

The Heritage Store, Inc.

PRODUCT INFORMATION

A Message From The Heritage Store

This information about Heritage Store Products is for you—the health practitioner, the health educator and the consumer—and is especially created to respond to the many inquiries we have received over the years for more in-depth information concerning the Cayce formulas.

When **Edgar Cayce**—widely considered the most talented twentieth-century American psychic and the “father of holistic medicine”—died in 1945, he left behind a legacy of nearly 14,000 clairvoyant readings, easily the largest and best-documented body of paranormal data ever received from one individual. Of these readings, more than 60 percent concerned health and healing. In 1966, the Heritage Store began researching these medical readings, and subsequently developed a full line of the most popular products and formulas. Today, they are sold everywhere, and utilized by a growing number of physicians and health practitioners around the world.

For the better part of this century, the Cayce philosophy has remained on the cutting edge of the holistic health movement, which encourages people to take personal responsibility for their health and well-being. We are proud to contribute to this growing holistic awareness by supplying you with an extensive array of natural remedies that are helping millions of people—worldwide. Our continued expansion, through the past 30 years and beyond, is due to customers like you, who believe in the effectiveness of our host of health-enhancing products.

IN THIS ISSUE: HAIR CARE PRODUCTS

Is your crowning glory bouncy and thick, or a lackluster heap? The Edgar Cayce health readings abound in a variety of natural, environmentally-safe hair care solutions that can help your tresses become thick and beautiful once again.

PINE TAR SHAMPOO

The glowing reputation of this dark-hued piney scented liquid just continues to grow because it's every bit as good as it sounds. Tannenbaum Pine Tar Shampoo is a gentle cleanser that is especially helpful for an uncomfortable, tight scalp and oily hair. The special cleansing properties of pure pine tar make this product a natural for scalp treatment.

Since Cayce typically recommended cleansing the hair with pine tar soap, it may be that the shampoo did not appear on the market until later. In many cases, the soap was often included in scalp treatment programs, in conjunction with products such as Vaseline, Olive Oil Shampoo, crude oil, pine oil, and grain alcohol solutions. Here are some hair care suggestions directly from the readings:

"Keep it (the hair) nice and smooth. Take care of it more often with either Drene Hair Tonic or olive oil hair tonic, followed with the shampooing with crude oil and tar soap... These... will maintain the better conditions for the body." [5261-1]

314 Laskin Road • Virginia Beach, VA 23451 • (757) 428-0100

"For the scalp and for the hair, we find it would be well to have a thorough massage or shampoo with pure tar soap—at least once a week, and then to massage a little white Vaseline into the scalp after such a shampoo. this will materially aid the hair and produce a better condition there." [633-12]

CRUDOLEUM PRODUCTS

One of Cayce's most popular solutions for poorly nourished hair and scalp is pure unrefined crude oil, available through the Heritage Store as **Crudoleum Hair Treatment**. The single most frequently suggested type of external treatment—found in 30 readings, crude oil was always to be massaged into the scalp, either by hand or using an electric vibrator. Cayce regarded it as nurturing for all types of hair and scalp problems. It stimulates scalp circulation and leaves hair healthy and lustrous.

As you may know, crude oil is a natural product formed from the gradual decaying of deposits of organic matter buried deep in the earth's crust. The term "crude" simply refers to the raw form, after it is extracted from the earth and before it undergoes refinement into a host of familiar products, including gasoline, kerosene, paraffin, motor oil, and even petroleum jelly.

Cayce gives his recommendation for application of Crudoleum: "*There has never been a better [formula] than the crude oil treatment. This would be given about two or three times each month, followed with a cleansing with a twenty percent solution of grain alcohol and then massaging white Vaseline into the scalp in such a manner as to leave the whole surface of the scalp not too greasy...*" [636-1]

A gentleman who requested Cayce's help was told his problem stemmed from insufficient circulation. To remedy this deficiency, the reading

suggested, "*About once each month have a crude oil shampoo, preferably done by self—it is messy, but it is necessary for the stimulation from the pure crude oil. Then cleanse same with the twenty percent grain alcohol to remove the tar, the oil, and such influences, although some of the oil will have struck in sufficient to stimulate the circulation to the... hair itself.*" [816-1]

Although the readings varied concerning how often crude oil should be applied, some individuals have reported excellent results using it on a weekly basis, while others use it once or twice monthly. Still others simply rub small amounts into the scalp every few days.

Following each application, Cayce suggested rinsing with a weak grain alcohol solution—now known as **Crudoleum Rinse**—to remove excess oil and further increase circulation. Most people find this an essential step in removing Crudoleum from the hair, and it is also an extremely effective scalp treatment. One reading

commented: "*If this will be used, this may entirely cure same; to water—aqua pura, that is preferably of pure water—to four ounces of same add twenty minims of 85 percent alcohol, with oil of pine, two drops, this should be rubbed thoroughly into the scalp, so that there is the proper reaction from same. Then, thoroughly into the scalp, rub a small quantity of white Vaseline.*

Then wash the head thoroughly with that of tar soap. Do this once each week..." [261-2]

Three Heritage Store products offer the popular crude oil in a more convenient form. For those in search of a short cut, **Crudoleum Shampoo** contains gentle sudsing agents, olive oil and coconut oil, as well as a small amount of crude oil. Although it may take longer, many of our customers report excellent results with regular use. **Crudoleum Hair Conditioner**, containing castor oil, olive oil, aloe vera, jojoba, lanolin, and of course crude oil, can be used after shampooing

"There has never been a better [formula] than the crude oil treatment."
Edgar Cayce
Reading 636-1

with Crudoleum Shampoo. **Crudoleum Cream** is an innovative combination of crude oil and white petrolatum, another product sometimes advised in scalp massage. It has a milder odor than pure crude oil and is lightly scented with ylang ylang. This product has the consistency of petroleum jelly and is easy to use. Follow with **Crudoleum Hair Rinse** before shampooing for best results.

