



"Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends—hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism—these things are old. These things are true... What is demanded then is a return to these truths... Let it be said by our children's children that when we were tested, we refused to let this journey end, that we did not turn back, nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations.

—Barack Obama, 44th United States President
Washington, DC January 20, 2009

Talking Health: Vegetarian and Other Sources of Protein

Last month, we delved into excellent sources of dietary protein concentrating on the innovative selection of new protein powders that **Bluebonnet Nutrition** offers. A great way to start 2009: reinvigorating your protein section with the best of progressive nutrition. The two most sought-after protein powders are whey and soy protein.

Proteins play such important roles in our overall health, from acting as messengers, enzymes and catalysts (globular proteins) to the structural backbones of our bones, cells and tissue (the fibrous proteins—keratins, elastins and collagen). Proteins are everywhere in human anatomy, and they need replenishment (especially the Essential Amino Acids, which are not manufactured by the body) and are only as good as the food sources from which we derive them!

Protein is readily found in the diet, but quality protein may not be so common. Add to this that unfortunately the snackers, and the food-averse (dieters and the elderly), often do not get sufficient protein, and that the fast-food nation is getting "suspect meat protein food experiments" and, genetically-modified food analogs and we realize that our mission is to provide good, pure, healthy protein foods for our communities. No matter what your dietary proclivities, everyone should be informed as to the benefit and versatility of vegetarian protein foods and everyone should be making sure that they are added to and part of the daily diet. So, a review of vegetarian proteins!

I laugh when looking at the politics of protein in the marketplace today. For such a critical and valuable nutrient, researchers, marketers and conspiracy-theorists are eating themselves alive attacking the

benefits and failings of the various available protein sources. *Everyone has an opinion!*

Which one of us has not heard how soy protein is out of favor? And yet, soy is a versatile and cost-beneficial source of plant-protein that has been studied and applied to world health problems for many decades now. But, of course, the internet blogger and self-proclaimed experts know better. Maybe one day hemp protein will supplant soy protein as the most commonly-available plant-source protein, but will it be 'better' - as every food provides many unique benefits. For soy those would include the isoflavones and plant phytosterols: which make soy a food protein that helps with heart, hormonal and bone health! What is more important today is that the soy protein

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Talking Health: Homeopathy—More Relevant Today Than Ever

Now is the time. The foibles of pharmaceutical medicine and their non-holistic approach to human health has presented a new opportunity for homeopathy to reach more people as a credible, effective and safe—indeed necessary—healing arts modality.

Spruce up that homeopathic section. Make the place look neat, tidy and inviting, as more and more people are turning to homeopathy daily. Whereas many of us have fought for years with the misconceptions that homeopathy was mild, secondary, old-school or even quackery, the current continuum has made homeopathy more appealing to even the most skeptical of doubters. *And, homeopathy works wonders!!*

Modern medicine has brought us vaccines that sicken, poison and don't work; million-dollar-researched, "double-blind drugs" that kill before their patent runs out; hauntingly evil 24-hour television programming to force a belief that

American medicines don't make us sicker; disdain for the sanity in other countries that haven't drunk the koolaid about minimally-effective, pharmaceutical silver bullets; me-too drugs that raise everything but our health, and a scientific community that is bought/sold/entertained/scared but pompous and incapable of thinking anew, or standing up to the deathtrap of our prescription-crazed medical sophistry.

Indeed, it may be that **ONLY** homeopathy can get us out of this mess. For homeopathy works on the subtle, internal and natural body systems where the real personalized and individual healing has to take place. Whether a remedy is designed to work instantaneously or slowly for healing, its layered-approach recalibrates naturally as it works within the body. As I have said many times before, homeopathy is 21st Century Medicine that science is just starting to understand.

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LOBBY DAY

**12th Annual
Natural Products Day
Tuesday, March 24, 2009
Register NOW!**

Join Natural Products Professionals and supporters from across the country in Washington, DC for a day of education, advocacy and celebration. You can make a difference and have fun every step of the way.

Natural Products Day is an annual lobbying event designed to build the industry's base of support through personal meetings with members of Congress. Put a face to public policy issues and tell your legislators how you stand on important legislation. There is no cost to attend and all your meetings are prearranged for you. Go to www.naturalproductsassoc.org and click on the registration site. While there, make sure you join the **Natural Products Association**.

Vegetarian Protein

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you offer is quality-manufactured, GMO-free, and hexane-free: good and palatable!

Maybe the facts being unfurled about plant proteins need better promotion: that they are abundantly healthful, and that they are most beneficial only when we get a variety of plant proteins in our diet. Each protein has its own unique amino acid sequence. The nutritional value of proteins can be observed by both their amino acid profile and their bioavailability and digestibility by the body. Also to consider, the biological health of the person strongly affects how proteins are absorbed and used, especially the gut and probiotic disposition. So providing protein is only part of the holistic appraisal for protein-health.

