

## Talking Health **Aliveness**

I am tired of staying up late to write these newsletter articles: I profoundly hope that they are read. I am tired of 14-hour days trying to help as many stores as possible. Too many people I know are tired of working too hard. Yet, I feel that I am more alive, with more energy, focus, and inspiration than most of the people I meet. My heart drives my determination. I believe in what I do, and I try to practice what I preach.

Now you: how do you feel? I note that health food stores are more a reservoir of good energy than your average food store. The hope we offer in-store is galaxies away from the smock and lab coat zombies I see when I visit relatives in the hospital. Natural health defined by our legacy: changing the world slowly. It is obvious from an observation of the world around us that we have the winning combination. We should be such an inspiration to those around us that they flock with friends to our stores to see us, and ask us questions and find out the secrets that we

have unraveled to be so vibrant and clear-minded and healthy. What about you? How do you feel?

Are you the living example of the health movement you ascribe to? Do people meet a caring, open-armed and loving encyclopedia of health options when they walk into your store? Receptive and humbly serving? Are you still inspired, and are you the talk of the town for your desire to expound upon the virtues of natural living? That answer is for you, not me.

I am a gladiator for health. I love what I do. I urge you to find or re-ignite that fire. Your neighborhood and community and family need you. Your best self needs you too.

The numbers games, and payroll and trash disposal, and ordering and planning and dealing with the difficult ones won't go away. You just gotta find it inside yourself. Today, I worked 19 hours to finish this newsletter. I smiled the whole time. Research has to stop at some point and writing finalize: I apologize for run-on sentences and weak editing. The information was gathered in tight format to

focus you: start your study. Inspire and educate to lead forth. Good luck.

I just spent two days with Pratibha Sachdev and Omar Cruz from **Himalaya USA**. What two beautiful living vibrant souls. They love what they do. Himalaya USA is blessed to have them, and they inspire everyone they meet. Like you and I have to do.

Ignite. First, raw organic foods. **Juvo**. In the past few years they have quietly created the best (powdered) whole food meals, organic raw superfood formulas, and food-based weightloss products. Exceptional, verified, kosher, complete and smart, affordable. Every store should be joyously promoting these food-options. Adjunct support saving health from poor American diets. Enzymes, phytonutrients, freeze-dried for optimal nutrition. Scientifically-formulated by a food science division of a caring company. What is missing from this message that allows you to hesitate? I am not messing around: I want to serve health to every human being. Today, tonight, tomorrow. Join me. We love you. ☼

## Talking Business **Stop Ignoring the Fungus**

May showers bring more than June flowers. May also brings heat and humidity, and the moisture that precedes the yearly influx in warm-weather fungal growth. May begins a new round of problems for human health that will accompany the excesses caused by fungus among us.

In natural healthcare, we often intertwine the three villainous words "antibacterial", "antiviral" and "antifungal". They are not in any way interchangeable, and most of us never take the time to investigate and learn: which is why we too often direct people improperly when they come to find help for issues related to fungal concerns. So, for the person who has an unattractive foot fungus, and fears wearing flip-flops during the summer to the person suffering from any of the complications that manifest once candida has taken root as a primary visitor in the human body, the issues of fungal invasion can bother and hamper the infected person. That customer will show loyalty and gratitude to the person who helps them overcome these problems.

Fungal infections are not uncommon. In the totality of things, fungus are more prevalent on the planet than humans. It is not surprising that we would host some type of fungus at some time in our lives. It is equally important that we comprehend that fungi are just living beings trying to survive. The best

way to outwit a fungus is to understand it, and to create conditions the fungus finds inhospitable so that it moves on. The good news is that fungus does not normally thrive on a healthy human host, so all the proactive preventative health measures that we advocate are the best way to assist a person in ridding themselves of the unwanted guest of any fungus.

Let's learn more about organisms known as fungus. The Kingdom of Fungus is vast, and there are many categories of fungus. So, it is interesting that the fungus that are diagnosed in doctor's offices are so often just a few species. A fungus is loosely defined as a diverse group of eukaryotic single-celled or multinucleate organisms that live by decomposing and absorbing the organic material in which they grow. It is estimated that there are over 1.5 million fungus species on the planet with over 100,000 classified. Fungus used to be classified as part of the plant kingdom although they actually have more in common with animals.

A person would be small-minded to think that all fungi were the enemy. Fungus play many important roles in the ecosystem, and there are many fungi that we know are beneficial, like mushrooms and agents that aid in fermentation like yeasts for breads, beers & wines, and many healthful fermented foods.

Since the 1940s fungi have been used extensively in the manufacture of antibiotics.

Although often inconspicuous, fungi occur in every environment on Earth and play very important roles in most ecosystems. They are major decomposers, and are pivotal in nutrient cycling. It is posited that 90% of all plants feed upon fungi for their survival in a symbiosis. If we look at the plant world, we realize that often the fungus may seem to be a parasite to the plant, but often both entities gain something from the symbiosis.

For humans, maybe some of the more obstinate and irritating fungus may be performing the role of bell-ringers for the host to understand that their body is weak and their immune system in need of strengthening. Always consider, therefore, what message the presence of the fungus may be sending. The fungus may truly be a part of the problem, but it also may be a warning sign of the need for a solution.

