



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*



BOSWELLIA SERRATA



COMMIPHORA MYRRHA

*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 we now know frankincense and

myrrh promote healing to many areas and systems in the body like emotional balance, immune and nervous systems, and skin. Because of its anti-inflammatory properties, Wise Men has 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>

## THE MAGICAL THIRD INGREDIENT

Essential oils embody the regenerating, protective, and immune-strengthening properties of plants. However for *human use* the quandary has been how to best absorb essential oil compounds through the skin since the oils are not water soluble and difficult to get into the bloodstream. 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 penetrates and "carries" the frankincense and myrrh deep into the skin. Coconut carrier oil ensures the essential oils are absorbed, rather than evaporated on the skin surface, so the body reaps the benefits.



Wise Men Healing Balm has a very simple recipe: frankincense, myrrh and coconut oil. That's it. It doesn't contain hard to pronounce chemicals you never heard of before. No humectants, preservatives, fragrance, or emulsifiers are added. The ingredients aren't fabricated in a laboratory but grown in the desert and organic gardens of mother earth. To extract the purest therapeutic grade essential oils for Stan's healing balm, the resin is slowly steam distilled. His entire process is time consuming and costly, but required if the oils are to produce desired results.

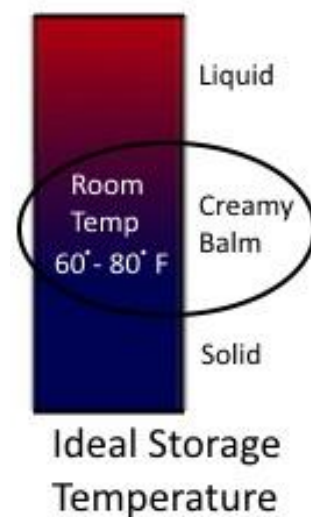
## Application

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 healing qualities of the oils absorb into the system in twenty minutes or less and go to which ever system or organ that requires them.

*Here are his 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!** It takes ½ second for a smell (aroma/odor) to get to the brain. It takes 9/10 of a second for the sense of pain to get to the brain. **ALWAYS** smell the essential oil first. That way the healing properties of the oils begin working

immediately as the brain sends the healing messages throughout the body. You may put a fingertip of cream into the palms of your hand. Cup your hands around your nose and inhale. Ummm...

## Tip!

**MASSAGE!** By applying a 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 pain.<sup>2</sup> When Wise Men is applied with massage to the reflex points, electrical impulses are released. These impulses carry up the nerve pathway as the essential oils are absorbed deep. This in turn releases energy to support the systems of the body. Note: they manufacture special reflexology foot massaging machines which are very reasonably priced.



## Tip!

**FOOT, HAND, EAR APPLICATION** – Why do we apply Wise Men to these special areas? This is the most common way to apply the oils to get the fastest response from them. The oils will be bypassing the liver and will not accumulate there. There are 800 pores per square inch on the foot! 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>3</sup>

