



## Talking Health: Two Hot Powerful Herbs: Green Tea & Turmeric

*"Time is on our side", the one ancient herb said to the other. "One day, they will remember and we will make things better."*

Two herbs were walking down the street in the summer. One hotter than the other. They stopped in a local health food store to provide some help. "Hear sales are a little slow this summer!? Let me see what we can do to help!"

Turmeric. I am hearing it spoken every day in many health food stores on my journeys. Customer inquiries, staff recommendations. Orders being placed to replace sold stock of this hot herb. How did turmeric sneak up on us so quickly, and how long will its reign last? My guess is that turmeric is here, at long last, to stay. Two herbs are receiving such a panoply of positive press that it would be foolish not to capitalize on their 15-minutes of fame. At long last, welcome green tea and turmeric.

First, back to the fairer skinned of the two herbs, turmeric. Turmeric's benefits have been recognized for millennia in Ayurvedic and Chinese medicines, and now the western scientific community is rushing to the investigation. Since a *Wall Street Journal* piece

in 2005, there have been over 250 published studies on the medicinal benefits of turmeric. Its benefits are almost too broad to believe, and yet the most dramatic studies concern cancer and Alzheimers and they are being conducted by N.I.H. scientists (and at other major research universities in the U.S. and internationally). Turmeric is foremost a valid anti-inflammatory. This reflects its powerful antioxidant capabilities. Turmeric is being lauded by research results as being as effective and safer than most NSAIDS and pain-relief pharmaceutical drugs.

Traditional usage of turmeric preparations include digestive ailments and liver stagnation, wound healing and cleansing, and for respiratory congestion, coughs and sprains and swelling due to injury. Turmeric has been a kitchen medicine and culinary spice for centuries, often combined with Neem for blood purification, and healthy skin in India. Turmeric, *Curcuma longa*, is from the ginger family and the rhizome has always been considered the medicinal part of the plant.

Turmeric fills the structure-function categories being useful for gastrointestinal support, joint support, profound cardiovascular support and cellular health. Turmeric is helpful for stomach disorders, poor digestion and poor liver function, jaundice and gallstones. It increases bile flow and reduces cholesterol in the blood and liver. It inhibits cancer and tumor growth, and has applications for eczema and psoriasis too. Studies in 2008 linked turmeric to kidney integrity and the prevention of Type II Diabetes. Turmeric is for everyone!

**Herb Pharm** manufactures a very popular certified organic turmeric rhizome. This versatile product allows for dosing variations and it can also be used topically. A "six-pak" display of turmeric by the cash-register will be an instant polling test to show you how many of your customers are hearing about turmeric. Your education will lead them to another herb perfect for today's fast lifestyle in a consistently more polluted

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## Talking Business: Skin Care is Our Domain (Part 1)

There is a big controversy this summer about flip-flops; and it is not just in the Presidential election. Literally, there is a great debate about whether flip-flops are a safe shoe for daily use. I consider this a good question. Another good question is why we in the natural foods industry have been so passive about promoting the skin-healing products that we sell in our stores. Skin care is a big market, whether one is concerned about the foot fungus that results from a summer of casual flip-flopping or whether we are treating the cuts and burns that inevitably occur when we leave our amazing feet exposed to the elements in the hot summer months.

Indeed, we confidently treat skin care for issues like cuts, burns, scrapes, and wounds as something that we can aid with—but only display them in the corner, bottom shelf. Upon reflection, the natural foods industry has more beneficial and safe options for people for their first aid skin care needs than the entire mass-market combined. Yet, we

literally give that market share to big business and their ineffective, hyped and often dangerous health substitutes.

This article is part one of a two-part article on skin care. This month we will present excellent proven and versatile skin care options with the hope that you will use these summer months to change people's medicine cabinets by providing them with wonderful first aid skin care products. Fill those home cupboards with great products and watch your sales in this section grow.

To be honest, the main reason to focus on this issue at this time is the recent launch of one of the most exciting skin care products ever to enter our industry. **Sovereign Silver**, makers of America's #1 selling and best silver hydrosol, is now shipping **The World's First Homeopathic Silver First Aid Gel**. The applications for this product are limitless. Burns, stinging and itching, redness, bruises, cuts and scrapes, rashes and bug bites will all receive effective treatment when administering this product.

This product should easily become the industry's best-selling first aid product by year's end. Why? Because silver is the quintessential topical preparation that anyone should reach for in issues involving either infection or healing of the skin.

Now, we have the best silver manufactured (judged by the criteria of particle size, energy and effectiveness, concentration, safety and purity) in a homeopathic topical. Three years in development, this product combined *Argentum metallicum* in a homeopathic silver dosage of 10x, 20x and 30x. As a homeopathic, we can state that this product reduces topical pain, calms skin inflammation and fights skin infection.

This *First Aid Gel* works. The only question is: what does it not work for? Sovereign Silver's First Aid Gel works in three ways to help minor wounds heal fast. First, it reduces topical pain quickly. By calming inflammation (swelling and redness)

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## Two Powerful Herbs

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world. Turmeric is always a good recommendation.

