



Talking Health Working for Healthy Skin in the Cold Weather Months

Dry skin ahead. As we spend more time indoors, with home-heat, comfortable and body bundled in layers of warmth, we create the conditions of skin stress that can lead to dry skin. Though we carry gallons of bottled and labeled liquids in our stores, are we truly highlighting those products that go beyond moisturizing, and which actually hydrate? As skin gets drier and drier these upcoming winter months, let's start to speak the language of skin nourishment and provide good clean bodycare products that work to revitalize the skin naturally.

We all have our best-sellers and favorites: those products we recommend because we like them or customer raves have convinced us of their success. It is interesting to note how many times people say that they love one product because of the way that it smells. Is aroma defining efficacy? We all know scent is vital to healing and "that influential placebo effect," but we have to look to the ingredients panel to truly judge a product's worth. As we become more intelligent as to the function of a skin moisturizer and more aware of the benefit of good ingredients, we need to be able to educate our community about the great products available to them.

Hopefully, your store has been adapting in the past few years, and presenting better bodycare products—and not relying on an old wave of products that are now saturating the shelves of your mass-market competitors. Something that we all need to realize is that when we bring in new products, it should be because of our belief in these products and our commitment to get them onto the home shelves of our beloved customers. This is more than business: it is sharing better health!

So, what does a recommendation-worthy product look like? To me, first and foremost the product must contain only clean ingredients. This is not always the case in our industry. As a matter of fact, one may even recognize that you hold your nose when you sell your store's "best-sellers" because you

disapprove of their pedestrian ingredients panel. I wonder if we even fully trust the disclosure of the ingredients panels of all the companies that present themselves to us through catalogue and distributor. Indeed, finding bodycare products that can garner complete trust is not the norm in our industry today. Hopefully, *Delicious Bodycare* will begin that dialogue with your store as *BMC* moves more into education about the ingredients that fill the bottles that end up on our shelves and on our customers' skin.

As that process moves forward, let's begin to recommend the best products possible and to feel the obligation to dialogue with our clientele about that 12% of our business that is the typical bodycare section of the typical health food store.

Great products? Great products first have to be clean. Our industry is inching towards cleaner products, and we have to be proud of the journey we have taken in the last twenty years—as our industry halted the determined assault of dubious and dangerous chemicals into mainstream skincare products. Mainstream saw our leadership, saw that it could be done healthfully, and eventually followed. The problem is that the drug-store/Walmart channels are now offering products similar to the majority of what is available to our industry: the progress in the clean debate seemed to have slowed until about the last four years. So be a tyrant with your role in demanding good clean products: they work better and are better for us all in every way.

Recently, I saw some internet tripe about great moisturizers for the skin: people are being taught by the internet and not by you and your store personnel. What they recommended (the expert said) was petroleum jelly as a base for a body moisturizer. As you can see, we still have not changed the world. In working to bring about effective long-lasting skin moisture, the last thing that you would want is petrochemical anything. Work to weed these byproducts that have snuck into our industry entirely off

your shelves. They are still there, and can be replaced by newer and better alternatives. And the more we speak about the negative concoctions that we refuse to carry, the more people will learn to look to our stores for the cleanest of the clean.

Dry skin is actually a year-round complaint for many. The low humidity of the winter indoor months aggravates the condition. While we shall talk about internal support later, it is obvious that anyone with dry skin needs to drink more water. If someone has constant dry skin, ask them about their liquid intake. Most people drink little water, few liquids, tend toward constipation, and probably drink soda as their main daily liquid. We have to start there, as skin-moisture needs demand more water.

As we look to increased water intake internally, we should not be so quick to praise water in the ingredients panel of a bodycare moisturizer. Water as a main ingredient is often a filler in a poorly-made product. This is not always the case, as sometimes a formula is properly proportioned where the actives are balanced in a formula intentionally and water is a conduit. It is hard to tell by reading an ingredient panel, which is why the field of bodycare is so sensory, even when we are deciding which products we like. Look at water in a product suspiciously, but also try to understand what the intent of the combination is—and then try the product to see how it feels when applied to the skin.

A good moisturizer should first feel nice to the touch. Second, it should absorb smoothly, and then—the most important attribute—it must remain in the underlying layers of the skin so that moisture is retained. A good moisturizer nourishes and provides long-term moisture to the non-topical layers of the skin. Dry skin often recovers when hydration is achieved, and hydration takes place when moisture is retained in the skin and water remains to work its magic.

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Talking Business Flu Update: November 2009

Into the dark tunnel looking for truth. Maybe I should not have seen the movie *The Constant Gardener* before I started writing this opinion piece.

This movie would make one wary of the intentions of the pharmaceutical industry, and governments, and the untrustworthy side of human nature. We stand before the future, wanting to do the right thing for ourselves and our loved ones, and the truth seems so

difficult to find. Where are we today with this H1N1, this swine flu, this media event? What is the role of the health food store when the mixed messages seem literally designed to confuse?

