



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 8, No. 3 • March 2011

Talking Health: Let the Cleansing Begin

March into Cleansing/Detox

So you made it through the near-economic collapse of 2009-2010; and you made it through the Great Ice + Snow of January 2011; and you made it through a relatively mild Cold & Flu season (thankfully) that is about to fade as the seasons turn mild and Spring-like. Now what are you gonna do? Let's cleanse the world!

As we prepare our stores for the good year ahead, recognize that now is the time to pull those tools of "cleansing" out of their back aisle storage shed, shake them off and give them some light and air, and put them to use up front and center! Also, it is time to see if your tools need upgrading, and to see if your current repertoire of recommendations actually supplies the health-seeker with the optimal tools necessary to achieve their desired health goals.

Yes, let's evaluate Cleansing and Detox, and maybe do a little testing of the medicines ourselves.

Get those Tools out of the Box

Convenient, is it not? To have everything under one label and to have a generic protocol for everyone! Sad to say, this cleansing category dominated by boxed detoxes is not the best solution that we can provide to our clientele. It is, how shall we say it, the lazy way to make a sale. Certainly, there is no suggestion that we stop selling these pre-fab containers of herbs and such, for they do serve a function (the person who wants health with a 3-minute foray into the store; the harried folk who don't have time to engage and learn, and of course for those moments when you cannot be there and it is simple enough for the newbie to just point and say, "there ya go!")

But we all should consider the consequences. Whether the latest kit *du jour* is

being sold at 45% off online or in your local Walgreens, when we sell-by-pointing then we are extremely vulnerable to competition stealing our customer away. Despite that, you know that these kits are NOT the best formula for any angle of detox (except for the non-thinking one!)

So, what do you have in your store? Think about how you understand and approach the question of detoxification. What keywords come to your mind? Those are the educational concepts that you should be teaching your customers through non-prescriptive dialogue as you discuss the structure and function of cleansing with your community. This is supposedly "our venue", and this is what separates us from the non-believers who feel that the body never needs to cleanse and that all will always be OK as long as the pharmaceutical prescription is administered when health fails!!

Teaching and Learning the Key Words

Spell it out. You know the information already. The liver, the blood and circulatory system. Green foods and alkalization. Fiber and enzymes. Probiotics. The kidneys, spleen, lymphatic system, nutritional support and water. So, start to present these ideas in a logical and informative order. Your people look to you for information: not to ring up a sale for a box that promises all-of-wholism-wrapped-neatly-up-in-one.

Think about it. Are you actually looking at the person who comes in looking for a cleanse? Do you mentally line up adjunct therapies for them in your mind as you hold that friendly, first conversation about what they want to accomplish with a detox or cleanse? Are you aware that most people have no idea what a detoxing cleanse means or how

it will fit into their life; or that a cleanse in isolation is like filtering a glass of water in a toxic ocean?

Your responsibility is to lead them forward, but since we cannot diagnose and prescribe, all we are obliged to do is to assist them in taking one more step forward at a time toward knowledge. To remind them that this journey is theirs to walk, and that you are there as the wise resource-person who can point them in the correct direction. So, wise one: *What are you recommending?*

It often seems that herbs and detox go hand in hand. That is because many of the recognized medicinal herbs are such wonderful multi-taskers. It could be said that just getting people to consume quality whole herbs regularly will move the body towards homeostasis. Therefore, you should always be preaching Daily Herbs by explaining the benefits of rotating the adaptogens into the daily diet.

But if we are going to usher a person into the world of herbs, should we not be speaking about the quality of the herbs being recommended first and foremost? Otherwise, a recommendation about milk thistle or burdock/Oregon grape will just have that person leaving with an idea of what to take but no concept that quality herbs equal beneficial quality results. This is truly important when discussing herbs that have a strong action in the body. Certainly, we can all see the pitfalls to having somebody taking something powerful that is not handled and presented by qualified manufacturers. That is why we always intend to carry the best in our stores, and to differentiate ourselves from the mass channel where echinacea is a bottle and goldenseal is a marijuana-masking agent because James Bond said so!

When we are approached by someone about starting a cleanse, we have to show love and compassion and admiration for that person for their willingness to change themselves: their road to betterment. Part of that welcoming should be excitement. We should show by our smile that they are doing the best thing. If we can get our communities to foster an awareness of seasonal or yearly body cleansing, we will mollify many of the chronic and accumulating diseases that debilitate so many people later in life—burdening the health care systems. Our cleansing section is better than any insurance policy! Or is it?

It all begins with quality, so let's begin conversations with the basic cleansing agents.

LOBBY DAY

There are more 100 new members of Congress who need a strong lesson in natural products.

