

## WHAT IS A LIQUID HERBAL EXTRACT?

Liquid herbal extracts (or tinctures) are considered one of the most effective ways to take herbal supplements. Unlike pills and capsules, liquid herbal extracts are immediately absorbed and assimilated into the bloodstream. Liquid herbal extracts are created by soaking herbs in a liquid menstruum of organic grain alcohol & filtered/distilled water. This herb and menstruum mixture is mixed and turned and then pressed and filtered to leave a pure liquid herbal extract. Some of our extracts include kosher vegetable glycerin or organic apple cider vinegar. We use certified organic herbs to make our extracts whenever possible and use only the highest quality plants available. We use whole plant parts striving to extract the broadest spectrum of plant constituents.

## CREATE YOUR OWN FORMULA

Simplers Bulk Extract Dispensing System offers a unique and affordable way for you to create your own herbal extract formulas. Choose from our selection of indication specific herbal compounds, or create your own formula by blending multiple Single Herb Extracts or Compounds in one bottle. Just dispense one ounce at a time of extract into a 2 ounce or 4 ounce bottle. Please recycle the bottles.

Here is an example of a tonic blend formulated to support the body during menopause:

### MENOPAUSE SUPPORT TONIC

2oz Black Cohosh

2oz Vitex Berry Extract

(take 1-3 dropperfuls 1-3 times a day)

Simplers Botanical Company makes liquid herbal extracts from over 100 ethically harvested medicinal plants. Ask your retailer about availability.

## ORGANIC HERBAL EXTRACTS

Simplers Organic Herbal Extracts and Compounds are free of chemical pesticides and additives providing a clean convenient delivery of plant medicine. We are proud to be a leader in organic herbal medicine and pleased to support organic farming. Simplers Botanical Company is certified organic by California Certified Organic Farmers (CCOF) a leader in organic education and certification.

Our close association with the Sonoma County Herb Exchange, a source for herbs within our community, and United Plant Savers, protecting endangered medicinal plants, fosters a feeling of connection with the plants that become our medicine. At Simplers we choose to use organic ingredients because we know that making the best herbal medicine starts with sourcing the best herbs.

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## SINGLE HERBAL EXTRACTS

Our goal at Simplers is to offer the finest plant medicines available at any price. Our close relationship with local farmers lets us source the best organic herbs when they are prime and plentiful. Sustainable organic farming provides clean beautiful vital plants to make medicine. We sell our medicine in bulk to keep costs down and reduce waste. The result - Simplers Liquid Herbal Extracts are easy on the planet and easy on your pocket, too.

### ASTRAGALUS - Tonic

Astragalus is an excellent immune-system supporting herb. It is of great use in any wasting or exhaustive disease. It is reported to work tonically on virtually all body systems.

Ingredients: Organic Astragalus membranaceus dry root, Organic Ethyl Alcohol 30-35%. Herb/menstruum ratio: 1:3.

### BLACK COHOSH - Tonic

Black Cohosh is a relaxant and normalizer of the female reproductive system. It is helpful in cases of delayed or painful menstruation. It also has a mild sedative effect useful to dull cramps, arthritis pain, headaches and other accompanying ailments.

Ingredients: Organic Cimicifuga (Actaea) racemosa dry root, Organic Ethyl Alcohol 60-65%. Herb/menstruum ratio: 1:3.

### ECHINACEA - Acute

An immunostimulant, Echinacea works best when it is taken at the first signs of symptoms. It is useful in treating colds, flu, sore throats, infections, skin eruptions, and immune deficiencies. It is also helpful to take immediately after insect bites or stings to reduce the severity of reaction.

Ingredients: Organic Echinacea purpurea fresh root, Organic Ethyl Alcohol 45-50%. Herb/menstruum ratio: 1:1.75.

### ECHINACEA GLYCERITE - Acute

Glycerites are made with a vegetable fat called glycerin and contain no alcohol. Glycerites are milder than hydroalcoholic extracts. They are often used for children, the elderly, and during convalescence.

Ingredients: Organic Echinacea purpurea dry root, Kosher Vegetable Glycerine 60%. Herb/menstruum ratio 1:4.

**acute** - larger doses taken to treat symptoms  
**tonic** - smaller doses taken over time for system support

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## ELEUTHERO - Tonic & Acute

Herbalists refer to Eleuthero as an adaptogen, describing its ability to aid the body in adapting to stress. Used for its general tonic properties, Eleuthero is a great adjunct to almost any herbal tonic combination. It is also reported to help the body burn sugar more efficiently.

