



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 8, No. 11 • November 2011

### Talking Health: Holistic Women's Health

Education is worth sharing, and that is why in the midst of the start of an early cold-flu season, I decided to share a recent training that I participated in and dedicate this month's article to the subject of women's health.

I know that the **Herb Pharm** monthly phone trainings are some of the most successful and attended phone educational series' in the industry, along with those provided by **Nordic Naturals** and **Himalaya Herbal Healthcare**. When I observe the stores that are flourishing in this downturned economy, I note that there seems to be a direct relationship between stores that encourage and participate actively in these amazing informational seminars, and stores that are constantly growing their business. Food for thought to those stores that are not working to find time to have staff attend—and, to continue the knowledge-quest themselves. I always try to applaud those employees who attend these trainings on their own time, after work or on their lunch breaks. I am certain that these free phone classes will continue to gain excited participants.

Julie Plunkett is such an exceptional teacher in her role as the leader of the Herb Pharm Tele-Trainings. Having considered myself a student of herbalism for thirty years, I gain so much from her advice and comments that I always plan to attend the talks—having my trusty pen ready—and try to attend both live trainings on the designated Thursday.

As the world population crosses the worrisome 7 billion threshold, and with 50% of those human beings being female\*—and the largest percentage of them being under 30 years of age—we have a lot to learn quickly, and teach clearly on, about the issues of women's health.\*\* Then again, to think locally, we have a small but needful community of female friends that both shop in our stores (and don't) who can certainly benefit from smart public health information sharing about health and wellness. How much do you know, and how clear a message are you communicating to this group of fellow world inhabitants?

Women's health is a human issue, and men should feel confident and capable in learning the basics of feminine allostasis and particular health care strategies specific to woman, and of speaking clearly on these teaching points. That being said, I certainly turn to teachers like Julie to learn the facts, and to understand those womanly concerns that I will never have a direct experiential knowledge of. From that statement, though, it really surprises me as to how few stores have championed the issues of natural healthcare for women—and how un-informed many stores' women's health sets are. If I were running a store today, I would be offering ongoing classes in women's health: to the delight of those in the local community who are seeking comradery in

the search for health-filled transitions through all the stages of that distinct women's life cycle.

All people need foundational health support. Women may actually benefit more from the good fats of Omega-3 nutrition than men, but their needs for probiotic supplementation and dietary antioxidant support are equal to their male counterparts. How do you approach a woman about her health? Do you only speak about women's issues when a problem or complaint is brought up?

Generally speaking, women are more conscientious about their health strategies than men. If given a smart prescription, women are usually more compliant than men in following the plan of action for both preventative health care and illness solutions. Every store should decide upon their best foundational suggestions, and advertise and market these "best choices" clearly so that the woman shopper gets the suggestion!

Start with a superior multiple and a complementary herbal tonic/support suggestion. **Bluebonnet's** two new Targeted Multiples® for women address the fact that the standard one-a-day does not provide the daily basics every woman needs. **Ladies Choice**® caplets are both kosher and gluten-free, and built with the highest-quality, raw materials, as is the Bluebonnet philosophy: no cheaper raw-materials to make the multiple a cost-competitive loss leader here. We are talking women's health; so, only the best! This power-packed 3-a-day has 46 elementary and women-centric nutrients that should keep energy and vitality strong, while providing nutritional essentials and herbs specific to support hormonal and urinary tract health as well as emotional well-being.† The side panel provides the menu for a conversation about nutrients that every woman should be informed on: from 1000 IU of Vitamin D, to the benefits of B-12 methylcobalamin and Folic acid, to the basics of Vitamin E, iron, chromium, biotin and boron.

This formula—and its older-sister partner, Bluebonnet's **Age-Less**® Choice for Women 50+™—has three unique, quality nutritional support extras that bring daily nourishment for specific women's needs. The **Heart Health Blend** adds 30 mg of standardized whole fruit Pomegranate extract with 20 mg of tomato extract (5% lycopene), and 10 mg of CQ10 (ubiquinone) as the research now advises women to develop strong heart-supportive nutrition strategies too.

Both formulas also add the daily support of a whole food phytonutrient blend with 30 mg each of Elderberry fruit extract, Green/White/Black Tea Leaf extracts and Turmeric root extracts. The differentiating points here are the excellent price of Bluebonnet's gender-specific offerings where they provide quality extracts compared to most of the competition's non-extract powders. Quality matters, and quality can be affordable! Both formulas also add an intriguing Flower

Blend of 30 mg each of Chamomile, Hibiscus and Passion Flower extracts: a nice tempering herbal support of mood, stress, energy and emotion.

The **Ladies Choice**® brings other food allies to the table with a blend of Dong Quai root extract, Red Raspberry leaf extract, Cranberry fruit extract, Cinnamon Bark extract (CinnulinPF®), along with Flax Lignan extract, Horsetail stem and leaf powder, Nettle leaf powder and Rose Hips. For today's busy lifestyle, this innovative formula keeps optimal daily nourishment easy and complete!

The **Age-Less**® Choice for Women 50+® is that daily platform nutrient for the vitality and health to nourish the gracefully aging body. This formula has the structure-function packages discussed above as well as **Brain Health** and **Joint Health** blends that should appeal to every woman who is looking to maintain healthful vigor into the golden years. The Brain support nutrients are (free form) Acetyl-L-Carnitine (50 mg), Ginkgo Biloba leaf extract and Phosphatidylserine Complex (25 mg each). For Joint Health, there is the clever combination of Vegetarian Glucosamine HCL (200 mg), MSM (100 mg), and 25 mg of White Willow bark extract.

