

## Talking Health: Herbal Cleansers

Spring is the perfect cleaning time. The winter is fading, and the weather is warming and the body wants to go through a natural rhythm of cleansing and detoxification. Natural food stores have been directing people towards effective treatments for whole body cleansing for decades, as we promote the centuries-long notion that a cleaner body works better and lasts longer. Like the cycles of nature, we now are entering this year's time to cleanse. So in our mission to educate and direct, we must renew our understanding of how to service our communities, bringing them the goods to help them cleanse their bodies with the gifts of nature, the herbal cleansers.

Health-conscious individuals do not need much prompting to understand the benefits of tissue-cleansing, but they do need direction toward the best products. For the rest, they are probably in need of the benefits of seasonal cleansings and they have little idea of this logical and natural health strategy. Society does not encourage people to think about what they consume or how it affects their health. Our job is to educate and open

people's eyes to the importance of seasonal cleansing, and we do that through stories.

Herbs are tools to achieve a healthier, cleaner body. So the goal of this season is to master the key points of the purposes of herbal cleansing, and to encourage and support those who want cleaner and better functioning bodies.

### Where to Begin?

Health food stores have become mesmerized with the ease-of-use of detox boxes. Not only are most of these products the lazy way to a variety of cleansing actions, they have also taken the store out of the conversation on body cleansing and the benefits obtained from these actions. The process of cleansing has been made easy by marketers and too many stores are just happy to move kits through their cash registers. This comfort level will disappear when stores start to realize that these flashy packages are being sold in greater volume through middlemen on the internet, and that their stores are just showrooms for product being purchased

elsewhere. The perfect detox kit does not yet exist.

Detoxication is not a one-size fits all phenomenon. The platform for education should begin with the quality of the product being used to detoxify. Organic will always be better than non-organic, and rarely will one company have the expertise to offer the best quality ingredients for every level of the cleansing paradigm. The company that produces the best probiotic will be different than the company that makes the best aloe or the best milk thistle or neem or spirulina or homeopathic detox. Your community trusts you to guide them, and that is a more complicated task, but you have the creativity to offer the best and explain it accurately.

The nature of wholistic healing is to respect the individual. Your detox section should have something for everyone, and that includes the weak and the toxic, the child and the elderly, the pregnant and the athlete, the unstable and unbelieving. Your dialogue must begin with the message that detoxification is good, and should be gradual and can be done

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## Talking Business: Immunity in the News

Swine flu. Don't get me started on the name! We may be in for another harsh late flu season this year, or we could be near that watershed event, the pandemic of all pandemics. 24/7 news certainly has been preparing our psyche for this seemingly eventual earthly tragedy. MERCY!!

What does this all say about the human condition? I will briefly note that the planet's State systems spend too little time and money on human health, that our food systems are destroyed and disgustingly filthy-filled, all for the sake of profit, that we are not the lone rulers of this planet. We had better start paying attention to viruses, bacteria and fungi, and that the human immune system keeps getting weaker and weaker when it needs to be evolving into a stronger structure to handle the pollutants in this world of human creation that we live in!

### So, Crisis or Opportunity?

It would seem that there are many hands in the pot that stirs to make us fearful. Fear itself leads to immuno-suppression, but in this milieu we of the healthy world-view have an opportunity to educate people on the many varied ways that they can make their

bodies stronger. The message that needs to be put forth against the din that the sky is falling is that the stronger body will survive—that the strongly developed immune system is hard-wired to survive. Therefore, our stores should be immuno-care central at this time and whenever human immunity is in crisis.

### An Opportunity

People are scared and they know that masks and 20-second hand-washings are not the answer to stop a virulent flu epidemic (or any other major health crisis). They want answers, and—dare I say it—they are willing to listen. Now is the time for you to speak sanely to them about general immune system health. Be complete. Start with the admonition to quit smoking, drinking with abandon, and eating unhealthy food. Advise the increased consumption of better water, and daily green tea. Explain that spices are a worried person's friend: turmeric, cayenne, rosemary, garlic, paprika. Gain trust by not speaking in extremes, but be equally confident that your apothecary has many solutions that are worth the investment.

