

Talking Business: The Politics of Real Food in the Classroom

School lunch. To some degree, we all lived through it. For some of us, we have not been in a school cafeteria since disco was king, or maybe even since before people landed on the moon. But we can know in our minds that every day children are mixing it up and making their own health choices when they stand in the lines expecting the foods that the school prepares for the youth of today. While many people are worried about the future of healthcare as the baby boomers retire (and rightfully so), not enough attention has been paid to those next generations in the human pipeline, and the health issues they are now experiencing because of the inadequate attention we have been giving to what their growing bodies are subsisting on. Indeed, America feeds its children as poorly as many so-called Third World countries with the fake food, and the sugar and fat-laden options we provide to our growing children. Obesity is on the rise with teens and even younger: look no further than the local school system.

What does this have to do with your store? Well, everything. You are the font of health knowledge and you instinctively

know that exposing children to bad food choices stunts their developments, and leads to early health problems. You also know that children who are reared on bad habits are less likely to find optimal health patterns on their own later in life. Hence, generations of unhealthy individuals.

Furthermore, there is a business benefit for you to make a stand on this issue as it hits home to everyone. Our culture appreciates attention to the health of our children. So even for the most self-serving of reasons, it is time for you to join the commotion now being made about creating a scenario where children are more likely to eat better foods in schools and through the school lunch programs.

Mostly, this is an issue that you can get galvanized on to begin to become more politically involved and astute. And, for the survival of our industry, we all need to become aware of and involved in advocacy.

Start with what matters most, the future and our children. Advocacy.

What does that mean and how can one get involved?

The facts are there concerning the need for real food for children. Without being

too negative, the facts are that for nearly all of America, very few people are actually eating real food anymore. Look at a corn chip. No real food there. Look at a frozen dinner: lots of suspect ingredients there. Add up the amount of vegetable oils being consumed and you will see that we have more problems than the safety of our food supply and the failures of our food storage and food-transportation systems. We have a long way to go to save a food supply that has been outsource and stolen with patented seeds and inhumane livestock systems.

But, for the children. For them, we have to do something now. Could food be a primary reason that children's schools have become zoos and dangerous stomping grounds? Yes. Children in general are not getting enough real food for their growing bodies. In a new study published in the *Journal of School Health* (April 2008, volume 78, number 4, pages 209-215), children's academic performance standards are investigated relative to their diet. The study of 5000 Canadian students showed a direct correlation between certain food choices and increased performance on literacy

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Talking Health: Trimology and the Science of Weightloss (Part 2)

In last month's article on weightloss, we introduced a potentially revolutionary new nutrient for weightloss called **Licorice Flavonoid Oil (LFO)**. This product was introduced by Bluebonnet Nutrition as part of their new category of weight management products called the Trimology line of products. While more scientifically sound and smart products will be arriving in the Trimology category as the year progresses, Licorice Flavonoid Oil is one of the most intriguing and promising new nutrients ever introduced to our industry. Why? Because this LFO product is one of the first of the new category of properly studied nutrients whose relevance is defined by this effectiveness observed through the new science of Nutrigenomics.

Nutrigenomics is defined as the effect of nutrients on the genome, proteome, and metabolome. In layperson's terms, it is how nutrients affect gene expression. Now, all foods effect gene expression all day long,

so this "science" is not new. It is just more precise and with a newer, more effective way of ascertaining "effect". The underlying purpose is a better understanding of the relationship between nutrients and health. As such, nutrigenomics is here to stay — so learn the essentials.

Again, the theory of nutrigenomics is not new, though the word was only coined in 1999. We have been studying the effect/response of certain food classes on human physiology for centuries: this is what early herbalists, and natural foods industry pioneers have done for years (and what highly paid and educated experts have been analyzing for decades). How nutrigenomics differs, primarily, is that we have a new and valuable tool of analysis now available to us in the human genome pool of information and we can analyze this data with new genome tools.

Practically, science is now able to expose nutrients to literally millions of genetic

screenings at once. Therefore, the researchers can be more specific as to what they are looking at, and how the response is occurring and what genes are being affected and then what those genes do. The investigative work will become more precise. Details can be narrowed down further and further.

This science has been going on for nutrients like Vitamin E and A for over ten years. The early limitations were the availability and cost of getting the data and the learning curve for how to categorize and analyze the data accumulated. And still, this science is in its earliest stages. As happens in the marketplace, we shall soon see dozens or hundreds of companies using the term nutrigenomics or referring to research that was done and extrapolating unscientific conclusions and claims on this specific and precise method of analysis and determination. Such are the vagaries of capitalism.