Three specific curcuminoids have been isolated from the curcumin polyphenols of turmeric and successfully studied for a wide range of problems. **Bluebonnet Nutrition** uses the only product on the market with the most respected guarantees of these important standardized curcumins. Many people quote the research on the amazing results of studies done with turmeric, but Bluebonnet uses the material from the actual studies. Look for the patented Curcuma C3 Complex® label by Sabsina if you want to provide quality matched by research. Sabsina, with research laboratories in Princeton, NJ and manufacturing facilities for high quality turmeric in southern India, provides the base material, but Bluebonnet goes one step further. Bluebonnet, which currently boasts the lowest price in the market for the most well-made turmeric formula, adds this curcuminoid standardized complex to a base of the whole turmeric powder, providing the synergy of a whole plant complex. They also add a proprietary fruit antioxidant complex, Fruit02x®, to keep the active ingredients more effective for a longer period of time. For the price and quality, Bluebonnet has the most superior product on the market. Compare their 475 mg of standardized Sabsina raw material to 70 mg of non-specified actives in two of the current leading brands. Adding to the quality, Bluebonnet's turmeric is kosher, and only available in health food stores!

Not to be outdone, **Himalaya USA** can say that they grow their own turmeric. This vertically-integrated herbal pharmaceutical company should be viewed as India's quality leader in both herbal farming and scientific analysis of the herb both for activity and purity. Their herbal chromatographic fingerprinting for safety, potency and consistency are the best in the industry,

matched with their seed-to-shelf manufacture. Himalaya's turmeric is one of the hottest sellers in their Pure Herbs line.

**Blue Moose Consulting** represents three of the best turmeric on the market. They should be the three turmeric that your store carries. Sabsina and Bluebonnet; Himalaya USA and Herb Pharm—herbal medicine doesn't get much more precise than this!

From anti-oxidant protection to anti-inflammatory, to liver protective and cholesterol-assisting properties, turmeric is one of the most bioprotective herbs you can recommend. It is useful for prevention and therapeutic intervention. Turmeric is certainly a super-antioxidant that we need to bring to the forefront of our daily herbal sales.

If turmeric has only recently emerged in prominence from its role in a good curry, green tea has been on the mountain-top of accepted superfoods for over a decade in the American scientific community. It took hundreds of years for western medicine to acknowledge what Asian cultures have known since the dawn of time. Green tea is the most healthful beverage a person can ingest. As for the natural foods market, we have made a most tepid effort for making green tea the primary health drink that it deserves to be for the health of our people. Where coffee displays are shown with creative joy, green tea is lost in the mix of a sea of herbal alternatives.

Maybe green tea will see its rise in the nutritional supplement category, because even if people whine that they do not like the taste of green tea (such a mild benign beneficial flavor given such rudimentary rejection), everyone can benefit from the complete protection and support that this simple herbal shrubbery provides to human health.

Once again, Bluebonnet Nutrition emerges as having the best quality product on the market as a supplement, at the best price. Their new EGCG Green Tea Leaf extract Vcaps (SKUs #1378 – 60Vcaps and #1379 – 120 Vcaps) is one of the least expensive products available, yet it is

undisputedly the most well-put-together. Bluebonnet starts with a standardized green tea extract, combining this with a base of raw green tea herb powder. This complements the strength of the actives in a base of the whole herb powder. Pure and simple, it is the catechins that have been studied with Green Tea, and EGCG is the most powerful—and Bluebonnet has the highest amount per capsule (200 mg) on the market. Four other salient points make this product exceptional: they add the extract to the whole raw green tea powder; they potentiate the activity through a proprietary fruit antioxidant complex—Fruit02x®; they manufacture a kosher product; and they clean the raw herbs with an environmentally-friendly, non-invasive, aqueous-based sterilization technique. Indeed, no product is purer, stronger, more synergistically presented or at a better price!

For those who want the liquid experience for their green tea, **Herb Pharm** manufactures a natural whole plant liquid extract that is exquisite and perfect. The green tea is harvested from a certified Organically-grown tea Plantation Estate in Darjeeling India. Only the young tea leaf tips of the plant are used. The leaves are quickly heat-dried to stabilize their antioxidant catechins and flavonoids. The tea is cultivated at elevations of 4000 ft. at the base of the Himalayas at the world-renown Ambootia estate, which has been organic since 1992 and fair-trade certified since 1994. Herb Pharm makes an alcohol extract, and they have recently introduced an alcohol-free, glycerin-based liquid extract. Now, you can have instant access, world-class, organic green tea with one dropperful of slightly sweet glycerin green tea anywhere, at any time.

But, if we are looking for the maestro of tea manufacturing, we turn to the Makaibari Estate, also in the Darjeeling region of West Bengal India. **Hampstead Tea** brings this world-class tea to your community, as the world's only Certified-Organic, certified-fair trade, single estate, hand-picked tea. Makaibari is the world's oldest single-family owned estate, but it is the familial enterprise of the workers (woman have a tremendous say in management in this traditionally male-dominated society) that endears this manufacturer to socially-conscious tea drinkers. Since 1986, "*Rudolph Steiner's dream of a grassroots-level biodynamic movement (has been) a reality*" at Makaibari.