These are sturdy, balanced formulas that will provide noticeable basic nourishment. These are also distinct women's formulas that can only be found in your health food store; and will never be found at deep discount on the internet or outside the natural channel. The business person in every owner should like those secondary "health" facts.

These foundational multis provide essential nutrients, the vitamins and minerals fundamental in the growth, development, metabolism, maintenance and repair of tissues, coenzyme systems and general overall health. Since most customers are not well-educated about optimal nutrition, you must explain with clarity in your explanations that this is a beginning—an insurance policy—and, that there is still a long way to go for consciously improved health & well-being.

Dietary minerals make up 60-80% of the noncarbon, inorganic composition of the human body. These macro and microminerals are present in virtually every cell in the body. They serve a life-sustaining function that incorporates the skeletal and soft tissue; assistance in regulating thousands of body processes from heartbeat, normal blood clotting, internal fluid pressure, nerve and muscle activity, oxygen transport and the pH balance necessary to support enzyme and hormonal systems.

Stores often curry favor the women's health section with a plethora of calciums, because—as I am told—that is what woman ask for. Our industry is starting to understand that the Vitamin D and Magnesium are really the major players to solve the building-blocks equation women are concerned about. Magnesium itself is responsible for over 300 chemical processes just

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## Holistic Women's Health

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to activate enzymes. It has been estimated that 75% of people in the US are deficient in Magnesium.

That being said, the best choice solution for women looking to keep their muscular-skeletal systems nourished through a lifetime is a superior multiminerall formula that goes beyond the Cal-Mag construct we have preached for years. Here are other estimates for where we stand in the US with mineral deficiencies: Iron: 58%; Copper: 81%; Chromium and Manganese: 50% and Zinc, a necessary co-factor in over 70 enzymatic processes and important for immune system health: 67%.

The best technologies of mineral absorption are very advanced, and also easy to understand and explain. The sad truth is that most stores do not take the time to learn and teach the benefits of high-absorption mineral supplementation. It is humorous how trends create manipulated crazes for "new" forms of often-expensive mineral paradigms when the best science has been available with the TRACCS® system of The Real Amino Acid Chelate System from Albion® since 1970. How long do facts have to stare us in the face before we start to recognize them?

We are doing a disservice when we are selling mediocre or poor absorption minerals to people. Cheap minerals are actually counterproductive to health. Stores could save a lot of shelf space if they just did their homework, and spent time educating on best-quality. The information is three-fold clear: (1) our soil and our food is mineral deficient; (2) minerals are hard to absorb, and need "protein chaperones"; (3) Albion® minerals improve absorption to up to 32%, thereby making them the best possible choice. So, along with that foundational multi-vitamin, we must include a superior mineral supplement. Bluebonnet has the most cost-effective and complete multiminerall: woman should be encouraged that one is good, two is better. And with the *Albion® Chelated Multiminerall Caplets* (iron-free #206 + 208 & with-iron # 202 + 204), optimal supplementation can be achieved with two football-shaped caplets a day. The price is right, and the kosher Albion® caplets are smaller than any other therapeutic dosage competitors.

Two items, for every woman. By placing the women's Multis in a prominent place, and giving them the appropriate shelf space to breathe their health message—and by teaching in the sales-explanation of the importance of this daily support—every woman who shops in your store will be buying their daily multi from you.

Then, to explain the factual truths that a multiminerall is better than a cheap calcium taken in isolation, and that your Bluebonnet Albion® Multiminerall actually provides much, much more at a comparable price—you have just created a loyal customer who is gaining the best daily insurance for their overall optimal health. The foundational basics are now covered. And, if you are selling and educating with dedication, then you can drop the thirty other calcium choices that clog your shelves and offer a greater selection of women's multiples and products that perform so many other beneficial options for the many needs of women's health.

But this can not be the total picture: this is only a part. With a formidable multiple and an extra mineral providing dosages that make a difference, you have provided today's woman with a strong platform for health. Next, we must worry about the fats—the good fats.

The modern woman has to understand that fat is where it is at! Whether a woman wants to look her best, or optimally perform at any life

task, or boost her fertility, nurture her pregnancy or make the wisest choices for her family, she must come to terms with the need for smart dietary fat choices. In food, we must teach women to Nix-the-6 (cut down on Omega-6s) and increase the Omega-3 choices with every purchase and intake decision.

Fat is so critical to female body function: women need to be led to understand that fat is actually one of the most personal understandings they can make about themselves. What better way to discuss this than woman-to-woman. We are what we eat: it is just that simple. Women should search for and demand: organic oils, non-GMO foods, fresh and chemical-free plants oils for their diet, and the highest quality Omega-3 oils that they can find. "Good fat in" means a healthy person. Needless to say, every person who comes in your store every day needs a daily intake of 500 mg of the combination of EPA & DHA. As important to promote, one of the wisest additions to the shopping list is a personalized strategy which will insure higher dosages of DHA + EPA: 1000 mg plus daily!

