

# Silver—First Aid First Choice

You just have to put some Argentyn 23<sup>®</sup> Silver First Aid Gel into your emergency first aid kit. We all know chances for infection occur every day for ourselves and our children. And the power of silver to eradicate skin infection has been so overwhelmingly demonstrated in so many thousands of studies, we're surprised that it is only now that a homeopathic silver-based first aid gel is finally on the market.

Consider that the nation's leading topical antibiotic today is silver sulfadiazine. Market-research firm Frost & Sullivan estimated U.S. sales of silver dressings for wounds and burns to be at \$75 million for the year 2004. While \$75 million may not be a startling figure in the field of medical devices, where it is not uncommon for popular products to create sales of \$1 billion or more per year, the number does reflect the fact that silver dressings are receiving serious attention from some of the largest medical device companies.

According to Jonathan Primer, president of Medline's Advanced Wound and Skin Care division, concern about antibiotic-resistant bacteria is a big factor in the growing demand for silver-based dressings. "To be able to add an antimicrobial element, in an environment where there are all sorts of

well-known resistances, that really is revolutionary," he says. To date, silver is known to be an effective antimicrobial that has no association with drug-resistant strains of bacteria.

## REDUCING RISK OF INFECTION

Silver is known to be a broad-spectrum antimicrobial, which means that as the skin heals, an application of silver will reduce the risk of secondary infection on vulnerable areas; or, if a secondary infection is already present, it can help clear it up. Upon contact with the injured area, silver will begin to act directly upon any foreign microbes that might cause infection.

Silver ions act by rupturing the outer membrane of the infectious agent, exposing the internal components to the immune system for cleanup by the white blood cells. Silver ions continue to work against microbes by attacking their oxygen-metabolizing enzymes and essentially suffocating them. These amazing healing properties apply to a wide array of common injuries.

"The benefits of nanoparticles have been shown in several scientific fields," say Italian researchers in the July-September 2007 issue of *Giornale Italiano di Medicina del Lavoro ed Ergonomia* (29[3 Suppl]:451-2)—and no company has ever excelled the way that Natural-Immunogenics has in producing nanoparticles of silver. They've been at the forefront of creating the most potent silver formulas for consumers for almost a decade. They've gained the number-one sales spot in the natural products

## As Easy As 1, 2, 3

Argentyn 23 Silver First Aid Gel is the *only* homeopathic topical preparation to isolate and harness the revolutionary power of silver in the form of *Argentum metallicum* 10x, 20x, 30x (homeopathic silver). It's pure, it's petroleum-free, and it works...some might say as easy as one, two, three. It works in three ways to help minor wounds heal fast:

- 1) Argentyn 23 Silver First Aid Gel reduces pain quickly, taking the sting out of skin irritations. Silver is known for its soothing effects on the skin.
- 2) Silver calms inflammation, reducing the swelling, redness and heat that often accompany minor wounds.
- 3) It fights minor skin infection and promotes healing. Whether used with conventional treatments or, when appropriate, as an alternative, silver helps the body to keep minor skin infection at bay, allowing minor wounds to heal quickly.



Argentyn 23 Homeopathic Silver First Aid Gel can be used topically as first aid to relieve symptoms caused by:

**FUNGAL SKIN INFECTION**—Athlete's foot is a common and annoying fungal infection that affects millions of Americans each year. It is a skin disease caused by the fungus *Tinea pedis*, which usually occurs between the toes. Fungi thrive in the warm, moist, and dark environment that can be found on the feet. Common symptoms include redness, itching, and dry, peeling skin that may even crack and bleed. Athlete's foot may spread to the soles of the feet and to the toenails and it can spread to other parts of the body, such as the groin and underarms, by those who scratch the infection and then touch themselves elsewhere. Silver is an effective means of killing athlete's foot fungus and healing the affected tissue. Dr. Rentz advises his patients to apply silver hydrosol to their feet directly after bathing and to follow this application with a treatment of benzoyl peroxide. This method

industry, according to cash register data from SPINS, a popular sales tracking information source.

One particularly promising new material, a textile impregnated with nanocrystalline silver, has shown exceptional results in healing even the most severe burns by utilizing silver ions. This new generation of silver products is able to utilize silver nanoparticles, rather than having to rely on a silver compound.

This is key. As Dr. Eric Rentz, one of today's leading experts on silver, points out, "When the silver is only bound to itself as silver particles, it can more freely cross-react with oxygen present in our tissues or within water itself." When silver can freely interact with oxygen, it has the highest level of bioactivity, allowing it to destroy germs, speed tissue repair, and even induce regenerative events. Basically, when silver is only bound to itself, it is simply more effective, not to mention safer. Products that utilize silver ions and silver nanoparticles are able to produce results with a much lower concentration of silver, so there is minimal risk of toxicity. Additional studies show little risk for nanoparticle silver to accumulate in the skin, as well.

