



Talking Health: Hippo & Turtle: Save the Children

How much time do we have on this earth, and how much good can we do?

For each one of us, there is much to think about outside the scope of our work in this wonderful world of health. Whether the summer is a slow-down period for your business or whether the sun ramps up your activities, we must always be reminding ourselves of those issues of elemental importance. I have had a profound decades-long dedication to the quality of the water around us, and the need to continually nourish the soil. "Organic" is a flag that we helped raise! Everything we do affects the air above us. And yet, our greatest influence is on the next generation—because we teach them, and they learn from us by our example.

Look around your store. Open your mind and see the world around you: it is filled with children. How are you servicing the mission to make the world a better place for them? And what messages are you speaking to those who

need guidance about how today's children are being raised; and their primary, immediate and long-term health?

For a moment, forget television. Forget institutionalized education. Think of the messages that are going into the minds of today's children. What can we do to change the barbaric rancor that our advanced, civilized society is exposing our children's minds to?

Stories. Children need to hear better stories. So, this summer—busy or slow—make the agenda curve to making your store a place where children will hear the stories that their trusting and hopeful, impressionable minds need to hear. We shall reap what we sow! And maybe those stories will just make our minds a more peaceful place as well!!

For those of you not familiar with this story, let me embellish an incident where tragedy created friendship and trust and miracles.... in another land, far, far away. In 2004, a devastating tsunami hit Indonesia and parts of India and Africa

killing 230,000 people. (Do you remember?) This disaster also destroyed and killed millions more animals and plant life. One unfortunate

mammal, a 600 pound baby hippo, saw its mother and family washed away in this flood. Imagine the infinite pain this animal felt through that experience. Eventually villagers off the coast of Kenya rescued this poor animal and he eventually was taken to an animal preserve in Haller Park Animal Sanctuary. Devastated by all this continuous trauma, the child just wanted love. Being moved again to another strange place, the hippo in desperation turned to an adult for guidance and protection. Strangely by most standards, the surrogate parent was a 130-year old Aldabran tortoise.

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Talking Business: Water Quality Worries Continue

"Water is the driving force of all nature." — Leonardo da Vinci

The water situation in America continues to deteriorate, and we all have to stay active and involved.

Activism is really the only thing that can stop us from polluting this most essential of resources. Here is a current story that has me worried, and is not something we should write-off as an insulated incident; but rather view as a symptom of a serious problem. At what point will we start to act as things around us become horribly unhealthy?

Here is something you didn't hear about in the evening news every night this March and April. Alamosa Colorado. On the Rio Grande River in the San Luis Valley, which is the highest general-

agriculture land in the US. 160 miles south of Denver. Home to Colorado Senator Ken Salazar (D). A city paralyzed by a salmonella outbreak in its water supply for over one month, where the city of 10,000 was warned not to drink or bathe in their own water supply. Experts have no explanations, only that the water is now deemed safe to drink. One person dies and 343 were affected. When will we begin to act?

Water safety is something that should concern us all. From the spigot to the shower to the water that grows our food, we need as a human family to make this a priority now, before it is too late. Water purity and safety is not just an American

issue, but rather it is the biggest problem facing Planet Earth into the future, and bottled water is not the solution. Our industry partially acknowledges the danger of mercury in our waters through our concerns for mercury toxicity in fish populations. Mercury is just as much a concern in backwaters, as dumped abandoned cars and computers and cellphones are a national security issue we should all be concerned about. Now, we are being very clearly warned in the states of the mid-Atlantic region that our water supply—the water we drink every day—is loaded with pharmaceutical drugs by

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Hippo & Turtle

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Imagine the scene as the turtle hunkers into his shell to avoid the onslaught of the monstrous hippopotamus. After a day of hiding, the turtle looked out of his shell and asked, "What do you want? Go away!" The hippo cried despondently: "I have lost my mother and family and want someone to love me." The turtle had seen much in his life and was wise: he knew he must respond to the task, and so became a parent.

