



Talking Health: Anatomy of a Modern Illness

Life intervenes with the best plans. This issue — the intended yearly Peace Issue of the *BMC newsletter* — was interrupted by the realities of an illness that hit me and waylaid my abilities for nearly a week. Too much stress; pushing too hard — and a more violently infected environment than we have ever been exposed to in our lifetime... it is not surprising that we are beginning to combat illnesses that are more stubborn, virulent, and complicated than we have been able to battle ever before.

Life does come at ya fast, and when my throat began to close tight around 7 PM on a Tuesday night, my first thought was truly that I was experiencing some sort of anaphylactic shock due to an allergic reaction to some food I had eaten. I began to consider the possibilities of driving to a hospital emergency room as I finished up another evening business call.

Fortunately, I happened to have a new product from **Herb Pharm** on my car seat and I grabbed what was handy, as they say, and started a heavy dosing of the Virattack Formula that was at hand. Within 20 miles, my throat's eruption began a retreat and I snickered as I thought that once again I had beaten an emergent illness through natural means by getting the culprit early.

After arriving at my destination, I started working—knowing I had a huge workload before me and a full three days of travel in

Pennsylvania. I took the Sovereign Silver silver hydrosol and Life Source Basic's beta glucans that I always traveled with certain that I would not miss a beat with my schedule.

Work did not materialize that night—I completed the basics to prepare for the next day—and I did not get anything done the next three nights. My certainty disappeared, as whatever caused the swelling in my tonsils began its attempted takeover of my body.

It had become apparent that what I had was viral, and while it was good that I acted immediately, it also became clear that what I had was like a wild bull that was not gonna sit still and let me do what I wanted with the week.

As we sometimes too often do, I continued forward—hoping that I was not contagious and certain that I did not seem too sick—as I accomplished all the meetings that were planned and I struggled onward proud of the fact that I could get my work done. Every night I fell apart when I got to my resting place. The weakness in the back and shoulders had disappeared after the great work of the products I took on day one, but the throat was still hot, red and tender and my energy was sapped to survival levels.

To keep myself going, I was lucky (again) that I had before me crucial products to fortify my body against this external invader and unwanted visitor. A conversation raged in my head each day as

to how great it was that I could continue, and how I remonstrated myself for not stopping and allowing myself the rest I knew was necessary for optimal healing. I traveled hundreds of miles each day, and presented new products and deals, only to collapse at night. Onward to the weekend, where I did a demo training on the far side of the state before driving home. Two days of limited action at home and the next week began, still pushing and still sick. When it seemed like I had whipped the pesky virus, it snarled back into action, a low-level infection that refused to go away. There was no fever, and my energy level stayed moderate, and eventually my immune system won the battle and I moved on to regaining health.

Why do I think that this story is worthwhile? First, it interested me that this was a late-May/June experience. As I shared my momentary illness with fiends and comrades, I found that many people were having late Spring health issues too—and they seemed distinct from the normal allergy issues that affect a good portion of the population this time of year. I found that people all over the country were experiencing this “flu-like” event as well, from VA to PA to CA: another quirky year for a late-round of the flu, or were we just hitting the tip of the iceberg of a new stage of year-round opportunistic infections?

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Talking Business: Pure, Clear Water for All the Earth's Inhabitants

The second year of dedicating an issue of the BMC newsletter to issues somewhat outside of our industry (it is all interrelated after all is it not?). My intention was to concentrate on the larger issues of the political and environmental considerations of the world's water supplies and the local issues of our Mid-Atlantic watersheds that are such a vital part of our local environment. But my own health issues intervened. (A lesson to be learned?)

As we build our careers around the stores we service to benefit our communities, we also yearn to do things to affect the larger world around us. And it doesn't take a big gulp of the outside world to realize that the earth is awesome, that it is our obligation to walk lightly on it and that we have to protect and cherish the essentials provided to us that are naturally important for our health and the health of the Seven Generations that will follow us. So, some peaceful observations:

The world is brimming with life. A recent noble human undertaking called the Species 2000 Catalogue of Life Project is the effort coordinated by about 3000 biologist to record all know forms of life on earth: from plants and animals to fungi and microorganisms such as bacteria, protozoa and viruses. In May of 2007 they crossed the one million mark of identified and catalogued species. The beauty of this endeavor is that—no matter what the

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Anatomy *continued from page 1*

I was dumbfounded why the products that I had learned to trust—things I knew worked, that I believed in and had worked for me before were unable to “close the deal” after I had nabbed the illness early. Whatever it was, it affected my eyes and centered around my sinuses and throat. Dosing with **Herb Pharm Echinacea-Propolis Throat Spray** and **Sovereign Silver** silver hydrosol should have surely conquered this invader. These products are sensational. And yet, the bugger persisted. I worked the immune system with **Life Source Basics** beta glucans, which has impressed me as the best solution for immuno-modulating action against the broadest range of potential problems.

Daily supplementation of both **Aloe Life** liquids and **Essential Formulas** and of course garlic everywhere were also part of the protocol I adopted to cure myself against this puzzling invader.

And eventually they worked. In all fairness, they probably worked exceedingly well as I never missed a day's work—I did fall behind in my usual evening workload and I did once even call one of my clients by the wrong name—but I maintained performance as my body fought the attack.

