



7 HARMFUL TOXINS

IN THE AIR YOU BREATHE



The average adult takes around 15 breaths every minute. That's a whopping 21,600 breaths every day. Each inhale brings in precious oxygen to nourish our cells. But it can also bring in a slew of toxic chemicals commonly found in the air we breathe.

Industrial manufacturing, the burning of fossil fuels, raging wildfires, car emissions, and even household products have tainted the air with hundreds, if not thousands, of tiny toxic particles.

In fact, the U.S. Environmental Protection Agency (EPA) has classified over 180 different air pollutants as significant hazards to human health. Many of these air pollutants are suspected by the American Lung Association to:

- Increase the risk of cancer
- Impair lung function
- Contribute to birth defects
- Damage the nervous system
- Cause cardiovascular harm
- Reduce fertility

Breathing unsafe air is an issue that affects over 135 million people within the US, and billions of people globally. The World Health Organization

estimates that air pollution kills seven million people worldwide every year, usually by contributing to heart disease, strokes, and respiratory illness.

There are two main ways we are exposed to air pollution: toxins found in outdoor air, and household toxins that create indoor pollutants. Each type of air pollution comes with its own dangers.

Outdoor toxins include some of the most recognizable forms of air pollution. **Ozone** from car emissions creates the hazy pollution commonly known as smog, while particulate-filled **wildfire smoke** can pollute the air up to thousands of miles from the fire.

Refineries, industrial plants, and waste incinerators can also emit large amounts of toxic **heavy metals** and chemicals such as **benzene** into the atmosphere. From there they can travel on the air far and wide.

While the home may seem like a safe haven, toxins can be prevalent in indoor air, thanks to off-gassing of chemicals found in household items. New flooring and furnishings can release **formaldehyde**, a volatile organic chemical (VOC).

Acrolein is also at higher levels indoors. It can be released from construction materials in new homes, and is also created when cooking with refined vegetable oils. Meanwhile, older homes can be a source of

now-banned **PCBs** (polychlorinated biphenyls) which release in the air over time.

It is impossible to avoid breathing in air pollution outright. But you can take steps to reduce your exposure and shield yourself from the damage.

Consider an in-home air filter, opening your windows to increase ventilation, and if you can, buy green furnishings to reduce your exposure to indoor pollutants. For outdoor pollutants, watch the air quality index and reduce your time outside when it's high.

To protect your body from the effects of continued exposure to air pollution, increase your consumption of organic fruits and vegetables which help protect against oxidative damage. Greens are also detoxifiers. For example, broccoli has been shown in studies to increase the excretion of benzene from the body.

Most importantly, detoxify on a daily basis with zeolite, a natural volcanic mineral that helps to trap and remove toxins and environmental pollutants that have made their way into the body. Natural zeolite has a wide range of health benefits, from detoxifying to strengthening the immune system.

By becoming aware of the dangers of air pollution, you can take proactive steps to reduce the impact of toxins, so you can live a healthier life. ■

7 Toxins in the Air You Breathe

It's estimated that more than 4 in 10 Americans breathe unhealthy air. These seven toxins represent some of the most dangerous types of air pollution you may breathe.



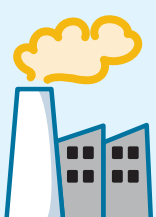
1. Ozone

Ground-level ozone, or smog, is generated when industrial and motor vehicle emissions interact with sunlight. It can irritate airways and reduce lung function.



2. Formaldehyde

This colorless gas is most often found indoors, in laminate flooring, new carpets, and many furnishings. It's classified as a carcinogen and can also increase the risk of asthma.



3. Heavy Metals

Not just in food or water, heavy metals are in the air. Mercury is released by burning coal, and lead is airborne through industrial facility emissions. Both can negatively impact cardiovascular health and brain health in numerous ways.



4. Benzene

One of the top chemicals produced in the US, benzene is used in the making of a variety of plastics, dyes, and pesticides. It impacts blood cells and may increase the risk of leukemia.



5. Wildfire Smoke

While locally devastating, wildfire smoke can travel for thousands of miles, carrying with it damaging particulate matter, along with other contaminants, including heavy metals.



6. PCBs

While they were banned in 1979, PCBs still pollute the air today. Aside from incinerator emissions, they are released from older electrical devices and fluorescent lighting fixtures.



7. Acrolein

Off-gassing in new homes from construction materials, frying of food in oils, and tobacco smoke are sources of acrolein pollution, which can increase the risk of blood cancer.



9 Super Reasons to Drink Super Green Juice

1. Alkalize the Body

Alkalizing greens support the ideal pH for a balanced and efficient metabolism.

2. Anti-Aging Antioxidants

Organic berries and veggies support heart and brain health.

