

Talking Health: Astaxanthin, GliSODin and Skin Care

That summertime endcap is critical to good sales whether your season slows down or speeds up in the hotter months. You want to attract people to new items, items that they will feel they need and that make sense for them. Every year when the sun blares its brightest, and the UVA and UVB rays are turned up high, we need to accept our role as health advocates and teach our communities the basics on natural sun protection and seasonal skin care.

One of the most foolish habits is sun worship without adequate precautions. People seem burdened by the obligation of appropriate sunscreens, and that may be because the media and consumer groups have not shown interest in addressing the most virulent form of skin cancer affecting our society today. So, let's make the natural food store the source of knowledge on skin care and health concerns during this Sun Season.

Current research shows that we are not succeeding with creating healthy public

awareness about skin cancer. More than one million cases of skin cancer are diagnosed each year, and the number of new cases of skin cancer totals more than the combined incidences of breast, prostate, lung and colon cancers. One out of every 5 Americans will develop skin cancer in their lifetime, and the projections are that skin cancer will become more lethal in the coming years. Over 60% of all skin cancer in the U.S. occurs in just 10 States (including NJ & PA). Skin cancer is the #1 form of cancer in the world.

Can we help?

Sunscreens are a tremendous market that our industry has never fully realized, as the average consumer seeks price only when buying this critical part of a safe sun protection protocol. Most stores are lucky if they break even with the sale of sunscreens: usually buying early, discounting by necessity but never educating enough to keep the consumer reaching to the natural food shelf

for the lotion that is both effective and clean enough not to detract from skin health.

The smartest stratagem is to educate on the dangers of sun damage, market on the many aspects of natural skin health, and creatively promote the necessity of both external and internal sun protection.

Nutritional Sun Protection

When it comes to internal sun protection, two nutrients stand out, *GliSODin*[®] vegetarian S.O.D., and *astaxanthin*. That being said, all antioxidants, and most specifically polyphenols and carotenoids, will eventually be recognized as pro-skin and anti-sun damage. When building an endcap to promote natural skin care for sun season, you have to start with advertising (and understanding) the amazing nutrients superoxide dismutase and astaxanthin.

It seems to be only the most progressive stores that have already established the consistent sale of *GliSODin*[®]. While

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Talking Business: The Foolishness of Not Running Deals

You could almost sing along to that Green Acres theme-song: "Keep Las Vegas, just give me that promotional deal!" The economy is bottoming out and we are all playing the game of business as usual. I am genuinely flummoxed that I do not see every stratum of our industry "playing to the audience" and offering deals too good to pass up.

Is business that great for everybody that they are standing on a position of strength?

If I had a health food store of my own, I would be offering the most magnificent endcaps ever seen in my store with discounts meant to capture the limited resources of the good folks that entered it. There should never be complacency towards the customer who walks in and walks out unexcited, or the person who can only seem to want one item on this trip in. Not only does that go against the spirit of retail—there is so much more to the training than requiring the refrain, "did you find everything that you were looking for?" that it is tantamount to bad business not to be working daily to find ways to gain the largest amount of market share of the items that customers want to buy when they enter the doors of your store!

I would be asking: where are they buying their toothpaste and combs and brushes? Whose pet food are they feeding their pets? Am I gaining the sun-crowd and the nighttime partier and the weekend warrior equally? The stores that thrive are the stores that crave every customer to change their mainstream habits and turn themselves into people who appreciate the better way that we offer through natural foods and bodycare. And sometimes you have to make deals to make that happen.

Most Americans are budgeting their money like never before. Some stores are noting that their supplement sales are stagnant, others saying that bodycare has taken a big dive, and still others say they are selling only the basics and favorite foods and that people are not in the experimenting mood. The successful retailer would respond to that by saying, "Let's Make a Deal".

Sales should be a gamble and an enticement. Health food stores got lazy in the 80s-90s when discounts were the norm. Today, sales are less frequent, though still available but most stores are content to just take the extra profit and complain that business is not picking up. Take those extra

margins offered and enliven your shelves with sale tags. The extra work always pays off, especially when you consciously talk-up the products on sale.

If cash flow is low, then locate your slow movers and mark them down. Money changing hands is better than money on shelf and on hand. Commerce and profit are made by the quick turnover of items again and again. Every store has something that they bought on sale, and never discounted or discounted briefly. Revisit the sale or even further discount to get rid of the products that are too deep for comfort.

Now is the time to buy in line with the Las Vegas show deals. Sadly, there are less deals than ever this year and less people are travelling to the desert this summer. I can only hope that this means more people will be going to Boston in the Fall for the stock-up sales associated with Expo East, co-sponsored by the good people at Natural Products Association East!