Fungus, as a living organism, seeks to reproduce, eat and habitate. Generally speaking, fungus thrive in moist, wet and warm environments. The obvious first course of action to eliminate a fungal colony is to remove these conditions. That may mean for a toenail fungal infection to dry the foot area completely and to keep the area dry. For

*continued on page 2*

## Stop Ignoring the Fungus

*continued from page 1*

internal fungi, astringents are often effective as they dry out tissue that may be colonized ("infected").

Fungus need to eat too, and many species that like human hosts have adapted over the millennium to eat what is available—the detritus found on the skin, various collagenase and keratinase proteins (dead skin, hair and nails); and, in the gut, the excess sugar that that has infested our diets. Healthy skin maintenance often involves dry skin brushing, and one way to prevent weak hair follicles is to avoid harsh, petrochemical based shampoos, conditioners and creams. Internally, fibrous roughage is one way to keep the corridors of the digestive system clear of mucilaginous buildups which fungus love.

The goal is obviously to live a healthy life where optimal vitality reigns and skin fungus and candida-proliferation are just bad dreams: but that is not the reality in today's stress-filled world of chronic inflammation, environmental toxicity and bad diet.

Ultimately, we know that we are not the alien here, but it is the invading species that must be removed from our host. The first thing to consider is where the fungus came from. Like a wild animal that has learned that it is better to live with the generous host of humans by acclimating to our environment (as some people conjecture wolves did long before we grew to love our household pet dogs), the fungus that lead us to doctor's offices are those that are often found hanging out in pools, and showers under ideal growing conditions in human environs. Waiting for a human ride. We have to accept some responsibility for the prevalence of more external fungus infections because of the environments we have created/live in. Unkempt showers, unnatural chemical for pools, and the over-use of severe non-natural chemical cleansers have created a biosphere where fungus get hardy and disciplined in areas that we humans frequent. We cannot spray our way out of a world filled with other organisms, especially when it is conjectured that many fungi can continue to be transmitted a full 15 months after they have alighted on an ideal surface.

There is no proof that environmentally-friendly cleaning products create a more complex physical environment on the surfaces that they clean, but the logic follows in a similar path to the now recognized supposition that complex chemical agents in plants serve a better function as anti-bacterials, anti-virals and anti-fungals than isolated, patented man-made elements. This may be another benefit for using natural cleaning products besides saving the planet's health.

Consider the possibilities, though, when asked for advice with skin fungus: maybe petrochemical-based skin cleansers with harsh surfactants are creating a breeding ground? Maybe shower cleansers are creating a breeding ground? Mass-market antimicrobials will only become more strong (and dangerous) as the natural order around us breaks down and manufacturers try to kill their way out of the mess. Capitalism and

modern western medicine will create toxic bombs of death to kill an organism that only persists and prevails against the arsenal: think the antibiotic comparison!! My bet would be on the fungus.

If fungus proliferate in moist, damp, wet and warm environments, then logic would have us teach everyone to think about their surroundings, and create prevention through smart and healthy action!

### What to do when Fungus Strikes

There is not perfect solution. The odds are against any of us that we will go without some battle with fungal elements in our lifetime. Again, we share the planet with fungus, and yet many species cause "mycotoxins" which can be toxic to humans and pets. We often notice fungus when their fruiting bodies are growing, but these organisms surround us daily throughout our environment: and, in a natural order, without caustic, stupid disruption and with healthy immune systems, we all cohabitate. Our human, whole body system actually incorporates fungus: literally, we are part of them as well as them being a part of us. If fungi inhabit us as so-called parasites, we have evolved to use them, just as plants have evolved to use the myriad fungi that dwell in the soil, including all the soil that makes the good food that we eat (I do not include the frankenfood and dollar harvests that Monsanto creates).

Recent theories discuss the possible pivotal role that candida plays in human immunity (in balance); that the skin works best when there is a milieu that is natural, and that the skin falters and fails when it is stripped clean of its natural forestry.

If fungus plays a role in the breakdown of waste, then it obviously can and probably does play a role in human digestion, elimination and is a recognized player by the internal communication systems that guide us. Later, I will discuss the positive roles that medical mushrooms—a fungus—and the beta glucans from yeast (WGP™) play in optimal immune health. For now, it must be said that the best way to cohabit in a world crawling with fellow-travellers—like fungus, bacteria and even viruses—is to focus our smartest attention on "self" and the optimal development of the human immune system! The obstruction to the cure with fungal infections in a weak host.

The weather is changing. Heat and sweat, outdoor activities, travel and hotel rooms, shared towels—the world is ripe at this time of year for aggressive fungus to settle in and wreak some havoc.



A big concern is the children. Many children experience higher incidences of fungal attack during the warmer months. Summer heat means warmer skin and often moister skin: an open-door to the fungus of shared playground, pool and locker room. Jock itch, Athlete's Foot, hair fungus (tinea capitis), and ringworm—actually a fungus, not a worm—are all summertime sports-related fungus attacks. One out of every three children will get a fungal infection before adulthood: so what solutions are we offering parents?

Likewise, genital yeast infections strike more in the warmer months, and often linger longer—especially as they are passed back and forth between sexual partners.

The elderly are very susceptible to fungal invasion. A sedentary lifestyle magnifies a poor diet and allows the always opportunistic fungus colony to take hold and dominate. If the immune system does weaken as one ages, our older population is ripe for a dangerous slow-dance with fungal infections.

Finally, the immuno-compromised often find fungus to be deadly. If the role of fungus in the forest is to decompose matter, we have to be vigilant against fungus weakening the infirm, and dealing a deadly blow to our elders. We cannot obliterate fungus, but nor should we allow it to get the upper hand in this challenge of survival!