Stories like this happen every day, and too often go unnoticed. This story took flight. First the local people were amazed, then it became a regional story, and then a national story; then CNN and NBC caught wind. The animals were named—Owen and Mzee—and specialists were called in to examine them. What joined these two species, after



all: one was a mammal and the other a reptile? Why did the hippo turn to another male, and what led the tortoise to respond? Soon, it became apparent that the two animals developed a language of their own, which raised interest even higher. They play together, and speak through unique sounds and gentle nods and motions. The hippo became very protective of the tortoise, and stayed close by—the slow moving tortoise shadowed by his mammoth friend. Amazing.

Somewhere along this story, Debra Claire and the team at **Perfect Organics** were sourcing organic materials and formulating products for their next line of bodycare products. As this baby care line was being born, the inspiration from the story of

Owen and Mzee leapt out at them. What a beautiful modern parable. Compassion and support, even for "the other", during times of trial and stress. Species looking out for each other. The need for the male to exhibit motherly virtues. Trust and understanding and the need for communication so that all may survive. The new



product line had found its name, **Hippo & Turtle**.

This month, Perfect Organics will launch its long-awaited certified organic baby care line. The world of organic body care has had its own tsunami in the last few years. Organic is the latest trend, and rightfully so, given the realities of stupidly harmful ingredients people willingly put on their skin these days, and their children's. As with any boom, quality organic materials are hard to come by now, but there are more people selling organic raw materials than there actually is supply. Perfect Organics has the highest integrity in the natural bodycare business, and they had the longest search before finding the perfect combinations, and materials. Hippo & Turtle was a homage, and so it had to be perfect!

The skin of the child. The immune system in the skin. The healing power of touch. We all understand the importance of

healthful skin care products for children, but what do we do to influence and assist parents in their decisions on what to use for their children? Organic baby care products and clothing should be primary gifts people give parents. Health trumps plastic toys made in slave-labor conditions in China with lead-based paints every day! Make the world a better place. Entice with a beautiful and inviting child health skin care section. Use the story of Owen and Mzee: it is there for your support. Perfect Organics also has a line of organic t-shirts, rib cotton tanks, and onesies for infants and toddlers. Organic clothing for

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MARKETING IDEAS

Counter Top Sales

People on the go in the summer need a prompt for their fast pace.

Give them something to consider as they are waiting in line or their sale is being rung:

Consider new counter-top displays for new sales and a new look up front.

- Nordic Naturals 16 & 18 bottle displays
- Herb Pharm super-selling 6-paks
- Bluebonnet's new "Condition Specific" 1.5 bottle counter displays
- Aloe Life Leg Gel
- Olbas nasal inhalers and new sugar-free lozenges
- UMAC-Core 7-day samplers
- Newton Homeopathic Detox displays

Herb Pharm June Herbal Tele-Training Series

SENIOR HEALTH I: INFLAMMATION & DIABETES

FEATURING:

- Flexible Joint Compound
- Turmeric liquid extract
- Ginger liquid extract
- Sugar Metabolism Compound

TRAINING DATE:

June 19th, 12:00 pm or 7:00 pm

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION.

New Natural Standard and Natural Seal Unveiled...As the demand for "natural" personal care products such as lotions, balms and shampoos continues to soar, manufacturers are responding with a host of new products. Some are natural, some aren't and research demonstrates that the vast majority of consumers are confused. To end this confusion the Natural Products Association has developed a new certification program that defines "natural" and includes an easily-identified seal. Shoppers can expect the seal to begin appearing on certified personal care products in the coming months.

"People want natural products because they are good for them and good for our environment," said Debra Short, president of the Natural Products Association. "But anyone could claim their product was 'natural,' even if it had 100 percent synthetic or petroleum-based. That wasn't fair to consumers or to companies who make truly natural products, and this seal will help end all that confusion."