The President of the United States declares a national emergency. Supplies are short so get in line. The contagion is not severe but "it" will work, once and for all—wink, wink. The World Health Organization

shakes in fear but stops counting the verifiable cases. Every doctor in America is on TV saying this flu shot is safe, but they know nothing about it. Nurses and frontline healthcare workers go to court and protest that they do not want to be forced to get the shot. Flu season is over in the Southern Hemisphere and everyone seems to have lived! 100 children have tragically died and

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Working for Healthy Skin

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Technically, hydration means to chemically combine with water, so even harmful products could be said to “hydrate”. In the context of healing the skin, though, hydration means to create the environment for water to remain in the dermis, bringing moisture and creating the conditions for healthy skin tone to be achieved or renewed.

To the misinformed, therefore, petroleum is used to “lock” the water in with the hopes that this imprisoned water will bring moisture. There are, of course, better and more healthy ways to achieve these results, and shea butter and aloe vera are two wonderful plant foods that are time-tested and successful multi-taskers.

Shea Butter

If you have been watching the bodycare market, shea butter literally catapulted from relative American-market obscurity to a ubiquitous superstar in less than five years.

I remember when I was first introduced to Shea Butter by **Perfect Organics**, and their products caught the region by storm: at that time there were less than four companies that had shea butter in their products as I combed the shelves looking for this ingredient everywhere. Nowadays, shea is a commodity market product used as an adjective to explain lush moisturizing, even if all raw materials are not alike. Shea is where it's at right now.

Shea butter is a fat that is derived from the seed of the shea tree, which is prevalent in the African savannahs from West Africa—where it has a well-defined traditional use—to East Africa, where it is rarer and less famous. The trees grow wild, but does not bear fruit until it is very mature, so there will not be any plantation farms of shea anytime soon. Shea butter has traditionally been used as a food, and has been used to make soap, candles and even as an ingredient in chocolate. Shea butter has many traditional medical uses topically, and may even be an anti-inflammatory. Shea has been collected by tribes-women for millennia and prepared in a manner that extricates a marvelous, nutrient-rich fat that the women of the village used with great ingenuity. African drums and wood are kept moist with shea butter.

Shea has been on the European skincare market for decades, introduced by the colonialist Scottish explorer Mungo Park who noted that the extract of this nut had the consistency and appearance of butter. There are many companies that now harvest the wild trees and there are many ways to get the desired nut fat—and most methods destroy the delicate nutrients in the butter that now make shea so famous.

Shea butter, properly processed (not even touching upon the ethical questions of how the nuts are gathered and the concerns for “fair trade” in commerce with the indigenous peoples) is a nutrient-dense, saturated fat that absorbs quickly into the skin and hydrates in profound ways.

If you take Perfect Organics shea butter and massage it into your skin, you will probably notice that the skin immediately seems saturated with moisture. The marvel is that seconds later, this pool of shea is gone,

and the skin seems revitalized like a plant after a good watering. Here is where the work really begins, because a properly-processed shea butter (minimally processed with as little heat as possible) is like a skin vitamin, supplying many excellent, natural-source nutrients that assist the skin environment to naturally heal itself.

Shea butter saturates, penetrates, moisturizes and restores homeostasis. A person with dry skin will notice profound results in a matter of days, and the benefits definitely accumulate. A person with normal or oily skin will also benefit from the nutrient-dense support this herbal skin food provides. Again, this is where Perfect Organics is unique: because they source and handle the product in a manner that maintains the integrity of the butter, all the nutrients are present to provide their nourishing support.

If you look at Perfect Organics product, touch it and apply it to your skin, while comparing it to other cheaper-priced products, you will see and feel the textural difference. While most shea products on the market heat their butter (destroying the natural composition of the fats and harming the vitamin profile), add petrochemicals in the manufacture, and dilute the shea with unnecessary adulterated extras, Perfect Organics product looks fatty and fleshy like a raw butter compared to a margarine. The difference is actually visual. Perfect Organics is more than a medicinal-quality shea in its application, it is a perfect single ingredient moisturizer in itself.

When you add the extra benefits of Organic Essential Oils to the mix—as Perfect Organics is committed to using only Organic—you have one of the most powerful one ounce moisturizers our industry has ever seen. Shea should be the leading nutrient in your store for educating about perfect moisturizers. You need to be able to explain how this product is unique and how it handles better on the skin and does more with little. Educational salespersonship will direct people to the best products for their health.

The beauty of Perfect Organics shea products is the easy spreadability attained without adding any chemical agents or heat. Their vegan shea butter lip balms are their best selling items and they will create a loyal allegiance among users that is contagious.

Other commodity offerings for shea are all over the business map, from “raw” products that are rancid and smelly, to pure white products that are heated and treated into uselessness. Indeed, a little Perfect Organics shea butter goes a long way—which mirrors their company stance on being respectful of the environment. For achieving the best results for skin hydration, shea butter is unparalleled: a simple multi-tasker that works quickly, completely and easily when you have real pure shea.

Aloe vera

When it comes to miraculous plants for skin health, aloe vera rules the market. Here, we have already learned as an industry that not all aloe vera is alike: from imported overseas aloe of questionable purity to old aloe that is devoid of nutritional benefit. Aloe vera, though, serves as a base for probably over 85% of the bodycare market nationally. Aloe is big business: so how does it work?