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The Politics of Real Food

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exams. Children who ate more fruits and vegetables and had a lower caloric intake of fatty foods were the ones who correspondingly achieved the greatest scholastic success. Not only is that what we want to hear, but it is something that makes simple, logical sense.

So, how does this compare with the realities in America's schools today? Well, fresh and attractive fruits and vegetables are not high on the agendas of school planners anywhere. Rather, cheap and fat-laden foods are an easy commodity to fill bellies. In this simple equation is the problem and the answer to the solution.

Note how many times you have heard a parent or teacher tell you how miraculous the response was for children when given **Nordic Naturals** Omega-3 fish oils. Almost like a new, better child emerged within two weeks or sooner. Indeed, for those of us who have dealt with children and their response to homeopathic medicines, we all know how incredibly responsive the young, growing body constitution is to subtle energetics. **Newton Homeopathics' Nothing but Natural for Kids™** achieves splendid results for many children's health needs. Good food, not surprisingly, also works wonders.

So, why are children no longer getting fresh foods in their lunch? Well, part of that starts at home. Stores should start to work with children psychiatrists and experts to offer your clientele support-groups and talks on how to influence children to want to eat real foods. The best examples come from the parents themselves. Are you encouraging parents to eat more fresh foods with their children? Are you advising for a majority of food to come from your produce cases? Are you reminding people that cutting and mixing and preparing foods



is a time-honored way for a family to bond? Believe it or not, we are back to rudimentary education here for our communities: and yet we have known this as a health foods movement for 40 years now, and we have been distracted from this mission. Food first.

Packed lunches have to be more than two pieces of white bread between pieces of pressed meat, or hastily brushed nut and fruit spreads over two pieces of denatured flour bread. If you love the children, be creative with their food choices. I don't know when it became common that children dictated what they got to eat, but I delineate the time as sometime after *Sesame Street* started. In my day (and I am not that old), I ate what I was told. There used to be merit in that traditional relationship of parent and child.

The bigger issue concerns the fact that most children are eating 1-2 meals a day from their schools during the school year. Parents have readily given up on their obligation to oversee what their children consume. And the schools have not taken their new responsibilities too seriously. Quickly, it all became a bureaucratic mess. How is it that secondary meat became the fodder that we sent to children's school lunch program freezers: who made these decisions and why are we not holding them accountable?

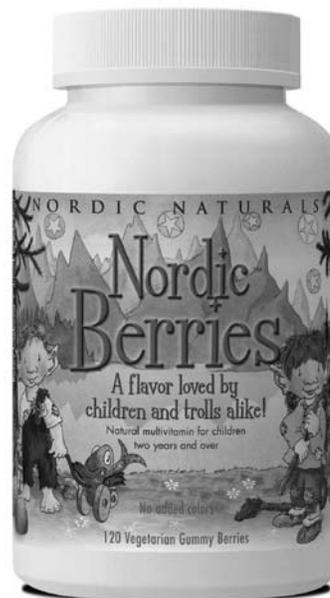
But I digress. The reality is that the *Children Nutrition Act* is now over 25 years old. This is what determines

how public health protocols are established and assessed. It is self-evident that our understanding of food and nutrient choices and nutrient essentials and minimums have all advanced over the past 25 years. Those well-intentioned minimums that Congress discerned in 1979 (I was in high school and detested our cafeteria food back then) are a far cry from what we know children should be receiving today. The legislation established that "foods of minimal nutritional value" be prohibited for sale in foods served and sold by schools." Everyone knows that these current definitions are inconsistent with current scientific knowledge about nutrition and health. So, what is so politically radical about attempting to update the standards?

Well, school lunch programs and children's health have indeed become a political issue. You see, those well-intentioned PTA groups and school sports organizations have been co-opted by the insidious merchants of cheap foods and flavored sugar waters and their political

activity has thwarted well-intentioned attempts to make basic changes in several Congresses now.

Natural Foods industry champion, Senator Tom Harkin (D, Iowa) has been working for years to upgrade the standards through legislation in the Agricultural Committee. There are now two bills in Congress [Senate Bill S.771, the Child Nutrition Promotion and School Lunch Protection Act; and in the House of Representatives, H.R., 1363 a bill of the same name introduced by Congresswoman Lynn Woolsey (D, California) and now in the House Education and Labor



Committees] and both have bi-partisan support. Both bills seem ideal for the support of the natural foods industry.