Plant source proteins are also extremely beneficial for the planet, as livestock and dairy-protein sources are very inefficient for land management: plant and grain protein sources are solely efficient and sustainable! So let's discuss vegetarian sources of protein and the options available today.

Hemp, Pea and Brown Rice

There are many reasons to choose a smart variety of protein sources, and we shall be hearing of these three proteins in the years ahead. First thought, though, is that rice is a grain; peas are legumes and the part of the plant used for hemp protein is the seed. Hemp protein probably has the greatest appeal, though protein foods in the future would be smart to incorporate all three into what can be described as the real definition of protein combining! The research still is not there for long-term high-dosage human ingestion of these proteins: and it should be noted that allergies do follow proteins very closely (milk, gluten). The style of manufacture of a protein must be considered when deciding what you are offering your clientele, so always investigate source, manufacturing process and clinical study results. That is why most progressive nutritionists are looking for the research, staying scientifically associated with whey and soy proteins for the moment!

When judging proteins, there is an international measurement that has recently

been created called the PDCAAS: *Protein Digestibility Corrected Amino Acid Score*. It is a method of evaluating the protein quality based on the amino acid requirements of the human body. This rating system still scores whey protein the highest in its user-friendly composition. The list runs: whey, egg white, casein, milk, and soy protein isolate as the highest ranking; followed by the next class—beef and soybean; and then followed numerically by foods such as kidney beans, rye, whole wheat, lentils, peanuts, and seitan.

Another measure of the benefits of protein is its Biological Value (BV). This is a measure of the proportion of absorbed protein from a food which becomes incorporated into the proteins of the organism's body. In this measurement system, whey is again champion. Pea does rank high in this measurement (65%) though the natural level of pea protein is still low, and extraction methods must be used to get higher values. Rice protein has a BV higher than corn or wheat but below milk (and whey).

Pea, Hemp and Brown rice proteins are becoming more requested by vegetarians and vegans, though these protein sources are also still somewhat cost prohibitive. There is also the concern of "sourcing" for something as common as pea and rice proteins, with many products being processed for animal feed stock—and many imported from China.

Quinoa, Amaranth and Nuts

Soy, hempseeds, amaranth, quinoa, and buckwheat are non-animal sources of complete protein. I love quinoa, which is the highest of the grain proteins, followed by amaranth. I suggest encouraging people to eat quinoa, and offering recipes and tastings. These two grain proteins are still not available at a market-friendly price for supplementation.

Nuts contain protein, but also include high levels of fat and calories. The protein profile is not enticing either. Peanuts, almonds and cashew have the highest protein numbers—nuts are best taken as a tasty treat.

Microalgae Protein

Now we are talking 21st Century vegetarian protein.

Spirulina is arguably the most dense vegetarian source of digestible non-meat protein on the planet. It is certainly a complete food, with high amounts of antioxidant support as well. It differs from the equally appealing green superfood chlorella in that it does not require centrifugal force to break open its cell wall and make it usable. Spirulina is my #1 choice for plant protein, and **Nutrex Hawaii** is the best spirulina manufacturer on earth.

Still, Spirulina is "more than protein", and Nutrex's Hawaiian Spirulina is known more for the high antioxidant profile that it retains through its unique cultivation methods than for its protein. Spirulina has 375% more protein than tofu and has been

TESTIMONIALS COUNT

Wild Bars are a phenomenon you should not be missing

Guys, This email is interesting because it reflects what can happen in spite of the grocery buyer. The grocery buyer didn't really want to bring WILDBARS in (their store) in the first place but reluctantly placed an initial order in December. When she received the first 2 Master Cases before Xmas, she didn't put them on the floor for a month, because she said she couldn't find room. Then when they put them out in the raw food section they sort of disappeared and they were forgotten about until I came back...and I asked the employees where the bars were and no one in the store had any idea where or even what WILDBARS were. [Later] they reordered two Master Cases (144 bars) and after 10 days they were almost gone so the buyer called today in a panic and ordered 288 bars (4 Master Cases) this time. If you start looking at these numbers and make some extrapolations, you begin to sense the upside potential of WILDBAR. If you look at (our demo person's) demo report for today you realize that something is going on. She sold 40 bars in 3 hours, not including supplements. (2008)

said to contain, ounce for ounce, well over 10-15x the amount of digestible protein of animal meats. A large egg roughly equals the amount of protein in a tablespoon of spirulina, without the cholesterol and with less than half the calories. Spirulina is low in methionine and cystine (though still higher than all other plant sources), and has more lysine than all vegetarian sources except the legumes.

Spirulina is easy to absorb, since its cell wall contains no cellulose. It is a very digestible food, which is pertinent to the elderly, the malnourished and the normal overstressed American. Spirulina is a low-fat, low-calorie source of protein that has sufficient amounts of l-phenylalanine to help control appetite if taken before meals. It is also a good source of BCAAs.