Immune health is the first line of action. All the many tools that we know for immuno-strength come into play. For summer lung infections, Echinacea and osha are superior still. Andrographis is the king bitter that will enliven the liver while stimulating action if the gut is burdened by antagonists. You must become conversant in the role of herbal adaptogens for immuno-modulation and body homeostasis: this small category of herbal wonders is the best prescription for strength against fungal strong-arming. Silver plays a dominate role when discussing the immune system and anything fungal, bacterial or viral. Silver is an important trace mineral, and quality silver is the perfect summer supplement.

**Sovereign Silver** has perfected the delivery system of this integral nutrient. Silver hydrosol is both a superior though moderate killing-agent to all the man-made chemical anti-microbial derivatives, and an elemental part of an optimal immune system. Silver cleanses the body of unwanted elements, and is active with delivering a better-functioning immune system to effectively monitor those extra-organism activities in the body. A daily dose of silver is paramount in allergy season, when travelling, and whenever one may be exposed to excess fungal exposure (pools, travel bathrooms, "overnights", garden work, hiking, beach visits, etc.)

Internally, Sovereign Silver is a must-have, which is why I often puzzle over why stores don't stock high inventories of these product (volume deals are very profitable to the smart store that endcaps the product seasonally)

The real gem for the fungal conundrum is the **Sovereign Silver Homeopathic Skin Gel**. Many stores turn to this product as their go-to heal-all for first-aid, summer medicine cabinets and travel health kits. This product

*continued on page 6*





**May Promotions**  
**20% OFF Product listed**  
*minimum order 3 ea per SKU*

**Women's Health**

- Black Cohosh liquid extract • Chaste Tree liquid extract
  - Healthy Menopause Tonic™ • Women's Health Tonic™
- 1 & 4 oz bottles*

**Exciting New Products Still on Sale**

*Available DIRECT only*

**Introductory Promo on 4 New Items**

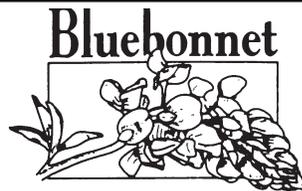
- Albizia liquid extract • Dragon's Blood liquid tree sap
- Bacopa liquid extract • Guggul liquid extract

**Buy 1-2 New Items - 3 each -  
 & receive 15% OFF WHOLESALE**  
**Buy 3-4 New Items - 3 each -  
 & receive 20% OFF WHOLESALE**

Ask your BMC rep about how to maximize sales & profits  
 with Herb Pharm's ongoing  
**Everyday Volume Discount**  
 and **Line Extension Discount**



Not represented by BMC in NJ



Make Your Own Floor or Counter Display  
**MAY is PERFECT for WOMEN'S HEALTH**  
**Slice of Life for 18-20% OFF\***

- 157 Targeted Multiples™ Ladies' Choice™ Caplets\* 90
- 163 Targeted Multiples™ Age-Less Choice™ for Women 50+ Caplets\* 90
- 224 Osteo-Bone Formula VCaps 90
- 314 Vitamin D3 2000 IU VCaps 90
- 317 Vitamin D3 2000 IU Softgels 100
- 364 Earthsweet® Chewable Vitamin D3 2000 IU Tabs 90
- 368 Vitamin D3 5000 IU VCaps 60
- 445 Earthsweet® Chewable Vitamin B-6, B-12, Folic Acid Tabs 60
- 670 Albion® Chelated Iron 27 mg VCaps 90
- 916 Perfect Cranberry® 500 mg VCaps 60
- 918 Evening Primrose Oil 500 mg Softgels 100
- 921 Evening Primrose Oil 1300 mg Softgels 60

**\*Ask Your BMC Rep for how to use the  
 Slice of Life Promo to save 18-20%**  
**Mix & Match = 20% 4-products, 12 units each**  
**Mix & Match = 18% 3-products, 5 units each**

Not represented by BMC in NJ, SC



**May Promotion EnergyBrain/Stress  
 Supplements & Liquids\***

- MindCare® 60 Vcaps • MindCare® Econo 120 Vcaps
- MindCare® liquid 200 ml • StressCare® 120 Vcaps
- StressCare® Econo 240 Vcaps • ImmunoCare® liquid 200 ml
- LiverCare® liquid 200 ml • MindCare® liquid 200 ml
- CoughCare® Liquid, Regular & Sugar-Free

**Organic Single Herbs\***

- Bacopa • Gotu Kola • Shatavari
- Holy Basil • Mucuma • Ashwagandha

**Organique by Himalaya**

**\*May Promotion: Hair & Body Care**

- Amla & Holy Basil Conditioner • Hydrating Shampoo
- Rejuvenating Shampoo • Volumizing Shampoo
- Revitalizing Hand & Body Lotion • Stress Massage Oil
- Rejuvenating Massage Oil
- Intensive Moisturizing FootCare Cream

**\*Mix & Match Promotions for May**

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

*Not to be combined with any other promos*

**BMC is now proud to represent Himalaya USA in New Jersey**



*Pure and Great Tasting Omega Oils*

**In Stock & Drawing Great Interest  
 Great for Travel!!**

- **Omega Effervescent 7-pk**
- **Omega Effervescent 21-ct**
  - **Baby DHA 2 oz liquid**
  - **Omega Probiotic 60 ct**
  - **Omega Joint 90 ct**
- **Omega Joint Xtra 90 ct**
- **Nordic Omega 3 Gummy Worms 21 ct**

**Expand Sales** by Partnering with the best National & Regional Omega-3 products in the country, and **Cross-merchandise** to increase sales of Omega-3 for ever category of nutritional support

**Iceland update:** As several people have asked, the volcanic activity in Iceland currently will have no influence on the quality of Nordic Naturals **100% Arctic Cod Liver Oils**. There are currently no Arctic Cod being fished at this time. They are all well under the Arctic ice. They return to the Lofoten Islands to spawn later in the year, when the next catch occurs. Since Nordic has cutting-edge, proprietary + patented methods of molecular distillation to remove environmental contaminants—and all products go through stringent 3rd-Party Certification that complies with Norwegian Medicinal Oil Standards—the quality of product should remain constant despite the activities caused by the volcanoes in Iceland.

