

Talking Health: Seeing the Importance of Eye Health

Sight is a gift. We all know this. And good vision is something that we should never take for granted when we are guiding people towards preventative health care decisions. The world is too beautiful to lose the abilities we have to see it visually if we are so blessed, so we should all nurture this treasure! Eye Health is a protocol we need to focus on more, and August is a perfect month to highlight this primary health issue.

August is often the slowest month of the year for those stores not in the tourist-areas of the mountains or the shore. This can mean people shopping more slowly in your store, looking at things with more relaxed pause, and “seeing” the endcaps that we often build for attention and sales—but which sometimes are overlooked by the harried everyday shopper.

August provides two national public health-awareness campaigns that both concern eye health: August is both “Cataract Awareness Month” and “Children’s Eye Health and Safety Month”. These two health imbalances are significant because they capture two ends of the lifecycle—(1) the concerns for children’s eye health and the prevention of blindness, and the health issue that usually afflicts people past 40-years of age—and (2) because both illnesses can be treated significantly by products that are sold in your stores. So, this month, look at the products you currently supply and make a point to alert the August shopper to what is available to them for keeping their vision

sharp now and throughout a long and fruitful lifetime.

Diagnosing the health of America’s eyes discloses weakness and blindness from the medical, pharmaceutical, and legislative branches of our government. We have been left in the precarious situation where eye-health issues account for an economic impact on the US estimated at \$51.4 billion annually. Just looking at glaucoma, the second-leading cause of blindness in the world—it is, at a base level, just severe free-radical damage and the resultant inflammatory damage to the cells, tissues, vascular system, and fats so crucial to overall eye health. And yet we invest so little money into intelligent research into eye degradation: for example, how have my eyes fared in the six hours I spent researching and composing this article on my computer?

The problems that we have with nutritional supplements for eye health is that they are often products that effect so many levels of health that people already buy some of them in other departments. When it comes to eyesight, the two most essential nutrients that anyone can take are the good fats, especially DHA, and literally everything in the class of nutrients called antioxidants. And could it not be said that these two classes of nutrition provide a primary benefit for nearly every level of health care? So how, and why, get someone into the eye-department to have them take these essentials?

If the term “placebo effect” is a misused catch-all in scientific observation and

explanation, then we might as well be footloose with the term here too. On a clear and irrefutable level, antioxidants and fats are classes of nutrients that affect every level of cellular health—as we are made up of a network of cells that all have similar characteristics and elemental cellular needs. If a customer is taking a well-rounded product for heart health, and another for brain health and another for eye support—and they all contain varying arrays of similarly beneficial nutrients—then maybe the health effects that are consistently felt can be described by the scientifically incredulous mind as a placebo effect. I say the result is healthy hearts and minds and eyes. And that is why I am in this world of health anyway!

So begin the discussion with antioxidants and fats. The good news is that mainstream science concurs that these nutrients are beneficial in every case, although they may argue beneficial dosage. Good studies conducted with Bausch & Lomb money at the National Eye Institute over a decade led to the humorous concept of a patented vitamin and mineral supplement “proven” to be effective. (ah, capitalistic science!!), and this has laid the groundwork for the acceptance of good nutrition for ocular health. Bausch’s OcuVite® multis are being sold in most drug stores and grocery stores, so understand that the market is there.

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Talking Business: A Summertime Reality Check

You are Losing The Sale. One list of things to consider to make sure that you do not “lose the sale”:

- If it is not in stock, then you are losing the sale
- If someone else has it on sale and you do not, you are usually losing the sale
- If someone buys the new product somewhere else, you have a high probability that you will never gain the sale

- If you are selling products that are also available for on-line purchasing at deep discounts, you will eventually lose the sale
- If you cannot explain the need of the product to the customer when they ask about it, you will probably never gain the sale
- If you do not take time to read company literature, use your sales reps to inform you, and study products to know

“differences,” you are vulnerable to losing the sale

- If you carry too many options and cannot delineate quality choices, you will confuse the customer and not gain long-term trust

Business involves a lot of “do’s” and some “don’ts” as well. Sometimes looking at things from a different angle helps us see things in a new light. ☺

Eye Health *continued from page 1*

Bluebonnet cleverly took a similar formula to this study, and made it significantly better by adding well-researched nutrients to create their **NutriVision** product. This product mimics a major market brand, and in looking at the formulas it is quite easy to see how a natural supplement differs from a commercial one: cheap, mass-market OcuVite® contains Silicon Dioxide, a Soy Lecithin that contains peanut oil, Titanium Dioxide, and the eye-supportive food additives, Blue #2, Yellow #6, Green #3. How hard would it be for you to make a shelf-talker comparing labels and gain new customers from that great multinational?