Not all spirulina is alike, as (foremost) products grown in Asian countries often have higher levels of heavy metals (primarily because they add manure to the water in the cultivation of this marine food). Spirulina is also only as good as the water source from which it is cultivated, so many overseas spirulinas have to be monitored for contaminants because of potable water concerns. *Nutrex Spirulina* is distinguished because it had U.S. GRAS status, deemed safe for the human food chain. Nutrex Hawaii is fully vegetarian, and their product is the perfect example of the statement that location and manufacturing techniques do matter!

Most stores are seeing a growing population of young people turning to spirulina as a sought-after vegetarian food source. Certainly, if the story of this new-age food source is told with passion, the community will listen and learn. All the many differentiating storylines on the manufacture of Nutrex's spirulina make for excellent marketing. Are you cultivating future sales by appealing to the optimistic worldview of today's youth by showing them

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MARKETING IDEAS

Vegans shop in health food stores

Take note of this obvious statement. Make "Vegan" signs and put them around the store for the vegans' favorite foods

Ancient Sun Wild Bars—tremendous international sales

Juvo vegan raw foods powders

Perfect Organics bodycare products

Surya Brasil hennas and shampoos and Men's bodycare products

www.vegan.org

support the vegan label: www.vegan.org/campaigns/certification/index.html





February Promotion

Cleansing and Digestion

20% OFF with a minimum order of 3 each

Healthy Liver Tonic™

Oregon Grape liquid extract

Digestive Bitters Compound

Neutralizing Cordial

Artichoke liquid extract

Compounds are better

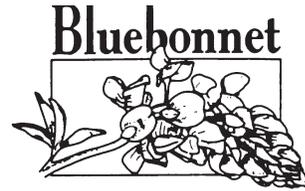
Healthy Liver Tonic™: dandelion, Oregon grape, milk thistle, artichoke, schisandra, fennel

Digestive Bitters Compound: angelica, hyssop, juniper berry, cardamom, ginger, gentian, anise, cinnamon, myrrh, peppermint

Neutralizing Cordial: rhubarb, cinnamon, goldenseal, peppermint and peppermint oil

**Herb Pharm's website is updated and fun: check it out!!
Cleansing & Digestion phone training: February 19th**

Not represented by BMC in NJ



Whey Protein Isolates are a delicious success

Reinvigorate protein sales with a new look...Bluebonnet available only in health food stores

Super Earth® Soy Protein Powder:
toasted vanilla & chocolate truffle
delicious, clean ingredients + well-formulated

Whey of Life® Protein Powder:
vanilla blast & chocolate blitz
multi-action formula with S.O.D. and nucleotides

100% Natural Whey Protein Isolate Powder
pure isolate with natural vanilla flavor. That's all

New!! Whey Protein Isolates
26 gms of protein, sweetened with stevia
available only in health food stores
chocolate, vanilla, strawberry, mixed berry

Ask your BMC rep about Protein Demos in your store

Not represented by BMC in NJ, SC

NORDIC NATURALS



Pure and Great Tasting Omega Oils

Another timely Nordic Innovation Introducing Vitamin D3

Shipping now!

Nordic Naturals Vitamin D3

(Orange flavor, 250mg per cap)

120 count, 1 soft gel per serving

Item# RUS-01600

UPC: 7 68990 01600 4

Retail: \$15.95, Wholesale: \$9.57

This product actually contains no fish oil. It provides the preferred source of Vitamin D, from a name the consumer trusts. The Vitamin D3 is in an organic olive oil carrier and is in cholecalciferol form, which is derived from sheep's wool lanolin.

D in the news: Recent research links a Vitamin-D deficiency with an increased risk of High Blood Pressure

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

NEWTON homeopathics

Nurturing Naturally Since 1987

February Promotion **20% DISCOUNT** 6+ per SKU

Bladder-Kidney, Pets (P010)

Doggy Breath, Pets (P023)

Ear Care, Pets (P022)

Energy-Immune Assist, Pets (P024)

Rheumatic Pain, Pets (P018)

February Hip-Pocket BMC deal **15% OFF**

Winter Seasonal Display—18 bottles

Pet Winter Display—18 bottles

Stimulate homeopathic sales at the register!!!

Ask your BMC reps for the details

Now available, with more to come

Newton Homeopathics Equine Line Complexes ready now:

Detox
Nervousness & Fear

Arthritis-Joint Pain

Cold & Cough

Energy-Immune

Colic & Gas

Fever & Infection

Inflammation

Injury Rescue

Hoof Help-Founder

Bowed Tendons Lotion

Not represented by BMC in NC, SC, WV





UMAC-CORE™
MARINE PHYTOPLANKTON

The Future of Nutrition

Marine Phytoplankton is an original earth food, a whole food phytonutrient rich in elemental trace nutrients. UMAC-CoreFutura™ harvests this primal food from an ecosystem that merges deep, ocean waters and fresh mountain waters to provide a unique species of phytoplankton. UMAC-Core™ sources from sea water in pipes that go out 1.5 miles at a depth of over 80 feet, so no surface-related toxins are present. Their proprietary process breaks the cell walls of these phytonutrients, releasing their nutrients and making them available for human consumption. A revolutionary manufacturing breakthrough!