Aloe vera is a very nutrient-dense plant, considering that it is 99% water. Aloe has approximately 200 recognized nutrients including the highly-prized polysaccharides and other glyconutrients. Add aloe to dry skin and the disharmonies that lead to dry skin figuratively evaporate and an environment of skin nourishment prevails.

As importantly, aloe vera provides tremendous transdermal absorption, and this may be the key to why aloe is so prevalent in bodycare products in our market today. While most products are water-logged and only “water” the skin's surface (which manufacturers love because then you have to apply more often), aloe vera absorbs deep, carrying its beneficial nutrients to subsurface skin layers that drink in the nutrition and respond by returning to health!

Aloe is amazing: but the buyer should beware here, as not all aloe is the same. My favorite aloe vera products are from **Aloe Life International**, the aloe people. They have always used a certified-organic whole leaf aloe vera juice as the base for all their bodycare products, and this primary ingredient is the lead agent for all the great results. And they work. I still receive constant comments about the visible differences that the **Aloe Face & Body Lotion** provide quickly to dry skin, and am amazed at how many people tell me that they have changed from their \$40 skin creams to the affordable 16 oz. Face & Body product for one-stop all-over skin hydration. Amazing.

For me, the **Aloe Healing Skin Gel** is still one of the most miraculous multi-tasking products I have ever used topically, and I take it with me wherever I go. For problem skin cases, this product is absolutely essential, and as a base before makeup—where hydration is key—this is the best-kept secret of wrinkle-free skin beauty.

Read the labels. If a product lists “aloe” or “aloe vera” then most likely it is a dried aloe vera powder reconstituted, which is a weak substitute for the full attributes of a whole leaf juice. Accept no substitutes, sample out Aloe Life's body lotion and change the complexity of your community's skin!

Internal Nutritional Support

If you are looking to add one nutrient to the diet for skin health it would be MSM. Many stores actually cross-merchandise **Bluebonnet Nutrition's** MSM Vcaps in their bodycare section as well. MSM is a bioavailable form of sulfur, which is essential to cell health, aiding in detoxification, cell elasticity and repair. An elemental nutrient for skin care. Again, note that not all MSM is alike, and for purity and therefore efficacy, always buy products that tout the **OptiMSM** logo. Bluebonnet's MSM is 1000 mg OptiMSM®, in a glass bottle + Vcap™, gluten-free, Kof-K kosher certified, well-priced and sold only in health food stores. This MSM is also beneficial in their Glucosamine products, in their **Ultimate Hair & Nail Formula**® and now in their new **Age Less Choice™ Targeted-Multiples™** (for Men & Women) 50+ for older skin.

Amino acids are obviously critical for skin care and moisture retention, and cysteine and methionine are two sulfur-containing amino acids that may be beneficial if there is a nutrient deficiency leading to dry skin. Aloe

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November Specials Holiday Helpers **20% OFF**

minimum 3 ea. of listed products

**Digestive Bitters Compound • Neutralizing Cordial Compound
Oat Seed liquid extract, and glycerite • Nervous System Tonic™**

Three Fantastic Formulas that Work!

Nervous System Tonic™ Restorative Nerve Tonic: Skullcap flowering herb, Oat "milky" seed, St. John's Wort flowering tops, Celery whole plant, & seed, Lavender flower.

Digestive Bitters Tonic: The Most Tasty bitters—Angelica root, Hyssop leaf & flower, Juniper berry, Cardamom seed + pod, Ginger rhizome, Gentian rhizome & root, Anise seed, Cinnamon bark, Myrrh tears, Peppermint essential oil.

Neutralizing Cordial Compound: Antacid, Antidiarrheal & Gastrointestinal Corrective: Rhubarb rhizome, Cinnamon bark, Goldenseal rhizome & roots, Peppermint essential oil, Peppermint leaf, Potassium Carbonate, USP

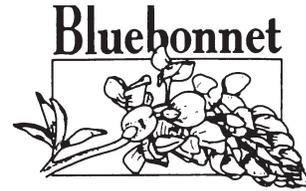
Herbalists Pick for November:

**Celery liquid extract—
a restorative nerve tonic
& mild sedative***

*statements not reviewed by the FDA



Not represented by BMC in NJ



Got Wellness? Think Bluebonnet Nutrition

If you are offering Bluebonnet products, you have an excellent vehicle right now to offer real savings to your communities on the basic nutrients necessary for good health in these trying health-times.

This deal runs through DECEMBER 18th and offers a 3 + 1 on 25 excellent products including Astragalus, Olive Leaf Extract, Zinc lozenges, Vitamin C, AHCC® and Cranberry; L-Lysine, NAC and quality Multiples including the very popular Liquid Super Earth™ Multinutrient Formula

Don't Forget Your Aglio e Olio

Standardized Olive Leaf Extract Vcaps with 18% Oleuropein
—with e-d-s® plant-based enzymes for noticeably better absorption.