Now, my guess is that most of this readership here has rarely written to members of Congress on any issues. And this trend must change. Because if there is anything we have learned over the past 20 years it is that if we are not engaged and active, we lose constantly in the world of influence and law.

So, we have to start learning the world of political advocacy.

First lesson, it is your legislature and your voice matters. Learn about this issue, or learn enough to write a letter asking for your elected officials' stance on this issue and encourage them to support these bills. Do more, and get your store involved. This is why we have the *Natural Products Association* and they can help you with writing campaigns and guidelines. Make sure that you keep your membership

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ENDCAP IDEAS

May is the logical month for dealing with asthma and allergy awareness, and we have so many products that are effective for these issues that we cannot always discuss actively for these disease states. Consequently, an endcap that 'holds' these great products that work for these maladies is perfect for a display that announces National Asthma and Awareness Month.

Effective products to corral for an endcap display include:

Bluebonnet Super Quercetin
Bluebonnet Vegetarian S.O.D.
Herb Pharm Eyebright-Nettle Formula
Newton Homeopathic Cough-Asthma
Newton Children's Asthma Rescue Formula
Herb Pharm Turmeric-Chamomile Compound
Herb Pharm Labelia-Skunk Cabbage Compound
Mushroom Science Cordyceps Cs-4 Vcaps
Life Source Basics WGP Beta Glucans
Newton Dust Mold & Animal Dander

Olbias Nasal Inhalers
Sovereign Silver 2 oz Vertical Spray Top
Newton Homeopathic Pollen & Weeds
Aloe Life Aloe Gold whole leaf concentrate
Herb Pharm Calm Breath Compound™
Bluebonnet Turmeric Vcaps
Mushroom Science Reishi Vcaps
Nutrex BioAstin astaxanthin
UMAC-Core Marine Phytoplankton
Newton for Kids Allergies

Asthma and Allergy Awareness Month info@aaafa.org

Asthma and Allergy Foundation of America
Washington, DC 20036 (800) 7-ASTHMA (727-8462)





May Promotions

20% with minimum order of 3 each

Black Cohosh

Chaste Tree

Healthy Menopause Tonic™

*Supports Physical & Emotional Health During Menopause**

Ing: Dried Chaste Tree berry, Dried Motherwort leaf & flowering tops, Dried Black Cohosh rhizome & roots, Dried Licorice root, Fresh Pulsatilla flowering herb

May 15th 2 PM and 7 PM EST

ask your BMC rep for details, and rewards!

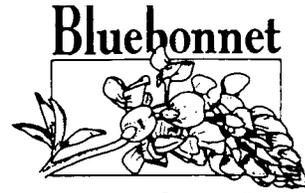
Herb Pharm's Herbal Tele-Training Series continues
"Stress & Herbal Adaptogens"

Herb Pharm received Industry Leader Award from
American Herbal Products Association

Sara Katz and Ed Smith, Herb Pharm Co-Founders

"The Herbal Industry Leader award is presented to a company with outstanding business practices. In Herb Pharm, Sara Katz and Ed Smith have built a company renowned for its commitment to quality, its rigorous standards and its heartfelt authenticity. Ms. Katz and "Herbal Ed" are as high quality as their wildcrafted extracts and tonics, and AHPA commends them on their exemplary leadership."

Not represented by BMC in NJ



Exciting New Products for every store

* **Zeaxanthin plus lutein softgels®**

* **Whey Protein Isolate in 2 # canister**

100% isolate, natural vanilla flavor. No other ingredients

Don't forget these recently introduced winners:

Standardized Cherry Fruit Extract Vcaps

- 3 standardized cherries—sweet, tart, black

ECGC Green Tea Extract Vcaps

Tumeric Root Extract Vcaps

- standardized active curcuminoids in a whole raw root powder

Vitamin K-2

- NUTRI-K™ as Menaquinone-7 (MK-7) natto extract

Liquid Cal-Mag 2 New flavors

- Mixed Berry flavor and Raspberry flavors

Formula change makes Super Earth® the industry's only gluten-free, kosher green foods based multiple

Mid-month

Have fun expanding your set

Bluebonnet's Annual T-shirt promo

May 19 - June 27

One free Bluebonnet themed T-shirt for every \$395 in product ordered.
(Max of 4 per order per store)

Not represented by BMC in NJ, SC

NORDIC®
NATURALS 

Pure and Great Tasting Omega Oils

Spruce up the season with an
exciting Nordic floor display

Displays for every need

40 Unit Floor display: 20% OFF for first time buy

16 Unit Counter Display: 15% OFF for first time buy

18 Unit Children's Counter Display: 15% OFF for first time buy

24 Unit Nordic Berries® Display: 15% OFF for first time buy

ask your BMC reps how to mix & match to new sales and profit

Dogs and Cats Need Omega-3 Fatty Acids Just as Humans Do — Nordic Naturals Offers Premium Fish Oil to Supplement Pets' Diet!