No store can afford to wait that long. Invest in great bargains now. Look at this month's insert for one of the best deals in the past 12 months. AromaLand knows

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Astaxanthin, GliSODin and Skin Care *continued from page 1*

placement and sales for this nutrient are regularly increasing, it is obvious that the store salesperson is hesitant in incorporating this nutrient into their repertoire. Maybe this master antioxidant enzyme does too much for people to know how to recommend it? As we have discussed many times in this newsletter (this being an antioxidant I admire greatly), GliSODin® vegetarian S.O.D. is one of the greatest advancements in nutrition in the last decade. A supreme anti-inflammatory, this product is simply a cantaloupe melon extract, rich in vegetal superoxide dismutase (SOD), covered by polymeric films of wheat matrix, gliadin. But, clinically, this is the only proven orally effective delivery of SOD.

GliSODin® is relevant for skin health and sun protection because studies have shown that GliSODin® supplementation allows a person to literally be exposed to the sun for a longer period of time without experiencing a burn. This does not end concerns over a sunburn, but in itself is an amazing nutritional benefit. GliSODin® works to resolve oxidative stress—so, if a burn does occur, then the GliSODin® acts to impede the damages that follow from UV radiation exposure.

S.O.D. is an antioxidant enzyme, and is the precursor to glutathione peroxidase. As such, it forms the front line of antioxidant enzyme defense. Enzymes in general are much more versatile in their antioxidant capabilities than the more-known vitamin antioxidants. S.O.D. is of great interest to the athlete, the anti-aging community, and those with immune system issues. GliSODin® has been shown to increase levels of S.O.D. in the body thorough oral supplementation, and this breakthrough means this anti-aging, master antioxidant will be shown to have amazing clinical applications as the years move forward.

GliSODin® is most important because it works to promote our own antioxidant production at the cellular level. GliSODin® activates the most powerful antioxidants known, the body's own internal antioxidant defense system—including superoxide dismutase (SOD), catalase and Glutathione Peroxidase. This is truly our first line of defense against harmful oxidative stress. Among the antioxidants our body produces, SOD plays the primary role. SOD transforms the most reactive, and therefore, the most dangerous, free radicals—the superoxide radicals—into ions that are less reactive. Every health educator should learn the applications of GliSODin vegetarian S.O.D. for preventative health care, and for natural, safe and effective skin sun protection.

The website, www.glisodin.org, is an international clearinghouse for information on this astounding nutrient. **Bluebonnet Nutrition** offers the most extensive selection of GliSODin S.O.D. with 100 mg and 250 mg dosage-forms in 30 and 60 Vcap sizes. In

creating an endcap for skin care against the dangers of the sun, GliSODin should be the centerpiece.

The other amazing nutrient that has been shown to be beneficial to the skin against skin damage is astaxanthin. This marine microalgae, gaining in popularity since the turn of the century, performs many integral cellular functions and as an antioxidant is 550 times more powerful than Vitamin E. Astaxanthin has been shown to be more powerful than lutein, and all the other carotenoids in reducing oxidative stress associated with UV sun damage, by maintaining catalase and SOD levels and protecting against accumulated DNA damage.

Astaxanthin also promotes healthy skin by guarding against lipid peroxidation, reducing inflammation profoundly, and protecting collagen, and the cells of the dermal layer, from oxidative stress. These actions will lead to increased skin moisture, and firmer and more elastic skin tone. While all the carotenoids will have a positive effect on skin health, none can match the versatility of astaxanthin. For a summary of research on astaxanthin—a huge nutrient in Japan and Europe manufactured continuously by Cyanotech® for over 23 years—review the studies noted on the PDFs found at the webpage, www.cyanotech.com/bioastin/bioastin_techlit.html. It is interesting that Hawaii has the lowest incidence rate of melanoma in the U.S. Could that be because astaxanthin is a regular nutrient on this Pacific Island?

Cyanotech is the world's largest producer of natural astaxanthin. Theirs was the first product reviewed for human use by the FDA



(astaxanthin nutrient is also used—often in synthetic form—for salmon farms to give fish their red color), and is a pure astaxanthin, clinically validated by double-blind, placebo controlled studies. Not all astaxanthin is equal. Look for Cyanotech's product, found in **Nutrex Hawaii's MD Formulas Hawaii** products, including **DermaAstin™**.

How is astaxanthin complementary to GliSODin®? Both have patents on mechanism of action relative to sun skin burning, but astaxanthin seems to add the physical characteristic of supporting skin structure during sun exposure*. While both reduce oxidative stress and support immune response, astaxanthin seems to have a greater role in preventing wrinkles. Both can be taken orally, and should be administered 1-7 days before sun exposure; both are safe for daily supplementation.

