



Talking Health Dragon's Blood, Albizia and Brazilian Green Propolis

I survived another Natural Foods Trade Show. Expo West is like going on a safari in a bazaar that is a marathon. Like Livingston, de Gama, or Lewis & Clark, the hope is that the journey will allow one to return unscathed with an excellent bounty of new treasures that will marvel and impress. This year's expedition proved to be extremely bountiful!!

The natural foods movement is truly a worldwide enterprise. As the computer and cell phone, air travel and the trade shows of successful industries allow, the health traditions of many functioning medicinal systems are being shared more and more internationally. Greater than the promise of computerized hospital record-keeping, the natural marketplace will continue to open the doors to more natural tools for true health care. Eden is still being explored.

This year's treasures were probably the best that I have found at any show since I have started this vocation as product representative. Three products really jumped out to me and got me super-excited: I had the opportunity to learn more about some new products that did things beyond anything I had seen before. True advancement.

Herb Pharm contributed two new items with their introduction of two new lesser-known products, the tree sap known as *Dragon's Blood* and the TCM staple—also from a tree—*Albizia*. **Essential Formulas**, the company that brings you *Dr. Ohhira's Probiotics 12 PLUS*, introduced what may be the most exciting new product in our

industry this year, *Brazilian Green Propolis*. All three of these products would be must-haves if I were a store buyer, as all three perform in ways slightly different than anything else we have currently had available in our natural healing cornucopia.

The world may seem to be getting smaller sometimes, but actually our knowledge is just increasing. In the 29 years that I have been involved in this wonderful world of health, we have expanded the herbs in the market's repertoire from a profound 50 basics—mostly of European and American Eclectic origin—to literally hundreds of well-researched and well-sourced options from all over the world. In just tapping the rich harvests of Ayurvedic medicine and Traditional Chinese Medicine (TCM), we still have many hundreds more herbals, compounds, foods, mushrooms and spices to become aware of. Think about how few herbs from India you knew three years ago, and think of how prevalent Ashwagandha, Holy Basil and Turmeric have become in the U.S. Guggul is still being accepted by the herbal prescribers, and bacopa is poised to become the big next herb. With **Himalaya USA**, we now have source to Organic, pure and potent herbs from a constant tradition of over 3000 years of recorded medicine.

China has a written recorded history of well over 200 herbs that are still unknown to most of the healers in this country. As products become available from both these countries, there is a real concern about quality sourcing, purity and ecological

standards: and good companies are finding credible and trustworthy sources and bringing top-quality products to our markets. The traditions of Africa, South America, Micronesia and other surviving folk medicines are still before us: this is an amazing time to be involved in Planetary Herbal Medicine.

There are always cautions to warn us though. Think of how unscrupulous marketeers have endangered the supplement aisles by tampering with various nutraceuticals with fraudulent mislabeled products. The fear is equally valid when it comes to highly touted herbal products from other countries. We cannot even guarantee quality with all the raw material suppliers in this country, and quality concerns are a mammoth issue we will have to deal with in the future with products coming from any unregulated market or Third World country. Be wise and develop your product selection with companies that have earned your trust through constantly advancing standards. You can recommend with confidence when you offer products presented by companies like **Herb Pharm**, **Himalaya USA**, **Bluebonnet Nutrition** and **Essential Formulas**. As we already know, not all herbals are equal!

Which product is most exciting of these big new 3? It depends upon your needs. Each product has an amazing story, and it is in the telling of the stories that we present the magic of the herbs to our communities.

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Talking Business Protecting Your Own House

Natural Foods Lobby Day was last month on Capitol Hill, a great day to feel strong in civil activism and natural foods community strength. The mood was slightly festive, as a recently introduced bill by Senator McCain (R-AZ) had been pulled back by the work of our friends on the Hill in concert with the people of the Natural Products Association. I was shocked that so few people were there (150 people is a good showing, but this was a dramatic test-case), because at the time the

event was planned there was a mounting hysteria that our ability to sell supplements could be immediately and dramatically curtailed. I would have expected a thousand shop-owners to have gathered to show resistance against this misinformed attempt at legislation. We dodged a bullet: we were lucky.