### IN THE NEWS

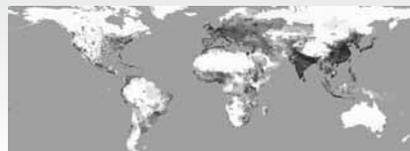
#### World Population Reaches 7 Billion

(100 years ago, the population was less than 2 billion):

**We need more health food stores!**

| Continent                | Human Beings (millions) |
|--------------------------|-------------------------|
| World                    | 6,892                   |
| Africa                   | 1,030                   |
| The Americas + Caribbean | 929                     |
| Asia                     | 4,157                   |
| Europe                   | 739                     |
| Oceania                  | 35                      |

Countries with the highest population density.



For the money, *Nordic Naturals Ultimate Omega™* or new *Ultimate Omega Xtra™* softgels are the best way to keep therapeutic levels of omega-3 nutrition in the diet. Noticeably, stores that bring true excitement to their education on Omega 3s are the ones that sell the most Nordic liquids. If I were the community's teacher, I would be encouraging the *Omega-3 Liquid* and the *Complete-Omega 3, 6, 9 Liquid*—which provides cold water fish with GLA from Borage Oil—in rotation.

So, obviously, we have three basics—an excellent opportunity to have every woman who shops in your store promoting her health through the goods that you carry. With these basics, we move on to the specific health issues that women need to master if they are to have control over their own health throughout their whole lives.

Because it is the honor of women to carry forth the progeny of our species, women should become more aware of the role that estrogen and progesterone plays in governing their health during the course of their lives. We all need to become fluent in the principled teachings we can offer on the role of the good fats, and liver support and tissue cleansing on all matters that are hormone related. Simple health education facts we must be constant about presenting!

Estrogens are sex hormones. While endocrinologists own the legal domain of diagnosis and prescription related to hormonal disease, the

natural food store has wide latitude in speaking about problems with menstruation. Yet, we live in a public square where many women are hesitant to speak about and scared to learn about the sex hormonal facts of life. This is where trainings from a wise herbalist are too valuable to miss!

This too is where you come in: learning the basic strategies that have helped millions of women for centuries. For most women, the simple solutions will be attempted if they can just be alerted to try them. While there certainly are a myriad of puzzling conditions and chronic imbalances that demand personalized care, we fail if we do not earnestly direct women to the many options that exist and have worked. One way to learn is to chat with women who are willing to share their successes: but no matter what the method, we owe our community to be erudite on the topic of natural options!

Since most women who shop in our stores are looking for simple solutions and/or are just starting their road to natural harmony, it is comforting to know that there is an excellent suggestion that anyone can offer to get each woman to add one herbal support formula to their daily platform of health.

*Himalaya Herbal Healthcare®* takes the guesswork out of herbal body support. They have two proven formulas, and the equation is simple enough for you to explain.

*MenstriCare®* is for when the menstrual cycle is active, and *MenoCare®* is for when the menstrual cycle bleeding no longer occurs. Try this suggestion, and see the health manifest! Then, speak with confidence.

The truth is that western allopathic medicine reflects a male-dominated medical perspective, and there is very little real interest in differentiating on the complexities of women's physiological health concerns. The truth is, modern allopathy is doing very little research on what has been termed PMS, Menopause or many other female health issues

*MenstriCare®* is a smart, scientific formula that has a strong, clinically-studied evidence to show it trustworthy. What makes *MenstriCare®* so successful is that the formula is built to reduce stress, assist the liver with detox—thereby removing excess estrogen—and assisting the digestive system. The effects are achieved in an all-herbal formula that does not attempt the allopathic approach of trying to directly alter estrogen/progesterone levels in the body. Rather, the formula aims to bring balance, with its attendant results of good health! Working naturally within the body systems!

Holistic health care reminds us to think again about cause and effect. We know that Progesterone is recycled into cortisol in high-stress situations, and the typical modern therapy is to give more progesterone. Some say this is playing with fire and tampering with systems we do not truly understand.

A massive part of a natural strategy should instead be to treat the stress. Add to this the logical premise that the liver is important in hormonal regulation and in the removal of excess estrogen; and that blood disorders often have some involvement with poor digestion—and one can see that a broad-spectrum formula could be very successful if it were built to deal with stress, the liver and the digestive system. Ancient wisdom being remembered by modern science. Many women will show the happiness of repeat purchase if they find a formula that brings harmony to situations that used to be disharmonious.

*MenstriCare®* leads with two famous Ayurvedic blends, Triphala and Trikatu. Stores that have followed the excitement of the new world of herbalism being brought to this country

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**November Specials  
WOMEN'S HEALTH  
20% OFF PRODUCTS LISTED**

minimum order of 3 each

**Black Cohosh liquid extract**

**Chaste Tree liquid extract**

**Female Libido Tonic™**

**Healthy Menopause Tonic™**

**Mother's Lactation Tonic™**

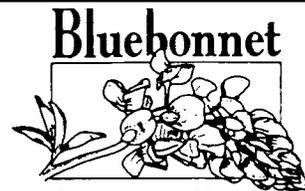
**HEALTHY MENOPAUSE TONIC:** Tonic for Menopausal Women blend of the liquid extracts of: Chaste Tree berry, Motherwort leaf & flower, Black Cohosh rhizome & rootlets, Licorice root, Pulsatilla flowering herb.