My ever-inquisitive mind watched and questioned though. What was happening, and what was I doing wrong (if anything)? My assessments afterwards (and I will not know if I have won until the bug stays away for an extended time) was that this was something aggressive and unusual. My conversations with people about the state of disease in our polluted environment showed me that we are getting hit with many viral models that are pesky, pernicious and persistent. This may be the result of the mutation of these attackers in response to the overuse of antibiotics.

What does seem clear is that my attempt to treat myself wisely through natural sources (Echinacea, propolis, elderberry, silver hydrosol, beta glucans, probiotics and the very successful elements of the Virattack™—lomatium, St Johnswort, echinacea, olive leaf and lemon balm) took longer than I would have expected. It is important for me to remember that no one would have known the correct and perfect way to treat this infection—modern science is so clever in deflecting its inabilities from discussion—but that even the arsenal I have become comfortable with was slower to perform than I would have liked. I strove forward confident, despite the remonstrations from Mom and friends to go to the doctor—“what would they tell me? That I had an infection and that I needed antibiotics?”—but certainly was not excited about the slowness in healing.

I have prided myself on being able to listen to my body, and know its patterns. I

have always encouraged people to do the same. And I have also always tried to use any small illnesses as testing grounds for different protocols that I have learned—so I have often treated any sickness with a different approach each time. Being on the road the entire time, I was somewhat forced to use the remedies before me: but what I turned to—except the new Virattack—is mostly what I would have turned to if my home natural-medicine cabinet was available to me.

So what exactly did I learn? That viral invaders are getting stronger and that their attack season is growing, that what I have used before may sometimes not be as perfectly as effective as I have noted before—but to be constant and have faith, and that it may just be true to combat stubborn future viral attacks, we may need to utilize every tool in our arsenal.

Do I still feel confidence in every remedy I used? Yes, even more so—because this was a tough bugger, and I was foolish enough not to stop—and I still maintained relative health throughout the onslaught.

The basics were still good enough: herbal antivirals, versatile silver hydrosol, patented WGP® beta glucans, aloe vera and probiotics are still on my short list for products to turn to for any viral or bacterial infection. What I believe now is that these problems may start to become year-round puzzles, and that we need to learn how to work with all these tools with confidence as they may be the options we need in situations that test our trust in modern natural health.

We all should certainly be willing to recommend antibiotics to anyone when necessary, but my past experiences make me even more confident that the body systems can respond on their own against aggressive intruders and work constantly if slowly as well as any other healing modality.

So, forgive the personal story this month—the June Peace issue of the BMC newsletter, and forgive my health

distractions: and yet, as they say, let there be peace on earth and let it begin with me. Good health to you all! ☺

MARKETING IDEAS

The artwork of a North Carolina store

Shelby, North Carolina is home to a lovely store called **L'Incredible Edibles**. Owned, managed and run by three generations of lovely ladies who make providing health a family business. In that spirit of community, they once decided to personalize the art of their retail vocation by offering their customers to create a work of art for the store. The beautiful piece, called *Touches*, is always on display in their store—a work of art that captures the beauty of community.

TESTIMONIALS COUNT

Cut Rescue should be in everyone's household: this stuff works

“I am a vet assistant in an animal hospital. Often times my colleagues are in a rush while trimming claws and they cut the quick too closely causing the paw to bleed. It is hard to stop the bleeding because after you've hurt them, they won't sit still. CUT RESCUE is a quick, effective way to stop the bleeding without scaring the animal. It is also helpful for the staff when cats scratch us and other mishaps occur.”

—L.D. of VA

From Well in Hand. Sprinkle on minor bleeding to instantly form a protective scab and promote cleanliness.

ADVERTISING TO HELP YOU SELL

Aloe Life: ongoing articles in Healthy Habits Magazine, Dolphin Press

Essential Formulas: Probiotics 12 PLUS will be featured on Doug Kaufmann's "Know The Cause" health-oriented TV program on June 11th + 29th. The programs will air on Direct TV (ch: 321), Dish Network (# 223), and other satellite, cable + television networks across the country. Check local listings for times.

Himalaya USA: *Whole Foods Magazine*

Newton Homeopathic: *Alternative Medicine* magazine

Nordic Naturals: *Natural Foods Merchandiser, Body & Soul, Delicious Living* magazines

Olbas: radio ad campaign on the MPG Radio Network, the banner ad at www.shakerattle.com

Perfect Organics: *National Geographic's "The Green Guide"* May/June issue

Surya Brasil: Color Fixation Hair Mask in *Trust Your Style*; Amazonia Preciosa review in *H2O Magazine* of May/June 07.





