



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 8, No. 7 • July 2011

Talking Health: Finding Good Energy with Herbs

The quest never ends. From the desire of a young boy or girl who wants to seize the day and go non-stop, to the multi-tasking mid-lifer, to the older person who just doesn't seem to have that gumption anymore: everyone wants ample energy to get things done.

It is summertime, and the living is supposed to be easy, but even today's vacationers are on a non-stop itinerary of activity that leaves them exhausted when they get home.

And coffee, don't get me started about coffee. If one were to believe anything about the advertisements of that 5-hour energy drink (that they have sold billions of bottles this week—HA), then you certainly understand that the modern condition is predicated to burn through energy as fast as possible.

There is no balance in an equation that constantly outputs energy without regeneration, but more on that later. For now, let's just accept the notion that there is a major market out there for energy solutions.

"Energy" has always fascinated me, and at another time I will catch up with myself and discuss all the interesting options that we have available to provide for our community if we want to recalibrate the energy parameters of our customers. As I look curiously at every store's energy section—wondering what is in stock like every searching shopper—I am constantly disappointed with the selection most stores have chosen to sell. I can see that all today's manufacturer has to do is have a clever name, a misleading intimation, or splashy graphics (possibly offering product at a nice deep everyday discount) and that is the product that stores are choosing to offer to their needy and weak clientele. I frankly wouldn't buy 90% of the products inventoried in most energy sections of the stores I service—and I am the energy guy.

Where does energy come from? One truth is that some people just have it naturally, and others are always a little deficient. Even today while ignoring another vacation season, I must acknowledge carrying more energy than those around me. My glass half full is still too much constant motion for many. That really is not because of things that I have done (been doing), but rather because my "chi" is just vibrant and resilient.

Anyone can lose their energy though, and we all must be careful about taking our energies for granted. Because, since we don't know where energy comes from, we also certainly don't know easy ways to have it return once it has left. Preventative health care mixes with appreciation and constant nourishment to help us hope to

have the fortune to live a life, start-to-finish, with sufficient energy. If we were to consider the market shrewdly, we would capitalize on good energy products: because if you give the people what they want, your store will have an abundance of success.

One of my teachers constantly says that when he was younger and worked in a health food store, he always disliked when people came in and asked what the store had for energy. Here, we are different. I love the question. Maybe because I have felt that energy rise & balance so many times in my life that I have had "the experience" I believe.

A healthy constitution is the greatest foundation for a fountain of "energy", but the old word "vigor" is actually the word we need to use when teaching the new customer about the promise of what our natural products can provide. Vigor can refer to strength where energy is present, but vigor more importantly highlights the achieved capability of the entire body system when that energy is found. I would rather have vigor than energy. Energy can be potato chips or coffee (tobacco or cocaine): vigor is the machine-like production of a whole body system that is optimally coordinated. Vigor, or vitality, is the perfect wave of motion that is health. Vigor is healthy and harmonious sexual energy. Yet, the mysteries of life, you cannot have vigor without energy.

When I was that young student learning the lingo and nuance in the health food store aisles of my earlier days, I found my first true herbal companion, ginseng. I remember hearing superstar botanist Dr. Jim Duke talk about the mystical mischievousness of ginseng, Ren shen-man root. It was hooked. But unlike many of the buyers of today, who seem so surprisingly uncreative in this saturated world of natural product abundance, I used my store as a laboratory for inquisitive personal experimentation. I like to say I took large amounts of every ginseng that I ever saw. If it was made, I had to try the product at least once. And, like a burgeoning connoisseur, I discovered exceptional combinations and suggested them to people all day long. The questions were: "how can I get energy? Can energy stay? How can I get that healthy energetic buzz?" I was the man with the plan. Best news: people got the same responses!

Like a wine-tester or an energetic healer, I attuned my body to listen to this herb that so fascinated me. What I loved was how ginseng could keep energy so stable that you could plateau and stay strong and steady for days. Back then I rarely drank coffee: the ginseng literally

"did all I wanted" and that was the experience I preached.

Years later, I found one thing that seemed at the time, to me, to perform as well as the ginseng I admired and trusted so much. That new find was CoQ10. Today, I admit to actually taking CoQ10 more frequently than ginseng. These days, I am also plying my knowledge of the adaptogens, which were unavailable or unknown in our marketplace back in the day. Today, unfortunately, most people talk with excitement about "adaptogens," touting their favorites, and have seemingly pushed dear ginseng to the side. All ginsengs seem to have taken a second seat in most stores. How a person could educate on adaptogens and not start with the plant that inspired the word is beyond me? And yet, Siberian ginseng—forgive the indiscretion — *Eleutherococcus senticosus* is not even a ginseng!

The world has become more information-driven, and our natural marketplace has certainly gotten more sophisticated. Once, I was an impressionable lad who knew almost nothing about my love, this ginseng: I saw this plant as such a complete superstar useful for nearly everything. With the good fortune of studying under herbal teachers from China, I found that classic texts recommended ginseng for digestive support more than anything. After years of absorbing information intuitively, this made complete sense to me. Later, I found that there were indeed many herbs that could be considered champions for a person looking for more or lost energy.

Now, I seem to know that there is actually an energetic magic as renowned scientist Dr. Duke used to tease about that is found in many herbal foods: that it is the energy of the plant that can heal us, bring us back and keep us sharp. Science will one day accept the same analysis that Traditional Chinese Medicine (TCM) and Ayurveda sought and discussed centuries ago: that plants should be a daily part of the diet to bring us back to a strong balance.