Natural Products Day is an effective way to connect with those who represent you in the U.S. Congress. This full day offers you an opportunity to meet and mingle with your representatives and their staff during formal meetings and an evening social reception. You can also connect with industry colleagues' from your State who have the same business concerns. There is no cost to attend Natural Products Day, but your presence before your elected officials—as concerned citizens looking protect natural health rights—is priceless. **Details at www.NPAinfo.org/NPD11**

(Meetings with members of Congress will be scheduled on your behalf, so register today)

14th Annual Natural Products Day Wednesday, April 6, 2011

Let the Cleansing Begin

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Suggest products good for everyday overall health, as well as the preliminary phase of a veritable “natural-foods store” cleansing protocol. Start the discussion with organic whole leaf aloe vera, probiotics and liver support. This is the time of year to spruce up that endcap with the basics. The allergy season holds hands with cold-n-flu as they pass in the Spring, and bathing suit/outdoors weather is not too far behind. You can easily rearrange Cold/Flu to be allergy/immune/detox by putting the heavy-weights front and center, and keeping the immune support herbs and nutraceuticals exactly where they are for everyone to see. By this sleight of hand, you are now regularly talking Aloe Life[®], LiverCare[®] and Dr. Ohhira's Probiotics 12[®] for the next 3-4 months. Why? Because these products can carry your customers through the temperature-thaw that disrupts the immune system and heightens allergic response, and into that warm weather desire for a thinner, more vital person when outdoor living is its most rewarding.

Aloe vera should be a daily staple, but its value shines in the season of the bitters that starts in March. Aloe is so foundational to health that you are missing scores of satisfied customers if you are not explaining the benefits of this versatile miracle plant. Again, quality matters. Aloe Life[®] is the highest-quality therapeutic aloe on the market, and it is a 1-2 oz-a-day formula to accentuate anything else that is recommended. **Aloe Life's** “Cleanse for Health” March promotion quickly allows you to build an endcap with two of the best products in this category: the **Aloe Detox Herbal Formula** (32 oz), and the **Daily Greens Powder** (10 oz). These two are not just mandatory for digestion and constipation, but they should be a part of everyone's individual “homemade” cleansing formula.

Consider this: if you sell someone a detox box, you have added nothing to the equation. But if you highlight (or better yet, take 4-6 products off the shelf and show them to the customer, explaining why each level of therapy is valuable) your own selection of the best products that you have, then they will come back for your detox package once it works and they will buy your accumulated combo from your store (again & again). Trust me, one satisfied customer will have friends coming in for “*what was it that you sold to him/her?*”

It seems almost ludicrous that someone would attempt to cleanse without considering liver support. Indeed, most educators are now advising that before attempting any type of cleanse, a person should ramp up with a pre-cleanse for 7-10 days. Have you ever considered the need on occasion to advise that? A cleanse is a serious thing, and therefore liver support is essential before, during and after. If you are not already highlighting **Himalaya Herbal Healthcare's LiverCare[®]** in your store, you will soon be increasing orders just because of an eventuality of demand. This is the paramount liver formula in the world, and our industry is

TESTIMONIALS COUNT

First Aid Gel Success Stories

“I burned myself on a hot pan cooking dinner. The burn on my thumb had to be a second degree burn. I was expecting it to blister. I immediately put the gel on it and waited about 30 minutes before applying it again. The burn was stinging slightly but not bad. I applied it one more time before bed. In the morning the burn was barely visible and there was no pain.

My dog had a bad flea problem. She scratched herself to the point that the skin on her hindleg was red and irritated. I applied the gel to the irritated area twice and within 24 hours the irritation was gone and the skin had returned to a normal color.

I started to develop a cold sore on my lip. My cold sores usually last around a week or so. After applying the gel 3 to 4 times over a couple of days, the cold sore shrunk and disappeared.

My wife had a skin rash, some kind of reaction to something she came in contact with on her knee. She applies the gel to the affected area and less than 8 hours later it was gone.

My daughter started to get a pimple on her chin. After applying the gel twice a day for 2 days it disappeared.”

—Don N.

Sovereign Silver[®] Homeopathic Silver First Aid Gel

starting to comprehend its versatile reliability. There is no doubt, LiverCare[®] always works!

(Excuse me, I just came back from a refreshing glass of Aloe Life[®]'s Daily Greens[™]. I swear I love that stuff. Absolutely and unequivocally the best-tasting greens product I have enjoyed in my now 30-years of experiencing natural health. No chocolate needed!) Have you dabbled in greens enough to be able to speak of the different factors that delineate the products that you sell? Like a fine wine-taster, do you have your favorites and can you identify differentiators to guide the potential purchaser to the one that would work best for them? Since many people are squeamish about greens (a taste they can quickly adjust to), I suggest that you lead with the tastiest and the most green product around. Aloe Life[®] **Healthy & Slim Daily Greens Formula[™]** is always on my counter, because it is that valuable to me. With an amazing 6,850 mg of twelve daily greens per serving it provides the goods, especially for a person needing a green foods formula for detox—and not some over-packed, over-priced superfoods formula with less green and more variety. While providing the highest greens per serving, this product's two month supply makes this glass bottle purchase the best-priced product in any green foods section: compare at \$19.47 per month where you are getting so much more! (You old-timers remember when Greens Plus first came out and we purchased by the dozen(s) and it sold: think that way now!! OK, back to the new-business suggestions....)

As Essential Formula's crescendoing national advertising campaign suggests—it takes guts to stay healthy, and that is because an amazing 70% of the body's immune cells reside in the gut. First, therefore, would it not make sense to strengthen this arena with the world's best probiotic before undertaking a tear-down of the walls and an internal body adjustment? First things first, the contractor should advise, don't start any cleanse until you have conditioned the body in preparation—with the items on sale at the endcap these next two months: Aloe Life[®], Essential Formulas and Himalaya Herbal Healthcare[®].

