



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 8, No. 2 • February 2011

## Talking Health: Weather Report: Heart Health

Most of us are frustrated at the people who provide the weather reports. While we all can accept that fact that it must be hard to read precipitation patterns and wind currents to accurately “predict” the weather, we would expect with all that equipment and study that they would be able to be somewhat more correct. I am gnarling my pencil here over the lack of logic in the words “freezing drizzle,” and how to decrypt this descriptive to help me navigate through a winter workday (you would think they were bound by the legal restrictions of the FDA!). Then again, why should we expect anyone to be able to predict something as massive as the actions of the sky over vast stretches of land?

The same can be said for heart health. We go to specialists who look at us for 15 minutes and scan snapshots of our physiology and make conclusions with the snap of a finger. Everyone thinks specialists understand the mechanisms of a universal wonder—the heart.

Modern science, in its steel-clean pomposity and its mystical medical diplomas, has been the doctor in charge of human heart health now since William Harvey discovered the function of the heart with the publication of his 72-page book *“De Motu Cordis”* in 1628. Have we made great strides in making the heart work any better since that time that have resulted in noticeable improvement of people’s health? The facts read that we are treating more people for heart conditions, but that modern western science has made little inroad as to how to make the heart sing its music more perfectly.

So, the paradigm most people must accept is to just let the heart keep ticking until one day it stops or a crisis occurs. The options presented through public service: reduce salt intake, and eat sugary Cheerios. Great idea, if not for the fact that our automated and industrialized food-chain has been calibrated for a touch o’ salt in everything. Food goliath Walmart dictates how food is made to the Kraft Foods of the world, so it is at least nice of them to say that they will work to lessen salt and fats and trans fats in the next 5-12 years—though this will not be enough to end a constant stream of weakened patients to the doctor’s office.

The doctor’s office is no better. The modern medical expert—like the weatherman—has presented a health model promising to predict and fix the pathway to heart disaster before it occurs. This ‘cholesterol question’ is probably the biggest mistake that western science has made in the past 20 years in terms of diagnostic

interpretation. Poor doctors, so wrong. It could be said that this wrong turn on the road was initiated by profit motive: looking for a way for every participating entity to make a quick buck from this pharmaceutical solution to the “cause” of heart disease (*Doctor heal thyself*).

The public has been conditioned to believe that cholesterol is the report card for heart health, and that a paid visit and a co-pay prescription will keep everything fine and dandy. Problem is, heart disease has risen dramatically since the “invention” of cholesterol-lowering drugs. The solution(s): more commercials on these drugs, and the diversification of the use of the drug to other maladies and other age groups. “If they start the prescription as children, that will be the solution. Let’s follow the meta-analyses and look for a government subsidy.” Family practice-specialist-pharmacist-repeat.

Yes, the State of America’s Heart is not so good. And there we are, once again, right at the crossroads leading to the solution. Natural health. Our answers? Preventative Health Care. Treat the person, not the condition.

The best way to heal the heart is through the food that God and Nature provide. Nutrients from food, and from the plant kingdom. And a dedication to care for oneself that most people have forgotten. Where can they find this information and a positive example? At the community health food store.

We are not innocent in all this though. Our industry has actually taken a pass on its obligation to natural heart health for too long. Look at your heart health section. Think about how little you educate customers on heart health as you work through the daily tasks that limit your time to listen and inform. How much study have you done in the past two years to keep up on the information about natural preventative heart health care? The advance of a true public education on heart health may just be stalled at your door.

A beneficial prescription does not begin with a bottled product in our industry either. The more we rise to the occasion of preaching exercise, fresh foods and stress management then the closer we will come to the most truthful model of natural health care. I laugh at the excitement that buyers now suddenly have about the zany concept of raw vitamins (do people even think about what it is they are being told, and do they use their own logic? I wonder sometimes!), while at the same time never once talking about real raw foods. It is as absurd as the health educator smoking in the back alleyway, or the advisor sitting behind

his/her steering wheel/computer and never breathing deeply or meditating or exercising or seeking organic foods with determination (*Teacher heal thyself*).

Yes, the heart will not reach optimal health until *we* are wise about what *we* do.

Consider this. Hawthorn is one of the most amazing herbs for heart health known to us today. It is the best we have in the western canon of herbology, and should be a principal part of every protocol for heart health. (how much hawthorn do you stock, promote, sell, talk about?) Yet, we are aware of that fact that hawthorn is not adequate enough alone, and we are becoming more aware that hawthorn is best as part of a formula meant to address many various factors related to heart health.

As we begin to explore and understand the principals and “folk” science of the world’s other great medical traditions, we quickly see that the life systems prescribed by Ayurveda, for example, described fairly accurately the conclusions about heart health that progressive nutrition and science are just now starting to unravel. Indeed, Ayurvedic study would have alerted to the folly that was the rabbit hole science went down with cholesterol in the past 20-50 years, and suggested a wiser course.

Western science has spent billions in its quest to resolve the plumbing problem that it saw as blockage. Cholesterol? Reductionist response: blockage. Their answer—unblock and the problem is solved! At this point, every trained and diploma-ed expert would shout “off with his head”.... but the humble and inquisitive mind would say, “go on, explain”.

The forward thinkers of natural medicine are listening to the heart, and trying to work within the body’s own systems (not with some exogenous patented drug compound) and the sound, the beat, that is being heard goes something like this....inflammation and immune response.

