

Traditional Naturopath Michael Wohlfeld Encinitas, CA

Education

- Indiana University Combined Undergraduate Medical School Program, 1967-68
- Florida State University, Special Education and Nutrition, 1969-71
- Bangor Theological Seminary, Chaplain Program, 1975
- International University of Naturopathic Studies, N.D. program, 1989-91
- Trinity College, ND program, 2003-04

Work Experience

- Peace Corps, Malaysia, Special Ed Teacher, 1975-76
Put together nutrition program for natives that improved learning capabilities
- Dade County Special Ed Program, Miami, FL, 1977-78
Developed first nutrition program for mentally retarded adults based on whole food
- Southwest Traders, Escondido, CA. Wholesale health food distributor, 1980-84.
Sales and training at the retail level
- Nature's Health Center / Coast Market, Encinitas, CA, 1985-87.
Owned and operated two health food stores with over 75% sales in supplements
- Vital Impact, Carlsbad, CA, Whole Food Supplement Manufacturer, 1987-89.
Director of Marketing
- MegaFood, Derry, NH, Whole Food Supplements, 1989-94.
Director of Education
- Pines International, Lawrence, KS, green food manufacturer, 1994-98.
Director of Sales and Education
- Organic By Nature, Inc. / Pure Planet/Purium Health Products, Long Beach, CA, 1998- *Director of Sales and Training, staff Naturopath*

Words of Wisdom shared by Purium's Staff Naturopath Michael Wohlfeld

- ❖ "One of my [favorite analogies] is the one Dr. Bernard Jensen made about an oak tree and pine tree...he remarked **how the oak is stronger and takes more abuse and the pine tree is more delicate but IF both are cared for properly - they both do well for many years!** So, some folks are born with an oak constitution and others with a pine one. **That's why some make it to 55 before they fall apart- but others need to be careful at a young age like I did** because otherwise the body rebels!"
- ❖ "Naturopathic Medicine is as old as the Earth itself! In fact, Hippocrates who is considered the "Father of Medicine," stated over 2500 years ago that the human body had been endowed with a self healing system that would take care of itself if just given the right tools to work with while following Natural Law. This is why he suggested, **"Let thy food be thy medicine, and thy medicine thy food!"**
- ❖ Natural Laws are all around us. If we jump off a ten story building, the Law of Gravity will kick in and the result will not be good! So it is with everything in Life. Instead of doing the same thing over and over and eating the same food every day, we only need to improve our awareness and really listen to Mother Nature. **Our bodies need fresh food free of chemicals, clean air to breathe deeply, and good spring water. Our minds need calmness, concentration, and cheerfulness and our Spirits need real and lasting peace and joy."**
- ❖ "It's not about the numbers or how much we consume of a vitamin or mineral but what form it is in. **True super foods automatically provide synergistic relationships between vitamins, minerals, amino acids, and phytochemicals that the body can use."**
- ❖ **"Have you ever gone shopping for a car and settled on buying a steering wheel?** To take this a step further, imagine that you go from one parts store to another and pick up fenders at one place, engine parts, transmission parts, tires, wheels, and seats, all at different places. Would you have a car? Obviously, not. **This scenario may sound ridiculous but most people go to health food stores, drug stores and supermarkets and buy Vitamin C in this same way** .Thousands of bottles of ascorbic acid are purchased every day under the misguided assumption that ascorbic acid is the same as Vitamin C. In reality, ascorbic acid is an isolated nutrient that is part of Vitamin C but it is not the whole Vitamin C. Compelling studies over the last several years have demonstrated that **people who take high doses of ascorbic acid actually put their bodies at risk for a number of health challenges."**
- ❖ "You just have to ask yourself, would you rather trust a chemist in New Jersey or Mother Nature and the Good Lord above?"
- ❖ **"Purium has always offered nature's Superfoods.** These are plants and herbs that contain high concentrations of nutrients. In other words, "low calorie" AND "nutrient-dense" foods that support LIFE. Along with this, **all our products have NO fillers, binders, or any other additive AND many of our products are processed at low temperatures so they are like fresh, raw food.** Wait, it gets even better - compare Purium to similar items found in a health food store and you will quickly see that not only do we offer superior quality, we also have VERY affordable prices!"