

DR. MICOZZI'S

***INSIDERS'* CURES**

The Miracle at “Red Bush”

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High in the Cedarburg Mountains above Cape Town, South Africa, grows virtually all of the world supply of rooibos (or Afrikaans for “red bush”). One hundred years ago this remarkable plant was known only to the Bushmen of the Kalahari Desert. They used this plant to survive and remain hydrated in the hottest, harshest, driest place on the planet.

By placing a branch of this bush into their water supply, they could transform their water—making it healthier and more hydrating.

Ten years ago I began investigating the properties of rooibos as a plant with remarkable health properties. This “red bush miracle” had become widely used as a hot tea infusion throughout South Africa.

It turns out that rooibos has a similar antioxidant profile to green tea. The red bush actually makes antioxidants to protect itself against heat and sunlight—and humans are the incidental, opportunistic beneficiaries. In fact, rooibos is carefully harvested during the hottest, driest time of the year, so the antioxidant content is as high as possible.

“Red tea” is also naturally free of caffeine and oxalic acid (which may cause urinary stones). This makes it an ideal alternative to typical green or black tea.

So after learning how Bushmen came to depend upon rooibos in one of the hottest environments known to man, we wanted to see if rooibos could be the answer to...

Our Nation’s HIDDEN EPIDEMIC

Could the “red bush miracle” hydrate the body at a cellular level? Cellular hydration is a real phenomenon. And it’s a problem no one is talking about. And if you think all that bottled water you’re drinking will help...think again. It may not help at all.

While most of the concern about hydration has

historically centered on athletes, it’s actually a problem for us all.

You see, our American diet and lifestyle can be very dehydrating. And our water supplies are “dead” in terms of natural elements, or electrolytes, and minerals.

These electrolytes and minerals are essential to cellular metabolism and energy. Oxygen serves as fuel for the mitochondria within your cells. Mitochondria act like millions of mini internal combustion (fast-firing piston) engines. The electrolytes and minerals help metabolize oxygen within your cells. Oxygen is combined with carbohydrate, like burning a fire, and the mitochondria produce energy, CO₂ and water—essentially *hydrating your cells from the inside*. I’ll explain more on this in a moment...

But first, what could the time-tested secret of “red bush” do to help with cellular hydration? My colleagues and I were anxious to find out...but there was a problem.

We didn’t have the hundreds of millions of dollars needed to invest in full-blown, “proper” studies that the “modern” medical establishment insists upon. The type of studies that might give this red bush secret its due respect. And we certainly didn’t have the hundreds of millions of dollars to compete with the gargantuan beverage and bottling companies that successfully market so-called hydration drinks (most of which are the color of something you would put in your car’s radiator!).

So I set out to test this hydration marvel *outside* of the laboratory—and on the field...

An untapped marvel for your vigor

One of the small rooibos companies with which I worked was located in Boise, Idaho. As a result, we decided to approach the coach of the Boise State Bronco Football Team. At this time, nobody had ever heard of Boise State. But fortu-

nately for us, Idaho has a tradition of independent and original thinking and this coach (Coach Crainer) proved no exception. As soon as we explained our ideas about rooibos, he agreed to help out. So he had some of his players begin to drink the red bush tea, then followed up with some basic performance trials. The results were astounding. It was clear the rooibos was having a significant impact on performance.

Soon the entire football team was drinking a special, “limited edition” rooibos beverage we had formulated. And within just two years, Boise State went from an unknown team to several unbeaten seasons, winning the Fiesta Bowl, and becoming a perennial favorite as one of the nation’s top football teams.

We also had the good fortune to find a very forward-thinking researcher and professor at Appalachian State University in North Carolina (Dr. Allan Unger). He performed even more scientific observations on the hydration benefits of rooibos. And soon athletes at ASU were drinking the rooibos beverage. Once again, we ended up with a winning team. ASU beat Michigan on Labor Day weekend 2007—which was the upset of the season.

And with that, we were just getting started...

We also went to the NFL. Since I was working in Philadelphia at the time, we went to the athletic trainer of the Philadelphia Eagles (Rick Burkholder). After we explained the benefits of rooibos, he said he would keep it in mind.

The Eagles weren’t having a great season that particular year and mid-way through the season they lost a key player due to what sounded like the classic symptoms of dehydration. They thought he was out for the season. But Burkholder put him on rooibos and he was back in the game the following week.

When head coach Andy Reid found out about rooibos, he insisted the whole team get started on it. The Eagles then won seven games in a row and

went on to the playoffs. On Christmas Eve 2006, I received an email from Rick Burkholder thanking me and saying that without rooibos they would not be on their way to Dallas to play the Cowboys in the NFC playoffs.