Waves

Cleansing should be gentle. We have to recommend “slow” when discussing cleansing. Gentle, gradual, but with best-quality materials. Maybe so many of those formulas

that brag about everything but quality herbs are actually somewhat effective for the off-the-street person looking for results, but think about what would happen if the products were top-notch? What would happen if we actually were giving people superior quality (medicinal quality) cleansing materials?

Cleansing should be like the gradual, layered peeling of an onion, or the regulated in/out flow of the waves of the ocean. Layered. Sometimes it is better to recommend that a person start by just adding more green foods to the diet, or starting the cleanse with a pre-cleanse. This is why you need to make that mental assessment as to where they are starting from. After preparation, the person should be encouraged to establish time parameters for their cleanse. You can learn much by listening to their ideas and then sharing some wisdom.

Not knowing the details of the person shopping for a cleanse, it might be considered smart to start them with **Newton Homeopathics' Detoxifier**. While this product can be profoundly effective (and a sensitive person might want to start with 3 drops a day), it can be regularly used to set the canvas for other healing modalities. Newton's Formulas were created by Dr. Luc Chaltin to be a part of a comprehensive integrative natural healing protocol.

Likewise, if the ideal circumstances were being created, it would be superb if **Himalaya Herbal Healthcare's StressCare[®]** could be added to the preliminaries, because it is always advantageous to reduce stressors systemically before a taxing healing protocol is undertaken.

Truth be told, not everyone is in the position to do the standard cleanse, and there are many more healing crises that occur by an uninformed cleanse-choice than people are willing to admit. Sometime a good-intentioned person will follow the one-size fits all agenda, and have an uncomfortable experience that may scare them away from herbal medicine forever. Be careful in recognizing those people who might be the exceptions and recommend more gentle and gradual cleansing options.

The beauty of the science that goes behind the making of the herbal formulas at Himalaya Herbal Healthcare is that all the formulas have a tremendous body of evidence behind them for their safety of use. As we all continue to learn the mastery of these formulas, we will

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Herb Pharm has taken their herbal expertise and environmental values and put them in a capsule.

Three NEW Products
Milk Thistle Vegetarian Capsules
Goldenseal Vegetarian Capsules
Saw Palmetto Vegetarian Softgels
~ 60 ct. sustainably cultivated & wildcrafted
~ synthetic chemical solvents never used
Coming SOON!! Pre-order now!

Expo West Show Special
March 7-18, 2011
20% OFF

the Entire Line of Herb Pharm Products

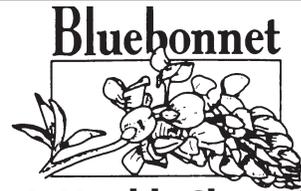
*You must mention the Expo West Show Discount when you place your order.

Name Change: the name of **Chinese Ginseng** to **Asian Ginseng**. This new name more accurately reflects its origin + conforms with Herb Of Commerce (The standard by which all plant common and scientific names will be determined on all products containing herbs)

The new 2011 version of the Therapeutic Herb Manual is now available.

SPINSscan Sales Data confirms Herb Pharm is **America's Leading Liquid Herbal Extract Brand** for the 12th year in a row!

Not represented by BMC in NJ



A Children's Health Cheer for the NEW Super Earth® Rainforest Animalz

Super Earth® Rainforest Animalz® Vitamin C Animal-shaped Chewables. Kosher, Gluten-free with a blend of superfruits. #192, 90 ct natural orange flavor

Super Earth® Rainforest Animalz® Whole Foods based **Multiple** Animal-shaped Chewables. Kosher, with Albion® minerals and a superfruit/vegetable blend. #190/191 [90, 180 ct] orange, grape, cherry flavors

Super Earth® Rainforest Animalz® Calcium Magnesium & Vitamin D3 Animal-shaped Chewables. Kosher, Gluten-free with lanolin D3, and calcium-rich vegetables. #196, 90 ct natural vanilla swirl flavor

Super Earth® Rainforest Animalz® Vitamin D3 400 IU Chewable Tablets. The first kosher-certified children's chewable D. # 194, 90 ct mixed berry flavor

Super Earth® Rainforest Animalz® DHA 100 mg Fish-shaped Softchews. A fruit-punch flavored source of natural-triglyceride fish oil rich in DHA. #198, 90 ct fruit punch flavor

If all children grew up in the rainforest, they'd get the nutrients they need from whole foods. So Bluebonnet's Super Earth® Rainforest Animalz® whole food based supplements are made as nature intended.* These kosher certified† chewables provide important vitamins, minerals and omega-3 fatty acids – plus powerful "super" fruits and vegetables. There's no gluten, dairy, fillers or artificial colors/sweeteners. And, the natural flavors are so yummy, kids will never know that Super Earth Rainforest Animalz are sweetened with EarthSweet®, a nourishing blend of natural cane crystals and fruit juice concentrates from blueberry, cranberry, prunes, cherry, strawberry, grape, raspberry and bilberry, as well as grape seed and raspberry seed extracts that moms will love. They'll be too busy discovering hidden treasures in the recyclable box. But for you, the search will be over since Super Earth® Rainforest Animalz are pure, wholesome nutrition for the survival and well-being of our richest natural resource: our kids.

Clear the shelves: your new best-selling Children's Products have arrived!!