3. Detoxification Support

Spirulina and chlorella for detox, while organic herbs support liver health.

4. Digestive Enzymes

Added enzymes means you get more nutrition and less bloat.

5. Heart-Healthy Fiber

Every scoop serves up 3g of fiber for heart and digestive support.

6. Immune Support

Natural vitamin C and 5 types of medicinal mushrooms support immunity.

7. Natural Energy

Get a near-instant lift from organic ginseng, matcha green tea and adaptogen herbs.

8. Probiotic & Prebiotic

Helpful bacteria cultivate gut health, while prebiotics support the microbiome.

9. Vitamins & Minerals

100% natural vitamins and minerals from organic superfoods for optimal uptake.

5 BIG HEALTH BENEFITS OF ZEOLITE

Mounting scientific evidence shows that zeolite can provide life-changing benefits to your health—from detoxing to strengthening your immune system.

1. Master Detoxifier

Zeolite is the only substance in the world that can effectively cleanse a wide range of toxins, thanks to its unique crystalline structure and cation exchange capacity. It acts like a magnet, with each negatively-charged zeolite particle removing positively-charged toxins from the body.

2. Alkalizes the Body

Another benefit of zeolite is its ability to help the body balance pH levels. Through ionic exchange, the zeolite gives the body an alkalizing mineral while also trapping and removing a toxin, in turn supporting optimal kidney health.

3. Strengthens Immunity

Heavy metals can suppress your immune system, making your body vulnerable to pathogens and all manner of health issues. Since zeolite traps and removes heavy metals, your natural immunity is supported and can function at its best.

4. Supports a Healthy Gut

A leaky gut allows toxins and microbes to leak into the bloodstream, triggering fatigue and a weakened immune system. One study found that just 12 weeks of zeolite supplementation can significantly increase the integrity of the intestinal wall, supporting a healthy gut.

5. May Improve Mood

When heavy metals such as lead and mercury accumulate in the body, they can also negatively affect your mood. By helping to reduce heavy metals, zeolite can support positive mood.



Touchstone Essentials' natural zeolite undergoes a proprietary cleaning process that activates the zeolite particles for optimum detoxification. Pure Body is sized to target detox in the gut and body systems, while Pure Body Extra is sized in the nanometer range to access hard-to-reach toxins, even cleansing to a cellular level. Together, they provide a whole-body detox. ■

Blueberries FOR HEALTHY BLOOD PRESSURE



According to the World Health Organization, 40% of the world's population is estimated to have high blood pressure, also known as hypertension. It's an often-undetected issue that can significantly increase your chance of developing cardiovascular disease or having a stroke.

There are dietary and lifestyle factors that can help you achieve a healthy blood pressure, such as exercise, avoiding processed foods, and eating plenty of greens. Now, recent research shows that eating blueberries may also make a difference.

A study published in the *Journal of the Academy of Nutrition & Dietetics* revealed that regular consumption of blueberries can lower blood pressure. In the eight-week study, women with hypertension who consumed a blueberry powder experienced a significant decline in both systolic and diastolic blood pressure, while the placebo group had no reduction in blood pressure.

Researchers also noted that the blueberry group had increased nitric oxide levels—a beneficial compound that allows your blood vessels to stay flexible and relax. A study by researchers from King's College London echoed these findings when they found that consuming

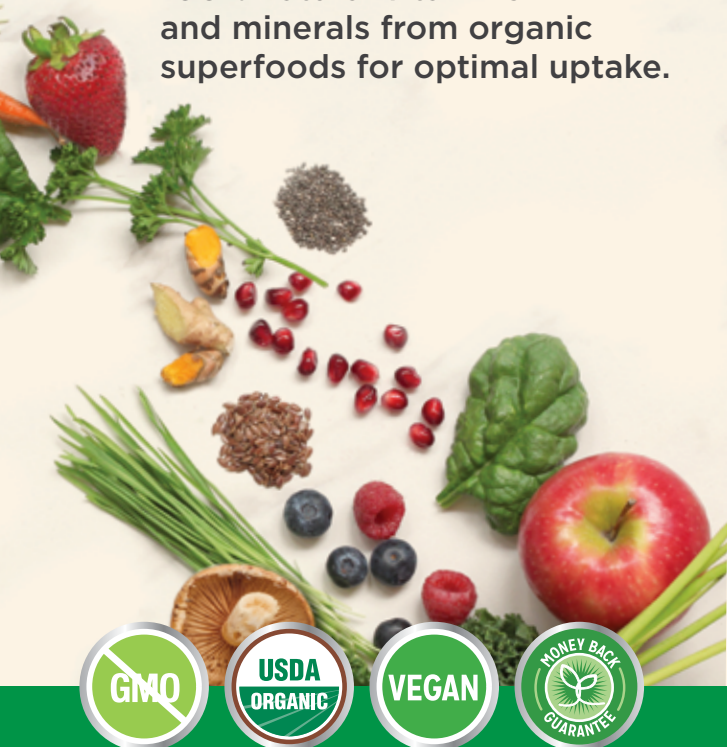
blueberries improved blood vessel function, reduced blood pressure, and improved endothelial function.