Long before mastering the subtle teachings of ginseng and the adaptogens, store personnel need to learn that not all plant product in a bottle is similar. To use the wine-analogy again: most stores carry the most unimpressive ginseng selections I have ever seen. Embarrassing. Especially when there are some exceptional, quality ginsengs on the market right now. Buyers seem to stock ginseng on price, and—with ginseng—the desired results cannot come from a commodity-market product.

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Finding Good Energy

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Start to experiment with ginseng yourself today. Try it and taste it. The palate does not need to be ultra-sophisticated for the student to be able to immediately tell the difference between the masterfully-presented, top-shelf varieties and the left-over stock materials. Taste, and listen. My hope is that ginseng will also speak to you and that you will find the energy-uptake to be mischievously pleasing. You will learn that coffee's promise will be truly found with ginseng in a manner that builds and strengthens rather than shocks and drains.

Herb Pharm is the premier herb grower manufacturing in the United States. What they have done in the pursuit of exceptional product is one of the best stories in the last half-century of natural foods. And when Ed Smith smiles and quips that he is extraordinarily proud of their ginseng—and that he believes it is one of the best products they present for the quality of the herb provided—then Herb Pharm's Asian Ginseng should be the centerpiece—the loud and bragged-about centerpiece—of any “energy section” that offers or pretends to offer what the words describe. With Herb Pharm's classy, wooden 4-SKU cross-merchandising rack, the stage is literally set for presenting to the public the stars of the ginseng category: Herb Pharm's *Asian Ginseng liquid extract*, *Asian Ginseng Glycerite*, *Eleuthero liquid extract* and *Eleuthero Glycerite*. Move over mediocrity, here are products that can be recommended with enthusiasm.

Ginseng: what do we know about this plant? We first know that most of the world's good ginseng stays in or goes to Asia at a premium; and that Herb Pharm uses their stellar reputation to get access to the good stashes. Ed Smith's *Therapeutic Hand Manual* (THM), free to every store that carries Herb Pharm, is an excellent concise summary of the accepted scientific knowledge of the plant. Foremost, ginseng is an adaptogenic tonic that moderates the harmful effects of stress (physical, mental/emotional, heat/cold and pollution). Later, I will address that the action is “moderation” of the “effects” of stress. It is about energy flow and balance!

Ginseng also enhances physical and mental energy, endurance, stamina and performance. It strengthens general immune function and helps with recuperation. It is a stomach tonic. While many recommend it smartly for improving sexual function—think vigor as well—it is excellent for rejuvenation with the elderly and even for withdrawal from drug addiction. Let's just say that most people don't know enough about ginseng, and most people don't recommend ginseng enough.

Today, international label standards are leading most companies to label their panax ginsengs as “Asian Ginseng”. This, like the eleuthero-name-legalities, is a sad dumbing-down of accurate information about product. Because of this, we will now have a harder time telling the difference between Chinese and Korean ginsengs. There will still be the clarity of the names American Ginseng and Eleuthero, which is good because these two plants are so distinctly different than the newly labeled Asian Ginsengs. Herb Pharm has you covered here as well. Their American Ginseng rivals the Asian counterparts in quality and performance. American Ginseng is considered a cooler plant and recommended

PARTY LIKE ITS BALTIMORE 2011

Keynote Speaker:
Daniel H. Pink

"Helping You Drive Success"

Could you use new motivation techniques for yourself and your staff? Daniel H. Pink is the author of four provocative books about changing the world of work—including the New York Times bestsellers, *A Whole New Mind and Drive*, which together have been translated into 31 languages. His latest is *Drive: The Surprising Truth About What Motivates Us*, which uses 50 years of behavioral science to overturn the conventional wisdom about human motivation and offer a more effective path to high performance.

Register for Expo East today:
www.expoeast.com

more for elderly men and in the hot summertime.

Looking for capsules for the finicky customer who you have just explained ginseng to?

Bluebonnet Nutrition brings the industry's most credible standardized ginsengs to the American market. Since ginseng has managed to keep its reputation with the more progressive mainstream medical community, there will be occasions when the request for an American Ginseng (25 mg serving of ginsenosides), Panax Ginseng (40 mg/serving ginsenosides) or Eleuthero (4 mg/eleuthrosides/serving) necessitate a standardized product.

Bluebonnet's American Ginseng root extract is also Kosher, free of quitozene, and follows the strict USP guidelines set for heavy metals and pesticides. The herbal compounds are also protected by a compound called Fruit02X, a blend of high-ORAC fruit extracts and concentrated powders. Bluebonnet's Panax Ginseng is also kept active with Fruit02X; is standardized to one of the highest ginsenoside counts on the market; and, like its counterpart, is in Vcaps®. The Standardized Eleuthero Root Extract Vcaps tout the “e.d.s.” plant-enzyme technology from National Enzyme Company that makes this product arguably more absorbable than any of the eleuthero competition. All three of these products give that delightful energetic buzz, can express that adaptogenic response, are solid to hold in those amber glass bottles, and provide the store confidence knowing Bluebonnet is only sold in health food stores.

Ginseng of course is not perfect. I used to puzzle as to why everyone didn't get the same results that I did from my favorite herb. That was the time my mind was ready to learn about biochemical individuality.