ALL Natural Food STORES can participate in an 18% OFF Trade Show order
Ask your BMC REP for details

Not represented by BMC in NJ, SC



March Promotion
Cleanse, Digest, Detox
15% OFF

No minimums/products listed. Offer valid through 04/30/11

Pure Herbs: Triphala, Trikatu

Herbal Formulations: LiverCare®, HemoCare®,
GastriCare®

Hair Care: Organique by Himalaya® Personal Care Hydrating Shampoo, Rejuvenating Shampoo, Volumizing Shampoo, & Amla and Holy Basil Conditioner

- all Promo items are tested Gluten Free
- Pure Herbs are USDA-certified Organic

Cleanse, Digest, Detox: • Gluten Free
• No Additives or Binders, • No Magnesium Stearate

THE HIMALAYA HOUR is fast becoming one of the most talked-about educational phone trainings in the industry.
Ask your BMC rep for details

Spring new life into your aisles: Himalaya has three (3) GREAT floor displays: Soliga Forest Honey Display, Best Sellers/Gluten Free Display; and the always popular Organique by Himalaya® Display



Pure and Great Tasting Omega Oils®

New Products

• **DHA 1000** 60 capsules
Item #: RUS-01745
Wholesale \$19.17/ MSRP: \$31.95

• **Children's DHA** 16 oz
Item # . RUS- 02724
Wholesale:26.97/ MSRP: \$44.95

• **Omega LDL** is back in stock!!! 60 ct [01860]

Nordic Naturals presents: **"Fish, Omega-3, & Human Health"** presented by: **Dr. Bill Lands**, retired Professor at University of Michigan & University of Illinois, former Director of Basic Research at NIAAA/NIH with **co-presenter Stuart Tomc**, CNHP. Saturday March 12th 12:30-1:30 PM Room 207D Expo West

Free Ground Shipping now at a flat \$300.00 after all discounts are calculated with no bottle minimum.

Nordic Naturals has moved: the new facility is the first Gold-rated LEED® Green building in Santa Cruz County, California. Please note our change of address: 111 Jennings Drive , Watsonville , CA 95076

Not represented by BMC in NJ, SC



JUVO™

EXPO WEST SHOW DEAL

buy-in dates March 7-18

**One order
20% OFF Line Drive**

- USDA-Organic **JUVO Original** canister
- **JUVO Slim** a powerful, enzyme rich raw food
- USDA-Organic **JUVO Raw SuperFood**
 - USDA-Organic **YogaFood**

JUVO — the "Nature-Approved" Natural Raw Meal delivering the benefits & aliveness of nature

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**Special March Promotion\***  
**Yoga Food™**

Food for Mind, Body & Soul

**20% OFF\***

made with **Organic, Raw non-GMO Freeze-dried ingredients**

\*cannot be combined with other discounts

reg. wholesale: \$24.48  
sale price: \$19.58

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**March Special – Cleanse for Health**

**15% OFF**

**24 items, mix & match**

**Detox Formula, 32 oz  
Daily Greens Powder  
Fiber Mate Tablets or Powder**

Detox Protocol available at  
[www.aloelife.com](http://www.aloelife.com) or 800-414-2563.

Ask your reps for protocol suggestion sheet

**End of Stock Clearance: while supplies last**

**Daily Greens Tablets —  
BUY 1 GET 1 FREE!!!**

The **Fiber Mate** colon conditioner is an excellent dark green vegetable supplement that helps to keep you regular and provides dark green vegetable nutrients. Gluten & dairy free formula, also free of psyllium, cascara, senna, oat, wheat bran, ground flax seeds (brittle on delicate tissues when ground) that can irritate the intestinal lining. Each serving equals 1/4 cup of green vegetables. Fiber Mate is not a bulking agent. Wonderful for nursing/pregnant women. When taken with Aloe Life juices Fiber Mate supports rebuilding of the colon, detoxification and tissue cleansing. 160 tablets or 2.5 oz powder.

# Dr. Ohhira's Probiotics

**Essential Formulas Dr. Ohhira's Kampuku Soap** product has been chosen as one of *Better Nutrition's Best of Natural Beauty Award Winners for 2011* as featured in the April 2011 issue of *Better Nutrition*.

Dr. Ichihiro Ohhira's Probiotic Kampuku Beauty Bar™ merges the revitalizing power of natural ingredients, ancient Japanese fermentation skills, & modern science to create a clarifying, balancing, and rejuvenating beauty bar gentle enough for the entire family.

Crafted from 14 natural plant extracts, Kampuku provides chemical-free moisturizing, probiotic support, and natural deodorant benefits, promoting & maintaining supple, radiant-looking skin... naturally! This gentle but effective beauty bar is suitable for daily use on all skin types, especially very sensitive skin.