June Promotions

Joints & Muscles 25% OFF

Liquid Lightning® Compound
Turmeric/Chamomile Compound
Trauma Drops™ Compound
Minimum order 3 ea per SKU.
Promo applies to 1 oz and 4 oz sizes

Trauma Drops for every medicine-cabinet backpack and glove compartment:
Calendula, St. Johnswort, Arnica....*limitless use!!*

Seasonal Promo for Profits through August

Pump UP summer sales with the Herb Pharm's "Women & Men's Seasonal Promotion"
25% OFF in purchases equaling 36 bottles in units of 3 ea.

for the Women:

Black cohosh, chaste tree, dong quai, Female Libido Tonic™, Healthy Menopause Tonic™, Mother's Lactation Tonic™, PhytoEstrogen Tonic™, PMS Tonic™, Women's Health Tonic™

for the Men:

Healthy Prostate Tonic™, Male Sexual Vitality Tonic™, saw palmetto, yohimbe

for Women and Men:

Calm Waters™ Compound, damiana, Goldenrod/Horsetail Compound, Healthy Veins Tonic™, Pharma Maca®

Not represented by BMC in NJ



Just In Time For Summer! Active Lifestyle Specials!

**BUY 4 GET 1 FREE in a counter display, or
BUT 3 GET 1 FREE in a floor display, or
BUY 3 GET 1 FREE on select protein powders!
(no display involved)**

Offer good May 28 through June 29. Ask your BMC rep for details

- Super Vita-CoQ10 Formula® Caplets (Iron-Free)
- Super Antioxidant Formula Vcaps
- Vitamin E 400 I.U. Mixed softgels
- Calcium Citrate Magnesium Plus Vitamin D3 caplets (Kosher)
- CoQ10 60mg softgels
- Evening Primrose Oil 1300mg softgels
- MSM 1000mg Vcaps (Kosher)
- Tonalin® CLA 1000mg softgels
- Ultimate Hair & Nail® Formula Vcaps
- Vegetarian Glucosamine MSM (shellfish free) Vcaps (Kosher)
- Glucosamine Chondroitin plus MSM Vcaps
- Glucosamine Celadrin® MSM Vcaps
- CholesteRice™ Red Yeast Rice Complex Vcaps
- Age-Less™ Skin Formula Vcaps

Earth® Phytonutrient Soy Protein powder
Whey of Life™ Whey Protein powder
100% All Natural Whey Protein Isolate powder

New items:

- # 55 L-Lysine 500 mg Vcaps
- # 56 L-Lysine 1000 mg 50 Caplets
- # 57 L-Lysine 1000 mg 50 Caplets
- # 448 Biotin 5000 mcg 120 Vcaps

Not represented by BMC in NJ



NORDIC NATURALS

Men's Health

remember Father's Day is June 17th!!

15% OFF

01750 EPA Formula 60 ct **01751 EPAXTRA 60 ct**
EPA contains: 850 EPA, EPAXtra contains: 1060 EPA,
200 DHA* 274 DHA*

Promo good through June 23
*per two caps; both are lemon flavored

New Item:

Best-seller now available in liquid.
01776 **Omega-3.6.9 Junior.** 4 oz. (lemon)
Retail \$24.95, Wholesale \$14.97

Bigger News:

Give the people what they want...Nordic's best products are easy sellers in the new 180 sizes. Start with 1-2 and ramp up to 3-6 deep once you see that people will buy the value of this daily nutritional need.

Omega 3 – 180 softgels [3760]
Complete Omega – 180- softgels [3770]
Ultimate Omega 180 softgels [3790]

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

June Promo 20% OFF

- Eye Irritation (N41)
- Feminine Itching (N46)
- Menstrual – PMS (N12)
- Pollen & Weeds (N55)
- Sciatica Relief (N49)

Newton for PETS

- Doggy Breath (P23)

"Nothing But Natural" for KIDS

- Constipation (F08)

Cannot be combined with any other discount

Just a reminder, Newton makes several counter displays:

ALL AT 20%

- Detox
- Allergies—Spring
- Libido
- Pet
- Allergies—Fall
- Cold and Flu

All displays are packed 18 bottles and can be custom made, as long as the total comes to 18. Example: 9 Pollen Weed, 3 Hay Fever, 3 Dust Mold, Animal Dander and 3 Detoxifier.

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

New products as promised

We are proud to introduce our new and improved Aromatherapy+ Body and Hair Care Collection. Choose from 6 delightful and powerful scents in Shampoo, Conditioner, Bath & Shower Gel, Hand & Body Lotion, Massage & Body Oil, and Bath Salts.

Products in six different scents

New!! Jasmine + Clementine: luxurious & uplifting

New!! Tea Tree + Lemon: cleansing & toning

New!! Lemongrass and Sage: refreshing & grounding

Lavender: nourishing & restoring

Rosemary + Mint: invigorating & revitalizing

Ylang Ylang + Ginger: warming & balancing

- 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 Sulfate.

Aromaland: celebrating 21 years of excellence



The Deals Continue!

15% OFF **LINE EXTENSION** order
20% OFF **OPENING** order

Silver hydrosol is important for all areas of health care. Allergies, immune support, and even foot care.

Sovereign Silver is year-round health support. Sandal season is well underway. Summer is prime time for calluses, blisters and foot fungus. Silver is a summer time friend for many skin concerns and to help keep your feet smelling good, healthy and clean. There are over 250,000 sweat glands in our feet producing up to a half-cup of sweat a day. Spray the feet with silver and let dry before adding socks and, on to a summer of activity, fun and foot health.

Sovereign Silver should be in your car, your back-pak, your beach gear, your gym bag, and in your bathroom, your kitchen and your clothes closet. Cross-merchandise Sovereign Silver in your footcare section and make happy feet naturally.

