



# BLUE MOOSE CONSULTING NEWSLETTER

Peace Issue • Volume 8, No. 6 • June 2011

## *Talking Health:* **Study war No More: Healing Fallen Soldiers... What Do We Do**

**M**emorial Day signals the entrance into the summer, a time of relaxation for many, getting away and slowing down from the fast pace of this crazy world. The Rolling Thunder of veterans on motorcycles will soon hone in on Washington, DC like perennial cicadas, saluting all who have served in the military and making it clear that they will never forget those who have fallen and those still unaccounted for.

As this country drags through another year of military conflicts on many fronts, and as our soldiers—men and women—return home, some are forever scarred but what they have witnessed and what they had to do in the hell that is war. As with everything we do in our stores as the most-trustworthy community resource of materials for natural health-care, we should be aware that on any given day the natural foods store may be the place that some injured soldier comes to find stability or cure from an affliction that can cripple the soul.

Post Traumatic Stress Disorder is defined as an extreme anxiety disorder classified as the result of a shock to a person. While this psychological trauma can happen as the result of any acute situation, it seems to be a phenomenon that is affecting a large percentage of soldiers who are returning from harm's way. This will not be an issue that will be subsiding in our culture, and it is the responsibility of the healers in our midst to work to help these people who often experience flashbacks/nightmares, anger, insomnia and a vivid re-experiencing of the feelings from the original trauma. PTSD is unfortunately a modern malady from our often violent society.

Neither modern psychology, the entire infrastructure of all the Armed Forces, nor the R & D armies of the

pharmaceutical industry have been able to unravel the riddle that can become a nightmare for someone experiencing PTSD. This disorder encompasses so much of the “whole” of the afflicted that any treatment would demand personalized intervention and a truly wholistic approach. For our discussion here today, we—in our role as warehouse of the good stuff—would of course never even consider being able to provide treatment. Going beyond the sad fact that this pressing and tragic health concern is legally radioactive, and that everyone in a health food store who is not a certified health care practitioner should stay clear of conversations that intend to recommend anything, we can consider what products to provide and where to stock them.

It befuddles the mind that we are legally handcuffed to be able to do anything to help a person who comes to us for assistance. Our best recourse is to know the legal local channels of support that are available.

PTSD is the raw and acute extreme of a type of anxiety that can be labeled truly modern. The person who returns after these (our) wars is attempting to re-enter a community and a society that is far different from the slower-paced world that soldiers came home to in the 1850s or even after WWII or the Vietnam War. I could not imagine going there and trying to come back here.

This particular anxiety is the curse of an active mindful consciousness, and it is understandable that the most natural reaction is to want to shut everything down. When the crash and clap of intense shock that is most often the cause of PTSD occurs, it is as if an earthquake breaks the structure out of a seven-story building and many unforeseen damages sit at the bottom of the destruction that is the crumpled

building. Counseling would seem to be the primary therapy: the ability to be able to string a sane reality back together again. Beyond directing the person to a skilled therapist, the best thing we can do is show empathy and kindness and concern for that which we cannot fully understand.

The injured person still needs to function, and body systems need to be maintained. To find a resolution to the damage of the trauma will most likely demand years of conscious healing and loving care. The initial impact(s) will most certainly have repercussions that could reverberate at various frequencies for months, years or decades. Surely as a society we should all be willing to become involved in the necessary healing that this situation demands. We all dutifully salute when the National Anthem is played, and most are appreciative of the sacrifice that those who enlist offer in the service of their country. And is it not true that when that injured soldier does return that assistance comes more often only from close family (or not at all): when it should be a community effort and responsibility to offer care to this person who respectfully deserves support as they try to re-assimilate into our non-military society? This type of healing efforts may end the dysfunction of many vicious cycles.

It goes without saying that no manufacturer in our industry intends to present products that would be intended specifically for this serious health issue, nor would I pretend that I know a prescription that would aid a person suffering from such a complex and deep scar. But we have to always have the belief that remedies are available, and—that no matter what the mainstream diagnosis and treatment—there are many

*continued on page 2*

## Study War No More

continued from page 1

things available in your store right now that would make sense for a person building a nutritional platform from which to heal.

### Foundational Support could never be more essential

We often take a daily Multiple for granted, but this is an example of how powerful the essentials of the B-Vitamins and Minerals are to re-balancing the body. The family of B-Vitamins are so important as catalysts for other reactions needed for nerve and hormonal repair that it would be considered wise to bathe the body with sufficient B-Vitamins above what is provided in your best Multiple. Likewise, minerals are crucial for the body electric that is the nervous system, and the most therapeutic choice would be the amino chelates from Albion® Minerals. Never underestimate the value of these quality basics.