Rich in Sea minerals, this proprietary nutrient is called **Apha3 CMP** (Concentrated Marine Phytoplankton). It is indeed a whole food from the ocean, and one of the most complete and original superfoods on the planet.

Products are manufactured without disrupting the ecology: UMAC-Core's process actually replenishes the world's phytoplankton sources.

Go to the www.umaclife.com website and watch the informative video, "The Future of Nutrition."

Start to reinvigorate your body with the daily use of UMAC-Core™ today!

**Unique Marine Algae Concentrate
Marine Phytoplankton**



Sovereign Silver® Bio-Active Silver Hydrosol™

- The #1 selling silver in America
- Sovereign Silver offers a unique combination of benefits that no other manufacturer can match
- **Actively Charged (Bio-Active)**
Containing 96% actively charged silver particles (positively charged [Ag+] silver ions)—at least 34 times more powerful than other brands.
- **Easily Absorbed** Unprecedented particle size of 0.0008microns, or 0.8 nanometers (validated by Transmission Electron Microscopy), allows for easy utilization by—and excretion from—the cells and body.
- **Less Is More** Our ultra-small particle size also results in a greater silver surface area. This low concentration of 10 ppm(parts per million) is still much more effective than brands that contain up to 500 ppm!
- **Perfectly Safe*** Sovereign Silver® is formulated to be safe for the whole family. Taken 7 times a day for 70 years, it still falls below the EPA daily Oral Silver Reference Dose (RfD).†
- **99.999% Pure** Sovereign Silver® has only 2 ingredients: silver & pharmaceutical-grade purified water. It does not contain added salts or proteins that render other silver products ineffective and possibly dangerous. Plus, it is packaged in non-leaching glass bottles.

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



Essential Formulas

Probiotics are Essential for Daily Immune Support Everyday but especially in the deep winter months.

Fact # 2: Dr. Ohhira's Probiotics 12 PLUS contains viable bacteria (not freeze-dried or centrifuged strains) that cohere in the colon. In differentiating between the different types of probiotics, it is interesting to note that Dr. Ohhira's Probiotic 12 PLUS is unique in its length and quality of fermentation. This fermentation cleverly creates a very viable probiotic complex.

Balanced and Vigorous Twelve carefully selected strains are used in a 3-year fermentation process to maximize health-giving properties and to foster the strongest bacteria.*

Ready to Work The fermented original culture medium of nutritious mushrooms, vegetables, fruits and seaweed is encapsulated with the bacteria to provide a most effective and well-tolerated pre-biotic.*

Broad and Lasting Benefits Organic acids naturally produced by the bacteria help improve digestive pH for the benefit of the hundreds of other beneficial strains in your system — some strains are unique to the individual.*

Uniquely Strong Proprietary strain TH10 is 6 times stronger than other probiotics.*



Ancient Sun®

Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

February Promotion
Blue Manna Extravaganza
10% OFF
all Blue Manna SKUs
20% OFF
Blue Manna caps, 60 ct.

Please Note:

- Mention promo when placing order
- Discount must be passed along to the consumer

Blue Manna™ promotes:

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

Blue Manna™ was developed especially for individuals requiring ultimate nutritional support for the brain and nervous system, as well as the joints and tissues.

Blue Manna™ capsules are made from premium certified-organic/kosher AFA extract (Phycocyanin and PEA concentrate) in 360 mg. "0" size vegetarian capsules.

Suggested Serving = 2 capsules

Blue Manna in 2009



SURYA
Brasil

February Sale 20% OFF Surya's Sapien line

Surya Brasil's Sapien line-for-men is Certified Organic through Eco-Cert™ and is cruelty-free. Specially-formulated for male skin and hair, each of the 6 formulations is 100% plant-based, and offers unique ethically-harvested plants and fruits from the Amazon for uncompromising quality and efficacy. Products do not contain synthetic fragrance, artificial colors, GMOs, artificial preservatives, sulfates, phthalates, silicone or petroleum by-products.

Shampoo & Conditioner 2-in-1
10.14 fl.oz \$14.99 - \$8.99

Hair Styling
3.04 fl.oz \$ 9.99 - \$5.99

Facial Scrub
60 ml \$12.99 - \$7.79

Shave Cream
6.7 fl.oz \$16.99 - \$10.19

After Shave Cream
3.04fl.oz \$14.99 - \$8.99

Shower Gel
10.14fl.oz \$16.99 - \$10.19

Good news! All Surya cream colors are now Certified Vegan, and all colors are in stock. Amazonia Preciosa shampoos now also have the Vegan Certification.

BASS®
Brushes

Finest Quality Hair, Body and Skincare Accessories

Skin Care Body Care Hair Care

The modern health food store tends to health and beauty, providing exceptional products that are tools for health and betterment. Hair Doc has been the leader in the finest-quality Hair-care Brushes and Accessories and Bodycare Brushes and Accessories since 1979.