So business continues, but I wonder: is our industry actually intent on insuring its own survival, or are we just ducks in a pond—easy pickings for an inevitable dissolution and eradication. Never in my 29 years in

this industry has any threat been so obvious, so quick, and the response so minimal and disorganized. What can we learn from this event?

First, everyone needs to be more active in the Advocacy and Public Outreach components established by our trade organizations. Other industries' seem to have understood this and evolved, but the natural foods industry—retailers, manufacturers, suppliers, brokers, researchers and healers alike—has the

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Dragon's Blood, Albizia, and Brazilian Green Propolis

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Dragon's Blood is more marvelous sounding than the Phantasmagoria or Potter of Hollywood. The product doesn't hail from the world of the Viking or Camelot, but from the untamed rainforests of Peru. Dragon's Blood is a blood-red tree sap.

Dragon's Blood is one of those historically well-referenced herbals that has gained celebrity in many cultures, but which has also always had a reputation for being untrustworthy. There are many red resins that have been pawned off as dragon's blood in cultures from Roman times, Chinese apothecaries, India, Greece and the Moroccan Islands. Most dragon's blood has been used as a varnish, ink and incense. The history along the Incense Route of people peddling things claiming to be "dragon's blood" was probably loaded with adulterated coloring agents and often could have been red lead (cinnabar). Even real Dragon's Blood was sometimes sold as red opium. In all this duplicity and deception, a marvelous healing tree food has been nearly forgotten. With **Herb Pharm's** name before a product, as we all know, the genus is correctly identified and the correct product is sourced and made available. Herb Pharm is your trusted-source for 100% Pure (alcohol-free) Blood Red Tree Sap.

Two things about Ed Smith at Herb Pharm: Herbal Ed loves a good herb story, and he enjoys even more the path to truth than any herbal investigator craves. More importantly, Ed lives for the challenge of finding the best source of a newly-nationalized planetary herb. Ed is recognized as a leader of the American Herbal Renaissance for his efforts to re-introduce Echinacea to the American marketplace, and he had a principal hand in the unveiling of milk thistle, kava and maca to our market shelves. Ed told me over a year ago that he was hot on the trail of a Dragon's Blood and I knitted my brow at the concept. Now,

* denotes a statement note reviewed by the FDA. This information is meant for education purposes only, from the research of the Editor.

Dragon's Blood is here: and what an herbal friend this tree blood will be!

As Herb Pharm Herbalist & Educator Julie Plunkett summarized, Dragon's Blood "gives us everything we need to do to heal a wound." The rainforest offered the gift of an antidote, and the herbalists of the forest found the solution.

Dragon's Blood is a vulnerary, a haemostatic, and anti-inflammatory; and the trifecta as an antibacterial, antifungal, antiviral*. Dragon's Blood functions better than a bandaid as it literally seals and protects a wound. It is no wonder that this product was able to make shamans famous. Dragon's Blood stops the bleeding and prevents the infection.* Its application will make it more popular than its name makes it exotic, as this product has applications for the mouth and gums, for skin fungus, for bites, stings and rashes and even for herpes sores and skin cancers*. Dragon's Blood seems to mesmerize every physiological area it is presented to. Dragon's Blood has been investigated by herbalists for internal and external infections, bleeding, diarrhea, GI ulcers and diabetic neuropathy, leucorrhea, dysentery and dermatitis.

While all these potential uses seem impossible, Dragon's Blood does not seem to have a contraindication with use. Certainly, good herbalists will find safe dosage parameters and optimal use with adjunct therapies, but this product seems like it is destined to be a topical and internal aid to healers everywhere who will appreciate its application far greater than its conspicuous name. The clear concern about Dragon's Blood is that it will stain clothing permanently. The red dye will stain skin with use, but this coloring will fade over time. Here is a product that will always need explanation.