To go about the noble pursuit of helping neighbors stay healthy, we need to nurture in them a disposition to care for self. We need to know how to speak to them, within the legal bounds of the DSHEA laws that bind us, and alert them to the causes that have led to this society of chronically-inflamed individuals. We need to understand the actions enough ourselves to say that inflammation leads to an immune response, and that—in the case of heart attack and stroke and every other element of cardio-vascular diseases— inflammation and immune response are the real culprits. That cholesterol, in most cases, is the scapegoat. We need to educate!

This is a tough task unless you are willing to do a little study. What is amazing though is

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## Weather Report: Heart Health

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that the system of Ayurveda saw this 5000 years ago, through a different, seemingly more simplistic perspective. This complete system of health recognized that the heart could be subject to disease from a variety of causes, but the ones that would kill you were the diseases of an inflammatory nature—or, as this system defines, as pita diseases.

Now the judicious mind would applaud a correct diagnosis even if 5000 years in the making. But western medicine writes off the system of body diagnosis of the Ayurvedic traditions as 'non-scientific.' The proof and truth of this old and better answer are in the statistical epidemiology, and the results are being accumulated. Old medicine has time, and today's brightest are learning to integrate all planetary wise truths. Good, smart health care practitioners continue to observe cholesterol, but pay greater heed to C-Reactive Protein markers. They now advise patients to pursue active courses of anti-inflammatory support and immune-modulating therapies. We are catching up with the medicine of the ancient texts: it is all there, we are just remembering.

That is where you come in. Your stores provide the best quality products for the healers to provide their patients, who are your customers. You can bring your community products needed for stronger, more vital and happy hearts.

### Heart Health. What to do?

First things first. Anyone who knows anyone who knows anything about heart health now recommends the good fats, the Omega-3s EPA and DHA, for anyone pursuing any form of heart healthy protocol. An absolute must. In an economy that was down last year, **Nordic Naturals** continued to make admirable advances in outreach to educate more people about the need for daily Omega-3s. The quintessential Omega-3 product that should anchor your heart health section is their **Ultimate Omega™ + CoQ10**. This product provides the necessary levels (EPA 650; DHA 450/per two softgels and 60 mg CoQ10) for noticeable results. As with all their products, the fish oil is in the triglyceride for which has been shown to be 70% more absorbable than the ethyl ester form which many companies use, especially for their concentrates\*

Nordic Naturals endcaps are the ideal way to lead a customer into considering nutrients for heart health because Nordic Naturals is so thoroughly recognized to be **The World's Safest, Most Effective Omega-3 Oils™**

Another product that makes sense to stock in two sizes is **Bluebonnet's Natural Omega-3 Heart Formula**. Bluebonnet was the first company to have "structure-function" Omega-3 products and here *the name says it all*. Bluebonnet's products are from EPAX® (www.epax.com); are also in a natural triglyceride form; and they like Nordic Naturals have a M.A.P. Agreement which assures that the products you sell will not be undersold in other distribution channels. **Nordic Naturals** and **Bluebonnet** are quality brands you can trust.

Heart health is about inflammation. For healing to occur, first one must moderate the inflammatory pathways to work correctly, and then avoid future lifestyle choices that lead to chronic inflammation. Inflammation's counter is of course any anti-inflammatory nutrient, and this is preventative health care! Most of the coloring agents found in plants are naturally rich in anti-inflammatory nutrients. Therefore, people need to eat a broader range of vegetable in the widest array of the color spectrum possible (often).

In directing a person toward useful nutritional supplementation, it would be prudent to explain to them the value of both exogenous and endogenous antioxidants. Exogenous antioxidants (derived from outside) include the carotenoids, lutein, zeaxanthin; and the polyphenols (over 8000 different compounds), including the common bioflavonoid subclasses such as the flavones, flavonols, glycosides and proanthocyanidins/anthocyanidins. All of these nutrients are supportive for both their capillary and cardio protective properties. A common strategy is to suggest that all antioxidants are good and that they can be taken in a rotation format that may actually increase their long-term efficacy. As we should eat many fruits and vegetables, we should embrace variety in supplementing with these natural antioxidants.

Too often in our attempt to create an easy picture for the consumer to understand, though, we forget the endogenous antioxidants (originating within), which are of equal importance to a pathway from mollifying inflammation, to controlling it, to reaching a profoundly healthful homeostasis. Not as many stores give shelf space, marketing sales support and knowledgeable information to the important endogenous antioxidants, such as alpha lipoic acid, CoQ10 and its antioxidant precursor Ubiquinol, and S.O.D. (superoxide dismutase). I am always impressed with stores that understand and incorporate this class of nutraceuticals into their conversation. Usually, stores and communities are healthier when this dialogue on antioxidants is complete.

## EDUCATION IS GOLD

**February 8, The Himalaya Hour—the 2nd Tuesday of each month**

**featuring Omar Cruz, Director of Education and Ryan Malone, Education & Public Relations.**

**"EXPLORATION: CIRCULATION:** An Ayurvedic Perspective & Modern View of the Heart & its Highways" a close-up look at the human heart and the sophisticated system of blood vessels, arteries and veins that make up and map out our amazing circulatory system.

**2 LIVE sessions: 12 PM + 4 PM.** Ask your BMC rep for call-in information

**February 17, 2 + 7 PM**

Herb Pharm Herbal Tele-Training Series, with Julie Plunkett

**"ANXIETY MANAGEMENT"** featuring Albizia, Pharma Kava®, Skullcap and Nervous System Tonic™. Ask your BMC rep for call-in information

## IN THE NEWS

### Mushrooms become more well-known in the American Market

Did you know that in the re-write of Balch's book, **"Prescriptions for Natural Cures"** (re-written by Balch and Stengler), they call Coriolus PSP "Super Prescription #1" for cancer? (978-0471490883, page 119).