Not represented by BMC in NJ, SC



# JUVO™

## The "Nature-Approved" Natural Raw Meal

Juvo promises to deliver benefits & aliveness of nature to make you healthy + rejuvenated. JUVO retains nature's purity without any modification or additions. The whole grains, vegetables, sea vegetables, mushrooms, & fruits are grown organically to bring you the purity + full vitality of nature.

- **Whole Food:** JUVO is filled with 60 healthful ingredients delivering complete nutrition. It is high in phytonutrients, dietary fibers, antioxidants, + enzymes.
- **Natural and Organic** JUVO - made with organic & kosher ingredients. It is NON-GMO, free of dairy, animal ingredients, artificial flavors/colors. Suitable for vegan/vegetarians.
- **Raw, Alive Nutrients** JUVO uses Freeze-Drying Technology—the best way to preserve nutritive properties, flavor + color. JUVO's nutrients are alive.

**Plus it is easy to prepare and tastes great**

NOTE: please ask your BMC rep to review the new JUVO "MAP Policy" These Manufacturer's Advertised Pricing agreements are one solid way to protect your business and to keep a level playing-field for storefronts + smaller businesses

Not represented by BMC in Eastern PA, NJ

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## May Promotion Stomach PLUS Formula 15% OFF 12+ items 16 + 32 oz bottles

**Herbal Aloe™ Stomach PLUS Formula** is a nutritious blend of the finest organically-grown Whole Leaf Aloe Vera & 11 effective stomach herbs in high-absorption extract form. Stomach Plus Formula has provided relief from Reflux, Gastritis, Nausea + Upset Stomach. Great for morning sickness during pregnancy too! This very soothing formula helps to rebalance stomach acids, and calms the intestinal tract naturally!!

### Satisfaction Guaranteed

Aloe & herbs: Organic Whole Leaf Aloe Vera Juice\*, Peppermint Extract, Catnip Extract, Chamomile Extract, Clove Extract, Fennel Extract, Gentian Extract, Goldenseal Extract, Ginger Extract, Meadowsweet Extract, Sweet Cinnamon Extract, Wild Yam Extract, & Stevia



\*Certification # 5-215-365



## Essential Formulas In Stock & On Sale Now Dr. Ohhira's Propolis PLUS™ 60 + 120 capsule boxes

### 10% OFF Introductory Purchase

Initial Placement must be placed by BMC rep

**Dr. Ohhira's Propolis PLUS**—combines a unique & consistently-potent Brazilian Green Propolis with flax oil Omega-3s, complete probiotic support, & the anti-inflammatory antioxidants astaxanthin and vitamin E complex. There is simply no other single-product combination like this on the market today.

*Whole Health Synergy.*

Propolis is a natural protective antibiotic substance that bees apply throughout the interior of their hives. Flavonoid-rich, it is derived from plant & tree resins. Coating the hive walls + filling cracks + gaps, propolis protects against the elements, pathogens, molds, and bad bacteria. The history of propolis for human health goes back to ancient Egypt + Greece, where it was used externally for dermal care, and internally to promote digestive & joint health. Derived from the vegetation surrounding the bees' hive, the potency + composition of propolis depends upon its unique regional source. The best Brazilian propolis is often referred to as "Green Propolis" due to its vivid color. In particular, Brazilian Green Propolis found in the Minas Gerais region is derived mostly from Alecrim (*Baccharis dracunculifolia*), an herb peculiar to South America. The wild-growing plants are free of pesticide residue + allergy-causing agents.\*

# OLBAS®

HERBAL REMEDIES

## Comfort and Support all year long

There are 9 different Olbas Remedies that each soothe you in a unique way:

### Olbas Oil Relieves Colds, Flu and Allergies

**Olbas Oil** The Original Swiss Aromatherapy Massage Oil + Inhalant

**Olbas Inhaler** Penetrating Vapors With Rapid Action

**Olbas Pastilles** Maximum Strength Cough Suppressant Drops

**Olbas Analgesic Salve** Pain Relieving Balm With Cough Suppressant Action

**Olbas Lozenges** NEW! Black Currant, Sugar-Free Cough Suppressant Lozenges

**Olbas Herbal Bath** Soothes & Relaxes, Tingles & Invigorates

**Olbas Cough Syrup** Herbal Bronchial-Support Syrup also supporting Immune Health

**Olbas Herbal Tea** Deliciously Soothing Instant Herbal Tea

**Olbas Sport Massage Oil** Vitamin-Rich Massage & Skin Conditioning Oil

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

## May Promotions Direct Deals 15% OFF

Selected Items when bought Direct  
Must mention "BMC promo"  
when placing order

**Zero Zits! Creamy Kleanzer**  
"Cease the Grease" for normal to oily skin

**Zero Zits! Astringent Toner**  
"Original" for normal to oily skin

&

**Cut Rescue™**  
Complete your Natural  
First-Aid Kit! Aluminum-free. 100%-

Natural, non-sting: Slippery Elm, Lavender, Plantain + Goldenseal herbs providing protective outer covering to promote cleanliness & wound closure.