GarLo™Active—Bluebonnet's GarLo™Active Odor-less Enteric Coated Caplets contain high-alliin fresh garlic extract from a proprietary variety of mature, premium-grade garlic bulbs (*Allium sativum* L.) WITH olive oil polyphenols from a patented-variety of olive pulp extract, particularly rich in polyphenols.

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NORDIC® NATURALS



Pure and Great Tasting Omega Oils

Omega-3s to Protect the Children

*Are you Making Sure Children's Basic Health Needs
are being met?*

Unparalleled Quality, Freshness & Purity for Children

Children's DHA 90, 180, 360 strawberry softgels

Children's DHA Liquid 4 & 8 oz strawberry

Omega 3, 6, 9 Jr. 90 + 180 lemon softgels and 4 oz. liquid
Omega 3, 6, 9-D Jr. 90 lemon softgels with EPA, DHA, GLA and lanolin Vit. D

Ultimate Omega 500 90 smaller-size 500 mg strawberry softgels

Nordic Omega-3 Gummies 60 chewable tangerine gummies

Nordic Omega-3 Fishies 30 larger chewable tangerine fishies
and **Nordic Berries multiples**—120 citrus delicious gummy Berries
Vitamin D3 Lanolin in Organic Olive Oil

November Special

Introductory offer for first time buyers of Pet Products

Pet Cod Liver Oil 8 + 16 oz liquids

Omega-3 Pet 90 + 180 softgels
unflavored

15% OFF

Unlike other cod liver oils made for pets, **Nordic Naturals Pet Care Products** adhere to the same freshness & purity standards (European Pharmacopoeia) set for medicinal human consumption.

Circulate the most recent NORDIC NEWS on pet health care & increase your sales in this growing & vital market

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

NEWTON homeopathics

Nurturing Naturally Since 1987

November Promotions

November is Healthy Skin Month

20% OFF

(6+ per SKU in November)

- Acne
- Eczema-Skin Irritation
- Shingles
- Itch Stopper Spray
- Skin Irritation, Pets

Q & A for FLU Season

Q: Does Flu Care contain the swine flu nosode?

A: At this time, the current H1N1 strain is still unavailable. Flu Care (N005) contains all available flu strains from 1991 to the present year. These nosodes are made from the inactivated influenza virus vaccine designated by the *World Health Organization* for each particular year. Influenza types A & B—either individually or combined are included, as is the H1N1 strain from previous seasons.

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JUVO™



JUVO Slim System provides you with raw foods, giving you nutritional support specifically designed to relieve unhealthy food cravings; support a balanced blood-sugar, and promote progressive weight-loss. JUVO will help support your return to a healthy, trim & balanced body size. Rejuvenate + Reclaim a new, healthier slimmer you!

It is **JUVO Slim's** promise to deliver the energy, nutrition & live-enzymes found in nature's raw whole foods to you. **JUVO Slim** offers the health & rejuvenation benefits you want in your diet.

The GoJuvo Vegetarian raw food diet aids in rapid, weight-loss programs, with increased energy and immune system enhancement.

November Promotion

must mention **BMC PROMO** when placing order

10% OFF

Original JUVO boxes
JUVOSlim Boxes

Place packets by register and get these foods into school lunchboxes!!

Not represented by BMC in Eastern PA, NJ

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

November Sales Promotion

ALOE GOLD TABLETS!

2 sizes available 30ct + 60ct
12 items mix and match receive 10% OFF

24 items mix and match receive 15% OFF

not to be combined with other discounts

Aloe Gold Tablets combines the Highest Quality Whole Leaf Aloe Vera available with the convenience of tablets. 100% Certified-Organic too! The Aloe Vera is processed through a unique low-temperature dehydration method allowing the delicate polysaccharide chains to remain intact, along with the other 200 nutrients & enzymes that serve to provide maximum immune system support.

Minimum filtration keeps the valuable yellow sap anthraquinones in beneficial quantities which, according to Dr. R.H.Davis, encourages daily regularity of the bowels and give anti-inflammatory, anti-fungal, anti-viral, and bacterial support. Contains no preservatives. **Great for traveling! Smart for daily use during the Holidays!**

The New Perfect Healthy Hit
NEW SUPERFRUIT ALOE VERA QT.
\$16.79 - retail: \$28.95

NEW SUPERFRUIT ALOE VERA PT.
\$10.08 - retail: \$17.39

Tastes delicious and is the perfect compliment to Aloe Vera's health action in the body. Antioxidants from Superfruit include grapes, berries and other exotic fruits bringing the ORAC value to 2400 in every serving!



Essential Formulas

Award-winning Probiotics Products

Best of Supplements Award—Probiotics

2 years in a row

Dr. Ohhira's Probiotics 12 PLUS

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Dr. Ohhira's Kampuku Soap

These products are unrivalled!!

