

Utah based SibU provides hope/wealth to Tibetan villages through fair-trade seabuckthorn.

By Peter McMullin, SibU, LLC

Dated: Jan 16, 2009

Utah based SibU, LLC is giving hope to impoverished villagers in Tibet by buying the yearly harvest of seabuckthorn, a rare berry growing wild in Himalayan mountain valleys.

Utah based SibU, LLC is giving hope to impoverished villagers in Tibet by buying the yearly harvest of seabuckthorn, a rare berry growing wild in Himalayan mountain valleys.

SibU has been manufacturing and marketing it's "seabuckthorn" health and beauty products for about 5 years. By organizing local cooperatives and investing in modern processing equipment, SibU has secured the Tibetan crop of wild seabuckthorn for years to come. Paying fair-trade value for the seabuckthorn harvest, SibU has also brought wealth and hope to many poor mountain communities of Tibet.

The founder of SibU, Bruce McMullin, organized the Tibetan seabuckthorn harvest in 2004 with the blessing of local religious leaders that many centuries ago dubbed the seabuckthorn berry "the holy fruit of the Himalayas". The berry is said to possess unique medicinal and healing properties that have been used by the Tibetan people throughout the ages to treat such conditions as burns and wounds, numerous skin diseases, disease of the digestive system, headache, cold and flu, altitude sickness and more.

Today seabuckthorn is used as an ingredient in expensive cosmetic products because of its healing characteristics when used on human skin. In fact, the scientific name of the large thorny shrub is "Hippophae Rhamnoides" which translated means "makes horses shine". This name is said to come from ancient times when battle worn horses were released into the wild where seabuckthorn grew abundantly. Feeding on seabuckthorn berries, the horses would emerge from seabuckthorn jungles looking healthy and having a coat that "shined". SibU has also formulated a seabuckthorn health supplement for horses called SeaBuck. SeaBuck is popular in the performance horse communities including thoroughbreds, hunters and jumpers, quarter horses, and show horses. The SeaBuck product line has recently been expanded to include supplements for dogs and is soon to release SeaBuck for calfs.

One of the reasons Seabuckthorn is thought to be of such benefit to humans and animals alike is the rare combination of nutrients including incredibly high amounts of Omega fatty acids. SibU calls this unique feature it's "Himalayan Omega Complex" which includes Omegas 3, 6, 7, and 9. Omega 7 is thought to be the reason seabuckthorn is so effective in making skin hair and nails healthy and strong. Omega 7 is found in abundance only in seabuckthorn and macadamia nuts.

SibU is sure to be the industry leader in seabuckthorn products and is very proud to be the "champion" of seabuckthorn in the US. They are also very proud to bring aid to the Tibetan communities that are in such need. "...no where on Earth are people more deserving and in need of our help than the people of Tibet" says Bruce McMullin, founder of SibU. SibU is even hoping for the official endorsement from his holiness, the Dali Lama himself.

Contact:

Peter McMullin – 800-710-7428 – peter@sibu.com – 1098 E. South Union Ave Midvale, UT 84047

###

SibU produces and sells health and beauty products from Wild Crafted Himalayan Seabuckthorn. SibU products are all natural cutting edge nutricosmetic and nutraceutical. SibU is located in Salt Lake City UT and currently sells product in USA and Canada.

Category Beauty, Health, Environment

Tags tibet, humanitarian, fair trade, seabuckthorn, sea buckthorn, himalayas, utah, company

Email [Click to email author](#)

Phone 801-706-7223
Fax 801-208-1114
Address 1098 E. South Union Ave
City/Town Midvale
State/Province Utah
Zip 84047
Country United States