

Sunrider's Philosophy of Regeneration

by Dr. Tei Fu Chen



We often get sidetracked and confused by other companies' advertisements that claim their products cure everything. I am the first to admit that Sunrider® products will not cure everything. Of course, we all want something simple - for one product to do everything. I want things simple too! Then I wouldn't need to do more research and development. I wouldn't need to invest in manufacturing hundreds of products. Unfortunately, real life is not that simple. If God thought that vitamin C was all we needed, then there would be no need to create oranges. Oranges are more difficult to make. If we only needed grape seed extract, we would just have seeds, not grapes. If açai has the best and the most antioxidants, there's no need to have any other antioxidants. If we believe that nature or God is almighty, then there is a purpose for everything.

I'd like to outline why our products are so valuable and so different from our competitors' products. It starts with the philosophy behind the products.

Sunrider's Blueprint

The blueprint for every Sunrider product is the **Philosophy of Regeneration™**. This philosophy is the reason why Sunrider products are unique, effective and high quality. As a sickly child growing up, I ate herbs since I was young. In fact, I hated herbs. My grandfather tried different herbs to *cure me*. But, I never wanted to be cured, I just wanted to be normal and able to run and play like other kids. Our philosophy does not focus on curing or treating diseases our goal is to focus on bringing **balance** back into the body. This approach/philosophy/blueprint is why Sunrider is so different from other brands. For example, when you build a house, you first need a blueprint designed by an architect. Using the blueprint as a guide, the builders then use materials such as wood, glass, concrete, bricks, tiles, etc., to build the house. Even though most houses use the same materials, houses look different from each other because of the blueprint. The blueprint determines the outcome of the house, whether it's a castle or a cottage.

Even though I've synthesized thousands of years of Chinese philosophy and study into the Philosophy of Regeneration™, it doesn't mean that anyone who practices Chinese medicine understands the Philosophy of Regeneration™. As many of you know, I've also studied Chinese history. Through all the different dynasties, most emperors died young; few lived to more than 50 years old. Of course, many were killed, but of those who weren't killed, they were often drugged to death. The emperors had the best doctors, the best herbs, and the best medical care. However, their doctors had a different philosophy. They would give the emperors tonics or stimulants to make them stronger, more energetic. It made the emperors unbalanced and damaged their health. In our modern times, the philosophy is the same addressing one issue without considering the whole spectrum of health or nutrition.

The Philosophy of Regeneration™

The Philosophy of Regeneration™ is about yin (nourishing) and yang (cleansing), and keeping the five elements (the body's five major systems) in balance.

The Philosophy of Regeneration™ has four principles:

- 1) Nourish and cleanse:** Yin (nourish) and yang (cleanse) is the most important fundamental for health. It is inhaling, exhaling; squeezing a muscle, relaxing a muscle. You must nourish and cleanse so your body is balanced. Could you imagine eating without going to the bathroom?
- 2) Food, not chemicals:** Our body recognizes foods, not chemicals. If you eat chemicals, your body will react differently.
- 3) Variety:** Our body has many different organs and body parts, but they are all put together in one body. You need a variety of foods to benefit every bodily function. Many people forget this principle.
- 4) Owner Expertise & Manufacturing:** Requires expertise to combine foods and state-of-the-art manufacturing to extract and concentrate.

Principle #1: Nourish, Balance, and Cleanse:

Our body is composed of different parts, but we are one. For example, your foot and stomach are connected. If you dropped a stone on your foot, you would lose your appetite. If one part of your body is having problems, it will affect the other parts of your body. Sunrider's products nourish and cleanse your body to achieve balance. I want you to understand that *balance* is the foundation of our philosophy and in our product development.

The Chinese culture has 5,000 years of experimenting and studying plants and herbs in combination. There are thousands and thousands of different kinds of formulas. However, even in Chinese culture, the formulas focus on curing symptoms and diseases, and often contradict each other. I have devoted my life to understanding this in order to put foods together in the perfect way. But unlike many other students of Chinese herbology who try to cure a specific illness, Sunrider's Philosophy of Regeneration™ is totally different because our foods are not created to *cure* but rather to create *balance*.