**FEMALE LIBIDO TONIC:** Sexual Tonic for Enhancing Female Libido blend of the liquid extracts of: Muira Puama stem, Shatavari root, Chinese Ginseng root, Ginger rhizome, Cinnamon bark

**MOTHER'S LACTATION TONIC:** Lactation Tonic for Nursing Mothers blend of the liquid extracts of: Chaste Tree berry, Fenugreek seed, Caraway seed, Fennel seed, Anise seed

*Excellent time to expand your women's health section with the attractive wooden Herb Pharm Cross-merchandizing 4-SKU shelving units: superior herbals are the best choice!*

Not represented by BMC in NJ



**Fall Festival of Wellness Promotion  
continues till November 18th**

**27 seasonal items. 49 SKUs @ 3 + 1 including**

**NOW AVAILABLE: Expand your selections of this Best-selling Multiple**

- 0184 RAINFOREST ANIMALS MULTI - CHERRY 90s
- 0185 RAINFOREST ANIMALS MULTI - CHERRY 180s
- 0186 RAINFOREST ANIMALS MULTI - GRAPE 90s
- 0187 RAINFOREST ANIMALS MULTI - GRAPE 180s
- 0188 RAINFOREST ANIMALS MULTI - ORANGE 90s
- 0189 RAINFOREST ANIMALS MULTI - ORANGE 180s

Bluebonnet Nutrition is now offering their Super Earth® Rainforest Animalz® Whole Food Based Children's multiples in single, natural fruit flavors (cherry, grape or orange) so that kids can enjoy their favorite flavor in every serving. These kosher-certified, whole food based multiples provide the most comprehensive super fruit and vegetable blend available, as well as important vitamins and minerals (e.g., more absorbable/bioavailable coenzyme forms of select B-vitamins, natural beta-carotene and Albion® chelated minerals) that kids need every day in two yummy chewable tablets. There is no gluten, dairy, fillers or artificial colors/sweeteners and are sweetened with EarthSweet®, a nourishing blend of natural cane crystals and fruit juice concentrates from blueberry, cranberry, prune, cherry, strawberry, grape, raspberry and bilberry fruits, as well as grape seed and raspberry seed extracts that mom will love.

**Newly Kosher-Certified products now shipping:**  
Age-Less Skin Formula (1140 & 1142); Dairy Zymes (891 only),  
Vegetarian Optimum Enzymes (902, 904 & 905); DMAE (1088 and 1090),  
and Power Thought (1119, 1120, & 1125).

Not represented by BMC in NJ, SC



**November Sales Promotions  
15% OFF**

**Immune & Respiratory Support**

- ImmunoCare® 120 + 240 Vcaps®
- RespiCare® • Andrographis\* • Guduchi\*

**Organique by Himalaya**

- Soothing Lotus Flower LipCare
- Rejuvenating Body & Massage Oil
- Stress-free Body & Massage Oil
  - U-Knead -It Balm\*
  - i.e. Balm\*
- all Shampoos: Rejuvenating, Hydrating, and Volumizing  
Amla & Holy Basil Conditioner

*Back in stock: Bacopa caplets*

*Ask your BMC rep for the new Himalaya Face Wash & Scrub Holders*

**81 years, 82 countries  
1214 published clinical trials on Himalaya products  
researching nature • enriching life • since 1930**

\*Organic



**November Sale Items 20% OFF**

- 01743 - DHA 90 - 500 mg strawberry softgels
- 03743 - DHA 180 - 500 mg softgels
- 02774 - Complete Omega 3, 6, 9™ - 16 oz lemon liquid
- 02778 - Complete Omega 3, 6, 9-D™ - 120 softgels
- 58781 - Arctic-D Cod Liver Oil™ - Lemon 16 oz
- 54783 - Arctic-D Cod Liver Oil™ - Orange 8 oz
- 01776 - Omega 3.6.9 Junior™ - 4 oz liquid, lemon
- 01797 - Ultimate Omega in Fish Gelatin™ 60 lemon softgels
- 01741 - Prenatal DHA 90 softgels, unflavored
- 01745 - DHA 1000™ 60 1000 mg strawberry softgels
- 01748 - Prenatal DHA 180 softgels, unflavored

**WEBINAR:** November 9 @ 12pm EST: **Omega-3s and Mental Health** - presented by Joseph Maroon MD, FACS

**Nordic Berries: kids love 'em, & the Awards keep coming in VITY AWARD 2011** For the 5th consecutive year, Vitamin Retailer magazine has recognized Nordic Naturals with its Vity Award, honoring the industry's best-selling products based on a nationwide survey of health food stores. Awards include:  
**Best Children's Health Supplement:** Nordic Berries; **2011 Taste for Life Essentials Award:** editors awarded Nordic Berries the 2011 Award in the "Children's Product" category.

**Check out the construction of Nordic Naturals new Gold LEED certified building!** [www.nordicnaturals.com/en/Education/YouTube\\_Presentations/507](http://www.nordicnaturals.com/en/Education/YouTube_Presentations/507)

also on Nordic Naturals' YouTube page: [www.youtube.com/user/NordicNaturals?blend=10&ob=5#p/u/0/oA9Q5VbF9GA](http://www.youtube.com/user/NordicNaturals?blend=10&ob=5#p/u/0/oA9Q5VbF9GA)

Not represented by BMC in NJ, SC



# JUVO™

Have you seen this product:  
**Consumers Love It!**

## Juvo Organic Raw Meal

100% Vegan Organic Raw  
Green Protein Blend  
16 oz

### High Quality Plant Protein

Raw Sprouted Brown Rice Protein, Hemp Protein, Spirulina, Flaxseed, Millet, Amaranth and Quinoa along with 33 other Organic Ingredients.