Astaxanthin and GliSODin® provide exciting news for your customers. Both will serve an equal purpose of slowing the effects of sun-damage by allowing a skin resistance to sun burning for a longer period of time than skin not protected by these nutrients. These nutrients also provide other noticeable effects for skin health. They are appreciated for many reasons by the anti-aging and athletic community. GliSODin® and astaxanthin can bring new sales to your store this summer if you learn their applications and can recommend them for the varied uses they offer. Nutrex Hawaii has **BioAstin™** in 4 mgs in a 60 and 120 gelcap size and the new **BioAstin Supreme™** in a stronger 6 mg size in a base of organic olive oil, as well as BioAstin™—specific products for other uses are **JointAstin™**, **CardioAstin™**, and **DermaAstin™**. DermaAstin™ contains A, C, E, Lutein, Green Tea Extract (45% EGCG), Organic Flax Oil, Organic Olive Oil, Rice Bran Oil, and mixed tocopherols.

The ideal recommendation for every sun-worshiper is DermaAstin™ and Bluebonnet Vegetarian S.O.D. daily. They provide safety, internal sun protection, skin health support and many other essential health benefits.

Other nutrients that have been studied to aid the skin when exposed to UV radiation include CoQ10, lutein and lycopene. Lutein has been shown to increase skin hydration and elasticity, and lycopene was shown to reduce mitochondrial skin damage. Both these nutrients need to be gained by food or nutraceutical consumption as the body does not make them. These antioxidants and carotenoid pigments (lutein, lycopene and zeaxanthin are all carotenoids) show that eating foods in a wide array of the color spectrum will promote good skin protection, but also inform that these antioxidants provide many unique and important physiological benefits!

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WHEN SUNBURN STRIKES

Your store should be the first place that people turn to when sunburn strikes. First, for Vitamin C, and BioAstin® astaxanthin and GliSODin S.O.D.—but also for **Aloe Life's Aloe Healing Skin Gel**. This product, containing certified-organic whole leaf aloe vera juice, is skin magic for soothing relief and repair. This product should be at the register for the entire summer season, in 1 oz, 4 oz and 8 oz sizes. Aloe is also great internally for prevention and when sunburn strikes. What do people most relate to aloe for? Healing skin burns. So highlight your best aloe skin gel—no other product compares to this gem.

The other quintessential skin healing formula for the summer, and excellent for sunburn, is **Sovereign Silver's** new **Homeopathic Silver First Aid Gel**. This product relieves pain while reducing inflammation and aiding in skin healing. What a powerful 1-2 punch these two products make, all summer long and for everyday use for almost every skin concern.





July Promotion 20% OFF

With a minimum order of 3 each

Flexible Joint™ Compound
Brain and Memory Tonic™
Connective Tissue Tonic™

Green Tea Liquid Extract & Glycerite
Gotu Kola Liquid Extract & Glycerite

Flexible Joint™ Compound: Devil's Claw tuber, Sarsaparilla root, Nettle seed & calyx, Burdock seed, Angelica root (Angelica archangelica), Prickly Ash bark. *Supports Healthy Function of the Joints**

Brain & Memory tonic™: Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf, Rosemary branches. *Supports Healthy Brain Function, Memory & Concentration**

Connective Tissue Tonic™: Gotu Kola herb, Hawthorn berry, leaf & flower, Echinacea root, Horsetail herb (fresh Springtime horsetail) 2 F *Supports Healthy Structure and Function of Connective Tissue**

"Herbalist Pick" of the month: **Gotu Kola liquid extract & glycerite**

– Enhances integrity and vascularization of connective tissue and skin.

* This statement has not been evaluated by the FDA. It is not intended to diagnose, treat, cure, or prevent any disease.

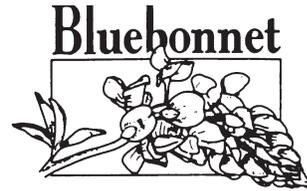
Tele Training Topic: Botanical Sustainability with Julie Plunkett

Training Date: July 16th, 2:00 EST or 7:00 EST

Over-harvesting and habitat loss are critical issues to a variety of medicinal herb species. In this training you'll learn about the conservation efforts being made by organizations such as United Plant Savers, and the cultivation research programs and wildcrafting practices that have earned Herb Pharm "Botanical Sanctuary" status. Featured herbs will include: Goldenseal, Bloodroot, Black Cohosh and others.



Not represented by BMC in NJ



Vegas Trade Show Deal

Show Deal open to all accounts for 1 order only....must mention deal

18% TRADE SHOW DISCOUNT

buy-in dates, July 6-17

available in July,

Super Earth® Liquid Multinutrient Formula

gluten free, tropical fruit flavor, 32 oz., containing

- 25 crucial vitamins, minerals and antioxidants
- 28 plant-based nutrients
- astragalus, ginseng, garlic, ginkgo
- spirulina and chlorella
- pomegranate, grape seed, extracts of acai, mangosteen goji, tart cherry extract.. and more
- whole food-based multivitamin and multimineral formula with Vitamin D3

The perfect complement to the Super Earth Family of supplements including the Super Earth® multivitamins, mini-caplet multivitamins, and Super Earth® Soy Protein Powder.

