

*Hello and welcome to the first edition of SkyNews. I am Jeffrey West, the founder and creator of SkyIsland Naturals.*



*It is my honor and pleasure to bring these exciting new products to market for the purpose of offering you the maximum health and nutrition benefits possible from a line of whole food nutritional products.*

*If our goals are to optimize the way we feel physically, find biochemical balance, level out our moods, increase our energy, ward off disease processes and slow down the seemingly inevitable decline in our health as we age, then it is vitally important that we use our awareness and judgment to make decisions which will facilitate these goals.*

*There is an onslaught of companies and products that promise to do these things for you as the “anti-aging” movement picks up more and more steam. One of these companies utilizes “Nanoization”. Nano technology promises new frontiers and scientific breakthroughs in health and nutrition supplements (at a very healthy price!).*

*They show a 4 foot wide and 5 foot high mound of fresh vegetables and fruits and a woman holding a box of their synthesized, isolated, nanoized nutrient pills and try to sell you on the fact that all this nutrition is in their packet of pills. It makes me uncomfortable to see, in the brochure, a “team of 20 or 30 scientists” all posing for a photo meant to instill confidence in their latest technology.*

*At SkyIsland Naturals, we GIVE you the food that is in their picture! There are hundreds of natural organic compounds in fresh organic food along with digestive and metabolic enzymes and other beneficial cultures that cannot possibly be delivered through synthesizing, isolating and nanoizing.*

*Because we respect what Mother Nature (our “ONLY” in house scientist) has to offer naturally, we take that mound of wonderful nutritious whole food and carefully process it in a way that maintains the vital “lifeforce”, all live enzymes and nutritional compounds that were in the food originally. We dry fresh fruit, vegetable and cereal grass juices within 30 seconds, at a level of heat far below that which destroys the aliveness or causes degradation of the nutritional compounds. What is left after drying is a*

*powder that is a highly concentrated form of the original whole food with everything that is valuable to you left intact.*

*At SkyIsland Naturals, we believe that treating food as if it were a source of drug like compounds to be synthesized, optimized, potentized or nanoized is just another way of manipulating Mother Nature's perfect creation, whole, organic, raw food.*

*We do believe in utilizing standardized herbal extracts, and though this may seem like a contradiction, there is a very long history (thousands of years before the advent of the modern vitamin pill) and proud tradition surrounding herbal preparations which has shown over time, that they can be highly effective in contributing to a state of optimum health and wellbeing. In fact, 80% of the world's population still uses herbal preparations. I, personally have been part of that tradition for over 23 years, and have seen the benefits of herbal extracts first hand.*

*The bottom line is that SkyIsland Naturals believes in products that have their roots in the ground, not in a laboratory.*

*Healthfully yours,*

*Jeff West*