Mushroom Science is the only company in North America selling **Coriolus PSP** to the retail market.

When a customer is buying the more expensive nutrients like antioxidants, it would be smart for your reputation to recommend manufacturers that sell high quality products—because people expect these items to work. Bluebonnet leads the way in selling only Kaneka CoQ10 and Ubiquinol. They were one of the first companies to sell GliSODin™ vegetarian SOD in the natural channel in the US. All of their antioxidants are from respected, brand recognized suppliers. The more that you learn about these important antioxidant nutrients, the more you will understand why leading nutritionists and experts stress quality antioxidant manufacturers by name (www.kanekaq10.com/http://www.kanekaq.com/; www.glisodin.com)

Resveratrol is now considered an essential for heart health and longevity, and the research is very promising. Resveratrol's heart benefits may have to do with its ability to influence blood vessel function and fat cell activity\*\*. Bluebonnet again is a wise choice, as their products (**Age-Less™ Trans-Resveratrol** 100, 250, 500 mg) contain the active trans-isomer from a combination of a 4:1 red wine extract and Japanese knotweed, which has gone through enzymatic purification to remove certain unwanted impure compounds

Bluebonnet has a well-priced, potent **Heart Antioxidant Formula** that makes it easy on the consumer looking for a one bottle way to care for themselves. This product is a Vcap combination of your essentials (A, C, E, Bs—B6, B12, folic acid—minerals) along with CoQ10, lycopene, carnitine, taurine, cayenne/garlic/ginger extracts, green tea extract, hawthorn berry and guggulipid extract. This is an excellent adjunct to a multi or as a broad based addition to many other protocols.

**Bluebonnet Nutrition**, celebrating their 20th year this year as leaders in quality nutrition and now one of the most recognized and requested companies in the mid-Atlantic region, has an enticing and rewarding February promotion going on this month. The **"Love Your Heart Promotion"** is an excellent way to introduce your customers to the many options available to keep a therapeutic round of high quality antioxidants in their nutritional protocol. This "Buy 3 Get 1 Deal" is also a great way for you to fill the shelves now that 2010 inventories are complete and we can look with confidence to an economy that promises to grow in 2011. See the Box-ads in this newsletter for all the heart healthy nutrients on sale. Take advantage of the great prices you can promote the world's best CoQ10, and CellularActive™ Ubiquinol with this month.

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## February Promotion Anxiety Management

- Albizia liquid extract
- Pharma Kava® liquid extract
- Nervous System Tonic™
- Skullcap liquid extract
- Skullcap Glycerite

**20% OFF listed items**  
minimum order of 3 ea per SKU

### NERVOUS SYSTEM TONIC™: Restorative Nerve Tonic

A blend of the liquid extracts of: Skullcap flowering herb, Oat "milky" seed, St. John's Wort flower & bud, Celery seed

Albizia is relatively new to Herb Pharm. *Albizia julibrissin*, Albizia, is Traditional Chinese Medicine's "Happy Tree." Albizia, also known as Silk Tree or Mimosa, has been used in TCM to calm disturbances of the "shen" or spirit. Herb Pharm's Albizia is grown, harvested and processed according to traditional Chinese methods.

Pharma Kava® (*Piper methysticum*). Liquid extract of dried, 4 to 8 year-old rhizome & roots. Kava is a TOP-SELLER for Herb Pharm America's #1 best-selling Liquid Herb Company

For best results, recommend Herb Pharm's Pharma Kava®

**ASK YOUR BMC REP ABOUT SMART WAYS TO ENDCAP  
HERB PHARM IN 2011**

Not represented by BMC in NJ



## Bluebonnet's 20th Anniversary Love your Heart Promotion

When it comes to maintaining Heart Health, Bluebonnet Nutrition doesn't skip a beat: February 1-28

### Buy 3, get 1 FREE of these listed items:

- L-Arginine** 500 mg Vcaps (024,026), L-Arginine 1000 mg caplets (1585), **L-Carnitine** Licaps (1593), L-Carnitine 500 mg Vcaps (032, 034) Liquid L-Carnitine 1100 mg, 8 fl oz (all 3 flavors, Raspberry (035), Natural Vanilla Bean (037), Natural Orange (039)), **Liquid Super Earth® Multinutrient Formula** 32 oz (097), all 4 new Targeted Multiples® **Veggie Choice** (154), **Ladies' Choice**® (157), **Men's Choice**® (160), **Age-Less Choice**® for Women 50+ (163), **Age-Less Choice**® for Men 50+ (166), **Heart Antioxidant Formula** Vcaps (350,352), **EarthSweet® Chewable Vitamin B-6, B-12, Folic acid tabs** (445), **High Gamma Natural Vitamin E Complex** Licaps (600, 601), **Magnesium** 400 mg Vcaps (730, 737), **CellularActive® CoQ10 Ubiquinol** softgels (25 mg - 787, 788; 50 mg - 790, 791; 100 mg - 792, 793; 200 mg - 798, 799), **CoQ 10 softgels** 30 mg, 60 mg, 100 mg, 200 mg - All Sizes; **Natural Omega-3 Heart Formula softgels** (942, 943), **Natural Omega-3 Chewable DHA softgels** (955), **CholesteRice**® Vcaps (1131, 1132), **Homocysteine Formula** Vcaps (1134, 1136), **Plant Sterols** 500 mg Vcaps (1177,1178), **Policosanol** 20 mg Vcaps (1174), **Red Yeast Rice** 600 mg Vcaps (1170, 1171), **Hawthorn Herb Extract** Vcaps (1372).

