



Speaking Business: Revving it up

Some people see the glass as being half full; others see the glass as being half empty. Most have seen the natural marketplace as ending the year a little sluggish, though most would also say that we had a great year, all things considered economy-wise. First, we reckoned it might all be about that election that ended a month or so back; but upon further deduction, the end-of-year slowdown might be more accurately pinned on the lateness of the cold-n-flu season this year.

Yes, remember last year at this time the media was hyper-charged on death, doom and pandemic—and everyone in the listening audience was ripe for anything immunocharged! This year, pockets are even thinner for most, and they do not seem to be as eager to keep their medicine cabinets full...at least not yet.

As I write this I have sick friends and associates to be concerned about in New Jersey, Pennsylvania, Maryland, DC and Virginia and North/South Carolina. Guess I will have to check in on people in Delaware and West Virginia, as no one has sniffled to me from there yet! Yes, our first clear round of winter illness is upon us—just in time for the Holidays.

Hopefully, you have gotten so good at the message of preventative health care—astragalus, reishi, **Sovereign Silver**, whole leaf aloe vera and WGP beta glucans—that you have

maintained healthy sales and kept the sniffles away from all who have listened. Better to be smart and healthy than confused and ill! Hopefully, you have moved the immune-section into plain view and reminded folks that the drug store is where people go when they have exhausted all the safe and natural options that you provide in your store (not vice-versa). May your talk with the parents have convinced them that herbal remedies and homeopathics are trustworthy and safe options for winter health concerns for the entire family. May you have maintained the focus on education, daily.

And hopefully you have taken advantage of **Bluebonnet's** 3 + 1 Winter Season sale on many of the tools that are needed to strengthen the body for the windy winter assaults. The best idea of the season is a Vitamin D display incorporating all the **Nordic Naturals** D Omega-3s with Bluebonnet's wide range of products.

Now, we know that people are getting sick at this time—and we know that December 31st is a few weeks away. We all have to make that smart decision to keep the shelves filled, even as year-end inventory closes in. The customer who is falling for the flu or catching the unwanted visitor of the cold is not gonna come back a second time if you are out of what they need or the product they depend upon you for! This time of year, we have to maintain a store

filled with our communities' needs. Despite the economy and cash-flow, and despite the end-of-the year tax calculus.

So, revv it up. You are there in your community for a reason. Whether it be organic bodycare and gift ideas for the Holidays, or the necessities for digestive support as the meals get heavy and the parties get incessant. Everyday is a day to teach about digestive care: learn the benefits of proven herbal digestive remedies on sale this month from **Himalaya USA**. Talk to everyone about **Aloe Life** and aloe's amazing benefits. Then talk to them again until they understand. Emphatically teach on the benefits of natural cosmetics, and keep your **Perfect Organics Organic and Vegan Lip & Cheek Shimmer** displays full because you need to be the source of common sense about healthy bodycare.

But mostly, keep your immune section full to the brim like a warm coffee on a cold morning; like a full cup of hot soup at the end of a long day. A full cupboard is the equivalent of comfort food. There is a psychology that is shared between you and your customers: if the store is full, they feel secure. If the shelves are empty, they worry.

Revv it up. Keep your store as the main thoroughfare for good health. Now, and this entire month and all of next year. Happy Holidays. ☺

Speaking Health: Maitake: more valuable than Silver and Gold

Medicinal Mushroom sales are starting to sprout vigorously in health food stores around the country. As the Omega-3s came of age and became fundamental in the last decade, and probiotics are currently the rage with people understanding their elemental importance, so the medicinal mushrooms will become a profound and profitable category in the years ahead. Why? Because the science of their efficacy is overwhelming. After being recognized as powerful allies by Traditional Chinese Medicine for centuries, medicinal mushrooms are now being validated by modern scientific research. There have been over 2000 published studies in the last decade. Expect an ever-increasing demand for high-quality medicinal mushrooms, make sufficient space for this category and be able to discuss the excitement and truth about these natural superfoods. Mushrooms are food for immune system health: the more we learn, the more we will make them part of basic nutritional protocols.

Most stores currently carry a few mushroom products, and the staff cannot say much about these items let alone differentiate among the various mushrooms available. The same dialectic at one time occurred with Omega-3 nutrition, and it was only when store personnel took time to understand and educate about the good fats that they became the catchwords to dramatic store profits—and the noticeable impetus to neighborhood health. As more people explore the many applications of medicinal mushrooms and gain confidence through the constant fanfare being presented in scientific publications, the medicinal mushroom category will grow prolifically – and mushrooms will become as regular a prescription in the United States as they currently are now in most of Asia & the ever-expanding progressive medical community. As this trend begins, it can now be said that mushroom extracts are unequivocally the most thoroughly-researched Immune Support supplements in the world.