We are now a super-stressed society—a different world than when I was 22 years old. It could be said that we all need something that maybe is an antidote to excess energy and overload: we all need to learn to give the body the time to recover. In these stressful, trying-times, it is the belief that new herbs will be made available to us that will be our servants and protectors against today's challenges. From the world of Indian herbalism, we are now being presented with two of their classic energizers,

and they seem to have perfectly timed their arrival for our modern needs.

Studies have shown that the herb *Ashwagandha* compared very favorably to Korean ginseng in its adaptogenic and anabolic qualities, but that it lacked the noticeable stimulating effect that the powerful Korean ginseng is known for. This is good: now we can nuance our understanding of the effects of herbal energizers to be able to provide something for that person who is overactive or overstimulated but who has become debilitated where their energy flow is broken. Many people who come into our stores have pushed too far and literally, as Ayurveda would analyze the condition, burned through all the structures of their body. Ashwagandha is sometimes referred to as Indian ginseng, probably due to its adaptogenic nature, but as the Latin name (*Withania somnifera*) suggests, this plant may take a person toward needed relaxation or sleep.

Ashwagandha is used in chronic fatigue or nervous exhaustion. Ashwagandha may slow the exhausted person down as it attempts to rebuild an energy pattern that has lost its feedback communication system due to stress. Ashwagandha may return strength that was lost, bringing back a new vigor.

Ashwagandha may also work as an adaptogen in a manner that is different from the classic affect on the adrenals. Ashwagandha may increase hemoglobin counts as well as serum iron. We can therefore look at Ashwagandha from a different angle: in situations where there has been a degradation of blood quality. Ashwagandha's effect on the blood allows us to attempt energy reconstruction from a different angle than from, for example a ginseng. Ashwagandha, like the classic TCM “Eight-Treasures Formula”, may bring more nutritive support for rebuilding. Ashwagandha is also being looked at for its influence on anxiety. Again, what is energy? How to make it stay? How to bring it back or keep the body nutritively-supported not to lose it.

Your energy-section now has a powerful ally to your ginsengs. BMC enthusiastically provides the best ashwagandhas on the market today. The quality, expertise and scientific-accuracy of Himalaya Herbal Healthcare's Ashwagandha is unparalleled. This product should be cross-merchandised, double-faced and sold by the gross. We have sick people in our communities', folks!

Himalaya's Pure Herb Ashwagandha provides a unique triple-treat. The caplet has no binders, excipients or fillers, and it also contains standardized supercritical organic ashwagandha root extract, organic standardized root extract and organic root powder. Amazingly superior! If a customer prefers the dried whole root liquid herbal extract, then we proudly offer **Herb Pharm's ashwagandha**. One herb in two forms for every customer need.

We are now a stressed-out society. There may not be any food more capable of bringing energy back, or fortifying the body against energy loss than the original herbal multi, **Chyvanprash**.

The science of life that is Ayurvedic medicine was very intrigued about restoring the loss of vital force. In Ayurveda, the word “ojas” means vigor. This is considered the essential energy that provides life, similar to the word “chi” described in TCM. This concept is so much deeper than the energy that a person believes

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**Endcap-worthy
Ask Your BMC REP about possible deals
Herbal Capsules**

backed by Herb Pharm's tradition of Quality, Integrity & Efficacy

Goldenseal 540 mg powder in vegetarian capsules. Grown & Harvested for Environmental Responsibility

Saw Palmetto 160 mg of fatty acids* & 40 mg of Pumpkin seed oil per vegetarian softgel. Extracted without hexane from dark, ripe berries for Optimal Therapeutic Efficacy

Milk Thistle 140 mg of silymarin* (silybin, silychristin, silydianin) per vegetarian capsule. Black, Mature Seeds only. No petroleum ether or thyl acetate ever used

Joining the Family of Herbal Capsules: Super Echinacea® blended extracts* of root, leaf, flower & seed

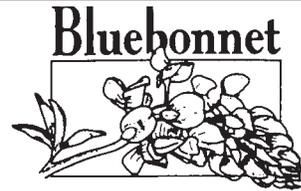
Pharma Kava® grown in native South Pacific Habitat. 60 mg of kavalactones* per vegetarian cap: no acetone used

[* extracted with pharmaceutical-grade alcohol]

**July Promotional Specials
Men's Health Support 20% OFF products
listed in unit purchase of 3 ea product**

- Asian Ginseng liquid extract
- Asian Ginseng glycerite
- Saw Palmetto liquid extract
- Healthy Prostate Tonic™
- Male Sexual Vitality Tonic™

Not represented by BMC in NJ



**The Birthday Party is Half-way over
ENJOY**

Bluebonnet Celebrates 20 Years: 1991-2011

No wonder so many stores have decided to associate their good name with the good people from Bluebonnet Nutrition.