In an era of common-place tea blendings and doubts about origin and ethical production, it is good to know that Hampstead Tea uses only Makibari teas for its green, black, and white teas. Hampstead's green teas are available in sachets (tea bags), reusable tins, and loose pouches for tin refill. Hampstead Tea, a women-owned company in London, uses every possible environmental practice in the manufacture and transportation of their product. Their tea is actually evenly priced with the plethora of

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### TAKE 5 MINUTES

#### Getting deeper into the manufacture of herbs Modern techniques for quality, naturally!!

*"Every single raw herb on the market must be sterilized to diminish the enormous amount of bacteria and other micro-organisms that naturally occur in soil. Today, the typical process of sterilization involves either irradiation or the use of ethylene oxide—both of which leave undesirable residues. The whole raw green tea leaf powder used in Bluebonnet's EGCG Green Tea Leaf Extract Vcaps is sterilized by a new, safe and effective process that utilizes water and hydrogen peroxide, which leaves it clean and safe to consume without any harmful leftover residue. This technology is based on an oxidation process in a rapid fashion that causes the elimination of microbial organisms in a very short contact time. This process maintains the normal and natural physical properties of the herb (e.g., odor, color and particle size). Most importantly, it maintains the normal and natural chemical profile of the herb including all of its chemical constituents and ratio of phytochemical compounds.*

*The whole raw green tea leaf powder used in Bluebonnet's EGCG Green Tea Leaf Extract Vcaps is sterilized by a novel method capable of completely eliminating microbial contamination with no irradiation or ethylene oxide treatments. It is an environmentally friendly process with no chemical residues and leaves the normal physical and phytochemical constituents of the herb intact."*

Bluebonnet uses this standard in many of their herbal formulas.





## July Sales Promo 20% OFF

Order each product in 3s for discount each

**Ginger** – dried rhizome

**Tumeric** – dried rhizome

**Tumeric/Chamomile Compound**

Supports the healthy metabolism of the inflammatory process.\*

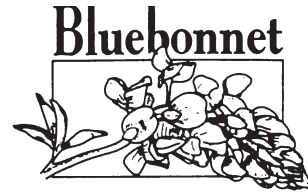
(turmeric rhizome, chamomile flower, meadowsweet leaf & flower, licorice root, St. Johnswort flower, arnica flower)

### NPA NATURAL MARKETPLACE EXPO DEAL:

buy-in, wholesale \$100-500 = **15% OFF;**  
\$499+ = **20% OFF**

Attendees Only

Not represented by BMC in NJ



## New Products

### Standardized Panax Ginseng Root extract

40 mg Ginsenosides, 500 mg extract,  
#1389 – 60 Vcaps and #1391 – 120 Vcaps

### Standardized American Ginseng Root extract

25 mg Ginsenosides, #1310 – 60 Vcaps and #1311 – 120 Vcaps

These products provide the highest ginsenoside contents on the market standardized to contain all of the primary active ginsenosides that exist naturally in the root. These pure, kosher ginseng root extract are free of quitozenes and follows the strict USP guidelines set for heavy metals and pesticides. Both are vegetarian and the American Ginseng is Kosher.

### Standardized Pomegranate Whole Fruit extract

480 mg Polyphenols & 240 mg Punicalagins, #983 – 60 Vcaps

One of the only pomegranate extracts derived from the aerials with seeds, pulp and skin to be standardized for two of the most researched and effective active constituents in pomegranate—polyphenols and punicalagins

### Standardized Astragalus Root extract

280 mg Polysaccharides, #1310 – 60 Vcaps and #1311 – 120 Vcaps

One of the only astragalus root extracts on the market standardized for the most researched and effective immune-supporting active constituent in astragalus—polysaccharides (280 mg/serving). The standardized extract is combined with the whole raw astragalus root powder providing all the constituents that exist naturally in astragalus root.

### NPA NATURAL MARKETPLACE EXPO DEAL:

One order, **18% OFF**, from July 14-25. Announced as the "trade show order" when order is placed.

Not represented by BMC in NJ, SC

## NORDIC<sup>®</sup> NATURALS



Pure and Great Tasting Omega Oils

### Glad to see...this new product: Ultimate DHA Eye

60 count, 2 soft gels per serving, Item # RUS-01840, UPC: 7 68990 01840 4  
Wholesale \$29.97, Retail: \$49.95

#### Supplement Facts:

#### Omega-3s

EPA (Eicosapentaenoic Acid) 158 mg

DHA (Docosahexaenoic Acid) 788 mg

Other Omega-3s 69 mg

Total Omega-3s 1015 mg

Vitamin E (d-alpha)30 I.U.

Lutein 20 mg

Zeaxanthin 4 mg

(unflavored, 1000mg)  
capsules are dark brown.