- Vegan, Soy Free, Yeast Free, Whey free
- 23 grams of Vegan Raw\* protein per serving

**November Promotion**  
**15% OFF**

## Juvo Green Protein

in units purchases of 6 ea  
must mention 'BMC November Promo'

\*JUVO uses freeze-Drying technology which is known to be the best way to preserve nutritive properties, flavor and color. All nutrients in JUVO are alive to provide the highest quality of nutrition.

**ReJUVOdate Yourself!**

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## Aloe Life November Promo

### ANIMAL ALOE

4 oz. Digestive Aid + Topical Aid

**15% OFF 12 each**

Animal Aloe is an 100%-edible aloe-based skin treatment, and can be applied directly to the pet for wounds, hair loss, skin irritation, scarring and can be brushed on gums for tooth + gum treatment. It can also be squeezed on food or taken off the hand for digestion, gas, constipation, allergies, colds, kidney support and longevity\*.

- 99% Certified Organic
- Whole Leaf Aloe Vera
- 100% Edible/Unscented
- Plus Vitamins A, C, E, & Herbs

**Instructions:** Apply a thin layer on affected area 1-3 x a day; 1/2 tsp. on food 1-3 x a day.

**Ingredients:** 99% Certified-organic whole leaf aloe vera juice concentrate [certificate # 103857]; kelp seaweed thickener; Vitamins A, C & E; azulene-chamomile extract; citric acid; potassium sorbate; allantoin extract.  
No water added!

\* Disclaimer: these statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

 Dr. Ohhira's Probiotics

**Dr. Ohhira's Probiotics  
Win Better Nutrition  
Magazine's**

**"Best of  
Supplements" Award  
4 years running**

**The only supplement to  
ever earn the distinction of  
sequential awards**

DALLAS - October 11, 2011

Dr. Ohhira's Probiotics has been named a 'Best of Supplements' award winner in the Probiotic Category for the fourth year in a row.

Better Nutrition Magazine presented the Award during the Natural Products Expo East held in Baltimore, Sept. 21-25.



# OLBAS®

HERBAL REMEDIES

**November Deal**

**20% OFF**

## Olbas Sugar-Free Lozenges

12 for \$37.44 – FREE SHIPPING –  
NO MINIMUM BMC Stores Exclusively  
(Regularly \$46.80 + \$5.95 Shipping)

- Maximum Strength Sugar Free Cough Suppressant Lozenges
- Delicious Black Currant Flavor
- Soothes Sore Throat & Fights Coughs Due To Common Colds And Inhaled Irritants
- Powerful, Cooling Vapors Help Your Nasal Passages Feel Clearer
- With Vitamin C, Menthol and Eucalyptus



 wellinhand  
**ACTION REMEDIES™**  
Topically Applied Herbal Answers

## NOVEMBER Promotions

### Zero Zitz! Emergency Power Astringent Toner

100% Natural Herbal and Aromatherapy, Nourishes, Tones, Softens Skin. Clears FAST! Guaranteed! (We almost called this one "Prom Night"). 6 fl. oz. Disaster Intervention with Sage, Carrot Seed and Lavender

### Colds & Flu Sea Bath

Lavender & Thyme let you sleep despite your cold symptoms! Contains coarse sea salt, Epsom salts, baking soda/sea weed blend, + pure essential oils. 20 oz Gluten free. Vegan

**10% OFF**

### Direct Orders Only

**NEWS:** Wellinhand will launch its new, modern website on black Friday!

Retailers will be able to order on the site! There will be a place for buyers to say who their rep is! Reps can place orders for the stores!

To celebrate the new site, there will be a sales code: "black friday launch"

There will be big sales that day for retailers!  
New site up soon! Ask BMC rep for details

# BASS®

Brushes

Finest Quality Hair, Body and  
Skincare Accessories

**Try the  
'Brush Category'  
with Bass Brushes  
if people have hair, it will work!**

**100% Pure Bristles with  
Nylon pins**

Two styles:

**The Premier Series:** All bamboo handles

**The Elite Series:** Acrylic handles

**3 basic sizes:** acrylic handle, Medium and Grande sizes; and Acrylic Tortoise and Acrylic Clear handles too!

- European Design
- Special Rubber Cushion
- For all hair types
- Distributes the hair's oils, stimulates scalp, and exfoliates scalp

[www.thehairdoccompany.com/  
ecom/diagram.bv?diagramid=22](http://www.thehairdoccompany.com/ecom/diagram.bv?diagramid=22)

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





**Excellent Line-drive Time  
NOVEMBER  
25% OFF\***

**All Hair Color, Color Fixation,  
Sapien, Organic Hand Sanitizer  
and the new Surya  
vegan lip balms**

*NOTE:* The first 2 weeks of November are the biggest hair coloring months of the year.

**Buy, Promote, Educate  
and Gain New Customers**

- Henna Creams
- Color Fixation Hair Care
- Organic Moisturizing Hand Sanitizer
- Henna
- Sapien Organic Men's Hair, Face & Bodycare
- Vegan Lip Balms from Amazonia

\* when store agrees through contract to pass along savings to the consumer; direct orders only

SURYA Brasil

## PERFECT<sup>®</sup> ORGANICS

**Moisturize All Winter Long**  
the most perfect, best shea butter  
on the market

**100% Shea Butter**  
(Easy to spread)

Extracted from the nut of the karite tree found in west + central Africa, this amazing, naturally vitamin-rich butter is one of the most healing, nourishing, and protective emollients available. Shea Butter has numerous benefits, including the treatment of dry skin, sunburns, dermatitis, and stretch marks. Our Shea Butter is of the highest quality-- extracted and clarified naturally, without the use of hexane/solvents or other chemicals. So pure, so wholesome, it accommodates all skin types, from the tenderest to the toughest. (1 oz.)