Every store should organize an endcap of the best products. Make sure that all the essentials are front and center. If a pandemic

were to break out, no product would be more valuable than **Sovereign Silver's silver hydrosol**. Find the article in the *Townsend Newsletter* that clarifies why this product will outperform Tamiflu against any new viral strain: the article discussed the last 24/7 scare, Avian Flu. I would stock up (this product has a long shelf-life and is great for seasonal allergies and year-long immune-support use) and prominently offer the new 16 oz. size bottle for family or many months use. What better product to have in the medicine cabinet when there is a rush on the marketplaces as fear reaches its peak?

You already know the fact that the second most important product is probably **Dr Ohhira's Probiotics 12 Plus**. Why? Because it adds to the soil of the gut, where the immune system will fight its most important battles if a viral phenomenon attacks your neighborhood.

Now, to the immune system itself. The reason that BMC carries certain lines is that their products do things that are unmatched for immune system health. While the everyday use of these lines may be more important (something we cannot discuss, cancer therapy) these products are clinically-

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## Herbal Cleansers

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in a manner that fits each person's lifestyle and needs. Isn't this getting interesting ready?

To the new initiate to the world of detoxification, do not make bold promises. Instead, offer the promise of gradual betterment and the solution of gradual detoxification. Establish the foundational principle that detoxification should come in waves, and that it is best to start off slowly and to let the body adjust. These simple ideas will reverberate in the learner's mind and they will awaken to the knowledge that these principles make sense—they will learn a logic that they have forgotten.

It is the beauty of nature that allows us to use the herb kingdom to nourish and cleanse our bodies. We have been given many clues from previous generations on herbs that do the trick of removing the waste materials that our bodies generate, and we all are fortunate that so many of these tools can be found and offered to our stores. Let's look at the selection of herbal cleansers that we have available this detox season.

The plant that was first understood to be a body system cleanser was aloe. Historically, aloe harkens back in written history further than garlic. Today, we have organic whole leaf aloes that are harvested to retain the equally important polysaccharides for immune system health, but it is the bitter in aloe that holds the greatest benefit for herbal cleansing.

Bitters are the primary key to understanding why herbs are so beneficial for body detoxification. The nature of the bitter is to activate/agitate/invigorate. It causes activity. When the cell is exposed to a bitter compound, the cell wiggles into an expanding and contracting action that moves metabolic waste out and into the eliminative channels of the body. Bitters knock on the door of the cell wall and take the garbage out. Bitters lead to cleansing, and that is why we have to train the body to desire them (at least seasonally).

Aloe is also key in that it assists other herbs to be absorbed better. Taking aloe with any detox protocol will help the body accept the herbal compound better and will allow any dose to work better by assisting the herbal action to work more deeply. Aloe is universally good for digestion and that is important as you do not want to cleanse without accelerated elimination. This is the time of year to move your **Aloe Life** whole leaf aloe vera concentrates to the forefront. Be generous in conversation, and even in taste-testing your **Aloe Gold** and **Herbal Detox** formulas from Aloe Life. Explain why these bitters are beneficial, and the perfect base of cleansing for any protocol to which you guide each person.

If a person is new to the concept of seasonal cleansing, introduce them to a milder detox herb first, and let the first waves of detoxification be felt and appreciated.

**Herb Pharm's Dandelion liquid extract** is certified-organically grown and offers the fresh root, leaf and flower. The gentle stimulation that this relatively mild bitter offers is an excellent introduction, with the dandelion glycerite being the perfect tool for education on the role of bitters in the diet.

Most people think the words "blood purifier" when they identify to you what they

want. While it is OK to let them use these words, the visuals are what they key in on, what we really want to teach them is the word "alterative." An alterative works to gradually induce a change that is greater than just the so-called cleansing of the blood.

Alteratives actually nourish the body while removing metabolic wastes, and therefore affect the body's supply of nutrition. For an excellent presentation on herbal alteratives. Listen to Ed Smith's audio lecture at [www.herbaled.org/Education/Lectures/lecture\\_fs.html](http://www.herbaled.org/Education/Lectures/lecture_fs.html).