Ultimate DHA Eye is formulated with key ocular nutrients that have been shown to protect the eyes and support healthy vision.\* *Ultimate DHA Eye* consists of purified fish oil high in **DHA** combined with the fat-soluble carotenoids, **lutein** and **zeaxanthin**. The fish oil in *Ultimate DHA Eye* provides an ideal lipid delivery system for the lutein and zeaxanthin, and regular supplementation with *Ultimate DHA Eye* is a convenient way to achieve the combined benefits of these nutrients. *Ultimate DHA Eye* supports healthy vision and moisture levels with added antioxidants to aid in protecting the eyes from age-related oxidative damage.\*

All Nordic Naturals fish oils surpass all pharmaceutical standards for freshness and purity. Every batch is third-party tested, showing no detected levels of heavy metals, dioxins, or PCBs.

**Quality Counts:** As with all Nordic Naturals products, *Ultimate DHA Eye* is in the natural triglyceride form for optimal absorption. Our patented "nitrogen processing" ensures that *Ultimate DHA Eye* is absolutely pure and fresh. Fresh fish oils are better for the body, and do not create negative side effects such as repeat or burp-back.

#### Why Ultimate DHA Eye?

- \* Supports the development and maintenance of eye tissue\*
- \* Protects ocular cells from oxidative stress\*
- \* Supports healthy vision and tissue moisture\*
- \* Slows the progression of age-related eye disorders\*

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

### NPA NATURAL MARKETPLACE EXPO DEAL:

ask BMC rep. Show deals for attendees. Must use trade show order form

Not represented by BMC in NJ, SC and parts of PA

## NEWTON homeopathics

Always safe, always effective.

### July Monthly Promotion 20% DISCOUNT 6+ per SKU

#### OTC Remedies

N008 Constipation

N047 Hair and Scalp

N043 Hives

N045 Motion Sickness

N220 Joint Pain Relief, Spray

#### Newton for Pets

P023 Doggy Breath, Pet

#### Nothing but Natural for Kids

F059 Hypercalm, Kid

#### Product name changes:

Nervousness is changing to **Nervousness & Fear**

Skin Relief is changing to **Skin Irritation**

Name change as product sells through

New order forms and reference guides will show name change.

#### New product:

**Newton for Pets Bladder – Kidney – available now.**

**20% OFF through the 3rd quarter**

Not represented by BMC in NC, SC, WV





UMAC-CORE™  
MARINE PHYTOPLANKTON

Marine Phytoplankton is the original food source sustaining life in the ocean for millions of years. Our oceans are filled with these microscopic, single-celled plants that use energy from the sun and nutrients from the waters around it to make their own carbohydrates through the chemical reactions of photosynthesis.

Before wheatgrass, before spirulina, before chlorella, there was phytoplankton. UMAC-Core offers this pristine whole food made by a patented process that produces an algae paste from the phytoplankton harvested from the pristine waters off Canada's west coast.

Pure water, natural marine phytoplankton environmentally harvested, patented technology, and a process that returns more to the environment than it takes.

UMAC-Core is the only known product taking marine phytoplankton communities containing a complete suite of marine trace elements and harvesting them safely for human consumption.

UMAC-Core is the newest green superfood, and one that provides a gamut of nutrition found no where else. A must for every green food shelf.

**NPA NATURAL MARKETPLACE EXPO DEAL:**

**25% OFF case of 12 liquid or capsules**  
Direct Only. Mention Show Deal July 17 – 31st



**Now Here!! Sovereign Silver Homeopathic First Aid Gel**

No other natural first aid gel has such a broad spectrum of applications. For fast healing of minor cuts, scrapes, burns, bites, bruises, skin infections. You only need one product! Sovereign Silver® first Aid gel works in three ways to help minor wounds heal fast:

- (1) reduces topical pain; (2) calms skin inflammation; (3) fights skin infection and promotes healing**

1 oz. wholesale \$7.79 retail \$14.69

UPC Code: 6-84088-50001-2

2 oz. wholesale \$12.03 retail \$22.69

UPC Code: 6-84088-50002-9

The active ingredients are metallic silver, argentum metallicum: 10X HPUS, 20X HPUS and 30X HPUS. Kid-friendly, safe, clean & pure, non-greasy, transparent & odorless

After 3 years of dedicated Research & Development, Sovereign Silver brings you a product that further expands the application of silver. Patent pending: a product from the makers of the #1-Selling Silver Hydrosol in America. Available now!

**July Opening Order discount**  
**Bring in 12 units of the gel (can combine both sizes) and receive 25% OFF the 12-bottle price.**

**NPA NATURAL MARKETPLACE EXPO DEAL:**

**10% DISCOUNT on top of all quantity discounts. For attendees only**

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



*Essential Formulas*

**Honor Your Gut Instinct**

*Improve your internal environment with a system that is much more than a mere probiotic!*

**Dr. Ohhira's Probiotics 12+ is what everyone is talking about!!**

This is a powerful probiotic system that combines ancient fermentation skills and modern science to create an active formula that changes the GI environment to benefit all healthful strains and to discourage the bad. No other probiotics creates the conditions for your own innate bacterial profile to strengthen, as the fermented original culture medium of nutritious foods (mushrooms, fruits, vegetables and seaweeds) provide an effective pre-biotic, maximizing the effects of the 12 strains of selected bacteria that evolve in potency over the three-year fermentation process. Unique, superior, essential.