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



Essential Formulas

Dr Ohhira's Probiotics 12 PLUS
More than any probiotic in the world:
Probiotics PLUS

Why do you need this probiotics in your store? Because the world's best-selling and only plant-based probiotic naturally provides:

- four naturally occurring acids that assist the LAB in gut adhesion
- a natural five-year fermentation that provides vitamins, minerals and amino acids
- a potency with its probiotics that is 6.25 times stronger than any product on the market
- the unique TH10- strain of LAB that is recognized to perform health functions no other LAB can address
- a product that can strengthen the digestive and immune systems **without the added stress other probiotics may create**



Ancient Sun®
Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

CRYSTAL MANNA™

Wild, Organic Blue-Green Algae for energy, immune support, detoxification and superfood nutrition.

Bestseller: 120 count Crystal Manna™ Capsules, 50 gram Crystal Manna™ Flakes

BLUE MANNA™

Wild, Organic Blue-Green Algae Extract for brain and emotional support, bone and joint support: anti-inflammatory.

Bestseller: 60 count Blue Manna™ Capsules 50 gram Blue Manna™ Powder

DIGESTIVE ENZYMES PLUS

A broad-spectrum, proprietary blend of 17 enzymes plus Blue Green Algae, Anise & Ginger. Promotes Digestion and assimilation. emotional support,

Digestive Enzyme Plus 180 count vegetarian Capsules

WILDBAR™

Raw, Organic, Vegan, Gluten-free, Low Glycemic nutritional superfood bar with Raw Cacao, Blue Green Algae, Macadamia Nuts, Agave Nectar and other power food ingredients. Promotes sustained energy, well-being, immune support, detoxification; high in fiber and antioxidants

Flavors: Mountain Mint Mayan Spice

Available NOW through Blue Moose Consulting!
Call for samples: 877-429-0509
Visit us online at www.ancientsuninc.com



SURYA
Brasil

Summer Hair Care begins with Surya Brasil

- natural hair protection, with Surya conditioning Hennas;
- safe and clean semi-permanent hair coloring with Surya's Henna Creams;
- the world's best shampoos: Amazonia Preciosa shampoos and conditioners to redefine hair beauty;
- daily hair support to lock hair color in naturally, with Surya Color Fixation Line;
- sleeper products that are sensational: try to Surya's Hair Masks for weekly, deep hair conditioning.

Amazonia Preciosa: hair care with Preciosa Essential Oil, a precious treasure from the Amazon rainforest harnessed for the beauty of your hair.

Surya Brasil has recently achieved Ecocert Organic Certification for their new skincare line. "Ecocert" is the most stringent certification worldwide. Please go to the link below for more information:
www.npicenter.com/anm/anmviewer.asp?a=18339&z=2

Not represented by BMC in NC, SC

BASS®
Brushes

Finest Quality Hair, Body and Skincare Accessories

There is no need to imagine a summer without combs & brushes
Your customers are all buying hair care tools somewhere, do you want that sale?

Hair Doc: the oldest and largest comb, brush & body tool supplier to the natural products industry, since 1979. Top quality, at a very affordable price.

- **100% Boar collection:** using only the finest quality natural wild boar hair to massage, stimulate and exfoliate the scalp, and to distribute your natural oils along the hair shaft to condition, seal and polish the hair to a beautiful and healthy condition. Solid wood handles, hand finished.
- **Nylon Bristle Collection:** a full line of heat resistant brushes with nylon bristles for brushing and styling with a blow dryer. The handles are finished with state-of-the-art technology
- Wood combs are hand finished using quality natural maple wood or oak wood.
- soft bristles for fine, thin & balding hair; combination bristles for medium, thick and even curly hair.

Hair Doc also has a complete line of cosmetic brushes, designer cosmetic brushes, shaving brushes and professional styling hair brushes.

Remember Father's Day. Order today to get wonderful German-made razor and shaving brush sets—Razor handles and shaving brush handles hand-finished to perfection. Brushes use 100% pure badger bristle. Razors accept Gillette "Mach-3" blades

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

Men's Health Month

Formulas – ProstaCare®, VigorCare®, UriCare®
Pure Herbs – Ashwagandha, Guggul

Discounts:	Formulas	Pure Herbs
Buy 15 >	7%	3%
Buy 25 >	15%	5%
Buy 50 >	25%	10%

Deeper discounts available, ask your BMC rep for details

Men Herbal Formulations:

To help men deal with problems specific to their gender as they age, Himalaya has formulated two products through advanced scientific and medical technologies. Focusing on the prostate and sexual functions, Himalaya herbal formulations help maintain effective reproductive functions, promoting a normal sex life: **ProstaCare®** and **VigorCare®**

ProstaCare®'s documented health benefits for a normally functioning genitourinary tract, has been rated superior to products based on Saw Palmetto. ProstaCare® also helps maintain a healthy bladder. **VigorCare For Men®** supports overall sexual function, helps overcome age-related loss of libido and helps maintain performance. Assisting in age-related low libido, it will benefit all the spheres of man's life, including marital, family and social, by ensuring a satisfactory sex life.