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

Did you know that you can place your orders online? Ask your BMC rep how!

# BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

## Pet Hair & Summer Shedding

Strengthen your Pet Care section with Bass Brushes®

### Dog, Cat & Horse Collection

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.

5 Brushes in an educational Pet Groomer Display.

**Bass Brushes:** quite simply the oldest and largest Brush, Comb & Bath & Body Tool company in the natural foods industry.

[www.thehairdoccompany.com/products/petgroomer](http://www.thehairdoccompany.com/products/petgroomer)

Not represented by BMC in NC, NJ, PA





### Catch the Summer Hair Coloring Trends

Women & Men are Coloring their hair for the summer sun

Now is one of the busiest times of year:

Endcap products with a sign saying:

**"Natural & Safe Hair Care Available Here"**

### May Promotion: Henna Cream 25% OFF DIRECT

15 Color Choices

25% offer is for stores agreeing to pass on savings

### Surya Brasil Hair Coloring & Hair Treatment Henna Creams

Surya Henna Cream colors while revitalizing, moisturizing & conditioning hair. Using fruits and herbs from India & Brasil, the formula nourishes, increases luster, softness & elasticity while coloring—without severing the original structure of capillary keratin. No harm to hair, health or the environment. Surya henna cream actually protects hair health. Guaranteed free of peroxide, ammonia, heavy metals, parabens, PPD, resorcinol or other ingredients which may cause harm. Raw materials extracted with environmental responsibility & sustainability. No animal testing. Vegetarian. May be used safely after hair has been treated chemically. Each Kit contains: 1 bottle of cream (2.31 fl. oz.), One pair of plastic gloves, One plastic cap, instructions.

## PERFECT<sup>®</sup> ORGANICS

### May Promotion

### All Shea Butters

**10% OFF**

Buy minimum 12

Mix & match

### 100% Shea Butter

Mandarin Chocolate

Lavender Lavish Shea Butter

Orange Ginger Shea Butter

Mint Chocolate Shea Butter

Hazelnut Coffee Shea Butter

**NOTE: Perfect Organics has a new 800 number: 866-301-2537**



## NEWTON homeopathics

Nurturing Naturally Since 1987

### May Specials

**20% OFF 6+ per SKU**

Amalga Detox (N060)

Cold Sores (N039)

Nervousness (N070)

Teeth & Gums (N042)

Teething & Colic, Kids (F026)

### How to Sell Homeopathic Products

- Always educate, never prescribe.
- If the client has a serious chronic disease, tell them to consult a health practitioner.
- Always explain the importance of taking the DETOXIFIER or JUMP-START KIT if you suspect that the problem is chronic.
- Detoxifier is taken in combination with all other complexes as it is a drainer + can assist the body in eliminating toxins.
- Homeopathy will improve absorption of vitamins, minerals & trace minerals.
- Homeopathy is often a complement to other products you offer for wholistic approach to health

### PHONE TRAINING -

May 4 Homeopathy and Oral Health

June 1 Homeopathy for First Aid

Closed May 31 for Memorial Day

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

### May Special 15% OFF

250mg/60 ct.

Minimum purchase 8 bottles.

Beta 1,3/1,6 Glucan is an all-natural, food-based dietary supplement purified from the cell wall of baker's yeast (*Saccharomyces cerevisiae*).

Technically it is a highly refined carbohydrate made up of a

string of glucose molecules, with the fats, proteins + other polysaccharides removed.

Immune Health Basics have received G.R.A.S. status from the FDA (Generally Recognized As Safe)



## MushroomScience<sup>®</sup>

### BMC May Promotions Reishi Gano 161™



### Mix and Match

12 = 10%

24 = 15%

36 = 20%

### Reishi Gano 161™



### What if you could drink yourself to a stronger immune system?

With bioactive silver hydrosol you can

Start with pure, pharmaceutical-grade water + add safe, low concentrations of charged silver nanoparticles & you have the makings of one of the most powerful immune cocktails on the planet.

Silver is a normal constituent of the mammalian diet. As a trace element, it is found consistently in food, including whole grains, edible + medicinal mushrooms; milk and water. There are receptor sites on the myelin sheath surrounding the nerve cell for silver! Humans do not get receptor sites by accident!

What does silver do? Known for its powerful antimicrobial effects, which makes it ideal for use when challenged by viral, bacterial or fungal pathogens, there are many other uses that are equally, if not more, impressive.

Silver also facilitates an efficiency of normal & necessary immune functions + cascades. Silver plays a brilliant role in facilitating powerful immune efficiency. Silver is known to be an oxygen sponge. It has the capacity to carry 10x its atomic weight in oxygen, the warmer it gets. Silver nanoparticles flood the body with oxygen, particularly the B-lymphocytes (White Blood Cells). The immune system needs copious amounts of oxygen in order to produce Reactive Oxygen Species (ROS), which it uses to disrupt metabolic pathways of pathogenic life forms. Once again, silver enhances the efficiency of immune intervention.