To learn more about the Natural Standard and Natural Seal program, visit www.naturalproductsassoc.org/certifiednatural.





June Sales Promotions 20% OFF
minimum 3 each per SKU

**Chinese Ginseng
Eleuthero Extract & Glycerite
Holy Basil**



Eleuthero: Traditional Use: Enhances Physical & Mental Energy & Stamina.*
Plant Part Extracted: Dried root
Herb Pharm's Eleuthero extract is prepared from the roots of Eleutherococcus senticosus shrubs, Custom Wildcrafted™ in their wild native habitat. This extract is made according to the original Russian Pharmacopoeia formula for Eleuthero Extract, but Herb Pharm's is 2x stronger than the official pharmacopoeia strength, and is never fumigated or irradiated.

Not represented by BMC in NJ



Great Summer T-Shirt Promotion

Bluebonnet's 2008 limited edition t-shirt is based on the famous quote by Cicero, legendary philosopher and statesman of the Roman Republic, resonating our shared philosophy: "Salus Populi Suprema Lex Esto," meaning "Let the Health of the People Be the Supreme Law of the Land." Place orders May 19th - June 27th, and, for every \$395 worth of product ordered, you'll get one (1) t-shirt! Limit 4 per order.

Great New Promo materials

Slice-of- Life Customized Displays

Maximize profits by featuring Bluebonnet's top-selling products on any one of ten (10) different condition-specific displays.

Two sizes

* **SAVE 20% on a 48-unit Floor Display**

Mix and Match up to 4 products - 12 each

* **SAVE 18% on a 15-unit Counter Display**

Mix and match up to 3 products - 5 each

Displays:

Choose from the following condition-specific display headers:

Women's Health, Men's Health, Stress Management, Beauty Health, Eye Health, Brain Health, Weight Management, Bone & Joint Health, Heart Health, and General Health & Wellness.

Not represented by BMC in NJ, SC



Pure and Great Tasting Omega Oils

**Bring Fresh Energy and Brisk Sales
this Summer**

**Nordic Displays are easy sells for the best
Omega-3 fish oils in the world**

- 18 Bottle Counter Display
- 16 Bottle Counter Display
- Nordic Berries Display
- 40/48 Bottle Floor Display

fill your high traffic areas with products that everyone is taking!

New Product Reminders:

- Arctic Cod Liver Oil - Spiced Apple 8 oz
- Ultimate Omega + CoQ10 - 60 ct
- Ultimate Omega D3 - 60 caps
- Omega 3D 8 oz liquid
- Arctic Cod Liver Oil - Strawberry 16 oz
- Ultimate Omega 500 - 90 caps

* easier to swallow, smaller caps of this best-seller
* strawberry flavored

**Ask your BMC rep today for a deal
on the Nordic Naturals Pet Products!**

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



Always safe, always effective.

**June Monthly Sales Promotion
20% DISCOUNT
6+ per SKU**

OTC Formulas, liquid and pellets

- N047 Feminine Itching
- N058 Food Additives
- N053 Parasites
- N036 Warts
- N221 Jet Lag, Spray

Newton for Pets

- P013 Eye Irritation, Pet

Nothing but Natural for Kids

- F098 Vaccination Relief, Kid

PLAN NOW: Newton Homeopathic will be offering a **store training seminar** this Fall in northern Virginia Ask your BMC rep for details, and how to attend. Complete training for your staff; and free product to attend.

Not represented by BMC in NC, SC, WV





Marine Phytoplankton the Earth's original green food

the green plants of the ocean finally available in a form for human consumption

Supports Cellular Health, Energy & Vitality!

The micronutrients and electrolytes in phytoplankton are exactly what our cells need to carry out their metabolism.