*Loving to sell Bluebonnet is good for the Heart of this industry,  
the independent health food store!!*

Not represented by BMC in NJ, SC



## February Heart Health Promotions 15% OFF Mix & Match through February 28th

### HERBAL FORMULAS

- HeartCare**® Healthy Heart Support 120 + 240 Vcaps
- VeinCare**® Healthy Legs & Vein Support 120 Vcaps
- gluten free, no additives or binders • no magnesium stearate
- published human clinical trials

### PURE HERBS

- Arjuna** - Cardiac Support 60 caplets
- Garlic** - Coronary Support 60 caplets
- USDA Certified Organic • gluten free
- no additives or binders • no magnesium stearate

### ORGANIQUE BY HIMALAYA®

- Rejuvenating Body & Massage Oil**
- Stress Free Body & Massage Oil**
- U-Knead-It Balm** - for soothing muscles
- i.e. balm ~ inhale ~ exhale, for easier breathing
- Soothing Lotus Flower LipCare** (24 per dispenser)
- Gluten Free personal care products
- free from over 200 synthetic ingredients
- made with certified organic herbs, & cold-pressed, cold-extracted oils

**Welcome Atali Carr.** Himalaya Herbal Healthcare announced the addition of Atali Carr as National Educator and Brand Manager for the Organique by Himalaya® Personal Care Line.



Pure and Great Tasting Omega Oils®

## New for 2011

- Daily Omega™** with Vitamin D3 30 softgels 1000 mg
- Daily DHA™** 30 softgels 1000 mg
- Daily Omega Kids™** 30 chewable softgels 500 mg



**Nordic Naturals® The world's safest, most effective  
Omega-3 oils™**

Not represented by BMC in NJ, SC



# JUVO™

## Encourage Conscious Eating

As the Raw Food topic is pressed by loud but market-savvy companies, maybe you should look at facts and think your way through the hype.

What company has promoted Organic, freeze-dried raw foods since its inception? Which company offers a USDA-certified and kosher option? Which company has 4 different meal replacement options that were built for taste and nutritional balance? If you are getting hyped about Raw Foods, then congratulations! You therefore MUST support as many manufacturers who offer Organic raw foods as possible. JUVO has led the way, JUVO has been pure and constant in their message, JUVO is not heavily-discounted on the internet, and JUVO offers products that help with weight management and stress & energy. Compare labels, think judiciously, promote JUVO with endcaps and educate. JUVO is a product that you can build long-term trust with.