Booth #1424

Not represented by BMC in NJ, SC

NORDIC® NATURALS



Pure and Great Tasting Omega Oils

New Items, because Vitamin D is healthy and HOT!!

Complete Omega 3, 6, 9-D

item #1778, 60 softgels

lemon flavored, wholesale: \$11.97 retail: \$19.95

Omega-3, GLA from Borage and Vitamin D

Complete Omega 3, 6, 9-D, item #2778, 120 softgels

lemon flavored, wholesale: \$21.57 retail: \$35.95

Omega 3-D item #2761 120 softgels,

wholesale: \$19.17 retail: \$31.95

Omega-3 with a lanolin-based Vitamin D3
cholecalciferol

Vegas Show Deals

Nordic Naturals trade show deals are specifically for stores that attend the show. You must use a Nordic Trade Show Order Form to place your order. Trade show deals are listed on the order form

Booth #1345

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

NEWTON homeopathics

Nurturing Naturally Since 1987

July Promotions

20% DISCOUNT 6+ per SKU

Bangs and Scrapes, Kids (F034)

Constipation, Kids (F008)

Fever Aid, Kids (F004)

Teething & Colic, Kids (F026)

Tummy Upset, Kids (F020)

Vegas Show Deal Line Drive

10% for non-attendees

15% for trade show attendees

**We now represent Newton Labs in
West Virginia**

Not represented by BMC in NC, SC





Vegas Show Deal

20% OFF

show attendees only
orders placed at the show

The raw food family is now 5
The Next Food Revolution
starts here

Juvo

Juvo Original Formula

Juvo Original 40 gm
meal packets

JuvoSlim

JuvoSlim 40 gm meal packets

Juvo Raw Superfood
USDA Organic

Booth #726

Not represented by BMC in Eastern PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

July Special

BODY HEAT PAIN RELIEF FORMULA

Available in Vanilla

(8 oz or 4 oz) or

Natural Menthol scent (6 oz.)

12 bottles mix and match at 15% OFF

Perfect for summertime activities!!

With the penetrating, lubricating, warming and healing agents of Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica and other herbal extracts, Body Heat helps relieve tension and soreness due to athletic injury; physical exertion; gardening; arthritic aches; broken bones; shoulder tension; old injuries; carpal tunnel; and even daily stress and fatigue. The 100%-natural Vanilla extract leaves a delicious fragrance. Also available in a non-vanilla formula.

Aloe vera is the perfect carrying agent to help provide deeper, longer-lasting relief. This product can be felt, with the aloe carrying the nutrients down to the source of pain to help eliminate it while bringing soothing relief.



Essential Formulas

Vegas Show Deals Line Drive Excitement

5% OFF

no minimum and free shipping
buy-in dates July 6-17; or

10% OFF

orders placed at show by store
or attending broker
minimum 12 items mix & match; or

10% OFF PLUS

orders placed at show by store/
attending broker;
minimum 24 mix & match, adding a
box of 50 2-pak samples and literature

Dr. Ohhira's Probiotics 12 PLUS
30 and 60 capsules boxes

Dr. Ohhira's Essential Living Oils
Dr. Ohhira's Magoroku Skin Lotion

Dr. Ohhira's Probiotic Kampuku
Beauty Soap

Booth #935



Vegas Show Deal Nature's Wonderland Herbs

Single Herb Capsules & Special Formulas - 60 VCaps/Bottle

Over 175 Single Herb Capsules
Over 40 Special Formulas in
Capsules or Loose Tea Boxes

10% LINE DRIVE mix & match

for a \$50.00 minimum &
FREE SHIPPING!

Buy-in dates July 15-31.

Price Lists Available upon Request

Olbas®

10% LINE DRIVE

to BMC customers, direct orders
placed July 15-31



wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

July Specials 10% OFF

Direct orders only

Vanilla Rum Exfolio Crème with Blueberry and Cranberry Seeds Natural Moisture Rescue Polishing Creams

Luxurious Exfoliation Without the Aggravation—
No Stirring, Mess or Spills!

A wonderful exfoliation experience without the annoying preparation and clean-up that most sea scrub products require. Unlike loose sea salt and oil products that need a stir prior to application and tend to spill and make a mess, Well-in-Hand's new Polishing Creams have a unique, creamy consistency that is very convenient. Customers simply massage this rich, emollient cream anywhere on the body to nourish, rejuvenate and exfoliate the skin.

Bottled in 3-inch tall, 3-ounce cobalt blue jars
with a clamp seal.

Featured in *The Herb Quarterly* and
Massage & Bodywork Magazines.

CUT RESCUE

Complete your Natural First-Aid Kit!

Aluminum-free. 100% Natural, non-sting. Includes Slippery Elm, Lavender, Plantain and Goldenseal herbs providing protective outer covering to promote cleanliness and wound closure.

Sprinkle on minor bleeding to instantly form a protective scab and promote cleanliness.