### When You Are Uncertain

When a customer rushes in with a hurried need, or has so many layered issues that you are uncertain which direction to point them to, it is nice to know that there are some well-researched formulas that you can recommend with confidence. **Himalaya USA** has four excellent herbal formulas that have international recognition for their safety and usage for areas of body cleansing. When you are not sure of the direction, you can always turn a person to the triumvirate of **HemoCare**, **LiverCare** and **UriCare**. These formulas have already gone through the rigors of Phase I through Phase IV drug testings and have been created through human double-blind placebo controlled testings, so they have a clinical accuracy and they have provided results for generations.

**HemoCare** is a broad and systemic blood purification formula that includes Turmeric, Neem, Triphala, and Andrographis. These Ayurvedic superstars are just coming into the western consciousness but their historical reputations are being proven spectacular by modern scientific study. What makes **HemoCare** and all Himalaya's products so exceptional is that the herbs are all "seed to shelf" manufactured by Himalaya and they are all grown organically and tested to be free of the full range of environmental contaminants, pesticides and additives.

**LiverCare** is quite simply the best-selling liver support formula on earth. No body cleansing should be attempted without adding **LiverCare** to the prescription. This product is backed by over 182 published clinical trails and has supported liver integrity since 1955. If you are not endcapping **LiverCare** at this time of year, you are depriving your communities' livers of the best tool for their protection and regeneration. **LiverCare** supports liver enzyme health, and also assists the liver to burn fat: **LiverCare** is exceptional for dieting and for those who party too much, but **LiverCare**'s best function is to be the workhorse of liver protection during any cleansing protocol. Buy big and discount **LiverCare** all season long!

**UriCare** is about to make a big splash in the American market. **UriCare** is being studied at the Mayo Clinic for its effectiveness against kidney stones as they were astounded by the human clinical results in published studies on this product. And while **UriCare** should be a first choice for kidney stones (along with Herb Pharm's Stonebreaker Compound), it is also a quintessential favorite for the kidneys and urinary tract. As **HemoCare** cleanses, **LiverCare** assists the liver and **UriCare** aides the water system of the body to eliminate better while maintaining healthy kidney and urinary tract

function. Too many of us concentrate on liver function when wholistic analysis should always attend equally to the kidneys which govern energy, sugar metabolism, electrolytes, hormones and Vitamin D absorption and the elimination of urea and ammonium. **UriCare** is perfect as the beginning of a weight-loss protocol as it will assist in the best-way to water loss in the body!

Too many stores turn to boxed detoxes where the quality of the herb is outsourced and where the veracity of the formula is less than certain. For example, a perfect adjunct to **LiverCare** is the **Health Liver Tonic** from Herb Pharm, which brings the mechanisms of action of a liquid herbal extract plus the benefits of herbs like Oregon grape root, dandelion, schisandra berries and milk thistle seed. Teach your staff the benefits of all three of these classic detoxification formulas, as each was formulated to reach many levels of body system support: these products were created to detox and handle the backlash of stressors that real detoxification creates.

### Skin Care

A final piece of the puzzle in this ease-of-use herbal selection is **DermaCare**. Himalaya's healthy skin formula is perfect for this time of year when acne and rashes arise with the season. This formula, with Guggul, Turmeric and Neem, highlights the benefits of Himalaya's scientifically-proven formulas. Skin health is a reflection of body system health, and this formula works on the liver, the immune system and the need for gentle herbal detoxification to provide gradual but noticeable skin tonifying and vitality.

Herb Pharm's **Dermal Health Compound** likewise supports the healthy function of the skin. With a formula of organically-grown and Custom-Wildcrafted burdock, nettle, sarsaparilla, yellow dock, spilanthes and ginger, **Dermal Health** works on many levels to cleanse, strengthen and protect the skin. Whenever a person seeks to cleanse, they must assist the liver and kidneys so that the skin and glands do not become overwhelmed with the stresses that body cleansing can create.

It would certainly be clever, therefore, to add **Immune Health Basics Wellmune WGP** beta glucans, and **Mushroom Science's Reishi Gano 161** Mushrooms to the endcap as these products will fortify the immune system as the herbs conduct their body system cleanse. Equally beneficial would be the full-enzyme support from **Bluebonnet's** well-priced **Vegetarian Optimum Enzyme** Vcaps formula, and **Newton Homeopathic's Detox formula**. They are all interrelated. But now, back to the herbs.

