

Folk meds

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NEW IPSWICH

Krouk plugs folk medicine, iodine

Apple orchard owner uses Internet to promote product

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NEW IPSWICH — When Jeff Krouk had an apple orchard back in the 1970s, he already had a keen interest in alternative medicines and healings.

Since Krouk also spiced apple cider at his mill and was interested in the holistic benefits of apples, it wasn't long before he discovered the teachings of Vermont folk medicine expert, Dr. D.C. Jarvis.

"At that time, I heard about Dr. Jarvis, and how he was very interested in folk medicine," said Krouk, and in particular, the benefits of organic apple cider vinegar in a remedy "that will restore your private stock of energy and health."

Jarvis believed that the remedy, which consists of eight ounces of water, one teaspoon of apple cider vinegar and one teaspoon of honey, would preserve lifelong, good health, by treating viruses, arthritis, weight loss and allergies.

According to Krouk, Jarvis also believed that by adding iodine to the remedy, it would help minimize the anxiety level in people.

"Dr. Jarvis wrote behind the effectiveness of iodine," said Krouk, and how it minimizes the flight or fight response in his 1958 best seller "Folk Medicine," excerpts of which are posted on Krouk's Web site, jkrouks.com.

In his book, Jarvis recommends adding a few drops of iodine to the original apple-cider remedy, according to the weight of the individual who will be drinking it. "This was his most basic kind of recipe," said Krouk.

Krouk said he is happy to include the writings of Jarvis on his Web site, especially his study on the benefits of iodine because in the public eye, iodine is on the verge of extinction. "I believe a lot of the knowledge about iodine now, is coming out from my Web site."

"The Tibetans have a good understanding of earth, water, fire, wind and space, and how those elements are represented by the food we eat."

*Jeff Krouk,
www.icrows.com*

said Krouk.

"I've been selling Lugol's Solution of Iodine for 18 years now, even before the Web came into fruition."

Although Krouk's Web site provides detailed information about the use of iodine, he also provides a disclaimer that the iodine, as well as the hundreds of herbs also available for purchase, is only offered as individual "talismans."

"I don't make recommendations," said Krouk, preferring instead to refer visitors to articles written by Jarvis.

His site, according to Krouk, gets about 20,000 hits a month.

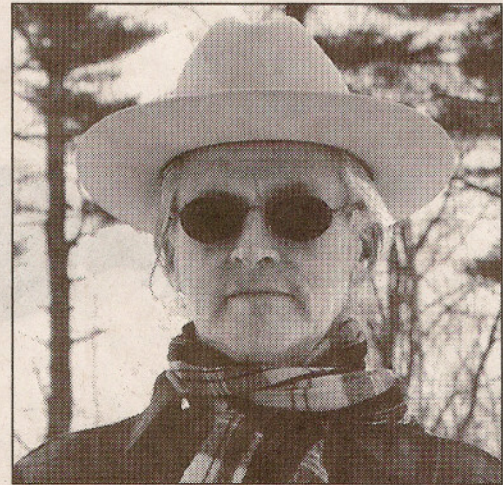
"Once the Web hit, I took advantage of the ability to communicate," said Krouk.

"I direct people to the articles and let them come to their own conclusions," he said. Articles that also include information on Tibetan medicine, another interest of Krouk's that developed after reading Jarvis' teachings on Vermont folk medicine.

"I saw a synergy in the two ideas," said Krouk. "To me, they have a kind of convergence, in a holistic way."

Krouk said that he likes Tibetan medicine because it's tied in with Buddhism.

"It's a science of the mind," said Krouk. "The Tibetans have a good understanding of earth, water, fire, wind and space, and how those elements are represented by the food we eat."



JEFF KROUK

According to Krouk, in Tibetan medicine, when elements are out of balance, a person can become sick. "In Tibetan medicine, mental illness has to do with wind," said Krouk, and too much heat or too much cold can also be a physical or mental disorder.

"These elements all have a different quality. The wind is movement and is cool, but it can also be hot," said Krouk.

While he admits that it takes some time to understand the meaning behind elements, the basic concept is easy.

"It's a very seamless transaction with these elements. Our environment is porous. We're porous. We think of our world as more concrete than it really is," he explained.

At the very bottom of Krouk's Web site reads the following: Any statements made on this site have not been evaluated by the FDA and are not intended to diagnose, treat or cure any disease or condition.

Always consult your professional health care provider.