Nutritionally, it would be common sense to support the heart and the brain as well, not with stimulants but with nutrients that will stabilize and affect the changes toward homeostasis. If the body can return to normal working order—proponents of natural health believe—then it will be able to effectively work to heal itself. This is the true message of encouragement we must hold out to the person reaching for help.

Since it is the American tendency to overeat when stressed, it would be beneficial to check the diet of the person trying to recover. Heavy meat (or sugar) consumption might self-medicate in some way strangely similarly to alcohol abuse, and while all that extra digestion will never allow the space for optimal healing to occur, this excess is just an attempt to fill a void and will never bring happiness.

Never would the advice of organic foods and whole foods be more warranted. It may often be difficult to change someone's diet when they have been acclimated to mess hall grub, but every effort should be made to eliminate as much as possible any stimulants, processed foods, sugar, artificial flavorings/colorings, food dyes and other chemicals found in everyday American food. Nutraceuticals that should be considered would include quality protein in spaced increments throughout the day, and CoQ10. Herbs that could be considered include hawthorn berry and oat seed.

## PARTY LIKE ITS BALTIMORE 2011

Mark your calendars NOW. This Fall will prove to be the best rockin' party of natural health the East Coast has seen since—well, the old days when the Expo East trade show was in Baltimore. Welcome this valuable business tool to our region with your attendance. Commit now by signing up, circling the dates on your calendar and signing up to become a member of the Natural Products Association East—co-sponsor of this major convention, networking and educational event.

**September 21-24, 2011**  
**Baltimore Convention Center**  
**Sign up: [www.expoeast.com](http://www.expoeast.com)**

**Join NPA East: "We Keep Your Doors Open" [www.npaeast.org](http://www.npaeast.org)**

PTSD is the quintessential situation where adaptogens would warrant examination. Plants that have adapted to harsh environments are well-equipped (to use the military analogy) to assist a soldier who likewise has been through extremes. *Eleuthero senticosus* is often turned to when the situation involves delicate healing or weakened states, or a tenuous understanding of the actual diagnosis. When Eleuthero was known as Siberian Ginseng, the research was conducted on miners, and high altitude mountain climbers, and divers and people in extreme situations. Holy Basil is an adaptogen often turned to when a person seems to refuse love or be unwilling to express love: often this is a collateral damage of the hell of war.

Any analysis of the benefits of the good Omega-3 fats would lead an investigator to consider these body essentials as a primary part of any protocol. Therapeutic dosages can often benefit an extreme recovery. The current legal climate in the U.S. warrants that we all exhibit caution even when discussing the obvious value of these good fats for cell homeostasis, hormonal rebalancing, nerve repair and brain recovery. There is a great trove of valid science on the benefits of the Omega-3s that you should refresh yourself with at [www.omega-research.com](http://www.omega-research.com) under "Mental/Neurological Health".

While there, spend some time understanding the current research of Omega-3s for both acute and chronic conditions for Immune Health, for if we are seeking to lead the soldier to a better life we should always have a concern for immune system health and recovery after the ordeals of war. Pure, absorbable

Omega-3s (therapeutic levels of EPA & DHA) cover so many bases that they absolutely make sense to be included under immune support essentials.

Add to that the clinically-proven benefits of the *Wellmune WGP*® products from **Immune Health Basics** and you are presenting effective products that perform a multitude of functions that may be affected when immunity is thrown out of balance.

The research that was performed with the *Wellmune WGP*® product by both the Canadian military and the U.S. Armed Forces was precisely to find safe products that would protect troops when they entered hostile territory and the weapons would be of unknown but certainly evil intent. Realize as a principal course of action that if the immune system can be brought to balance, then every other system has the opportunity to stabilize and repair.

The systems of healing most geared toward Post Traumatic Stress Disorder because of their effects on emotions, the spirit and natural body response would be Homeopathy and the Bach Flower Remedies. I actually would consider these first if I were caring for myself, but I list them later in the discussion because I fear that this answer would be too easily turned to when help is sought, and so many other factors need to be included in a wholistic appraisal. I am so familiar with the unique effectiveness of **Newton Homeopathics** that I can only discuss their OTC remedies (without of course making any suggestions) when exploring homeopathic options.