### The Greater Benefit of Cleansing

We all think of cleansing as a logical health goal. In that though, we have to visually present the concept to the everyday consumer. I like to use the glass imagery to explain to people why cleansing makes sense for optimal health and quality of life. If the glass is half-full of toxins, (a reality since we live in a toxic world), then our body is often able to handle the actions of daily detoxification on its own. Realities often create situations where the glass gets too

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### May Promotions

**20% OFF**

**with a minimum order of 3 each**

**Turmeric-Chamomile Compound**

**Turmeric Liquid Extract**

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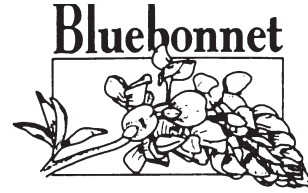
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Turmeric rhizome; Chamomile flower; Meadowsweet leaf & flower; Licorice root; St Johnswort flower and bud; Arnica flower

Turmeric is the herb of the year. Capitalize on interest in this amazingly versatile, scientifically-accepted herb by carrying the best, Herb Pharm

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**Bluebonnet's 100% Whey Protein isolate. the innovative line of Targeted Multiples®**

**Standardized Pomegranate Whole Fruit Extract Vcaps**

**Standardized Turmeric Root Extract Vcaps (Curcuma C3 Complex®)**

**Grab great discounts from Bluebonnet's Earth Month promo of Super Earth® and EarthSweet® products through May 15th.**

**Ask your BMC rep for details**

Bluebonnet Nutrition supplements are sold exclusively in natural food stores staffed with knowledgeable people who can direct the consumer to products that will address their specific nutritional requirements.

**Check out the new Bluebonnet website, [www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)**

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30 count, 1 fish serving

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Fiber Mate provides healthy intestinal tract support with naturally-occurring nutrition from vegetables, herbs, friendly intestinal bacteria (DDS-1 strain), chlorophyll and food fiber. Gluten & dairy free formula.

Fiber Mate is free of psyllium, cascara sagrada, senna, oat, wheat bran and ground flax seeds (rough on sensitive systems) that may irritate intestinal lining. Each serving of Fiber Mate is equal to 1/4 cup of green vegetables. Safe for nursing + pregnant women, and helps with infant constipation for breastfeeding mothers. When taken with Aloe Life juices, Fiber Mate supports rebuilding of the colon, detoxification + tissue cleansing, and support for the liver for optimum health. For effectiveness, especially when allergies are an issue, this unique formula is becoming the preferred choice. 160 Tablets or 2.5 oz powder in Glass bottle



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**Probiotics are Essential  
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**CONFIDENCE**

With **Dr Ohhira's Probiotics 12 Plus**, you know that you are offering your community a product that works like no other.

Dr Ohhira's Probiotics 12 Plus provides the gut adherence necessary for immediate efficacy and effective probiotic colonization

Only Probiotics 12 Plus contains the TH10 strain, so necessary when the immune system is under assault.

Stock up, educate on the many benefits of plant-based probiotics and keep your literature rack filled with information on Essential Formulas Probiotics 12 Plus



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This month, these items are on sale at a **BUY 3, GET 1 FREE DISCOUNT** orders must be placed through BMC sales rep

**Catfish Bitters™** 60 Vcaps, 120 Vcaps and 6 oz loose tea

**Pure Acai Extract** 650 mg, 60 Vcaps

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**Catfish Bitters™** is a famous Appalachian bitters tonic from a fifth-generation herbalist from West Virginia, "Catfish" Gray.

This proprietary formula includes Black Cohosh, Bloodroot, Burdock root, Ginseng Root, Golden Seal Root, Lobelia Herb, Peppermint, Pipsissewa Herb, Queen Of The Meadow Root, Red Clover, Sarsaparilla, Slippery Elm Bark, Solomon Seal Root, Spikenard Root, Wild Cherry Bark, Yarrow Herb, and Yellow Dock Root. 525 mg



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Contains coarse sea salt, Epsom salts, baking soda, sea weed blend, and pure essential oils.