Other wise advice to share when discussing Dragon's Blood is to make sure the wound is cleaned before applying. This stuff covers and seals, so while no external dangers can get in, it would be smart to disinfect before application. As a vulnerary,

this product should help to speed the healing of a wound whether it be external or internal*.

The primary uses for Dragon's Blood will probably be for wound healing and as an anti-infectant; for diarrhea, and for internal wound healing associated with Gastrointestinal Ulcers.* These are all traditional uses of this plant (yes a tree is a plant), and the historical success stories of this herbal medicine are probably more numerous than the trees in our National Parks. The question has always been trustworthy sourcing.

To quote Herb Pharm in my research, "*Latin America's Miracle Tree Sap [is] found in medicine cabinets and herb markets throughout much of South America.*" "It is as important as it is common in South American folk medicine." Welcome North, good cousin! (Dragon's Blood is not indigenous to North America.)

"*Dragon's Blood, known in Spanish as "Sangre de Drago" is a viscous red sap exuded by Croton lechleri trees. [Its] latex is a rich, complex source of phytochemicals including alkaloids and procyanidins. It is traditionally used to address gastro-intestinal disorders particularly ulcers and diarrhea, and is also applied topically as a liquid bandage to aid wound healing.*"

"*Herb Pharm's Dragon's Blood is sustainably harvested in a manner assuring continuous propagation. Our Dragon's Blood contains only 100% pure plant sap which is filtered to remove particulates but it is not further processed or treated.*"

Wow! This product may be more superlative than its name!

Our herbal trip takes us next to China, and the beautiful Silk Tree, *Albizia julibrissin*. This plant, indigenous to China, Asia and Persia, is also a medicine that requires correct plant-species identification. *Albizia julibrissin* is often called *Mimosa* in the U.S., which is confusing because the plant is not related at all to the Mimoseae species. Nor is it similar to other plants called *mimosa* which are of the *Acacia* family. Indeed, proper plant identification is necessary if one intends to get the proper effects physiologically from this exquisitely beautiful and practically beneficial plant.

Albizia, called *He Huan Pi* in Mandarin Chinese, is a traditional Heart/ Liver medicine that "Calms the Spirit" in TCM and is used for insomnia, irritability, "constrained emotions." While the flowers are visually spectacular, it is the bark that is used for emotional support. *Albizia* will quickly become one of our more trustworthy anti-anxiety herbs. It will be known as the "Happiness Bark"—or more appropriately "**Collective Happiness Bark.**" Who doesn't want a little happiness?

Albizia is considered beneficial in conditions of "Disturbed Spirit" or Shen in Chinese Medicine. It is excellent when there

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IN THE NEWS

Omar Cruz Joins the Himalaya USA Team

In good news for the Natural Foods Industry, **Himalaya USA** announce that Omar Cruz has joined the Himalaya Herbal Healthcare team as Director of Education—Supplements.

Omar is a Botanical Researcher, Author, and Herbalist serving the industry for almost 20 years. He was previously Director for the Clinicians Division at Gaia Herbs where he also served as National Herbal Educator for several years. Most recently he operated as a consultant to the herbaceutical industry guiding research and formulation. He combines a cultural background of Southwestern Herbalism with his knowledge and passion for pharmacognosy in an effort to bridge traditional herbalism with western medicine. He has dedicated the last several years to the study of Tibetan Ayurveda which is a combination of Ayurveda and Traditional Chinese Medicine.

Omar has also co-authored several textbooks including *A Botanical Protocol Manual for Health Care Practitioners* and more recently, *Traditional Medicines from the Earth* (2nd Edition). He has been an invited lecturer and teacher at medical universities & teaching hospitals throughout the country as well as symposia both in the U.S. and abroad. He operated a no/low cost herbal clinic for those without adequate insurance or income in Western North Carolina and is a Clinical Supervisor at the Appalachian School of Herbalism. Expect more great education soon: ocruz@himalayausa.com.