- Original Juvo • Juvo Slim
- JUVO Raw Superfood
- Juvo Yoga Food

# AloeLife.

INTERNATIONAL  
Health Education • Health Products • Aloe Vera

## As Allergy & Detox Seasons approach Encourage everyone to Drink Aloe Daily

- Endcap
- Ask for a quick refresher training
- Practice what you preach—  
drink aloe!

~~~~~  
Ask your BMC rep to show you the new  
**Healthy & Slim Multi Vitamin  
& Mineral Plus Cardio Formula**  
A food-based multiple blended with  
Aloe Vera

## February Promotion Face & Body Lotion 15% OFF in units of 12 ea

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**Face & Body Lotion** by Aloe Life® was formulated for all skin types especially sensitive and damaged skin. 100% Lanolin, Glycerin, Jojoba, Avocado oil and Vitamin E gently nourishes and moisturizes the skin with natural oils and organic whole leaf aloe vera

**Aloe Life: Foundational to Health**

# Dr. Ohhira's Probiotics

## Flu Virus widespread in half the U.S. States Powerful Ally Dr. Ohhira's Propolis PLUS

**A Synergetic Combination:**  
**Complete Antioxidant and Digestive Support**  
Dr. Ohhira's Propolis PLUS combines a unique + consistently potent Brazilian Green Propolis with flax oil omega-3s, probiotic support, antioxidant vitamin E, & astaxanthin.

## It Takes Guts to Live Well

Living well begins in your gut, where an amazing 70% of your immune cells reside! Dr. Ohhira's exclusive probiotic formula delivers not only live, beneficial bacteria, but also an innovative support medium critical for their ongoing viability. Dr. Ohhira's Probiotics 12 PLUS provides optimal digestive support, boosts immunity and increases energy through better absorption of nutrients.\* Backed by over 20 years of scientific research & centuries-old wisdom, Dr. Ohhira's Probiotics® will revolutionize your self-care strategy

\*these statements have not been evaluated by the FDA

## 2 Excellent speakers at Expo West

**Suzy Cohen, R. Ph.** Sat 10:30-11:30  
"Drug Muggers: Using Supplements as your Side-Effect Solution"

**Kat James** Sat 1-2 PM  
"Biochemistry of Beauty"



# OLBAS®

## HERBAL REMEDIES

## UNTIL FEBRUARY 28TH 15% OFF! Stock your Shelves and Soothe the Seasonal Distress For your Customers with these Olbas Favorites:

**Olbas Oil—The Original Swiss Aromatherapy  
Massage Oil and Inhalant**

- Penetrating Vapors Stimulate And Enhance Breathing Passages
- Clean, Fresh Aroma Invigorates Your Senses
- Essential Oil Formula Soothes Tired Muscles

[L110] - Olbas Oil, 10cc (32 fl oz) –  
Reg. Wholesale \$5.37 Now \$4.56

## Olbas Pastilles—Clears The Head, Soothes The Throat

- Maximum Strength Cough Suppressant Drops
- Powerful Vapors Make Nasal Passages Feel Clearer
- Soothes Sore Throats & Fights Coughs Due To Colds
- All Natural Formula, Non Habit Forming, Does Not Cause Drowsiness

[Lps] - Olbas Pastilles (27 count) –  
Reg. Wholesale \$3.90 Now \$3.32

**As Always, No Minimum Order, and  
FREE SHIPPING for BMC Stores**

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

## February Promotion Pain Rescue® Warm a natural, herbal aromatherapy roll-on 10% OFF

Direct orders only. Mention BMC promo when ordering

Ingredients include Arnica, Calendula, Betula, Ho Shou Wu & pure essential oils of Lavender, Roman Chamomile, ginger, black pepper, cinnamon leaf, and Rosemary in a soothing base of St. John's Wort Flower Oil, Extra Virgin Olive and Sweet Almond Oils.

A survey commissioned by **Partners Against Pain** found that 43% of U.S. households have at least one family member who suffers from chronic pain. The most common conditions cited in the survey include pain from Skeletal Injuries (back, knee), Arthritis, Headaches and Nerve Damage.

**PAIN RESCUE® Warm** is a natural, non-addictive product designed for those suffering from these & other chronic pain conditions, such as fibromyalgia and tendinitis. Formulated in the same high-potency infusion method as the Award-Winning Therapy Oil, **PAIN RESCUE® Warm** has a soothing aromatherapy scent, warm sensation & unique texture providing a perfect glide for massage therapists & practitioners without being greasy.

**Suggested Use:** For topical use only. Massage pleasing **PAIN RESCUE WARM®** into muscles, joints for fast relief of chronic discomfort & for ease of motion. For use in massage, steam towel & bath.

# BASS®

## Brushes

Finest Quality Hair, Body and  
Skincare Accessories

## Support Natural Living Highlight Sisal Bath & Body Products

Sisal is the 6th most cultivated plant fiber in the world, derived from an agave plant.

Bees love Sisal, and therefore we must support Sisal! Sisal fiber resists breakdown in water, does not build up static or trap dust, and its harvest involves no herbicides or chemical fertilizers, making it ideal for special bath needs for the allergy sensitive. Excellent for rough skin, heels, elbows and knees. Build your Bath Section by educating on the benefits of Natural Plant Fiber products. Your sales are effected by your ability to educate and market health!!

## February Promotion

Place your order with a BMC REP  
in February, and take advantage of a REP  
DEAL for **10% OFF**  
any Sisal Bodycare products,  
Order must go through your BMC rep

Not represented by BMC in NC, NJ, PA





**Natural Curls the Latest Thing??**

Do you have customers searching for clean and natural hair care products that allow for beautiful curls?

Surya Brasil's shampoos are all made to excel with the mixed hair culture of Brasil: black African, indigenous Indian, European and Asian cross-mixes. These hair care products work well with all hair types: the **Restorative Color Fixation Shampoo** reconstructs hair fibers with rice protein and is great for split ends; and literally infuses moisture into each hair strand. For amazingly natural and healthy hair, though, no products can accomplish what the **Restorative Mask** and the **Leave-in Cream Conditioner** can do, if you are looking for clean and Organic ingredients.

The Men's **Sapien** line is also excellent for men seeking to keep the natural curl in their hair.

**Special Offer:**

**2 new Surya Gift Sets**

to introduce your customers to Sustainable Beauty from Brasil. ask your BMC rep for details

- Color Fixation Restorative Hair Care Gift Set
- Sapien Organic Skin Care for Men

SURYA Brasil



**PERFECT<sup>®</sup>  
ORGANICS**

**February Promotions**

**Great Moisturizing for the Winter months**

**Ultimate Body Washes**

**10% OFF**

*minimum of 4 each  
these four Organic scents*

**Lavender Lavish 3-in-1 Body Wash**

**Orange Ginger 3-in-1 Body Wash**

**Nilla Mint 3-in-1 Body Wash**

**Citrus Fresh 3-in-1 Body Wash**

- Organic Essential Oils
- No water added: super for the environment
- Three great uses from one product!
- Concentrated so a little goes a long way

*Can be used as a gentle, cleansing shower gel, nourishing bath soak, and a smoothing and moisturizing shaving gel.*



**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**February Homeopathic Promotions:**

**20% OFF**

**the following items with a purchase of 6+ per SKU**

- Ringworm (N084)
- Rosacea (N063)

*Newton For Pets*

- Pets Fever~Infection (P004)
- Pets Scoot Stopper (P011)

