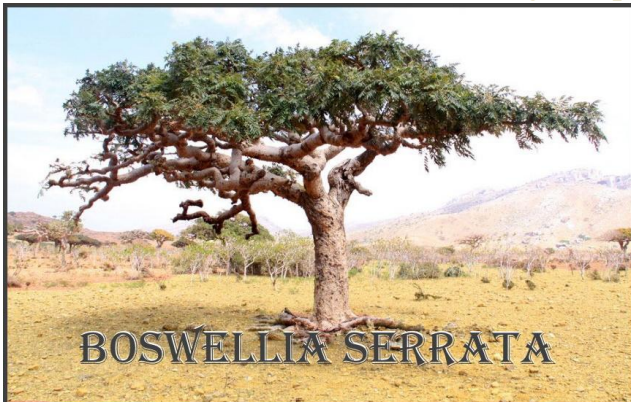




In late 2013 Wise Men founder and formulator Stan McSwain attended a seminar on essential oils and was intrigued. He learned there are naturally occurring oils harvested around the world from the seeds, leaves, stems, bark, and flowers of plants. Since trees and plants are rooted and cannot move from their toxic setting, the *plants evolved these oils to shield*

*them from disease.* Since his introduction, Stan experimented with many different essential oils which would eventually lead to his own healing balm. Despite his deep research into many essential oil blends and their multitude of uses, he selected an ancient recipe that could have been obvious to him from the beginning. He chose **frankincense**, basically tree sap or resin extracted from the boswellia serrata tree and **myrrh**, a resin that comes from the commiphora myrrha tree. In ancient times it was believed frankincense and myrrh were treasured like gold because of their effectiveness treating illnesses. The wise men from Arabia were actually being practical by giving the baby Jesus these precious, costly essential oils because they could double up as potential medical remedies. Today, many people feel like they have



BOSWELLIA SERRATA



COMMIPHORA MYRRHA

tried everything and are still searching for something that simply works. That same idea—something simple, natural, and effective—is what Wise Men was built on. Today we know frankincense and myrrh may help support healing to many areas and systems of the body, including emotional balance, the immune system, the nervous system, and the skin. Because of its anti-inflammatory properties, frankincense and myrrh have a wide variety of uses like helping reduce pain and symptoms of neuropathy, post-herpetic neuralgia, tendonitis, sciatica, psoriasis, and eczema.<sup>1</sup>

<sup>1</sup> According to numerous clinical research studies on frankincense and myrrh available here: <https://wisemenhealing.com/research-studies>

# Understanding Pain Relief

## DIFFERENT CATEGORIES: DIFFERENT JOBS

Pain relief does not involve a single pathway. Different products work in different ways depending on whether the main issue is inflammation, irritated tissue, nerve sensitivity, muscle tension, or general pain perception. This is why one product may help one person greatly, while another may need a completely different approach. Understanding these categories helps explain why many people use more than one method as part of a broader comfort routine.

**NSAIDs** such as ibuprofen, aspirin, and naproxen primarily work by reducing the production of prostaglandins—chemical messengers involved in inflammation and pain signaling. They are often useful when swelling, injury, arthritis flare-ups, tendon irritation, or inflammatory discomfort is involved. Their strength is targeting inflammation at its source. Their limitation is that they may irritate the stomach, affect kidneys, thin the blood (especially aspirin), or not fully address nerve-related sensations such as burning, tingling, or hypersensitivity.

**Acetaminophen (Tylenol)** works differently. It is generally thought to act more centrally in the brain and spinal cord to reduce pain perception and fever, but it has relatively little anti-inflammatory activity. It can be useful for headaches, general aches, or pain where inflammation is not the main driver. Its advantage is that it is often easier on the stomach than NSAIDs, but it does not target local inflammation well and excessive use can stress the liver.

**Topical analgesics** work directly where they are applied. Menthol creates a cooling sensation that can distract from pain signals. Capsaicin can reduce certain nerve pain signals over time by depleting substance P, though it may burn initially. Lidocaine temporarily numbs local nerve endings. Steroid creams are different again—they suppress inflammation in the skin and are commonly used for eczema, dermatitis, rashes, and localized inflammatory skin conditions. These products can be very helpful when used appropriately, but each tends to be narrower in purpose: numbing, cooling, heating, or suppressing inflammation.

Wise Men Healing Balm with frankincense and myrrh fits a different biological space. Rather than simply numbing sensation or focusing on one single pathway, frankincense and myrrh are valued for their broader supportive properties: helping calm inflammatory pathways, soothing irritated tissue, supporting skin barrier health, and offering comfort without the heavy cooling, burning, or numbing sensations many topical analgesics rely on. That is why many users do not see Wise Men as competing with those categories—but as filling a gap between harsh symptom blockers and everyday natural support. For some people, especially those dealing with chronic nerve irritation or sensitive skin, that difference matters.