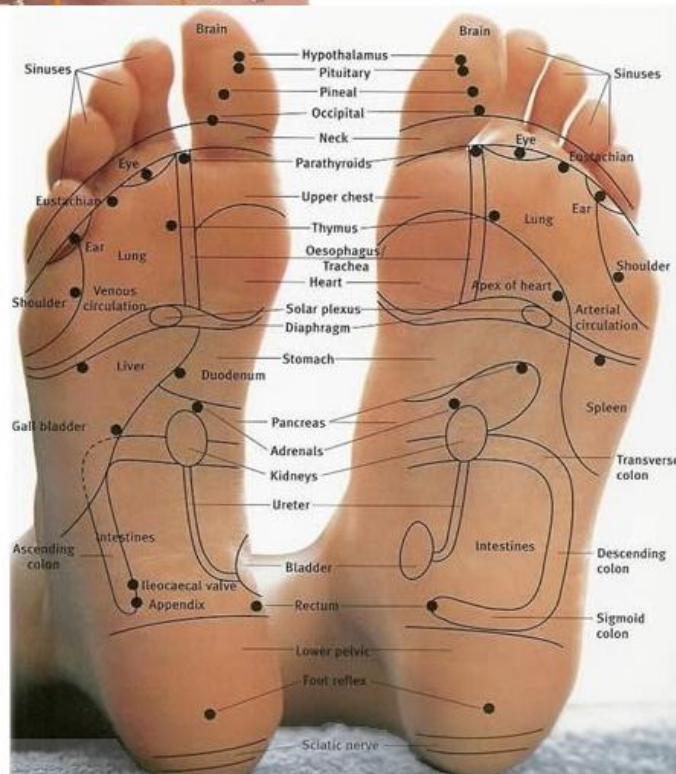
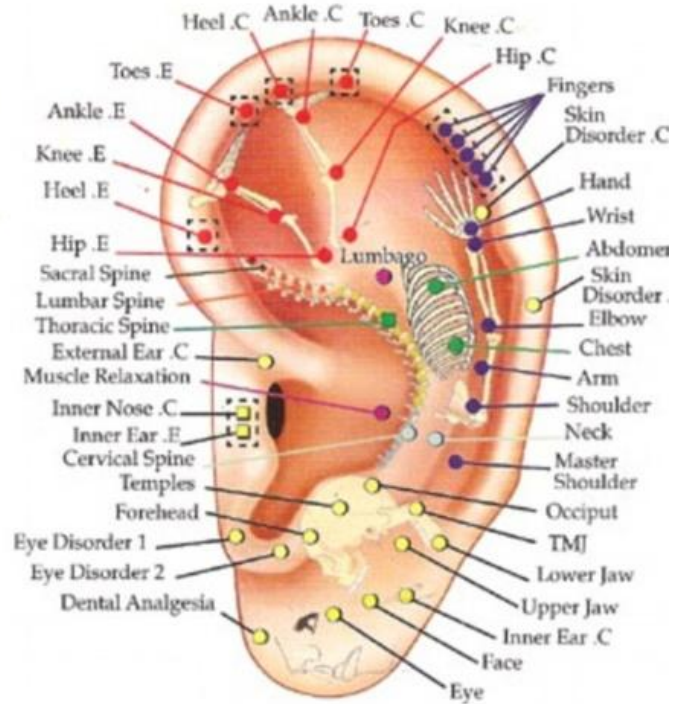
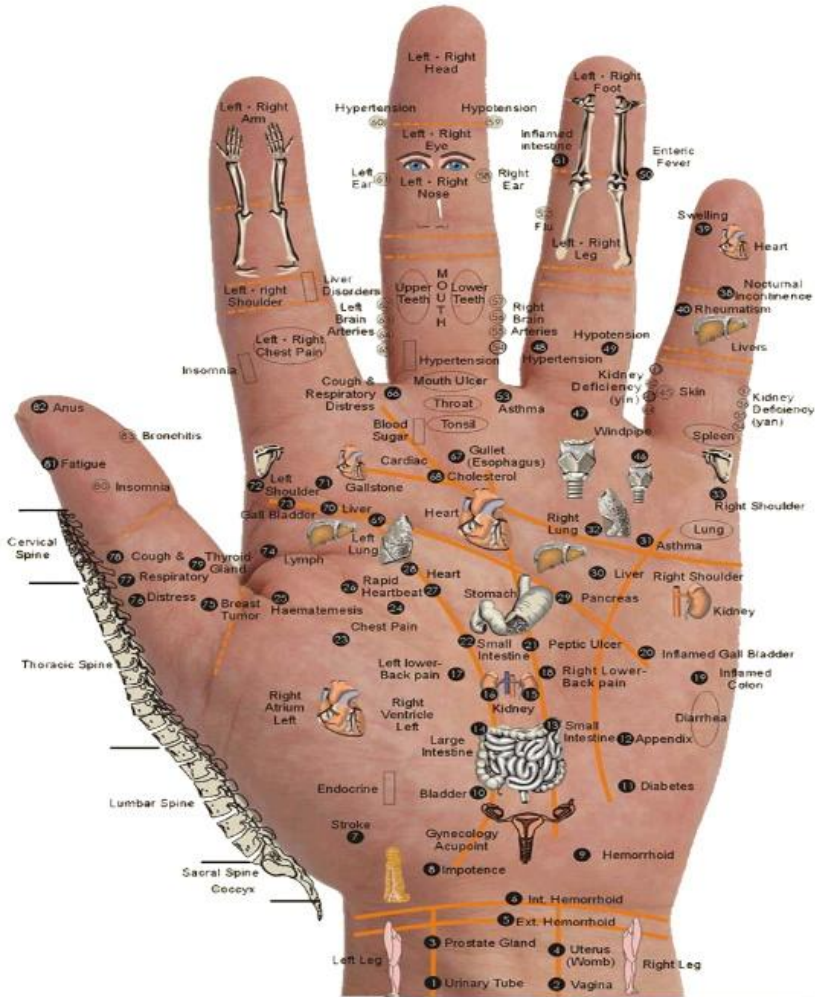
If you study different books or charts about reflexology of foot, hand or ear zoning, you will see variations between the location of corresponding organs and parts of the body on the feet. Don't be overly concerned about pinpointing these zones. Simply work all over the foot and focus on the points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