As the dialogue on the benefits becomes more clear, it will also become self-evident that

not all medicinal mushroom products in the marketplace are equal. Experts are firmly now stating that companies cannot legitimately extrapolate conclusions made from other published studies if they are offering products that are made in a manner that does not offer concentrations of isolated active ingredients similar to the literature that they are quoting. Manufacturing techniques vary in the American marketplace, and this may be the single most important element defining quality material today. Most companies give no indication on their labels as to what the actual levels of polysaccharides are in the products they are marketing. Most science writers and researchers already stipulate that the claims have to be matched to the material being discussed. Unfortunately, there are many products on the market that will not perform in a manner similar to the published studies, because they are made more for price than performance. The educated consumer will certainly be looking for products with

Maitake *continued from page 1*

guaranteed actives notated on the bottle labels, especially guaranteed levels of beta glucans and polysaccharides.

Of the medicinal mushrooms, the best-sellers now and into the future will be Reishi, Coriolus, Cordyceps, possibly Chaga and Maitake. Maitake is certainly the medicinal mushroom that is gaining the most industry press at this time. Maitake is becoming the most well-known branded raw material of all the medicinal mushrooms, as consumers are seeking the **Maitake Gold-404**[®] registered trade mark and patented raw material. You need to learn the value of the maitake mushroom, and how it is intended to be used according to the tremendous evidence being presented by the world-wide medical communities.

Blue Moose Consulting represents the best of the maitake products on the market today, offering **Maitake Gold-404**[®] products from **Mushroom Science** (liquid extract in a therapeutically ultra-potent form), and **Bluebonnet Nutrition** (in Vcaps[™] and in a base of the maitake powder). Mushroom Science also offers a full spectrum product in vegetarian capsules that is equally effective with the highest-quality and at a more affordable price. A store needs to carry at least four (4) different medicinal mushrooms to legitimately provide a basic selection of immune options. Maitake may just be the mushroom to anchor your mushroom section as the new year and new decade approaches.

Maitake: a venerable folk history

Maitake—species name, *Grifola frondosa*—is a woody pore mushroom that grows in clusters at the base of trees, particularly oaks. It is known to wildcrafters in the U.S. as “Hen-of-the-Woods” because it can look like a hen sitting on her nest when it is discovered in the woods. It is found throughout the hills of the northeastern US, and mushroom fruiting bodies can be harvested in 10-20 lb sizes. In Japan today, they harvest mushrooms at weights topping 50+ lbs, earning this fungus the name “King of Mushrooms.” It is tasty foraging, and has now become a major agro-business in Asia. In Japan, maitake is now found in every marketplace and it has become a dining staple. Now, maitake is becoming a favorite of chefs throughout the world.

Maitake has become the favorite of culinary celebrities, who praise its exotic flavor and its ability to be woven into recipes from stews and salads to sauces or a vegan meat substitute. It is a meaty mushroom that stands firm in the sauté pan and maintains a curious light crunch. It has

a gentle nutty aroma that goes well with many cuisines.

Historically, maitake hails more from the Japanese canon of natural remedies, and was a rare and valued find in the mountain regions of northeastern Japan. There is little mention of it in Traditional Chinese Medicine, and Ayurveda never ventured into the world of healing mushrooms. The word maitake literally means “dancing mushrooms” possibly because it was said that people would dance for joy when they found these highly prized treats or because of its delicate, fluttery flesh. In Feudal Japan, the mushroom was considered a warrior’s treasure and it was traded at a rate equal to the value of silver: maitake was literally worth its weight in silver. In modern history, it has been bartered for as a health rejuvenator in Japanese, Korean, Chinese and other Asian markets, used as a food, a tea and a nutritional supplement.

Enter Yukiguni Maitake Company Ltd.

Maitake may have stayed a connoisseurs find and the eclectics holy grail if not for the advancements in manufacture developed by a Japanese food company named Yukiguni Maitake Company Ltd. Maitake would never have found this world audience unless it were made possible to cultivate this wild mushroom. Established in 1983 by Founder and President Yoshinobu Ohdaira, this company now ranks as one of the major food production companies in the world, and their emphasis is the wholesale manufacture of the maitake mushroom, moyashi (bean sprouts) and natto (fermented beans); they also make frozen processed foods and aquatic foods. They are traded on the Tokyo Stock Exchange, and employ over 1200 people making perfectly-formed maitake mushrooms in a pristine manufacturing environment.

They have painstakingly tried to replicate a natural, four-season, deep mountain controlled environment—balancing temperature, humidity, light and air currents to foster perfect conditions to grow this delicate mushroom. Their biofarm replicates conditions of a hot deep mountain summer that creates the fungi, and a long autumn that promotes growth. Mushrooms are cultivated using only snow country mountain water (the facilities are in the Niigata Prefecture on the west coast, on the Sea of Japan). No chemicals, preservatives or manure are used in the growing process: the products are organic. They grow the mushrooms on a mixture of tree wood pulp, corn and oat bran. The process is patented and they maintain ISO 22000, ISO 9001 and ISO 14001 Certifications. Products and raw materials are tested for heavy metals and environmental contaminants and other potential harmful agents. They were the first in the industry to publish their test results on these issues. [Impressive stuff!!]. By overcoming the obstacles to cultivation, and ramping up manufacture while maintaining superior quality, they have brought maitake to a world audience, and made it feasible to study the mushroom for serious health concerns.