*Comfort often grows through small faithful habits repeated over time.*

## PAIN RELIEF CATEGORIES COMPARISON TABLE

Category	Primary Target / Pathway	Best For	Main Pros	Main Cons	How It Differs from Frankincense & Myrrh
<b>NSAIDs</b> Examples: Ibuprofen, Aspirin, Naproxen	Lowers prostaglandins / inflammation	Arthritis, swelling, injury, tendon pain	Strong anti-inflammatory effect	GI irritation, kidney concerns, bleeding risk (aspirin)	More aggressive inflammation blockers; Wise Men is gentler topical support
<b>Acetaminophen</b> Example: Tylenol	Central pain perception / acts in brain	Headache, fever, general aches	Easy to use, no anti-platelet effect	Liver risk in excess, little anti-inflammatory effect	Tylenol changes pain perception; Wise Men supports local tissue comfort
<b>Menthol</b> Topical Cooling	Sensory distraction / cooling overrides pain	Muscle aches, temporary relief	Fast sensation	Temporary, can irritate sensitive skin	Menthol distracts nerves; Wise Men aims to soothe without intense cooling
<b>Lidocaine</b> Topical Numbing	Blocks local nerve signals	Localized nerve discomfort	Direct numbing	Temporary, localized only	Lidocaine numbs; Wise Men supports comfort without anesthesia
<b>Capsaicin</b> Topical Desensitizing	Reduces substance P over time	Certain nerve pain	Helpful for neuropathy in some users	Burning/stinging initially	Capsaicin irritates then desensitizes; Wise Men is typically gentler
<b>Steroid Creams</b> Hydrocortisone, Rx steroids	Suppresses immune inflammation in skin	Eczema, rash, dermatitis	Effective for skin flares	Skin thinning with overuse	Steroids suppress skin inflammation strongly; Wise Men is broader supportive care
<b>Wise Men</b> botanical support w Frankincense & Myrrh	Multi-pathway support: tissue comfort, inflammation balance, skin support	Daily comfort, sensitive users, chronic irritation	Gentle, multifunctional, massage-friendly	Usually more gradual than numbing agents	Fills the gap between harsh symptom blockers and natural daily support

Frankincense and myrrh have remained valued through the centuries because they offer something many modern products do not: broad supportive care. They are not simply about blocking sensation for an hour and moving on. They are appreciated for helping calm irritated areas, supporting healthy skin, encouraging relaxation during massage, and promoting comfort in a way many people find gentle enough for regular use.

This can be especially meaningful for people dealing with **neuropathy symptoms**, where discomfort may come less from an outside injury and more from abnormal or overactive nerve signaling itself. Tingling, burning, stabbing sensations, numbness, or hypersensitivity often require a different kind of support than ordinary aches and pains. Rather than relying only on cooling, numbing, or short-term masking sensations, many people appreciate a routine that combines massage, daily application, and the naturally supportive properties of frankincense and myrrh.

The wisest path is often using the right tool at the right time. Immediate relief has its place. Daily support has its place. A person may choose ibuprofen during an inflammatory flare, a doctor-recommended cream for targeted use, and Wise Men Healing Balm for regular massage, skin comfort, and steady support in areas that need ongoing attention.

Wise Men Healing Balm was created to be the kind of product people can keep reaching for—morning and night, day after day—because lasting comfort is often built through consistency, not just intensity.

## Application Tips

We recommend applying Wise Men generously in the mornings and evenings just before bed. You can apply it again throughout the day just for extra measure. You could never apply too much because the ingredients are natural and non-toxic, so if it's working for you, then soak in it! Stan would apply Wise Men several times per day to his reflex points on his hands and feet, the auricular body points. The oils begin interacting with the skin shortly after application supporting the surrounding tissue and providing a soothing effect where you need it most.

*Here are Stan's recommended application tips:*

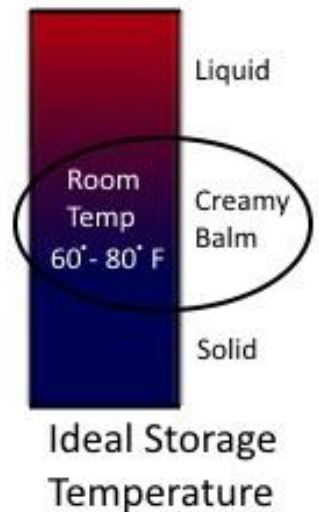
**Tip!**

**SOLID OR LIQUID?** Wise Men is very temperature sensitive. It often melts and reforms on a hot delivery truck so the form can be unusual sometimes. It could be liquefied. It could be solid as a rock. There could be an air bubble underneath the surface.

Don't be concerned. This is because Wise Men is unrefined, organic, and basically as minimally processed as possible. In either form Wise Men performs the same. *If it's solid*, to apply it you may prefer to melt it a bit first. Or you can shave a bit off the top and then it will immediately melt like butter in your hand. If you store it in a sunny window or near a heater it will soften to a balm-like consistency. *If it's liquefied*, to apply it, it's best to store it at room temperature. You could refrigerate it for 30 minutes to harden it quickly.