Cod liver oil is a valuable source of the omega-3 fatty acids EPA and DHA, and naturally occurring Vitamins A and D for our animal companions. Nordic Naturals, the leading supplier of fish oil products in the natural products industry, introduces two sizes of Pet Cod Liver Oil, 8 oz and 16 oz bottles, made specifically for dogs and cats.

Unlike many pet products, the company uses the same oils and quality standards for the manufacturing of both its human and pet products.

Nordic Naturals fish oils are independently tested and exceed all quality standards including the Norwegian Medicinal Standard and the European Pharmacopeia, delivering the purest, freshest and most effective omega-3 fish oils on the market.

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

NEWTON
homeopathics

Always safe, always effective.

May Promotion — 20% DISCOUNT

Qty 6+ per SKU

OTC Formula

N064 Breast Help

N105 Dental Gum Care

N018 Menopause

N022 Prostate

N214 Swimmer's Support, Spray

Newton for Pets

P016 Nervousness, Pet

Nothing but Natural for Kids

F006 Earache, Kid

About Newton Homeopathy

Newton Laboratories is a family-owned business established in 1987 in Conyers/Atlanta, Georgia. In 15+ years, we have grown to become a leader in the field of Clinical Homeopathy. Newton Laboratories' foundation is built upon the expertise of Belgian-born Dr. Luc Chaltin, a homeopathic practitioner for over 40 years.

Newton's Laboratory prepares all its remedies in strict accordance with the Homeopathic Pharmacopeia of the United States (HPUS), and in compliance with F.D.A. regulations. Newton remedies are made by hand. Newton Laboratories is a member of the Natural Products Association (NPA), the American Association of Homeopathic Pharmacists (AAHP), and the Complementary/Alternative Medical Association (CAMA), and supports the educational goals of The American Academy of Clinical Homeopathy (AACH).

Not represented by BMC in NC, SC, WV





UMAC-CORE™
MARINE PHYTOPLANKTON

Before wheatgrass, before spirulina, before chlorella ...there was phytoplankton
3.5 billion years in the making

Marine Phytoplankton is the original food source

Now available from the pristine waters of Canada's west coast. Therapeutic applications we are just beginning to understand. For everyday health and universal cellular betterment for all!

**3 essential SKUs for cellular support
Concentrated Marine Phytoplankton**

2 oz liquid
90 Vegetarian capsules
7-day liquid sample size (2 ml. each)



**Allergy Season
Highlight Sovereign Silver
in clear view this season**

allergies, mold, immune system support and remember this versatile tool for every season!

Sinus Support

2 oz (60 ml) Vertical Spray-Top

For direct application to the nasal passages and sinuses, choose the intranasal inhaler bottle. This is ideal for allergies and sinusitis. While inflamed or irritated, use 5-10 squirts per nostril while inhaling. Repeat four times per day. For maintenance, use once per day.

For immune support during allergy season, you may want to choose one of the other applications as well. The spray bottle is ideal for direct application to the throat if inflammation persists, while the traditional dropper bottle is useful for a wide range of applications.

Cross-merchandise the spray-top near the neti pots and gain new sales as you provide greater choice. Immune-boosting, anti-inflammatory, anti-microbial!

As things heat up for the summer, Sovereign Silver is ready for Spring and Summer too.

Don't forget the Fungal connection when thinking about the many uses of silver, it's not just for bacterial and viral issues.

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



Essential Formulas

Probiotic Research develops

And Dr Ohirra's Probiotics 12 continually proves to be the best product for the new paradigms of health!

Probiotic Facts

Whereas it was initially thought that there were approximately 400 bacterial species in the human body, science has now isolated and recognizes over 2000 species (with over 900 in the mouth alone)

Centrifuging bacteria colonies in a laboratory breaks up the colonies, isolating them and making them dramatically less effective for use in therapeutic application.

Dr Ohirra's Probiotics 12 Plus is the only plant-based probiotic. Derived from whole foods, this fermented product provides the perfect new paradigm for achieving the goal of any probiotics: the re-establishment of bacterial balance that has been lost, and the awakening of innate colonies of positive human bacteria, to regain territory lost, and be active in achieving homeostasis.