To get the benefit, it's important to consume plant-based antioxidants, and not vitamin isolates or synthetics. In the blueberry study, a control drink that contained isolated vitamins had no effect. So, just taking a standard multivitamin won't work. Why is that?

Blueberries (and other colorful berries) contain natural compounds called anthocyanins. It's these plant pigments that seem to be the source of the health benefits. Scientists found that anthocyanins lower blood pressure by fighting oxidative stress and boosting the body's production of nitric oxide.

That means simply eating a cup of blueberries every day as a snack could dramatically cut down your risk of heart disease and stroke. Improving your health doesn't get much easier than that.

When eating berries, choose organic to avoid toxic pesticides, and eat up to a cup a day to get health benefits without overdoing it on sugar. To get plenty of plant-based antioxidants in your diet without a spike in sugar intake, consider an organic green juice powder for a daily health boost. ■



Save time and money by getting all your healthy superfoods in one tasty scoop. Super Green Juice has 44 organic superfoods and no added sugar in a light refreshing green juice that blends well on its own or in any smoothie recipe!

7 Ways to Support Your Immune System in Winter

Winter and illness seem to go hand-in-hand. It's the time of year that puts your immune system through the ultimate test of strength. Luckily, there are several ways to bolster your immune system, so you can get through the season healthy and happy.



1. Fruit & Veggie Defense

This one may sound like common sense. But still, an estimated 9 out of 10 people don't eat enough fruits and vegetables. For your immune system to be strong it needs vitamins, minerals, and antioxidants, ideally from organic plant sources. For example, berries are a rich source of polyphenols, a special type of antioxidant shown to be protective against infections. If you have a hard time getting enough fruits and veggies each day, try an organic green juice powder.

2. Protective Probiotics

Probiotics are healthy bacteria that live in your gut. They help you digest food, produce certain nutrients like some of the B vitamins, and most importantly, they play a key role in the health of your immune system. In fact, several studies have found that those who regularly consume probiotics are less likely to come down with respiratory infections.

3. Soak up Vitamin D

Your immune system depends on vitamin D to protect you from infection. A comprehensive review of 25 studies published in *The BMJ* (British Medical Journal) concluded that vitamin D supplementation, "protected against acute respiratory tract infection overall."

Yet because the sun's rays are weaker in winter months, most people in the northern hemisphere lack adequate vitamin D, leading to deficiency. Scientists attribute this phenomenon as one of the reasons why people get sick more often in winter. This winter, consider adding a plant-based vitamin D supplement. Vitamin D sourced from organic mushrooms has the added benefit of beta glucans for greater immune support.

4. Calm Stress Down

Several studies have found that chronic stress suppresses your immune system, making it weak. And when your immune system is weak, it's much easier to get sick. To manage your stress levels, try mindful meditation, yoga, and daily exercise. Also consider CBD Oil for its ability to calm the effects of stress.

5. Medicinal Mushrooms

Mushrooms contain special compounds that regulate, or balance, your immune system. So, when your immune system is weak, they strengthen it. On the other hand, if your immune system is too active, mushrooms can downregulate it. While even grocery store mushrooms have benefits, medicinal varieties include cordyceps, maitake, shiitake, tremella and turkey tail. Add to foods or supplement to support immunity.

6. Daily Detoxification

Toxins are a common reason why your immune system can underperform. Over time, heavy metals build up in the body, and many of these toxins negatively impact immunity. For example, the heavy metal cadmium displaces the mineral zinc, which is essential for a properly functioning immune system. The natural mineral zeolite can remove heavy metals and toxins, helping your body achieve optimal performance.

7. Garlic to Fight Germs

If you're a fan of garlic, you now have even more of a reason to add it to your favorite meals. Garlic contains powerful compounds that can both enhance your immune system and destroy pathogenic microbes. Specifically, scientists have found that the main component of garlic, allicin, can help your immune system fight off colds and the flu. ■



TOUCHING LIVES *with Goodness!*

Touchstone Essentials was born with a vision of organic goodness accessible to everyone. It's why our supplements read like a recipe for good health, full of organic fruits and veggies.

While food is fundamental to life, many families are struggling to put even basic food on the table, either due to financial difficulties or through facing natural disasters. Thanks to you, we're giving back to help feed families during their time of need.