Himalaya Monthly Conference Call Training

Tuesday, June 19 & Wednesday, June 20

**** NOTE: One week earlier than usual! ****

"StressCare®": Scientifically Speaking

ALL CALLS, ALL SESSIONS HELD AT: Eastern Time – 11AM, 3 PM, 5PM, & 7PM Identical Half-Hour Sessions. Toll-Free 1-866-308-9700. Call BMC rep for access code

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Get Ready for Summer! Leg Gel Promo Extended Through June!

20% DISCOUNT on the Leg Gel Display, includes 12 bottle display, plus literature.

This roll-on aloe **Vein Support Formula** includes Horse Chestnut, Arnica, Gota Kola, and Vitamins C, E, & K.. 60-Days to **More Beautiful Legs!** Rid the legs of those unsightly red spider veins—**guaranteed!**

Aloe Life provides natural health care options for your skin this summer.

Aloe Healing Skin Gel – the most important skin healing gel you can provide.

Aloe Face & Body Lotion—a perfect moisturizer with whole leaf aloe for long-lasting effects

Herbal Aloe Ear Drops—creating a Ph balanced environment that is soothing to inflamed tissue

Leg Gel Vein Support Formula—show those legs all summer

and provide care for pet skin care needs too...**Animal Aloe**—100% edible skin care support for wounds, hair loss, skin irritation, scarring, tooth and gum treatments



HAMPSTEAD TEA LONDON

Pure Quality Teas begin with carefully grown ingredients.

At Hampstead Tea, our teas are certified **Demeter biodynamic**, which is the oldest and highest standard for sustainable agriculture.

Biodynamic agriculture is in essence a step beyond organic. It relies on similar practices but is more deeply concerned with the harmony and self-sustainability of the farm and its natural ecosystem. Everything used on the farm such as natural fertilizers and pest management systems come from the farm itself so that no outside inputs are used. Natural diversity is encouraged, as it enhances the vitality and functioning of the farm. At Makaibari, our partner estate in India, a thriving natural rainforest surrounds the tea garden. The estate has been designated a "**Gift of the Earth**" by the World Wildlife Fund.

Carefully nurtured biodynamic soil creates the pure quality ingredients we use in all our teas. Try them for yourself and taste the clean, true flavours that customers all over the world have fallen for.

Hampstead Tea will give you a world-class tea line—quality for the tea connoisseur.

- Black teas • Green tea • White tea
- First flush teas • Herbal infusions.

Herb teas include: lemon ginger, royal chamomile, rosehip hibiscus, fennel liquorice, lemon valerian, and peppermint



LIFE SOURCE BASICS

When making recommendations, consider the...

Mechanism of Action: activates immune cells to more quickly identify and fight foreign challenges;

Depth of clinical proof: Life Source Basics owns the patents on manufacture and has been involved in almost all research done on beta glucans in the last 20+ years. WGP 3-6 Beta glucans have sound credible science behind all their amazing claims.

WGP 3-6 is a patented ingredient that contains beta 1,3/1,6 glucans, a complex carbohydrate purified from *Saccharomyces cerevisiae* (Baker's yeast) that has been widely recognized since the 1960s as an immune enhancer.

WGP 3-6 triggers human immune defenses that have evolved over thousands of years to protect the body. WGP 3-6 works with the body's first line of defense that consists primarily of key immune cells (monocytes/macrophages, neutrophils and natural killer cells) that circulate throughout the body and identify and destroy foreign intruders.

Beta glucans should be a first choice whenever you are recommending any protocol for immune system support and performance. **WGP 3-6 initiates a heightened immune response that includes:**

- Increased production of natural killer cells that attack and devour harmful invaders.
- Increased killing capacity of immune cells to engulf and destroy intruders.
- Enhanced movement of these cells to the site of foreign challenge and to immune organs (spleen, peripheral lymph nodes, bone marrow) throughout the body.
- Killing of foreign cells with bursts of toxic chemicals, including reactive oxygen intermediate, hydrogen peroxide or super oxide production.

MushroomScience®

Mushroom supplementation is becoming more popular

Stores that said they had no previous experience with consumer demand for mushroom products are finding that interest is rising quickly. Sell the best mushroom products in America: Mushroom Science, where polysaccharides and beta glucans are guaranteed—at a very reasonable price.

June Promotion Anti-Fatigue Formula™

BUY 4, GET-ONE-FREE

1 oz liquid extract \$6.48/\$12.95

Get the sports enthusiasts excited with new products for increased performance.

Anti-Fatigue Formula™ by Mushroom Science is a quick-fix herbal sports spray containing top-quality Cordyceps mushroom and Rhodiola extract. Rhodiola has become the rage for the competitive and the athletic: add the sports enthusiast's favorite, Cordyceps, and you have a great new HOT ITEM. Spray before, during and after events.

This product is also perfect for the mid-afternoon energy lull. Healthful energy perks that do so much more to support optimum health. Stock Anti-Fatigue Formula™ by the cash register and ring up new sales all summer. **Subtle but effective, a few sprays can make the difference.**

Cordyceps Cs-4 Cordyceps sinensis has traditionally been found in the high altitudes of China, Tibet and Nepal. Cordyceps attracted worldwide attention in 1993 when Chinese runners broke nine world records in the *World Outdoor Track & Field Championships* in Germany. Cordyceps increases stamina, energy levels and endurance and is now one of the best-selling supplements among the world's elite competitive athletes.