Be your community source for durable, and sustainable hair, bath & body tools

Not represented by BMC in NC, NJ, Eastern PA



Himalaya

HERBAL HEALTHCARE

*"Don't be cruel
to a heart that's true..."*

featuring
**HeartCare[®], HemoCare[®],
Arjuna, Garlic, Guggul,
and Garcinia**

HeartCare[®]

81 published clinical trials

HemoCare[®]

7 published clinical trials

supports elimination of toxins, normal
liver function, and normal skin and
immune function

February Promotion

Mix & Match...Any combination of
the above promotion items

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**

Not represented by BMC in EasternPA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**1st time ever
Aloe Gold Promo
36 items—15% OFF
mix & match**

Aloe Gold 16 & 32 oz liquids
Aloe Gold 30 & 90 ct tablets
an organic whole leaf aloe

Aloe Gold Whole Leaf Aloe Vera Juice

Concentrate is the highest quality Aloe
Vera juice providing maximum benefits when
taken daily. Aloe Gold is a 5:1 concentration
providing the most therapeutic count of active
ingredients and valuable yellow sap. This
high quality formula contains no water with
no high heat processing.

Aloe Gold Tablets are the highest quality
Whole Leaf Aloe Vera in a tableted-form
available. Aloe Life Aloe Vera tablets are
processed through a unique, low-temperature
method allowing the delicate polysaccharide
chains to remain intact to provide maximum
immune system support.

Benefits include help with digestion and
absorption when taken before meals—Energy,
Immune System Support, Anti-Inflammatory
support for tissues and joints, Allergies,
Liver Support, Bowel Distress, Fibromyalgia,
Candida, Skin Health, Longevity etc.

WELL-IN-HAND[®]

**Vegan Herbal Care
Sleep Rescue**

2 skus

2 oz roll-on or 2 oz oil

**February promotion
10% OFF**

direct orders only

**Must mention deal when
placing order!**

Wholesale \$8.99

Retail \$14.99

**Because the day begins
the night before!**

*Topical Relief—Natural,
non-addictive, soothing.*

Massage into your temples,
neck, jaws, restless, crampy
legs—anywhere you hold the
day's tension! Wake up tomorrow
without today's stresses on
your face!

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**February promotion
Entire line:**

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

75 mg, 125 mg, 250 mg, 500 mg
children's chewable and Immune Health
Basics Skin Renewal Cream

**Check out the new website and learn
more: www.immunehealthbasics.com**

Beta Glucans from Beta Glucan Research
Organization: www.betaglucan.org

Beta glucan is a scientifically proven biological defense modifier
(BDM) that nutritionally potentiates and modulates the immune
response. As a supplement, after swallowing orally, Beta
glucan is ingested primarily through macrophage and dendritic
immune cells, to nutritionally and safely yield, through immune
response potentiation and modulation, in many instances various
therapeutic healing effects generated by the immune cells. For
many years Glucans have been investigated for these immune
enhancing properties, particularly their ability to activate
macrophage immune cells and NK-Cells, plus in turn, the T-Cells,
and B-Cells including selected cytokines and complement.
The scientific literature on glucans is voluminous over many
decades, and there is also a considerable body of patent
literature. This Index is not intended to be a complete compilation
of all beta glucan research, but rather is keyed by health
condition and targeted to research on yeast-cell-wall-derived
Beta- 1/3,1/6-glucan. This indexing format varies from standard
research classified by "researcher(s)" to make finding applicable
research to a specific health condition easier for both the
scientific and nonscientific user.

Editor's note: (Go have some fun!!)

MushroomScience[®]

Why a Hot Water Extract?

BIOAVAILABILITY—The immune supporting
polysaccharides common to all medicinal
mushrooms and mushroom mycelium are
found inside of the cell walls. However, the
cell walls of the mushrooms and mushroom
mycelium are made from an indigestible
fiber called "chitin." Hot water extraction
is the only clinically validated method for
breaking these polysaccharides out of the
indigestible cell walls.

CONCENTRATION—Polysaccharides
found in the cell walls of mushrooms
comprise only 0.5 - 2% of the total
mass by dry weight (depending on the
mushroom), not enough to have effect even
if they were bioavailable. Most hot water
mushroom/mycelium extracts are at least a
20:1 concentration.

Hot water extraction dissolves the
indigestible fiber (chitin), allowing the
fiber to be removed from the extract
when the water is removed. This process
concentrates the polysaccharides to
the effective levels identified in the
published research.

PERFECT[®]

ORGANICS

**Dry Winter Weather is
Shea Butter Season**

*Perfect Organics means
shea butter perfected*

- ethically-harvested
- no heat in manufacture
or bottling
- no dyes or bleaches,
purely natural
- retaining the full nutritional
profile of this versatile moisturizer

**February Promotion
mix & match, 15 pieces
10% OFF
stock up sale!!**

100% Shea Butter
Lavender Lavish
Mandarin Chocolate
Mint Chocolate
Orange Ginger
Hazelnut Coffee

VEGAN

Vegetarian Protein

continued from page 2

the promise of spirulina nutrition? I meet people daily who say they take spirulina every day: what are they taking and where are they buying it?