Probiotics are Essential NOW
Dr. Ohhira's Probiotic 12 PLUS
including the proprietary **TH10 strain:**

- Restores Harmony to the inner Ecology
- Supports Good Digestion and natural Immune Function
- Restores & maintains Proper digestive tract Ph
- Produces Bacteriocins

Dr. Ohhira's Probiotics Kampuku Soap

- Remember antibacterial soaps actually weaken resistance to pathogens
- Instead wash hands often with this moisturizing vegan Probiotic soap

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Olbas®

Made for THIS TIME NOW

Nine Different Olbas® Remedies that each soothe in a unique way

Olbas Oil—the original Swiss Aromatherapy Massage Oil & Inhalant

Olbas Inhaler
Olbas Pastilles

New Olbas Lozenges
Olbas Analgesic Salve
Olbas Cough Syrup
Olbas Herbal Instant Tea
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Floor Displays

15% OFF Direct
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Expand your Bath Section

Organic Aromatherapy Seaweed Sea Baths

20 oz. wholesale: \$6.00; retail \$9.00

Moon Rite Sea Bath:

Float, don't Bloat

Muscle Recovery Sea Bath:

refresh & repair

Rump Relief Sea Bath:

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Unscented Sea Bath:

softer than ever

Velvet Vixen:

strawberry-vanilla, daringly soft

Colds & Flu Sea Bath:

Breathe!

Hot Flash Chiller Sea Bath:

chill out

Itch Witch Sea Bath:

what's itching you?

Kiddie Calmer Sea Bath

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Bath Tools Sell ALL Winter long & are fantastic Holiday Gifts

Show that you know quality: carry the best Bath & Body Tools

Hair Doc & Bass Brushes The Best!!

Body Brushes, Mitts & Gloves • Natural Sea Sponges & facial sponges • top-quality Loofah Collection by Bass Brushes • The Original Hydro Exfoliating Gloves • Cotton/Terry Cleansing • Facial Cleansing Brushes • Nylon Wash Cloth/Towels • Exfoliating and Cellulite Treatments • Pumice Stones • Nail Cleansing Brushes • Ayate Body Scrubbers • Cactus Cleansing Mitts & Washcloth • Sisal Mitts, Scrubbers & Gloves • Relaxing Sleep Mask • Hot/Cold Gel Formula Facial Mask • Full Facial & Eyelid Masks • Body Massagers & Back Scratchers • Body Butter Hand Pads • Medication Cream Applicators • Moisturizing Medication Gloves • Solid Wood Mirrors • Bath Gift Sets • Gift Set Shaving Kits for Him • European Toothbrushes • Infant to Toddler Bath Toys **Available only in the Finest Bodycare Locations**

Not represented by BMC in NC, NJ, Eastern PA





Stock up NOW

Remember: the busiest time of the hair coloring season is the first two weeks in November (Holiday parties, dinners and all.)

Remember: your store is the source for natural alternatives

The Best: Surya Brasil Henna Cream Hair Coloring:

15 different shades

- the mildest & safest effective hair colorings on the market today
- NONE of the worrisome ingredients in other products:
- NO PPD (para-phenylenediamine); NO propylene glycol,
- NO Resorcinol; NO Ammonia or Peroxide, NO Gluten
- NO artificial colors, parabens, Heavy metals or synthetic fragrances

Henna Powder:

10 products with a honey sachet

- 100% plant ingredients: *Lawsonia inermis* (Henna) Extract,
- *Phyllanthus emblica* (Amla) Extract,
- *Acácia concinna* Extract,
- *Indigofera tinctoria* (Indigo) Extract,
- *Terminalia bellerica* Extract.

Remember: FLU Season is the best time to promote Surya's Organic Moisturizing Hand Sanitizer

PERFECT[®] ORGANICS

NOVEMBER Promotion
Cold Weather is rough on your skin
100% Pure Shea Butter
Original unscented
STOCK UP !!

15% OFF 12 or more

Extracted from the nut of the karite tree found in west & central Africa, this amazing, naturally vitamin-rich butter is one of the most healing, nourishing, and protective emollients available. Shea Butter has numerous benefits, including the treatment of dry skin, sunburns, dermatitis, and stretch marks. Perfect Organic's Shea Butter is of the highest quality—extracted and clarified naturally, without the use of hexane/solvents or other chemicals. So pure, so wholesome, it accommodates all skin types, from the tenderest to the toughest.

Perfect Organics was one of the first companies in the natural food industry to offer this centuries-old moisturizer to the American market, and their quality products still stand as the best nature has to offer



HERBAL HEALTHCARE

Affordable Healthcare
Mix & Match 36-piece
display 20% OFF

Mix & Match Formulations
20% OFF

- Koflet[®] Lozenges
- StressCare[®] 120 Vcaps
- ImmunoCare[®] 120 Vcaps
- CoughCare[®] Liquid
- StressCare[®] 240 Econo Size
- ImmunoCare[®] 240 Econo
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- RespiCare[®] 120 Vcaps
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Mix & Match Pure Herbs
20% OFF

- Amla • Garlic
- Andrographis • Holy Basil
- Ashwagandha • Neem
- 60 Caplets Excipient-free

Don't Forget to stock up on **Soliga Honey** this Winter & Holiday season
Re-order **Organique Displays** for that **25% off display deal!!**

Not represented by BMC in Eastern PA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

November Special Stock Up Sale

6 each per SKU 10%
9 each per SKU 15%
12 each per SKU 20%

Timely introduction of new marketing & education materials

- to help consumers with a brief summary of the products, a new consumer sell card (3 x 8.5 inches)
- online training piece for store personnel. 14 modules that should take about 20 minutes to complete will refresh and inform on the benefits of Wellmune WGP[®] beta glucans.