*Newton Homeopathics* is an FDA-registered pharmaceutical manufacturing facility and prepares all of its remedies in strict accordance with the Homeopathic Pharmacopeia of the United States (HPUS). All of our complexes & single remedies are made-by-hand, using only certified gluten-free organic alcohol & the highest quality herbs & medicinal substances. Newton Homeopathics is a member of the *Natural Products Association*, the *American Association of Homeopathic Pharmacists* and the *American Pet Products Manufacturers Association*.

**Newton Homeopathics complete reference guides** are available free of charge for your customer. Ask Newton's customer service to add it to your next order.

Find homeopathic remedies for adults, kids and pets. Newton Homeopathics offers natural homeopathy treatments for many ailments, and they are top-quality for every health food store!

**Nurturing Naturally Since 1987**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

If you are aiming to help your community, now is the time to educate on **Immune Health Basics**

**February Line Drive**

- 6 each per SKU **10% OFF**
- 9 each per SKU **15% OFF**
- 12 each per SKU **20% OFF**

**Wellmune WGP<sup>®</sup>**

*Protection for your Family,  
Peace of Mind for you*



Immune Health Basics employs a keystone technology that engages the innate immune system in novel ways that results in a more complete immune response against a variety of health challenges

**MushroomScience<sup>®</sup>**

*Build Mushroom Sales  
this February*

**Two Great Deals**

*Promote & Educate*

- Coriolus PSP**
- 3 ea = **10%**
- 12 ea = **15%**
- 24 ea = **22%**

90 vegetarian capsules, 400 mg ea.

An intra-cellular mycelial extract from the famous Cov 1 strain of *Coriolus versicolor*.

Made using the same procedures to used to make the PSK strain, and then precipitating with alcohol in the final stage to reduce the protein links to peptide links. Supports Healthy Immune System Defense.

**Immune Builder<sup>™</sup>**

- 6 ea = **15%**
- 12 ea = **20%**
- 24 ea = **25%**

The Only Mushroom Combination Formula Made From 100% Hot Water Extracts  
**Maitake Gold - Coriolus - Reishi - Shiitake - Agaricus blazei**



**In the Midst of Silver Hydrosol Season**

**DON'T BE WITHOUT SOVEREIGN SILVER**

- Industry's best selling silver product
  - powerful and safe smallest particle size ever seen 96.8% actively charged particles
- consistency of providing label claims
- glass bottle as any colloidal should be
  - silver and pure water: unparalleled quality
- for every member of the family

**Science News — Silver Bio-Activity**

**Myth:** All silver is bioactive within the body.

**Fact:** Silver as an unbound positive ion (Ag<sup>1+</sup>), or charged nanoparticle (Ag(n)<sup>1+</sup>) as found uniquely in silver hydrosol, is the only biologically active state for work within the body. Neutral silver (Ag) or silver bound into salts and proteins is not biologically active.

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



## Weather Report: Heart Health

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It also allows you to promote the multi-effective **CholesteRice**®—best seller (with CoQ10) and Homocysteine, Plant Sterols, Policosanol, Red Yeast Rice and other indicators that are the natural and safe way to address cholesterol imbalances when they are actually a major concern.

Amino acid therapy is also vital when addressing concerns of heart health and how to assist the heart to work optimally. L-Arginine is very popular in some stores for its ability to convert in the body to nitric oxide, a powerful neurotransmitter that helps blood vessels relax and improves circulation\*\*. It may also reduce blood pressure and leg cramping\*\* (think circulation). Again, Bluebonnet is not buying Chinese amino acids, but sources their materials from Ajinimo, the world's foremost authority and manufacturer of unparalleled Japanese, bacterial-fermentation, free-form, pharmaceutical grade amino acids. Ajinimoto makes most of their amino acids for the American market in their facilities in North Carolina. [www.ajiaminoscience.com]. Quality matters.

If Arginine can be turned to as a therapeutic mediator, then L-carnitine should be considered an absolute staple for overall health and energy. Carnitine's role in turning fat into energy makes it excellent for the brain and the heart, and this antioxidant has shown merit for Peripheral Vascular Disease and Diabetic Neuropathy\*\* (think circulation). Bluebonnet's amino acids give you quality you can count on: their Carnitine comes from Lonza, the Swiss manufacturer that makes a vegetarian carnitine that is bio-identical to that found naturally.

If you are moving toward recommending products that are only available in health food stores, then you may want to continue to bring in more Bluebonnet products during this month's promo by advertising the gender-specific multis. These five new products provide multiples that are not built for cost but rather on optimal quality, and their Targeted Multiples® **Age-Less Choice** formulas for Men 50+ and Women 50+ (90 caplets) have become very popular. These formulas have a "Heart Health Blend" that includes Pomegranate whole fruit extract (standardized), Tomato extract (5% lycopene) and CoQ10 (ubiquinone) 10 mg; you rarely see these quality extras in an affordable 3-a-day.

Follow the trend of the future: more and more stores are making Bluebonnet their go-to supplement line because of: quality, glass bottles; kosher and Vcap status for most products, and the fact that they are sold only in independent health food stores.

### Herbs & Herbal Formulas for Heart Health

Nothing could be more natural than recommending time-honored herbs and herbal formulas to be incorporated daily into the diet for the tonifying support that quality herbal products provide. While isolated nutraceuticals may be able to claim strong scientific accuracy, the unprovable qualifiers that are found in mother nature's panoply

should never be underestimated for the multitude of functions they provide, plant system to human body system.

Herb Pharm's quality is being rewarded with a continued increase of business as 2010 showed **Herb Pharm** gaining even higher percentage of the liquid herbal extract market. Herb Pharm offers the largest selection of quality herbs for many heart issues, with their bestseller being **Healthy Heart Tonic**™. With bioflavonoids, it is about connective tissue and circulatory support, and this formula provides the complete wellness of hawthorn berries, flowers and leaf. Hawthorn can be considered a heart adaptogen as it promotes the normal rhythm of the heart\*\*. This formula is a nutritive heart tonic with cactus flower and stem, motherwort leaf & flower and ginger rhizome.

If you were building a 4-SKU wood rack promotion for heart health, it could feature **Healthy Heart Tonic**™, **Health Cholesterol Tonic**™, **Olive Leaf, Garlic, Healthy Menopause Tonic**™ or **Hawthorn Blend**. This product is a must-have as it provides a whole plant extract of the dried flower, leaf and ripe berry of a wildcrafted and organic plant. With Herb Pharm, you know the love and care are present in every bottle.