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



## Stop Ignoring the Fungus

continued from page 2

reduces inflammation, prevents infection, and helps in skin healing. I am sure the only reason some stores haven't been raving about this product is because they have not tried it: ask your BMC rep for info and a sample with your next order.

### Narrowing the Discussion: Skin Fungus

Skin fungus is a fulltime business in the U.S. (one source defines it as a \$6 billion malady). The first thing to consider, again, is preventative healthcare. **Dr. Ohhira's Probiotic soap** from **Essential Formulas** has an upswing in sales in the summer as people find it the only relief for eczema flare-ups and psoriasis. I advise you recommend this product to those in need and find this item jump from 6s to 12 eaches in a month as friends alert friends to the magnificent relief. Skin irritation can be maddening. **Aloe Life Skin Healing Gel** is my favorite maximum-use skin care product. This product is for everything.

**Herbal Ed's Salve** is now available in a smart 6-pak display that makes this exceptional **Herb Pharm** product stand out. There literally is not a skin problem that will not benefit from a combination of Herb Pharm-quality comfrey root, chickweed, plantain, mullein and St. Johnswort extracted and concentrated in a base of olive oil, bee's wax and bee propolis. These first four products define the four best products for skin health on the market today.

For stubborn fungal skin infections, garlic oil is still an excellent reliable, and we all already know the abilities of tea tree oil. Both these items can be caustic (as oregano oil is internally), so they should be diluted or begun in lower amounts to observe skin reaction. While the Probiotic soap actually doubles as a skin moisturizing beauty soap, and the Aloe Life Skin Healing Gel is perfect for post-sun and as a base for skin tightening on the face in the morning, both of these stellar products normalize and heal the skin for daily proactive use. The Herb Pharm salve and the dynamic Sovereign Silver Homeopathic skin gel are the natural arsenal when the skin mantle has been thrown into imbalance!

For a skin disorder involving candida or fungal concerns, the award-winning **Organique by Himalaya Neem & Turmeric Face Wash**, and the **Neem & Turmeric Cleansing Bar** can serve as a full-body cleanse with two of the best known anti-fungal herbs. **Aroma Land** has made the best "Personal Defense" hand wash on the market with their new 100% natural surfactant, deep-cleaning, lathering, hand soap made with essential oils of eucalyptus, tea tree, wild marjoram and thyme. Addictive. For those dire disinfecting moments, **Surya's Organic Hand Sanitizer** with Jua and Acai cleans—and kills germs—without drying the skin.

### Foot and Nail Fungus

Foot fungus can be a symptom of environmental exposure, or a tell-tale sign

that the body-PH is off, and/or that the immune system is not optimal. Foot fungus is a huge market for people worried about open-toed shoes, the beach, and the discomfort of itchy feet in hot shoes on hot summer days. Foot nail fungus is something people think that they must live with, or go through very invasive and toxic mainstream "medicine".

For nail fungus, **Well in Hand** has a clever and effective solution for this stubborn fungal invasion. Recognizing that relief is not immediate, they have created a kit called **Fungi Free™** that offers four products designed to work in concert to handle the toughest, yellowest, thickest, ugliest finger and toe nails ever conquered by fungus. As product creator Linda Doby acknowledges, the healing and recovery process takes as long as it takes for a normal nail to grow in.

The problem of course is that the infection has migrated to the nail bed, which is protected by the hard exterior of the nail which acts like a shell for a turtle: how does one get in to clean and heal this enclosed space? You cannot take the shell off the turtle and clean it and then return the animal to its shell? **Well in Hand** addresses that problem with their pure, aromatherapy-based herbal solution.

The four all-natural products follow a course identified by the adjectives Preparation, Penetration, Protection, Prevention. They can be sold separately, but they truly work when used together over several months. The end result, beautiful renewed nails without the overt danger of liver toxicity caused by dubious pharmaceuticals. I have often marveled how

every store doesn't keep one kit on the shelf with the promise that this super product offers to a whole legion of nail fungus sufferers: if you believe in what you do and you trust your educational skills, this could easily be an impressive once a month high-ticket sale, as friends tell friends.

My favorite daily foot cream that both moisturizes and protects is the **Intensive Moisturizing Foot Care Cream** by **Organique by Himalaya**. Loved by podiatrists internationally, this product is a joy to all feet, especially for hot tired feet after a long day of foot labor! This product makes feet soft and supple, so it is surprising that it would have a preventative action against fungus (which loves moisture). It may be that the Soliga Forest Honey—which is anti-fungal—and the castor oil lock-in the antimicrobial activities of the organic oils of sweet marjoram, coriander, clove and rosemary. Delightful and therapeutic: daily.

Since I am forever travelling in hotels, I have a new appreciation at the speed with which fungus can invade. After shower, I thoroughly dry; wait and then dab tea tree oil on my feet and ankles, every time. Blue Moose Consulting represents two of the best tea tree oils on the market. **Herb Pharm's** Tea Tree oil delivers that Herb Pharm quality again, something dependable in a market saturated with uncertainty. Their product is wildharvested in its natural wild in Queensland, Australia, steam-distilled from fresh (undried) leaves, and meets the Australian standards for medical-grade Tea Tree oil.