Successfully complete the training and Supplement Dept. personnel will get a free bottle of product

• Ask your BMC Sales rep for details on this excellent training opportunity

MushroomScience[®]

November Specials

mix & match

so your Customers can Rotate Mushrooms

Choose Among:

- **Maitake Vcaps**
- **Maitake 404TM 1 oz liq Gold**
- **Chaga Vcaps**
- **5 Mushroom Formula**

12 bottles total = **15%**

24 bottles total = **18%**

30 bottles total = **20%**

48 bottles total = **22%**

must mention deal when placing order



Sovereign Silver

- Recognized Immunity-Building Supplement
- Imperative for Kids in School Settings
- Before, During & After Work when the Office is Down
- Products that should be Shared with the Elderly
- Certainly an Exceptional Daily Support Supplement

November Promotions

10% off
2 oz mist spray
8 oz dropper

cannot be combined with other promos except normal volume discounts

Remember Sovereign Silver Endcap Discounts
How could you not be strongly promoting silver hydrosol NOW?

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



Working for Healthy Skin

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vera orally is very good at knitting collagen fibers together healthfully when taken with Vitamin C, a quality protein and sufficient Vitamin A. Dietary support for dry skin should focus on food that provides key nutrients l-Lysine and zinc. Vitamin E plays such a prominent role in skin homeostasis that I am shocked to acknowledge that E-sales have plummeted since the mass-media attacked this vital nutrient five years ago. E-400 iu Mixed Tocopherol is so imperative that this Bluebonnet staple should sit next to MSM cross-merchandised in the Skin Care section (remember 8 years ago how many people were buying E for skin care—nothing has changed factually and the results are still discernable!) Finally, Vitamin D 1000 iu's daily for most everyone all winter long—for immune health and skin health.

When we speak about skin health and integrity, we cannot ignore the all-important dynamic of cellular health. Indeed, dry skin is not, as dermatologists harp, a genetic defect, but rather a cellular imbalance in need of recovery. Cellular health by definition requires good fat function on the cell wall surface, and nothing can create that environment better than the daily ingestion of good fats and oils, especially EPA & DHA. If a person has skin issues, the discussion should always include the Omega-3s. To be a good educator in today's marketplace, you must learn the important of the Essential Fatty Acids (EFAs) to optimal cell function.

This is the starting point for healing and exceptional health.

Nordic Naturals website links you to a scientifically-accurate research site called www.omega-research.com where you can find over 40 distinct published studies on the importance of Omega-Nutrition for skin health. Nordic's **Complete Omega 3,6, 9** offers fresh, pure and triglyceride-form Omega-3s with certified-organic Borage Oil for its GLA content, for a product that proactively supports clean skin, flexible joints and healthy cells that govern it all! For many stores, this is the best-seller, and this product is often chosen by women over the best-selling **Ultimate Omega**. In an ideal world, you would recommend both these stellar fish oil products in conjunction, and you would educate on the benefit and value of taking them both in the liquid forms. As we move into the drier months, it would be wise to advertise the larger sizes of the lemon-flavored **Complete Omega 3, 6, 9** for big sales and customer savings (available in 60, 120 and 180 size softgels).

Finally, skin health always goes back to the liver and a healthy probiotic disposition in the body. Always direct people to **LiverCare**® by **Himalaya USA** and **Dr. Ohhira's Probiotics 12 Plus** from **Essential Formulas** for a complete holistic approach to skin imbalances of any kind.

Skin Distress and Imbalance

Most often, the root cause of skin imbalances can be traced back to cellular dysfunction or compounded irritation from the scratching of itchy skin. Dryness often leads to itchiness,

which leads to scratching which leads to rawness which is a stress and trauma which leads to compounding health issues.

The solution has to be holistic. First look at the environment: is there enough moisture in the air? With concerns for the flu prevalent anyway, we should advocate natural essential oils in diffusers all winter long: the house will smell better and the air will maintain a healthy moisture content.

Next, what is the person putting on their skin? Banish the cheap drugstore lotion and advocate products that you trust and believe in. The skin is the largest organ on the body and oftentimes people allow it to become parched or covered in mass-market junk: there is a lot of real estate to cover there and unhealthy products clog the pores and create overall skin imbalance. Suggest showers with clean products like **Perfect Organics Organic Ultimate Body Washes** (great gifts for the Holidays), or **Aromaland's** well-priced and safe 12-oz **Bath & Shower Gels** (they have an unscented one as well).

Surya's Sapien men's line offers an Eco-Cert **Organic Shower Gel** with natural fragrances that he will love.