Cordyceps also has shown clinical value with immune support and immuno-compromised conditions, especially asthma.

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

See this month's newsletter insert for t-shirt pics and pricing information

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.....



Water *continued from page 1*

number reached, it will only be a fraction of the actual earth inhabitants. The sad truth is that the planet has probably held millions more species that have become extinct due to our poor human stewardship. The world is brimming with life—and virtually all of that life needs water to thrive.

If there were a way to strengthen or heal our ecosystems, it would all begin with the water that surrounds us on this earthly plane. Two major bays, the Chesapeake and the Delaware, have a tremendous influence on the health of the heavily-populated regions around Philly/NJ and the MD/DC/DE/VA/NC areas. The Chesapeake Bay is the largest estuary in the US supporting over 3600 species of animals, while the Delaware Bay is the second busiest waterway in the US after the Mississippi River. When we look to the health of these water sources, we depend upon them not for their dinking water but for all the life that emanates from them: our dependence is direct although many often take these natural resources for granted.

If we looked at these bodies of water and all that they involve, we would have to agree that any element of imbalance should

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Olbas formulas are the perfect complement for outdoor fun

Olbas inhaler—for poor breathing due to allergies, colds & the elements

Olbas Power Inhaler—Sports performance is increased with better breathing

Olbas Sports Massage Oil—before and after working out, to loosen up and lessen the effects of inflammation

Olbas Analgesic Salve—when pain arises

Olbas Herbal Bath—relaxation at the end of the day!

Nature's Wonderland®—wildcrafted herbs in Vcaps.

June promotion: BUY 3 GET 1 FREE

Hibiscus Flowers, 60 Vcaps™, 725mg
(*Hibiscus sabdariffa*)

Is Hibiscus part of your herbal selection? Apparently, it should be...The vibrant Hibiscus flowers are a natural source of antioxidants and phytonutrients. In the Middle East, the flowers are recognized as a gentle diuretic and for supporting healthy blood pressure. Hibiscus has a vibrant, ruby red color and a unique, mild tart flavor. Enjoyed as a non-caffeinated hot or cold beverage all over the world, particularly in the Sudan and the Caribbean.

Recently, Hibiscus preparations have received a lot of attention as an herbal alternative for maintaining blood pressure concerns. A recent study conducted in the Middle East showed a significant improvement of blood pressure in those drinking Hibiscus tea. Other published reports also suggest that a Hibiscus extract may support healthy cholesterol levels

IN THE NEWS

New York, New York (April 24, 2007) Surya Brasil, known for its premium natural hair coloring and hair treatment formulas sold around the world, announced today that all of the products in their *Amazonia Preciosa* line have been awarded organic certification through Ecocert (www.ecocert.com), a prestigious organic certifier from Europe. Products exceeded all minimum requirements and will now bear the Ecocert logo on their packaging. For this certification, Ecocert requires that a minimum of 10% of the composition of a cosmetic must be organic ingredients and that 95% of all the plant ingredients be organic.

Amazonia Preciosa is an all natural, "upper end" range of hair and body care products from Brazil with all the glamour and beauty of the Amazon Forest. The line *does not contain* sulfates, artificial dyes, artificial fragrance, parabens, PVP, silicone, DEA, phthalates, GMOs or propylene glycol. The Amazonia Preciosa hair products are vegan certified and the body care products are in the process of certification.

Each of the products in the Amazonia Preciosa line contain essential oil from the bark of the Preciosa tree that provides a unique experience that doesn't occur with other plants in nature: its natural fragrance is incapable of being reproduced even in the most sophisticated laboratories. This Preciosa oil is certified by the *Forest Stewardship Council* to ensure environmental responsibility. According to President Clelia Angelon, "We have taken great strides to ensure that all plants are wild crafted with environmental sensitivity protecting important forest ecology. In addition, the product packaging is either recyclable or biodegradable." Bottles are made of PET plastic and the "award-winning" pots for the [new] face products are 100% biodegradable flasks with no chemical ingredients in their composition that naturally degrade over 8 months after being discarded.

Surya Brasil's *Amazonia Preciosa* line includes shampoo, conditioner, hair mask, liquid hand soap, shower gel, facial toner, hands and body lotion, leg and foot balm, massage oil, facial mask with clay, facial moisturizer and clay mask.

Surya Brasil has been operating successfully in Brazil for over 25 years supplying cosmetics founded on a vision of internal beauty that embraces the Ayurvedic principle: **Know how to live in harmony with nature and oneself using elements that do not harm the body.**



Juvo's new formula is now available!

Over 60 ingredients of which over 75% are USDA certified organic and kosher.

Buy economical canister or easy-to-use travel paks!!

Now packaged in a 600 gr. canister as well as our 40 gram packets. Box size now a smaller, more affordable 12 ct box.