## Introducing oxylent®

DRINK OXYLENT BREATHE LIFE™

**Oxygenates:** Enzymes  
**Hydrates:** Electrolytes  
**Circulates:** Amino acids  
**Rejuvenates:** Vitamins & Minerals

- Great Tasting
- Easily Absorbed
- Unique Formula
- 3rd-Party Tested
- Superior Quality
- Environmentally Conscious

as seen last month in *US Weekly*

**Oxylent was recently named  
One of the Top Ten Best  
New Products of 2009 by  
Vitamin Retailer Magazine**

Ask your BMC rep for details on  
Opening Order & Promotions deals

**A GREAT product to demo**  
Represented in NJ, PA, DE, MD, DC, VA, WV, NC

## AROMA LAND

### Massage & Body Oils

12 oz

Jasmine & Clementine  
Rosemary & Mint  
Lemongrass & Sage  
Tea Tree & Lemon  
Ylang Ylang & Ginger

### May Promotion Aroma Land Massage Oils

must mention "BMC Promo"  
when placing order

any SKU

**3 each = 10% OFF**

any SKU

**6 each = 15% OFF**



At night, Sovereign Silver Skin gel is by my hotel room bed along with the delightful Himalaya Foot Cream. Goodbye fungus; hello healthy skin.

## Internal Preparations

Even though probiotics are one of the best-known therapies for fungal prevention and cure, I will not highlight that issue now. Suffice it to say that every reader should already know the advantages of daily probiotics for overall health, and the specifics of homeostasis—so I will not linger on this issue. In Ayurvedic medicine, they recognize that fermented foods are seminal to any prescription for fungal disorder, and therefore understand that **Dr. Ohhira's Probiotics 12 PLUS**—a fermented, food-source of lactic acids bacterias—is the best choice for candida, or any other gut imbalance.

Aloe vera, the digestive panacea, is also known to be a classic internal antifungal. If the issue is candida, then **Aloe Life's Aloe Gold** is the ideal internal daily food support. Aloe vera not only assists intestinal flora, and is a mild anti-inflammatory that keeps peristalsis natural, but also governs the population of internal flora gently and safely. For rebuilding a devastated or weakened gut climate, the **Herbal Stomach Formula** delivers the therapeutic value of an organic whole leaf concentrate along with a premiere combination of herbal extracts.

Antifungal herbs include black walnut, barberry, cajeput, calendula, chamomile, chapparal, cinnamon, clove, fennel, frankincense, garlic, goldenseal, lavender, lemon grass, licorice, myrrh, neem, olive leaf,

pau darco, peppermint, rosemary, sage, spilanthes, tuja, tea tree, and turmeric. Topically, henna is antifungal. An herb for every intelligent healthful multitask. Always consider the energies of the herbs, as you would not want to use a warming herb typically in a hot disposition. Often the more antiseptic, the better.

Two standout herbs that are antifungal are neem—which actually was the center of a huge multinational patent-case concerning its antifungal successes and the corporate science-thieves attempts to capitalize on nature's bounty, and spilanthes, a Brazilian and African plant called "toothache plant" but which is very powerful to the immune system, is antimicrobial and may prove effective in protocols for malaria and Lyme's Disease. Brazilian Green Bee Propolis, delivered by **Essential Formulas**, will soon become a basic recommendation for systemic fungal imbalances

**Herb Pharm's Spilanthes-Usnea Compound** has to be your # 1 recommendation for an herbal anti-fungal remedy. The indications are matched by the effectiveness of the formula: this product can address issues of the mouth, stomach, intestines, anus, vagina, nose, ear, and skin, as well as systemic fungal infections. Specifically for candidiasis (vaginal, intestinal and systemic), apthia (thrush) and stomatitis, ringworm, athlete's foot, toenail and fingernail fungus. A simple arrangement of usnea lichen; oregano leaf and flower; and spilanthes flowering herb, this product is an internal and external masterpiece. The only sadness is that staff members don't take the time to learn the

uses for this product with the old-time herbal name.

Usnea, often called "Old man's beard" is a dried tree lichen, Usnea's usnic acid has shown effective anti-microbial activity against fungus, some protozoa, and gram-positive bacteria (though not against gram-negative bacteria—e.g., *E. coli* and *Salmonella*). Usnea is an amazing fact of nature. It grows all over the world and is a symbiotic of a fungus and an alga (think seaweed). Several things are truly mind-expanding about usnea lichen, including that it grows significantly only in unpolluted air, and it has been used for thousands of years topically as an herbal bandaid in a way, corresponding to Dragon's Blood's historical use. American Indians applied usnea to severe battle wounds, and it is added to aquariums to prevent fish infections. Usnea is very bitter and powerful, and is best utilized in a balanced formula and in clear parameters like with the Herb Pharm Usnea-Spilanthes Compound. Cross-merchandise in your Herb Pharm set, in your digestive section and in your topicals bodycare first aid section.

Usnea is a living symbiosis of two variant species living together: an alga—an old seaweed living in a tree—that has found a shared life with a tree fungus. And this fungal living family is used to fight fungus. Peculiar and magnificent. Likewise, the medicinal mushrooms have been used historically for fungal concerns. When learning from nature, we often come to understand that our mind has to be able to adjust to the beauty of creation. Yes, Reishi mushroom is a principal therapy for fungal issues. While usnea is antimicrobial, a natural source of Vitamin C and antibiotic-like, reishi is a powerful immuno-supportive adaptogen. Two fungal foods perfect to rid the body of negative fungal flare-up. In the great Kingdom of Fungus, there are powerful warriors of good to counter the elements that are bad for us.