**Thank you Dr. Ohhira. Also available in soap and cream.**

**Vegan, shelf stable naturally, non-GMO**

**NPA NATURAL MARKETPLACE EXPO DEAL:**

**10% PLUS FREE SHIPPING**

*Buy in dates: July 17- 23 only. Mention show deal when placing order*



*Ancient Sun*®

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

**Blue Manna is back**  
*Be smart, buy early*  
*this first batch will run out quickly*

Blue Manna is a proprietary blend of an extract and concentration of "Blue fraction" of what makes blue-green algae unique. This "blue manna" has specific amounts of two specific nutrients, PEA and Phycocyanin: nutrients considered beneficial for neurological and anti-inflammatory support.

Blue Manna is now available in Vcaps and powder, and Blue Manna is only available from Ancient Sun.

**Ancient Sun**  
*Crystal Manna, Blue Manna,*  
*Wild Bars and more*



**SURYA**  
*Brasil*

**SURYA BRASIL & THE MATEIRO SCHOOL PROJECT**

Surya Brasil creates conscious products with sustainable ingredients. *Did you know we are also committed to social projects?*

The Mateiro School teaches local students traditional plant knowledge and harvesting techniques along with modern scientific classifications and uses. The vision is to create a new Brazilian professional with a profound knowledge of the Amazonian ecosystem. Graduates are qualified to work as scientific researchers, qualified ecological guides, and harvesters specializing in minimal human impact on the rainforest.

At Surya Brasil, we are dedicated to preserving the unique biodiversity found in the Amazon. Because few options other than deforestation have seemed to offer potential income, we are determined to educate and create a new mindset for the Brazilian people. It's crucial to create new economic usage for the Amazon where one single plant could be more valuable than 1,000 square meters of forest destroyed to create soy crops and cow pastures.

The Mateiro School trains professionals with traditional and scientific knowledge of the Amazon forest ecosystem. This knowledge must remain alive for local inhabitants to preserve their living through the Amazon's natural resources. Knowledge combined with action will help preserve Brazil's most important asset for generations to come.

The Mateiro School was founded in 2006 by Surya Brasil's parent company, Vedic Hindus. Surya Brasil is fully responsible for the realization of this social project logistically and financially.

**Surya Brasil Tattoos**  
**15% for direct Accounts**

**BASS**®

**Brushes**

*Finest Quality Hair, Body and Skincare Accessories*

**Limited Space, but wanting to sell quality brushes?**

*Ask your BMC rep to show you the Salon/Spa Retail Displays*

**Brush Styles for Every Need**

- Wood Comb Collection
- Wild Boar/Nylon Collection
- 100% Wild Boar Collection
- Professional Styler collection
- Professional Thermal Styler
- Professional Styler – 100% Natural Bristle

**NPA NATURAL MARKETPLACE EXPO DEAL:**

**25% AND FREE SHIPPING**

*Orders placed at show only*

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

### July Pure Herbs Line drive

Buy any combination from the 29 Himalaya Pure Herbs and receive an **ADDITIONAL 5% DISCOUNT**

Standard Promo	+ 5% Line Drive	Your Margin
Buy 15> receive 3% off Pure Herbs	8% off	56%
Buy 25> receive 5% off Pure Herbs	10% off	57%
Buy 50> receive 10% off Pure Herbs	15% off	59%
Buy 100> receive 17% off Pure Herbs	22% off	62%
Buy 250> receive 20% off Pure Herbs	25% off	64%

Buy-in dates: July 1-31 for Pure Herb line drive  
Discount does not apply to the Herbal Healthcare formulas line

**\*\*Discounts are product specific, no substitutes allowed and are not applicable to Soliga Forest Honey, Chyavanprash Jam or Koffet Lozenges.**

Himalaya Herbal Healthcare has discontinued **ImmunoCare Jr.** Stores who normally stock this product will find ImmunoCare Liquid to be an excellent, comparable replacement product for children.

#### HIMALAYA USA

- 80,000 sq ft. R&D facility with 102 physicians/scientists
- Family owned since 1930
- Patents: 2 granted, 24 pending.
- 1,112 published clinical trials on Himalaya products

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

### Got Allergies - Get Aloe Life!

Aloe Vera works on several levels to guard against allergy flare-ups for children and adults!

- Builds stronger collagen which besides supporting beauty also builds stronger cell walls to keep the allergens from entering into the bloodstream.
- Detoxification of the colon—helps reduce potential autoimmune-like responses associated with various allergy stimuli.
- Digestive support encourages the body to work more efficiently, reducing inflammation caused by undigested foods including glutes and dairy

#### New product: Bug Beware Repellent Spray Concentrate, 2 oz.

proprietary herbal blend of whole leaf aloe vera juice, *Nepeta cataria* and *Rosmarinus officinalis*. Concentrated active and nontoxic ingredients discourage mosquitos and other pests from biting children, adults and pets too! Field-tested in mosquito-infested Alaskan terrain.