The average size of one mushroom cluster is less than two pounds, and they harvest 120 tons daily in five facilities in Japan. Yukiguni is the world’s largest manufacturer of maitake mushrooms and supplies over 65% of the

NPA-EAST SOHO BOOTH SCHEDULE

| | |
|----------------------------|-----|
| Essential Formulas | 321 |
| Bluebonnet Nutrition | 701 |
| Himalaya Herbal Healthcare | 719 |
| Newton Homeopathics | 700 |
| Nordic Naturals | 514 |
| Sovereign Silver | 610 |
| Oxylent | 512 |

Support Companies that Support NPA!!

Japanese market. Obviously, the Japanese eat a lot of maitake! The companies concerns are safety, product consistency, freshness (with expiration dates) and food inspection guarantees: all firsts in the industry.

For more information on the company, go to www.yukigunimaitake.com/quality/indexresearch.html and for recipes to cook with maitake, check out www.yukigunimaitake.com/recipes/index.html

Most importantly to you as you develop an understanding of the value that maitake mushrooms can have in your store are that the **Maitake Gold-404**[®] mushrooms from the Yukiguni Maitake Mushroom Company is the only product to carry Dr. Nanba’s personal endorsement.

Finished extract material for supplement use from these Japanese manufacturing plants comes to the U.S. (through a middleman brokerage ironically) in a powder, and there are about 6-7 companies that utilize the raw material in sale and are licensed vendors. Mushroom Science and Bluebonnet are two of these vendors.

Mushroom Science has the strongest liquid version on the market, and Bluebonnet’s Maitake Mushroom Extract Vcaps combine the clinically studied, patented **Maitake Gold-404**[®] extract with the full spectrum benefits of kosher-certified, organic whole maitake mycelia grown on purple corn that is also a rich source of polyphenols, specifically anthocyanins. Two trustworthy manufacturers.

Why Maitake?

If Yukiguni Maitake Company made the maitake mushroom prevalent and global, then Dr. Hiroaki Nanba, PhD made the mushroom synonymous with immune health to the modern medical community. Dr. Nanba is regarded as the world’s leading researcher of maitake mushrooms for medicinal purposes. He has led and overseen research on the maitake mushroom since the mid-1980s, and has been involved in most of the evolving research and manufacturing techniques since. It would not be a stretch to say the Dr. Nanbi is the inventor of Maitake nutraceuticals.

Dr. Hiroaki Nanba earned a PhD in biochemistry and immunology from Kyoto University, Japan (1976). He is the Senior Professor of Microbiochemistry at Kobe Pharmaceutical University in Kobe, Japan: his resume also reads that he is a member of the Japanese Cancer Society, Japanese Society of Immunology, Pharmacology Society of Japan and the New York Academy of Sciences. He has

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ADVERTISING TO HELP YOU SELL

Oxylent is hitting the magazines right now: *Men’s Journal* December Issue, *OK! Magazine* October Issue; *Twins Magazine* for Fall 2010; *Pregnancy Magazine* December Issue; *Organic Spot* December Issue. **Place Oxylent out front, and get a display!!**





December Promotions

NERVOUS SYSTEM SUPPORT

St. John's Wort liquid extract & glycerite

Nervous System Tonic™

Relaxing Sleep Tonic™

20% OFF products listed

with minimum order of 3 for each product ordered

Nervous System Tonic™

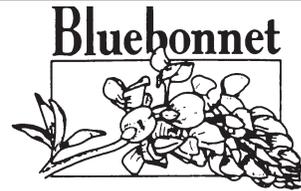
Skullcap flowering herb, Oat "milky" seed, St. John's Wort flowering tops, Celery seed, Lavender flower.

Relaxing Sleep Tonic™

Valerian rhizome & roots, Passionflower flowering tips, Hops strobile, Chamomile flower, Catnip leaf & flowering tips

No Herbal Tele-training in December

Not represented by BMC in NJ



Change of Seasons Fall Wellness Savings
continues through December 31st

BUY 3 GET 1 FREE ON THESE ITEMS

- Targeted Multiples®, all sizes
- Stress B-Complex, all sizes
- Vit. C 1000 mg Vcaps
- Earthsweet™ Zinc Lozenges all sizes
- MaitakeGold® Extract Vcaps
- Elderberry Extract Vcaps
- Lysine, all sizes
- NAC, all sizes
- Earthsweet™ Chewable Vitamin C's
- Olive Leaf Extract Vcaps, all sizes
- Vitamin D3 Vcaps, selected SKUs
- Oregano Extract softgels
- Liquid Super Earth™ Multinutrient Formula 32 oz
- CellularActive® CoQ10 Ubiquinol, all sizes
- Milk Free Probiotic Plus FOS Vcaps, all sizes
- Glucosamine Chondroitin Plus MSM Vcaps, all sizes
- **NEW!!** Icelandic Cod Liver Oil, liquid (8.5 fl oz) + caps (90s)

New items Shipping Soon!!