Adding to the wonders of nature, it is actually a sugar found in a yeast that is one of the primary antidotes to immune system weaknesses that can lead to a severe candidiasis. Remove the cell wall of baker's yeast, and you can capture a purified beta glucan that has the best research in the medical world for natural immune system support. **Immune Health Basics** has captured that element in a pure beta glucan nutraceutical. To unleash a similar and more food-like combination of polysaccharides and beta glucans from the medicinal mushrooms, you have to unlock the tough outer skeleton of the chitin—the mushroom body's fruiting skin—to get the main scientifically verifiable attributes from the mushrooms. **Mushroom Science's** hot water extract delivers these immuno-supportive elixirs in guaranteed potency capsules.

Lichen, mushrooms, yeast: look how like cures like in the world around us. Likewise, homeopathy is exceptional for people looking for the most well-rounded healing protocol. For the sensitive, weak or very toxic, **Newton Homeopathics' DETOX formula** is the starting point of any detox. It complements their **Candida** and their **Foot Fungus**

*continued on page 8*

## "WE ARE HEALTH FOOD PEOPLE"

### Jennifer Jo Stevens, Sales and Education Representative, BMC



So far, in my time on this Earth, I have always seemed to find a way to step outside of societal bounds and enter into what may be called esoteric realms. As much as I had originally tried to fit into a Western mold, I always ended up breaking out and creating my own masterpiece.

Growing up in the beauty of New York's Hudson Valley provided me with the opportunity to connect with Nature's healing ability on a mind-body-spirit level from the very beginning of my life. I always felt most at home in the garden, walking in the woods or creating concoctions on the stove with my family.

I digressed from this and attempted to become a responsible adult. In my career in Social Services I had the opportunity to work in a variety of fields: substance abuse, HIV/AIDS and finally specializing in human sexuality were I became a Professional Trainer and Community Educator.

Once again in the beauty of the Hudson Valley learning under the mentorship of Susun Weed how to take all of the components of my childhood and turn them into remedies to heal others, our planet, and myself.

Herbal medicine and the wonders of Nature's power called to me in the most powerful of ways. I began to crave the knowledge and sought it everywhere I could find it, learning about organic farming, nutritional healing, raw food, macrobiotics, yoga, meditation, energy medicine, TCM, Reiki, Ayurveda...the list goes on. Now I am studying to be an Ayurvedic Lifestyle Consultant as well as finishing a Master's program in Natural Health. Never did I think that the knowledge I was collecting along the way would lead to a career, just to a lifestyle.

I had been seeking a place to work that met with my values and held the level of integrity that I wanted to emulate in my life. I ended up finding that at Whole Foods Market in Marlton, New Jersey. Suddenly, all the knowledge I had collected over the years, coupled with skills learned in human services, was put into practical application with a speed that could have given me whiplash. Quickly, I became a buyer and began learning the process of for-profit business practice. I ended up in an industry where I "fit" like a key in a lock.

This has now led me into a stage of my journey where I have joined the team at Blue Moose Consulting. Not only do I get to work in the most amazing health foods stores NJ has to offer, but I am granted the honor of assisting them become successful at what they love by teaching them about the products that I love. Win-Win at its finest! Becoming a part of Blue Moose Consulting is not only my most recent, but also one of my most exciting, works of art so far.



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

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

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

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

## Stop Ignoring the Fungus

*continued from page 2*

homeopathic preparations for deep cleansing action that works on every level of energetic and health concern. If you want to get to the core of the problem, make sure these effective and inexpensive homeopathics are added to the checkout. 6 drops a day can have powerful effects on stirring up deep-seated problems, and assisting the body's natural function for repair and elimination.

A good detox protocol demands probiotics, liquid herbal extracts, aloe vera and greens. **Aloe Life's Daily Greens** in themselves can counter fungal overload if taken diligently, but they produce better results as part of a smart and complete detox package for fungal removal. **Bluebonnet's Green Utopia** adds seaweeds and enzyme-rich sprouts to a high fiber, high-ORAC food-first daily green. Fungus lack chlorophyll and would rather live somewhere than a green healthy human body. These two greens formulas outperform many other trendy, gaudy and market-saturated greens products. Recommend quality first, but always recommend greens!

Everything mentioned here will help fungus go away. Fast. Everything here has the added benefit of regenerating overall health. Our communities are weakened by fungally-out-of-control, dull-minded and low-energy fellow travelers. Let's liberate them to live healthier lives without the discomforts of summer fungal discomforts. "There are no problems, only solutions."\* ☺

\*paraphrased John Lennon, "Watching the Wheels" 1981

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Laura Pestel at 864-879-3465 and put in your request now.



## How to Reach Blue Moose Consulting

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

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

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

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

#### Himalaya USA

www.himalayausa.com  
800-869-4640  
fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
703-734-2434 • 800-653-1078  
fax: 703-852-7199  
Merrifield, VA 22116

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc • 818-882-4247  
fax: 818-341-3104  
Chattsworth, CA 91406

#### 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  
619-258-0145  
orders: 1-800-414-ALOE  
(2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Immune Health Basics

www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA 19154

#### Well-in-Hand: Epic Herbal Medicinals

www.well-in-hand.com  
434-534-6050 • 888-550-7774  
fax: 434-534-6040  
Forest, VA 24551-1200

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com  
888-328-8840 • 954-979-0885  
fax: 954-979-0838  
Pompano Beach, FL 33069

#### Mushroom Science

www.mushrooms-science.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Surya Brasil

www.suryacosmetics.com  
877-997-8792 • 718-267-9696  
fax: 718-267-9648  
Long Island City, NY 11105

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

**Support all the lines we represent: Independence, Quality, Strength**

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