This past fall, we donated over \$35,000 in support of World Central Kitchen (WCK.org), a global relief organization that uses the power of food to heal communities.



WCK is often the first to reach areas touched by hardship, and are usually the last to leave, long after the headlines have faded. So far, WCK has provided more than 50 million chef-prepared meals for communities close to home and around the world.

We're grateful to be able to give back to such a worthy endeavor. A focus on community health is part of our larger effort to be good stewards of the planet. It starts with sourcing certified organic fruits, veggies, and herbs for use in our wellness supplements, and continues through to our packaging.

While much of our packaging is in earth-friendly glass bottles, in 2021, we went a step further, going plastic neutral with rePurpose Global, funding removal of as much nature-bound plastic waste as we create. ■

Together, we can make a difference!

WHY VITAMIN D is Vital

Vitamin D deficiency is surprisingly common, even in warm sunny climates. Health experts often call it “the silent epidemic” because so many people unknowingly suffer from a lack of vitamin D. Yet a deficiency in vitamin D can have huge consequences for your health.

One of the most critical functions of vitamin D is its role in the immune system. Research shows that vitamin D is intricately connected to every aspect of immunity, from innate to adaptive.

Deficiencies in vitamin D are linked to increased risk of bone loss or fractures, impaired wound healing, frequently catching colds, and respiratory infections. And with more people spending time

indoors, and increased use of sunscreen, it’s easy to see how deficiencies happen.

When you do have a vitamin D deficiency, it’s typical to be unaware of it because the symptoms are vague, and are often dismissed as being caused from working too hard, stress, or getting older.

Additionally, vitamin D doesn’t work as well by itself, requiring a balance of vitamin K, magnesium and other minerals to perform its complex functions. Yet most vitamin D supplements are made from cholecalciferol, an isolate typically sourced from irradiated lamb’s wool, which is missing all of the co-factor nutrients needed.

The best type of vitamin D supplementation comes from mushrooms, which are the only plant that can make vitamin D the way humans do—from the sun. Combining this vitamin D with probiotics and organic mineral-rich greens means you get the proper co-factors for optimal absorption and usage.

Getting enough vitamin D should be part of your daily routine year-round due to its life-changing impact. With vitamin D levels restored, you may be pleasantly surprised at how amazing you feel! ■

5 Signs of Vitamin D Deficiency

- Brain fog and difficulty thinking clearly
- Depression or a lack of motivation
- Muscle weakness
- Unexplained fatigue
- General bone or joint pain

Sunshine
IN A BOTTLE



Supergreens +D

Organic Vitamin D

Get 2,000 IUs of organic vitamin D from mushrooms with beneficial beta glucans for immune health. Unlike other supplements, which source vitamin D from lamb’s wool (ugh).

Supergreen Goodness

Chlorophyll-rich organic plants like parsley, barley grass, spinach, and broccoli nourish your cells, help detox the body, and support digestive health.

Real Food, Clean Ingredients

Power your body with plant-based superfoods and nothing artificial. Supergreens +D uses certified organic, non-GMO, and vegan ingredients. Amber glass bottles preserve the goodness inside.

Good for the Gut

Support gut health and your digestive tract with 5 billion probiotics, plant-based enzymes, and a prebiotic to strengthen the microbiome.

Greens Made Easy

Organic, gluten-free greens add up to an immunity and digestion boost for a healthy and active life. And with three little capsules per serving, these greens are easy to swallow.

A community rooted in goodness!



We’re rebels with a cause. Backed by thousands of five-star reviews, Touchstone Essentials’ products are loved by people of all ages, athletes, and all activity levels.

If you’d like to grow your love of our products into building a good life, discover how you can partner with us as an Affiliate or Visionary Business Owner.

Our vision is to touch the lives of one million families with goodness. Let’s do it together.

Learn more at TheGoodInside.com/collaborate/



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Touchstone Essentials



Calming CBD Minty Hot Chocolate

When it’s cold outside, hot chocolate is a comforting way to warm your spirits. Thanks to a splash of calming CBD Oil, our minty chocolate elixir will satisfy your sweet tooth and help you slay stress with every deliciously healthy sip.

INGREDIENTS

1 cup organic unsweetened plant-based milk (pea or oat)

1 organic pure mint tea bag

½ tsp. organic cocoa powder (double for extra flavor)

1 tsp. organic maple syrup

Dash of organic plant-based creamer (coconut)

1 dropper (1 mL) of Calm Premium CBD Oil (25mg CBD)

DIRECTIONS

Heat milk in small saucepan with mint tea bag (wrap the string around handle). Remove from heat before it boils, stir, and let the tea bag steep (5 minutes). Remove tea bag and whisk the cocoa powder and maple syrup into the milk. Serve and stir in CBD Oil for calming minty goodness.

Enjoy!



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