#### Initial order discount:

Counter-display 6 ea. = **10%**; 12 ea. = **20%**  
When ordering in 12 (20% off) or 6 bottles (10%) a display will be sent!

#### NPA NATURAL MARKETPLACE EXPO DEAL:

for attendees only: **10% DISCOUNT 24+ items; 20% OFF 72+ items.**

Buy in dates July 18-25. Must mention deal when ordering

## HAMPSTEAD TEA LONDON

### Hampstead Teas: Organic, Fair-trade & Biodynamic.

#### Other key Points include

- Makaibari Single Estate—recognized by *Time Magazine* Asia Best of 2008
- 2008 World Tea Championship Finalist for our Earl Grey loose & Lemon Valerian sachets
  - 2008 World Tea Championship Honorable mention for our Oolong
  - Distinctive packaging—eye-catching packaging is distinctive and has won several awards (including the prestigious D&AD award)
- Reasonably Priced—Sachet SRP \$5.99 Pouches SRP \$8.99 Tin SRP \$8.99
- Hampstead Teas have won numerous prestigious awards for taste including from Prince Charles and Alice Waters (Chez Panisse, Berkley, CA).
  - Women-owned & operated
- Unbleached, staple-free sachets and no outer cellophane wrapping. Totally biodegradable packaging



LIFE SOURCE BASICS

What do the Canadian military consider the best product for their troops to give them the broadest range of protection against the widest range of outside potential immune assaults?

After analyzing 300 different agents, their "proof of concept" studies concluded that Life Source Basics WPG-3,6 beta glucans to be the best protectant available.

For beta glucans that work, choose a company that isolates, purifies and counts the active beta glucans: trust in the patented manufacturing of Life Source Basics.

75 mg, 125 mg, 250 mg and 500 mg capsules

Available this month. New & improved!!

**Beta glucan Skin Renewal Cream and Children's Chewable, reformulated**

Expected to ship week of July 21st

#### NPA NATURAL MARKETPLACE EXPO DEAL:

**15% DISCOUNT—orders between \$125-\$500. Over \$500, 20% OFF**

## MushroomScience®

Since 1994, the only North American mushroom company offering mushroom supplements that are:

- Certified Organic
- Potency guaranteed
- Research validated

#### Wood vs. Rice

Hot water extracts (dehydrated) are 50-80 times more potent than tinctures (cold water extracts) or mycelium biomass.

Only Mushroom Science lists guaranteed levels of research-validated compounds in every label.

\*Reishi Gano 161®

\*MaitakeGold 404®

Lion's Mane

\*Coriolus Super Strength®

Chaga

\*Coriolus PSP

Cordyceps Cs-4

Agaricus blazei

5 Mushroom Formula

NEW Miracle Zzzz®

#### NPA NATURAL MARKETPLACE EXPO DEAL:

##### Line Drive

**Buy 6 ea of any SKU and get 20% OFF**

**Buy 12 each of any SKU and get 25% OFF**

Buy-in dates: July 14-25

must mention SHOW deal when placing order

\*certified organic

## PERFECT® ORGANICS

NPA LAS VEGAS PROMOTION:

**Men's Shirts Sale**  
*green is the new black*  
*carbon neutral*  
*stop greenwashing now*  
**kharma**

Sizes: M & L

**DISCOUNT: 15% OFF**

Buy-in dates: July 14-25  
must mention show deal when ordering



## Two Powerful Herbs

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lower-pedigree teas flooding the market place. All these stories should make Hampstead Tea the #1-selling tea in your store. With comparable pricing, the only thing stopping Hampstead Tea from being a crowd-pleaser in your store is your ingenuity!

Their green tea is not only therapeutic, it is to be experienced. If you have not appreciated the ritual of slowing down and drinking tea, then you are missing one of the world's great pleasures. Green tea socials mean human contact and relaxed conversation. Green tea with friends is sharing a health-giving elixir. Green tea should be an industry mantra: green tea every day. (Oh, to be able to get real green tea iced tea on the road in the summer!!) What are we waiting for?

Green tea is a primal health food. Legend takes green tea back to the mythical Emperor of China, Sheng Nung, in 2737 B.C. In 1191, Zen priest, Kissa Yojoki, had already identified the general health benefits of green tea, noting its central effect on the heart. Tea is the second most consumed beverage in the world after water, and green tea is fast becoming the elite tea of choice. Why?

Green tea has been studied so much that even governments promote its daily ingestion. The active compounds that seem to determine green teas benefit are polyphenols

## *Makaibari is a way of life, not just a tea garden.*

"The people should rule the land. Rajah Banerjee has consistently maintained that the people should live with their heads held high. But what is the politics behind this? How does one get the concept off the ground and running in real life? Democracy is a fine word, but difficult to work out. However, the Joint Body is Makaibari's own NGO. It sits every Wednesday morning and, what is crucially important, women take a lead in the affairs of the Joint Body. They decide on all important developmental issues".

that are classified as catechins. Green tea has six identified and studied catechins but it is EGCG (epigallocatechin gallate) that is the most studied and the most active.