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The scent is unforgettably clean and exotic, with  
essential oils including Lavender Peppermint  
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Dermatologically tested and hypoallergenic

**Two sizes:**

pocket-size tube 2 fl.oz \$2.99 /\$4.99  
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*Wash up with these exceptional  
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**All Perfect Organic  
Ultimate Body Washes  
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**12 bottles - 10%  
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Citrus Fresh, Lavender Lavish,  
Orange Ginger, Nilla Mint,  
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**May Promotions**

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**Buy 12 Mix-n-Match: 10% OFF  
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Buy 24 Mix-n-Match: 20% OFF**

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**Buy 12 Mix-n-Match: 10% off  
Buy 18 Mix-n-Match: 12% off  
Buy 24 Mix-n-Match: 15% off**

*Himalaya USA brings you USDA-Certified  
Organic herbs*

**The hottest bodycare launch  
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Organique by Himalaya**

- Free of 200 common and synthetic ingredients
- Providing Himalaya's organic herbs
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**amazing!!**

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*highest potency dehydrated  
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*highest potency dehydrated  
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**Best Products at the  
Best Prices**

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**12 mix & match = 15%  
24 mix & match = 20%  
48 mix & match = 22%**



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*Based upon the success of our 8oz  
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**2 oz Vertical Spray  
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## Herbal Cleansers

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full, and the toxic load is too great for the body or cells to hold: and that is where health problems occur. The goal of detoxification, therefore, is to consistently work to lower the toxic buildup so that it stays in a safe range. Regular use of bitters, and a properly functioning digestive system, will usually keep that balance working.

If the body is cleansing constantly and with a natural rhythm to ramp up when difficulties present themselves—a condition of body homeostasis—then the benefits include healthy immune function, clear mind and corrected inflammation patterns. The best benefit of detoxification, in my mind, is the anti-cancer possibilities that clean and healthy cells offer. If you research the results obtained from tissue-cleansing protocols of natural health doctors in the last era of wise herbalism, you will see that most therapies included the use of well-designed herbal cleansers to aid the body to resist the possibilities of cancer's beginning. The logic is simple: healthy cells can monitor themselves and eradicate abnormal mutations. The body has an innate ability to keep itself vital if we do not burden it with unnecessary toxins and metabolic waste build-up.

### Clean Cells, Healthy Immunity

Therefore, this is the best time of year for the herbal classics like Herb Pharm's **Red Clover-Stillingia Compound**. This product should be the basic seasonal detoxifier. Utilize the benefits of this high-absorption liquid herbal

extract with a product like HemoCare®, and you are looking at optimal alternative action. This is the way to a long-life of clean body system health!

### Daily Cleansing, Too

People need images to understand the simple logic of how their bodies work. The intelligence of seasonal cleansing is that we create an action—cleansing—and then allow for a reaction—the body's release of unhealthy debris and adjustment to this cleansing exercise. I like to explain this concept to them with the image of waves coming in and going out. When a person cleanses, they would do best to wait for a while after the cleansing exercise so that the body can push the metabolic waste out after the cleansers have done their job. Herbs in—like a wave of cleansing activity—and toxins out. This flow should by necessity involve some spacing between waves for optimal effect. People should be led to understand that all-out, non-stop cleansing is unnatural and can lead to many difficult complications. That is why we espouse seasonal cleansing, and cleansing that is gradual and most often starts out slowly.

But daily cleansing is good too. That is why we rate herbs on the scale of deep cleansers (wild indigo, black walnut, andrographis, coptis, pau d'arco, red root, yellow dock) and mild cleansers (dandelion, burdock, echinacea, nettle, Oregon grape root, prickly ash, sarsaparilla, turmeric). All of these herbs can have a strong effect and once you delve into herbal cleansers you will be surprised at how dramatic some effects can be. A toxic body is prone to severe initial

response. Sage advice is to start slow and to rotate among all the cleansers so that the unique benefit of each is felt. In line with the mantra "daily herbs" we could add cleansers to the normal recommendation of herbal adaptogens. This is another reason why you should be involved in the dialogue concerning herbal cleansing: the detox box leaves a person with no human contact as they venture into the new waters of herbal cleansing. While the Himalaya Formulas are gentle enough for daily use, every herbal foray should be attempted with the knowledge that the person has back-up support to turn to in the knowledgeable and caring staff of their local health food store