Now this is a balanced ORGANIC superfood: USDA Certified Organic Kosher Brown Rice, USDA Certified Organic Kosher Freeze-Dried Sprouted Alfalfa, Fresh Freeze-Dried Non-GMO Naturally Grown **Rejuvo Wholegrain Blend** (Alpha Brown Rice, Italian Millet, Indian Millet, Job's Tears, Soy Bean, Black Bean, Black Rice, Red Bean); USDA Certified Organic Kosher Freeze-Dried Parsley; USDA Certified Organic Kosher Freeze-Dried Beet; USDA Certified Organic Kosher Freeze-Dried Kale; USDA Certified Organic Kosher Freeze-Dried Carrot; USDA Certified Organic Kosher Freeze-Dried Tomato; Wild Crafted Kosher Camu Camu Extract; USDA Certified Organic Kosher Acerola Extract; Fresh Freeze-Dried Organic and Kosher **Berry Power** (Organic Fresh Freeze-Dried Kosher Wild Berry, Organic Fresh Freeze-Dried Kosher Wild Lingonberry, Organic Fresh Freeze-Dried Kosher Black Currant, Organic Fresh Freeze-Dried Kosher Aronia, Organic Fresh Freeze-Dried Kosher Concord Grape, Organic Fresh Freeze-Dried Kosher Pomegranate, Organic Fresh Freeze-Dried Kosher Sour Cherry, Organic Fresh Freeze-Dried Kosher Wild Blueberry, Organic Fresh Freeze-Dried Kosher Wild Cranberry, Organic Fresh Freeze-Dried Kosher Wild Elderberry, Organic Fresh Freeze-Dried Kosher Red Raspberry, Organic Fresh Freeze-Dried Kosher Black Raspberry); USDA Certified Organic Kosher Enzymatically Active Mushrooms; USDA Certified Organic Kosher Enzymatically Active Shiitake Mushroom, USDA Certified Organic Kosher Enzymatically Active Reishi Mushroom, USDA Certified Organic Kosher Enzymatically Active Agaricus blazei Mushroom, USDA Certified Organic Kosher Spirulina, Certified Kosher Chlorella, Fresh Freeze-Dried Naturally Grown Non-GMO Rejuvo Aqua-Vegi Blend (Burdock, Lotus Root, Pumpkin, Radish, Radish Leaves, Codonopsis Lancoolala Root, Ashitaba, Cabbage, Mugwort, Nori, Brown Seaweed, Sea Tangle); USDA Certified Organic Kosher Jerusalem Artichoke Extract, USDA Certified Organic Kosher Isolated Soybean Protein, USDA Certified Organic Kosher Brown Rice Protein, **Rejuvo Functional Blend** (Soybean Peptide, Hibiscus Extract, Green Tea Extract, Solomon's Seal Extract, Momordica Grosvenori Extract, Fructose, Salt), Vitamin A Palmitate, Ascorbic Acid, Vitamin D3, DL-Alpha Tocopherol, Thiamine HCL, Riboflavin, Niacin, D-Calcium Pantothenate, Pyridoxine HCL, Folic Acid, Cyanocobalamin, Biotin, Zinc Oxide, Ferrous Fumarate, Aquamin (Mineralized Seaweed) **Non-GMO, Dairy Free, and Gluten-Free.**

Not represented by BMC in PA, NJ



Vegan Herbal Care

June Promotion: 15% OFF direct orders of Cut Rescue and Itch Witch Bath

New products:

Fungifree™ Pre-polish Shield: spray generously on nails before you polish your nails.

And remember the 4-step Fungifree™ Nail Restoration Kit!!

Products for a growing market: damaged nails, old/difficult nails, and nails exposed to harsh and harmful toxic beautifacants.

New Mama® Tush-soothing mist: the perfect complement to the popular New Mama® sitz bath. Soothe and renew delicate tissue! Support the urinary tract system.

Cherokee Folklore: Passed down from an illustrious senior tribal midwife, **New Mama® Tush Soothing Bath** is a proprietary blend of indigenous herbs blended into sea salt in just the right ratios to soothe and renew delicate tissue during and after the blessed event.

Relieve and protect swollen tissue, tears, nerves and the urinary tract. Analgesic, antibiotic; relaxes the urethra. Deep-healing for perineal muscles, soothes tissue, relaxes nerves. Drying, relieves swollen labia. Coagulant. Incorporates the best herbal antibiotic and symbolic, sacred herbs of birth. Repairs the tear.



be a cause for concern. The latest on the Chesapeake Bay health is that the underwater grasses of the Chesapeake Bay decreased by over 25% last year, and these grasses are important for filtering the water and offering food and shelter for crabs, and other Bay inhabitants. "Clearly water quality is playing a role in the demise of these natural grasses," said Beth McGee, senior water quality scientist for the nonprofit group, the Chesapeake Bay Foundation.

1.1 billion people do not have access to clean sources of drinking water.

The Delaware Bay receives attention mainly in its function as a large water transportation system, with occasional interest in the oyster, horseshoe crab and varied migratory and local bird populations. More importantly, the Bay brings critical environmental health to the region through its wetlands and marshes and hopefully the Delaware Estuary Watershed will be understood to be of equal importance and ecological importance as its Chesapeake Bay neighbor.

Water is an issue in our health food stores as well. As a salesperson who travels from store to store like a migratory bird, I am surprised at how few stores focus in

providing the best quality water as an essential in their store. So many stores offer quart size bottles at best. In my years of management, I made great relationships with quality water suppliers from my area: they kept our stores well-stocked with clear, clean and tasty local water—which we always sold by the truckload. In a country where the water has literally gotten less pure and vibrant, it would seem to me that health food stores would be the perfect place to get a simple basic like good water.