The Newton *Detoxifier* is always a first thought for almost every instance, but there are other remedies that would be worth investigation. The *Nervousness-Anxiety* formula seems written for the typical symptomology expressed in PTSD. This remedy would be used when the symptoms are "anxiety, restlessness, racing thoughts, irritability, stage fright and insomnia." *Panic Button* would be considered for acute moments, while *Stage Fright-Fear* might mirror the symptoms a person who fears leaving the house may have.

*Accident-Injury Rescue* is specific to general trauma. *Fatigue Fighter* performs so many benefits at rebounding fluctuating energy or when illness or stress (or adrenal exhaustion) have led to bouts of lethargy and listlessness. At the other end of the energetic see-saw would be the product *Hyperactivity-Mental Focus* for situations of lack of focus, impulsiveness, restlessness or anger.

continued on page 6





**June Promotions 20% OFF products listed**  
minimum order of 3 ea per SKU

- Arnica Oil
- Dragon's Blood Tree Sap
- Herbal Ed's Salve™
- Soothing Oak & Ivy™ Compound
- Trauma Oil™

HERBAL ED'S SALVE™: Comfrey root, St. John's Wort flowering tops, Calendula flower, Chickweed herb, Mullein leaf, Plantain leaf

TRAUMA OIL™ COMPOUND: Calendula flower, Arnica flower, St. John's Wort flowering tops

SOOTHING OAK & IVY™ COMPOUND: Grindelia flower buds, Sassafras bark + menthol crystals

**Summer Excitement!**

Look for these category-changing products mid-month, available direct only

- Saw Palmetto Softgels
- Milk Thistle Capsules
- Goldenseal Capsules

*These Are Not your Ordinary Encapsulated Herbs*

- Sustainably cultivated or Custom Wildcrafted™ following Herb Pharm's commitment to environmental responsibility
- Harvested at the peak of readiness, selecting only the most medicine-laden plant parts
  - Synthetic chemical solvents or hexane are never used
  - Vegetarian capsules & vegetarian softgels

Not represented by BMC in NJ



**Rainforest Animalz® to the Rescue**

*Need to keep the children invested in their summer health?*  
Take the Bluebonnet Super Earth® Rainforest Animalz® t-shirt Promotion challenge!

**Join the Super Earth Safari**  
For every \$450 placed on any Bluebonnet product between June 1st and June 30th 2011, you will get one (1)\* 100% cotton, limited-edition Rainforest Animalz® t-shirt FREE

This limited-edition t-shirt carries all the Rainforest Animalz® characters and is sure to make every child excited about exploring the World of Nutrition.

**Featuring these yeast & gluten-free chewables:**

*Gus the Gorilla* and his whole foods based Multiple  
*Jenny the Jaguar* and her whole foods based Vitamin C  
*Teddy the Toucan* loves his tasty whole foods based Vitamin D  
*Ella the Elephant* is strong because of her Calcium-Magnesium & Vitamin D3

*Phoebe the Fish* delivers powerful DHA in one fish-shaped softchew

*Note: these promo shirts are a one-time, first-come, first-served basis so order early and share the joy!*

\*maximum of four (4) shirts per single order. Remember to request sizes

Not represented by BMC in NJ, SC



**June 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**



*Pure and Great Tasting Omega Oils®*

**Education on the Facts has made Nordic Naturals America's Best-selling Omega-3 Supplements**  
Ask your BMC Rep to review with you all the Nordic sales materials!!

**June Sales: 20% OFF**

- 01750 EPA 60 ct softgels
- 01751 EPA Xtra 60ct softgels
- 01745 DHA 1000 60 ct softgels
- 02778 Complete 3.6.9-D 120 ct softgels
- 01776 Omega-3.6.9 JR. 4 oz Liquid
- 02750 EPA 120 ct softgels
- 01795 Ultimate Omega Sport 90 ct
- 02774 Complete Omega Liquid 16oz
- 58781 Arctic-D CLO 16 oz Liquid
- 02890 Ultimate Omega + CoQ10 120 ct
- 01797 Ultimate Omega Fish Gelatin 60 ct softgels

**25% Off these summertime travel-pouches**

- 1900 Effervescent 7 ct
- 1910 Effervescent 21 ct

**Omega-3 Effervescent: Perfect for the summer**

For kids & adults alike, the water-soluble drink mix is clean on the palate with no oily feel, no gelatin, and not even a hint of fishy smell or taste or aftertaste. Just add water! Each packet delivers 500 mg EPA + DHA, plus 1200 IU Vitamin D3 (lanolin). Stevia-sweetened creamy orange flavor