Your Passport to Higher Herbal Extract Sales

Herb Pharm's newest lineup of liquid herbal extracts takes you on a veritable journey around the world, featuring time-proven botanical therapies from ancient healing systems like Ayurveda, Traditional Chinese Medicine and South American folk medicine. Introducing:

Albizia Liquid Extract (*Albizia julibrissin*) known as Silk Tree & Mimosa
1 oz & 4 oz from the stem bark of Albizia trees that have been grown, harvested + processed according to traditional Chinese methods.

Dragon's Blood (*Sangre de Drago*) Red sap of Croton lechleri Trees
1 oz & 4 oz 100% Tree sap which is Custom Wildcrafted™ in the Amazon rainforest in Peru.

Bacopa Liquid Extract (*Bacopa monnieri*) Whole Herb
1 oz & 4 oz from the aerial parts of Certified Organically Grown Bacopa plants, hand-harvested and shade dried. Never fumigated or irradiated.

Guggul Liquid Extract. (*Commiphora mukul*) Oleo-Gum-Resin
1 oz & 4 oz from the oleo-gum-resin of trees Custom Wildcrafted™ in their native habitat in India. Custom extracted to assure optimal extraction of the bioactive compounds.

Introductory Promo on 4 New Items

Buy 1-2 New Items – 3 each – and receive **15% OFF** wholesale
Buy 3-4 New Items – 3 each – and receive **20% OFF** wholesale

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April Promotion **20% OFF**
in units of 3 ea [SKU]

Nettle Liquid Extract • Nettle Glycerite
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Ask your REP for the latest Bluebonnet Price List

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Natural Steps to Balanced Blood Sugar & a Healthy Heart—TWO Areas to Save

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1. Herbal Formulations

- GlucoCare® • 90 Vcaps®
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2. Companion Organic Single Herbs

- Gymnema • 60 Caplets
- Garcinia • 60 Caplets
- Guggul • 60 Vcaps®
- Bitter Melon • 60 Caplets
- Arjuna • 60 Caplets

Mix & Match	12-17 units	18-23 units	24+ units
Organic Single Herbs	10%	12%	15% off
Herbal Formulations	10%	15%	20% off

Organique by Himalaya Making a Name for Themselves in an Award Winning 1st Year

Delicious Living "Editor's Pick": Revitalizing Hand & Body Lotion
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Organique by Himalaya's Pomegranate & Neem Toothpaste

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Proven. Unique, proprietary ingredients. with Flax Seed Oil, Vitamin E Tocopherol & Tocotrenols. A Synergistic Combination
60 Capsules & 120 Capsules

Why Brazilian Green Propolis?

The potency and composition of propolis depends upon its regional source. Identified by its vivid color, Green Propolis is found in the western Minas Gerais region of Southeastern Brazil. Africanized honey bees produce this propolis from wild-growing plants distinct to South America (*Baccharis dracunculifolia*). Minas Gerais Brazilian Green Propolis has been shown to contain remarkably high cinnamic acid derivatives, and seems to be more potent than other sources: possibly because of the harsh terrain that the propolis is harvested from. Dr Ohhira's Green Propolis PLUS used a patented water-soluble extraction method to develop their well-researched product.

www.bestofexpo.com/Winners/2010NaturalProducts.aspx



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- Hemp n Moor: Minty Mischief

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*Strengthen your Pet Care section
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All Brushes are made of fine hardwood.

The world's Finest Pet Brushes should be found in your store: a certain draw to the pet lover!! The combination of wire bristle and wild boar hair is great for animals with medium to long hair. The wire pins detangle while the Natural Bristles smooth & distribute natural oils for a beautiful shine and healthy coat.

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Great News for the Organic Bodycare Customer and the stores that Actively Support Organics

Surya Brasil has dropped their prices on their Amazônia Preciosa Face & Body Care products

- | | |
|--------------------|-----------------------|
| Body Care | Facial Care |
| Scrub Shower Gel | Facial Clay Mask |
| Liquid Hand Soap | Facial Moisturizer |
| Massage Oil | Facial Mask with Clay |
| Hand & Body Lotion | Facial Toner |
| Leg & Foot Lotion | |

Amazônia Preciosa is named after the Preciosa tree, which is found only in Amazonia. Its essential oil has an exotic + seductive fragrance that stimulates the senses & evokes a journey in search of one's essence. The bark has many locally-known health benefits, but must be harvested environmentally to make sure the trees survive & new generations continue.