Foremost, green tea is a premier antioxidant. When harvesting the shrub, *camellia sinensis*, the leaves are quickly steamed after harvest to stop the oxidation process—and this is what distinguishes green tea from black tea, which is allowed to oxidize. The polyphenols EGCG seems to elicit the highest antioxidant properties and EGCG has been shown to be stronger than C, E, and glutathione. Most of the studies on green tea employ a green tea leaf extract

standardized to 45% EGCG in the amount of 300 to 400 mg per day.

Studies conclude that drinking four cups of green tea a day can reduce the risk of developing stomach and lung cancer. *JAMA* reports that drinking green tea daily can reduce every aspect of heart disease mortality.

What makes this the best season to be promoting green tea, though, is its effective thermogenic effect. Green tea increases internal body temperature and (it seems in combination with the natural caffeine found in green tea), assists in the breakdown of fats in the body safely and naturally. Yes, it is anti-cancer, pro-heart and excellent for weightloss.

Want an enticing green tea display this summer? Endcap Hampstead Teas as a way to introduce your community to the best tea on earth, and border this display with Bluebonnet's potent standardized alternative and the two world-class Herb Pharm liquid extracts. Green Tea has summertime applications for the weight-conscious. It is time to join the rest of the world in appreciating the healthy herb, green tea.

As for the turmeric: that is why there are many shelves for your endcaps! Turmeric is the perfect cash register display: an Herb Pharm six pak up front to highlight the herbal choices you offer.

Turmeric and green tea: hot, healthful herbs for these summer months and beyond!

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## Skin Care is Our Domain

continued from page 1

commonly associated with minor wounds, this First Aid Gel reduces the secondary effects often associated with healing crises. Naturally, it does what we all know silver does when skin infections develop. This product is: kid-friendly, safe, clean, pure, non-greasy and odorless. Sounds to me like it needs a grand entrance into your store.

Do I see an endcap with those proverbial flip-flops sitting scarred and tattered next to an endcap of Sovereign Silver (gel, spray and dropper) this summer?

While this certainly seems to be the greatest product in its class (progress), we do have other outstanding products that need attention, education and promotion. The manufacture and quality of other products we make dwarfs the gold bonded labels of other pedestrian mass-market products. The sad joke is that lesser quality products can claim to be “medicated” and that mainstream America reaches for cortisone creams like they were putting sunscreen on their inflammation pathways!

St. Johnswort to the rescue. St. Johnswort is one of the highest flavonoid, anti-inflammatory herbs we have found: it is excellent as a healing agent on every level. My favorite herbal salve is *Herbal Ed's Salve* from **Herb Pharm**. This was one of the first formulas Ed Smith ever made, and the picture of Ed & Sara in their kitchen, making this wondrous ointment is the quintessential snapshot of the modern roots of medical herbalism. Packed with the pantheon of skin-



supportive herbs, this salve includes (Herb Pharm quality) comfrey root, calendula flower, chickweed herb, plantain leaf, mullein leaf and St. John's wort flowering tops. That is herbal gold for any skin complaint. This formula is a life-saver for any skin condition (acute or chronic).

Versatile: its actions are antiseptic, anti-inflammatory, soothing and analgesic, antipruritic (relieves or prevents itching), and it stimulates the regeneration of aged and damaged tissues and their blood vessels. So, use the new Herb Pharm *Herbal Salve* display to stand these tins up proudly as a most important tool in the healing arsenal of skin care for your neighbor's homes.

Herb Pharm has a perfect complement of skin care oils that fit well together on their new 4-SKU wood cross-merchandising displays. Provide a wealth of options with quality Calendula Oil, St. John's Wort oil, tea tree oil and Trauma Oil Compound (another spectacular blend of the oils of Calendula and Arnica flowers and St. John's Wort flowering and budding tops) for any situation that the name implies.

As anyone who knows me knows, I am the world's biggest fan of **Aloe Life's Skin Healing Gel**. This product stands alone in the natural foods marketplace in delivering the full-spectrum of skin healing benefits only found in a certified-organic whole leaf aloe leaf “juice.” This is the key. I have this product with me wherever I go.

And this product is a true best-seller by any store's standards. Trust me: stock 12 of both the 4 oz and the 8 oz sizes this summer, and you will see your best sales ever for aloe

## TIP OF THE MONTH Aloe Life's new Bug Beware works!

Oil isolated from catnip by steam distillation is a repellent against insects, in particular mosquitoes, cockroaches and termites. Research suggests that in a test tube, distilled nepetalactone, the active ingredient in catnip, repels mosquitoes ten times more effectively than DEET—the active ingredient in most insect repellents. Catnip: *Nepeta cataria*.

skin care products. This product is not diluted (a cursory visual comparison will convince you of the quality distinction), does not have unwanted fillers, but is thickened with seaweed, and includes Vitamin E, A and C combined with herbal extracts of Azulene from Chamomile and Allantoin from Comfrey. Absolutely essential for every skin care shelf!