In remembering that both Pycnogenol® (maritime French pine bark extract), grape seed extract and Resveratrol (wine and knotweed) are all plants and all good for circulation and vein support, we cannot deny that many herbs are "a natural" when talking vein health.

In my consumer lectures, I always remind people that Cardio-Vascular Health involves both the heart (cardio, *kardio*—Greek

### E-COUPONS

Whether you like coupons or not, there is a market developing for people finding and printing coupons pertinent to natural foods. If this info is of interest to you, if you want to be ahead of the curve or you are not positioned to handle the curve, it is best that you know that consumers are looking for coupons, looking for places that take coupons and may be interested in buying products that offer coupons. Check out the list of natural food companies that are currently issuing eCoupons at [www.mnn.com/money/personal-finance/blogs/where-to-find-coupons-for-organic-and-natural-products](http://www.mnn.com/money/personal-finance/blogs/where-to-find-coupons-for-organic-and-natural-products).

meaning "heart") and the vascular system (from *vasculum*, Latin for "vessel"). People often seem fixated with the miracle muscle of the heart, but it is actually the health of the tiny, delicate veins and arteries that dictate the flow of nutrients throughout the body and the ability of the body to clean itself. Wholistic health involves strengthening both the heart and the circulatory system that supports it.

It should be remembered that plants have vascular systems too. It is very logical therefore that there should be some all-star plants for human vein health in nature. Herb Pharm has a versatile complementary product to their heart tonic, and it is very effective. **Healthy Veins Tonic**™ contains horse chestnut seed, butcher's broom rhizome, collinsonia leaf, flower and rhizome, rosemary young leaf branches and prickly ash bark. This

continued on next page

# oxylent®

DRINK OXYLENT BREATHE LIFE™

**February Promotion**  
**Sparkling Mandarin**  
**15% OFF**

**6 box minimum/no maximum**

Many stores are now stocking Oxylent® and happy with the return sales. Why? Innovation!!

Effervescent absorption is something people are beginning to gravitate toward, and Vitalah makes the highest quality product of its kind on the market. With Albion® Minerals, S.O.D. and catalase, this product Oxygenates, Hydrates, Circulates and Rejuvenates.

**Oxylent was named a Best of Supplements Award Winner for 2010.**

Not represented by BMC in NC

# AROMA LAND

**Aromaland Celebrates Valentine's Day**

**Did you know that you can place your wholesale Aromaland orders online?**

Promotions through February 14, 2011

**Valentine Massage Set:** includes AromaFree® Massage Oil 8 oz, mixing instructions, and one of these essential oil blends: Indulgence, Love or Romance.  
**wholesale: \$9.95 retail: \$19.95**  
**But 7+: wholesale: \$9.50**

**Essential Oil Blend Special:**

These Blends on Sale: Exotic, Harmony, Indulgence, Love, Romance, Sensual, and Sweet Embrace  
**Buy 5 or more per SKU and receive 15% off**



is a restorative venous tonic that improves vein strength and reduces vascular fragility.\*\* When you think about it, this formula has multiple applications. While it is most often reached for with varicose veins, it has many applications for healthy cardiovascular activity; this product can also be applied over bruised veins externally which will only help to repair from injury or trauma to the overall circulatory system.

Which brings us back to the old wisdom and medicine of Ayurvedic medicine. **Himalaya Herbal Healthcare®** has an excellent herbal formula that supports the normal integrity of the vascular system in its **VeinCare®** formula. This all herbal product is exceptional in that it has been subjected to clinical toxicity/safety studies and clinical trials, and is known worldwide with great consumer satisfaction under the trademark **Pilex®**. It has been a sleeper so far in the US primarily because stores have not been educating on the need to support both veins and heart. As more people understand the versatility of herbs like guggul, amla and neem then this product will be seen as the gem that it is.

If you are looking for perfectly complementary Cardio-and-Vascular products than nothing matches adding **VeinCare®** to the best-seller **HeartCare®** by Himalaya Herbal Healthcare®. This product, an international bestseller under the name **Abana®** works for both the cardio and vascular systems, and has been the subject of over 219 studies (109 clinical studies). It has also been recognized to help maintain normal lipid metabolism and promotes healthy cholesterol levels in their normal range. It assists normal platelet function and also relieves temporary frustration. **HeartCare®** was developed to be supportive of normal heart lipid and platelet functions and assist in maintaining normal cholesterol and triglyceride levels. The complex formula may intimidate those not regularly excited to learning about new herbs but as one learns about the long historical usages of arjuna, ashwagandha, shatavari, boerhavia, gota kola, alma, guggul, shilajeet, cardamom, holy basil and others they will gain confidence in the principled science that brought this formula together. **HeartCare®** is emerging in the American marketplace as a consistently trusted herbal ally.



The one formula that must always be considered when trying to help in cardio dysfunction or for prevention is **StressCare®**. This product battles **LiverCare®** sales in some stores in our region as people who try it, like it and recommend it. On a healing level, there is no denying that stress is a major killer. Stress brings trauma and free radical damage just as much as any other insult. To me, **StressCare®** is a tonic, a panacea. **StressCare®** is common sense daily nutrition to fight stress. It is noticeable in the most balanced and non-stimulative of ways. **StressCare®** is for everyone who has stress!

If building an endcap, **HeartCare®**, **StressCare®** and **VeinCare®** will be pillars that will stand and speak themselves to a person looking for assistance. As you research and see the substantial validity that these studied herbal formulas have, you will have the confidence to usher new customers into the world of Indian herbal medicine and Ayurveda. Note that Arjuna and Garlic are on sale this month too. Two excellent single Pure Herbs, and both are USDA-certified Organic and additive free (which not many garlic products can say!!)

64 million people are diagnosed with some form of heart disease in America. That is near epidemic proportions. Add Diabetes and Metabolic Syndrome, and this is the great assault to our health in this lifetime. Reducing inflammation is the most important step that can be taken to disarm this scourge. We have to be the voices that educate against the establishment line, saying that it is not just the

plumbing, it is inflammation and it is immune related.