Amazônia Preciosa bodycare products follow that Spirit: many of the plant materials grow wild and are harvested sustainably. This bodycare line will thrill the discerning customer!

PERFECT[®] ORGANICS

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May 9 is Mother's Day 2010. Highlight the Finest Gifts now with endcap suggestions for the most luxurious Organic products for her.

Perfect Organics
Mom deserves only the best
This is the perfect time to promote

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3 varieties

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Please note that Newton has temporarily discontinued their homeopathic Horse health products

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immune HEALTH BASICS

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Daily supplementation with Immune Health Basics Wellmune WGP[®]:

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Hot water extracts with guaranteed active ingredients

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Recommend a product that people will love: the first thing to reach for in every medicine cabinet!!

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Dragon's Blood, Albizia, and Brazilian Green Propolis

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is irritability or a troubled mind, or when grief is present. Albizia affects mind and mood. While it is considered to nourish the Heart, Albizia addresses imbalances of the nervous system—insomnia, stress, anxiety—and emotional conditions like irritability, depression, anger, mood swings, grief, sadness and heartache.

While Albizia calms, it is not considered traditionally to make a person sleepy or sluggish. In this regard, it has a greater application than many western herbs for similar conditions which may sedate. It is used more to ease tension than to tranquilize the mind, though it may reach far more serious conditions. It is an anxiolytic that may help with sulking, melancholy or wasteful, nervous energy. The AHPA suggests that it not be used for pregnant women and professional guidance is advised when dealing with children.

Albizia is usually found in herbal combination formulas, and Herb Pharm is unique in offering this as a stand-alone herbal extract. Medical herbalist, Ed Smith, co-founder and co-owner of Herb Pharm said, "Mood disorders and anxiety are complex conditions that affect millions of Americans and generate mountains of prescriptions every year." He continues, "Although relatively unknown to the U.S. market, Albizia is a safe, natural alternative that we feel can help a lot of people."

Again, Herb Pharm's quality assurances guarantee proper species and optimal manufacture. Their Albizia extract is prepared from the stem of the tree, and is grown, harvested and processed according to traditional Chinese methods. Albizia, Happiness.

On this planetary herbal safari, we have found Healing & Happiness and we still may have saved the best for last.

Brazilian Green Propolis: a product with an exoticness that equals the strength of character of the product's use. Brazilian Green Propolis may ultimately achieve its effectiveness because it is a product of its environment. A bee product harvested primarily from one plant in the arid western part of a southern Brazilian State, Dr. Ohhira's product should almost be called Minas Gerais Green Propolis because its virtue and power emanates from the rugged terrain from which the bee's work is harvested.

Two things first: this is propolis and I love propolis; and, this is so much more than propolis—this is not your ordinary bee propolis. But first, we start with bee propolis. The propolis found in the natural markets in the U.S. today is a resinous dark green-brown to red brown-black and harvested from European bees. The color

SPRING FESTIVALS AND COMMEMORATIVE CELEBRATIONS

There is no better time to take the sales table outside and get some sun while spreading the good word of natural health. Participate in Spring with fresh air deals and happy sales events.

April and May are seasons of renewal and appreciation. Start with **Earth Day** (April 22nd) and encourage EVERYONE to create an act of green during this 40th anniversary celebration (www.earthday.org). Recommend **Bluebonnet's Super Earth** products, be active in promoting clean bodycare products in conjunction with Cancer Awareness Month, and highlight the many environmental actions taken by your good manufacturers (**Herb Pharm, Himalaya USA, Surya Brasil, Nordic Naturals, Olbas** & more). Educate to make Earth Day relevant to young and old!