**November Specials**  
**100% Shea Butter**  
**6 ea 10% OFF**  
**12 ea 15% OFF**  
**24 ea 20% OFF**

## NEWTON homeopathics

*Nurturing Naturally Since 1987*

**November Promos:**  
**20% Discount**  
on the following, 6+ per sku:

**Sick Stopper (N216)**

Take daily during cold/flu season or use at first sign of acute illness. Helps relieve symptoms of common viral infections.

**Vitality (N085)**

Formulated for symptoms of physical exhaustion, chronic fatigue and general lethargy caused by stress or lowered vitality.

**Kids Bowel~Digestive Care (F029)**

Formulated for digestive health and for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping and pressure.

**Pets Energy~Vitality Assist (P024)**

Formulated for symptoms associated with illness, lowered vitality and aging such as fatigue, debility, decreased appetite, enlarged glands and stress.

**Upcoming Newton News:**

Newton will be closed Nov. 24 & 25 for Thanksgiving. Newton will be at SOHO; Orlando FL—Booth 900

Show discount dates: December 2-9

**Show Discounts: 15% for attendees, + 10% for non-attendees**

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**In time for the developing  
Cold-n-Flu Season**

November Special LINE DRIVE

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

**Wellmune WGP Clinically Proven  
Immune Support<sup>®</sup>**

Beta 1,3/1,6 gluco polysaccharide: 75 mg, 125 mg, 250 mg and 500 mg capsules

**Nutritional Dosage Guidelines:**

The recommended daily dosage of Immune Health Basics is 1 milligram per pound of body weight. This dosage is based on the results of dozens of human clinical and preclinical studies. A person living under stressful conditions may want to consider double or triple the standard dose. Immune Health Basics is your best source for all-natural products that scientific research has shown to enhance immune system function + promotes well-being. IHB ingredients are patented, GRAS, TGA-approved, Kosher, Halal, non-allergenic and GMO-free. Backed by a high level of science that includes a strong safety data and a detailed understanding of how the ingredient works in the body. More than 40 U.S. patents and patents pending, plus additional filings in over 20 countries.

For a quick refresher at this critical time of year, refresh your knowledge at:

<http://immunehealthbasics.com/products.faq.cfm>

## MushroomScience<sup>®</sup>

**Beauty Starts with Healthy Skin**

Healthy skin is a sign of a healthy immune system. adding Tremella to your healthy skin routine will improve more than your complexion

Tremella is commonly used in Traditional Chinese Medicine as a tonic for overall immune health. It has enjoyed popularity for centuries by women who value it for its ability to help improve the complexion + overall appearance of the skin.\* Tremella may help maintain the appearance & texture of the skin by helping the body maintain the production of hyaluronic acid. The production of hyaluronic acid normally declines with age.

The function of hyaluronic acid in the body is, amongst other things, to bind water and to lubricate moveable parts in the body such as joints and muscles. Tremella, by supporting the body's ability to naturally produce hyaluronic acid from within, is a much better option than trying to add it later through supplementation as the body's production of hyaluronic declines with age.

One (1) capsule Organic Tremella fuciformis mushroom 300 mg Hot water extract 20% polysaccharides

**November Promotion**

**Tremella**

**3 ea 10%**  
**6 ea 15%**  
**12 ea 25%**

Must mention BMC November Special when placing order



**The Finest Silver Product Made  
Pure Silver Hydrosol  
Sovereign Silver<sup>®</sup>**

Each batch of Sovereign Silver undergoes the most stringent Quality Control and Quality Assurance testing including 3rd party laboratory confirmation. The Total Quality Assurance approach to manufacturing requires continuous testing during all the stages of production

| QA Test Procedure                  | Level     | Done |
|------------------------------------|-----------|------|
| Microbial load batch testing       | no growth | X    |
| Fungal & bacterial species sterile | no growth | X    |
| Organochlorine pesticides          | 0         | X    |
| Organophosphorous pesticides       | 0         | X    |
| Carbamates pesticides              | 0         | X    |
| Heavy metals (As, Cd, Cr, Pb)      | 0         | X    |
| Heavy metal (Hg)                   | 0         | X    |
| Pyrogens/endotoxin levels          | 0         | X    |
| TEM microscopy performed           | 100,000x  | X    |
| Organoleptic                       | Passed    | X    |
| Product concentration              | 10 PPM    | X    |
| Standardization (pH, conductivity) | Passed    | X    |