- BCAA Vcaps 120s (1590)
- L-Carnitine 500 mg Licaps 100s (1593)
- L-Glutamine Powder 8 oz (1597)
- Amino Acid 1000 mg 90 caplets (1580)
- L-Arginine 1000 mg 90 caplets (1585)
- Liquid Vitamin D drops (Kof-K Kosher) 1 oz, 400 IU (372)
- Liquid Vitamin D drops (Kof-K Kosher) 1 oz, 1000 IU (374)
- Liquid Vitamin D drops (Kof-K Kosher) 1 oz, 2000 IU (376)
- Icelandic Liquid Cod Liver Oil 8 oz (970), Icelandic Cod softgels (975)

SOHO Booth 701

Not represented by BMC in NJ, SC



December Promotion

15% OFF Mix & Match
products listed

Digestive Health & inflammation

- DiarCare® 120 Vcaps
- Gastricare® 60 Vcaps
- JointCare®
- LaxaCare® 60 Vcaps
- Boswellia
- Ginger
- Licorice
- Turmeric

USDA-Certified Personal Care

- Rejuvenating Massage Oil
- Stress Massage Oil
- i. e. Balm
- U-Knead-it Balm
- Soothing Lotus Flower LipCare

Specialty Products

- Chyanprash with Honey – USDA Organic
- Soliga Forest Honey – USDA Organic
- PartySmart®

Back in stock!! Turmeric...now that is HOT

SOHO Booth # 719



Pure and Great Tasting Omega Oils

Still New & Gaining Momentum

Ultimate Omega Sport 90 softgels
Ultimate Omega Fish Gelatin 60 softgels

NEW PRODUCT ANNOUNCEMENT

Omega-3 Pet™, 8oz. has arrived!

Item #: RUS-50504

1 teaspoon per serving (48 servings per bottle)

UPC: 7 68990 50504 1

Retail Price: \$21.95 • Wholesale Price: \$13.17

Pure Omega-3 Oil Supplement
For optimal Pet health & Wellness

Nordic Naturals invites you to a breakfast presentation with National Educator Stuart Tomc, CNHP: Sustainable Fish Oil: Nothing But the Truth Sunday, December 5th, 8:00-10:00am | Sun Room #A Gaylord Palms Resort Orlando, Florida

Discover the roots of the omega-3 revolution from the fishing villages of Arctic Norway to the most researched and celebrated dietary supplement in the market today. Learn how

Nordic Naturals continues to deliver products that work while fulfilling our commitment to industry-leading purity, & sustainability—earning your trust one bottle at a time.

SOHO booth #514

Not represented by BMC in NJ, SC



JUVO™

Are you part of the Raw Food Revolution??

Juvo provides freeze-dried vegetarian raw food.

Pure & Simple

Through daily consumption can cause excellent health benefits.

Green foods. Living, uncooked and organic foods.

Whole grains, vegetables, sea vegetables, mushrooms, & fruits

Four Tasty Products

USDA-Certified Organic
Original Juvo

JuvoSlim

natural whole food raw meal

Juvo Raw Superfood

100% raw whole food

Juvo YogaFood

for the body, mind & soul

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

December Promotion

Aloe Gold, Cherry Berry
& Orange Papaya Quarts

36 items Mix & Match

10% OFF

Begin the New Year with healthy goals!

Aloe Life Whole Leaf Aloe Vera Juice Concentrate is the highest quality Aloe Vera in a bottle providing maximum benefits when taken daily.

It is a 4.5:1 concentrate containing valuable yellow sap and active solids averaging 14,500 per bottle. Benefits include help with digestion and absorption when taken before meals, energy, Immune System Support, Anti-Inflammatory support, Allergies, Liver Support, Bowel distress, and healthy skin and tissues. The high quality formula contains no water and there is no high heat or oxidation used in processing—keeping all essential nutrients and polysaccharides intact for maximum immune system support. Give the gift of health this holiday season. Share Aloe Life.

Aloe Life—19 Years making the highest-quality Fresh Whole Leaf Aloe Vera Juice Concentrate.

Now 4.5:1 Concentrating—Formerly 3:1

Now 25 lbs of Aloe Leaves to make 1 Quart bottle—Formerly 20 lbs

• No over-filtering

• Contains valuable Yellow Sap, adding critical Bitters support



Dr. Ohhira's Probiotics

NPA-East SOHO Show Deal

Buy-in dates: Dec 4-6

15% OFF 24 items Mix & Match + free shipping; or

10% OFF any quantity/ no minimum + free shipping

This is a great time to save on these exceptional products.

Stock up before 2011 prices take effect

Dr Ohhira's Probiotics® 12 PLUS 30 caps

Dr Ohhira's Probiotics® 12 PLUS 60 caps

Dr Ohhira's Essential Living Oils™
60 caps

Dr Ohirra's Propolis PLUS™ 60 caps

Dr Ohirra's PropolisPLUS™ 120 caps

Dr Ohhira's Probiotic Magoroku Skin
Lotion™

Dr Ohhira's Probiotic Kampuku Beauty
Bar™

SOHO BOOTH #321



OLBAS®

HERBAL REMEDIES

Just in time for Gift Giving Season:
20% OFF on Olbas Sampler Kit
(8 sample size products)

Give & Enjoy The Totally Soothing Olbas Experience

- Full Size and Generous samples sizes of all 8 remedies!
- Relieves aches & pains
- Calms coughs and clears nasal passages

An excellent way to try all of the Olbas remedies yourself, and have them available in your medicine chest when you need them!