The more formidable eye-supportive formula that Bluebonnet makes is their **Eye Antioxidant Formula**, which goes beyond C, E, Zinc and Copper adding such critically essential nutrients as bilberry, alpha lipoic acid, bioflavonoids and more. This is the product to recommend, along with **Nordic Naturals Ultimate Omega or DHA Formula**. While acknowledging the fact that

manufacturing abilities and raw materials are as important as the formula itself, it can be noted that most of our industry's antioxidant formulas are well-balanced using the same category of antioxidant nutrients. This Bluebonnet formula is stellar because the effective dosage and quality raw materials are competitive with anything on the market when you factor in cost.

Nordic Naturals probably has the best product on the market for a customer requesting a single product for eye health, because the source of the most important ingredient in their **Eye Synergy** product, omega-3 fish oil, is Nordic Natural's own raw material—without parallel the best fish oil in the world. With DHA



MARKETING IDEAS

Isn't it time we dealt directly with Stress? Proven herbal stress support—Stresscare by Himalaya USA

- All herbal yet pharmaceutically tested for quality
- Clinical studies: double blind, placebo controlled human clinicals
- Physical, mental, or emotional stress

According to a Recent Study:

- 75%** feel great stress one day a week
- 75-90%** of all Doctors visits are due to stress
- 80%** feel stress on the job
- 42%** say coworkers need help
- 14%** say they feel the desire to strike a co-worker
- 25%** feel like screaming
- 1-5** quit jobs because of the environment, workload and stress
- 1-4** are driven to tears
- 64%** end day with neck pain
- 34%** have difficulty sleeping because of stress

TESTIMONIALS COUNT

Are we ready to fully support the best organic agriculture? Hampstead Tea offers single-estate biodynamic tea from the Makaibari Estate "Tea Heaven"

"As a buyer of organic and biodynamic/fairtrade products I was interested to see the article on tea and coffee and would draw your attention to Hampstead Tea and Coffee Co. They represent Makaibari (Corn Field) Tea Company and you can clearly not realize there is no-one on earth who grows tea and looks after the environment like Raja Bennerjee. Having visited myself and spent 10 days there several years ago, I was moved to tears on several occasions by this man's vision and generosity. His tea garden is like no other—it's a wildflower paradise with tea, not a sterile desert with tea bushes. His land is natural—nothing removed, trees grow, shrubs grow, the soil is rich, deep hummus, the land abounds with insects and birds. It is paradise on Earth, not like so many other tea gardens—and I saw about 300 so I can say that I inspected many of them.

This man deserves much more from Ethical Consumer—he is a saint! When I met Raja I realized how insignificant I was, he inspires me every time I think of what he's achieved and continues to achieve, under difficult conditions. His people love him, he cares so much for the jungle and the gardens.

You only have to go 100 yards away from his property to see tea gardens' conventional style, where people have no respect and treat parts of the gardens as rubbish tips. Workers burn the dead wood, there's no composting, no prepping, it's like a desert, landslips take place and whole mountains have been washed away. But Raja preserves this idyllic working paradise and it should be known and we should support him.

He employs rangers from his village and they protect the jungle, they log animal and bird sightings and behaviour and have weekly meetings. The staff are like his big family. There is no tea like it, growing on beautiful hills overlooking vast mountain ranges. Please realize, ethical buyers everywhere, Makaibari is the tops for me and I shall support him and his wonderful work until I leave this business. Every villager has heat provided by methane from cow dung, piped into their home. I met many of the workers and saw beautiful homes built in and around the jungle. Fair Trade has never been fairer in my opinion."

www.Hampsteadtea.com

Black teas, green teas, white teas, oolong teas and herbal teas
Certified Organic, Certified Fair trade, Certified Biodynamic
Every store should be carrying and promoting

(713 mg) and EPA (143 mg), this product is infinitely better than the Bausch & Lomb's international best-seller: so highlight this complete formula as one-stop shopping for eye support and good fish oil all in one!

For people researching nutrition for the eyes, most of the research surrounds two well-known nutrients—lutein and bilberry. Lutein, a naturally-occurring carotenoid found in many fruits and veggies, is the darling of researchers of ocular health—though a fear has been exaggerated by some researchers that mixed carotenoids may be harmful. (Scary sometimes how modern medicine can pursue truth with such blindness!)