Ingredients: Wildcrafted Eleuthero coccus dry root, Organic Ethyl Alcohol 35-40%. Herb/menstruum ratio: 2:1.

## GINKGO - Tonic

Ginkgo helps to improve peripheral circulation. It has been said to enhance memory, lessen tinnitus, and help bring relief to varicose veins and vertigo. Ginkgo also may help improve mental efficiency and clarity.

Ingredients: Organic Ginkgo biloba dry leaf, Organic Ethyl Alcohol 60-65%. Herb/menstruum ratio: 1:4.

## KAVA - Tonic & Acute

Useful for treating anxiety and/or insomnia associated with anxiety (in combination with Valerian or St. John's Wort). Kava is also used as an analgesic (topical pain killer) in the mouth and throat. Begin with small doses and read contraindications on label thoroughly.

Ingredients: Cultivated in Vanuatu Piper methysticum dry root & rhizome, Organic Ethyl Alcohol 70-75%. Herb/menstruum ratio: 1:4.

Caution: Ask a healthcare professional before use if you have or have had liver problems, frequently use alcoholic beverages, or are taking any medication. Stop use and see a doctor if you develop symptoms that may signal liver problems (e.g., unexplained fatigue, abdominal pain, loss of appetite, fever, vomiting, dark urine, pale stools, yellow eyes or skin). Not for use by persons under 18 years of age, or by pregnant or nursing women. Avoid using when driving or operating heavy equipment. Avoid during pregnancy.

## ST. JOHN'S WORT - Tonic & Acute

Used for depression, St. John's Wort normalizes sleeping patterns and insomnia associated with agitation and depression. Traditionally it has been used as a nerve tonic. It is specifically indicated for sciatica, nerve inflammation and PMS.

Ingredients: Ethically wildcrafted Hypericum perforatum fresh flowering tops, Organic Ethyl Alcohol 55-60%. Herb/menstruum ratio: 1:2.

## VALERIAN - Tonic & Acute

Valerian is a useful herb for headaches, muscle aches, and menstrual cramps. It is known for its sedative effects on the nervous system helping to relieve anxiety, irritability and insomnia due to worry or depression.

Ingredients: Organic Valeriana officinalis dry root, Organic Ethyl Alcohol 40-45%. Herb/menstruum ratio: 1:3.

## VITEX BERRY (Chaste Tree) - Tonic

Vitex acts as a general reproductive tonic for women. It normalizes hormonal imbalances. It is a useful tonic during menopause, effective in regulating menstrual cycles and can be rebalancing after use of birth control pills.

Ingredients: Wildcrafted Vitex agnus-castus dry seed, Organic Ethyl Alcohol 60-65%. Herb/menstruum ratio: 1:3.5.

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## HOW TO TAKE EXTRACTS

Liquid Herbal Extracts can be taken on a long-term basis (tonic) or for specific symptoms (acute) associated with colds and other common conditions.

Liquid herbal extracts have a strong taste when taken directly from the bottle. We suggest taking extracts in a small amount of water or juice (about 1-2 ounces). Some herbal compounds such as Simplers Artichoke Compound should be taken in a little water only and held in the mouth for a short period of time. This allows the bitter stimulation on the tongue to activate the digestive system. If alcohol poses a problem for you, try dropping your extract in hot tea to evaporate off some of the alcohol (Note that 1ml of an alcohol extract contains about as much alcohol as a ripe banana).

Tonic protocol generally suggests you take 2ml of extract 2-3 times per day. At this dosage, 1 ounce of herbal extract (about 30 milliliters) will last 5-7 days. Simplers bulk tinctures, available in 1oz, 2oz & 4oz sizes, are cost effective and environmentally sensible. Dosage and results may vary depending on the individual so we recommend seeking the advice of a qualified practitioner for any serious medical condition.

## HOW MANY MILLIGRAMS OF HERB DOES MY EXTRACT CONTAIN?

Here is a guideline to help you figure out how much plant material is represented in each dosage. The weight to volume ratio indicates how much plant material and menstruum (water/alcohol) was used to extract the vital constituents of the plant. 1:2 means one part plant material to two parts menstruum. You can locate the weight to volume ratio (Herb/Menstruum ratio) on a bottle of Simplers Liquid Herbal Extract and follow the guidelines below for approximate milligrams of herb.

Water weight in fresh plant material is extremely variable. To ensure consistency and potency of the finished product, and in accordance with traditional herbal extraction methods, Simplers makes most extracts from dried plant material. The following chart represents the number of milligrams of herb in 1 ml of liquid herbal extract.