Acclaimed by: Seniors for skin tears; Active children; Gymnasts for skin rips; Hurried (clumsy?) cooks; People who shave; Pet owners who trim claws a wee bit too close!

BASS®

Brushes

Finest Quality Hair, Body and
Skincare Accessories

Vegas Show Deal 25% OFF

with free freight

show attendees only

This is a great time to stock up on a rare show deal, and to consider bringing the line in.

Not going to the show, but considering bringing the line in? Talk with your BMC rep about opening order discounts.

Remember the new pet brush line is perfect for your pet set: and people love their pets!!

Booth #953

Not represented by BMC in NC, NJ, Eastern PA





Summer Hair Care Give-away Promotion Henna Cream Gift with Purchase

Surya Brasil All Natural Cream **Semi-Permanent Color Henna Cream** is now available for a limited time with a 3.04 fl. oz. **Leave in Cream Conditioner**

This Gift with Purchase is sure to excite people about these two great products!

Surya Semi-Permanent Hair Color: 15 vivid colors providing a treatment for hair & scalp.

Made with natural plant and fruit extracts including aloe and acai, the products contain **NO ammonia, NO PPD, NO parabens, NO resorcinol, and NO lead.** Hypoallergenic and gluten free.

The Bonus Offer is a **Color Fixation Leave in Conditioner.** This all-day, lightweight formula conditions and styles while protecting hair color from fading. With carotenoid-rich Amazonian buriti oil and cupuacu butter. This free trail-size promotes lasting color.

**Surya now has a blogspot including YouTube videos: keep updated at <http://suryahenna.blogspot.com/>
Since 1995, and now in 16 countries**

PERFECT[®] ORGANICS

July Promotions
**Stock up on
Body Scrubs!**
10% OFF 6 or more
(*mix and match scents*)

Choose from these three
Ultimate Body Scrubs:
**Lavender Lavish,
Hazelnut Coffee
Orange Ginger**

The cleanest ingredients one could wish for:

Example: Ultimate Lavender Lavish Body Scrub: Organic Oat Bran, Organic Corn Meal, Sea Salt, Organic Almond Meal, Organic Rice Bran, Organic Sugar, Organic Wheat Bran, Organic Sweet Almond Oil, Organic Sunflower Oil, Organic Olive Oil, Organic Hazelnut Oil, Organic Jojoba Oil, Organic Calendula Extract, Organic Chamomile Extract, Organic Marshmallow Root, Organic Essential Oil of Lavender, Non-GMO Vitamin E.



HERBAL HEALTHCARE

*July Promotions for the
Summer Months*

Skin Care
VeinCare[®] • 60 Vcaps
DermaCare[®] • 120 Vcaps
Neem • 60 Caplets

Formulas: by units

12 mix + match = 10%

18 mix + match = 12%

24 mix + match = 15%

Organic Pure Herbs (OPH)

12 mix + match = 10%

18 mix + match = 12%

24 mix + match = 15%

**Organique by Himalaya is
10% off July line drive**

*Ask your BMC rep for introductory
discounts with deeper purchases*

A full range of **Head-to-Heel** Natural products made with **Organic Ingredients.** Organique premier bodycare products do not contain any GMO products, and are free of over 200 synthetic ingredients

Not represented by BMC in EasternPA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

*Never was there a time to be more
vigilant in supporting preventative
health care for the immune system*

June Promotion

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Wellmune WGP[®] is a natural ingredient that is clinically proven to safely enhance immune responses that protect against a wide range of health challenges. Wellmune WGP[®] activates billions of innate immune cells, which are the body's first line of defense, to more quickly recognize and kill foreign intruders without stimulating the immune system. This unique ingredient's patented, year-round protection is the culmination of more than \$250 million in research with leading university and government institutions



MushroomScience[®]

Vegas Show Deal

10% for non-attendees

**20% for those who
attend**

**New Customers:
BUY 2, GET 1 FREE**

buy-in dates, July 6–July 17

Coriolus
Reishi Gano 161TM
Agaricus blazei
Coriolus Cs-4
Chaga Extract
Maitake
Lions Mane
Maitake Gold 404 liquid
5 Mushroom Formula
Anti-Fatigue Formula
Miracle Zzz
Booth #1147



Choose a Silver You Can Trust!

Sovereign Silver is truly in a class of its own. Here are the characteristics that guarantee it to be the silver of choice:

- **Smallest average particle size ever seen** - 0.8 nm (nanometers) / 0.0008 microns / 8 Angstroms - confirmed by Univ. of Miami Medical School
- **96% actively charged particles** - confirmed in a University of Miami study.
- **Safe low concentration of 10 ppm (parts-per-million)** - confirmed at an FDA approved laboratory.
- **Made from 99.99% pure silver** - confirmed by 3rd party assay.
- **Made with ultra-pure, medical-grade water (the only other ingredient).**
- **Crystal clear and virtually tasteless.**

June Promotion

10% OFF 1 oz Gel

the World's First Homeopathic First Aid Skin Gel

Vegas Show Deal

10% ABOVE normal volume
discounts for show attendees

Booth #843

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



Astaxanthin, GliSODin and Skin Care *continued from page 2*

UV Radiation Causes an Immune Response

Every sunburn is a marker for immune system damage. The immune system works best when the anti-inflammatory markers in the body are balanced and active.