And since the larger corporations have sinisterly bought up all the valuable water suppliers in the US (especially Nestle), it is even more important to support the smaller, better, regional water companies. Ask your BMC rep to connect you with companies that work your area for water supply: we will do our best to connect you. Carry water by the case, by the gallon, by the cash register and door. Nothing will say that you understand health more than when you concentrate your sales on the daily drinking water of your customers!

Finally, it is somewhat heartening to note that water quality has become a popular issue. Kudos and thanks to actress Hillary Swank who helped kick off a round-the-world run on June 01 to bring attention to fact that over 1.1 billion of the earth's people (about 1 in every 6 people) and billions more animals do not have access to clean sources of drinking water. (So how have we progressed as a people on this planet if we cannot overcome this issue?)

The fundraiser involves 20 runners traveling 15200 miles in 95 days across 16 countries to bring light to the fact that 6500 people die every day due to unclean drinking water (2.2 million a year)

Spread the word, get involved in support in your community and make this another issue to have people coalesce around your store for issues that affect the planet. Info at www.blueplanetrun.org or call 1-877-BPR-WATR (277-9287).

But to politicize a bit, think about this: our government and corporations have decided to outsource our food supplies overseas (think meat contamination, pet food contamination, (even toothpastes), fruits and vegetables from south of the border, Asian farms and many Third World countries where food is cheap if not safe) and the sad fact is that more than 3/4ths of all the food supply in the world is irrigated from un-potable water sources. We allow our food supply to become weakened by importing food from areas without a Clean Water Act; without EPA oversights over the use of safe pesticides/insecticides, etc.; where food-handling workers are both unfairly paid and uneducated about the concerns of personal hygiene; and where food testing from Agricultural Health Departments is non-existent. Will things just naturally get better here? ["Just 1.3 percent of imported fish, vegetables, fruit and other foods are inspected --yet those government inspections regularly reveal food unfit for human consumption".— AP 04/16/07] Not when the entire population is lulled into acquiescence to believe that all is well and the world revolves around Entertainment Tonight!

And finally, in this cautionary tale, if you are not talking daily about the concerns of our hemisphere's bee colony health, then you do not understand its effect on our food supply. There is blame to blame to assign for how we have narrowed our pollination

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" WE ARE HEALTH FOOD PEOPLE "

Clelia Angelon

CEO and Founder, Surya Brasil



"I started my interest in natural products while I was a teenager living with my father. I always believed that we eat for living and live to eat. Food should please our eyes, taste, body and soul. I don't believe in a universal diet. Today, I am vegetarian for nature, my body, my mind, my soul; I can't accept eating animals. One thing pushes another—the food, the way of thinking, the practice of yoga and meditation, contact with Nature, all of this makes your lifestyle.

My business experience started in London in the 70s with my Indian husband, Raj. I continued in Brazil with the distribution of Indian garments and crafts including henna from the US. We were the first company to introduce henna in Brazil.

From the beginning, I dreamed of making a company, socially and environmentally responsible, that could manufacture natural products and be useful for society. It seemed a utopian idea in a market of materialism and superficiality."

Clelia's passion became natural hair care and in 1977, along with family members, she started Surya. The company has operated successfully in Brazil for the last 27 years, supplying cosmetics founded on both internal and external principles of beauty. Surya Brasil products, now available in over 15 countries, define natural hair color and hair treatment categories with innovation. Offerings such as Surya Henna Cream and Powder with its Color Fixation extension and the new certified organic Amazonia Preciosa line bring a new level of quality and experience to health food stores.

"To live in harmony with nature through elements that do not harm the body." This is the basic principle of the Ayurvedic Medicine and also Clelia's style of living.

IN THE NEWS

Superbugs Progress into the mainstream

Studies conducted at Chicago's public hospitals conclude that Drug-resistant Staph Infections have spread to the urban poor, rising almost seven-fold in recent years in some Chicago neighborhoods. First seen mainly in hospitals and nursing homes, MRSA's have turned up recently among athletes, prisoners and people who get illegal tattoos, although it notes that these bacteria is an equal opportunity bacteria.

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

Water *continued from page 7*

habits to such a small number of the millions of animals in our biosphere, and we have also been foolish in how we have trained our bee colonies to drink off sugar water as we transported them in trucks across the country—could no one see this coming???—and now the realities of Colony Collapse Disorder are hitting home fast and hard. You thought food prices were rising faster than payroll....just imagine. Note that the USDA estimates that about one-third of the human diet comes from insect-pollinated plants, and the honeybee is responsible for 80 percent of that pollination. Be kind to a bee today!

The bees, the lost whales, the sensitive frogs out there in the wild. The stories of the creatures we share this planet with all speak to the elemental fact that if we do not respect our surroundings, all the living creatures will get sick, suffer and die. Our stories are meant to provide a sounding board, the resource center and the refuge for people seeking solace from the crazy world around them. Work your message on the environmental issues that matter most to you, and use some time this June in response to this Peace issue to make your store a better conduit for information on local and global issues for the environment that you live and breathe in everyday. Start with the water.

Peace, Michael ☺

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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