20 Reasons to Partner with Bluebonnet

1. Kosher-Certified
2. 100% Natural, Clean & Pure
3. Rigorous Onsite QA/QC testing
4. Best Ingredients on Earth
5. Innovative Formulas
6. Eco-Friendly & Sustainable
7. Free of Most Allergens like Gluten*
8. Natural Excipients
9. No Artificial Colors, Flavors of Sweeteners
10. Antibiotic/Hormone, (rBGH)-Free
11. Non-GMO When Available
12. 100% Vegetarian/Vegan Formulas*
13. Recyclable Amber Glass Bottles
14. Truthful Labeling
15. Premium Quality Value
16. Family-Owned
17. Social, Environmental and Health Advocates
18. Community Outreach
19. 100% Money Back Guarantee**
20. Available in Kosher Stores

* most formulas
** customer-satisfaction

Not represented by BMC in NJ, SC



**July Sales Promotions
Stress & Energy
15% Off products listed**

No Minimums

Pure Herbs & Formulas

- StressCare® 120 + 240 Vcaps
- Chyanprash w/ Honey 500 gm paste
- Ashwagandha 60 caplets
- Holy Basil 60 Vcaps®

Skin Care – all Gluten-FREE

- Nourishing Night Cream
- Nourishing Face Moisturizing Lotion
- Exfoliating Walnut & Wood Apple Face Scrub
- Neem & Turmeric Face Wash
- Hydrating Face Wash
- Invigorating Face Wash

— this summer sale continues through July 31, 2011

**Don't forget to order the gorgeous free marketing tool
Organique by Himalaya Booklet for
Retailers and Consumers**



July Sales 20% OFF

02773	Complete Omega 3.6.9	8 oz
1780	Omega Woman	120 ct
02774	Complete Omega 3.6.9	16 oz
02778	Complete Omega 3.6.9-D	120 ct
58781	Arctic CLO-D Lemon	16 oz
54783	Arctic CLO-D Orange	8 oz
01776	Omega-3.6.9 JR	4 oz
02890	Ultimate + CoQ10	120ct
01797	Ultimate Fish Gelatin	60ct

**Ask your BMC Rep for special sales on the
Nordic Berries and Omega-3 Effervescent 7ct & 21ct**

Webinar: Omega-3's: Essential for Skin Health –

Presented by Lisa Petty, BA, ROHP

July 6th at 12 noon

(extra **5% OFF** next order for retailers who attend)

**Vity Award winner: 3 Awards from Vitamin Retailer Magazine
2011**

Best EFA Supplement: **Omega-3**

Best Children's Health Supplement: **Nordic™ Berries**

Best sales & specials: **Line Drives**

Not represented by BMC in NJ, SC





Foods for Summer

Ready-made, Raw
and Organic

Love Travel & Outdoors
and Organic Foods

Load up with an Endcap

- Juvo Original
- Juvo Super Food
- Juvo Slim
- Juvo Yoga Food
- **NEW Juvo Raw Green protein**

Joyously do the work of
"weaving" health!
The Best Treatment is
Prevention

—Dr. James Hwang, Founder of Juvo
[1999]



INTERNATIONAL

Health Education • Health Products • Aloe Vera

July Special: Aloe Juice Quarts
10% OFF 12 mix & match
Cherry Berry , Orange Papaya +
Aloe Gold

Perfect for summer health. Skin renewal;
Hydration-recovery thanks to natural
occurring electrolytes; Energy support plus
endless digestion benefits.

In the News:

- Aloe Vera + Aloe Life—100% safe.
- Aloe Life juices are safe to be taken daily and indefinitely for the entire family – kids, adults, seniors and pregnant women.
- Aloe has been shown to be safe & effective. The most current Aloe support information is on our website www.aloelife.com.
- If you ever have questions" contact Aloe Life and let us be a support to you.
1-800-414-2563.

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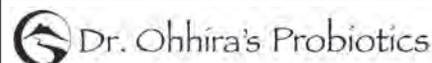
### Aloe Life is getting Social!

Follow us on Facebook

[www.facebook.com/pages/Aloe-Life-International/487230735346](http://www.facebook.com/pages/Aloe-Life-International/487230735346)

Follow us on Twitter <http://twitter.com/AloeLifeIntl>

Email [info@aloelife.com](mailto:info@aloelife.com)



**Great News for a Spectacular Product**  
**Dr. Ohhira's Propolis PLUS®**  
**—Now Available in a 30 capsule size**

wholesale: \$26.35/SRP \$43.95  
**30 caps, 60 caps, 120 caps—**  
**we got ya covered**

### On vacation this summer?

New foods, New Places; the  
jostle of travel

10 million people per year  
experience digestive stress while  
on vacation

Remind Customers to pack  
Dr. Ohhira's Probiotics: the  
suitcase can carry your best  
support against traveler's  
diarrhea. Before, during & after.



**Nature's Wonderland®**  
**Traveling Companions:**

Ginger Capsules...great  
for motion sickness, which  
plagues many travelers.

### July Promotion

**Nature's Wonderland®**

**GINGER ROOT VCAPS**

**Buy 3 of each**  
**Get 4th Free!**

item # 176x Ginger Root,  
60 Vcaps/bottle

**BUY (6) @ \$4.93 =**  
**\$29.58 - Get TWO Free!**

Your Cost: \$29.58 PLUS FREE  
**SHIPPING - NO MINIMUM**

ADD to this excellent buy, any Olbas  
items and get samples and  
literature too!!



Topically Applied Herbal Answers

### July Promotions

**10% OFF**

direct orders only

**Yeast Rescue® Spray**

**Bug-A-Boo!™**

2 fl. Oz. Eucalyptus-Thyme

**Yeast Rescue®** is an intimately  
soothing, instant-acting botanical and  
aromatherapy blend of organic and  
wildcrafted botanicals and pure essential  
oils with Vitamin E specifically designed  
to stop the intimate itching and burning  
within minutes of the first application.