**Omega Effervescent will be repackaged soon**

**Take advantage of this sale NOW**  
**50% OFF sale on certain lots\***  
**7 ct. + 21 count lots\*\***

\* ask your BMC rep for details on this one-time deal. No returns accepted on these purchases. Purchases may not be advertised online beyond 15% off. While supplies last  
\*\* Packets can be sold individually

Not represented by BMC in NJ, SC



# JUVG™

## For all your Raw Meal Food Needs

### Juvo Original

A Raw Food Meal with Organic freeze-dried ingredients. Over 50 ingredients. 8 gms fiber. 4 gms protein. ORAC-value 1477/40 gms (1 serving)

### Raw SuperFood

Organic food supplement sourced entirely from 100% raw whole foods. Over 50 ingredients. 1 gm fiber. 1 gm protein 0 gms sugar. ORAC-value 547/40 gms (1 serving)

### YogaFood™

Organic Raw Freeze-dried ingredients for Body, Mind & Soul. Over 50 ingredients 11 gms fiber. 9 gms protein. ORAC-value 7040/40 gm (1 serving)

### JuvoSlim

Rejuvenate and Reclaim a new, healthier, slimmer you! Over 50 ingredients. 9 gms fiber. 5 gms protein 0 gms sugar. ORAC-value 4200/40 gms (1 serving)

### Juvo Green Protein

Organic Blend of 100% Vegan Raw Green. 7 gms fiber. 23 gms protein/40 gms. 3,100 ORAC value per serving

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## June Promotions Skin Gel

4 oz, 8 oz + 1 oz travel size

**15% OFF**

Purchase of 12(+) items, mix & match (4 + 8 oz) made from fresh Certified Organic Whole Leaf Aloe Vera Juice

**This product is a BEST-SELLER in every store it's in!!**

### Summer is the best sales season

Aloe Life Skin Gel is made from fresh Certified Organic Whole Leaf Aloe Vera Juice. Thickened naturally with seaweed, the formula contains 1% skin nutrients {Vitamin E, A and C} combined with Azulene from Chamomile & Allantoin from Comfrey. The therapeutic value of Skin Gel is unmatched by any other topical Aloe Vera. The golden yellow color shows the presence of the therapeutic yellow sap. Safe for scrapes/wounds, bites + burns; acne, stretch marks, scars; damaged hair & scalp, thinning hair; post-surgical reconstruction; athletes foot, psoriasis, eczema, itching skin, sunburned + damaged skin; after-shave; brushing teeth for gum support; vaginal irritation + baby rash. The Skin Gel is a natural astringent perfect to apply to clean washed skin to tighten & regenerate cells.

also

## Daily Greens Formula

in Powder, Tablets & Box Set

**15% OFF**

Orders of 24 mix & match

# Dr. Ohhira's Probiotics

## Lead with the Best Dr Ohhira's Probiotics®

Three-Time Winner  
Best of Supplements Award  
Better Nutrition 2008-2010

also 2011

Best of Natural Beauty Award  
Winner Better Nutrition

## Dr. Ohhira's Probiotic Kampuku Beauty Bar™

"From the foothills of Mount Fuji flows the crystal clear water of the Shio Yama springs, which provides water to one of the world's foremost producers of probiotic dietary supplements"

See the 3-minute video on the  
Dr. Ohhira's fermentation process:  
**"The Complete Intestinal Flora Restoration System"**

[www.essentialformulas.com/efi\\_cgim?template=dr\\_ohhira\\_essential\\_formulas\\_probiotic\\_fermentation\\_process](http://www.essentialformulas.com/efi_cgim?template=dr_ohhira_essential_formulas_probiotic_fermentation_process)



# OLBAS®

HERBAL REMEDIES

## June Promotion Nature's Wonderland KELP CAPS BUY 3 GET ONE FREE!

\$31.62 minimum order –

**8 bottles for price of 6  
plus free shipping.**

\$8.50 – \$10.54 Retail/bottle  
Sale price: \$5.27 ea  
Item # 228x Kelp X60

## Kelp Capsules 850 mg, 60 Vcaps™ (Ascophyllum nodosum) Thyroid Support And So Much More!\*

\*Note: Kelp is not recommended in cases of hyperthyroidism  
These statements have not been reviewed by the FDA

Purchase can be combined with any Olbas® products.  
Normal Free Shipping \$100.00

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

## June Promotions

direct orders only

**10% OFF**

### Cut Rescue

1 oz

### Itch Witch Bath Salts

20 oz

### Cut Rescue 1 oz Complete your Natural First-Aid Kit!

Aluminum free. 100% Natural, non-sting. Sprinkle on minor bleeding to instantly provide a protective outer covering and promote cleanliness.