Also makes an excellent gift! Give this soothing box of remedies to someone you love—and show them you care. Almost everyone gets a cold, a cough or the sniffles from time to time. Here's a way you can help them—naturally! Olbas remedies are great to take along when traveling, too. Wonderful first aid and help if you get a stuffy nose or clogged up ears while flying.

- Olbas Pastilles • Olbas Oil
- Olbas Inhaler • Olbas Salve
- Olbas Bath • Olbas Cough Syrup
- Olbas Tea • Olbas Sugar Free Lozenges

Penn Herb, since 1924. Exclusive U.S. distributor of Olbas, since 1975



wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

DECEMBER PROMOTION

15% OFF

direct orders only

All Body Wash Foamers

- * Minty Mischief
- * Spicy Rumor
- * Lavender Lunacy
- * Unscented Mystique
- * Kiddie Calmer Sea Bath
- * Muscle Recovery Sea Bath

.....with these certified vegan, foaming botanical body washes made with 100% natural castile soap and pure essential oils, it's OK to get fresh!

5 great new reasons to take a long shower? Good. Clean. Fun.

Since 1994, Well in Hand Action Remedies® have been offering Relief that is well in hand.

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Refill the Bath Section

As the weather gets colder and the nights darker, the bath is a cherished refuge.

Bath Products continue to sell, because of the economy!! People will buy their bath tools somewhere, so make them see what you have:

Bass Brushes offer the highest quality at the best price. Provide. Promote. Benefit.

Bath Brushes

Terry Cloth mitts

The Loofah Collection

Sisal, Cactus and Ayate

Natural Sponges

Body Massagers

Nail Brushes and Foot Files

Relaxing Sleep Mask

Natural Pumice Stones

Wet/Dry Body Mitts

Not represented by BMC in NC, NJ, PA





**Perfect Timing: Share the Health
Organic Moisturizing
Hand Sanitizer**

direct orders only
25% OFF

with an agreement to pass on savings

Made with plant ingredients from Brazil, the formula includes Aloe, Jua, and Acai with a refreshingly exotic scent.

Known to be gentle on sensitive skin, the Moisturizing Hand Sanitizer kills 99.99% of germs on the hands; any time, any place. No rinsing required. No mineral oil, parabens, petrochemicals, synthetic fragrance or artificial coloring. Dermatologically-tested & hypoallergenic. Available in two sizes: pocket size tube (60 ml) & desktop/sink top bottle (200 ml). Certified Vegan & EcoCert® Organic Cosmetic

Happiness: Surya Brasil is now available to order direct through Order Dog™

Surya Brasil: a lifestyle in Harmony with nature



PERFECT® ORGANICS

**Perfect for the Weather
Perfect for Holidays Gifts**

**100% Shea Butter,
delivered pure**

since 2005 when Perfect Organics brought a truly-pure, nutrient-rich 100% natural shea butter to the natural foods market

**December Promotion
Plain and Lavender Shea Butters
Mix & Match 8 pieces
10% OFF**

Our mission is simple: to create wholesome organic products unrivaled in perfection, purity & effectiveness. What you put on your skin needs to be perfect because it can be easily absorbed directly into your body – that's why you will never find chemical additives, artificial ingredients, fillers or synthetic preservatives of any kind in Perfect Organics™.

We proudly offer 100% pure & natural products expertly formulated for the long-term health + beauty of your skin, body, & the environment — promoting perfection for a lifetime. Our vitamin rich & rejuvenating organic product line enhances, nourishes, protects and perfects your skin 24 hours a day, seven days a week for a beautiful today and a perfect tomorrow.



NEWTON homeopathics

Nurturing Naturally Since 1987

December Promotions
Dec 1–24

**20% OFF listed SKUs
@ 6 + per SKU**

- Blues & Mood Support (N035)
- Bowel~Digestive Care (N029)
- Insomnia (N071)
- Stage Fright~Fear (N032)
- Thyroid Assist (N074)



SOHO NPA South Show Deal

Buy-in dates December 3–13

**OTC Line Drive Discount
15% for attendees
10% for non-attendees.**

CLOSED December 24–January 2. Please get orders in by noon on the 23rd (a couple of days earlier if single remedies are on order) to assure shipment on the 23rd.

NO phone training this month

SOHO Booth #700.

Not represented by BMC in NC, SC

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Know What Products Work!!

Immune Health Basics is your best source for all-natural products that scientific research has shown to enhance immune system function and promotes well-being.

Immune Health Basics offers a full line of nutritional supplements in a variety of dosage sizes for adults and children, as well as a Skin Renewal Cream for younger looking skin.