**Tip!**

**SMELL FIRST!** The sense of smell has a unique connection to the brain. Aroma signals from essential oils travel through the olfactory system to areas linked with



the limbic system, which helps regulate emotion, memory, and stress response.<sup>2</sup> Because stress can heighten discomfort, the calming aroma of frankincense and myrrh may help support relaxation and positively influence the perception of pain during use. You may place a fingertip of balm into the palms of your hands, cup them around your nose, and inhale. Ummm ...

## Tip!

**MASSAGE!** By using massage when applying Wise Men you can greatly enhance the benefits. Studies show applying a massage with pain-relieving topical creams can result in a greater decrease in discomfort. When Wise Men is applied with massage, local circulation is increased to the area, and relaxation of the surrounding tissue is enhanced. Additionally, massage stimulates sensory receptors in the skin, which can help calm the perception of discomfort by competing with pain signals.

Many natural aromatic compounds found in frankincense and myrrh—such as terpenes including  **$\alpha$ -pinene, limonene, and related constituents**—are lipophilic, meaning they blend readily with oils and the skin's natural lipid barrier.<sup>3</sup> Gentle rubbing and movement can help spread these compounds evenly across the skin and may support their interaction with the outer skin layers. This is one reason many people experience better results when combining Wise Men with consistent massage. Note: Special reflexology foot massagers are also available and can be helpful.

*Anyone wishing to study medicine must master the art of massage. - Hippocrates*



## Tip!

**FOOT, HAND, EAR APPLICATION** – Why do we apply Wise Men to these special areas? This is one of the most effective ways to apply the oils because these areas are easy to access and respond well to consistent massage. The feet, hands and ears also have dense nerve endings and are commonly used in

<sup>2</sup> Herz RS. Aromatherapy facts and fictions: a scientific analysis of olfactory effects on mood, physiology and behavior. *Int J Neurosci*. 2009. PMID: 19954881

<sup>3</sup> Aqil M, Ahad A, Sultana Y, Ali A. Status of terpenes as skin penetration enhancers. *Drug Discovery Today*. 2007;12(23-24):1061-1067.

PMID: 18061886 <https://pubmed.ncbi.nlm.nih.gov/18061886/>

reflexology practices. There are 800 pores per square inch on the foot!<sup>4</sup> The feet, hands and ears also have places corresponding to all parts of the body. These places are called reflexology points. By massaging these reflexology points, you will actually be treating the corresponding area of the body by triggering the release of endorphins.<sup>5</sup>

If you study different books or charts about reflexology of foot, hand or ear zoning, you will see variations between the location of corresponding organs and parts of the body on the feet. Don't be overly concerned about pinpointing these zones. Simply work all over the foot or hand and focus on the points that appear sore or tender. It's not necessary to locate any exact point. The body will adjust.

## *The Never-ending Gift*

*The Wise Men traveled far to offer their gifts.*

*Gold honored a king.*

*Frankincense lifted the spirit.*

*Myrrh was brought because pain was certain.*

*Today, those gifts travel the body slowly, offering their gifts again and again.*

*Each time balm is applied with care, the story continues.*

*And each time someone dares to hope again, the journey proves it was not in vain.*