Lutein is a pigment and has been used to make chicken skin more yellow and egg yolk's color deeper. The basic concept that should be continually explained to consumers is that it is what makes the berries colorful (whether they be blueberries or red or black or strawberry) that provides the antioxidant effect. Therefore, more colorful fresh fruits and veggies, from rich berries to yellow squashes to purples of superior blue-green algae to the darks of raw cacao.

Lutein is found in high concentrations in the macula of the eye, and is believed to be a protectant against the eye's exposure to light. Lutein's promise is from studies conducted to prevent macular degeneration. Naturally isolated, high-quality lutein comes

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August Promotion 25% OFF* selected items

Children's Health

Children's Echinacea Glycerite – Supports healthy immune system function in children. Delicious orange flavor.

Children's Herbal Compound – Great tasting tonic for babies + small children. Gentle sedative. Relieves intestinal Gas. Soothing expectorant.

Lemon Balm Liquid Extract – Excellent remedy for babies and young children: teething, nervousness, over-excitement, colic, peevishness and sleeplessness.

*minimum order of 3 for each product ordered.

Children's Herbal Compound contains:

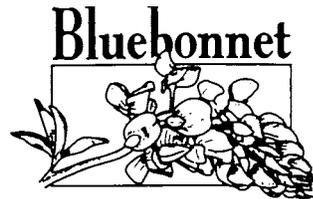
- Chamomile flower (*Matricaria recutita*) 21%
- Lemon Balm leaf & flower (*Melissa officinalis*) 17.5%
- Catnip leaf & flower (*Nepeta cataria*) 17.5%
- Fennel seed (*Foeniculum vulgare*) 14%
- Vegetable Glycerine, USP 30%

Herb Pharm is delighted to announce the launch of our **Online Herbal Education Modules** for retailers. These self-paced courses are designed to accommodate busy schedules and varying levels of herbal knowledge. They are available to employees of all retail stores that carry Herb Pharm products.

We have seven (7) condition-oriented modules currently available. Participants receive a free Herb Pharm product for each education module they successfully complete. Stores wanting to sign up their staff for this great education opportunity can go to www.herbpharmeducation.com or can call Herb Pharm's customer service at 800-348-4372.

Remember: last month for the WOMEN'S & MEN'S HEALTH SEASONAL PROMOTION

Not represented by BMC in NJ



Bluebonnet Polo Shirt Promo!

On every order between July 30th and Aug. 31st for every \$395 worth of products purchased, **receive a \$39.95 limited edition Bluebonnet polo shirt absolutely free!***

You and your customers can be certain that Bluebonnet will only be found in natural food stores where knowledge is the key to making a difference in consumer's quality of life and health.

New Products—Stock up and expand the line as you get beautiful Bluebonnet shirts

Bluebonnet has 44 NEW Products introduced since late spring Ask your BMC rep to tell you about them all!!

Great New Items = at least one great new polo shirt

Instant Best-sellers include:

L-Tryptophan 500 mg 50 + 100 Vcaps—Pharmaceutical-grade TryptoPure L-tryptophan—an industry first

L-Theanine 200 mg 50 + 100 mg Vcaps—expect the best sources always from Bluebonnet—SunTheanine®

GarLo™ Active 60 + 90 Caplets

Odorless enteric coated GarLo™ Active caplets containing A real Italian Wedding: Standardized Fresh Garlic Extract 625 mg and Olive Oil Polyphenols (20 mg of polyphenols, including hydroxytyrosol, verbacoside)

* while supplies last so buy often but early

Not represented by BMC in NJ



NORDIC NATURALS

Back To School Special!

15% OFF

Buy in July 24-Sept 23

01710 Children's DHA - 90 ct

01720 Children's DHA - 180 ct

56780 Children's DHA Liquid- 4 oz.

02723 Children's DHA Liquid - 8 oz.

01775 Omega 3-6-9 Jr Lemon 90 ct

30120 Nordic Berries 120 ct

A Great Time to Bring in the Large Size, 180-Ct Products

OMEGA-3 180 CAPS

COMPLETE OMEGA 180 CAPS

ULTIMATE OMEGA 180 CAPS

(Aug_SeptPromo07.pdf)
Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

August Summer Specials: 20% OFF

OTC Homeopathic Liquids

Aches & Pains (NO19)

Cold Sores (NO39)

Muscle Ease (NO37)

Parasites (NO53)

Sports Injury Spray (N218)

Newton for Pets

Ear Relief (PO22)

Nothing but Natural For Kids

Bangs & Scrapes (FO34)

Mark your calendar now for the 20th Anniversary open-house celebration on Oct. 30th at Newton Laboratories in Conyers, GA!