Available in vegetarian capsules, glycerin-based liquid and 7-day trial packets



from the Makers of the # 1 Selling Silver Hydrosol in America

The World's First Homeopathic Silver First Aid Gel

No other first aid gel has such a broad spectrum of applications

Reduces Topical Pain

Calms Skin Inflammation

Fights Skin Infection

Promotes Healing of the Skin

Homeopathic Silver in the form of Argentum metallicum 10x, 20x, 30x

**Sovereign Silver is #1 in SPINS data
5 SKUs are all best-sellers;
4 years running**

The unprecedented quality (over 34 times more effective than other silvers) of Sovereign Silver is what has made it #1

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



Essential Formulas

Summer skin problems??
Recommend....

Dr. Ohhira's Probiotic Kampuku Soap

- Beauty soap with natural plant extracts and herbs
- Leaves your skin supple, radiant and youthful
- Serves as a natural moisturizer and deodorant.
- Ideal for dry or oily skin

Apricot, Wild Vine, Chinese Matrimony, Mulberry, Sea Tangle, Chinese Cabbage, Oleaster, Plum, Wild Strawberry, Loquat, Mugwort, Brown Seaweed, Shiitake Mushroom, Chinese Bayberry, Probiotic Extract with E. Faecalis TH10 LAB. Ingredients in Lactic Acid Bacteria (Probiotics) Extract.

Extract is comprised of natural, wild growing plants hand-harvested from the vast mountain region of the Chugoku district of Japan, seaweed from Japan's ocean and mountain spring water. Raw ingredients are carefully blended, naturally fermented and matured for up to five years. Formulated by award-winning microbiologist Ichihiro Ohhira, Ph.D.



Excitement in the world of Blue Green Algae

Returning Soon: Blue Manna™

Blue Manna™ is a proprietary extract of the blue-green algae known as AFA (Aphanizomenon flos-aquae) containing significant concentrations of Phycocyanin and PEA (Phenylethylamine).

What's so special about the blue??

Phycocyanin contains bioactive components that promote healthy joints and tissues and has also been shown to have potent antioxidant properties.

PEA (phenylethylamine) is an endogenous brain compound found naturally in only two foods: chocolate and AFA algae.

When taken consistently, PEA enhances concentration, attention, and creates a feeling of joy or well-being.

Blue Manna™ promotes*:

- Greater mental energy, attention, memory, and focus.
- Emotional and mental balance.
- Healthy joints and tissues.

Place your pre-orders today!!

*these statements have not been reviewed by the FDA



Ecocert

Surya Brasil proudly carries the Ecocert Certification on our **Amazonia Preciosa** line of hair and skin care. Because of misuse of the words 'natural and organic,' Surya offers the highest recognized standard for certification in the world, EcoCert.

Ecocert is an organic certification body, originating in France in 1978. This international certification program has evolved to become one of the most respected standards a product can achieve. With offices in 80 countries, Ecocert is accredited by many conventional government-regulating bodies including: USDA and NOP in North America. The Ecocert verification process includes authentication of raw material samples, observation onsite of manufacturing practices and facilities, and requires ongoing Ecocert review to maintain certification.

In personal care, Ecocert's criteria are that a product must contain a minimum of 10% organic ingredients in its composition, and that 95% of the plant ingredients must be organically grown. Candidates are also reviewed in terms of their impact on the planet in the areas of environmental practices, labor practices, label composition and packaging.

Look for more new Ecocert hair care, and men's personal care products soon!

Surya: selling certified-organic quality products!!

www.ecocert.com/?lang=en

Not represented by BMC in NC, NJ, PA



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

Wood Pin Collection

Wild Boar/Nylon Collection

100% Wild Boar Collection

Professional Styler collection

Professional Thermal Styler

Professional Styler – 100% Natural Bristle



Himalaya

HERBAL HEALTHCARE

June Promotion MEN'S HEALTH MONTH*

ProstaCare®, VigorCare®, UriCare®,
Ashwagandha, Guggul

Buy 15+ receive 7% off Formulations
3% off Pure Herbs

Buy 25+ receive 15% off Formulations
5% off Pure Herbs

Buy 50+ receive 25% off Formulations
10% off Pure Herbs

SOLIGA FOREST HONEY

• Every bottle bought builds a better life for the Soliga Tribe as Himalaya pays 25% above market value for their honey.