**Bug-A-BOO™** - an oil-free repellent of  
natural ingredients that you will love and  
bugs will hate!

**Ingredients:** Pure water, apple cider,  
vinegar, lavender, calendula blossoms,  
witch hazel, and pure essential oils.  
Certified Vegan \$6.00/SRP \$9.99

2oz perfect for every beach bag

**Direct orders from Well in Hand: \$75.**  
**minimum. And \$100 for free-shipping**



*Finest Quality Hair, Body and  
Skincare Accessories*

### Summertime Tie-up

**Bass Brushes**  
**Raises the Bar**  
**with Hair Ties**

| Item #       | Wholesale | MSRP    |
|--------------|-----------|---------|
| HC1 (Small)  | \$4.80    | \$7.95  |
| HC2 (Medium) | \$6.00    | \$9.95  |
| HC3 (Large)  | \$7.20    | \$11.95 |

### Get the Comb Clamp Display:

*the most powerful Hair Clamp  
ever made*

A complete set is 12 of each size  
and they will receive  
a **FREE** display  
if you order 12 of each size.  
Otherwise the display cost is  
\$60.00

Not represented by BMC in NC, NJ, PA





Since hair color & health are so susceptible to sun damage, women and men both look to refresh their hair color over the summer months. When color becomes brassy and faded, people look for their favorite products to revive their favorite look. This is the perfect time to offer Surya Brasil instead of another round of permanent dyes. When color does fade, Surya can be easily re-applied while continuing to condition the hair as well. Surya is loved by people whose hair has sustained a lot of damage from the sun or chlorine.

Ask your BMC Rep what it would take to get a Surya demo in your store. Stock the entire line: it all sells!!!

**July Promotion 25% OFF-INVOICE\***  
**ALL Henna Creams & Powders**

Buy-in dates: 6/20 - 7/20

**15 Surya Henna Creams** 2.31 fl oz  
\$7.19/MSRP \$11.99

**10 Surya Henna Powders** 1.76 oz  
\$3.89/MSRP \$6.49

\* Retailer agrees to pass on 15%, but not more than 25% of the promotion as an agreement to get the monthly promotion



## PERFECT<sup>®</sup> ORGANICS

**Organic Lip Balms:**  
*a perfect summer sensation*

**15% OFF**

New Accounts only

**Buy two (2) Lip Balm Displays and get 15% OFF**

*Lip Balm Display includes*

Vegan Shea Butter lip balms

- Citrus Orange

- Fresh Mint

- Vanilla Twist

0.25 twist-lid tubs

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Kids and adults love *Organic Vanilla*

Ask your BMC rep for info on the *Lucky Kids* write up.



NEWTON homeopathics

Nurturing Naturally Since 1987

July Promotions

20% DISCOUNT
on 6+ of same SKU:

Ear Wax Build-Up (N072)
NEW!!

Hair ~ Scalp (N047)

Varicose Veins (N021)

Vitiligo (N081)

~~~~~  
**Product Highlight:**

**Ear Wax Build-Up:**

formulated for associated symptoms such as ear discharge, dryness, itching, hearing difficulties and excess wax accumulation

Make sure you ask your BMC rep for the latest Newton Homeopathics Price List

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Be Generous to Your Communities' Health this Summer:  
Promote Wellmune WGP<sup>®</sup>**

**Immune Health Basics is Being Generous—another line drive  
JULY SPECIAL**

6 each per SKU **10%**

9 each per SKU **15%**

12 each per SKU **20%**

~~~~~  
New research on Immune Health Basic's Beta Glucans Published in *Nature* magazine.

"Structure matters"