If you have heard that gum disease is related to heart disease in the press in the past year, it is because there is strong evidence that a filthy mouth and diseased gums will hurt the heart directly. Swallowing aggressive bacteria harbored in dirty gums can do internal harm. Infection, it seems, is a root cause of many heart diseases. Added up, chronic inflammation, infectious buildup, and the resulting disruption to the immune system can create the situation where cholesterol may indeed become a problem. But in most cases, the causes of this disease built up beforehand.

In the bloodstream, there is a damage happening to vulnerable plaque that is gonna cause damage further down the circulatory system. Free radical damage at a cellular level. If the body has its supply of endogenous and exogenous antioxidants, then it will be more prepared to prevent the injury. If the body had the plant food mineral and herbal support that can be derived from high quality plant foods, then the vascular system may just obtain the important nutrients it needs for strength, to rebuild and repair. (A single isolated and patented drug will never be able to perform all these actions)

Anti-inflammation is likened to a vein system that runs fast and cool. Inflammation is a hot trauma that heats the veins, making them a fertile hotspot for sticky cholesterol to clot and block. That is when a major incident literally explodes. As heart specialists understand the benefits of daily fish oil for a multiple of actions for heart and circulatory health ([www.omega-research.com/research11.php?catid=8&subcat=73](http://www.omega-research.com/research11.php?catid=8&subcat=73)), then we will continue to be sent new customers looking for quality Omega-3s products that they want to add to their diet. Take the time to direct them to nutraceuticals, plants and other complementary options that will assist them back to a health body.

## Inflammation is an immune response

Remember to mention the importance of adaptogens and immuno-modulators like beta glucan and the medicinal mushrooms (**Immune Health Basics** and **Mushroom Science®**). These products will bring an immune homeostasis that will allow the body to respond with smooth efficiency. Aloe vera is excellent along with Vitamin C for building strong and sturdy collagen. (**Aloe Life®**)

Every comprehensive heart health protocol would include a good probiotic, and **Dr. Ohhira's Probiotics 12 PLUS** is also good for gum disease. Real whole food meal replacements rich in enzymes are quintessentially regenerative and contain high amounts of enzyme support (**Juvo™**). And for concerns about infection related to both gums and the heart, a daily dose of **Sovereign Silver™** will replenish the trace mineral silver that used to be found in all our foods but which now is absent, leading to deficiency.

## IN THE NEWS

### Cindy Crawford's Beauty "The Youth Molecule"

Well, according to the infomercial, the secret ingredient to Cindy's radiant agelessness is her product line called **Meaningful Beauty®**. Why do I bring this up? The main ingredient for this topical beauty product is a natural melon extract from Leburon France that they have named "The Youth Molecule." This nutrient, **GliSODin S.O.D.**, is said to naturally increase "natural collagen creation"

Whether this bodycare product is miraculous or not, it is expeditious to note that this nutrient is available for internal use as well, where the research seems to be more accurate ([www.glisodin.org](http://www.glisodin.org), [www.glisodin.com](http://www.glisodin.com)).

**Bluebonnet Nutrition** sells the largest selection of this master cellular antioxidant, superoxide dismutase. They offer two products **GliSODin™ Vegetarian SOD** 100 mg and 250 mg Vcaps. The applications and actions of SOD are so much more health-relevant than wrinkles, but gaining people's attention by any means necessary is the best way to increase health and increase business. Place **GliSODin®** with antioxidants, and beauty products with a sign that says, "as seen in Cindy Crawford's Anti-aging Beauty products."

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## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

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

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

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

### Weather Report: Heart Health

*continued from page 27*

Finally, I am a firm advocate of always adding homeopathy as a therapy to any protocol. The actions that a homeopathic medicine bring will accentuate other therapies and act on physiological levels that need to be stimulated if the body is expected to do the heavy lifting of serious healing and repair.

**Newton Homeopathics' Inflammation, Varicose Veins, Teeth & Gums, and Edema** are all possible complementary therapies.

This is a great month to pump up sales. Think big; and think with compassion. The people in your community have been listening to the wrong weatherpeople. Every heart condition is a unique presentation of the life of some beautiful person. We should honor that life by speaking the message of optimal health and optimism. We should lead by example, and we should promote preventative health care with vigor and confidence.

There are many ways to help. Grow your Heart Health section by first making a big, loving endcap display filled with heart-red signs and a bounty of great options. Also encourage stretching and meditation, yoga and stress-relief strategies. Speak to the merits of fresh, raw, organic and local. Advise for more green foods, and make an impression with the palate of colors that the antioxidants provide. Find quality herbal foods that you believe in and encourage and share your enthusiasm. Most of all, have a heart for those who need your support. May it be Valentine's Day every day you open your store door! 🍀

\*[http://www.nordicnaturals.com/en/About\\_Nordic\\_Naturals/Triglyceride\\_Form\\_vs.\\_EE/496](http://www.nordicnaturals.com/en/About_Nordic_Naturals/Triglyceride_Form_vs._EE/496)

\*\* these statements have not been evaluated by the FDA and are presented as education material only, meant to spur further research. Nothing mentioned here should be misconstrued as prescribing or practicing any form of medical advice. All the comments are solely the opinions of the author.

I thank all my teachers who helped me to understand the information I have spelled out here. Most of these thoughts are not original, though I claim any error. I thank especially OC for the guidance.

## 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  
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www.perfectorganics.com  
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#### Aromaland, Inc.

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#### Vitalah, LLC

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#### Herb Pharm

www.herb-pharm.com  
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#### Aloe Life International

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fax: 619-258-1373  
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800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

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