- Never Pasteurized
- Not force-filtered
- Certified USDA Organic
- 7x more antioxidants and 3x more bioflavonoids than wildflower honey
- www.soligahoney.com

*Discounts not applicable to Soliga Forest Honey, Chyavanprash Jam or Kofflet Lozenges

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Think Summer
your customers will thank you!!!

New Product: Bug Beware

Opening Bug Beware deal
10% OFF open stock.

Beautiful Counter Display (12)
20% OFF Opening Deal only!

100% Natural and Non-toxic;
Great for Kids, Adults & Pets!
Field tested in Alaska for effectiveness.

Enjoy outdoors again!
Herbal blend including
Whole Leaf Aloe Vera, Nepeta cataria,
Rosmarinus officinalis.....no water added.

Promote health and regularity for travelers

Suggest a **Health Travel Kit** that includes:
Aloe Gold tabs (30)
Fiber Mate Tabs (110)
Ultimate Skin Gel (4 & 1oz)
and Daily Greens Packets (12 servings.)

HAMPSTEAD TEA LONDON

The finest tea in the world

Certified Organic,
Certified Fairtrade, Demeter
Biodynamic

Introducing 4 new teas
Organic Fairtrade Assam
Organic Fairtrade Black Saffron
Organic Fairtrade Green Jasmine
Organic Fairtrade Lime Green

"If Darjeeling is the champagne of
teas, Makaibari is the Krug or
Henri Giraud"

Best of Asia, 2008

Our Annual Guide to the Finest,
Time Magazine (Asian edition)

Three finalists in the World Tea Expo, 2008

winner announced June 1

Earl Grey
Ginger Green
Lemon Valerian



LIFE SOURCE BASICS

**Because our immune system
can always use support**

Life Source Basics WGP 3,6 beta glucan
activates immune system cells to more
quickly identify and fight foreign
challenges.

For Adults and children.

WGP is patented, GRAS-approved,
Kosher, non-allergenic and GMO-free.

WGP 3-6 is a patented ingredient
that contains beta 1,3/1,6 glucan, 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 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.

MushroomScience®

Top 5 reasons to carry Mushroom Science

1. **Miracle Zzz™**
the famed Wu Ling mushroom for sleep
and adrenals
2. **Coriolus Mushrooms**
"Super strength," and Coriolus PSP
3. **Reishi Gano 161™**
the strongest, most validated reishi on the
market
4. **"5 Mushroom Formula"**
The Only Mushroom Combination
Formula Made From 100% Hot Water
Extracts for 5 mushrooms: MaitakeGold
404, Agaricus blazei, Coriolus versicolor,
Shiitake, Reishi.
5. **Mushrooms that people are now
looking for:**
Chaga, Agaricus blazei, Lion's Mane

June Intro Promo
**Order all 8 of these
mushroom products (3 ea)
and get
25% OFF**

Opening orders, this month only

PERFECT® ORGANICS

Summer Organic T-Shirt Sale

10% OFF in 3 ea per SKU

June Promotion provides a great new
marketing opportunity

Everyone is looking for sweatshop-
free, 100% certified organic cotton
t-shirts, and they don't know where to
go!?? Answer this growing market by
being your neighborhood source of
healthy clothes!!

Styles: Organic II, Earth Water,
Can You Feel My Chi, Green is the
new Black, to Green (or not to Green);
ORGANIC, Peace In, Karma, Carbon
Neutral

And the new Hippo & Turtle
Onesies, Infant and Toddler clothing
Adult Sizes: (Women's Shirt: S or L;
Men's Shirt: M or L)

for children's organic clothing, see
www.hippoandturtle.com

**For Perfectly Organic Baby Care,
Hippo & Turtle is here this June**



Hippo & Turtle

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children. Where can your community find treasures like this except in your store?