One of the best daily herbal compounds for gentle but noticeable cleansing action is Herb Pharm's new **Digestive Bitters Compound**. Again, it is the bitters—and this formulate will promote healthy digestion—but the blend of herbs will have the ancillary effect of stimulating cleansing action at a cellular level. This is without-a-doubt the tastiest bitters compound ever created, as Herbal Ed Smith has blended the quality herbs that are Herb Pharm's trademark into a formula of the herbs angelica, hyssop, juniper, cardamom, ginger, gentian, anise, cinnamon, myrrh and peppermint essential oil. There are so many healthful herbs that also naturally cleanse the body that the real goal is just to start to include herbs more daily into the diets of the people in your communities. The results, when using well-made herbal formulas and clean organic herbs, will be a healthier neighborhood with less chronic illness.

It is both natural and necessary to sneak **Dr Ohhira's Probiotics 12** formula into this conversation because this is a plant-based probiotic that used wildcrafted herbs in its production. The genius of this fermented herbal medicine is just now being understood when we speak of prebiotics and the proclivity of the digestive system to accept plant-based probiotics. This is as natural as it gets, and the vital probiotics that **Essential Formulas** offers are truly essential to seasonal detoxification protocols. Not only does this probiotic strengthen the immune system, it also contains the TH10 strain of bacteria which is the only safely available probiotic to perform a cleansing action on its own. Truly awe-inspiring!

### Be Excited, Spring is Here

Plants have much to offer to human health. We should always be grateful for the abundance that we have, as this eden is still producing harvests of beautiful miracles we call the plant world every day: humans have just to learn the usages and give thanks for the opportunities that plant health provides. Look at your herb section and learn the benefits of all the herbs that you offer! Think of the secondary-actions of the herbs that you already have become acquainted with: which of these are also good alternatives and how can they be added to the diets of the people who turn to you for answers? Know that there are exceptional formulas available that can assist every person to better health naturally. Life is too short not to enjoy the healing actions of earth's plant herbal cleansers. Learn the benefits and share the knowledge. 🍀



### Products that inspire

- JointAstin™
- BioAstin™
- CardioAstin™
- BioAstin Supreme™
- DermaAstin™
- Spirulina Pacifica™ 16 oz powder
- Spirulina Pacifica™ 200 tabs
- Spirulina Pacifica™ powder 5 lb bag
- Spirulina Pacifica™ 400 tabs
- Spirulina Crystal Flakes 5 lb bag
- Spirulina Crystal Flakes
- Spirulina Pacifica™ Tablets 5 lb bag

Nutrex dietary supplements are produced in Kailua-Kona, Hawaii by Cyanotech Corporation, a world leader in high-value nutrition and health products derived from blue green micro algae. At its 90-acre facility located on Hawaii's pristine Kona Coast, Cyanotech uses patented and proprietary technology, harvesting and processing techniques to produce the purest, most powerful microalgae based dietary supplements in the world.

Cyanotech products include BioAstin Natural Astaxanthin and Spirulina Pacifica—all-natural functional nutrients that are proven in clinical studies to enhance human health.



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## Immunity in the News

continued from page 1

validated to increase immune system support overall. **Immune Health Basics** was decided to be the best choice by the Canadian military when they sought a product to give to their troops who may confront biological warfare unknowns. The U.S. military is now investigating the amazing results of their studies. I would want this product in my arsenal if I was confronting the who-knows-what that we are being told lies before us. Immune Health Basics beta glucans are excellent for everyday immune health support, and is likewise is perfect for allergy season. **Wellmune WGP** is clinically proven to enhance key immune system responses without damaging side effects. It is clinically proven safe and effective. Typical dosages are 250 mg daily.

The research on beta glucans is exceptional (you would think that some talking head would be discussing these facts on TV, adding something valuable to the cacophony of babble), and properly made medicinal mushrooms offer beta glucans and polysaccharides for general immune system support. **Mushroom Science** provides therapeutically-beneficial hot water extracts, so the mushrooms truly provide the benefits that the research concludes. Not all mushroom vendors provide equal products concerning immune support: invest now in Mushroom Science's therapeutic medicinal mushrooms. Learn the distinctions between the medicinal mushrooms and when in doubt, recommend Reishi.