Use this momentum to bring people in for a communal celebration of **Herb Day** (May 1). This is a Saturday this year to allow you maximum fanfare and joyous appreciation of the plants we share this planet with. Educate on **Herb Pharm, Himalaya USA, Bluebonnet, Aloe Life, Mushroom Science, Olbas**—and the herbs used in **Juvo**, and all the bodycare products, especially the vertical integration provided by **Organique by Himalaya**. Great stories to inspire! Have a local herbalist come and spin herbal lore.

Cap the Spring season with **Mother's Day**, and make sure Mom is treated well with natural products. (May 9) Have a Mother's Day buying fair and invite mothers and children to shop together for a pre-Mother's Day discount. Moms love luxurious bodycare products. Mom's health is our real wealth!

reflects the local diet and vegetation of the bees. This stuff rocks, though finding propolis from pristine areas without pollution is very difficult and the propolis market in the U.S. is saturated with Chinese bee propolis. Still good. Propolis is considered rich in flavonoids, especially chrysin, pinocembrin and galangin.

Propolis is manufactured as a sealant by the bees for unwanted open spaces in the hive; and it is recognized as a bee city disinfectant. Propolis is thought to inhibit bacterial growth and keep diseases outside the hive. Smart bees.

Historically the Egyptians, Greeks, Romans, Arab Civilizations, the Russians and Chinese all used bee propolis. Beekeeping seems to have been a rather modern endeavor in South America but now Brazil is the 9th largest bee product exporter in the World. It was the European bees, an Italian variety, that flourished in the New World for centuries. European propolis became known because the bees utilized the resin of northern trees and the results were healthful. Today, there is tremendous interest and scientific investigation surrounding the Green Propolis of Brazil.

Dr. Ohhira's Propolis PLUS uses a specific propolis from an Africanized honey bee that inhabits the western reaches of the State of Minas Gerais. Africanized honey bees are the result of a cross-breeding experiment in the mid 1950s that created a stronger, more protective and productive species that was given the misnomer "killer bees." Today, most beekeepers know how to tame these more aggressive African-European hybrids and their function is perfectly suited for tropical climates. Certain colonies of these bees are the subject of great interest in the progressive Asian medical community.

These specific bees gravitate towards a hardy shrub prevalent in South America called by the Portuguese name Alecrim (*Baccharis dracunculifolia*). This shrub is similar to Mediterranean rosemary.

Dr. Ohhira's research corresponds with Japanese research on the propolis of this particular bee that works the fields of this wild shrub. The result is a green propolis that is distinct in its composition due to the bee and its harvest area.

Dr. Ohhira's Propolis PLUS is remarkably high in several cinnamic acids, specifically Artepinin C. This propolis actually has a noticeable cinnamon flavor. Cinnamic acid is found in cinnamon and shea butter, but this propolis has many more intriguing constituent parts that distinguish it as a unique bee medicinal.

In Asia, where natural products are more accepted and touted for their extraordinary healing capabilities, this particular strain is sought-after for its potency and is being investigated for its potential. Brazilian green propolis is a red-hot market in Asia and Russia.

Dr. Ohhira's **Propolis PLUS** is more than just an extraordinary propolis. The beauty of this product is the synergy of the ingredients. He has combined three of my favorite things, bee propolis, astaxanthan and probiotics. This product utilizes a powdered fermented vegetable extract as its base. Vegetables, fermented with beneficial lactic acid bacteria, work to enhance nutrient absorption, stimulate friendly bacteria in the gut and bring homeostasis to the inflammation cycle. It is clearly the intent therapeutically to use this product along with the **Probiotics 12 PLUS** and the **Essential Living Oils**.

The antioxidant and digestive support of the Propolis PLUS seem obvious. Astaxanthan is arguably the most impressive of the xanthan carotenoids. It is derived from microalgae *Haematococcus pluvialis* and made famous by the red found in salmon, krill, crabs, lobsters and flamingos that eat the microalgae found in water. I have been touting astaxanthan loudly for years, and here is a blend wrapped in prebiotics, probiotics and propolis.