For persistently dry skin, advocate the use of natural oils after shower and before bed. Aromaland stands alone in offering a complete array of natural plant carrier oils (18 in all from sweet almond to wheat germ) in glass bottles. It is time you upgrade your bodycare section to provide your community the best natural choices!

Finally, those enjoyable moisturizing lotions. From the daily-use winners from

continued on page 8

Nutrex
Hawaii



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Aromatherapy Skin Care
Unscented Bodycare products

Thinking Holidays already?

Aroma Land will have a beautiful Holiday Gift Promo: ask your BMC rep for details



Flu Update: November 2009

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we are too busy googling for who has the vaccine to administer that we forget to find out what they die of. Nothing gained from this sad loss of life.

Meanwhile, the voices of reason in our industry say, "question the status quo" and "give us more proof".

Why is the German government giving their troops a different form of the inoculation that does not have the preservatives? Why is the media not consistent with its numbers? Why is the government not consistent with its numbers? Are we being led to confusion on purpose?

Wow. Who would have thought that we would be at this place in the world today—with big business running and ruining our food supply and creating the conditions for dangerously world-wide disasters from contagion that is at least human-influenced? To be in the richest and most educated society in history with eons of wire and internet connectivity, but not able to find a shred of truth? With the lords of pharmacy leading people to lines of injection.

Where does your good-old health food store fit in this chaos and crisis?

My opinions are non-consequential to how you run your store at this time or what you say to whom when people come to you looking for advice, although I hope you all saw that the good Dr. Andrew Weil was sent a letter from the FDA and FTC about what he was saying, and Dr. Mercola and Gary Null are both worried about their legal safety as they shout out about the dangers we are expected not to question and just learn to accept at face value what *they* say.

For me, though, when I see every doctor in government escorted out to say summarily that everything is safe and take your medicine, and when every talking-head parrots the same, "don't worry, all is OK" then my instinct is to start to wonder. Didn't I see this in China and Russia decades ago? I look at the faces and wonder: doesn't this

DID YOU KNOW?

In 2008, the **American Academy of Pediatrics** doubled its vitamin D recommendations for infants, children, & adolescents to 400 I.U.'s a day in response to the growing recognition of Vitamin-D deficiency as an epidemic*. For children and adults who do not receive adequate sun exposure, experts recommend a minimum of 1000 I.U.s daily.

Offer **Vitamin D** from manufacturers you can trust and confidently depend upon:

Nordic Naturals Vitamin D3 in organic, extra virgin olive oil

Bluebonnet Vitamin D3 in 400 iu, 1000 iu, 2000 iu and 5000 iu in many sizes and from both lanolin-source + fish oil

*Holick MF. The vitamin D epidemic and its health consequences. *J Nutr* 2005;135(11):2739S-48S.

remind me of the person trudged before the cameras in the hostage situation? Careers on the line. Compliance: stand in rank. Top down orders.

What happened to our government? Our health care system? Our science?

There is nothing trustworthy out there to me. I ask, is this about people or about profits? (interesting that there is not one word about the profits being made by the people making the untested, unproven stuff). Sad to say they all have failed us. And so, with a "natural trust" in nature—which has been around longer than Wall Street and Big Pharma, I will turn back to nature.

Fish Oil (cod liver oil especially), aloe vera, fermented foods, mushrooms and herbal food.

My suggestion to you is that your stock your shelves full with that which you believe in. You have been a student of this world for as long as you have been a student.

Do you believe in what you sell? Do you understand silver hydrosol's application? Are you recommending Vitamin D to everyone?

"WE ARE HEALTH FOOD PEOPLE"

Elizabeth Bezzerides, President, Aromaland



Elizabeth has been President of Aromaland since 2001. Among many things, Elizabeth is responsible for Aromaland's quality-assurance and control. She obtained her MBA from the University of New Mexico in 1987, and her B.S. from the University of California at Berkeley in 1964. She is also a Registered Nurse. As an active member of her community, she is on the Board of Directors at the Los Alamos YMCA, and was a Director of the International Institute of Chinese Medicine. Elizabeth is responsible for the daily operations at Aromaland, and is involved in conducting every aspect of a smooth functioning flow where creativity meets reality.

Elizabeth's current passion is orchestrating Aromaland's commitment for manufacturing safe cosmetics. Aromaland already has an impressive safety score on the "Skin Deep - Cosmetic Safety Database". She notes, "We can do better. When we realize that some hidden chemicals may contribute to breast cancer, it concerns me, as it should concern everyone". Aromaland contribute a percentage of profits to The Breast Cancer Fund. Aromaland's pink ribbon campaign is year round.

We are proud of what we manufacture at Aromaland. We have always been known for our high-quality essential oils that we source from small, sustainable farmers from around the world. Our personal care products are manufactured with great care utilizing state of the art recipes. You can expect great new things from Aromaland's bodycare products in the coming year. Our ceramic division continues to create handmade diffuser products with the highest quality, yet which are made available at great low prices. We provide high quality products at low margins, thus our customers benefit and keep coming back.