Consider a spirulina endcap (at least) twice this year and speak with your BMC rep about how we can help you market this most complete of all the green foods!

Whereas Nutrex manufactures their algae, **Ancient Sun** provides a wild blue green algae. Ancient Sun harvests their blue-green algae from Klamath Lake, and they harvest with better methods than any of their competitors. Like spirulina (actually both are spirulinas and blue-green algae with the latter having a greater spectrum of the blue-food group and the exciting nutrients that this blue pigment provides), neither food is super high in protein—but both foods are high in absorbable protein. Ancient Sun is a must for every store's green foods section, and no other blue green algae can match its integrity, nutrition profile or store support. **Wild Bars** are a great way to get people excited about blue green algae: they are a true sensation for the vegan and raw foodists, and well as the chocolateholics.

New to the market, because the ingenious manufacturing riddle had not been solved until recently, are marine



phytoplanktons—even older on the planet than spirulinas or blue green algae. **UMAC-Core** has the planet's only human-nutrition source of marine phytoplanktons, and their proprietary method of extraction is one of our generation's greatest achievements (when considering the world environment and world food needs in the future: we can now harvest dramatically beneficial and absorbable nutrients from the ocean like never before!) **UMAC-Core Alpha 3 CMP** is cellular nutrition at its finest, with a vast array of nutrients at levels of bioavailability unique to this dense whole food. It is inappropriate at this time to speculate on the protein benefits of this product, except to say that **UMAC-Core**

SPIRULINA

Spirulina is 65-70% vegetable protein which is 95% digestible, compared to 18-20% digestibility for meat protein.

has amino acids readily available and that the Alpha 3 CMP product has the cell-wall of this marine phytoplankton broken so that it can be easily and quickly absorbed. Athletes are turning to **UMAC-Core** before and after workout for the quick energy support that it gives.

Unfortunately, the BV and PDCAAS for spirulina, blue green algae or marine phytoplankton have not received the study that they deserve. An old study of the biological value of blue-green algae in 1981 registered it at 68, though harvesting

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IN THE NEWS

Super Results

The Pittsburgh Steelers once again won the Super Bowl and congratulations to the fans from the Steel City.

The city with the most wins in football Super Bowl history has won the title twice recently and in both seasons there was one very interesting nutritional variable. In both football seasons, the Steelers were involved in studies that necessitated their taking **Nordic Naturals** fish oils.

Yes, that is right. The Steelers were your everyday professional football team; but, when given the super supplements of Omega-3 supplementation—in tests to study fish oils effectiveness against the extreme pain all the violence of football creates on those professional player's bodies—they rose to the level of victors and champions. (Congratulations to Lori, and the stores of Western Pa and West Virginia!)

We applaud Pittsburgh Steelers football, and note once again that **Nordic Naturals** is the most popular culture supplement that you carry in your stores. A marketing bonanza?

www.post-gazette.com/pg/09033/946342-114.stm

Nutrex
Hawaii



The Best has Gotten BETTER

Cyanotech's Hawaiian Spirulina Pacifica® Achieves the Highest Nutritional Content Ever Recorded

— One serving has more antioxidants than five servings of vegetables

Cyanotech Corporation recently announced the release of a nutritionally superior Hawaiian Spirulina, exceeding any previously recorded naturally cultivated nutrient content.

Hawaiian Spirulina Pacifica® is the ultimate superfood and the most complete natural food source in the world. Cyanotech's Hawaiian Spirulina Pacifica now includes:

- 167% more Zeaxanthin
- 200% more Iron
- 15% more Total Carotenoids
- 62% more Vitamin B-12

Cyanotech's location in a Biosecure Zone in Kona, Hawaii and its integrated culture management system provides a growing environment free of contaminants, pesticides, industrial pollution and herbicides. Hawaiian Spirulina Pacifica® is exclusively cultivated in an environment most similar to nature, using 100% potable drinking water from Hawaiian aquifers, and pure deep ocean water with 94 trace minerals to deliver a superior product with the highest nutritional content available. With a new cultivation strategy, strict quality control, and their patented Ocean Chill drying technology, this Spirulina Pacifica has the highest nutritional content available among competing Spirulina brands.

JUVO™

Rejuvenate and Reclaim a new Healthier, Slimmer You in 2009

It is JUVO Slim's promise to deliver to you the energy, nutrition, and live enzymes found in nature's raw whole foods. JUVO Slim offers the health and rejuvenation benefits you want in your life as you reclaim the new, healthier, slimmer you. JUVO Slim's natural raw meal retains nature's purity without any modifications or additions. The whole grains, vegetables, sea vegetables, mushrooms, and fruits are grown organically in fertile land to bring you the purity and full vitality Mother Nature offers.

A Raw Foods Diet Encourages Weight Loss

A Whole Foods Diet Encourages Weight Loss

JUVO Slim helps all of us on-the-go! Have only 5 minutes for a meal? It is just perfect. It boosts energy, increase clarity, reduces tension, and can help you quickly recover from stress.