April 27, 2011 – A new study using Wellmune WGP[®] was published as the cover story in the science magazine, *Nature*.

~~~~~  
Wellmune WGP<sup>®</sup> is a food-grade, immune-health ingredient for functional foods, beverages and supplements in more than 30 countries.

## MushroomScience<sup>®</sup>

The medicinal mushroom for the athlete, and those dealing with stress  
**CORDYCEPS**

It took years of research & the analysis of 100's of strains of Cordyceps mycelium to find one that contained the same actives as the fruit body: the adenosine and other nucleosides that increase energy levels and help balance the HPA-axis.

Mushroom Science: the only Cordyceps that lists the active compounds on their Supplement Label panel -- adenosine and nucleosides – that make Cordyceps unique. Mushroom Science is also the only company on the market with 24% polysaccharides. For quality & dependability, *Mushroom Science is the best that there is!*

*Mushroom Science Cs-4 Cordyceps extract contains adenosine, cordycepic acid, cordycepin and other related compounds. These compounds may balance the hypothalamic-pituitary-adrenal axis (HPA axis)\**

**July Special: Cordyceps Cs-4**  
for energy, stamina & endurance\*  
athletes know the name

**4 ea - 10% OFF**

**8 ea - 15% OFF**

**12 ea - 20% OFF**

No other medicinal mushroom company can match our skill, sophistication or experience when it comes to providing you with guaranteed potency, research quality, certified all natural mushrooms ... the proof is on every label.

\* these statements have not been evaluated by the FDA



**First Aid Tips for Spring & Summer Sun**

Sunburn is an all-too common occurrence as the days get longer and warmer heading from spring to summer. Although aloe vera is excellent for post exposure skin support, don't overlook silver as a powerful first aid treatment for sunburn and heat rash.

Petrochemical and other synthetic first aid gels and ointments tend to block normal healing processes in the body, while Argentum metallicum (homeopathic silver) is readily indicated to bring relief and accelerate the innate healing responses of the body

**First Aid Gel - Homeopathic Medicine**

• 1 oz pump • 2 oz pump

Sovereign Silver First Aid Gel is the perfect alternative to conventional and herbal topical treatments, with these distinct advantages:

- **Kid-Friendly:** Sting-free formula reduces topical pain, does not add to it
- **Safe:** Homeopathy has no known side effects
- **Clean & Pure:** No synthetic preservatives
- **Non-Greasy, Transparent & Odorless:** You'll hardly know it's there

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



## Finding Good Energy

continued from page 2

they are looking for when they drag themselves exhausted into your store. This fluid of life was something that Ayurvedic Doctors studied, intent on finding out how long it would take to build a drop of this ojas, this fluid of life (this *chi*) to rebuild a body that had been sapped of its vital force. Amazing concepts for an ancient medicine that has a 5000-year old written history!

It was believed that it would take thirty-five days to build one drop of ojas in a situation of recuperation. (so much for that instant one-pill wonder!), and this system of medicine designed healing strategies to provide to the patient or health seeker everything that would assist them on this quest.

Chyvanprash is an herbal tonic for every stage of life: pre-dating multivitamins by many centuries. It is a whole foods concept of daily preventative healthcare. Chyvanprash, curiously enough, is built with a very unprocessed sugar as its base, as a means of providing a high mineral-rich food. The other major base of the formula is the Vitamin C-rich fruit, amla. The sugar carries the nutrients into the muscle: in this case, as Ayurveda teaches, sugar becomes a medicine.

Chyvanprash was created to nourish and restore. It is about building muscle and building neurons. It is a subtle formula, filled with life enhancers and adaptogens. The formula balances many herbs, and has additional herbs that balance those herbs. The complex list of ingredients could scare people away, but now the

herbal leaders of tomorrow are excited that energy-promoting herbal food can be supplemented by the tablespoon. It is the beauty of all the micronutrients of this formula, the bioavailable food-source Vitamin C, the herbs for the lungs and respiratory system that define Chyvanprash as a classic Rasayana.

The term Rasayana in Ayurveda means "rejuvenating" A Rasayana would be gentle like a tonic and nourishing. Chyvanprash was created to have a layered effect to build up the seven layers that Ayurvedic physicians see as making up the human structure. Chyvanprash would be intended, therefore, for a convalescence—as well as a kid's spoonful of energy before running out the door.

Himalaya does Chyvanprash right. They test every batch of this USDA-Certified Organic Chyvanprash for heavy metals and environmental contaminants and they grow all the herbs

## IN THE NEWS

### More Proof against Genetically-modified plant crops

Scientists in India have presented studies that question the safety of gene-modification of plants. In the Journal of Bioscience, scientists from the University of Delhi present information that concludes that the insertion of a bacterial gene (Cry1Ac) intended to be toxic to some insects may actually cause "**developmental defects, growth retardation and sterility in plants**". This gene is already in use in crops, especially cotton\*, corn\*, tomato\*, soybean\* (rice, potatoes and tobacco) worldwide\*\*.

The importance is that this was a previously unrecognized effect: the life cycle of the plant itself. Let's not even think about the innocent honeybees.

Cry1AC is a toxin derived from a protein from a gram-positive soil-dwelling bacterium that is used in genetic modification. Become informed—Search: GM crops, GE foods, Monsanto + Dow + DeKalb Genetics, Bt gene. Also note: there are no reliable ways to test GM foods for allergies!

\*U.S. Crops

themselves. They have their own amla trees. Chyvanprash is a rasayana meant to build oja. How long does it take to build one ounce of this precious fluid? 35 days. For people unwilling to taste this delicious formula, Himalaya Herbal Healthcare provides a 60 Vcap option for energy and a general well-being.

No energy section would be complete without **StressCare**® (is your energy section currently in need of rebuilding or completion?) **StressCare**® is a time-tested adaptogenic tonic with herbs to help build up adrenal reserves as well as support adrenal output. While **StressCare**® can be shown to relieve occasional fatigue, this powerhouse formula that includes Chyvanprash, Ashwagandha, Arjuna and Gotu Kola works to rebuild the whole body. This formula is tested for toxicity and safety and has

continued on next page



### Goddess Garden is a clean, "Best-Choice" by EWG

The Environmental Working Group [EWG] released their 2011 Best Sunscreen report with Goddess Garden Sunscreen's listed 3 times\* with ratings all green