Research on the benefits of Omega-3s for immune system health shows that the profound anti-inflammatories—EPA and DHA—assist both immune health and cellular repair. A strong immune system is able to handle an incident of burning better than a weakened one, and studies on the immuno-compromised show this overwhelmingly.

Studies show Omega-3s, particularly EPA, also prolong the time it takes for skin to burn during skin exposure.

Keeping the Omega-3 intake therapeutically high (between 2000-3000 mg of the combined total of EPA and DHA daily) will help balance immune function and increase the efficiency of the inflammatory response to damage, trauma or cellular assault. As proof of this statement, research suggests that Omega-6 intake be limited in situations of concern for skin cancer, and of course trans-fats are contraindicated.

In building a scientifically-pertinent skin care endcap, **Nordic Naturals** pure and

great-tasting Omega-3s would be an essential. As we begin to understand the dosage requirements for Omega-3 nutrition, we see that the *Ultimate Omega* gelcaps, and the *Omega-3 Liquid* and *Omega-3D* liquids are the best recommendations for everyone. Nordic's new *Complete 3, 6, 9D* gelcaps (60 & 120 ct sizes available now) would also fit well on a skin health display, as Vitamin D is essential for immune system health!

The other primary fatty acid that may be beneficial when skin cancer is a concern is CLA, Conjugated Linoleic Acid. Most stores have this product in their weight loss section, but the research on CLA for cancer prevention and diabetes is very intriguing. **Bluebonnet** offers *Tonalin*® CLA 1000 mg softgels at an excellent price. For those who do not consume meat and dairy from animals that are grass-fed, CLA can almost be considered an essential dietary fat.

Immune support is certainly the trademark of the natural foods industry. In the realm of prevention for people concerned about skin cancer, the B vitamin *Folic Acid* (or folate from foods) is essential for its role in making RNA/DNA. Recently published studies again point to the importance of this nutrient for basic human health, and our industry needs to advertise the scientific validity of the key nutrients we supply. Bluebonnet's Folic acid is kosher and in Vcaps in 400 mcg and 800 mcg doses in many sizes.

BMC BOOTHS AT THE LAS VEGAS TRADE SHOW

Bluebonnet	1424
Juvo	726
Mushroom Science.....	1147
Nordic Naturals.....	1345
Essential Formulas	935
Bass Brushes	953
Sovereign Silver	843

A product that would fit right in with this skin support endcap, and which is in high demand by Doctors looking at the evidence for natural substances that may have benefit in cancer prevention, is the product *InoCell*™ IP-6. This nutrient, found in grains, legumes, nuts, seeds (especially germinating seeds) and in all mammalian cells—where it performs many functions for proper cell health—works more specifically than fiber at binding iron and other minerals that “feed” cancer growth. With over 70 studies on this complex, *Inositol Hexaphosphate*, sells itself when presented to those people concerned about minimizing the circumstances that afford the spread of cancers (www.inocell.com).

Bluebonnet Nutrition has a unique blend of *InoCell*™ IP-6 with the medicinal mushroom complex AHCC (containing active hexose correlated compound) that is valued by progressive nutritionists and medical professionals everywhere.

Other critical nutrients for skin care and cancer concerns are: Vitamin E, which is best when combined with the trace mineral selenium; and vitamin C—which should never be forgotten in its role, along with lysine, for cell integrity and strength; the minerals Calcium, Magnesium and Zinc; and the phytonutrients grape seed extract and pycnogenol.

Digestive enzymes, especially trypsin, chymotrypsin and the amylases are beneficial in digesting proteins and carbohydrates, which keep the body functioning efficiently so that it is not distracted from the task at hand of immuno-protection.

See how a skin-specific endcap can teach the benefits of nutraceuticals, basic nutrition and optimal health!

Foods People Recognize

The skin health endcap is a perfect opportunity to educate the community on the many foods that have been shown to help in the prevention of cancers at this time when the sun mercilessly beams its radiation on our planet. People need to be informed on the research that is prominent on many everyday foods that are actually superfoods for immune-strength and support.

Broccoli stands tall with all the cruciferous vegetables (think cabbage, cauliflower, and brussel sprouts) for their cancer-fighting phytonutrients, sulfurophane and the indoles. Not only does broccoli has



Welcome to a Whole New Era of Sun Protection

The Doctors at MD Formulas™ Hawaii have developed DermaAstin™, the most comprehensive internal sunscreen and skin health formula in the marketplace.