**Your health depends upon it**

Ask your BMC rep for **SOHO deals** if you are planning on attending the show

Orders placed at the booth at SOHO

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





The best lip balm for the world

**Oh the weather outside is  
frightful, but the deals are  
so delightful**

*the answer for Seasonal Lip Care*  
**November Specials  
35% OFF**

• all **USDA-Organic Gold**  
displays: convertible Organic  
Gold display, unflavored (0025);  
reach-in Displays + Eco Clip,  
unflavored (0112)

~~~~~

• and co-branded **Dagoba**  
chocolate lip balms;  
USDA-Organic lip balms  
Lavender (0243), Roseberry  
(0244), Mint (0245), Assorted  
(0246)

**Stock your shelves with the best  
cold weather stocking stuffers  
around!**

### Holistic Women's Health

*continued from page 2*

by Himalaya Herbal Healthcare® already know the benefits of these two formulas for digestion. The ancient Ayurvedic herbal preparation listed as "Dashamoola blend" may seem a little daunting with herbs that are new to many of us, but what needs to be known and communicated is that these herbs are all roots, and they function as "grounding" energies. One of the most well-known herbs in the formula is shatavari; which we all should learn to speak on! **MenstriCare®** has the illustrious intent of being well-rounded enough for every pre-menopausal woman. With so much research behind the combination, it is an excellent formula to find a confidence level in recommending—after women start to tell you their stories of success.

For the Second Spring that women should find as their inheritance, there is a transitional formula that becomes the herbal daily after menstruation has stopped. **MenoCare®** also takes a practical approach to herbal support to the women's body during this time of transition. This formula may be easier to present to the casual shopper in need of positive menopausal responses, yet it may only be the practical consumer who will immediately understand the rationale for the complex. In the natural order, menopause reflects a situation of heat that is moving out of the body. This excess heat is often connected to the liver, which explains the presence of herbs that are considered cooling to an overworked liver, and the mind! Licorice is sweet and cooling, and gotu kola is the water herb for cooling; and these are combined with the famous adaptogen shatavari in a blend that is proven effective. Once it is tried by one, it will be recommended by all!

The herb other than shatavari that is in both formulas is called Asoka tree bark. This beautiful, mid-sized evergreen tree has been known as far back as the time when ancient healers sang songs and wrote sonnets based entirely upon the plant flora of the various regions of India. The translation of the word for the plant says a lot about its intent: some translate it as "one without any worries," and another translates it as "remover of sorrow." What is important to note, as we continue to learn, is that this legendary and sacred tree is a classic rasayana, which means that it is regarded as a universal and safe panacea.

**MenoCare®** for the first half of life, **MenstriCare®** for the many years of wisdom that follow! What is beautiful about these formulas is the science behind them, but also that they serve to nourish body systems in a manner that is a perfect adjunct to the Daily Multiple, the extra mineral support and the essential Omega-3 supplement.

In the history of humanity, it was often the woman who found the efficacy of herbs for health. It is our job to make sure that the best herbals are available to the healthseeker, which is one reason to promote the safety, quality and vertical integration of manufacture that is Himalaya.

For herbs from the American and European traditions you are not going to find a better herb supplier than this country's leading liquid herb extract manufacturer, **Herb Pharm®**. The selection of products available for women's health from Herb Pharm® is inspiring. Herbalists love the herb cabinet they can utilize with the great individual herbs and compounds that Herb Pharm® provides (see chart below). Our goal should be to stock, promote and educate on the differentiating possibilities that all of these products provide.

**bodyceuticals**  
organic bodycare

**Bodyceuticals: Organic  
Never Felt So Good**

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20% OFF**

**ALL SpaBody Products**

**ALL Bodylove**

**ALL Body Cocktails**

**Bodylove Massage Oils:** 4 oz  
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Unflavored

**Body Cocktails Moisturizer Spray**  
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and essential oils. 100% Vegan  
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Drop, Orange Creamsicle, Pineapple  
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Body Butters, Body & Tan Oils, Facial  
Care

*Ask your BMC rep for a price list*

**Promote the Gift of Organic  
Bodycare this Holiday Season**

**oxylent®**  
DRINK OXYLENT BREATHE LIFE™

**November Promotion  
Children's Oxylent®  
Prenatal Oxylent®  
15% OFF\*\***

6 box minimum (mix & match)

**Prenatal Oxylent® just turned one year old.** This new & innovative product is a delicious way for women to support preconception, pregnancy and lactation through a high-quality vitamin/mineral supplement formulated for pregnancy and postpartum. With a revolutionary effervescent delivery system that offers exceptional absorption and is sweetened only with stevia, this gluten-lactose-caffeine-sugar-free product is the official multivitamin of the American Pregnancy Association

**This supplement delivers** a blend of enzymes, electrolytes, amino acids, vitamins and chelated minerals. It delivers 800 I.U.s of Vitamin D3, Calcium Ascorbate, Methylcobalamin, Choline Bitartrate\*, Albion® Calcium and Magnesium; and 18 mg of iron. It also contains 100 percent RDA or more of B vitamins, along with the enzymes SOD and Catalase, and an electrolyte blend. Sweetened with stevia, the delicious Cranberry Raspberry hydrating drink has 5 calories, less than 1 gm of total carbohydrates and no sugar.

**Prenatal Oxylent® is a delicious option** for women when they may want a liquid multiple, and/or when they want superior quality nutrition in a sugar-free effervescent drink.

**\*It is particularly important for pregnant women to get enough choline**, since low choline intake may raise the rate of neural tube defects in infants, and may affect their child's memory. One study found that higher dietary intake of choline shortly before and after conception was associated with a lower risk of neural tube defects. If low choline intake causes an elevated homocysteine level, it raises the risk for preclampsia, premature birth, and very low birth weight

**\*\* Guidelines:** the 15% promotional discount is offered on these products when the store agrees to pass on the discount + properly market the product with signage and/or advertising

Not represented by BMC in SC