Even safer is the nanopharmacology as it applies to homeopathic medicine. Small amounts of pharmacologically active substances are rendered more potent (yet completely nontoxic) by the process of serial dilution and succession. The Food and Drug Administration recognizes the Homeopathic Pharmacopoeia of the United States as the governing body for homeopathic products and claims. The FDA regulates homeopathic remedies prepared according to the HPUS as drugs. Therefore, all homeopathic products must be labeled with indications for use as supported by recognized *Materia Medica*s.

While promising research and solid sales of silver dressings have many consumers wanting to know how they can benefit from these products, the specific products used in the studies are unfortunately not available for purchase.

Argentyn 23 Silver First Aid Gel has released the power of homeopathic silver, known as *Argentum metallicum*, and it can now be found at your local health food store and kept right in your medicine cabinet. It may be one of the best possible ways to benefit from silver's incredible healing properties. While medical intervention may benefit more severe wounds and burns, Argentyn 23 Silver First Aid Gel is the perfect solution for everyday cuts, scrapes and minor burns. It is painless to apply, and it provides incredible relief from mild infection while promoting the body's own natural healing processes in one simple application. ■



## FIRST AID QUICK TIPS

**Minor Burns**—Clean affected area with water, pat dry, then apply a layer of Argentyn 23 Silver First Aid Gel, leave wet and cover. Repeat as needed to relieve symptoms. For serious burns, seek appropriate medical attention.

**Razor Burn**—Spread thin layer over affected area after shaving.

**Bug Bites & Stings**—Place a dab of First Aid Gel over affected area. Repeat as needed to relieve

symptoms. If swelling or pain persists or worsens due to allergic reaction to bug bite or sting, seek medical attention.

**Itching**—Spread thin layer over affected area as needed to relieve symptoms.

**Minor Wounds**—Clean affected area, then apply a generous layer of First Aid Gel, leave wet and cover.

**Bruises**—Apply a layer of First Aid Gel over bruised area. Repeat three times

daily until bruise dissipates.

**Ulcerations**—Apply generous layer, cover. Repeat three times or more per day until symptoms are relieved.

**Blisters**—Cover blister with a layer of First Aid Gel. Repeat three times daily until symptoms abate.

**Acne**—Clean affected area, then apply a thin layer of First Aid Gel, morning and night.

**Eczema**—Apply a layer of First Aid Gel

as needed to relieve symptoms.

**Diaper Rash**—Clean affected area and apply layer of Gel after each diaper change until symptoms abate.

**Minor Infection**—Clean affected area and apply a layer of First Aid Gel, then cover. Repeat three to five times during the day until symptoms abate. If symptoms persist or worsen after three days, seek appropriate medical attention.

allows the silver to work synergistically with the oxygen in benzoyl peroxide to destroy the fungus.

**HERPES AND COLD SORES**—By applying silver two to three times a day to sores, many patients have found that their bodies' already healthy natural healing processes are optimally supported. Silver is most effective when applied to the skin at the first tingling sensation. However, silver may be applied at any stage.

**ECZEMA AND SKIN ALLERGIES**—A 2003 study conducted by the Department of Dermatology and Allergy at Biederstein Technical University in Munich, Germany, looked at the effects of silver-coated textiles in treating atopic dermatitis. The 15 patients diagnosed with generalized or localized atopic dermatitis were induced with the allergic reaction by colonization with the bacterial strain *Staphylococcus aureus* at the flexures of the elbows. Each patient then had one elbow wrapped in silver-coated textiles, and the other elbow wrapped in a

sterile cotton textile. After only two days, a significant decrease in *S. aureus* colonization could be seen on the site covered by the silver-coated textile as compared to the cotton. Another study reported in the June 2005 *British Journal of Dermatology* found that silver has both antimicrobial and anti-inflammatory properties. After four days of treatment with 1 percent nanocrystalline silver cream, researchers observed significant reductions of swelling, redness, and inflammation in the ears of mice. They also found that nanocrystalline silver suppresses the expression of cytokines, tumor necrosis factor-alpha and interleukin-12, thereby inducing apoptosis of inflammatory cells. These findings suggest that silver may be helpful in prevention on several levels. The inflammatory modulating action probably helps to soothe irritated skin. As the skin heals, the antimicrobial properties of silver also help prevent secondary infection, or if a secondary infection is already present, it can help clear it up.

**CUTS AND SCRAPES**—Silver is an excellent first line of defense for cuts and scrapes, thanks to its ability to support the body's already healthy antimicrobial activities. It will help a healthy immune system to protect the area from infection, and additionally, silver's regenerative properties will help the area to heal faster.

**SUNBURNS**—When sunburn becomes apparent, the first step is to immediately get out of the sun. To relieve the discomfort of the sunburn, place a cool compress on the affected area, or take a cool bath or shower if possible. Gently pat the skin dry, then use your first aid gel. Silver has been used in dressings for burn victims for decades, and it can help with sunburns as well; homeopathic silver helps burns by relieving inflammation, swelling and redness in the affected area, and its regenerative properties will help the area to heal faster.

*Consult your health professional and do not use silver to replace any prescribed medications or treatments.*