<sup>2</sup> Massage therapy plus topical analgesic is more effective than massage alone for hand arthritis pain, National Library of Medicine, Dec 2013, <https://pubmed.ncbi.nlm.nih.gov/25042302/>

<sup>3</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

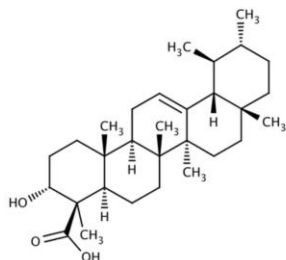


## Tip!

**YOGA!** Practicing yoga or stretching after applying Wise Men can greatly enhance the benefits particularly when treating nerve disorders like sciatica or postherpetic neuralgia. How does it work? Similar to a good massage, yoga will release electrical impulses up the nerve pathway. This in turn releases energy to support the systems of the body and stabilizes abnormal electrical activity in your nervous system. Additionally, yoga practice can help you become stronger and more mindful of how you move. Yoga connects all the joints through posture and can correct improper spine mechanics; it turns out everything is connected to everything else.

## Ingredients Matter

### TRUE FRANKINCENSE



Let's talk briefly about simple biology. Frankincense can come from the extract resins of 43 species of trees of the genus *boswellia*.<sup>4</sup> Each frankincense tree produces a resin containing slightly different components, so the end product varies greatly.<sup>5</sup> Only 4 produce true frankincense: *boswellia sacra* (syn. *boswellia carteri*), *boswellia*

*frereana*, *boswellia serrata* (Indian frankincense), and *boswellia papyrifera*.<sup>6</sup> These are the only frankincense species confirmed to contain significant amounts of inflammation reducing boswellic acids.<sup>3 7 8</sup> This is the good stuff. We've considered all four of these frankincense trees for our Healing Balm but we selected ***boswellia serrata*** for one important factor. Its sustainability.

Frankincense and Myrrh trees are becoming increasingly hard to find. The International Union for Conservation of Nature, which evaluates the conservation status of plants and animals, has classified one of the primary frankincense species, *boswellia sacra*, grown in Oman as near threatened today and *boswellia papyrifera* within the next two decades. *Boswellia frereana* only grows in regions beset with conflict in Sudan, Northern Somalia and Eritrea.<sup>9</sup>

<sup>4</sup> World Flora Online. (2023) *Boswellia* search. [worldfloraonline.org](https://worldfloraonline.org) Retrieved Nov 1, 2023

<sup>5</sup> D.M. Mostafa, Science Direct. (2023) 5.1 *Boswellia* Frankincense <https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/boswellia-sacra>

<sup>6</sup> Frankincense. Wikipedia. November 1, 2023. <https://en.m.wikipedia.org/wiki/Frankincense>

<sup>7</sup> Michael P (2012-11-09). Chemotaxonomic investigations on resins of the frankincense species *Boswellia papyrifera*, *Boswellia serrata* and *Boswellia sacra*, respectively, *Boswellia carterii* : a qualitative and quantitative approach by chromatographic and spectroscopic methodology (Thesis). Saarland University. doi:10.22028/D291-22839

<sup>8</sup> Simla B (2005-03-18). Phytochemical Investigations on *Boswellia* Species (Thesis). Universität Hamburg. urn:nbn:de:gbv:18-25030

<sup>9</sup> "Frankincense trees—of biblical lore—are being tapped out for essential oils" RACHEL FOBAR (December 13, 2019) National Geographic <https://www.nationalgeographic.com/animals/article/frankincense-trees-declining-overtapping>

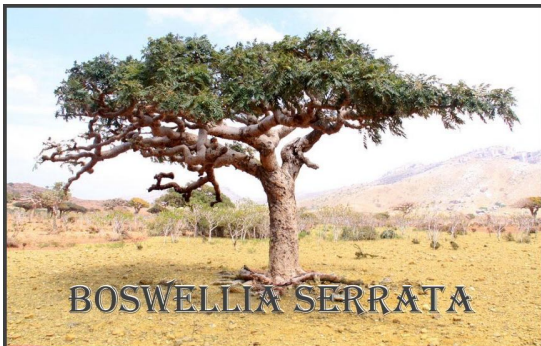
## THE MAKING OF FRANKINCENSE & MYRRH



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 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>10</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>10</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