Propolis historically has been judged an anaesthetic/analgesic, anti-allergen, antacid,

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Protecting Your Own House

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apathy of a Gen-X high-schooler distracted by adolescence. We need to protect our own house.

The threat is out there, it is imminent, and it is real. If you had been at Lobby Day, you would understand the magnitude of the issues, the players and the concerns. No, the sky is not falling and Codex is not some worldwide conspiracy, but real things like Congresspeople and Senators wanting to control what they see as unbridled health can be a real legislative threat.

The **Dietary Supplement Health and Education Act of 1994** is the historic legislation responsible for ensuring that nutritional supplements would be classified as foods, and that the FDA would provide oversight of, and respond to, bad actors in the marketplace. It is obvious that many stores have opened their doors since this legislation, and therefore many people do not realize that this right is not self-evident. Some of the powerful in Washington, for whatever reasons—partnership with pharmaceutical manufacturers, misplaced consumer protection aggressiveness, big ego or money—would like to see the natural product supplement industry corralled and locked up under the auspices of drug stores, written MD prescription, dieticians or even eliminated altogether.

What ill-advised mind would want to halt the advances of preventative health care or limit the science of attaining

optimal health? Our future is strong, but not guaranteed safe!

Only 37 Senators in office now were around when DSHEA was passed, and several bruised egos still remain when the largest letter-writing campaign since the Civil War forced Capitol Hill to define and protect the right of America's citizens to have full access and clear information on nutrients beneficial to their health. To the more recent newly elected, this issue is defined by the people who speak with them the most, and since we have such a small, underfunded political action team we are often not the people in the private deciding conversations. Thank God for Senators Tom Harkin (D-IA) and Orrin Hatch (R-UT), for it is their reputation and influence on Capitol Hill that has protected us since 1994. But they will not be in office forever, and we are sitting back disinterested when the future needs to be defined in our favor.

We recently won a war but the battle is not over. Senators Waxman and Dingell will not lose an election over this, but they will most likely use the momentum of McCain's poorly written legislation to raise the issue of draconian oversight again. Legislation will always define our industry, but we need to define our message.

The Natural Products Association provides great direction on how to become involved and mobilize your communities. Join both the National organization (www.npainfo.org) and the regional chapters that fight for you in the State

Legislatures. You can be active in both for \$125 a year: the best money you will ever spend in this career! Get involved, and learn to reiterate over and over again to everyone that the natural supplements industry is the 4th most regulated industry by the FDA. We provide proactive safe and scientifically-validated preventative healthcare, we work in the realm of optimizing health, and we are happy for current oversight by the FDA. We will demand our rights to service our communities, we will be active and involved in the political process, and we expect our legislators to keep DSHEA as the law of the land.

Be smart, protect your own house. As I work daily for this goal, I am counting on you to do the same!

Be a part of the solution:

Founded in 1936, the Natural Products Association is the nation's largest and oldest non-profit organization dedicated to the natural products industry. The Natural Products Association represents more than 10,000 retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids

www.npaeast.org/

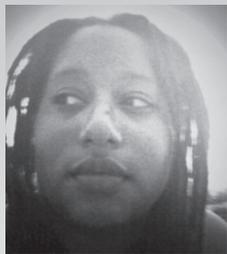
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DietarySupplements/default.htm

www.saveoursupplements.org ☪

"WE ARE HEALTH FOOD PEOPLE"

Keeli Manning, Blue Moose Consulting, Sales & Education Rep, Philadelphia Area



I was always the green sheep in my family—my new adaptation of the black sheep. I was the one that tried bringing the nut loaf to our Thanksgiving dinner, that ran behind my brothers as they were brushing their teeth to turn the water off, or to request that we eat at Moosewood on our monthly dinners out. My first experience as a member of this industry though came at 20 years old at *GreenStar Cooperative Market* in my hometown of Ithaca, NY.