# OLBAS®

HERBAL REMEDIES

EXPO WEST SHOW DEALS

**10% LINE DRIVE**

**10% COUNTER  
DISPLAYS**

**15% FLOOR  
DISPLAYS**

Soothing Herbal Remedies  
from Switzerland

[www.olbas.com](http://www.olbas.com)



**Gives you  
the POWER  
to Breathe  
Naturally!!**

100 years of  
international  
confidence

# wellinhand

**ACTION REMEDIES™**  
Topically Applied Herbal Answers

**March Promotion**

**10% OFF  
Direct orders**

mention 'BMC Promo'  
when placing order

**Zero Zitz!**

**Cease-the-Grease  
Kreamy Kleanzer**

with Hemp Seed, Hibiscus  
& Rosemary 6 oz

**The name says it all!!**

**Action Remedies**

**Zero  
Zitz!**

# BASS®

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

**EXPO WEST  
TRADE SHOW  
DEAL**

attendees only

**25% OFF**  
+ free shipping

order **MUST** be placed at  
the Show

**Only 100% BAMBOO  
Wood is used for all  
our Wood handle  
Products.**

Not represented by BMC in NC, NJ, PA





**MARCH PROMOTION  
LINE DRIVE  
25% OFF**

All Hair Color, Color Fixation,  
Sapien, + Hand Sanitizer

**Expo Show Special**  
**30% OFF** for orders turned in  
at booth #3204 at Expo West  
*must attend Show to get this extra 5%*

**Know your products:**  
Surya Henna Cream can be used on  
dreadlocks

Surya Color Fixation products are  
exceptional for the curly hair look

*Products that perform and are  
clean, safe and trustworthy*



**PERFECT<sup>®</sup>  
ORGANICS**

**EXPO WEST PROMOTION  
Line Drive\*  
10% OFF**

Buy-in dates, March 7-18  
Not to be combined with any other  
deals

**Organic Skin Care  
Perfect Organics**

- Ultimate 3-in-1 Body Washes
- Shea butters with Organic essential oils
- Ultimate Body Scrubs
  - Bath Therapy
  - Body Glow
- Shea Butter Lip Balms

Wanna know where Organic  
bodycare sales are rising??

Perfect Organics: discerning customers  
everywhere love the perfection

[www.perfectorganics.com/news/](http://www.perfectorganics.com/news/)



**NEWTON  
homeopathics**

*Nurturing Naturally Since 1987*

**Newton March Promotions**

**20% discount on the  
following items (6+ per SKU)**

Sports Injury (N218)

Motion Sickness (N045)

Kids Ear Care (F006)

**Pets Bowel~Digestive Care (P014)**

*Homeopathic Treatment of Ear Infections  
(Otitis Media)*

*Otitis media* is the most common viral or bacterial infection in infants and children that produces pus, fluid, and inflammation (swelling) in the area behind the eardrum (tympanic membrane) in the chamber called the middle ear. The Eustachian tubes, also called the auditory canals are tubes that connect the inner ear to the nose and throat, are not fully formed in children. As a result, fluid in the ear cannot drain properly into the nose as it does in adults. When the fluid builds up, it causes pressure, pain, and inflammation on the eardrum hence providing a good environment for bacteria to grow, resulting in an infection. Normally by age seven, the auditory canal becomes large enough to allow good drainage, and most children stop having ear infections at that age. Homeopathic treatment is also very safe, natural, provides no side effects and is also regulated by FDA.

[www.amcof.org/homeopathic-ear-infection-treatment.html](http://www.amcof.org/homeopathic-ear-infection-treatment.html)

Not represented by BMC in NC, SC

**immune  
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**Natural Product Expo Promo**  
**20% OFF orders**  
**over \$150**

**New Accounts**  
**25% OFF**  
**orders over \$200**  
from March 11th - 31st

**Wellmune WGP<sup>®</sup>** is the most  
effective & safest immune product  
available.



Clinically-proven  
to enhance key  
immune responses,  
promoting health,  
wellness + vitality

Proven pure, safe  
& effective

**Prime-time for the  
protection needed  
for allergy season**

**MushroomScience<sup>®</sup>**

**Cordyceps Cs-4  
is now more potent**

**Cordyceps Cs-4** is the most potent Cordyceps mushroom extract on the market, and now at 24% polysaccharides is even stronger! Cordyceps is truly one of the most useful supplements on the market; it is one of the best supplements available for dealing with stress, which is why it is so good for athletes.

**Cordyceps Cs-4**  
for Energy & Endurance. dehydrated hot  
water extract. 90 vegetarian capsules

**Buy 3 ea = 10%**  
**Buy 12 ea = 20%**  
**Buy 24 ea = 25%**

\*not to be combined with other promotions  
buy-in dates: March 1-31

Cordyceps extracts provide immuno-modulating beta glucans that support immune health, and also contain other actives including adenosine, cordycepic acid, cordycepin and other related compounds.

It is the adenosine and these other related compounds that may help to balance the hypothalamic-pituitary-adrenal axis (HPA axis), acting primarily through the adrenal glands, and by doing so, can be helpful to people suffering from prolonged exposure to stress.

The HPA Axis (or HTPA axis), is a complex set of direct influences and feedback interactions among the hypothalamus, the pituitary gland and the adrenal glands. The interactions among these organs constitute the HPA axis, a major part of the neuro-endocrine system that controls reactions to stress, and regulates many of the body's processes including digestion, the immune system, mood and emotions, sexuality and energy storage and expenditure.



**Perfect for the Needs Created  
as Spring arrives**  
**Silver Hydrosol 2 oz (60 ml)**  
**- Vertical Spray**

**Quality You & your Customer  
can Trust**

**In-house Electron Microscopy and  
3rd Party Microscopy**  
The finesse achieved by Natural-Immunogenics in its [colloidal] silver hydrosols could not have been achieved without the aid of the Transmission Electron Microscope. The company's Phillips EM400T instrument is capable of resolution to less than 3 Angstroms. Since Natural-Immunogenics consistently produces silver species of a sub-nanometer size, the instrument is also used in its continuous quality control program. Increasingly, for validation purposes, the company turns to 3rd party laboratories for corroboration of its own work.