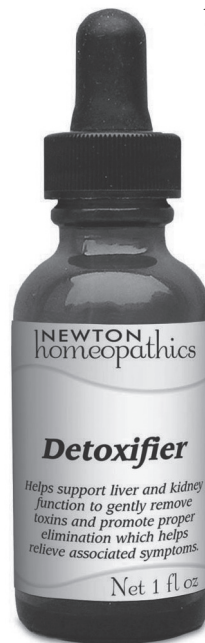
**Bluebonnet Nutrition** also offers AHCC, and current theory advises to rotate among the various mushroom strains.

Herbals are essential to immune system support and activation if an uncontrolled viral attack occurs. It has already been noted that over 36,000 people die every year from the traditional flu, so this is an opportunity to educate people on the herbal options available to them. For prevention, **Herb Pharm's**

**Immune Defense Tonic**™ is my favorite because of the quality of the herb and the fullness of the formula. I trust Herb Pharm to source and grow the best material and so I am now taking this blend of echinacea, astragalus, reishi, schisandra, and prickly ash. The other top-grade herbal immuno-supportive formula is **Himalaya USA's ImmunoCare**®. This Vcap blend includes Guggul and Amla C and is supported by an amazing 108 published clinical trials.

When the virus strikes, Herb Pharm is there with three great formulas all of which will work (and all of which can be taken together). Create a counter display with all the Herb Pharm liquid extracts—they take up so little space but afford such a range of action. **ImmunAttack**™ **Compound** is, as the name implies, for herbal support when the immune system is being attacked. With echinacea, spilanthes, wild indigo and myrrh this is an herbal arsenal that packs a strong wallop! **Echinacea-Goldenseal Compound** is the time-tested and true formula for the symptoms of both cold and the flu. This formula provides fast-acting support to the lungs, eyes, nasal passages and stomach when airborne invaders strike. **Virattack**™ **Compound** supports the healthy function of the immune system but research will point to one specific action that all these herbs have in common as the name implies: lomatium, St. Johnswort, echinacea, olive leaf and lemon balm provide a five-tiered herbal assault when the body is under duress. Finally, **Super Echinacea** can be heavily dosed with any of these compounds for excellent results.

For lung support, it would be wise to add Himalaya's **RespiCare**® to the **Reishi Gano 161**™ mushrooms from Mushroom Science. Both support optimal



breathing in trying times. For those with already weak bronchial function, Herb Pharm's **Calm Breath**™ **Compound** help clear the way.

Stomach upset can be debilitating, so make sure that you have on hand the quick acting herbals from Herb Pharm. **Lavender Spirits Compound** will quell nausea quickly, as will the natural herbal antacid of **Neutralizing Cordial Compound**, which is a traditional Eclectic formula for diarrhea as well. Always stock up on **Peppermint Spirits** and **Ginger** liquid extract at this time too.

For fevers, yarrow and boneset are excellent as it induces sweating, and echinacea is perfect for situations of high fever. Herb Pharm's **Children's Compound** is good for everything that ails a small child and baby and you should have plenty of this on hand now. Newton's Fever formula is safe and effective and smart to have in the house ahead of time.

Herb Pharm's **Willow-Meadowsweet Compound** will function as an herbal aspirin and help to reduce fevers, as well. The versatile turmeric is great for fevers too and BMC offers the world's best with Himalaya USA's **Turmeric Vcaps**, **Bluebonnet's** great priced **Curcuma C3** blend and Herb Pharm's liquid herbal extract. Every home should be taking turmeric every day!

Other herbs for viral concerns are elderberry, olive leaf, echinacea, St. Johnswort and lemon balm. Bluebonnet Nutrition offers the newest and best garlic supplement with their **GarLo**™ **Active** enteric coated caplets, which contains high alliin fresh garlic extract from a proprietary variety of mature, premium-grade garlic bulbs (*Allium sativum* L.). and olive oil polyphenols from a patented variety of olive pulp extract, particularly rich in polyphenols. Better than a garlic necklace!!

