again. (Most purifiers create "dead" water, in which fish cannot live.) Also: "alkaline" water makes no sense. You need acidity in the stomach, to digest food; then your intestine changes it to alkaline. This is the natural process.

PRODUCT REMARKS

Fruit and Vegetable Rinse: if you choose to drink it (not too often) be sure to eat Vitadophilus, because FVR will clean out the normal bacteria. Never put FVR in the fish tank. Fish need the bacteria to thrive.

Metabooster: Designed to protect the cells from aging. Nitrogen oxide helps to "package" the cells, same as nitrogen in our product packaging preserves freshness. Chen searched for herbal foods with the most nitrogen oxide.

Metashaper: Chen looked at various cultures that ate greasy foods, and asked why the people were not fat. He came up with the combination of herbs in Metashaper. Uses it for himself, because of a tendency to high triglycerides. Do not take Metashaper on an empty stomach, be sure to exercise, and use SlimCaps to help move the waste out of the body. (Let up on SlimCaps after a few weeks.) Some people might also need to pay attention to hormone balance for Metashaper to work (Prime Again suggested).

Brightening Serum: To take away the age spots. Vitamin C is combined with certain minerals so that it can actually get into the skin, be absorbed easier. Skin becomes younger. Can use with Exceptional Cream or Eye Cream.

Eye Cream: good for dark circles and wrinkles.

Lipsticks: Most lipsticks use candle wax. We use vegetable wax, which is way more expensive. (20-30% of product is lost.)

Shower Gel: for old men and dry skin, when even lotion does not help. Put the lotion on the skin and then turn on the water in the shower. The lotion will "stick" and not clog the pores. The moisture seals it on your skin; even better than Hand and Body Lotion.

Sometimes people complain about some ingredients (soy, preservatives in skin care, milk in Vitashake) but Chen wants us to know that he combines correctly, and would never give us anything that would harm us.