Hippo & Turtle will offer a baby care line that includes a Baby Oil, a Bum Balm, a Head-to-Toe Wash and an Every Body Lotion, and an All-Over Gel. The ingredients are impeccable and organic: perfect organics. If this launch is anything like the hugely successful launch of the organic and vegan **Lip & Cheek Shimmers**, this initial run will sell out fast. So move with haste to pre-order this exquisite line now. The story has been told, now you must determine what you are gonna do about it!

And to add to your growing Baby and Child Health Care section, let's not forget the essential **New Mama® Tush Soothing Bath** and **Tush Soothing Mist** from **Well-in-Hand**, and the Infant to Toddler Bath Toys and Scrubber from **Bass Brushes**.

Give parents healthy choices for all their health care needs. Start with an endcap to speak loudly that your store is committed to children's health.

Herb Pharm: Children's Echinacea, Children's Herbal Compound, Children's

Winter Health Compound (good year-round for respiratory options);

Nordic Naturals: Nordic Berries, Children's DHA in liquid and caps, and Omega 3, 6, 9, Jr. for teens.

Himalaya USA: ImmunoCare® Jr. and MindCare® Jr.

Life Source Basics: Children's Chewable WGP 3-6 beta glucans.

Cross-merchandising options: **Aloe Life Skin Healing Gel** and **Sovereign Silver 2 oz. Spray**

Finally, look at what parents are unknowingly doing to their children! Where will they find the support for safer and healthier options if you are not teaching the message? **Newton**

Homeopathic has a homeopathic medicine chest that you can provide for many children's health needs with their **Nothing but Natural for Kids OTC formulas**. How natural to provide viable options with these complexes for kids: Allergies, Asthma Rescue, Bangs & Scrapes, Bedwetting, Bowel Discomfort, Chicken Pox & Measles, Constipation, Diarrhea, Earache, Fever Aid, Hypercalm, Sniffles, Teething & Colic, Tummy Upset, Vaccination Relief.

Can you improve your children's section, making it more inviting and

OPINION

Opinion: The Grain

It would not be presumptuous to blame all the experts, PhDs, economists, planners, politicians and specialists in analyzing the reality that there were no major voicing decrying the situation that led us to this very real international food shortage, but one lesson we should take from this urgent problem is the paramount importance of the grain to our food supply. If we would stop talking + thinking war + profit, and start thinking food needs & people, we would probably see a greater resolution to more problems than even the most sophisticated mind can conjure. This is a long way from the industry's willingness to give up on grains 5+ years ago. Grains: the staples of life. Hug a grain today! Support the farmers worldwide!

educational? Can you train staff and self to be more fluent in these important issues?

Understand the elements of "early health", tell the stories, make your community wiser and they will come to you for support and comfort.

www.owenandmzee.com

www.hippoandturtle.com

www.perfectorganics.com ☼

Nutrex
Hawaii



The best news of any newsletter...

Everyone,
Fill out a quick online-survey, and get a free bottle of the hottest natural antioxidant on the market today: Astaxanthin

Quick, <http://www.nutrex-hawaii.com/survey.html>

Nutrex Hawaii M.D. Formulas™
Made with Aloha!

JointAstin™
your best vegetarian option

CardioAstin™
perfect one-a-day

BioAstin Supreme™
6 mg of astaxanthin

and perfect for summer
DermaAstin™
in the sun? astaxanthin

JUVO™

The Best Summer Food are you serving up this raw meal replacement?

It's simple. JUVO is a tasty vegetarian whole grain salad. It is freeze-dried and powdered from vegetables, mushrooms, many kind of whole grains and sea vegetables.