*An original reflection from Wise Men Healing Balm.*

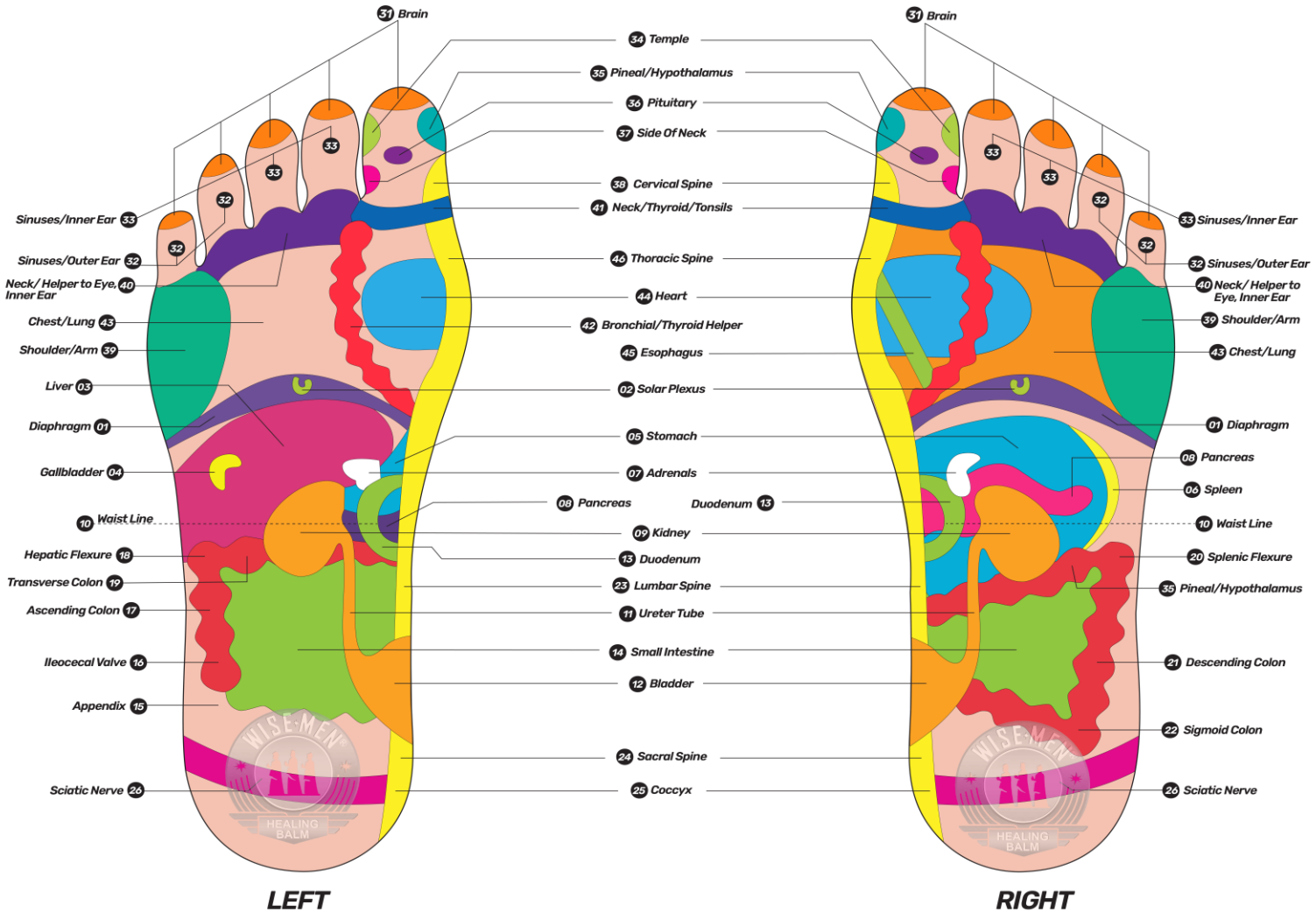
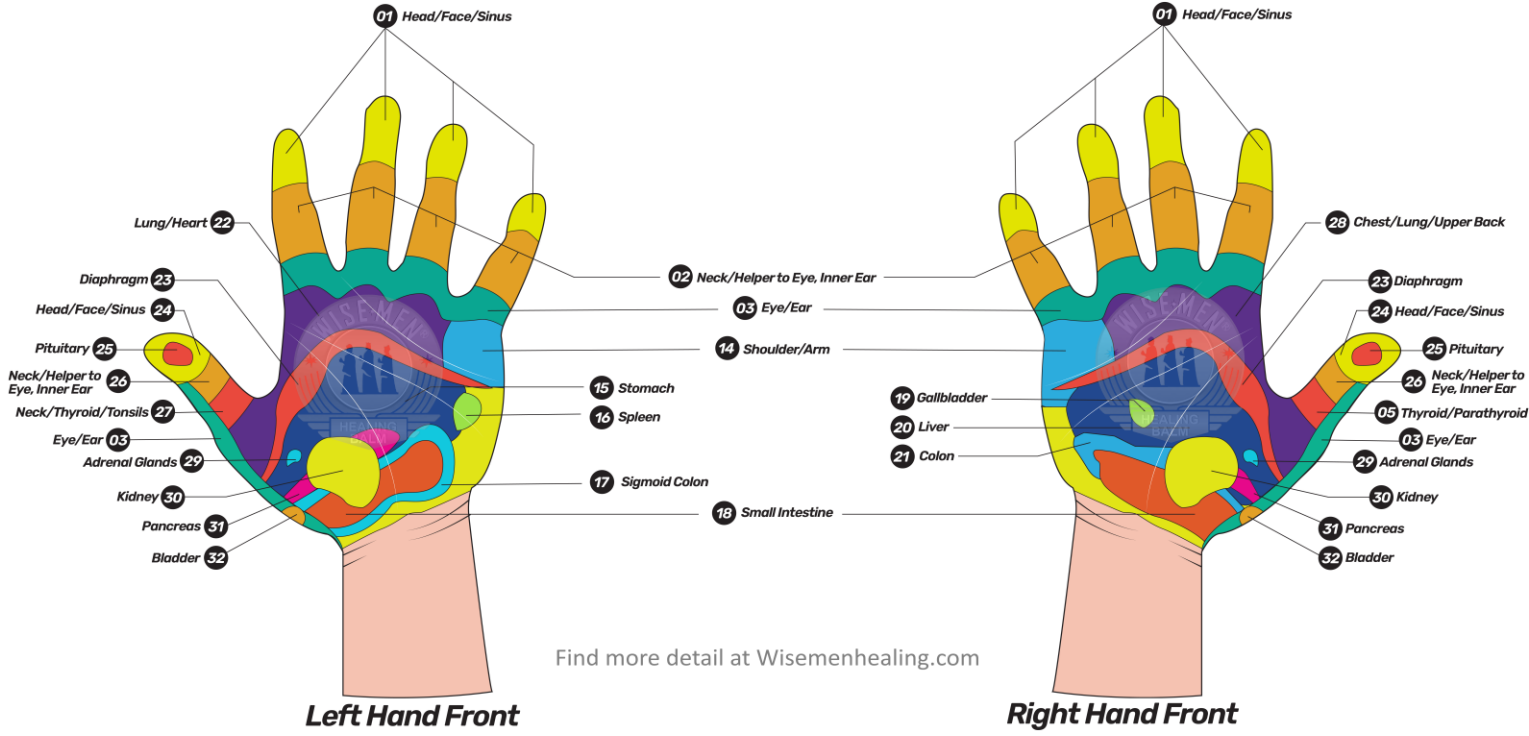