For optimal health support with every protocol, Dr Ohirra's Probiotics 12 Plus and the Probiotic Kampuku Soap

 **Ancient Sun**®

Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

You will sell significantly more Blue-green Algae this year if you carry Ancient Sun premier AFA products.

The Ancient Sun difference.

Pure whole food. Other products all contain binders, excipients, di-calcium phosphate and more. Other products are spray-dried at temperatures up to 180 degrees before encapsulation.

Ancient Sun is really a natural whole food without any processing aides.

Better manufacture at a natural, low-temperature provides superior product: 50% more protein and 4-5 times more PEA. For blue-green algae that returns on the promise of this outstanding product, carry ONLY Ancient Sun.

Glass bottles, similar price and the starting point for Wild Bar sales: Ancient Sun should be a green food that you get excited about!! Raw foodists understand and certainly do!



SURYA
Brasil

New Organic Moisturizing Hand Sanitizer



With Jua and Acai from the Amazon rainforest. Jua is from Brazil's savannah and Acai from the floodplains and swamps

- Kills 99.9% germs
- Ecocert® Organic-certified



- Convenient 2.2 and 6.76 fl oz sizes

Spring and Summer Sun necessitate natural hair care

Highlight your henna and hair coloring products from Surya Brasil

Ask your BMC rep for the new **Henna Powder shelf talkers and Henna Cream shelf talkers.**

Now, customers can better choose color tones. Ask about **Wall posters, consumer lit and the beautiful consumer brochures** and other sales support materials.

Need a staff training? Speak to your BMC rep about getting on the schedule!

Absolutely no animal testing!

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

**Spectacular Hair Health
Hair Beauty**

Hair's best friend is a good comb or brush.

Merchandise the industry's best hair care products when you carry Bass Brushes.

Ask your BMC Rep to recommend the best-selling brushes and make sure you provide an interesting selection. Gain a new market and expand your sales with products you can be proud of. Since 1972, the oldest and largest purveyor of natural quality combs, brushes, shaving tools, body and bath care products.

Not represented by BMC in NC, NJ, PA





"Checkup for Women/ Don't Forget Mother's Day"

featuring MenoCare®, MenstriCare®,
OsteoCare®, LiverCare®, UriCare®,
VigorCare for Women®, and Pure Herbs®
Shatavari, Mucuna, and Gokshura

**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**

**Discounts are product specific, no substitutes
allowed and are not applicable to Soliga
Forest Honey, Chyavanprash Jam or Koflet
Lozenges unless otherwise noted in the
promotions above.

The Himalaya Drug Company, since
1930, has blended ayurvedic expertise
with modern medical research
methodology, to extend the science of
ayurveda to produce scientifically verified
herbal solutions.

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Prescription for Springtime
Healing and Regeneration**
Aloe Life whole leaf aloe vera daily
Aloe Life Daily Greens
Aloe Life Fiber Mate

Get your digestive system toned and
functioning optimally

NEW!! Bug Beware
2 oz. spray bottles

Bug Beware is a 100% safe non-toxic
alternative bug repellent spray.

Concentrated active ingredients naturally
discourage mosquitoes and other pests from
biting children, adults and pets too! Field
tested in mosquito infested Alaskan terrain –
Ingredients: Proprietary Herbal Blend of Whole
Leaf Aloe Vera Barbadosensis Juice, Nepeta
Cataria and Rosmarinus Officinalis. NO
WATER ADDED!

Pray for Peace on Earth
Another baby is born. Aloe Life's family
welcomes a new family member
Keira Lee Wilstermann was born in March
2008. **Congratulations Karen, Loree and family**

HAMPSTEAD TEA LONDON

**Hampstead Tea is the
most well-produced
tea line
you can carry.**

*You are not drawing the tea
enthusiast if you do not carry
Hampstead Tea.*

Exciting new products

Organic Fairtrade Assam Tea
a full-bodied malty tea

**Organic Fairtrade Black
Saffron Tea**

a heady flavorful tea

**Organic Fairtrade
Green Jasmine Tea**

a famous flowery green tea

**Organic Fairtrade Lime
Green tea**

a tropical aromatic tea



LIFE SOURCE BASICS

Allergy Season Ahead

how many options are you prepared to
offer your customers?

how well do you understand the
choices and their applications?

- *Life Source Basics* activates immune cells to more quickly identify and fight foreign challenges.
- Clinically proven to promote a strong, healthy immune system response.
- Backed by research at leading universities and medical centers
- Proven pure safe and effective

**WGP Beta Glucans—For Spring
Happiness**

WGP 3-6—a patented ingredient
containing beta 1,3/1,6 glucan, a
complex carbohydrate purified from
Baker's yeast—recognized since the
1960s as an immune enhancer.