600 gm JUVOSlim canisters

Ask your BMC rep about a Juvo POP display

Not represented by BMC in Eastern PA, NJ

OLBAS™

February Promotion

15%+ OFF for 12 Olbas Bath 4 oz.

12 - 4oz Olbas Bath @ \$4.56/ea wholesale

\$54.72, plus 1 Free Bottle & FREE SHIPPING

Soothes and Relaxes, Tingles and Invigorates!

A delightful, therapeutic & fragrant herbal bath that soothes and relaxes your aching muscles as it tingles and invigorates all the body's senses. Marvelous after a hard day of work or sport. Excellent as a footbath for tired, aching feet. Blended with chlorophyll, **Olbas Bath** also acts as a natural deodorant. Use in the tub or whirlpool for a bubble bath or in the shower to stimulate the senses. Blended using essential oils of Peppermint, Eucalyptus, Cajeput, Wintergreen, Juniper, and Clove.

Olbas Bath is versatile too: for whirlpool, or to turn your tub into a Swiss Spa; for shampoo or as a liquid shower soap; as a foot or sponge bath and even for household uses for safe and deodorizing cleaning needs!



Vegetarian Protein

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methods have changed dramatically since then.

Brewer's Yeast

Lastly, let's not forget the old stand-by, brewer's yeast. While often thought of as a great source of the mineral chromium, brewer's yeast is a valid and whole food source of vegetable protein. *Saccharomyces cerevisiae* is a one-celled plant, more a variety of fungus, most commonly known as an ingredient used to ferment sugars in beer manufacturing. It contains all the essential amino acids and a fair amount of protein: 16 gms per 30 gms of powdered yeast. Bluebonnet's brewers yeast is one of the more tasty sources (and is available only in health food stores unlike those sold through distribution) containing 15 grams of protein

per 2 tablespoons. Brewer's yeast is also a source of RNA, an immune-enhancing nucleic acid, so those old-timers who add brewer's yeast to their morning shake are smart and their example should be emulated and taught!

The Success is in Your Hands

Ask yourself and educate your customers to think the question: how much vegetable-source protein do they get in their diet each day? If it is minimal, then they may ponder as to what this contributes to their overall health: are they mismanaging their health by depending too much on inefficient (outdated) animal protein sources that lead to concerns about "bad and unhealthy meat" and the possibility of gout?

If plant protein sources are high or sufficient, then they are probably already experiencing the human health benefits that will result from these smart nutritional

dietary choices. It is important to remember too that plant protein is usually higher in protein, while animal protein often is complicated by cholesterol and less-than-optimal saturated animal fats. Proteins need to be replenished daily in the diet, both because they do not store and because they are so crucial for growth and the renewal of our cells. *Plant proteins daily* is the mantra for 2009 and a long, healthy life.

Consider an endcap that will highlight and promote the many sources of beneficial plant protein. Dispel the outdated myth of protein combining as being necessary for vegetarians to get a source of protein other than meat. The facts are that we need many proteins in our diet, that this array will provide the amino acid pool for complete proteins for the body, and that plant-based proteins are more efficient on many levels.

Look to **Bluebonnet's** ongoing *Slice of Life* promo to build an endcap. Use a picture of pristine northern Klamath Lake and the facilities in Kona Hawaii where Nutrex is harvested. Tip your hat to the vegan, and get local advocates involved by sponsoring a community talk. Create the story and make the message clear. These foods are beneficial for your community, and your lifeline to lifelong sales.

Remember Whey

Although derived from a dairy source, whey is considered a superior protein source by many researchers because it is high in immunoglobulins, which provide a stellar immune-capacity function in the body, and is very bioavailable. Promote undenatured whey. Bluebonnet's new whey protein has a whopping 26 gms of protein per serving. Though not vegetarian, whey is natural and worthy of healthfood store support.

Amino Acid Supplementation

For additional protein support, spend the time to learn more about the amino acids. Free-form amino acid therapy is one of the most effective nutritional protocols that we have, but many stores carry the aminos and know very little about them. Bacterial fermentation amino acids are vegetarian. Bluebonnet carries aminos from the world's best manufacturers, using only Japan's *Ajinomoto* products, *Lonza's* l-carnitine and *Suntheanine's* Theanine. Beware the recent market trend to go for cheaper amino acids, primarily from China.

Proteins for Sale

It is sad to comment, but high protein foods are given the highest cost on the commodity market. Capitalists know the value of protein. With proper protein supplementation we could cure most of the world's health woes, as good proteins and fats are the world's most dire health concern. Meat is a political issue, primarily because it is so inefficient a food source on this nutrient-deprived planet. Plants from the land and the sea are the way to go in the future as we look for a better tomorrow for the next generation. Be part of that solution, by being the experts on vegetarian-sourced protein foods for years to come! ☺

"WE ARE HEALTH FOOD PEOPLE" Dr. Luc Chaltin, Founder, Newton Laboratories



I write to share some sad news. As 2008 ended, we all received the sad news that we lost a good man and a noble Doctor, **Dr. Luc Chaltin**, the Founder and long-time President of **Newton Laboratories**, who died peacefully December 28, 2008. Please say prayers for the soul of this good man as he moves on.