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

**Excellent Discounts on the new
AromaTherapy + Body & Hair Care
Collection from AromaLand**

Talk to your BMC rep about how to save with the industry's most exciting new bodycare line, including:

- shampoos & conditioners 12 oz.
- bath & shower gels 12 oz
- bath salts 20 oz
- hand & body lotion 12 oz
- massage & body oil 12 oz

A true aromatherapy line. You can tell the difference!

All products available in these exciting scents:

lavender • lemongrass & sage
tea tree & lemon • rosemary & mint
ylang ylang & ginger
jasmine and Clementine

Six blissful blends carefully crafted after over 30 years of essential oil experience by master blender Ralf Möller.

- Made with 100% Pure Therapeutic Grade Essential Oils.
- 100% Pure Plant-Based Ingredients. Exceeds EU Cosmetic Directive Guidelines. Cruelty Free.
- No Petroleum Products, Parabens, Synthetic Fragrances, "Parfums", "Botanical Parfums", Artificial Colors, Formaldehyde or Sodium Lauryl Sulfates.



*Everyone is saying,
"You only need to carry one
silver and that is Sovereign
Silver's Silver Hydrosol."*

Why?

unprecedented particle size
+ unsurpassed particle energy

= maximum derived effectiveness



Not represented by BMC in NC, SC, NJ, eastern PA



Essential Formulas

**Educating about the
World's Best Probiotics**

Essential Formulas has committed a large advertising budget that is targeted at educating the consumer. These educational advertising programs on television, Internet and radio translate directly into customer requests at the store level. The "Probiotics 12 PLUS" is featured on two health oriented television programs several times each month in 2007.

Doug Kaufmann's "Know The Cause" and Dr. Ward Bond's "Nutritional Living" are both well-known cable health talk TV shows. Both programs air Monday through Friday on a variety of satellite, cable, local and Christian television networks. There is also good news for those who want to watch, but don't subscribe to either of the primary satellite networks and don't have program availability from their local broadcast or cable providers—both programs can be viewed over a high speed (DSL or better) Internet link.

Essential Formulas also sponsors an assortment of radio programs across the country. We are building a network of regional list to be distributed to all accounts. The radio programs have also been very effective at educating the consumer about Dr. Ohhira's products and bringing in new customers. Some of the more prominent programs and links are: Dr. Ronald Hoffman's "Health Talk" (www.drhoffman.com); Martie Whittekin's, "Healthy By Nature" (www.healthybynatureshow.com/);

"The Dr. Bob Martin Show" (www.doctorbob.com) and; Julian Whitaker & Deborah Ray's "Healthy Talk Radio" (www.healthytalkradio.com).



Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

Wild Bars

**As Seen in the magazine...
First For Women!**

Ancient Sun has recently seen a significant increase in sales and now we know one of the reasons why...

The July 30, 2007 *First For Women* magazine has on its front cover "**Drop 27 lbs This Month: Enzyme Miracle**". Inside the magazine is an article focusing on digestive enzymes and raw foods. Then, there is an article with a 50% Raw Food Diet, 70% Raw Food Diet and 90% Raw Food Diet.

The 90% Raw Food Diet claims that you can lose up to 10 lbs in one week. It gives a sample diet for a day. For lunch it recommends having a **WildBar** along with two slices of grain bread with avocado slices.

The shopping list for the diet is on their website:
www.MyFirstForWomen.com

Bauer Magazines, who publishes the magazine claims a paid circulation is 1,473,953. The total audience for this magazine is 4,224,000 of which 97.9% are women, their median age is 45 and their median income is \$65,000.

Expect more universal advertising for this awesomely hot \$5 "Meal in a Bar"—the **WildBar™**

**Mountain Mint • Mayan Spice
Get Your Manna Raw™**



**Summer time is the perfect time to
highlight clean and safe hair colorings**

Now is the time to change a flat category or create a new hot category by carrying the hair colorings everyone is talking about: Surya Brasil

**Brazil's best henna and semi-permanent
haircolorings are taking America by storm**

Why? Surya has the philosophy, the sourcing and the science to make the cleanest, safest, most effective hair colorings on the market today. Beautifully attractive packaging and ingredients you can recommend: Surya is a natural sale for all those customers who color their hair. Place in the hair care aisle and let Surya do the rest.