PRODUCT REPORTS

"I have two older brothers and one who is nine years younger than me. All of them, as well as my father, have had hair and scalp problems, including itchy, scaly scalp and hair loss. For example, my younger brother has lost about one-third of his hair. I have been using Crudoleum for over ten years, and [have] maintained a full head of hair and a healthy scalp. Thanks to Crudoleum, my hair is the envy of my brothers. I use it at least once per month."

...C. M., Virginia

"I have been using your fine products as indicated in the Cayce readings for my scalp and hair for two and a half months...Already my hair is healthier and [looks] thicker than it has been in years."

...A Montana Woman

"I also want to be added to the ranks of people who have been truly amazed at the effectiveness of these products! (Crudoleum, Olive Oil Shampoo, Formula 636) My hair is amazing to quite a few people because of the health shining through...I'm so glad you're here."

...D.D.

"I have very soft kinky, kinky dry hair. I used your Crudoleum with prayers. One day, I was seized with an inner prompting to use Crudoleum as a shampoo. I saturated my hair with it, then dried out the hair with a towel. I proceeded to wait a few minutes and then applied a straightening cream; afterward I straightened the hair with a hot comb...my hair looked and felt silky and naturally straight. This has been a

blessing as being a school teacher, I needed a nice-groomed hair."

...Mabelle B., New York

FORMULA 636*

Yet another product recommended in the readings for maintaining the quality of hair is **Formula 636**. This unique formula has been found to rejuvenate the entire system. The 636 formula is an original combination of herbs and other substances which provide vitamins and minerals, including Atomidine, liver extract, ginseng, lactated pepsin and black snake root extract.

According to Cayce, the inclusion of **Atomidine** makes this formula an excellent glandular tonic. Atomidine is "atomic iodine" or iodine trichloride, a form of iodine claimed by Cayce to be less toxic to the body than many other forms of this necessary trace mineral. Since iodine was the most frequently prescribed mineral in the readings, one can infer that deficiencies were common and that many people suffered from impaired glandular functioning.

So far as other ingredients are concerned: Ginseng is a native American herb that, according to the readings, has a rejuvenating effect. Lactated pepsin is a digestive aid, while black snake root stimulates the capillary circulation.

Cayce had high praise for the 636 formula, suggesting that it be used for the "*beautifying of that which is to man his crown of strength and to woman her head of beauty, for to man hair in the head is as strength—to woman is as beauty.*"

A host of satisfied users report that this product not only enhances hair quality, but acts as a balancing and energizing tonic for the entire system. Here are some customer comments:

"I love it! The Cayce 636 did improve hair and skin. Almost immediately I started getting

compliments on both."

...a New York woman

"I have recently ordered a bottle of Formula 636. It is such a wonderful product that I wish to keep one bottle ahead so I won't run out."

... a Washington woman

OLIVE OIL SHAMPOO

Olive Oil Shampoo, the most frequently recommended shampoo in the readings, is a pure castile shampoo which is gentle enough for babies and excellent for all hair types, especially hair that is dry or damaged. Cayce found this type of shampoo to be especially beneficial to the scalp:

"For this particular body, use Olive Oil Shampoo, for there is needed the oil for the scalp and the opening of the pores of the same." [3379-1]

Several readings recommend the use of Olive Oil Shampoo to cleanse the hair and scalp following or preceding crude oil treatment.

"As for this particular condition, it arises from a poor circulation. Once a week we would wash the hair with a very pure soap (preferably the purest, which is Castile). Then massage into the scalp very small quantities of the white Vaseline, each time after the shampoo.

The next day clarify same with a twenty percent solution of alcohol: grain alcohol, not wood or denatured. These used, as we find, will make for the better conditions; and will tend to make for the natural curl, the natural texture and strength of the hair itself." [852-13]

We have received many glowing comments from customers who find Olive Oil Shampoo to be among the most beautifying shampoos available today. Here are just a few:

"Really find the Olive Oil Shampoo is excellent. I have graying hairs and they are usually hard to control but this shampoo really makes them very manageable. My hair is very thick but this

shampoo makes it thicker."

...a Wisconsin woman

"...I must say how wonderful your [Olive Oil] shampoo is, especially since it is unscented. I am allergic to perfumes, etc. Thank you and your staff for providing me with my favorite shampoo again."

...Anna D., Nevada

"As a professional in the hair care business, I have been exposed to a lot of hair care products. I find your Olive Oil Shampoo to be better than anything else on the market. My hair and the hair of everyone I know who has used it has more body, more luster, more bounce, and is more manageable than before. It is better than chemical shampoos that tend to cause scalp problems after awhile, and I prefer it to any shampoo made by any other company." . . . R.M., Missouri

Remember—many of the ingredients contained in today's hair-care products can actually damage your hair and dry your scalp. By fortifying the diet, making simple changes in one's hair care routine and using products which contain natural substances, anyone can transform limp locks into lush and shiny tresses.

Try the Cayce Hair Care Product Line and restore the natural luster and beauty of your "crowning glory."

**This information not been evaluated by the Food and Drug Administration. This product (Formula 636) is not intended to diagnose, treat, cure or prevent any disease.*