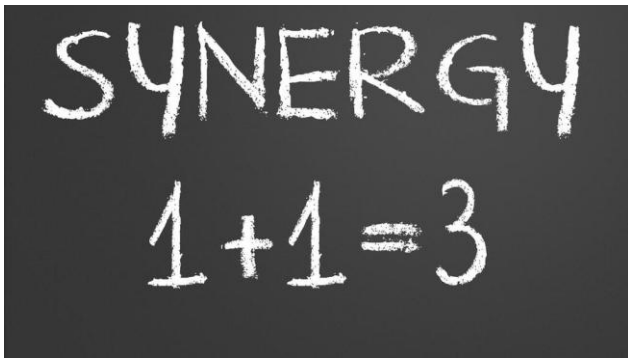
Wise Men Healing Balm's ingredients are fully traceable from the tree plantations to steam distillation in Punjab, India to our bottling facility in Saint Paul, Minnesota. They are analyzed and validated to ensure potency and purity. Our most recent Composition and Safety Data Analysis Batch Results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



## FEWER INGREDIENTS ARE MORE

We don't dilute our time-tested ancient recipe with hard to pronounce chemical ingredients that come from a laboratory. To formulate a convenient cream we would need to add *humectants*, to sponge up and retain the water through the products shelf life; *preservatives*, to eliminate mold and bacteria growing during shelf life; and *emulsifiers*, for blending the water, oils, preservatives, humectants and active ingredients together. To properly formulate a smooth cream, our ingredient count will go to possibly twenty-five instead of the powerful three we use in our recipe. And that's why we like to say fewer ingredients are more.

## 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.<sup>11</sup> Many of the studies on frankincense and myrrh focus on independent ingredient research, but recent studies demonstrate *when blended* and used together they have a synergistic effect.<sup>12</sup> After the combination forms a blend, a series of changes take place in their chemical composition, such as the emergence of new chemical components. At the same time, the pharmacological effects of the combination seem magically powerful, such as synergistic anti-inflammation, synergistic analgesic, synergistic anti-bacterial, and synergistic blood-activation, and so on.

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<sup>11</sup> "Frankincense and Myrrh Clinical Research Studies" Wise Men Healing Research Studies. Nov 1, 2023, <https://wisemenhealing.com/pages/research-studies>

<sup>12</sup> Seeing the Unseen of the Combination of Two Natural Resins, Frankincense and Myrrh: Changes in Chemical Constituents and Pharmacological Activities" National Library of Medicine 2019 Aug 24 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6749531/>

# Additional Uses



Not confined to one mission, Wise Men Healing Balm is suitable for multiple topical applications. It can help treat symptoms of neuropathy and pain, due to its anti-inflammatory properties, which 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 positive antioxidants 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](http://wisemenhealing.com/research-studies/skin-care)

One of the best things about Wise Men is the fact that it eradicates 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 bacteria 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 could potentially cause cancer or endocrine imbalance. 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 finger tips 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 aroma therapist. Being smaller in size, children are more sensitive to the effects of essential oils than adults are.



## Refer Your Friends, Get Free Wise Men!

Give your friends a 10% discount on Wise Men Healing Balm. For each referral you'll get a coupon code for 1 free bottle. First, register for a Wise Men Healing account to get a link to give to your friends for their discount.

[www.wisemenhealing/referral](http://www.wisemenhealing/referral)

## 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.

# It Began with Stan

My brother Stan approached me in 2008 with the news that he was diagnosed with terminal chronic lymphatic leukemia. He learned 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 his “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 have all been hijacked to our detriment. 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 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

# 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  
Diastatic malt  
Diatase  
Maltose  
Mannitol  
Florida crystals  
Molasses  
Yellow sugar  
Sorbitol  
Treacle  
Rice syrup  
Raw sugar  
Muscovado  
Golden sugar  
Glucose solids  
Maple syrup  
Honey  
Turbinado sugar  
Fruit juice  
Icing sugar  
Dextran

### AND THE SUGAR SUBSTITUTES:

**Sucralose**  
Splenda

**Aspartane**  
NutraSweet Equal

**Saccharin**  
Sweet N Low Sugar Twin