I entered the Co-Op as most 20 year olds do with a title—*entitled*. Sure that I knew everything there was to know about everything in the natural foods business. Sure that I was going to show these old heads what the new generation wanted and needed. Positive that what I was doing was for the people and by the people.

After 5 years and working my way from "Assistant" to "Department Head", I felt like a completely new person. The things we learn in a store right? We learn to listen, we learn to be compassionate, we learn to honor the earth, we learn to negotiate, we learn to be humble, we learn. We watch customers become couples, that become families and watch those families grow. We are the familiar trusted face that they come to for advice and support. We are part of this community.

Out of nowhere I decided that I had to move—maybe it was a symptom of growing up in the Most Enlightened City (Uline Reader 1997), or maybe it was just a symptom of growing. Whatever it was I decided to move to Philadelphia and I found myself working for Whole Foods Market as a Whole Body Team Leader. I thought that the work I did in my Co-Op would easily translate to my work as a team member at Whole Foods and was startled to find out that there was yet an entirely new business model in front of me. I learned to love the dichotomy that exists in these two business models because in the end we are servicing the same person but by completely different means. Whole Foods Market taught me to ask for support when I needed it, to be accountable to everyone from the shareholders to the customers and above all to put our team members first.

So here we are; almost 12 years from the first time I handed someone 7Song's Osha tincture to present day as a Sales and Education Representative with Blue Moose Consulting. Still honored, still learning, still negotiating and always, always growing.

AROMA LAND

April is Cancer Prevention Month

Take a good look at your Body Care offerings, and make the necessary changes. Educate your customers about the link between unattractive ingredients & potential health risks.

Aroma Land provides clean products with excellent aromatherapy benefits (and a full line of fragrance-free products): Ask your BMC rep to sample this complete line of hair care, body care, bath & shower, massage oils, and aromatherapy. Aroma Land makes their own products & has full internal Quality Control capabilities

Aroma Land is a proud signer of the Compact for Safe Cosmetics

About The Breast Cancer Fund

The Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease. What you put in and on your body can make a difference. Some cosmetics and personal care products contain chemicals linked to cancer and birth defects. Worse, most chemicals have never been evaluated for health and safety. The good news is it's easy to keep your medicine cabinet, bathroom products and personal care products safe. By making smart choices, you can also change an industry.

No one should have to figure out how to avoid toxic ingredients in the cosmetics aisle. That's why the Breast Cancer Fund and their coalition partners through the **Campaign for Safe Cosmetics** are pressing the government to require that ingredients in cosmetics are safe before they hit the shelves.



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

Dragon's Blood, Albizia, and Brazilian Green Propolis

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antibiotic, antifungal, anti-inflammatory, anti-radiation, antioxidant, antiseptic, anti-tumor/cancer, anti-viral with immunosupportive functions. Propolis has been used primarily not as an anti- but for general health and well-being. Rudolph Steiner praised the beehive as being able to make a person "strong and able" in 1923.

Propolis is also historically turned to for arthritis and muscular pain, respiratory problems, skin disorders, and stomach and digestive maladies. What Asian researchers are exploring is much more profound and specific to the immune system. Keep your eyes and ears open for developing research on green propolis.

Propolis PLUS has hit the industry like a health swarm. Once again, Dr. Ohhira presents a product that does so much it will take us years to comprehend its full effects.

For the foodie, this product does so much all at once that many may decide to just take this and their Probiotics PLUS. Superfoods, meet your match.

With Dr. Ohhira's genius, we now have food made better through fermentation: probiotics and nature's vegetarian bounty potentiated in a fermented food base. As I already take the Probiotics PLUS, this writer cannot wait to make this a daily part of my health protocol.

The caravan ride ends here for now. Pretty amazing tour if you ask me. Invigorating, and without the long waits in airports and customs. My healing repertoire has just expanded dramatically and now I see greater potential for wounds, digestive maladies, a host of immune issues and the emotional states of grief, anxiety, depression and mental/emotional listlessness. Modern world, we are here to help you heal! 🍀



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

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