- 75 mg 125 mg
- 250 mg 500 mg
- Children's Chewable 25 mg

Wellmune WGP® is a beta 1,3/1,6 gluco polysaccharide purified from the cell walls of a proprietary strain of yeast. Stringent manufacturing processes separate the beta 1,3/1,6 fibrils from lipids, proteins and cell membrane

Immune Health Basics is product of Biothera, a biotechnology company dedicated to improving immune health. Biothera manufactures and markets food-grade immune health ingredients for functional foods and beverages, dietary supplements, cosmetics and animal nutrition. For more information, please visit our website at www.biothera.com.

MushroomScience®

DECEMBER PROMOTION Maitake Medicinal Mushrooms

4 ea = 10% OFF

8 ea = 20% OFF

**24 ea. = Maitake
products mix & match
25% OFF**

- Maitake Full Spectrum Extract
90 Vegetarian capsules
- Maitake Gold 404®
1000 mg strength 1 oz

Know the Value of Medicinal Mushrooms

- (a) mushroom + mycelium cell walls are made of chitin,
- (b) chitin is indigestible by humans,
- (c) the beta glucans— the immune boosting compounds found in all medicinal mushrooms, are found only inside the of this indigestible chitin. Therefore,
- (d) for optimal benefit, make sure your medical mushrooms are hot water extracts



Choose a Silver You Can Trust! Sovereign Silver is truly in a class of its own.

**Here are the characteristics that
guarantee it to be the silver of choice:**

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

Reports on file for viewing at:
[www.natural-immunogenics.com/
silver_why_sovereign.php](http://www.natural-immunogenics.com/silver_why_sovereign.php)

SOHO booth #610

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



Maitake *continued from page 2*

written four books, authored many published peer-reviewed scientific papers and is the holder of five (5) patents on Maitake mushrooms. The **Maitake Gold-404®** references his patent number, US Patent 5,854,404 (issued 1998). In a world where we legally have to be careful as to what we say on the sales floor, the descriptive of the patent is clear: "Antitumor substance extracted from grifola."

One of the reasons that Dr. Nanba settled on the maitake mushroom was that it appeared to present greater immuno-supportive activities than were seen in the shitake mushroom, which was highly regarded in research at the time. Also of importance was that the maitake proved to be particularly sturdy in concentration, where he could definitely break off a fraction and stabilize it both for testing and for administering in a liquid form (often in cancer patients, the liquid forms are more readily accepted and therefore prove to be more beneficial through absorption and compliance). His intuition proved valid as the mushroom seems to be holding proof through the tests of time.

Dr. Nanba was instrumental in the creation of the early version of a maitake extract, the D-Fraction, in the early 1990s and he continued his research beyond this fraction to create the **Maitake Gold-404®** product (an advanced MD-Fraction) that is the gold-standard today. Research is beginning to focus in on the established track record for this standardized fraction of the maitake mushroom. In 1997, the U.S. Food and Drug Administration (FDA)

approved an *Investigational New Drug Application* for a portion of the mushroom.

Studies conducted at the University of Louisville, a leading U.S. Cancer research facility, comparing **Maitake Gold-404®** to other mushroom and beta glucan products showed that this strain is superior and broad-reaching in its effects compared to the competition.

The issue of discussing maitake extract in the store can be dicey legally, but directing people to all the research on PubMed is one way to steer them to the truth without incurring the wrath of the mainstream "information-police". A quick review of some of the articles published by Dr Nanba will give a clue as to the direction the research on this natural food substance is taking (of course realizing that it is always a concentrated and standardized hot water extract that elicits all the positive results):

- "Can maitake MD-fraction aid cancer patients?," Kodama N, Komuta K, Nanba H. *Altern Med Rev.* 2002 Dec;7(6):451.
- "Effect of Maitake D-fraction on cancer prevention." Nanba H, Kubo K. *Ann N Y Acad Sci.* 1997 Dec 29;833:204-7. PMID: 9616756
- "Antitumor activity exhibited by orally administered extract from fruit body of *Grifola frondosa* (maitake)." Hishida I, Nanba H, Kuroda H. *Chem Pharm Bull (Tokyo)*. 1988 May;36(5):1819-27.
- "Blood pressure-lowering activity present in the fruit body of *Grifola frondosa* (maitake)." I.Adachi K, Nanba H, Otsuka M, Kuroda H. *Chem Pharm Bull (Tokyo)*. 1988 Mar;36(3):1000-6.

- "Anti-diabetic activity present in the fruit body of *Grifola frondosa* (Maitake)." I. Kubo K, Aoki H, Nanba H. PMID: 7820117 *Biol Pharm Bull.* 1994 Aug;17(8):1106-10. Yukiguni Maitake Co., Ltd. Niigata, Japan.

The list goes on, but these titles tell the tale: **Maitake Gold-404®**, a Patented Beta Glucan Supplement to Enhance Cellular Immunity.

Recently, studies have been undertaken by the Memorial Sloan-Kettering Cancer Center in conjunction with Cornell University on a grant provided by the US Government to determine the effectiveness of treating breast cancer with maitake mushroom extract. Sloane Kettering was already involved for seven years studying **Maitake Gold-404®** for Myelodysplastic Syndrome (MDS) which is a group of disorders that prevent bone marrow from making healthy blood cells. [*Clinical and Vaccine Immunology*, January 2007, p. 21-27, Vol. 14, No. 1]. A Phase II Clinical trial is now underway with an FDA approved protocol on this issue.