**hennas
henna hair coloring creams
color fixation shampoos and conditioner
and treatments
the famous Amazonia Preciosa Shampoos,
Conditioners and hair masks
and the summertime impulse craze,
temporary tattoos!!**

Hair colorings as seen Healing Lifestyles & Spas magazine.

Not represented by BMC in NC, SC

BASS®

Brushes

***Finest Quality Hair, Body and
Skincare Accessories***

**Summer hair care is as easy as fold
and carry.**

Every year, Hair Doc sells hundreds of their popular 703 "fold-up with mirror" nylon bristle hair brushes

Also available in stylish counter displays for impulse sales

Healthy Skin begins with Detoxification

Our industry knows the benefits of healthy skin maintenance.

So why not consistently promote skin brushes??

Exfoliating and cellulite treatments by Bass® bodycare

- S-59 soft Sisal towel
- S-57R extra-firm German-made 100% Sisal
- S-62R extra-firm German-made 100% Sisal
- S-61R extra-firm German-made 100% Sisal
- 77 firm 100% natural bristles wooden skin brush
- 80 100% vegetable bristle firm wood skin brush
- 80D 100% vegetable bristle firm, detachable handle...and more

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

Essentials for Back to School! August Promotion

ImmunoCare Jr. MindCare Jr. Bacopa Amla C Gotu Kola Guduchi and StressCare (for the parents)

Buy 15 .7% OFF formulations 3% OFF pure herbs

Buy 25 15% OFF formulations 5% OFF pure herbs

Buy 50 25% OFF formulations 10% OFF pure herbs

Children's Herbal Formulations

Himalaya believes a healthy lifestyle is best started when we're young — so we've developed two herbal formulations with the special needs of children in mind. Dosages have been tailor-made for kinds in MindCare Jr. and ImmunoCare Jr., both of which are also formulated for adults. Building up our children's immune function and strengthening their mental fitness are crucial building blocks for their future growth and overall health.

Clinically tested, Scientifically-validated, Safe & Efficacious; in Vcaps and all-Herbal

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

Keep Your Energy Up for Summer with Aloe Life

Healthy & Slim Daily Greens Formula is loaded with minerals that are the electrolytes our bodies need for energy during the warm summer days. It contains the highest amount of Certified Organic Greens per tablespoon of any product blend on the market plus a therapeutic combination of renewal agents including Kale, Watercress, Green Papaya, S.O.D., Dandelion Greens & Root, Broccoli Sprouts and blood sugar support of Nopal Cactus and Whole Leaf Aloe Vera!

- Best Formula—Best Value for Kids & Adults!
• (1) tablespoon or 8 tablets give 4-5 servings of green veggies.
• Two Months Supply of Greens powder WS 21.91/SRP 37.79.
• NEW Tablets in a 2 week supply WS 14.50 / SRP 24.99
• Think Candida, Chronic Fatigue, Senior Health, Diet Section, Athletes and daily health!

Another Great Product from Aloe Life! www.aloelife.com

HAMPSTEAD TEA LONDON

10% OFF BioChai this month direct sales

Finally, a quality distributor for the Hampstead Line. Hampstead Tea will be available mid-August through Natural Warehouse distributors. Ask your BMC rep for their catalogue now

CHAI PANNA COTTA

- 1 1/2 cups heavy cream
3 biochai teabags
1/2 tbsp vanilla
1/3 cup sugar or sweetener
1 1/2 tsp gelatine or agar equivalent

Bring the cream, sugar, vanilla and teabags to simmer. Infuse the teabags in this for 8 minutes then remove. Stir in the gelatine until it completely dissolves. Let the mixture cool, and then pour it into four ramekins and refrigerate until set. Sprinkle with cinnamon to enjoy.



www.hampsteadtea.com



LIFE SOURCE BASICS

WGP 3-6 Beta Glucans from Life Source Basics, a patented compound derived from the cell wall of baker's yeast

Your best choice for overall immune system health

WGP 3-6 is a nutrients scientifically proven to enhance the immune system, as evidenced by research both demonstrating its mechanism of action in the body and measuring significant changes in immune response. In fact, the science supporting the efficacy of WGP 3-6 is overwhelming.