I have carefully studied the formulas that previous generations used, but I have walked away from the philosophy of "curing" to the philosophy of balance—the Philosophy of Regeneration™. With Sunrider® products, I have elevated and transformed the traditional use of plants to optimize health. This independent thinking and creativity is light years ahead of the current "cure" mentality.

I often say that the body's five systems are like five horses pulling a chariot. If one horse runs too fast or too slow, the chariot cannot run smoothly. Similarly, our body enjoys health when all five systems are balanced.

Principle #2 Foods not Chemicals:

The body is designed to recognize foods, not chemicals. If you eat chemicals, your body will react differently. Anytime we push too many “chemicals” into our bodies there is always a side effect. Please understand that even vitamins, minerals, protein powders, fats, and carbohydrates by themselves are just chemicals. Yes, each element comes from nature, but by themselves the body does not recognize them as foods. It would be so easy for me to sell you a protein powder. I notice that most of these types of products on the market do not even seem to use scientific reasoning for the proportions of chemicals they are adding to their powders. Even though the public is given a recommended daily allowance of nutrients to consume, the reality is that these quantities are only a generic “one size fits all” standard that does not really address the exact nutrient requirements for each specific individual. Indiscriminately throwing together excessively large quantities of vitamins and minerals into a powder form would be the easiest thing for me to do, but this irresponsible practice would be in direct violation to Sunrider's Philosophy of Regeneration™.

We continue to live in a time of fads and cure-alls, focusing on one type of nutrient or ingredient to solve health issues. For many years, scientists and consumers focused on vitamins. There is no question that vitamins are important to your health. But vitamins are just one small component of nutrition. If you take too much of one vitamin, it can cause serious health problems. Even taking multivitamins, which are usually a combination of chemicals, does not represent total nutrition. The current fad or focus is antioxidants. I, myself, recognize the importance of antioxidants and use antioxidants in my formulations. However, just because antioxidants are good for our health, it does not mean that more is better! Antioxidants come in many different forms. Some vitamins, like vitamins A and C, are also antioxidants. As I mentioned before, taking too much of one vitamin can be harmful, i.e., too much vitamin A can cause osteoporosis. Like vitamins, antioxidants are just one component of nutrition. Proteins, carbohydrates, and fats are additional nutritional components that are important to our bodies. Our bodies need a **wide variety of nutrients** so we should not focus on just one. A fish breaks down to protein, carbohydrates, fats, vitamins and minerals. However, mixing those chemicals back together will not make a fish. What's missing is the life structure that your body recognizes as food. Sunrider's products are not isolates they are **whole food** concentrates.

Principle #3 Variety:

When you were young, didn't your mother always want you to eat a variety of foods and not be a picky eater? Your mother is right. Too much of one food is bad for our body. There is no perfect food or herb. Trends focus on eating a single food or type of food. In the past, it's been ginseng, wheatgrass, and bee pollen. Now, it's the juice craze with noni juice, mangosteen juice, and açai juice. As with multivitamins, companies are mixing these juices together and making ridiculous health claims. No matter how they combine their juices, it's still just a juice, not a cure-all. While juices have their good side, they also have a bad side. For instance, pediatricians tell parents to

dilute juices for their children because of the high sugar content and potential to cause cavities and weight problems.

There is always a good side and bad side to a food or nutrient. For example, ginseng is a popular herb, but if you eat too much, it can kill you. It can inhibit the blood's ability to coagulate so you bleed to death during surgery. It can also cause injuries to last longer, or it can cause colds to worsen. Another example is licorice. Too much licorice can change your hormones. No herbs are perfect. Everyone knows vitamins are good for us. However, vitamins also have problems. It took scientists many years before realizing that vitamins C and A can increase certain cancers.

This is the same with antioxidants. There is no perfect antioxidant. If you drink too much acai juice, it's worse than drinking orange juice because your body is not used to drinking this juice. It would be like eating too much sushi if you never had it before. The body needs variety. We cannot focus on just one type of "miracle ingredient." Variety is necessary for a healthy, balanced body. I will never make a "me-too" product. I know how to combine foods together and in what proportions. Sunrider's formulation is different from the other companies. I analyze the strong points and weak points of different foods so they can work together to create a perfect formula for the body. It takes a lot of knowledge and experience to combine a variety of foods correctly.