### Itch Witch 20 oz Crystal Comfort™ Aromatherapy

Seaweed Bath Salts.

For whatever itches ya  
Gluten free. Vegan

# BASS®

Brushes

Finest Quality Hair, Body and  
Skincare Accessories

## A Healthy Summer for Everyone

Bass Ultra-Fine Brushes are the world's finest pet brushes made with earth-friendly bamboo, and featuring a multi-section pad that provides a triple combing advantage. For nearly 30 years, Bass has designed, produced and sold the finest professional hairbrushes. Now our designers have created a truly innovative series of animal grooming brushes.

### How It Works

The special section tufting pattern actually acts like three brush strokes in one.

As you brush your pet's coat with the Bass Pet Groomer, the outer layer of the metal pin tufts gently yet thoroughly detangling the coat, removing larger particles, and providing a gentle massage effect. Next, the middle layer of pure boar bristle conditions the hair by distributing natural oils, and bringing a healthy shine to your pet's coat. Finally, the outer layer of wire pins passes through the hair once again to smooth and separate the conditioned hair.

The final result is a clean, healthy and luxurious coat that other brushes simply can't provide.

## 15 options to please every pet including

The Combo Pet groomer: large and small  
The All Wire Pet Groomer  
The Boar Bristle Pet Groomer: soft or firm bristles  
The Slicker Pet Groomer  
The Pet Groomer Combs

Not represented by BMC in NC, NJ, PA





**Remembering the Men in your life & Father's Day**  
Surya Brasil **Sapient for Men** Hair, face & bodycare products

**June Promotion**  
**25% OFF invoice\***

direct orders only  
Buy-in dates 05/20-6/20

**Hair:** 2-in-1 Shampoo & Conditioner;  
Hair Style Gel

**Face:** After-Shave Cream; Facial Scrub,  
Shave Cream

**Body:** Shower Gel

EcoCert®-certified Organic  
Vegan-certified and Gluten free

**GREAT Father's Day Gift**  
**Sapient Men's Shaving Kit**  
*Special offer:* beautiful packaging  
Facial Scrub, Shave Cream &  
After Shave Cream

\* Retailer agrees to pass on a minimum of 15% but not more than 25%

SURYA Brasil

## PERFECT<sup>®</sup> ORGANICS

### What is Perfect?

Our mission is simple: to create wholesome organic, vegan, multi-use products unrivaled in perfection, purity and effectiveness for men, women, and children. We know that what you put on your skin has to be perfect because it can be easily absorbed directly into your body—that's why you will never find chemical additives, artificial ingredients, fillers or synthetic preservatives of any kind in Perfect Organics.™

We proudly offer pure organic products composed of the world's finest ingredients that are expertly formulated and gently processed to maintain the integrity of every ingredient for the long-term health and beauty of your skin, body, and the environment. Our incredibly luxurious, vitamin rich and rejuvenating organic products smell amazing, feel wonderful and enhance, nourish, and protect your skin for a beautiful today and a perfect tomorrow.



## NEWTON homeopathics

*Nurturing Naturally Since 1987*

### June Sales Promotions **20% discount**

on quantity of 6+ per SKU for the following:

**Bug Bites~Itch Stopper (N038)**

**Eye Care (N041)**

**Stage Fright~Fear (N032)**

**Newton for Pets**

**Pets Doggy Breath (P023)**

**Natural Products Expo – Las Vegas  
Sales June 23 – 30:**

**Line drive on OTC-complexes:**

**15% OFF for attendees**  
**10% OFF for non-attendees**

**Newton is pleased to introduce**  
**Omar Al-Shaikli, Ph.D.**  
as our new Lab Manager

Omar received his degree from the University of Baghdad, Iraq in Agriculture/Food Sciences and Biotechnology. We appreciate the expertise he brings to our company.

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**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*. This research confirmed that not all beta glucans are alike, and that beta glucan size and molecular structure are critical to receptor binding and the resulting innate immune cell response.

*Nature* is an international weekly journal of science and is the world's most cited interdisciplinary science journal, with a readership estimated at 424,000.

*Nature* Volume: 472, Pages: 471–475 Date published: (28 April 2011)

"Activation of the Innate Immune Receptor Dectin-1 upon Formation of a Phagocytic Synapse." The paper is accessible on the *Nature* website

[www.nature.com/nature/journal/v472/n7344/full/nature10071.html](http://www.nature.com/nature/journal/v472/n7344/full/nature10071.html)

### June Special

Immune Health Basic's Best-selling SKU

**15% OFF**

250 mg/60 ct.