Since then, many other winning professional football teams have improved their records while drinking rooibos. Including the San Diego Chargers, New York Jets, New England Patriots, Green Bay Packers, and the Kansas City Chiefs.

But we didn’t stop with football. During the summer of 2007, I was starting to make my long-anticipated move back to New England, where I had grown up. As a result, I was spending a lot of time there. So, we got in to see the Boston Red Sox head trainer Paul Lessard—to talk to him about rooibos. He put the team on it for the playoffs. The Red Sox went on to win the World Series for only the seventh time in a century.

Now at this point, you’re probably asking...if rooibos could do all this, why haven’t you heard about it? And I don’t blame you...it’s amazing to me that rooibos still hasn’t gotten the respect it deserves.

But the explanation is plain and simple: The NFL has a half-billion dollar contract with *Gatorade*. Case closed.

But not anymore...

**Improve your golf game,
ratchet up your tennis serve,
and infuse energy into your everyday life**

While the secret of rooibos was clearly helping athletes “in their prime”...we also worked with many, older, retired NFL alumni and observed the same remarkable benefits in their everyday lives and activities. So just imagine...if rooibos could improve the performance of top-performing athletes and leaders of the game...what could it do for YOU?

Now as a physician and scientist, I’m trained

to want to see millions of dollars’ worth of studies to “prove” the value of a plant constituent. And would have loved to have formally tested the potential impact of rooibos on everyone.

But you know what? High school, college, and professional coaches and athletes want to see performance and they want to win. So when the medical-industrial complex is unwilling to test what very well could be a TRUE fountain of vigor—we passed the tests where it mattered most, right on the field.

We constantly hear a lot about hydration, and certainly have a lot of “hydration” beverages flooding the market...but what’s really so special about rooibos?

Rooibos helps resuscitate “dead” water.

As you know, it’s important to get plenty of fluid and electrolytes (salts in the right proportions) to absorb and retain fluids in the blood and tissues. In Nature water is what I call “alive.” It contains a host of constituents, electrolytes, minerals, and nutrients to help make this happen. But unfortunately, you won’t find these in the sterile, dead, chlorinated municipal government water supplies we drink today. Plain and simple, our drinking water is missing elements it should have, and often contains toxic chemicals (including chlorine) that no one should drink. And the same holds true for so-called “safer” bottled water.

One property of red bush is that when infused in water even at room temperature (like the Kalahari Bushmen) it quickly and easily adds back some of the constituents that are missing in our modern day “dead” water.

Rooibos helps fuel your actual cells

But in addition to the quality of the water we drink, there is another important aspect of hydration that occurs inside every cell in the body (except for red blood cells). Antoine Lavoisier (the 18th century French chemist who was on Ben

Franklin’s scientific panel in Paris) understood that the chemistry of life is essentially like building a fire. It’s a combustion reaction where hydrocarbon or carbohydrate is combined with oxygen to form carbon dioxide and water, giving off a tremendous amount of heat and energy.

The secret in our cells is that the mitochondria, essentially the energy factories within our cells, capture the combustion energy in a biochemical form. But what about the water that is created inside properly nourished and energized cells?

This is not “hydration” that comes from outside the cells through the fluid we drink. It’s the water generated by the energy factories of the cells as a byproduct of cellular respiration. Properly nourished and energized cells make their own water and keep themselves hydrated!

Why doesn’t anyone talk about *this* property of our cells in terms of healthy hydration?

One of the problems with the crippling side effects of so many modern drugs is that they poison the mitochondria. This not only deprives the cells of energy, but dehydrates them as well. The side effects of statin drugs for cholesterol are typical for causing these types of problems in cells, especially muscle cells, including the crucial heart muscle.

In our new translation of the 10th century physician Avicenna (the leading medical thinker over a thousand-year span in the West), we see that he writes about plants that have properties that essentially hydrate at the cellular level. It seems to me that rooibos must have biochemical properties that help cells stay hydrated, and make the mitochondria function optimally. This would explain the physical benefits rooibos provides: increased energy and the ability to combat a host of common ills and functional complaints.

So what can this cellular-hydrating secret do for you? If it’s helping to win championships at the college and professional levels, just think how

much more vigor, energy and all-around youth can be infused into your everyday activities.

The best part is—this cellular secret is as affordable and available as your favorite tea. In fact, that’s the preferred method to consume it at the moment. I recommend replacing your 8-glasses-a-day with 4-6 glasses of rooibos tea—hot or iced. It’s delicious, easy to keep a pitcher on hand, and

much more hydrating than any other fluid I’ve ever seen.

Look for rooibos (or red bush) tea in your local health food store or even some regular grocery stores. It can also be found in some specialty coffee and tea shops. Simply steep the tea bags in water and drink hot, or then pour over ice.

Try it for yourself and feel the difference.

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