#1 for Baby, #2 for Kid's and Adult

### July is UV Safety month Talk with your BMC rep about discounts on a floor display or endcap

- Safety from the sun; safety from the ingredients
- Natural sunscreens are now HOT. Bring in new customers!
- Natural sunscreen sales rose over 25% in 2010
  - 2011 sales are already better!!

Stay in-tune by visiting our website:  
<http://www.goddessgarden.com/>

\* <http://breakingnews.ewg.org/2011/sunscreen/best-sunscreens/best-beach-sport-sunscreens/>  
published June 23, 2011

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## July Promotions

### Children's Oxylent & Prenatal Oxylent 15% OFF\*

6 boxes mix & match  
no maximum

**Las Vegas Report:** both effervescent supplementation and the Oxylent Children's product were quite the rage with Editor's, stores and children alike.

### Discover the Oxylent Difference: Oxygenate, Hydrate, Circulate & Rejuvenate

Ask your BMC Rep for their *Recipe for Success* to aid in making Oxylent your store's newest best-seller. And ask about the new Coop Advertising Program too!

\* standard shipping structure applies

Not represented by BMC in NC

# AROMA LAND

## July Promotion Aromaland Body Care Travel Kits

- Lavender • Lemongrass & Sage

What better way to satisfy the traveler than a travel-pak of 2 oz. products that are reasonably-priced, exceptional quality and a quality you can promote?

### Each packet contains:

- 2 oz Hand & Body Lotion
- 2 oz Bath & Shower Gel
- 2 oz Shampoo • 2 oz Conditioner

Each Travel Pak: wholesale \$3.99/SRP \$7.99  
4 paks per case \$15.96 wholesale

### July stock-up Sale

Buy three (3) 4-pak cases 10% OFF  
Buy six (6) 4-pak cases 15% OFF

- Scented with an exclusive blend of pure therapeutic-grade Essential Oils in a rich plant-base.
- Exceed EU-Cosmetic Directive Guidelines, Cruelty Free.

- No Petroleum Products, Parabens, Synthetic Fragrances, "Parfums," "Botanical Parfums", Artificial Colors, Formaldehyde or Sodium Lauryl Sulfate.

**July Special: free shipping** with any \$100 wholesale July order that is placed with the code, "BMC JULY Special"



## Finding Good Energy

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the added bonus of long-term clinical use. It is world-famous, and can be considered an anti-aging formula with its effect on energy and adrenal support.\* *StressCare*® helps keep cortisol

levels normal. "Is there stress? Let this formula help stress disappear!"

The more we learn about stress and energy, the more we understand the destructive nature of stress.

We used to educate about the term homeostasis, that—while still valid—does not accurately reflect what is truly happening in life as we know it. For homeo-"stasis" implies a

standing-still, when that is not a reality of life. The more accurate term that may one day catch on is allostasis, which connotes the ability to be flexible with the changing demands of everyday life. (an adaptogenic homeostasis?) Allostasis implies the ability to support mobility, to stay flexible. Note the movement of energy in that concept (as opposed to the return to a normal function that homeostasis suggests!)

The HPA axis (Hypothalamic-Pituitary-Adrenal axis) is part of the neuro-endocrine system that controls much of our body function, including digestion, immune health and energy. This communication system is dependent upon feedback interactions. It is not a one-way communication system. It must be flexible. It must be able to resolve stressors. Stress occurs; and, the hope of herbal foods is that they may be able to moderate the effects of stress.

Stress is not the problem, as it was probably necessary for adaptation and development. What is not healthy is unresolved stressors, because an unresolved stressor will keep the switch "ON" and continue communication about a need for resistance to stress. This is what may burn through what we call our vital force, our oja, our chi. First there is the initial reaction to stress, then there is the resistance to stress, and what is then needed is the resolution of those stressors; or—the body stays at heightened alert, and the HPA axis potentially loses its communication and feedback interactions, and other things start to malfunction. Stress, indeed is the ultimate killer!

If we remain in a state with constant unresolved stressors, where the stress hormones stimulated by the HPA axis are constantly communicating one-way, then we inevitably reach exhaustion augmented by many potential correlating imbalances. Disease.

Allostasis is the ability to bend when stress occurs. The ability of the HPA axis to adapt. Nourishing rasayana herbs may be a smart strategy for prevention. Any adaptogenic herb that could show a reduction of stress hormones would signal a potential for a return to normality: recovery. If there is exhaustion, the body must relax and rest to rejuvenate.

There is no balance in an equation that constantly outputs energy without regeneration. Ginseng as a tonic for the digestive system may be just as valuable as ashwagandha for blood nourishment and allowing a slow-down to a non-stop engine.

The reason that the medicinal mushroom *Cordyceps* is now treasured by athletes, who experience tons of stress during work-out and performance, is that their programs lead to great amounts of stress and oxidative damage. A properly-made Cordyceps like **Mushroom Science's Cs-4**, which lists the active compounds clearly and accurately on the label, provides nutrients that may assist the HPA-axis to function as intended.

All your adaptogens are defined as a class by their ability to help the body "adapt" to outside stressors: to be flexible and mobile in a response in real time. Every adaptogen identified by medical herbalism should help with the fall-out from stress and the ability of the body to have resolution and rejuvenation. Every adaptogen should be placed together in your energy section. Considering what we are talking about here, the set should only include top-notch manufacturers: threw cheap options out the door!

## "WE ARE HEALTH FOOD PEOPLE"

Wendy J. Hilliard, DC, Virginia BMC Sales Rep



### "A Doctor of Healing...Any Way You Look At It"

*"If you are a chiropractor, why are you on a sales floor selling vitamins and not in a doctor's office making tons of money?"*

Well, if I had a dollar for every time I have been asked this question I would be well on my way to paying off my student loans. I understand that my choice is a curious one for many people. The answer to the question requires a bit of story that I am happy to share.