Principle #4 Owner Expertise & Manufacturing:

Expertise:

Because of my extensive study and expertise, I know how to combine foods and to formulate them to work together to create a **stronger** food. Each nutrient or food has a good side and bad side. I know how to leverage the strength of one ingredient to cover the weakness of another in our formulas. I know that overusing one ingredient will cause imbalance. That is why I self-manufacture so many products rather than one juice.

For example, vitamin companies usually formulate their products to get high percentages on the recommended dietary allowances set by the government. Juice companies compete with each other for the highest score on the ORAC (Oxygen Radical Absorbance Capacity) scale, which measures antioxidant activity. In contrast, I have the knowledge, understanding and expertise to formulate a product based on its effect on your **entire body**, not just to obtain 100% of a vitamin's daily requirement, or to get the highest antioxidant score.

I am a pharmacist and my wife is a medical doctor. We are experts in health. We lead a team of scientists to research, formulate, test, and manufacture all Sunrider products. I know what my scientists are doing and I know how to evaluate their research. Our combined expertise ensures our products are **unique, effective and safe**.

State-of-the-art-Manufacturing to Extract and Concentrate:

At Sunrider we research, develop, and manufacture all of our own products. Sunrider® products not only have unique formulas, but are extracted and concentrated for maximum effectiveness. Foods have a lot of fiber, water, and other ingredients that dilute the beneficial effects. For example, recent studies talk about resveratrol, which is found in red wine. You need to drink 1,000 bottles to get the benefits of resveratrol, but you would have more serious problems to deal with by then! Also, when most people concentrate an ingredient, they end up concentrating the “bad” stuff along with the “good” stuff. This is why Sunrider developed a trade-secret manufacturing process that extracts and concentrates the beneficial nutrients while minimizing the negative ingredients.

We own approximately two million square feet of premier manufacturing space worldwide. We have invested hundreds of millions of dollars in our state-of-the-art facilities. Sunrider continues to invest substantial sums of money in making our manufacturing facilities bigger and better. For example, the installation estimates just to install the plumbing for the “small” 30,000 square-foot Building C for our Los Angeles Manufacturing Plants is between US\$4–6 million. The cost is just for the pipes and does not include machinery! This is just one small element of our high-tech manufacturing investment. Our manufacturing process is too ambitious and otherwise unattainable for most companies to achieve, especially if they are in business to make quick money and walk away. I am investing in Sunrider for the long term—for my children and for yours. If anybody else were to manufacture our products for us with the same process, the cost would be at least two to three times more.

We use pharmaceutical-grade machinery, specially customized for our trade-secret process. Our facilities and production methods are safe, clean, ethical, green and conform to good manufacturing practices.

As you can see, it would be a lot easier and cheaper to squeeze fruits in an industrial sized bathtub like so many juice-type companies! Some other companies may use similar ingredients but they don’t know how we formulate, extract, and concentrate the herbs. Companies that don’t invest in their own manufacturing plants do not make exclusive products because someone else knows their formulas and processes.

You can see the wisdom of self-manufacturing in the most successful companies. Does someone provide Coca-Cola with their syrup? Does someone else have access to the formula to make Kentucky Fried Chicken? Does Louis Vuitton manufacture their handbags in a facility with other handbag companies? Only the best companies refuse to outsource. If a company is not willing to make the large investments in research and development and self manufacturing, everyone else knows how to make their products, and before long they will be selling inferior “knock-off” versions of the original thing to the consumer. We do not outsource our products which allows us to maintain control over the quality, exclusivity, and security for our consumers and business owners.

In Summary:

Sunrider® products are unique because they are based on the Philosophy of Regeneration™. Our formulas are designed to nourish and cleanse your body, and to keep the five systems in balance in a unique and special way. Our products are whole foods that originate from a variety of sources and are extracted and concentrated for maximum effectiveness using propriety state of the art manufacturing technology. The way we formulate, extract, and concentrate our products are so unique that other people cannot copy it and they are only available at Authorized Business Owner (ABO) stores or from Independent business owners (IBO).

A balanced body is a healthy body! Start today to maintain, reclaim or improve your health by using our products so you too can experience the Sunrider Difference!