This product is made in accordance with  
the DSHEA regulations of the FDA.

**Show attendees: ask your BMC Rep about  
Trade Show Deals**

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



## Let the Cleansing Begin

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begin to intuitively understand that **LiverCare**® and **UriCare**® and **GastriCare**® (and **LaxaCare**®) all have their purpose and all can be intertwined where appropriate. **LiverCare**®'s most trusted partner for cleaning is **HemoCare**®, and that is precisely because this unique blood purification formula is so balancing and safe.

Many health-seekers, even the store regulars, may approach cleansing without a clear understanding of what is happening. For a person with an inflammatory condition, cleansing will often create too much heat and may often lead unnecessarily to rashes and hot reactions. Is this good? No, it means that an aggravation is occurring where it need not. This is counter-productive to healing, and usually means aggravated inflammation. The beauty of balance of **HemoCare**® is that it takes into account the fact that not everyone is the same. **HemoCare**® is almost ideal as the pre-cleanse preparation, especially for a person with special health needs. It is also great for gradual, everyday low-impact cleansing. **HemoCare**® is not a fast cleanse, but it is most appropriate when the waves of response need to be slow and gradual. People are now understanding the versatility of its principle herbs neem, turmeric and andrographis. **LiverCare**® and **HemoCare**® are a perfect way to set the table for further skillful cleansing, especially for a person prone to sensitivities and reaction. To add to a trinity of nurturing bowel support formulas, remember the healing effectiveness of the Indian herbal blend called triphala. Only Himalaya Herbal Healthcare offers a certified-organic, excipient/mag. stearate-free product.

If a person has never taken green superfoods before, their body may have a reaction just to that. Even good probiotics or aloe can cause a person's body to have some slight discomfort before health benefits begin to be noticed, so recommend that the new visitor go slowly. They will appreciate that you know the process, and trust you as they explore further down the path.

To learn more about the how to integrate the wisdom of Ayurveda with a contemporary understating of the Liver, the Blood and the Digestive Systems, I suggest that everyone try to attend the next *Himalaya Hour*, sponsored by Himalaya Herbal Healthcare. (March 08 @ noon and 4 PM EST. Ask your BMC rep for details. These trainings are proving to be essentially rejuvenating and tremendously popular!)

### When the Table is Ready

Now we have established a baseline with probiotics, liver support and aloe. See how you can teach this dance to people. Obviously, we now want to add enzyme-rich foods. Since rarely will a person stop their rushed lifestyle when undertaking a Detox regimen, it is smart to advise them to cut back on the weighty solids and meat, and to incorporate more fresh foods and organic juices and water into their diet. This natural food prescription can be helped along by introducing **JUVO**'s wisely-calculated meal replacements into the

equation. USDA-certified Organic, freeze-dried and raw, **JUVO** is the most trustworthy option in the category right now; and these products fit the bill perfectly. **Juvo Slim** will accelerate the process if the detox/cleanse is intended for dieting, but more on that later.

When we round the corner into the nitty-gritty of a cleanse/detox, we will want products that are naturally potent and fast-acting. This is why **Herb Pharm** sales skyrocket at this time of year. Herb Pharm stands as the liquid herbal extract company most capable of meeting the widest range of herbal needs that you may encounter as you guide people to best-solution cleansing choices.

Ask your BMC rep to review with you the excellent cross-merchandising options that can increase sales in your Digestion/Wellness/Cleansing section. The attractive 4-SKU wooden racks are perfect for highlighting different categories of liquid herbal extracts. Suggestions include: *Cleansing & Detoxifying with Healthy Liver Tonic*™; Spilanthes-Usnea Compound, Milk Thistle, and Black Walnut liquid extracts. Or, *Digestive Health* with: Digestive Bitters™ Compound, Neutralizing Cordial Compound, Peppermint Spirits, and Dandelion liquid extract.

Other appropriate liquid herbals to cross-merchandise in this section include: Burdock Blend, Ginger, Cascara Sagrada, Cranberry, Fennel, Asian Ginseng, Golden Echinacea,™ Horseradish, Hyssop, Marshmallow, Oregano Spirits, Oregon Grape, Pau D'arco, Plantain, Rhubarb, Sheep Sorrel, Stoneroot, Uva Ursi, Wild Yam, Yellow Dock and Wormwood. All

could find a home in the Digestion/Cleanse/Detox section

With Herb Pharm, you get what you expect: quality herbs, harvested ethically and handled in a manner to ensure optimal benefit for optimal results. Herb Pharm has a brilliant new endcap program with fun endcap accessories to help you bring attention to the benefits of quality liquid herbal extracts. Ask your BMC rep to explain how you can work together to put finishing touches on your new March-June endcap promotion of health.

Cleansing must by its very definition also work on the water system governed by the kidneys. This is why **UriCare**® is the perfect complement for **LiverCare**®. Herb Pharm's gentle Goldenrod-Horsetail Compound is a versatile urinary tract tonic that will naturally promote a healthy urinary system. As a liquid, this formula with Goldenrod, Corn Silk, Horsetail, Uva Ursi and Juniper Berry is fast-acting and broad-reaching.