DermaAstin™ protects skin from sunburn & photo-aging from the inside. DermaAstin stops free radicals caused by UV exposure before they cause inflammation, burning and wrinkling. (Research has shown that free radicals caused by sunlight cause various skin problems and photo-aging; DermaAstin fights these free radicals internally, which results in external improvements and protection of the skin.)

DermaAstin™ features **BioAstin® Natural Astaxanthin**, the most powerful antioxidant carotenoid known to man, which—when combined with lutein and green tea extract—provides a formidable internal sun barrier. DermaAstin also contains organic omega-3 flax oil, organic olive oil, Vitamin C and Vitamin E, which help maintain healthy skin cells.

DermaAstin is an all natural, 100% vegetarian formula.



July Special
DermaAstin™ 60 caps 20% OFF
*direct only; BMC hip pocket deal
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BioAstin® Natural Astaxanthin is the world's best-selling brand of astaxanthin for humans. It is a dietary supplement with powerful antioxidant and other health benefits. Cyanotech produces BioAstin from microalgae. It was the first source of astaxanthin for human nutrition reviewed by the U.S. Food and Drug Administration (FDA).



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concentrated marine phytoplankton made for human consumption

The wild phytoplankton harvested at *Unique Sea Farms, Ltd.* is unlike any other found in the world as these particular species only grow in one very unique area of the world. Taste these microscopic wild sea plants and experience the energy.



an effect on tumors, but it is also effective in detoxification. Broccoli tops the list of nutrients people turn to when they are aware of the deleterious effects of xenoestrogens and other endocrine disruptors. Recently, research on one of broccoli's active ingredients, sulforaphane, suggested that it is recommended for repair in situations of vascular damage. Who would have known broccoli was so beneficial?

Bluebonnet offers a very well-priced product called **Broccoli Active**® 500 mg Vcaps which is unique in the market because it contains an extract of all the major parts of the broccoli, the plant, sprout and seed.

Garlic, green tea, turmeric—and every colored-fruit and vegetable—has something to offer the person wanting to eat well to build resistance and protect the body against sun damage.

Green tea has been recognized for years for its benefits against cancer. Green tea contains powerful polyphenols that have demonstrated several mechanisms beneficial against skin cancers. The most recognized polyphenol, a catechin called epigallocatechin gallate (EGCG)—is what seems to show the greatest promise, as not all green teas have equal activity. Bluebonnet has the highest amount of EGCG per capsule at the best price in the market, with its **EGCG Green Tea Leaf Extract** (#1378, 60 Vcaps & #1379, 120 Vcaps).

Turmeric shines as equally as Green tea in the research successes specific to cancer. Turmeric is currently receiving scientific praise for its anti-inflammatory capabilities as well as its abilities in both prevention and intervention. Bluebonnet once again has the most broad-spectrum and potent product on the market, with their kosher **Turmeric Roots Extract Vcaps** with **Curcuma C3 Complex**®. This patented formula (patented for extraction process, and a “bioprotectant” array of curcuminoids) is the turmeric that is showing the greatest promise in studies at NIH.

Herb Pharm offers an organically grown turmeric that holds the quality-assurances that they are so recognized for, and **Himalaya USA** offers a **Turmeric** capsule that they grow themselves. Feature on your endcap every type of superior turmeric for optimal results: liquid extract (Herb Pharm), Vcaps herb (Himalaya USA) and standardized Vcap (Bluebonnet). Likewise with green tea: offer an extract in softgels and high EGCG extract Vcaps from Bluebonnet, and a delicious, organic, Darjeeling Estate liquid extract in both alcohol and glycerite forms from Herb Pharm.

Foods people can relate to: nutrients that their bodies will utilize and an endcap that says it all!

Everything that supports the immune system can be recommended for people being exposed to a high-volume of sun on a daily basis. Other essential nutrients would include the medicinal mushrooms and WGP-3 beta glucans. These foods are beneficial in every situation where cancer is a concern.

UV radiation suppresses the immune system on several distinct levels. It is a tumor initiator, a tumor promoter, and a co-carcinogen. UV radiation can induce intense inflammation, cause extreme oxidative stress, immunological cell alterations, and hyperpigmentation and disrupt immune system function. Sunburn is no laughing matter.

Building Healthy Collagen

The immune system is a reflection of overall health and vitality. The skin is indeed the largest organ, and skin tissue works well when it is healthy. Healthy collagen depends upon such basics as clean water intake, good sources of protein, Vitamins A, C & D, and quality aloe vera is also beneficial in this equation.

Herb Pharm has a unique formula called **Connective Tissue Tonic**™ that is noted to support healthy structure and function of connective tissue*. The product

GIVE ME YOUR DRY & TIRED LIPS

Nothing damages the skin on the lips more than the sun. Everyone likes to have their favorite lip care with them all summer long so make sure that you never run out of the favorites. The newest lip balm on the block is **Himalaya USA's Organique** Soothing Lotus Flower Lipcare. Great for use while in the sun, this product combines turmeric and Soliga Rainforest Honey, with Fennel and Natural Vitamin E and Cocoa Butter to give you a product that will keep lips soft all summer long.