Dried Herb Ratios		Fresh Herb Ratios	
1:1	1000mg	1:1	250mg
1:2	500mg	1:1.5	187.5mg
1:3	333mg	1:1.75	156mg
1:4	250mg	1:2	125mg
1:5	200mg		

\*Weight to volume Milligrams of herb in 1ml of extract (about 1 dropper full)

Example: If you have a fresh Echinacea extract that is 1:2, and you take 1ml, you are consuming approximately 125mg of Echinacea. If you have a dried Valerian extract that is 1:3, and you take 1ml, you are consuming approximately 333mg of Valerian.

## NETTLE / RADISH COMPOUND

- Allergy Relief

As a seasonal tonic or for acute situations this formula combines herbs such as Nettle and Turmeric, specific for modulating histamine and other inflammatory responses, with herbs which aid drainage of the respiratory passages such as Horseradish, Goldenrod & Yarrow.

Ingredients: Organic Nettle (*Urtica dioica*) leaf, Organic Horseradish (*Armoracia rusticana*) root, Organic Elder (*Sambucus mexicana*) flower, Goldenrod (*Solidago canadensis*) flowers, Organic Goldenseal (*Hydrastis canadensis*) root, Organic Turmeric (*Curcuma longa*) root, Yarrow (*Achillea millefolium*) flowering tops, Organic ethyl alcohol 50-55%.

## SAW PALMETTO COMPOUND

- Male Tonic

Saw Palmetto is specific for the prostate and an excellent tonic for male health. This formula, while being specific to male reproductive organs, goes beyond this system. Other herbs in this formula such as Marshmallow, Licorice, Oat Tops & American Ginseng all contribute to support exhausted adrenals and the body in general.

Ingredients: Organic Saw Palmetto (*Serenoa repens*) berry, Organic Echinacea (*Echinacea purpurea*) root, Organic Marshmallow (*Althaea officinalis*) root, Couchgrass (*Elytrigia ribes*) root, Hydrangea (*Hydrangea arborescens*) root, Organic Licorice (*Glycyrrhiza glabra*) root, Nettle (*Urtica dioica*) root, Organic Oats (*Avena sativa*) milky fruits, Jamaican Sarsaparilla (*Smilax ornata*) root, Yarrow (*Achillea millefolium*) flowering tops, Organic ethyl alcohol 55%.

## STRESS RELIEF

- Classic Nervine Tonic

Our approach to stress relief in this formula is two-fold. First we formulate to support the body's natural adaptive capacity with Nettles and Oats. Second we settle the nervous system and it's responses with the classic nervines - Passionflower, Skullcap, Chamomile, Lavender, & The Bach Flower Essence Combination - Rescue Remedy.

Ingredients: Organic Passion Flower (*Passiflora incarnata*) leaf, Organic Skullcap (*Scutellaria lateriflora*) Flowering tips, Organic Chamomile (*Matricaria recutita*) Flower & bud, Organic Oats (*Avena sativa*) milky fruits, Organic Lavender Glycerite (*Lavandula angustifolia*), Bach Flower Rescue Remedy, Organic ethyl alcohol 25-30%. Kosher vegetable glycerine 5-10%.

## VALERIAN / HOPS COMPOUND

- Calming Sleep Aid

The importance of proper quantity and quality of sleep cannot be overstated. Studies report that Valerian reduces sleep onset time and increases subjective sleep quality. Hops serve to reduce muscle tension and irritability. The formula is rounded out with other mildly sedative herbs such as Vervain and Catnip and works to quiet and settle the nervous system.

Ingredients: Organic Valerian (*Valeriana officinalis*) root, Organic Hops (*Humulus lupulus*) flowers, St. John's Wort (*Hypericum perforatum*) flowering tops, Organic Catnip (*Nepeta cataria*) aerial parts, Organic Skullcap (*Scutellaria lateriflora*) leaf & flower, Vervain (*Verbena hastata*), California Poppy (*Eschscholzia californica*) Organic ethyl alcohol 55-60%.

**simple** - a single plant preparation for a variety of ailments.

**simpler** - one who uses simples to enhance well-being.  
In other words, an herbalist.

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## LIQUID HERBAL COMPOUNDS

Simplers Botanical Company worked with Herbalists from the California School of Herbal Studies to formulate these Liquid Herbal Extract Compounds. Our compounds are designed to support the body and relieve the symptoms of common ailments.