WGP 3-6 is taken up by immune cells in the gastrointestinal tract and transported to immune organs throughout the body. While in the immune organs, immune cells called macrophages digest the WGP 3-6 into smaller fragments and slowly release them over a number of days. The fragments bind to neutrophils, which are the most abundant immune cell in the body. Activated by beta glucan, the neutrophils now more quickly navigate to the site of a foreign challenge and kill it.

This mechanism of action has been proven through published research. Researchers discovered the mechanism by tracking fluorescently dyed beta glucans as it traveled through the body. Within days the beta glucan is carried to the spleen, bone marrow and other immune organs throughout the body. No other beta glucan has shown similar results through testing.

In a separate study, significant improvement was observed in the killing activity of immune cells. Phagocytic cells, which literally engulf and destroy foreign challengers, showed greater microbial killing in subjects who had taken Life Source Basics. In the study, the number of phagocytic cells that engulf one microbe increased from 63% to 83% after 10 days of treatment with Life Source Basics. Highly-phagocytic cells, those that engulf three or more microbes, increased from 37% of the total cells at the start of the study to 56% after 10 days.

MushroomScience

August Mushroom Sale Immune Builder® 90 Vcaps line extensions or new store openings buy 3 GET 1 FREE

Stock up sale buy 5 GET ONE FREE

announce sale at time of placing order

The Only Mushroom Combination Formula Made From 100% Hot Water Extracts

Maitake Gold - Coriolus - Reishi - Cordyceps - Shiitake - Agaricus blazei Formula

Agaricus blazei fruit body extract (45% polysaccharide) 75 mg*

Coriolus versicolor extract (25% polysaccharide) 75 mg*

Cordyceps Cs-4 mycelium extract (16% polysaccharide, 7% cordycepic acid, .2% adenosine) 75 mg*

Shiitake (Lentinula edodes) 75 mg*

Reishi (Ganoderma lucidum) fruit body extract (12% polysaccharide, 6% triterpene) 75 mg*

Patented Extract derived from Maitake Mushroom (Grifola frondosa)

Delivering 5 mg of purified MaitakeGold Extract 100 mg

*Daily Value not established

PERFECT ORGANICS

Summertime Fun Organically

15% OFF all T-Shirts!

Make a Statement with 100% Organic Cotton T-Shirts for Men and Women!

Eco-Dyed to European Standards. Lightweight, Trendy and Flattering!

Made in the USA

Where are people in your community going for their organic clothing? Try this new category this summer and see that you can service another natural market profitably in your health food store.....



Eye Health *continued from page 1*

from marigolds: Bluebonnet provides FloraGlo® lutein, which is the most respected in the world.

Bilberries are actually a broadly common name for many sub-species of a European fruit that is a cousin to American blueberries. The pigment of each is different, and blueberries grow in clusters while bilberries fruit in 1-2s. There are over 200 species of bilberries growing from Norway to Poland to Ireland. Only one species was used in all the primary research, from the studies done on RAF fliers in WW II to more solid research for macular degeneration. Bluebonnet is one company that guarantees they always buy material from the only company providing chemical fingerprinting to confirm species and activity. With such a broad array of potential source material, it is recommended to carry the best available product for consistent efficacy.

What may make bilberries so valuable for eye health are the antioxidant properties of the food's anthocyanidin flavonoids. So, another way to consider which foods benefit eye health is to look for these categories of nutrients. Anthocyanidins are foremost flavonoids (often also called bioflavonoids). The two best-known sources are grape seed extract and pycnogenol.

Both these nutrients led the way in the early studies of flavonoids and their antioxidant effects in the body in the 60s through 80s. As it was once stated that grape seed extract was similar to pycnogenol, (not true as pycnogenol is a (French maritime) pine bark extract and therefore a more complete and complex food), both are of that class of flavonoids that make them beneficial for vascular support and therefore the circulatory system; valuable antioxidants in the body; and Vitamin C recyclers for the body. The bottom line is that research is finding that all the flavonoids have similar mechanisms of action that would benefit capillary strength and therefore eye health.

Highlight quercetin, the citrus bioflavonoids, catechin from green tea, epicatechin from cocoa, resveratrol from wine, and the OPCs found in grape seed and the best of all—pycnogenol. As with any nutrient of this caliber and price, you should make sure that the company providing the product can stand by statements of quality raw materials. Antioxidants have now developed eons beyond what they were when I entered the field 26 years ago, and our knowledge has only begun to unravel the benefits of these plant-food nutrients.