Sloane-Kettering, University of Louisville, Cornell: seems that **Maitake Gold-404®** has gone into mainstream acceptance!

Why Maitake? Mushrooms are not a cure. Yet, evidence cannot be ignored: mushrooms are proven to make a statistically significant difference in survival rates for cancer patients when used in conjunction with conventional treatments, with government-registered anticancer drugs. Safe statement, totally true. There are other mushrooms besides maitake. PSK, aka "Krestin," (Coriolus extract) was the #1-selling drug in Japan for 6 consecutive years with over \$225 million/sales in the 1980s (19th

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most successful drug sales in the world in 1984, without US sales]: it is still in the top 10) PSK is an approved drug with 20 years of research behind it in Japan: it cannot be sold as a drug in the U.S. It is not an alternative therapy. Colon Cancer – Double Blind Study: 30% survival rate after 8 years with use of PSK extract plus conventional treatment versus 10% survival with the group using the placebo. For me, Coriolus is the benchmark for use with the concerns of cancer. Coriolus, available in two dosage forms from Mushroom Science, has a historical use in TCM dating back in written texts to the Ming Dynasty. Yes, the American market is gonna open one day to the value and science behind the use of hot water extracts of medicinal mushrooms!

Why medicinal mushrooms? Medicinal mushrooms have a varied application for health, but the main focus has centered on the beta glucans. Polysaccharides: 1,3 and 1,6 beta-glucans appear to be the most active ingredients. Most of the scientific literature (99%) centers on these actives for the immunosupport. Beta glucans have side chains that hit the receptor sites on the various immune cells, triggering an immune response that is safe and non-taxing. The mushrooms are recognized by the body as an invader! They then stimulate the immune system into a state of ready-alert without actually posing any threat. By activating these various effector cells—macrophages, natural killer cells, and T cells, as

well as interleukin- and superoxide anions—the mushroom superfood assists the immune system to work the way it was intended.

Mushrooms work systemically: they increase the probability of the immune system doing its job!

The problem with utilizing these immune modulating beta glucans found in the cell walls is that they are not active and beneficial unless released from the indigestible chitin that surrounds them. Hot water extraction is needed to release the beneficial beta glucans and make them viable. Mushroom Science guarantees the actives extracted by hot water extract by listing the actives on the bottle label for all their products: no other company in North America does that, except for those selling **Maitake Gold-404**®.

Maitake is beneficial because as a mushroom it is stable enough structurally so that various isolated compounds (fractions) can be standardized and concentrated thereby maximizing their efficacy in therapy. To borrow words from Kazunori Kameyama, President and CEO, Yukiguni Maitake Corp., maitake may be the perfect medicinal mushroom for our time because the efficacy of the mushroom is “soft but powerful.” Indeed, **Maitake Gold-404**® has profoundly noticeable effects in even low dosages, while its measurable results are stunning when following the precise dosage requirements. Mushrooms seem to positively rearrange the body’s self-curing system. The

beta glucans seem to naturally promote optimal function of the innate and adaptive immune function. Other functions attributed to maitake by varying degrees of scientific inquiry include: the ability to regulate blood pressure, glucose, insulin, and both serum and liver lipids, such as cholesterol, triglycerides, and phospholipids, and may also be useful for weight loss.* Note, as well, that maitake may be contraindicated by those taking Warfarin*

Mushrooms work gradually, although they can provide quick response for acute conditions like cold/flu,* but they are dose-dependent – you have to take more than one pill a day for therapeutic value, often 4-8 pills daily. And it is advised to take on an empty stomach, and more than once a day. Current therapies strongly recommend rotating among several mushrooms in a rotation for months in sequence.

Maitake Gold-404® is effective because it is a 200:1 concentrate, isolating a high volume of particular fractions. For prescribed protocols, there is nothing like it. For the highest concentration needs that every store should have available to serve their community, there is nothing stronger than Mushroom Science’s **Maitake Gold-404**® liquid extract. 1000 mg strength. For lower dose parameters (300 mg containing 15 mg actives), Bluebonnet outshines the competition and matches or beats most companies’ prices. Bluebonnet is not only Kosher (Kof-K)—and in Vcaps™ and a glass bottle—but they provide aid to the standardized fractions by offering them in a base of the whole mycelium powder.

Bluebonnet’s product—in two sizes—contains 85 mg of patented organic whole mycelial powder, and 15 mg of patented mushroom extract **Maitake Gold-404**®—(and note that many companies only offer 6 mg of the concentrated extract per capsule.) These two products are your best source for the branded raw material, **Maitake Gold-404**®.