## ARTICHOKE COMPOUND

- Digestive Bitters

"Bitters", like Artichoke and Gentian, act to enhance the digestion and absorption of foods. Take this formula 20 minutes before meals in order to stimulate the body's secretion of digestive enzymes and acids, therefore facilitating digestion. Carminative herbs like Fennel & Ginger help relieve gas in the digestive tract.

Ingredients: Organic Artichoke (*Cynara scolymus*) leaf, Organic Fennel (*Foeniculum vulgare*) seed, Organic Ginger (*Zingiber officinale*) root, Organic Blessed Thistle (*Cnicus benedictus*) flowers & tips, Organic Beet (*Beta vulgaris*) leaf, Organic Chamomile (*Matricaria recutita*) flowers & buds, Organic Gentian (*Gentiana lutea*) root, Organic Dandelion (*Taraxacum officinale*) leaf, Organic Wormwood (*Artemisia absinthium*) leaf, Organic ethyl alcohol 45-50%.

## CLEAVERS COMPOUND

- Urinary Tract Remedy

The kidney-urinary tract system is the primary organ system dedicated to maintaining fluid balance in the body. Other functions include maintaining salt & acid/alkali balance. Cleavers Compound beneficially soothes & helps reduce inflammations that can occur in the urinary tract and at the same time tonifies the tissues of this system.

Ingredients: Organic Marshmallow (*Althaea officinalis*) root, Organic Cleavers (*Galium aparine*) aerial parts, Organic Ginger (*Zingiber officinale*) root, Yarrow (*Achillea millefolium*) flowering tops, Goldenrod (*Solidago canadensis*) flowers, Uva Ursi (*Artostaphylos uva-ursi*) leaf, Wintergreen (*Gaultheria procumbens*) leaf, Organic ethyl alcohol 55%.

## CRAMPBARK COMPOUND

- Menstrual Cramping Relief

Menstrual cramping is usually associated with hormonal changes and smooth muscle contraction. Vitex, Crampbark, Wild Yam and Silk Tassel are the primary herbs in this compound working to normalize hormones and reduce uterine cramping. Motherwort and St. Johns Wort balance the formula as well as support the emotional well being of the woman taking it.

Ingredients: Crampbark (*Viburnum opulus*) root, Vitex (*Vitex agnus-castus*) berry, Yarrow (*Achillea millefolium*) flowering tops, Organic Motherwort (*Leonurus cardiaca*) aerial parts, Organic Wild Yam (*Dioscorea villosa*) root, Vervain (*Verbena hastata*) aerial parts, St. John's Wort (*Hypericum perforatum*) flowering tops, Silk Tassel (*Garrya spp.*) leaf, Organic ethyl alcohol 55%.

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## DONG QUAI COMPOUND

- Female Tonic

Dong Quai is the primary herb working to nourish tissue via the blood. Using Vitex & Black Cohosh for hormonal regulation, this formula can help during menopause and PMS as it supports reproductive and associated systems.

Ingredients: Organic Dong Quai (*Angelica sinensis*) root, Organic Blessed Thistle (*Cnicus benedictus*) flowers & tips, Vitex (*Vitex agnus-castus*) berry, Organic Black Cohosh (*Cimicifuga racemosa*) root, Organic Ginger (*Zingiber officinale*) root, Organic Angelica (*Angelica archangelica*) root, Organic Licorice (*Glycyrrhiza glabra*) root, Organic ethyl alcohol 55%.

## ECHINACEA / OSHA COMPOUND

- Cold & Flu Remedy

This compound is useful when a cold has already established itself in the body. Herbs in this compound directly inhibit bacterial growth on membranes while expectorating mucous from the respiratory tract.

Ingredients: Organic Echinacea (*Echinacea purpurea*) root, Organic Osha (*Ligusticum porteri*) root, Usnea (*Usnea* spp.) whole lichen, Organic Goldenseal (*Hydrastis canadensis*) root, Organic Horseradish (*Armoracia rusticana*) root, Organic ethyl alcohol 65%.

## ECHINACEA/GOLDENSEAL COMPOUND

- Cold Remedy

An immunostimulant, Echinacea works best when it is taken at the first signs of symptoms. It is useful in treating colds, flu, sore throats, infections, skin eruptions, and immune deficiencies. Goldenseal is useful for inflamed mucous membranes and can act as a topical antimicrobial. This formula is recommended for acute conditions.

Ingredients: Organic Echinacea (*Echinacea purpurea*) root, Organic Goldenseal (*Hydrastis canadensis*) root, Organic ethyl alcohol 60%.