Minimum purchase 8 bottles.

## MushroomScience<sup>®</sup>

### Premium Quality Medicinal Mushrooms & Mushroom Extracts for Immune Health

The immune-supporting beta glucans extracted from the medicinal mushroom *Coriolus versicolor* is one of the 1st herbs from TCM to be fully backed by modern scientific research.

**Mushroom Science** formulates a full-spectrum extract which delivers:

- that essence which made these mushrooms valuable in traditional herbalism
- guaranteed levels of all the primary active compounds identified + studied in the supporting scientific research

From the selection of the genetics to the cultivation techniques, from the temperature of the final extraction to the most informative label on the market, every step is controlled to craft an extract that delivers maximum benefit

### June Promotions

orders placed with BMC reps

#### Coriolus PSP

#### Coriolus PSK

Buy 6 ea per SKU **10% OFF**

Buy 10 ea per SKU **15% OFF**

Buy 12 ea per SKU **20% OFF**



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

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

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

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



## Study War No More

continued from page 2

Homeopathic *Headache* and *Insomnia* may prove beneficial where other therapies fail. Since this is just such a complex malady, there is probably nothing more pertinent than to start the clearing of the terrain with Newton's *Jump Start Your Health* kit. Another foundational homeopathic that should be considered would be the Cell Salts. Since PTSD often involves re-living the experience, homeopathy seems to make a lot of sense as a therapy to explore. The single remedy *Ignatia amara* is often associated with both suppressed emotion and severe grief associated with trauma. Remember that homeopathy is a powerful medicine, and that sometimes when one is "peeling away the onion" of the layers of tangled emotions that many healing crises may emerge in the process.

It would be interesting to study the discussions going on among practitioners of Homeopathy in Europe as they saw the travesties and atrocities at the front lines in WWI and that form of PTSD they encountered.

PTSD most often involves anxiety, insomnia and anger (frustration). These

are conditions that we have plenty of tools honed from the experience of our trusty field kit bags. Two herbs that cannot be ignored though are kava and skullcap. Kava is so underutilized in our stress-out and anxiety-riddled society: when reading the use of kava in the indigenous societies that found the healing benefits for kava, one can see why kava is a first-choice herb for conflict resolution and a way to relax when everything seems bound in untangleable knots. Skullcap is often

mentioned in relationship to PTSD, but the herb also seems to have an affinity for situations of built-up anger, and so this nerve may work in certain situations.

If we were to think big picture about PTSD, we would work under the umbrellas immune health, endocrine balance, proper rest and the promise of nervous support. With such a nervous system handicap, both kava—which has been used in meditation to create mind

continued on next page

## IN THE NEWS

### Essential Formulas Incorporated Addresses Impact of Earthquake and Tsunami in Japan on Safety, Supply and Distribution of Dr. Ohhira's Probiotic Formulations

UPDATED—May 13th, 2011

As of May 11, 2011 the city of Okayama, where Dr. Ohhira's manufacturing factory is located, maintains the same high level of safety that was present before the accident.

Recent test results show the density level of radioactive substance in the air at Dr. Ohhira's fermentation facility in Okayama was 0.052 micro Sv/h. The ambient air at Fuji Capsule factory maintains a low level of 0.051 micro Sv/h and the Kansai International Airport, where the product is transported, tests 0.046 micro Sv/h.

These levels are the same range found in the atmosphere on a normal day in Okayama. For your reference, one radiation dosage when people take an X-ray of the stomach is approximately 600 microsieverts.

Tests were also conducted on density levels of radioactive substance in Dr. Ohhira's products and the results were completely negative for Iodine and Cesium.

([www.essentialformulas.com/newsmanager/news\\_article.cgi?news\\_id=29](http://www.essentialformulas.com/newsmanager/news_article.cgi?news_id=29))



### Goddess Garden Pure Enlightened Suncare Organic Sunscreen for the Whole Family

Goddess Garden Natural Sunscreens are the fastest-growing Sun Care line in sales in the natural channel. Long-lasting SPF 30 sun protection made with sheer minerals, no chemicals and 82% certified organic ingredients. Hypoallergenic, non-whitening, non-greasy, and effective immediately!