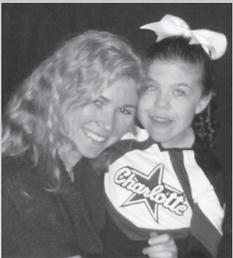
Mushroom Science also offers a full-spectrum Maitake Mushroom product, where the beta glucan fractions are left in their naturally-occurring mix of amino acids, proteins and minerals. This ensures that nothing is left behind, guaranteeing all the immune benefit that Maitake mushroom has to offer. Offered for the first time in North America. The actives are still isolated by hot water extract (otherwise the product would not deliver at all: as all the published research on Maitake and Maitake Fractions is based on hot water extracts of the fruit bodies). Polysaccharides (1-6, 1-3 linked proteoglycans extracted from the cell walls of the fruit body) are guaranteed! With medicinal mushrooms, it is always about retaining the structure (of the polysaccharide strands) for efficacy!!

Hot water extracts maintain the delicate linkages that make the beta glucans so useful for immunity support: crushing or grinding the material destroys the structure. Certainly, as well, mushrooms grown on rice lack all the benefits that the research supports from a wood-grown product. Rice-grown mushrooms are cheap to manufacture, quicker to spawn, ineffective to make hot water extracts out of, and—while easier to dry and grind in to a powder—not capable of holding the structure of the wood-grown mushrooms that are more natural, more therapeutic and a bit more labor-

continued on page 8

“WE ARE HEALTH FOOD PEOPLE”

Angi Calhoun, Inside Sales, North and South Carolina, BMC



I lived the first 30 years of my life so NOT a health food person. I was southern born and raised on fried chicken, mashed potatoes, biscuits and white gravy (that would be bleached flour, milk, chicken grease and lots of salt, ya'll) and sweet tea. Not a vegetable to be seen in our house! The more grease the better. Fast foods, diet colas and anything covered in cheese was the norm. Also normal to me were allergies, sinus infections, antibiotics, low energy, colds, flus and sore throats. Thankfully, that's no longer normal! I am so far from that now, its crazy! What happened? I moved next door to a homeschooling, natural birth instructor, natural foods coop member, vegetarian and mother of 3 about the same time I was embarking on the prospect of motherhood. We

became friends and my entire life began to shift.

It really started with diapers! I was truly appalled to find out what these manufacturers were putting into these products. Not just for the health of the children, but the health of the planet. This began to reawaken that hippie chick inside that always felt just outside of mainstream America, and secretly envisioned someday working for an organization like Greenpeace. My eyes were starting to peek open, but I wasn't completely immersed until after my daughter was born. 9 years ago I gave birth to a beautiful tiny little girl, and very quickly was plunged into the world of the effects of food on the body. I very quickly discovered that she had an intense allergy to dairy, and the education began into food allergies, organic living, nutrition, food coops, natural ways of healing and so much more.

My dear sweet Zoë came into this world with a mission to teach and heal, starting with me. Beginning in those early days of motherhood, I have learned so much about the interconnectedness of the foods we eat, how we treat our environment, the company we keep, value of a spiritual path, yoga, herbal healing, the wonderful world of homeopathy, the scary impacts of the FDA on our health, whole foods, organic lifestyles, and the list goes on.

I still remember the first time I stepped into a health food store. It was 'The Home Economist' in Davidson, NC (now Healthy Home Market). It all seemed so foreign. I don't think I bought anything that day. Just looked around. Now, I demo Nordic Naturals products at that same store and help to educate others who come into this world of natural health. I became a part of the sales team at Blue Moose Consulting this summer and it's been an exciting journey. There is so much more to learn and what better way than working with the great companies and retailers supported by Blue Moose Consulting! So many more people to educate and heal. The next set of doors has opened and I look forward to continuing my journey with all the other great health food people.

And it all began with diapers.



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

Maitake *continued from page 7*

intensive and expensive to make. Which makes you wonder why Mushroom Science mushrooms are the least expensive products on the market?! Best buy, and highest therapeutic value!! (and protecting your pricing with a M.A.P Agreement which makes them much more attractive to the smart buyers than the glitzy, hyper-marketed, deeply-discounted competition).

Hen-of-the-woods. Maitake mushroom. Now available to the world by the ton, and in a recipe near you soon. Natural safe, gentle and non-toxic immune support with a magnificently broad-range of health benefits. A daily-use food. Alert your customers to the website: <http://www.maitakegold.com/consumers.html> and do some research yourself to know the amazing benefits unearthed by good science.

It has been estimated that there are over 30,000 mushroom species on this planet. Of these, 700 are identified as being edible; of these less than 50 are considered to be medicinal. There is no need to carry ten different mushroom companies: rather, identify a few trustworthy and science-validated companies, with the widest selection of medicinal mushrooms available today, and stake your claim to this growing market.

Recently Yukiguni Maitake Mushroom Company created an American subsidiary called the Yukiguni Maitake Manufacturing Corporation of America (YMMCA) and it will invest in a 923,000 sq ft. manufacturing facility in Sullivan County outside of NYC with the goal of eventually employing over 110 people to make 2.3 tons of fresh maitake daily

Maitake mushrooms; once valued as comparable to silver, and destined to be as sought after as gold. Take the time to learn more about the medicinal mushrooms!

* these statements have not been evaluated by the FDA and are not meant to diagnose or prescribe, but are listed solely for the purpose of identifying further research by the reader.

This article is dedicated to Marybeth McIntyre, good friend. ☺

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

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Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher