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<sup>4</sup> Smith, C, Machado-Moreira, C, Plant, G, Hodder, S, Havenith, G, & Taylor, N. (2013). Design data for footwear: Sweating distribution on the human foot. *International Journal of Clothing Science and Technology*, 25(1), 43-58.

<sup>5</sup> Foot Reflexology: Recent Research Trends and Prospects  
National Library of Medicine, Dec 2022, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9819031/>

# Reflexology Zones





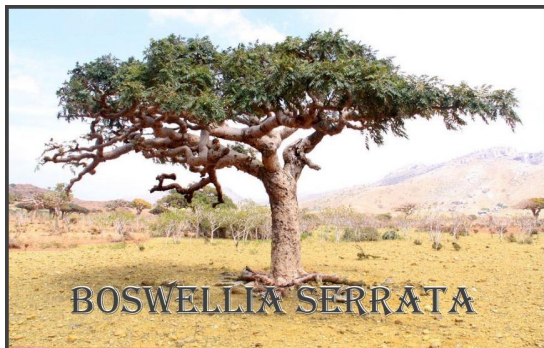
## THE MAKING OF FRANKINCENSE & MYRRH



To produce frankincense and myrrh, the trees are cut and then resin leaks out acting like a scab, protecting the wound so the tree can heal. It's vital the trees are cut no more than 12 times a year to keep them healthy. In war-torn areas of the world where these trees often grow, oversight is difficult and overcutting often occurs due to overexploitation, habitat loss and poverty. Protection efforts may not amount to much because the remoteness of wild frankincense and myrrh trees makes policing impossible.

## ETHICALLY SOURCED RESINS

Wise Men Healing Balm selects boswellia serrata suppliers in India that grow and invest in commercial frankincense and myrrh nursery plantations rather than relying on wild trees. Our suppliers show commitment to sustainability. We ensure they provide training to their resin harvesters to discourage overcutting of trees in the wild. We believe we have a responsibility to be good stewards of these resources. We don't want to love these trees to death.



## SUSTAINABILITY AUDITED

Boswellia serrata is native to much of the Punjab region in Northern India. This region manages an eco-friendly and sustainable long-term source of frankincense resins according to a third-party audit by Botanical Liaisons, LLC (Boulder, CO) who undertook a sustainability audit of Indian boswellia serrata gum resin harvesting and collection practices. Their audit report verified the long term sustainability of boswellia serrata supply in India.<sup>12</sup>

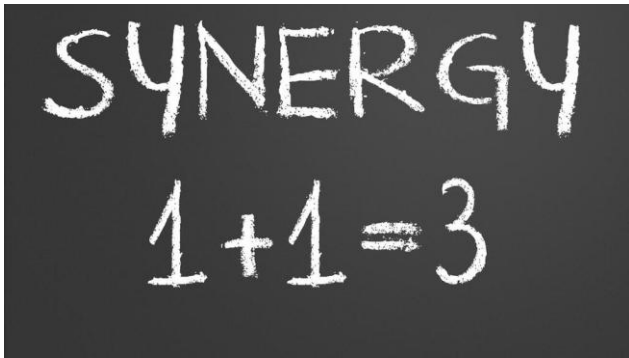
The report found frankincense and myrrh trees thrive in this region because of governmental economic incentives, the long lifespan of boswellia serrata trees, minimum pricing restrictions, and resin harvesting training programs supported by industry and government. The farmers in this region have a mindset of encouraging boswellia serrata and commiphora myrrha tree regeneration, and actually have created a tree surplus.<sup>6</sup>

<sup>12</sup> "Sustainability of Boswellia Serrata Supply through Third-Party Audit" March 2, 2022 Nutritional Outlook, Botanical Liaisons, LLC, <https://www.nutritionaloutlook.com/view/plt-s-boswellia-serrata-supply-is-sustainable-third-party-audit-in-india-confirms>

## TRACEABLE INGREDIENTS

Wise Men Healing Balm's ingredients are fully traceable from the tree plantations to steam distillation in Punjab, India to our bottling facility in Saint Paul, Minnesota. They are analyzed and validated to ensure potency and purity. Our most recent Composition and Safety Data Analysis Batch Results are available upon request.

## FRANKINCENSE & MYRRH SYNERGY



Many frankincense and myrrh research studies have been completed that demonstrate effective results for nerve pain relief and daily uses like oral care, underarm hygiene, rash relief, and accelerated wound healing. Many studies focus on each ingredient independently, but research suggests that when used together, they may have a synergistic effect.

This does not mean they chemically transform into new compounds when blended. Instead, each ingredient retains its own natural composition while working alongside the other. Frankincense and myrrh support different pathways in the body—such as inflammation response, tissue support, and sensory comfort—and together they create a broader, more balanced effect than when used alone.

This is what is meant by synergy: not becoming something new, but working better together.

## THE MAGICAL THIRD INGREDIENT

Essential oils embody the regenerating, protective, and immune-strengthening properties of plants. However, for human use the challenge has always been how to best absorb essential oil compounds through the skin, since oils are not water-soluble and can evaporate quickly from the surface.



Stan's solution was to use a perfect balance of **coconut oil** in his Wise Men Healing Balm formulation. Because of its small molecular structure, coconut oil helps carry the frankincense and myrrh across the outer layers of the skin. Coconut carrier oil also helps reduce evaporation and keeps the oils in contact with the skin longer so the body can better utilize their properties.

Wise Men Healing Balm has a very simple recipe: frankincense, myrrh, and coconut oil. That's it.

It doesn't contain hard-to-pronounce ingredients you've never heard of before. No water, humectants, preservatives, synthetic fragrance, or emulsifiers are added. The ingredients are not fabricated in a laboratory, but sourced from nature and carefully prepared.

To create a smooth modern cream, many products require a long list of additives to bind water and oil, preserve shelf life, and maintain texture. Wise Men chooses a different path: the power of three purposeful ingredients. That is why we like to say:

**Fewer ingredients are more.**



## Additional Uses



Not confined to one mission, Wise Men Healing Balm is suitable for multiple topical applications. Neuropathy discomfort often involves overactive or irritated nerves, which can create sensations like tingling, burning, or numbness. The calming and anti-inflammatory properties of frankincense and myrrh may help support a more balanced nerve environment, which is why many users report noticeable comfort in areas like the feet, hands, and lower legs. Its anti-inflammatory properties also make it helpful for daily uses like skin moisturizing, oral care, rash relief, foot fungus and under arm hygiene.<sup>1</sup> It can help clear out your medicine cabinet and simplify your life.



### SKIN MOISTURIZING

Frankincense, myrrh, and coconut oil have been used for centuries to heal, soothe, moisturize, fragrance, and smooth skin. Wise Men acts as a sealant, as it helps trap water into the skin to keep it moist. Regular use can help stimulate collagen production in the body thus reducing wrinkles. It has antioxidant properties that can help slow down the appearance of wrinkles and delay the aging process. Apply Wise Men Healing Balm under eyes or around your mouth to smooth fine lines, or massage it into your *cuticles* to encourage *healthy nails*. It does not leave a thick, greasy, or overbearing residue. You can use it on your face, hands, and ears without worrying about breakouts. In fact, many people have been able to see some success in treating *acne*, *psoriasis* and *eczema* with Wise Men due to its natural anti-inflammatory properties. [wisemenhealing.com/research-studies/skin-care](https://wisemenhealing.com/research-studies/skin-care)

One of the best things about Wise Men is the fact that it can reduce the need for some of the most toxic, potentially harmful drying concoctions out there on the market. Look on the back of any one of your lotions and you will almost without fail find alcohol of some sort or another as

one of the main ingredients. How does adding alcohol to a product that is supposed to moisturize hydrate anything? Another common culprit in most lotion and creams is petroleum—despite being a known carcinogen, it’s in almost everything. Just read your labels. Seriously, it’s in almost *everything*; toothpaste, makeup, lotions, deodorant, clothing, foods...

### ORAL CARE



Frankincense and myrrh and coconut oil have been used for thousands of years to support oral health. It's common for Arabian people to place frankincense and myrrh resin in their mouths daily to strengthen their teeth and gums.

**Daily use:** Use like you would a mouthwash – “swish” about 1 Tsp around your mouth and between and through your teeth and gums for one minute – just don’t swallow it. This practice is sometimes called “oil pulling,” and it’s an ancient health practice that an increasing number of today’s dental hygiene researchers are recommending in addition to brushing and flossing. Oil pulling with Wise Men attacks bacteria, whitens the teeth, fights gingivitis, reduces inflammation and strengthens the gums – naturally. See our review and summary of independent oral care research at [wisemenhealing.com/research-studies/oral-care](http://wisemenhealing.com/research-studies/oral-care)



### WOUND HEALING

Use on cuts, bruises, and scrapes to help speed healing. Simply apply to the cleaned area of concern and let the gentle, soothing qualities of the balm take over. In addition to improving wound healing, its antimicrobial properties may also prevent infection, one of the major risk factors that can complicate the healing process. Dry skin, minor cuts, bruises, and scrapes can all benefit from Wise Men Healing Balm. See wound healing clinical studies: [wisemenhealing.com/research-studies/wounds](http://wisemenhealing.com/research-studies/wounds)



### SUNBURN

When you first notice a sunburn, the best thing you can do is be proactive and start the healing process as soon as possible. Bring Wise Men with you to the pool, on a camping trip, during your afternoon hike—anywhere the sun is shining. Its nourishing properties help your skin recover faster, so you feel better. You can put it straight on your *lips* to help reduce the discomfort and provide the extreme moisture your lips are craving. [wisemenhealing.com/research-studies/skin-care](http://wisemenhealing.com/research-studies/skin-care)

### UNDERARM HYGIENE



Using Wise Men Healing Balm as a deodorant does the trick combating odor. It fights against staphylococcus hominis, which is the bacterial species primarily responsible for producing underarm odor. It isn’t an all-day deodorant and needs to be reapplied on really hot days or after exertion. But the trade-off is healthier skin and fewer toxins going onto the skin that may not be ideal for sensitive skin or long-term daily use. You should be cautious using chemicals like parabens, aluminum, propylene glycol, triclosan, and other common ingredients found in commercial deodorants and

antiperspirants. **Daily Use:** Using clean fingers, or an applicator, scoop out a small amount of Wise Men Healing Balm (size of a dime). Gently apply it to your clean, dry underarm. Rub gently until smooth and spread it around as it melts on your warm skin.

[wisemenhealing.com/research-studies/under-arm-hygiene](http://wisemenhealing.com/research-studies/under-arm-hygiene).



## HAIR HEALTH

Wise Men can help prevent a dry, flaky scalp and dandruff, as well as split ends and hair breakage. For these reasons, Wise Men Healing Balm might make your hair look shinier, stronger, and longer. For a dry scalp treatment, dab a little Wise Men on your fingertips and massage into your scalp. For a super-nourishing **hair mask** treatment, massage a teaspoon or two of the balm through your hair. Wash it out after a few hours. Wise Men may help strengthen the hair shaft and prevent breakage. You can use it as an alternative to standard **conditioner**. Just a dab of Wise Men can go a long way as a **styling aid** when it comes to taming frizz. To melt the balm: place the solidified oil in your palm and rub your hands together to melt it.

## Research Studies

At [wisemenhealing.com/research-studies](http://wisemenhealing.com/research-studies) we review and summarize clinical research studies on ingredients of frankincense and myrrh and their effectiveness for pain relief, neuropathy, and arthritis. We also review studies demonstrating the synergistic effectiveness of combining frankincense and myrrh versus their independent effectiveness.

## Caution

In the unlikely event of skin irritation or reactions of the eyes or mucus membranes, discontinue use. This balm is not edible. Wise Men has not been evaluated by the Food and Drug Administration (FDA). When children are treated, it's best to be careful; always consult with your doctor and a qualified aromatherapist. Being smaller in size, children are more sensitive to the effects of essential oils than adults are.

*The power that created the body, heals the body*

*B. J. Palmer*

# Try Our Other Wise Men Balms!

## Wise Men Derma Balm



- Skin soothing and intensive moisturizing from dry skin and skin disorders like eczema, psoriasis, rosacea.
- Natural essential oil balm of Chamomile, Lavender, Frankincense, Jasmin and Manuka Honey in coconut carrier oil. It eradicates the need for some of the most toxic, potentially harmful and drying concoctions out there on the market.

## Wise Men Calm Balm



- Natural Calming and Stress Relief.
- Comforting, fresh aroma, creates a relaxing environment that's especially great for homes with children.
- Relieves stress symptoms without the side effect of drugs.
- Helps you unwind after a long day or before bed.

*All praise goes to Him who provided the healing plants and herbs for us. He has had a hand in the development and distribution and full credit for the blessings that go with each jar. - Stan McSwain*



## It Began with Stan

Behind Wise Men Healing Balm is a real family story of faith, persistence, and helping others feel better. My brother Stan approached me in 2008 with the news that he was diagnosed with terminal chronic lymphatic leukemia. He learned that chemo and radiation therapies were the only approved treatments for cancer by the FDA and AMA at the time, and he believed they were more harmful than helpful.

For a while he tried alternative medicine like acupuncture, FAR light and heat booths, hypothermic chambers, and a big range of tinctures that cumulatively seemed to improve his overall health and feeling of well-being. Unfortunately, his health insurance wouldn't cover any of this, and he was financially forced to

stop. But that opened a doorway to his journey of essential oil research, first intuitive and then experimental in nature.



He was able to keep himself alive and live a fairly normal life for 9 years. At first, we thought that he had conquered his illness. In 2015 he was chemo-free for two years and his blood work numbers were quite steady given the severity of his cancer. But there is no black and white blueprint for cancer survival. Cancer is as complicated as the bodies it inhabits and the varying stages of disease in those bodies. It came back with a vengeance, and he died

in June 2017. While Wise Men Healing Balm was not a cure, he was content he found a natural remedy to relieve his pain and neuropathy symptoms. Today his legacy lives on with Wise Men Healing Balm.

## ORIGINAL BLESSINGS

Stan was a deeply religious man of faith. He and his brother Pastor Cleveland McSwain lived in the Marshall Islands in the 1990s when Stan married Paulina, his islander wife.

Stan and Cleve would pray over the original batches of Wise Men to offer a double healing (physically and spiritually). Wise Men Healing Balm officially set afloat when Stan and Paulina sold the first bottles to their Marshallese family and friends, a community rooted in strong values that appreciated the biblical origin of frankincense and myrrh and the spiritual anointing it offered.



When Stan was exploring experiential treatments for cancer, he helped me with an essential oil blend for my eczema affliction. This sparked my enthusiasm, so we stepped up our research and testing, and with his guidance we developed Wise Men Derma Balm.

In *my opinion*, these natural substances that evolved to shield plants from disease can also do remarkable things for the human body. The future possibility of using essential oils to fight cancer looks promising, but I must be clear Wise Men **has not been evaluated by the FDA** and we make no claim that it is intended to diagnose, treat, cure, or prevent any disease.



## Contact Us

I love online reviews especially video testimonials and video application tips! Hearing your stories motivates me. Often I don't hear anything after our online sales so it's very rewarding when you take a moment to share your experience. Any

application tips you can share with others is very helpful to the Wise Men community and will be greatly appreciated.

I admire you for having faith in the natural healing properties of essential oils. I'm really here to help you and I've been working and testing essential oil healing a long while now with my brother, so please reach out to me if you have any questions.

• Lydia McSwain-Janota • Stan's little sister • [Lydia@wisemenhealing.com](mailto:Lydia@wisemenhealing.com)

Problems with your order? [returns@wisemenhealing.com](mailto:returns@wisemenhealing.com)



We live in a very toxic environment, and our healthcare system, food production system and insurance industry often work against our long-term wellness. For many of us, these toxins are what's causing us to be ill and to seek medical care. If the cause of your health problems is due to a buildup of environmental toxins rather than a deficiency of nutrients, you will need to reduce your toxic load in order to regain your health. Plastics, pesticides, municipal water supplies, poor diets and even air are lined up to cause us harm. The two groups that we have the most control over are



the water we drink and the food we put into our mouths. To increase your odds of surviving cancer, we must drink clean filtered water and eat organically grown vegetables and meat products. We are the sum of what we eat and put in and on our bodies. The number one item to stay away from is refined sugar in all its forms. For sweetening, I like to use naturally gathered honey or stevia. I often mix moderately with apple cider vinegar, water and lemon for a healthy refreshing drink. I also use Stevia to bake bread. It is natural, made by God, and healthy in moderation. The other mass-produced sweeteners are best left on the table or, better yet, thrown out. Refined sugar is fuel for cancer, so why feed a monster?

• Stan McSwain      • Riverton, Wyoming      • 2017

*Many people facing health challenges discover something important: while they may not control everything, they can still participate in their own well-being. Through daily habits, thoughtful choices, movement, rest, and consistent care, life can improve in meaningful ways. Wise Men was created to be part of that daily practice.*

# Read Your Labels!

You might be surprised how much sugar you are ingesting. The sugar industry is continually revising the names they use.

## THE 56 NAMES OF SUGAR

Buttered syrup  
Brown sugar  
Beet sugar  
Agave nectar  
Fructose  
Carob syrup  
Castor sugar  
Barbados sugar  
Barley malt  
Golden syrup  
Glucose  
Cane sugar  
Corn syrup  
Cane juice  
Confectioners' sugar  
Demerara sugar  
Maltodextrin  
Malt sugar  
Sucrose  
Lactose  
Grape sugar  
Refiner's Syrup  
Date sugar  
Ethyl maltol  
Cane sugar  
Dextrose  
Caramel  
Corn syrup solids  
Dehydrated cane juice  
Fruit juice concentrate  
Galactose  
Maltose  
Molasses  
Yellow sugar  
Treacle  
Rice syrup  
Muscovado  
Glucose solids  
Honey  
Turbinado sugar  
Icing sugar  
Dextran

### AND THE SUGAR SUBSTITUTES:

**Sucralose**  
Splenda

**Aspartane**  
NutraSweet Equal

**Saccharin**  
Sweet N Low Sugar Twin