Vegetarian raw foods are alive; uncooked nutrient and enzyme-rich. Just as salad is raw, JUVO vegetarian is raw. JUVO goes perfect with soy milk for a breakfast cereal meal. Enjoy delicious Energy Foods, like fresh freeze-dried JUVO Vegetarian Raw Foods for body cleansing detoxification with Cancer Fighting Foods.

Now with Over 60 Healthful Natural Ingredients!

JUVO is made with USDA-certified organic, kosher, and NON-GMO ingredients from whole grains, vegetables, sea vegetables, mushrooms, and fruits that are organically-grown to bring you purity and full vitality of nature. JUVO ingredients are freeze-dried to keep nutritive properties and enzyme. It's absolutely free of preservatives, whey, yeast, dairy, artificial flavors, colors, and sweeteners.

Not represented by BMC in Eastern PA, NJ

OLBAS®

Olbas Oil originated in Basel, Switzerland over 100 years ago, and continues to be a European and worldwide favorite

There are nine different Olbas Remedies that each soothe you in a unique way:

Olbas Oil - The Original Swiss Aromatherapy Massage Oil and Inhalant
Olbas Inhaler - Penetrating vapors for rapid action

Olbas Pastilles - Maximum strength cough suppressant drops

Olbas Analgesic Salve - Pain relieving balm with cough suppressant action

Olbas Lozenges - NEW! Black Currant, sugar-free cough suppressant lozenges

Olbas Herbal Bath - Soothes & relaxes, tingles & invigorates

Olbas Cough Syrup - Herbal bronchial support syrup that supports the immune system

Olbas Herbal Tea - Deliciously soothing instant herbal tea

Olbas Sport Massage Oil - Vitamin-rich massage and skin conditioning oil. A favorite for athletes; for every sports section!



Water Quality Worries

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people flushing their unused drugs down the toilet, and other avenues. Think of the dangers to everyone as these drugs interact: an entirely different perspective than that of the people who ask us if our wildcrafted and organic herbs will have contraindications with the drugs we are drugged to taking in the evening television hours!!!

Mercury, drugs, salmonella—what ever happened to good old-fashioned pollutants and the carcinogenic dioxins and PCBs? What is so complex for us to fathom about the importance of healthy water as the basis for all health?

Back to Alamosa. Prepare for a scenario like this: from March 18, 2008 when Colorado Department of Public Health and Environment put Alamosa on a “bottled water only”-restriction to April 11 when the water supply was deemed safe for human consumption again, the city went through three dramatic stages of water pollution control. Stage 1 (Red Alert Notification), which occurred six days after the original outbreaks were reported, allowed for water use only to flush toilets. The entire water system was flushed at levels 25 ppm of chlorine for four days. Then, in Stage 2 (Yellow Alert), people were allowed to use water for uses other than drinking. This was intended to

be a 10 day-period, but was then extended another 7 days. In this period, the water was too chlorinated for use on lawns or plants. Water was distributed by the National Guard and the Red Cross, bringing in water to filling stations. Emergency measures and taxpayer dollars. The question I ask is: what would happen if this happened in your locale? And what is to stop this identical occurrence from being repeated around the world in years to come? Around your store?

Certainly, we have to make a stand on water quality. First, politically. **Clean Water Action** is the best water advocacy group we have in the United States. Every store should consider joining. (www.cleanwateraction.org). For the environmentalist in the store, it is interesting to note that they do not have offices in Virginia, West Virginia, North or South Carolina. Why not work to sponsor both the organization and staffing of a water-conscious political action group to support your local water quality and water sources? (They have offices in PA, NJ,



MD, DC so contact them and become involved)

Secondarily, you have the power to push the water issue with the companies you buy from. Make sure that purified water is used in manufacture, demand updated assays on the water that you sell in bottles, and make sure that you are promoting safe water standards as the norm from every manufacturer who delivers to your door. As a travelling man, I am saddened when I go into a health food store and cannot get ample water for my road trips. Some oasis!!!