MushroomScience®

**Exciting breakthrough in the World of
Mushroom Science
Introducing Miracle Zzz™**

Miracle Zzz™ is a standardized extraction of
the Wu Ling mushroom. Wu Ling is one of the
rarest and most treasured medicinal mushrooms
in Traditional Chinese Medicine. Difficult to find
in the wild and impossible to cultivate, this mushroom
has not been available for main natural healing
protocols—until now.

Mushroom Science once again makes a scientifically
valid advancement in the field of medicinal
mushrooms. Through cultivation breakthroughs,
there is now an extraction technique that isolates
and concentrates the compounds considered
beneficial for the use of this mushroom in inducing
healthy sleep. Wu Ling extract as found in Miracle
Zzz™ does not interfere with normal brain activity,
while also providing an array of immune-supportive
polysaccharides and sleep promoting adenosine
compounds. Natural relief that strengthens the body,
a miracle!

Miracle Zzz™
healthy sleep and more*

90 Vcaps 500 mg

(* this statement has not been reviewed by the FDA)

Opening Order discounts
* **initial store opening order—this month,
25% OFF**

* **Miracle Zzz 90 Vcaps—
3 or more, this month, 25% OFF**

Innovation from Mushroom Science

PERFECT® ORGANICS

May Promotion

**Lip & Cheek
Shimmers**

10% OFF

Great Summer Colors

Tokyo

Faz

Santiago

**The industry's ONLY
certified organic, vegan
Lip & Cheek Shimmers**

All Perfect Organics are
manufactured in the US



The Politics of Real Food

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active in this critical organization. Visit the site and learn more and go to the "Take Action" section and learn how to be effective as a politically active citizen. (www.naturalproductsassoc.org). Be even more active and work with your regional NPA group, the Natural Products Association—East (or South), which focuses on legislative issues that affect you in your own States. Work with the national and the regional groups to make advocacy for our industry valid and consistent.

By writing your elected official, you are making a mark as an active party on this issue. A visit to your legislator's office is even more valuable. If the Congressperson (or State Legislator) or their aid hear your story (health food store owner, taxpayer, community resource for preventative health care, etc.) then you may instantly become the person that they turn to on issues like this. If you get a non-confrontational petition together supporting these bills (or opposing other pending legislature as it appears against our industry each year) and deliver that with a visit, and a follow-up, then you can become a known spokesperson on issues that do matter to you and your community. Networking will bring new business. People will respect your commitment. And

THE BEST

Award Winners: Packaging

While everyone has been waiting for the new Hippo & Turtle Organics line of certified Organic baby-care products from Perfect Organics, you can already be assured that the consumers will love the product, the storyline of how Hippo & Turtle got its name and the award-winning packaging. At Expo West, Perfect Organics collected a best-packaging award for their wonderful brand logo.

"Another great packing design for children's products comes in the form of a hippo/turtle hybrid creature. Hippo & Turtle Organics is vegan body care for children. The packaging design of a turtle body with a hippo face represents the true story of a baby hippo named Owen who was orphaned during the Indian Ocean tsunami in 2004.

Owen was rescued from a river and taken to a wildlife sanctuary where he befriended a 130 year-old turtle named Mzee. The hippo and turtle soon became inseparable and continue to baffle scientists with their unlikely companionship. Experts say they have even developed a way to communicate.

The warm chocolate brown packaging with electric green illustration are both inviting and calming for children and adults."



hopefully, smart voices for good things will be heard.

THAT IS WHAT ADVOCACY IS ALL ABOUT.

So, use this foundational issue to make your voice heard. Children's lunches should be healthy. We need more fruits and vegetables and less bad fat and soda in our schools. Now. Go further, write a letter to the local newspaper. State the facts and speak as a local merchant. Stand up for the issues that matter to you. People will read your article (as you are reading this) and

will commend you for your concern and involvement. Everyone can find the time for this issue, and if enough people express their opinions, we shall have the critical mass to get this legislation passed.

Children will have better choices, food will be made available, the opportunities to learn will open up and you shall feel empowered to be an active member of your community as you participate in that democracy you have heard so much about since grade school.