Yes, I am a chiropractor, a 2004 graduate of New York Chiropractic College. I practiced for 5 years in New Jersey as an associate doctor as well as in my own private practice. While in school and all through my chiropractic practice I also studied and taught yoga. I had attained my formal teacher certification through International Sivananda Yoga Vedanta Centers during a 4 week intensive training at their ashram in 2005. My yoga was pivotal in teaching me my greatest lesson of being true to thy self. For many reasons, practicing as a chiropractic physician was not true to my being. But, I struggled to make it work because I was overcome by the pressures of doing what was expected of me and doing what I was 'supposed' to do with my six figure education. It took a great toll on my life and my relationship with myself. I decided to consider other careers and looked to other arenas where I could better utilize my background and knowledge. I dabbled in teaching Anatomy & Physiology at Middlesex County Community College in Edison, NJ for 5 semesters. I discovered that I loved to teach! I excelled at it and enjoyed teaching the students about the miraculous human body. But still, I did not feel as if all the pieces fit together.

I moved to Virginia with my husband in 2010 and went back to practicing full time as an associate chiropractor because it was easier than struggling to find something that satisfied me. When the job did not work out I took the opportunity to say enough is enough. I had a dialogue with myself, "What is the point to my life if I am not doing something that betters myself as a person and makes me happy? So what if it is a risk? I will never know unless I face my fears and go outside my comfort zone". I soon discovered that outside my comfort zone was exactly where I would find my true self!

I left chiropractic practice and took a job as a Regional Nutritional Supplement Buyer at a holistic pharmacy. I soon realized that all the impressive lines in my store lead back to a common brokerage, Blue Moose Consulting. Soon after that, I attended Expo East and discovered there was whole bright shining world out there called the Natural Product Industry. I knew right away I had found the place to be, a place where I could spread my wings. I also knew I had to work for Blue Moose Consulting, and so I approached them about a job. It is amazing what happens when you decide to make a change and to go after what you want with passion and determination. It is a leap of faith, though doors will open.

For the first time in my life, after traveling the winding roads of chiropractic, yoga, and academia, I have landed in a place where I feel all the puzzle pieces finally fit into one clear picture. The Natural Product Industry is a synergy of my background and skills as a health care practitioner, a yoga teacher, anatomy professor, as well as my 15 years experience in retail (yeah, that's a whole other story).

The impact of what *Blue Moose Consulting* accomplishes as a brokerage gives me a chance to reach more people on an exponential level rather than by one patient at a time on my chiropractic table. By placing outstanding natural products in stores and educating the staff, I allow attainable natural health care to reach thousands of people. I am a catalyst of exposure and education of natural products for both stores and their communities.

Every day I have a mission to bring natural health first to my stores and secondly to the consumers. I took an oath as a doctor to "bring strength to the sick, relief to the suffering, and inspiration to mankind to attain bountiful health that we may live this life to the fullest expression of its innate endowments". I still fulfill my oath every day, not in a doctor's office or in a lecture hall, but out on the streets of the Natural Product Industry. Let the healing continue.

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## Blue Moose Consulting

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### GOT EMAIL?

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

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

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

### Finding Good Energy

*continued from page 7*

All four ginsengs, *Ashwagandha*, *Chyvanprash*, the medicinal mushrooms *Cordyceps Cs-4* and *Reishi Gano 161™*, all the adaptogens. *VigorCare for Men®* and *VigorCare for Women®* by Himalaya Herbal Healthcare®. Maca, licorice, gotu kola, ginkgo, holy basil, rhodiola, shatavari: nature has given us such a treasure trove of nourishing herbal energizers!

The adaptogens will all fit naturally into a serious Energy action. Fill an Herb Pharm 4-SKU wood rack with rhodiola, holy basil, shatavari and licorice (or maca or gotu kola) Bluebonnet makes a special *Rhodiola rosea* root extract Vcaps that includes the extract and the raw powder and is standardized to 3% rosavins and 1% salidosides. Announce your commitment to quality and dosing options by offering side-by-side Himalaya's Holy Basil and Shatavari with Herb Pharm's liquid Holy Basil and Shatavari. Something for everybody and the best-quality options that exist anywhere.

*Shatavari* is often described as the female ginseng from India, and this tonic herb does provide vigor, digestive and immune adaptogenic support, while rhodiola and holy basil are now considered best-selling adaptogens in the natural food marketplace.

Your energy section should also include the complete foods spirulina and bee pollen (—not an herbal food). Identify the adaptogens and learn these herbs and promote the concept of daily herbs. Rotate herbal nourishment in your life and build that life force: then shine outward to your community! Drop the caffeine, and the stimulants. They are killers: they destroy the body systems and never rebuild or repair. Preach adequate sleep, slow eating, organic whole foods, optimal breathing habits, rest, friendship & love and voila!—your store has the healing energy and natural glow that people in need will gravitate toward. Good energy, it should be all around us!



\*these statements have not been evaluated by the FDA and are meant for further research only

### How to Reach Blue Moose Consulting

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

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Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557

#### COMPANIES REPRESENTED:

##### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
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Sugar Land, TX 77478

##### Newton Homeopathics

www.newtonlabs.net  
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fax: 1-800-760-5550  
Conyers, GA 30012

##### Himalaya USA

www.himalayausa.com  
800-869-4640  
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Houston, TX 77042

##### Perfect Organics, Inc.

www.perfectorganics.com  
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www.aromaland.com  
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##### Vitalah, LLC

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##### Herb Pharm

www.herb-pharm.com  
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fax: 800-545-7392  
Williams, OR 97544

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San Diego, CA 92107

##### Essential Formulas, Inc.

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##### Immune Health Basics

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Boulder, CO 80301

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

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