What is interesting about the entire class of flavonoids is that they are not just circulatory antioxidants: research is showing

ADVERTISING TO HELP YOU SELL

Himalaya USA: *Body & Soul; Vegetarian Times; Better Nutrition; Great Life; Whole Foods*

Ancient Sun Nutrition: *Restaurant Hospitality, First For Women*

Perfect Organics: *Washington Post "Express"...the Washington Post "Sunday Source"—reviewing the hazelnut coffee body scrub for a feature in August.*

that they have anti-inflammatory and anti-mutagenic anti-cancer capabilities as well. In our efforts to move the knowledge of plant flavonoids forward, it would be excellent to market them all together once a year and an eye health display would make the perfect vehicle for this education! Because all these nutrients, like antioxidants as a class in general, reduce free-radical damage and therefore assist eye strength through capillary strength, anti-inflammation and the prevention of ocular fat peroxidation. Promote anti-oxidants, promote bioflavones.

The most interesting thing about flavonoids, and the other class of nutrients

continued on next page

OLBAS

Olbas® Power Inhaler, Pocket Size

In an age when athletic competitions can be won or lost by mere hundredths of a second, athletes are continually looking for new ways to excel in their sport. The cooling, natural vapors of Olbas® Power Inhaler helps you maximize your performance potential.

Penn Herb Company August Eyecare Promo buy 4 get 1 FREE deal

Nature's Wonderland™ Eyebright Formula™ Vcaps and the Nature's Wonderland™ Eyebright Formula™ tea 2 oz contains Proprietary Blend 575mg: Bayberry Bark, Eyebright, Golden Seal, Raspberry Leaves, Cayenne.



JUVO™

Decisions about school lunches are happening right now!!!

Make a statement. Draw attention to your endcap with the fun natural green colors of Juvo, and announce to parents & students alike that "Juvo is the cleanest, most certified organic meal replacement on the market today".

- USDA Certified Organic
- filled with great whole foods
- enzyme rich
- mixes well with water and or juice and all milks

The energy boost will be noticeable, the nutrition provided and the natural body cleansing and detoxification will be thrown in for good measure.

Make this school season the time that you turn your community on to Juvo!

Not represented by BMC in PA, NJ

WELL-IN-HAND®

Outdoor Season Demands Wart Wonder™ Market the industry's unequivocally best natural wart remedy Since 1996

People will not ask you for products for warts, so you have to make your alternatives visible. Stock a smart Wart Wonder™ display prominently and watch the bottles fly off the shelf.

Because summer-time means wart problems for many and Wart Wonder™ means relief is well-in-hand

- Wart Wonder™ "Regular Strength" our best seller
- Wart Wonder™ "Super Potent"
- Wart Wonder™ "Delicate Places"

2 oz bottles for warts everywhere
We Win Wart Wars Everyday!

With over 80 SKUs of the cleanest medicinal bodycare herbals in the country, every store should be highlighting this local company. Ask your BMC rep about Well-in-Hand



gaining tremendous attention—polyphenols —is that they are manifestations of plant-life. It is the coloring agent of the plant, and the plant's own individual internal evolution of how to battle microbes and other environmental competitors for survival, that has led to our identification of these classes (currently identified at around 650-5000) of nutrients. We are just learning about them but they already provide so much promise for health. Only Omega-3s have shown to have such a broad field of influence.



So the final message to get to your customers this summer is that plants are critical for eye health. The field of herbal medicine is paralleling nutritional science and reaching the same conclusions. From the vast studies on chamomile and calendula, to the current interest in elderberries and turmeric, it is certainly apparent that the

burgeoning world of “nutraceuticals” is intent on stealing all the truths from modern herbalism to make new generations of patentable materials. So purists, once explained to truth, will often go for the most natural source—the plants themselves.

Herb Pharm has spent decades developing internal methodologies for capturing the whole plant extracts as nature intended. Ed Smith's directive has always been to find ways to save the flavonoids and polyphenols, and have them present in the liquid extracts that Herb Pharm produces.

Their selection of herbs for eyecare is too long to list here, but a nice eye-health display would certainly include: eyebright, echinacea, turmeric, chamomile, gotu kola, nettle leaf and seed; cranberry, eleuthero, ginkgo, green tea, hawthorn, horseradish, horsetail, St. Johnswort, schisandra, goldenseal; turmeric-chamomile compound, eyebright-nettle compound and of course the rue-fennel eye wash.

Goji also has specific eye health activity ad look for BMC to offer a goji very soon!