Good luck and be strong! ☺

Nutrex
Hawaii



BioAstin™ Natural Astaxanthin
The original Super Carotenoid Complex
4 mg gelcap

BioAstin Supreme™ Natural Astaxanthin
6 mg vegetarian softgel
World's Strongest Natural Antioxidant-Safe & Natural
Anti-Inflammatory

Research has shown that BioAstin natural Astaxanthin
may assist with:
Anti-inflammatory for Joints, Aches and Pains, Energy,
Immune System, Strength and Endurance, Recovery from
Exercise, Internal Sunscreen

Cyanotech Focuses Natural Astaxanthin Production on
BioAstin® for Human Market

KAILUA KONA, Hawaii — Cyanotech Corporation, a
world leader in producing high-value nutrition products from
microalgae, announced that it will discontinue marketing of
its product for the animal feed market, focusing production
and marketing of its astaxanthin exclusively on the human
market. BioAstin™ is the industry-leading brand in the human
astaxanthin market.

"Although many believe that natural astaxanthin provides far more
benefits for aquaculture than synthetic astaxanthin made from petroleum,
that product now dominates the market for fish coloring and our higher
quality, higher priced natural product cannot compete effectively," notes
Dr. Gerald R. Cysewski, Ph.D., Cyanotech's Chairman, President and Chief
Executive Officer.

"Our strategy has evolved to exclusively target the human astaxanthin
market where we have a cost advantage. Cyanotech has the largest
production capacity of natural astaxanthin in the industry and largest sales
of all producers selling astaxanthin into the human nutrition market,"
Dr. Cysewski concluded. "We see this important decision as our BioAstin
customers' insurance that we will continue to be the most reliable supplier
in the industry as natural astaxanthin becomes a more widely used human
nutraceutical supplement."

JUVO™

Juvo and the Athlete

Raw foods are the ally of every level
of sport's enthusiast and athlete. Raw
foods are the perfect food for oxidative
stress. Raw foods bring energy and
help with recovery and recuperation.
Juvo is America's greenest raw foods
meal replacement, with the highest
percentage of USDA-certified whole
food ingredients. Kosher too,

Learn to love Juvo, and cross-
merchandise at the counter, by the
produce, in the protein aisle and near
the dieting products. Finally, Juvo
deserves a place near the athletic-
performance products. Spring &
Summer, outdoor activities and Juvo.

Juvo—with water, apple juice or other
fruit juices, soy or rice drinks, or in
any blender drink.

Ask you BMC rep about savings
when ordering displays or
by the case.

Not represented by BMC in Eastern PA, NJ

OLBAS®

Olbas is Springtime Relief

Olbas inhalers are the natural
antidote to a finicky nose
Your regulars demand it and new
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Rapid Action
- And for sports enthusiasts,
the Olbas POWERInhaler

**Power to Breathe™—
Naturally**



The Science of Weightloss

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In the case of **Bluebonnet's Trimology™** and the **Licorice Flavonoid Oil** Vegetarian Softgels that they introduced to the American market just four months ago, this product has the scientific support of the nutraceutical industry giant, Kaneka Corporation [Kaneka is a 59-year old, \$4 billion company with 30 subsidiaries in Japan (Osaka), and 16 elsewhere including 3 in New York and 2 in Texas. www.kaneka.com] Kaneka has the wherewithal to do the primary research on specific class nutrients and to observe their effect on the genome pool. It is fitting that one of the first nutrients this Japanese company investigated was licorice, given the reverence that licorice has in Japanese and Chinese medicine.

What Kaneka went after was obesity. It is no secret that humanity is experiencing a huge problem with weight imbalances. The newly defined disease, Metabolic Syndrome, is actually a clear classification of the determining factors that lead to cardiovascular diseases and diabetes. Kaneka should be applauded as a responsible corporate citizen as they went about trying to establish safe and natural protocols to effectively respond to this epidemic.

With the human genome mapped, science has been able to determine a small number of genes that are implicated in classic cases of obesity. By matching the problem (obesity) with a food (licorice oil), they were able to scientifically determine whether there was any noticeable positive influence of the nutrient on a narrowed-down group of genes. What initial inquiry suggested was further substantiated by animal studies: that nutrients in an extract

of licorice oil, specifically the polyphenols glabridin, seemed to have an influence on the emission of genes from the liver that had a specific influence on adipose fat that accumulated around the belly. Now this was something interesting.

It should be noted that after extensive research and NDI approval from the FDA for this new nutrient to be sold in the US after extensive safety studies, Kaneka decided to use Bluebonnet Nutrition to launch this exciting and promising new nutrient. Why? Because when it comes to something as exploitable as a nutrient that might address 'bellyfat,' they did not want a company that would let its marketing department loose with all kinds of obnoxious and clever advertising that would unscientifically classify this product as a hot new dieting aid.