Cleansing and detox should actually be considered two different categories, distinguishing two different actions. Cleansing often promises the physiological rebalance that an herbal "alterative" is known for. An alterative does so much more than what we present when we discuss "blood cleansers." Alteratives also have an effect on glandular activity and tissue metamorphosis. For an excellent timely article on alteratives, read the article at this site (<http://www.herbaled.org/Education/Articles/alteratives2.html>) named "Herbal Alteratives & Depuratives: *Catabolic Detoxifiers and Metabolic Enhancers*." Herbal Ed makes advanced study easier by identifying

continued on next page

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Ask for intro deals from your BMC Rep



the best-known alteratives for your continued study. The list includes, Echinacea, Burdock, Wild Indigo, Dandelion, Turmeric, Prickly Ash, Spilanthes, Chickweed, Cleavers, Gotu Kola, Holy Basil, Myrrh, Celery root and seed, Sassafras, Blue Flag and Yellow Dock. Note that echinacea is a wonderful herb for cleansing and detox as its actions on the immune system, metabolic waste and inflammation are so well respected. Echinacea throughout the Spring too!

Alteratives are really what people want when they ask you for a blood cleanser: for an alterative is indicated in “cases of retrograde metabolism, which are constitutional disorders associated with tardy breakdown and excretion of metabolic waste, deterioration of normally healthy tissues and slow reconstruction of new tissues.”

By the old Eclectic analysis, these herbal alteratives are actually capable of reviving the broken-down palace of the body when there is endocrine dysfunction and poor vitality. This is so pertinent today in an era when people don't digest properly, are stressed and rushed when they eat, don't rest or relax or exercise; and when the body is forced through constant traumatic changes in the very fast sequences of modern life. Yes, the consumer came in searching for a way to be a bit cleaner or to lose some weight, but we have before us the potential to turn their lives around...if we continue to desire to learn all that there is to know in natural medicine!

If one believes in the power of alteratives as “beyond-blood cleansers”, then the healing can be further accentuated by the energetic actions of homeopathy. Newton Homeopathics have developed an international reputation for the excellent homeopathic detoxifiers created by Dr. Luc Chaltin. Not only is the **Detoxifier** formula a regional best seller for daily detoxing (“6 drops a day takes the toxins away”), but their specialized formulas are excellent for the next levels of cleansing after the first layer of the onion has been peeled away; after the first wave of cleansing has been pushed out to sea by the tides and the next wave is preparing for further healing.

## Nutrition too

So we master the basic message: aloe, probiotics and liver care. Then we build upon this platform with things that are pertinent. And we have to remember the role of nutrition both before and after the cleanse. The sagest advice is to dialogue about diet as one enters into a plan for cleansing: recommending that the person cut back or eliminate meat the days before the official start, increase vegetable consumption, and drink water at the outset. Also warn about easing in and out of a cleansing protocol. Recommend eating more easily-digestible foods, even soups and juices, while in a more advanced cleanse. This, again, is why JUVO is so valuable.

Once cleansed: what to do? Well, these early moments are a time to possibly achieve dramatic consequences for greater health. If the colon has been tended to, then probiotics are the new soil that will foster greater gut “flora and fauna.” **Sovereign Silver's** hydrosol is an excellent way to cultivate this soil with beneficial silver to keep the body strong and

## CONSUMER CONFIDENCE IS RISING BETTER THAN ECONOMISTS EXPECTED

“The Consumer Confidence Index rose to a three-year high this month as consumers felt more positive about their income prospects and the direction the economy was headed”

—NY Times, Feb 22, 2011 [www.nytimes.com/2011/02/23/business/economy/23econ.html

It is time to put the foot to the gas pedal of purchasing a little right now, and wave the flag of business readiness, as people are starting to spend a little more and you want to draw that money to your store. The Expo West trade show discounts can correspond with a Spring Cleaning of last year's products to fill the shelves with new product, attractive signage and a renewed sense of purpose to optimally sell more to all.

healthy. Glutamine is used for gut repair; and two excellent nutraceuticals to consider adding to this pristine environment are the endogenous antioxidant S.O.D.—found in **Bluebonnet Nutrition's** vegetarian **GliSODin™ S.O.D.**—and Nucleotides, which are fundamental to gut regeneration. Think about how bouncy those B-Vitamins will be in triggering life when the body is sloughed of the unnecessary junk that had been riding around with us! Adding Ubiquinol to this cleansed, absorption pathway will probably show maximum results, and—as always—adding quality fresh Omega-3 fish oils at this time will add the finishing touches to a total health makeover.

Once cleansed: imagine the spectacular leaps forward that could be made if incorporating **Newton Homeopathic's** brilliant “Jump Start Your Health” kit at this precious moment of cleanliness! (www.newtonlabs.net/index.php/jump-start-your-health-1930.html) Likewise, if Newton's **Dairy, Grain & Nightshade** [N057], or the **Dust, Mold & Animal Dander** [N056] are added into this equation somewhere (or all along), the results may be outstanding. Other formulas that have amazed me for their homeopathic response are **Lymph Assist**, **Candida-Yeast** (very effective), **Fungus Fighter**, **Ringworm** and **Warts**. If the cleansing gets to advance stages, the **Heavy Metal Detox**, **Amalga-Detox** and **Food Allergy-Additive** formulas have perennially performed to the point that stores will quickly feel complete confidence. They can also direct the customer to the Newton Manual. It is recommended that these formulas are cross-merchandized in the Detox section.