We are not limited in products to espouse for natural healthy eyecare, preventative eye-health care, and eye-health imbalances and diseases. Thankfully, we are blessed as a species with normal body constitutions which affect our eyes to survive tremendous abuses and degradations and still stay (relatively) vital through most of the life-cycle. Certainly, eye-health can be reflective of many other aspects of constitutional vitality and homeostasis.

continued on page 8

“ WE ARE HEALTH FOOD PEOPLE ”

John Seleen

President—Mushroom Science



I got my start in the mushroom business as a grower in the 1980's, cultivating Shiitake and Maitake mushrooms for the fresh produce market. While attending a scientific conference on mushroom cultivation in China in November 1989 I learned more about the “medicinal” properties of mushrooms, attending lectures on Reishi and Coriolus versicolor.

I was surprised when I learned that over 400 studies on the Coriolus extract “PSK” had been published in Western medical journals, including dozens of placebo-controlled double-blind human clinical studies. This experience is what started my

transition into the supplement business.

Mushroom Science™ was started in 1994 (as JHS Natural Products™), by myself, a mushroom grower (“J”), a natural products chemist (“H”) and a Naturopathic doctor (“S”). The three of us together brought a strong scientific focus to the company from our respective backgrounds.

Our first product was a Coriolus extract chemically matched to Coriolus PSK (Coriolus VPS). We were the first mushroom company in North American to offer a Coriolus extract. Our success with Coriolus led us to add more extracts over the years as our research into the different medicinal mushrooms progressed.

Mushroom Science was the first North American company to develop quality control SOP'S (standard operating procedures) for all of our mushroom extracts (QC-SOP's will soon be required under GMP rules); we have had two studies on mushroom chemistry and quality control published in the peer reviewed “International Journal of Medicinal Mushrooms,” and have supported Bastyr University in their research on the proprietary Reishi strain we developed, Reishi Gano 161® (two studies completed at this point).

Our research over the years has had only one purpose, to provide the highest possible quality in our mushroom supplements. Our extracts are formulated with two goals in mind: to deliver the complete essence of what made these mushrooms valuable in traditional herbalism, and to deliver guaranteed levels of all the clinically validated active compounds.

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

Natural Products Association Installs New President; Board Members

The Natural Products Association installed its 2007-2008 board of directors, including a new president, during its 70-th annual trade show and convention, Natural MarketPlace, held last month in Las Vegas, Nevada.

Debra Short was formally sworn in for a two-year term as the association's new president on Sunday, July 22, during the association's Annual Business Meeting. Short, who served one year as president-elect, is the co-owner of House of Health, a small natural products retail chain with three stores in Shawnee and Ada, Oklahoma. She succeeds David Taylor, of Nature's Harvest Market & Deli in Tampa, Florida, who will serve a one-year term as past-president. Great work David and Good luck Debra!

TAKE 5 MINUTES

Remember to Promote Herb Day—Plan NOW

HerbDay is a coordinated series of independently produced public educational events celebrating the importance of herbs and herbalism. HerbDay was conceived of by five nonprofit organizations with interests in herbs and herbalism (the HerbDay Coalition), to raise public awareness about the significance of herbs in our lives and the many ways herbs can be used safely and creatively for health, beauty care, and culinary enjoyment. Greater familiarity with herbs will increase informed use of herbal products and build public support for maintaining personal choice in the use of botanicals.

The date for HerbDay 2007 is set: Saturday, October 13
www.herbdays.org/



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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY
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VISIT US AT OUR UPDATED WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

"If you don't read this newsletter every month, you are missing something."

Eye Health *continued from page 7*

So take a new look at your eye-care section. Is it vibrant? Are you providing the best selection possible for the best results attainable? Do you understand the purpose of the products you sell so that you can direct people to the options that most fit their needs?

Make a super Eye-Health display this August, and bring attention to all the wonderful products you offer for optimal eye health. You will see increased business when people find that you can provide answers to questions on their eye health. Of that I am sure! ☺

IN THE NEWS

Consumption of omega-3 fatty acids and omega-3 rich fish could slash the risk of developing age-related macular degeneration (AMD) by 40 per cent, says a new study.

The study, published in the *Archives of Ophthalmology*, also adds further support for increasing the ratio of omega-3 to omega-6 fatty acids with the finding that arachidonic acid (AA, omega-6 fatty acid) is associated with an increased risk of Macular Degeneration.

Note: *The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Laura Pestel at 864-879-3465 and put in your request now.*

How to reach Blue Moose Consulting

Call as often as necessary: we want to be of assistance

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