**Well-in-Hand** actually has the best natural “arsenal” for the taboo subjects of skin warts and foot fungus. Their foot fungus 4-part program is flawlessly perfect for mild or severe cases of foot nail fungus. The only drawback is that people don't want to follow the directions and take the time to eradicate those unsightly fungal standouts. Well-in-Hand has so many marvelous testimonials on their *Wart Wonder* product that all that needs to be said is that this product wins the battle with warts—disappearance and obliteration—so completely that you should feel confident saying it will always work (if people follow the directions!). Finally, for clean-ingredient alternatives, now is the time to start to show your nit-kit products in prominent display. Well-in-Hand not only has the best working and cleanest product (at a great price) they also include a comb and magnifying glass for those uncomfortable times when bugs arrive.

Speaking of bugs, Aloe Life has just introduced their latest skin care product, **Bug Beware**. This all natural, herbal topical liquid contains aloe vera, catnip and rosemary. This could be a new winner for your shelves (and help you with orders and profits with Aloe Life) as it has been proven on the mosquito-infested outbacks of Alaska.

Finally, in this part one article on topical skin care, let's offer a better solution for both sides of the clean skin health equation. As we are all well aware, America's trained addiction to antibacterial skin care products is maddening. Dollar-store junk being coated on the skin hourly by the fearful; and all they are doing is destroying their innate bacterial skin mantle and making every person's skin more vulnerable than ever to skin rashes, MRSA, etc.

First, please educate the populace to stop doing this! Second, offer sane alternatives to strengthen the Langerhans cells that cover the human skin and serve as the first line of defense against bacteria, fungus and more.

continued on page 8

## “WE ARE HEALTH FOOD PEOPLE”

Jennifer Conn, BMC representative, North and South Carolina



### “The Path of Healing”

The path of physical healing in life has led me through many different ways of thinking and many types of healing modalities, from the traditional to the alternative and downright unusual. I have come through personal health challenges with valuable information I share in order to help others.

I started as an unhealthy child and am now a thriving, healthy adult. In college, I became very ill. At first, I went the traditional medical route. Their tests determined there was not a lot they could help with, even though I couldn't drive, walk or get out of bed, and slept 18 hours a day. Then I went to a chiropractor/homeopath that proceeded to address the imbalances with diet, nutrients, herbs and homeopathics. In the end, it appears there is no substitute for whole, nutrient-dense foods and supplements.

This protocol revealed a new level of health. Then, the next piece involved healing spiritual and energetic systems of the body. Ancient systems of medicine like Chinese acupuncture and Indian Ayurveda are based on such principles, including, but not exclusive to food and herbs. At this point, I was healthier than I had probably ever been, above average health.

I then proceeded with more schooling for advanced education in natural health. I was truly motivated to help people return to health and stay healthy with natural methods, addressing the root causes and creating a balance with life. I have also looked at what made me ill to begin with, not what illnesses affected the body, but the body's inability to defend itself without proper nutrients and reserves.

Today, I love being a part of the natural health world and have the opportunity to educate from the position of educational sales representative for Blue Moose Consulting and my own private practice in Greenville, SC.



## Blue Moose Consulting

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### GOT EMAIL?

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

## Skin Care is Our Domain

*continued from page 7*

**Dr. Ohhira's Probiotics 12** soap from **Essential Formulas** has quietly become a best-seller for people looking to rebalance their skin environment with viable probiotics. The soap is actually a beauty soap that is favored by all who experience skin rashes associated with allergies. Second, **Life Source Basics Skin Renewal Cream** is a real sleeper for skin health. From anti-aging to skin immune health, here is a product that gets the benefits of beta glucans to the dermis: also a great moisturizer for everyone.

Second, if a person does need an antibacterial, and in the world we live in this is often the case, provide a product that is Organic-certified, cruelty free and with no harsh chemicals. **Surya Brasil** now has an amazing **Organic Moisturizing Hand Sanitizer** made with plain ingredients from Brazil: Acai fruit, and Jua fruit. Natural ingredients from renewable sources, that kill 99.9% of germs on the hands anytime, anywhere while leaving the hands soft with a pleasant natural scent. This product is gentle on sensitive skin and contains no parabens, petrochemicals, mineral oil, synthetic fragrances or artificial colorings. In a 2 oz counter display travel size and a 6.76 fl oz pump top for natural health in the home.

We have options, they are better than what is out there. Grow your skin care sections' visibility beyond an afterthought and bring attention to these great products. Take modern medicine's shenanigans and do the healthy 2008 flip-flop. It will be fun and you will be backing the natural proven winners! 🍀

*Part Two of this series will discuss the beauty products for skin care, that do so much more. It will also discuss the current battles for defining Organic and Natural in the natural skin care market.*



## How to Reach Blue Moose Consulting

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

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