The new best track at this point: go back to the beginning, and add top-quality nutrition. Continue to advise organic whole leaf aloe vera, probiotics and **LiverCare**®. Add fiber through real foods, and a safe, non-addictive green-foods-based fiber supplement like Aloe Life's Fiber Mate (tablets or powder) or Bluebonnet's Green Utopia® (with seaweeds, food nutrients and plenty of antioxidant-rich sprouts). Add Bluebonnet's Optimum Enzymes™ in complement with Himalaya's phenomenal USDA-Organic Triphala.

## Dieting Anyone?

My guess is that more people are looking for “cleansing” for weight issues than anything else. In being thorough and practical, it is wisest to cleanse/detox and then move towards the actions desired for weight-loss. With Metabolic Syndrome a plague inflicting our country as viciously as greed, we need to get the body able to function better (homeostasis) first, and then start to adjust

other body systems. A cleansed body can address more skillfully the concerns of obesity, CVD, and diabetes.

Alteratives to the rescue again. So let's review the time-sequences we have created: pre-cleanse; establishing a cleansing timetable—enter the cleanse, experience change, slowly exit; post cleanse nutrition; and finally, “other” (where weight loss and weight management come in). Think about it: if we can clear the metabolic pathways, and revitalize core nutrients, then the body will function more efficiently in losing weight. Successful confident weight-loss, and then a better hope that it will stay off more than a few weeks/months. Of course, a good cleanse leads to another seasonal good cleanse in the Fall. Logical, rational, intelligent, months' long healing and focus on health.

For dieting, I am still a huge fan of the combination of **Nordic Naturals' Omega-3s** (liquids of course being better) in combination with **Bluebonnet's Tonalin® CLA**. Let me tell you about my new love, though. I cannot believe how this always sitting and driving skinny Santa with the belly has responded to **Himalaya Herbal Healthcare's Garcinia Pure Herb**. Taken after a meal, I reshaped my belly in about two weeks and lost solid weight. Now, I am anxious to try their **LeanCare®** which people have been raving about for years for its gradual and safe effectiveness. Add Juvo's **JuvoSlim** and we have a non-traditional, thoroughly effective, unique weight-loss protocol that works!! And your customer sees results from your suggestions in your store, and they again tell 2-3 friends. You are becoming the weight-loss community resource center with the best ideas!

The other significant product that will probably match **LeanCare®**—or better yet, complement it in its potential to work with adipose bellyfat—is the Bluebonnet's **Trimology™** Licorice Flavonoid Oil softgels. (But more on dieting in a few months after the cleansing has taking its course)

Brilliantly embellish? Why not. Bluebonnet's **Super Earth® Green Utopia®** and **Vegetarian Optimum Enzymes®** are of course excellent additions. Herb Pharm's alcohol free Green Tea liquid extract for thermogenic antioxidant support, and intermittent or seasonal use of their **Digestive Bitters Compound** is another excellent idea. A great way to offer a full line of quality formulas that can be found only in healthfood stores is to round out the selection with Bluebonnet's responsible weight management formulas: **Diet Chrome-Care®** Vcaps (# 1102, 1104), **Super Chrometene®** Vcaps (#1100)

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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."*

### Let the Cleansing Begin

*continued from page 7*

which both feature high potencies of carnitine and chromium.

### The Clincher

I have probably exhausted you with ideas, but please don't go back to the easy way out.

What makes more sense for your long-term business: off-shelf placements of boxes sold in Walmart/Walgreens, or a store-specific perfect protocol that speaks to the true individualization that every detox protocol demands? Cleansing/Detox is the realm that we own, and we only own it if we fully embrace it and desire to master it!

How can you make this work? By becoming involved your self. So I ask. How many years (months) have you worked in your store recommending products to people that you never even try? In this case, we could all use a good metabolic cleanse after all we have been through these past 6-10 years, correct? Maybe we will become rejuvenated in every sense of the word if we practice what we preach, and look the part of the health food advocate. I am all for losing a few pounds and feeling lighter, more active and clear-headed now that the snow is disappearing: how about you?

I challenge you to make your own detox/cleanse prescription—for you. Try it, and feel free to adjust it, for the next 90 days. Then compare notes with me (bluemoosestudios@aol.com) or any of the BMC reps, who I also here challenge. There are plenty of exceptional ideas here, and plenty of waste and weight to lose.

My protocol will include Dr Ohhira's Probiotics 12, Aloe Life® Aloe vera concentrates and Daily Greens, LiverCare® and StressCare® by Himalaya daily, as well as LeanCare®, Nordic Naturals® Omega-3 Liquid with D (2000 mg EPA + DHA), Newton's Homeopathic Detox, Herb Pharm's Digestive Bitters, one of the JUVO formulas daily, and Bluebonnet's CLA and Optimum Enzymes™. Three months minimum!!!

See ya down the road a few pounds lighter, and a whole body-full of happier ☺

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

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

#### Himalaya USA

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

#### Perfect Organics, Inc.

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

#### The Hair Doc Company

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

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Immune Health Basics

www.immunehealthbasics.com  
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Eagan, MN 55121

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

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

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