11 Sun Care products for the whole family including Adults, Kids, Baby & Facial.

- Biodegradable • Reef Safe
- Vegan • Cruelty Free
- Recyclable

**Goddess Garden**  
[www.naturalsuncare.com](http://www.naturalsuncare.com)  
Boulder, CO 80301

# oxylent®

DRINK OXYLENT BREATHE LIFE™

### June Promotions

**Oxygenating Multivitamin  
Effervescent Drink**

**15% OFF**

**Sparkling Berries**

6 box minimum

&

**25% OFF**

**Children's Oxylent  
Bubbly Berry Punch**

30 Stick packets

~~~~~

Oxylent is the only effervescent multivitamin product formulated with true mineral chelates. Gluten, Lactose and Caffeine-free

*Note to Buyer: Don't forget to restock the Blackberry-Pomegranate Oxylent!!*

Not represented by BMC in NC

# AROMA LAND

### Aqua Essentials Watersoluble Essential Oils from Aromaland

Since essential oils float on water in concentrated droplets, they are difficult to use with water-based applications. Aqua Essentials ensure that the oils properly dissolve with water, bringing more desirable, gentle + effective results!!

Add a few drops to the bath, to compresses & body wraps, to steam treatments, foot baths, and more—see, smell and feel the difference!

Genuine, therapeutic-quality essential oils enhanced with a plant-based coconut emulsifier.

14 Amazing Blends: Moisturizing, Hand & Nail, Calming, Toning, Feminine Balance, Indulgence, For Men, Lavender, Eucalyptus, and Blends for Skin issues—Problem skin, Oily, Mature, Sensitive, and Dry

**Aromaland** — Quality Aromatherapy & Body Care since 1986, including body care, hair care, essential oils, aromatherapy diffusers, soy candles, massage oils and more.



harmonics that are probably very soothing to both someone meditating and someone trying to get out of a groundhog-day foxhole—and “milky oat seed” are probably the most trustworthy support to turn to. Hawthorn brings love back to the heart, and Holy Basil opens the person to receive the very healing response of human care again. For vitality, chyvanprash, enzyme-rich whole foods, whole leaf aloe vera, ashwagandha, nettles, bacopa, American ginseng, rhodiola, and calendula-St. Johnswort-and arnica in a compound together are all trustworthy allies.

PTSD is all about stress. For a person who is not going to take the time to learn to heal themselves (until they have seen some noticeable progress), you sometimes have to look for those effectively-dependable formulas that work for everyone. **StressCare**® by **Himalaya** says it all when there is a situation of stress; and certainly one easy way to clear the terrain in the broadest and most effective way with one product is the versatile and trustworthy **LiverCare**®. Sometimes a simple movement into healing is necessary to gain trust.

We don't know if we will ever find a resolution for the cacophony of damage caused when that earthquake of trauma decimates the structure of the house that is this beautiful human being, but we can trust in our most basic human instincts about what is good and safe and natural for everyone: a daily multiple, plenty of the Bs, basic immune support, the nervines, products for stress and the liver, and the multifaceted benefits of homeopathy. Healing the illness, of course is a drop in the ocean when it comes to stopping the war!

Yes, we do know things that will help (whether we can speak about them or not!). With a real patriotic zeal this Memorial Day, as we celebrate the belief and hope of Universal Peace in this June Peace Issue of the BMC newsletter, we must remember to put out the welcome mat for the distraught warrior who has been hurt by that most unhuman action of war.... We must work to heal this person with the same love as we heal the battered civilian, the despondent lonely person, the homeless, the beaten and defeated who are down on their luck and all around us: who need the love we have to share in this our time on Earth.

Peace. ☺

Say what you will about the recovery or the housing market or bridge repair or the slowness with which big business seems to be interested in investing in America, I am only concerned about us and what is ours. The Natural Foods retail and manufacturing sectors are chugging along at an admirable clip. Herb sales took a jump up again. Doctor Oz is making everyone keep bountiful inventory on all that they sell, just in case there should be a daytime TV hit and an avalanche of calls: a store that is smart with business now should be able to capitalize on a good natural foods market!

In the rest of the world, it was reported last week that Walmart sales have fallen for the 7th straight month. At the same time, *“Almost half the sales of the S&P-500 are now overseas. The Commerce Department reports that in the past decade American multinationals have eliminated almost 3 million jobs in the U.S. while adding more than 2 million abroad.”*<sup>1</sup> General Motors sold more cars in China last year than it did in the U.S. for the first time in its 102-year history. Seems like the Big Guy is shafting the American worker, while the small business entrepreneur continues to find ways to be successful in a very difficult economic climate. The trend towards buying local will continue as long as we speak our mind in the marketplace to our neighbors.