4 ounces of whole leaf aloe vera prove very beneficial for viral assaults and **Aloe Gold** from **Aloe Life** is a mainstay of the natural foods medicine cabinet, and their Herbal Stomach formula is great when stomach issues flare up during infection: herbal chicken soup. Once the flu has struck, the research is rather striking on how **NAC** (N-acetyl cysteine) provides broad-level support to keep flu-symptoms controllable, probably due to NAC's role as a precursor to glutathione, the body's principal internally-produced antioxidant. Bluebonnet uses premier product from the Japanese supplier, Ajinomoto. I personally believe that the **Newton Homeopathic Flu** formula has a benefit prophylactically, though the American Association of Homeopathic Pharmacists steers clear of making any claims in this fashion on legal grounds and we should all be careful what we say, I know what I am taking during this possible crisis!! The Newton **Detox** formula is also versatile enough to

### "WE ARE HEALTH FOOD PEOPLE"

#### Nabeel Manal, President & CEO, Himalaya Herbal Healthcare USA



I have the honor to lead team Himalaya in North America, Latin America and the Caribbean. My grandfather founded Himalaya as a "seed-to-shelf" company 79 years ago and we remain family owned with over 3,000 global employees. Our vision has always been to provide pharmaceutical grade herbal supplements at an affordable price and to give back to the community and care for the environment. In most countries, Himalaya supplements are actually prescribed by doctors (including MDs) as all of our formulations are proven in published clinical trials. Although I grew up and completed my education in the US, I was born in India and returned there in June 2004 to serve as Himalaya's Vice Chairman after spending six years as a healthcare consultant at Hewitt Associates. As Vice Chairman, I gained a detailed understanding of Himalaya's operations, worked with the leadership team

on strategic vision and increased collaboration among Himalaya's more than 70 international markets. In spring of 2006, I relocated to the United States to take on my current role. In addition to Himalaya's devotion to research and clinical work with its staff of over 100 physicians and scientists, I am very proud of our record of caring for the environment and giving back to the community. Some of the things I am proudest of include our supporting the Soliga Tribe in India by purchasing their organic Forest Honey from them at a fair price, adopting a low income school in Houston at Christmas time, supporting over 2,500 farmers in India, planting 50,000 trees in a partnership with Trees For The Future and our ISO-14001 certification for environmental management and pollution control. I am also excited about our new USDA Organic Single Herb Line and body care line called Organique by Himalaya which is made with organic ingredients.

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## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

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

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

## Immunity in the News

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keep the terrain cleared at this time so that the immune system can work its level best.

Finally, not to be forgotten, the hands do need to be washed often. Just not to the point of stripping the mantle of bacterial immune support that our immune system needs on that outer defense. Now is the time to highlight at the register the new EcoCert-certified organic **Moisturizing Hand Sanitizer** from **Surya Brasil**. This beautiful-smelling natural moisturizing sanitizer kills 99.9% of all germs and is literally a delight to use. People will love that it is organic and that it works! To re-colonize the skin with good bacteria, advocate daily use of **Essential Formulas** one-of-a-kind **Dr. Ohhira's Kampuku Probiotic Soap**, which many stores have discovered is phenomenal. If we never even reached the real levels of epidemic or pandemic, it is always good to have essential oils in the house and available for keeping the air clean and promoting health defenses. Essential oils have historically been used against contagious diseases, and the story behind the "Personal Defense" blend from AromaLand offers a great story to alert consumers to the practicality of essential oils for health. Learn about the original "Thieves blend" from the Middle Ages and stock plenty of AromaLand's recipe that includes the Essential Oils of Allspice, Cajeput, Clove Bud, Lavandin Super, Green Myrtle, Niaouli, Nutmeg, Lemon Tea Tree, Thyme Linalol, Angelica Root, Organic Lemon Myrtle

Somewhere out there, danger lurks. Human folly make the possibilities even more real and frightful every day. We certainly don't need the media and pharmaceutical companies making us more scared than we rightfully should be. Take a stand. Have confidence in the products you sell. Our medicine cabinets work better than their medicine cabinets, and it is your obligation to be able to provide that information to your community. Time will tell if this month passes safely, and this unexpected article will always be here for you to jolt memories when the next catastrophe arises. ☺



## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya USA

www.himalayausa.com  
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#### The Hair Doc Company

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#### Nutrex Hawaii

www.nutrex-hawaii.com  
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www.herb-pharm.com  
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orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

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fax: 619-258-1373  
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#### Essential Formulas, Inc.

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#### Immune Health Basics

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