Dr. Luc was a wonderful man. I respected him as a great student, and teacher and healer and have often said that I felt that he was one of the greatest living healers, a praise I felt was deserved for the advancements that he made to the theory and practice of healing homeopathy.

Dr. Luc had a life worthy of a grand novel: he certainly went through a lot, and made the best of all. He was strict in his study and in his personal development, and ironically was on one of his mandatory daily walks in his garden when he fell on either a root or knot and broke his hip.

He had surgery on Christmas Day, which went well and he was already moving and walking on his own, post-surgery. It is believed that he died of a loose blood clot as he slept.

Dr. Luc was aware that life for a person in their mid-80s would be a challenge, especially to keep one's health, and he always stated that he wanted to be healthy until the end. Indeed, he died healthy. His life-long devotion to preaching and living in good health with organic foods proved exemplary to the end. And now, we need to continue to honor his life through our fond memories, and a re-dedication to the mutual cause of Health that we all believe in so strongly. Good health, all life long!

Dr. Luc's company, Newton Labs, already had its succession fully implemented and will continue. He will be missed by many, and Newton Labs offers for anyone who experienced healing successes from Dr. Luc or his products to share that information with the company. Newton Labs will collect these stories as a life-sustaining tribute to the work and the man. Newton Labs has organized a formal celebration of his life and work to take place on **April 5, 2009**. Customers of Newton Homeopathics, former patients, friends and family will be invited.

Please visit the on-line memorial at www.sympathytree.com, and there you can find updates and details on this event. Enter "Luc Chaltin" in the search box. There, you may offer your condolences, share your "Dr. Luc" story and take a moment to celebrate his life. In lieu of flowers, donations in his honor may be made to: Georgia Organics, Inc. P.O. Box 8924 Atlanta, GA 31106.

Dr. Luc was born on May 7, 1923 to Henri and Maria Chaltin in Kontich, Belgium. Survivors include nine children residing in Europe, his family of colleagues at Newton Homeopathics, and thousands of friends and patients worldwide. He was preceded in death by a son.

Dr. Chaltin had a distinguished career in the field of Natural Health. He received degrees from the University of Antwerp, Clayton School of Natural Medicine, British Institute of Homeopathy, Provinciale Land-en Tuinbouw School in Belgium and attended the School of Business in Leuven, Belgium. He used his diverse training and passion for healing to establish Newton Laboratories in 1987. He wrote the first Advanced Clinical Homeopathy Correspondence Course, authored the first homeopathic reference book written in Dutch, hosted a radio program on organic gardening, co-hosted the syndicated "Jump Start Your Health" radio program, as well as served on a special committee to review grant applications for the *Office of Alternative Medicine at the National Institutes of Health*. He was a leading figure in holistic healing methods for liver detoxification to address acute and chronic illness. Dr. Chaltin frequently presented informative lectures to the public, medical doctors, alternative practitioners, and pharmacists.

For now, please keep Dr. Luc's soul in your prayers, as well as his family and friends. It is a sad moment to realize that we are losing another great person, and a great mind. Dr. Luc's study, and knowledge, survives through the legacy of his healing homeopathic products that he created for world health; but, all that other knowledge that he created and accumulated has moved on.

May we all use this as an example for our own personal growth. Dr. Luc loved all good students!

Respectfully, Michael Hennessey

www.newtonlabs.net/about_luc.asp



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

Homeopathy

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Subtle energetics. Continental-platelet shifts in the strength of a drop. Quantum physics. Pure healing, infinite. No wonder Dr. Luc Chaltin named his company **Newton Laboratories**: a play on words to the great Sir Isaac Newton.

There are many wonderful homeopaths out there, and many credible disciplined homeopathic companies...and our goal should be to expand our homeopathic sections to a strength that will allow us to carry them all. An arsenal of optimal health tools. I find Dr Luc's Newton Labs to be the most intriguing though. He virtually single-handedly resurrected the theory of homeopathic drainage, and certainly introduced it to the United States. Newton remains a line that will not sell-out to the internet deep-discounting. What makes Newton products so unique and exceptional in their application, strength and effectiveness in the manner in which they are made: pure raw materials and organic substances, hand-succinated, in glass bottles, with good intentions... and—as was often joked about—all focusing on the liver: *it's the liver, stupid!!*

To the modern natural foods businessperson, homeopathy is a legal drug. Safe to discuss in relationship to that dreaded legal box-trap, "disease." Something that either works or doesn't, *but never harms*. We can stand confident in those odds. Modern medicine.

People are scared; scared of the environment, scared for their health, scared of their doctors, the hospital, the motives of modern American medicine. Tell them a story about your (renewed) interest in homeopathy; stop and be calm with them; listen—and point them to your homeopathy section. If it is inviting, you may just have saved someone's life! 🍷



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