And Blue Moose Consulting's favorite, **Perfect Organics**® **Shea Butter Lip Balms** are perfect to re-moisturize your lips after a day in the sun. These lip balms are as clean as you can get!! They contain no beeswax and are vegan, and protect and heal the skin with their vitamin-rich organic ingredients—including sweet almond oil and hazelnut oil and organic essential oils. Lip care doesn't get any better than this. Stock both these superlative lip care items by your cash register, and offer skin healing for the lips as well.

includes Gotu Kola herb, Hawthorn berry, leaf & flower, Echinacea root, Horsetail herb, and would be a secondary formula for anyone who was looking to strengthen the skin or repair the skin after injury or trauma. The **Health Veins Tonic**™, used in situations including vascular fragility,* would also be beneficial in situations where nutrients are not getting to the skin, leading to imbalance and susceptibility to danger. This liquid extract includes Horse Chestnut seed, Butcher's Broom rhizome, Stoneroot leaf, flower & rhizome, Rosemary young leaf branches and Prickly Ash bark

Other great herbal formulas for skin health include **Himalaya USA's DermaCare**® which supports normal skin metabolism while supporting the body's cleansing process and immune system. The results are smooth and radiant skin. Likewise, a complementary product is their **VeinCare**® which herbally supports vascular system integrity. Bluebonnet still ranks its **Age-Less Skin Formula**® **Vcaps** as one of their best-sellers. This formula was the rage when Dr. Perricone was writing of the use of Omega-3s in conjunction with ascorbyl palmitate, alpha lipoic acid and DMAE for reducing wrinkles, and it is still used by many for healthy, wrinkle-free skin.

Never underestimate the importance of healthy skin for beauty. Learn the factors that lead to healthy skin from the inside out. From an effective probiotic, to liver-supportive formulas, your stature in the community as an expert on health should include an expertise on healthy skin, skin care and skin disease prevention. This is the time of year to shine, so create that informative endcap, educate your staff and community, and make people healthy in every aspect of their lives. ☺

“WE ARE HEALTH FOOD PEOPLE”

Debra Claire, Founder and President, Perfect Organics



Creating Perfect Organics is something that has come really “naturally” to me. I was raised in an organic, green household in the San Francisco Bay Area and spent much of my childhood in labs observing natural product formulations because my mom is a chemist. As a young girl, I had the opportunity to go on an ingredient sourcing trip to Africa. It was on this trip that I really began to understand the value and healing power of natural ingredients. Even though the vague idea of Perfect Organics was born at that moment, it would take years before I would dive headfirst into

launching a company.

After graduating from the University of Maryland, I spent time working as a commercial makeup artist. I was horrified by the chemically laden products I was using on clients and really felt that I could create something better. I wanted to create effective and luxurious personal care products that were healthy for planet and the user by sourcing high quality organic ingredients. In the beginning, I was doing everything from product formulations to sales and marketing to business development. However, with the help of a great team and wonderful support from Blue Moose Consulting, I've been able to establish a successful business that allows me work in an industry I am passionate about. We've been fortunate to receive good press, have celebrities use our products and collaborate with highly reputable non-profit organizations. What I am most proud of is that I've created a workplace where people are happy and challenged and enjoy coming to work.



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

The Foolishness of Not Running Deals *continued from page 1*

where it's at to get people excited. This deal is a picture perfect way for you to have a summer sale on three categories—bodycare, aromatherapy, and body oils including tea tree—while also making a hearty profit for your ledger. A small investment relative to a big payback.

Look at the Slice of Life ongoing promo that Bluebonnet offers. Here is a way to keep everyday bestsellers on a discount without losing margin: and getting people to regularly buy the best on sale. One floor display and one counter display and something always on sale from a line that sells only to independent health food stores. That is smart business! Ask your BMC rep for details on how to make this work all year round.

Get the BMC one-page fax every month, buy and promote what is topical and seasonal. Bring in Himalaya USA and take advantage of their great intro promos. Recognize the "Gift with Purchase" deal that Surya Brasil is offering on their henna hair crème with Color Fixation giveaway, and make it a two-month endcap: people love free items and quality hair care products.

Use the coupons that Herb Pharm is offering: this is the best promo of the year to generate sales for America's #1 liquid herb extract line. Expand your mushroom selection with therapeutic quality mushrooms at a great price and stock up before the PBS special: ask your BMC rep what deals can be had from Mushroom Science and advertise the discount you pass along.

But most of all: buy smart, market creatively, move merchandise enthusiastically, offer only the best, and believe in the purpose of your store to better people's lives with everything that your store carries. Do this and your personal store economy will prosper! 🍀

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

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