Compare this with our industry: I have six stores opening in our mid-Atlantic territory in a three week period. Three major stores are expanding or

doubling this summer; three just finished expanding. Whole Foods, Earth Fare, MOMS, and the Yes Organic Markets are all on fast-growth trajectories. What is going on here? I have done nothing for the past 5 months but work with these expansions (thankfully BMC has a large sales team now). Seems as if the economic facts are that the economic slowdown hurt our industry less, and

continued on page 8

### FRONT COUNTER COUNTS MOST IN THE SUMMER

Give thanks to those loyal customers who are keeping their routine of shopping in your store over the vacation summer months. Welcome as well, those newcomers—travelers and people bopping in for something quick—as their purchases balance the ledger in those hot months that often prove slower for most stores.

The area surrounding the cash register should be as appealing as the old candy jars in the long-lost apothecaries of yesteryear. Think beyond candy and treats though: summer means a need for sunscreen and lip balm. (Also, **Bug Beware. Herbal Ed's Salve** and **Aloe Life Ski Gel**). What better impulse buy than the travel paks of a quick-fix instant Multiple like **Oxylent** paired with the Effervescent-tastiness of those essential **Daily Omegas**. *“One each of the Oxylent and the Nordic Omega-3 Effervescent, please, I am on the go...”*

### UV INDEX IS HIGH: POST IT ON YOUR DOOR

The UV Index, developed by the National Weather Service with EPA, indicates the strength of solar UV radiation on a scale from 1 (low) to 11+ (extremely high). You can use the UV Index to take appropriate sun-protective measures and avoid overexposure to UV radiation: [www.epa.gov/sunwise/uvindex.html](http://www.epa.gov/sunwise/uvindex.html) (the day I found this out the UV Index was 9!)

A rating above 6 states that “Protection against sun damage is needed”. An 8-10 reading means “very high risk of harm from unprotected sun exposure”. Be the community teacher about Ultraviolet radiation to children; learn more at SunWise Kids ([www.epa.gov/sunwise/kids](http://www.epa.gov/sunwise/kids))

Educate the community by posting the UV-Index by your front door every day, and by your **Goddess Garden** summertime floor display. Keep a basket of the **Aloe Life Skin Gel** upfront and remind people to hydrate and keep their skin moisturized with natural skincare products. Remember than **Bluebonnet's Astaxanthin** and the **Vegetarian GliSODin SOD** both have clinical evidence that if taken internally they will assist the body to burn less easily and recover from sun damage more quickly. Sun care and summer skincare can be areas of health that your store owns!

**Astaxanthin** 4 mg 30 vegetarian softgels (# 841) and 60 softgels (# 843)  
**GliSODin® Vegetarian SOD Vcaps:** 100 mg – 30 (#870) + 60 Vcaps (871) and 250 mg 30 Vcaps (# 872) + 60 (873)



## 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."

### Trending Positive

*continued from page 7*

more slowly than the rest of the economy, and that many people are now willing to invest big-time in our industry as this year moves forward.

Prognosis: the industry is staying strong (even as some stores may move less quickly into the summer), and we all should re-awaken ourselves to the larger market trend that natural foods and natural healthcare, properly communicated, are still an A-1 investment. ☺

1. <http://marketplace.publicradio.org/display/web/2011/05/04/pm-corporate-profits-dont-translate/>

### "OH THE PLACES WE'LL GO..." CONTEST

We are sure that Goddess Garden sunscreens will go places, lots of places! Send us a picture of you with your Goddess Garden Sunscreen on vacation, at the park, in the garden, wherever you use it, for a chance to win \$250 in Goddess Garden products. We will select a random winner on June 21st to celebrate the beginning of summer! Become our friend in Facebook and post a picture in our wall, or email us your picture at [customerservice@goddessgarden.com](mailto:customerservice@goddessgarden.com). Submitting a picture allows us to post it in our website and Facebook page. Winner will be contacted via email by June 30, 2011. Winner selection at the discretion of Goddess Garden. One winner only. Odds of winning depends on the number of submissions.



## 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](http://www.bluemooseconsulting.com)  
PO Box 557 • Falls Church, VA. 22040-0557

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

[www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

[www.newtonlabs.net](http://www.newtonlabs.net)  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya USA

[www.himalayausa.com](http://www.himalayausa.com)  
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#### Perfect Organics, Inc.

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888-445-8725  
fax: 888-370-2878  
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