Kaneka sees this product as extremely promising for the chillingly real problems defined by Metabolic Syndrome that are overtaking the majority of people in the United States and everywhere in the world. Bluebonnet's reputation preceded them, and Kaneka wanted a company noted for sound progressive nutrition to introduce this product. LFO will

work best when combined with a realistic and balanced weight management program. LFO Licorice Flavonoid Oil with glabridin seems destined to be a crucial nutrient specific to assisting in the body's natural ability to effectively breakdown adipose tissue fat that surrounds the organs.

This is part of a sensible weight-loss protocol, because if one can lessen the weight-load around the mid-section, other weight should more naturally and safely be reduced in a manner which leads to long-term weight loss. As important, research explicitly implicated adipose tissue fat as being very active in adversely affecting hormonal response specifically in issues of sugar-metabolism and diabetes.

Reducing adipose tissue should/may neutralize the negative hormonal activity that is created by abnormal belly fat circumference. Hence, Licorice Flavonoid Oil should have many far-reaching beneficial health implications.

For now, Licorice Flavonoid Oil will be one of the first true, new nutrients created through the field of nutrigenomics. Bluebonnet has introduced a product with NDI classification, and with animal and human clinic published studies. Good science

(in a field notorious for high claims and little science). Will it work? Well, the product purports to show response in 90 days. Yours truly has been taking the product faithfully for about three weeks and I have noticed an unusual re-shaping of the luggage of my midsection. Several curious friends all started at about the same time. Several have lost some weight, but nothing extraordinary. Yet it is really the intent to lose specific fat in a certain area that will make this product famous and ubiquitous if it performs as intended. I have purchased my 90-day supply so I will let you all know my results in a side-bar to this newsletter in late June.

What is worrisome about this brave new world of nutrigenomics is how people may misuse the science. It is overtly clear that this is a new field and that the data is overwhelming and that specialists will need to carefully and slowly determine results over time. We are probably a decade away from using this data with ease and exactitude. It would be frivolous and supposing for any company to enter the market at this time with claims to utilize, interpret or honestly market this information on their own. My advice: avoid personalized genotyping for personalized nutrient profiles at all costs at this time. With such technological promise, it is smart

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"WE ARE HEALTH FOOD PEOPLE"

Lori McElroy, BMC representative, Western PA and WV



"A journey of a lifetime"

When I think of the 17 years I've spent with my nose in books, websites and health food stores; I think, "WOW, what I've learned". It started with, of all things, a plantar's wart. My doctor said I may never rid myself of them, which only made me more determined. I set out to find an alternative and to my amazement, it worked! Instantly, I was hooked. I searched for remedies to the most common of issues, and I found them. Then, I relentlessly volunteered alternatives to my family and friends for some of their common ailments as well. At first they were annoyed, then intrigued and eventually amazed, just as I had been.

After over ten years of personal study, I took a position in a health food store and became certified as an herbalist. It was an instant love affair. I consider it a rare occasion to be absolutely satisfied with what I do each and every day. It's as though this fascinating study has taken a life of its own inside of me.

My newest path on my journey has been working for Blue Moose Consulting. It has been a privilege to work with all the good folks at BMC as well as the fascinating store owners and personnel I've met in the stores I represent. As I travel upon this path, I find great room for growth and, yes, amazement. I look for opportunities to learn, to educate, to share and to experience for these are the steps of my future and the continuance of the journey I began so many years ago.



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

The Science of Weightloss

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to work with companies that will not stretch the truth for sales. If Bluebonnet says the research is sound, I would feel confident going into this weightloss season in recommending Trimology's Licorice Flavonoid Oil for the purposes intended. If it works for me or it works for you or for someone you know and it lessens bellyfat, than it will be a blockbuster nutrient for weightloss protocols for years to come. Glabridin also has antioxidant and anti-inflammatory functions, and this licorice product is glycyrrhizin-free.

This term and these concepts are relatively new to the field of nutrition and are certainly alien to the average consumer's mind. I have already heard several customers confuse "genome" with "genetically modified foods." Your newest quest for knowledge is to grasp the function and potential of this new-class nutrient. By June, thousands of people will have accomplished the 3-month trial and inevitably we will have our first market response. Either way, you should be the first to market with this new and exciting, safe and effective nutrient based upon this new field of food science. Cautious? Stock three bottles today at the intro-product discount. Confident in Bluebonnet's track-record for conservatively determined, progressive nutritional science, then endcap this winner and gain all those first sales as you sell a product with incredible potential to do good. ☺

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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