PHONE EDUCATION AT YOUR FINGERTIPS

"The Benefits of Essential Fatty Acids"

Live Trainings with Stuart Tomc
Nordic Naturals
November 3rd & 4th, 10 times in two days

"Herbal Compounds for Common Ailments"

Featuring: Bugleweed/Motherwort Compound; Nettle/Bladderwrack Compound; Linden/Mistletoe Compound; Spilanthes/Usnea Compound; Stone Breaker Compound; Goldenrod/Horsetail Compound
Herb Pharm
November 12, 2 PM or 4 PM EST

"Three Herb Thursday"

featuring: "Neem, Bacopa and Garcinia"
Himalaya USA
November 12, 11 AM & 2 PM EST

"Homeopathy for your Emotions"

Newton Homeopathics
November 19, 10 AM & 3 PM EST

Me: I believe in **Immune Health Basic's Wellmune WGP™** everyday, a constant rotation of the hot-water extract medicinal mushrooms in smart high dosages from **Mushroom Science**, whole leaf aloe vera at least once a day from **Aloe Life**, 2-3 tablespoons of **Nordic Natural's Gold Standard Cod Liver Oil**, the daily essential of **Dr. Ohhira's Probiotics 12 PLUS** from **Essential Formulas** and **LiverCare®** by **Himalaya USA**. **Sovereign Silver's** silver hydrosol daily all winter long, **Surya Brasil's Hand Sanitizing Gel** and **Dr. Ohhira's Kampuku Soap** at least once daily for skin replenishment and as many adaptogenic herbs as possible—foremost in liquid form from the people I trust at **Herb Pharm**, and also from pill form from **Bluebonnet** and **Himalaya USA (olive leaf, elderberry, rhodiola, Maitake 404™ Gold, andrographis, ashwagandha, chyvanprash)**. **Olbas®** essential Inhaler and **Aromaland's** essential oils, especially their **Personal Defense** essential oil blend.

If I was limited to one product—and thankfully none of us will be—it would be **Newton Homeopathics Flu** formula, because I believe that Dr. Luc Chaltin knew what he was doing!! It would be by my front register.

These things above are things I truly believe in. The presidential decrees and surgeon general's edicts, the CDC's studies and figures, the WHO's warnings, cable news' coverage, and maybe someday soon the general's command for orderly universal compliance—I don't believe in any of them.

There are people like me out there: your job is to keep our health needs fulfilled and our home cabinets filled with what we believe in!

Scary times if you are looking for truth. I know I have found a treasure-chest of goodness, and I have full faith this goodness will work. Trust in natural medicine to prepare and confront any health assault. ☺



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GOT EMAIL?

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

VISIT US AT OUR WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

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

Working for Healthy Skin

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Aloe Life, Aromaland and the new and super-popular **Organique** by **Himalaya**; to the best there is, Perfect Organics **Body Glow** and the **Perfection Cream** (for the face) you have to become experiential yourself in these well-made health food store-specific, fully-natural body care options.

When skin illness sets in, though, don't forget that there are many cures on your shelves as well. **Newton Homeopathic** is promoting many of their skin remedies this month as **November is Healthy Skin Month!** From homeopathic remedies for **Acne** and **Eczema** and **Shingles** to their versatile **Itch Stopper Spray**, they have products that go to the root of the complaint. They even have an effective product in their pet line called **Skin Irritation** that complements Aloe Life's topical pet-care lotion. Your first aid aisle should have Herb Pharm's **Herbal Ed's Skin Salve**, **Sovereign Silver's Homeopathic Skin Gel** (also always with me), and a cross-merchandised double facing of Aloe Life's **Healing Skin Gel**.

The skin is a terrible thing to waste. This outer layer of the skin is our first line of defense for immune strength. Constant use of drying antibacterials disrupts good skin equilibrium. Prominently place **Surya's** Organic Moisturizing **Hand Sanitizer** by the register, and speak clearly on the benefits of daily use of the amazingly rejuvenative **Dr. Ohhira's Probiotic Kampuku Beauty Soap** with seaweed for replenishing probiotic integrity to the skin, arms and face.

Beauty is more than skin deep and so is skin hydration. Don't just sell bodycare products: learn to know what you sell and how it works. From pure essential oils (and the promotion of organic essential oils) to clean ingredient panels, we will only keep the bodycare customer if we become involved and interactive with what we sell. Bodycare is an integral art of wholistic well-being. This winter season, be the destination for people with skin maladies, and be the fountain of knowledge on how to prevent, avoid and dispel dry skin. Beauty is realized every day! ☘



How to Reach Blue Moose Consulting

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

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3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

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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
800-869-4640
fax: 713-863-1686
Houston, TX 77042

Perfect Organics, Inc.

www.perfectorganics.com
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fax: 703-852-7199
Merrifield, VA 22116

The Hair Doc Company

www.thehairdoccompany.com
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fax: 818-341-3104
Chattsworth, CA 91406

Nutrex Hawaii

www.nutrex-hawaii.com
1-800-453-1187
Kaula-Kona, HI 96740

Aromaland, Inc.

www.aromaland.com
1-800-933-5267
Santa Fe, NM 87507

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
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orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA 92107

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www.essentialformulas.com
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fax: 972-255-6648
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