## ELEUTHERO / GINSENG COMPOUND

- Energizing Tonic

Eleuthero and American Ginseng are adaptogenic herbs, referring to their ability to aid the body in adapting to and overcoming the effects of physical and emotional stress. They are mildly stimulating and help combat fatigue.

Ingredients: Organic American Ginseng (*Panax quinquefolium*) root, Eleuthero (*Eleutherococcus senticosus*) root, Organic ethyl alcohol 40-45%.

## EUCALYPTUS COMPOUND

- Respiratory Remedy

Use tonically for chronic congestion and bronchial conditions, and during rehabilitation from long term or excessive tobacco use. Helpful in acute situations of coughing bronchitis, throat strain, voice loss, and during cold and flu (add Echinacea extract for immune support). The herbs in this formula are specific for clearing the lungs and draining passageways to allow easier breathing.

Ingredients: Eucalyptus (*Eucalyptus globulus*) leaf, Yerba Santa (*Eriodictyon californica*) leaf, Organic Grindelia (*Grindelia* spp.) flowering tops, Organic Hyssop (*Hyssopus officinalis*) aerial parts, Organic Elecampane (*Inula helenium*) root, Yerba Mansa (*Anemopsis californica*) root, Organic Licorice (*Glycyrrhiza glabra*) root, Organic ethyl alcohol 60%.

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## FEVERFEW COMPOUND

- Headache Relief

There are many physical imbalances that cause headaches. Some common reasons include muscular tension, vascular spasm & impaired digestion. This compound helps re-establish proper blood vessel tone with Feverfew & Ginkgo; relieve muscle tension & impaired digestion with Wild Yam; and re-establish appropriate central nervous system responses with Lavender.

Ingredients: Organic Feverfew (*Tanacetum parthenium*) aerial parts, Organic Ginkgo (*Ginkgo biloba*) leaf, Organic Lavender (*Lavendula angustifolia*) flowers, Organic Wild Yam (*Dioscorea villosa*) root, Lemon Verbena (*Aloysia triphylla*) leaf, Organic ethyl alcohol 50-55%.

## GINKGO / SKULLCAP COMPOUND

- Mental Clarity & Nerve Tonic

Body systems function better and with more ease when the mind is clear and the nerves settled. This formula brings clarity of mind, memory acuteness and focus with Ginkgo, Rosemary & Gotu Kola. Skullcap and Fo Ti help settle the nerves and balance energy centers of the body.

Ingredients: Organic Ginkgo (*Ginkgo biloba*) leaf, Organic Rosemary (*Rosmarinus officinalis*) leaf, Organic Gotu Kola (*Centella asiatica*) leaf, He Shou Wu (*Polygonium multiflorum*) root, Organic Skullcap (*Scutellaria lateriflora*) leaf & flower, Organic ethyl alcohol 55-60%.

## KAVA / LAVANDER GLYCERITE

- Relaxing Tonic

This compound is a mild relaxing tonic. Kava is traditionally used in the Pacific Islands as a ceremonial drink. Both Kava and Lavender are effective in treating muscle tension, anxiety and insomnia.

Ingredients: Kava Kava (*Piper methysticum*) root, Organic Lavender (*Lavendula angustifolia*) flowers, Kosher Vegetable Glycerine 60%.

## HAWTHORN COMPOUND

- A Heart & Circulatory Tonic

This formula addresses the needs of the heart and the entire circulatory system. Hawthorn is the premier heart tonic herb. It has a high flavonoid content which supports and tones the circulatory vessels. Lavender and Motherwort serve to support the nervous system thereby indirectly aiding the circulatory system. Hawthorn also doubles as a digestive tract tonic.

Ingredients: Hawthorn (*Crataegus* spp.) leaf, flower and berry, Organic Motherwort (*Leonurus cardiaca*) aerial parts, Organic Lavender (*Lavendula angustifolia*) flowers, Organic ethyl alcohol 55%.

## MILK THISTLE COMPOUND

- Enhances Liver Detoxification

Used for general detoxification and regeneration of the liver after exposure to chemicals, strong pharmaceutical drugs, or liver disease. The bitter herbs added to this compound compliment Milk Thistle by acting as a digestive stimulant. This is an effective daily detox tonic best taken 20 minutes before meals.

Ingredients: Organic Milk Thistle (*Silybum marianum*) seed, Organic Dandelion (*Taraxacum officinale*) root, Organic Artichoke (*Cynara scolymus*) leaf, Oregon Grape (*Mahonia aquifolium*) root, Organic ethyl alcohol 60%.