Support companies that offer water in glass, and water that is tested—and local if possible. Make it profitable for good, ethical water companies to spring up and service your area. (Congratulations to **Eden and Mountain Valley** for their work over the years). Beware of big industry buying all the water sources in the USA (see Nestle—<http://www.nestle-watersna.com/index>.) Scary, isn't it?

Water matters. One reason I am so unrelenting on the quality differences in products is that the water source does influence the quality of the product. **Nutrex Hawaii™** Spirulina is the best spirulina in the world because, among other things, they start with the best clean water. Ask your BMC rep to explain this. If anyone else were able to produce ocean marine phytoplankton for human consumption, they would not have the pristine water source that **UMAC-Core™** utilizes for their exciting new product. Marine algae and plankton may be the best future food sources for our planet, and they require strong, clean water.

Perfect Organics makes water use a business decision in the manufacture of their product, something I heartily praise. Their 3-in-1 **Ultimate Body Wash** is a political statement: you do not need water in most bodycare products—it is filler and a waste of an elemental resource. See the Perfect Organic web blog of April 21 (www.perfectorganics.com/simpleblog/) as they talk of a new movie worth seeing: www.waterrthemovie.com. Let's behave as if everything matters—water and air and intention.

“WE ARE HEALTH FOOD PEOPLE”

Rachelle Pecovsky-Bently, BMC representative, DC, MD & Northern VA



“A Rookie in a Growing Industry”

My journey into the natural health industry started with food. As a professional athlete and the owner of a personal chef business with a focus on healthy gourmet, I am acutely aware of the importance of diet in regard to overall health and well-being. I have always been fascinated with food and how different foods affect the body and athletic performance. This led me into a study of how to utilize the most powerful foods for optimal well-being and physical performance, while at the same time making each meal taste like an indulgence.

My in-depth study and implementation of a diet based on whole foods led me to the natural progression of an interest in leading a more holistic lifestyle. A great deal of research and self-educating led to a complete overhaul of many of my lifestyle choices, including what type of products I use in my home and on my body, and using natural remedies to combat illness and increase vitality and stamina. As a runningback for the DC Divas, a women's full-contact tackle football team, I have benefited greatly from my newfound information in the natural health industry.

While rebuilding my personal chef business after relocating to the Washington D.C. area, I began working for Blue Moose Consulting part-time. Joining this amazing team was very timely as I was at a point where I was searching for a trusted resource of information in the natural health industry. Teaming up with Michael Hennessey and the BMC staff has provided me with a career that I am falling more in love with every day. I find it a joy to go to work; I truly enjoy having a job that requires me to learn on an ongoing basis. I also value the relationships I have built with the staff members in each of the stores I visit on a regular basis. Working in this industry has improved my life, my health, the health of many people I care about, and my athletic performance. I may be new to the game, but I plan to turn into a seasoned veteran in this exciting industry.

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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

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

Water Quality Worries

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Water is the currency of health. To make a world-class tea with **Hampstead Teas**, you need good water. We have a moral obligation to provide clean water to children. Treat a sick person with the best medications and nutrition in the world and deliver them years of bad water and they will never attain optimal health. Clean water for world peace.

Water, water everywhere, and will it one day be a fact that there is not a drop of clean water to drink? Water was here before we were: it is aboriginal and life-providing. Thank God for water!

Now, let's continue the clean up. And until then, know that those who will be the strongest when tragedy hits are those who have strong internal constitutions capable of adapting and protecting (**Essential Formulas** Probiotics 12+ and **Life Source Basics** beta glucans) and those with a healthy cell profile (good Omega-3 fats from **Nordic Naturals**).

This earth is getting older and it certainly is not getting any cleaner. Hopefully human wisdom will rise to the occasion! 🌱

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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Support all the lines we represent: Independence, Quality, Strength

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