**AROMA  
LAND**

**November  
Home Fragrance Sale  
mix & match  
10% open stock  
15% orders over \$300**

of these all-natural fragancing  
delights

- Candle Diffusers\*
- Passive Diffusers
- Room Sprays
- Terracotta Soy Candles\*
- & NEW Bamboo-shaped Porcelain  
container Candles\*

*Bergamot & Cedar  
Citrus Blossom  
Lemon Verbena  
Petigrain & Lily  
Vanilla Bourbon  
White Peach*

*\* Made in the USA at Aromaland's  
manufacturing facility*



If there was one herb that could serve as a lifelong companion for most women, it would be the Chaste Tree berry. This tree, *Vitex agnus-castus*, is a gift from nature when there are concerns about estrogen-progesterone imbalances. It is no coincidence that Vitex is the lead herb in two of Herb Pharm's most popular women's formulas, *PMS Comfort Tonic*™ and *Healthy Menopause Tonic*™. It is also a primary herb in the *Phytoestrogen Tonic*™.

Vitex has a storied, historical usage, from Hippocrates, Pliny the Elder and Theophrastus to Dr. Gerhard Madaus, who founded Madaus AG in Cologne (Gr) in the 1930s. This spicy peppery plant is greatly trusted in modern-day European herbalism as well. Herb Pharm® provides a

product that is derived from Custom Wildcrafted™ mature berries that are grown in their wild habitat, and are fully-ripened and carefully shade-dried to make an Herb Pharm®-quality product.

Vitex is very well-accepted in European phytomedicine for situations of fertility, P.M.S., and with hot flashes at the initial stages of menopause. There are no reported side-effects to speak of, though it is not recommended during pregnancy. The actions of Vitex are considered to be balancing to the estrogen-progesterone ratios in the body at different times in a women's life. Vitex appears to be a female health superstar when one studies all the potential benefits, and yet most stores sell very little Vitex.

The beauty of the Herb Pharm® formulas is that Vitex is "in the formula," and the formula connotes its usage by the name: *PMS Comfort Tonic*™, *Health Menopause Tonic*™, *Phytoestrogen Tonic*™. If the consumer wants a credible and therapeutic capsule-version of this superhero, Bluebonnet provides a Vcap® of a European-standardized extract with 0.6% of the standardized component, a flavonoid, agnuside.

Vitex has an estrogen-like activity, as do all the herbs in Herb Pharm's *Phytoestrogen Tonic*™. While Vitex is a balancing herb, the herbs in this formula provide phytoestrogens, which are plant compounds that mildly mimic and sometimes act as antagonists to estrogen.

While repeating that we can discuss these herbs as nutritive foods, it is also important to remember that these products are not sources of estrogen. The herbs in the *Phytoestrogen Tonic*™—Black Cohosh, Saw Palmetto, Sage and Licorice—contain phytoestrogens, which mimic the chemistry of estrogen, and have an activity that would be slower and weaker than medical estrogen therapies, but which are also free of estrogens side-effects. It is like hormones are keys and hormone receptors are key holes, and phytoestrogens can fill the key holes to prevent situations of imbalance.

There are many who feel that while estrogen therapy has a valid place in healing, it should be used cautiously, as it is indeed hormonal therapy. To avoid unknowns, many turn to the more natural route first to see if an herbal alternative can resolve imbalances.

Most women, surprisingly, do not even understand the role of estrogen and progesterone in their body—and many think one is good and the other bad. Both are important parts of the human physiology, and both have critical roles in the attempt to maintain body harmony through a lifetime. Estrogen is responsible for the health of the estrogen-sensitive tissue, and promotes the perfect conditions for fertilizing eggs in the uterus. Progesterone is the hormone that promotes ovulation ("pro-gestation"). Both hormones serve a human need, and both are susceptible to imbalances in this stress-filled world we live in. Hormonal imbalances lead to many of the symptoms that bring women into your stores looking for assistance. Vitex becomes an important part of the *Phytoestrogen Tonic*™ as it works in combination with the other phytoestrogens by indirectly promoting optimal progesterone production.... and thereby attempting to bring allostasis.

The final consideration for general women's health (fertility, libido, PMS, menopause, vitality, immune support, galactagogic support, thyroid concerns are all issues where your shelves could be generously teeming with options, and these concerns are a topic for another day) is the excellent and versatile *Women's Health Tonic*™ by Herb Pharm®. This product also functions as

*continued on page 8*

## **"WE ARE HEALTH FOOD PEOPLE: A LIFE OF SERVICE REMEMBERED: NORMAN FARNSWORTH, PH.D. 1930-2011"**

Renowned pharmacognosist and internationally-respected medicinal plant research expert, Norman R. Farnsworth, Ph.D., died on September 10 at a Chicago hospital. He was 81. Dr. Farnsworth was born on March 23, 1930 in Massachusetts. Norman Farnsworth was a veteran of the Korean War... awarded the Korean Ribbon with Four Battle Stars, the Combat Medical Badge, and Bronze Star with a "V" device.

He received his degree in pharmacy from the Massachusetts College of Pharmacy in 1953 and his Ph.D. in pharmacognosy, the study of drugs from natural origins (including medicinal plants, microbes, marine organisms, and fungi), from the University of Pittsburgh in 1959. At Pitt, he helped to institute a pharmacognosy Ph.D. program at the university and was the first to chair it. In 1970, Prof. Farnsworth left the University of Pittsburgh for a post in the College of Pharmacy at the University of Illinois at Chicago (UIC) where he served as Head of the Department of Pharmacognosy and Pharmacology from 1970-1982. At UIC, he was also Director of the World Health Organization Program for Collaborative Research in the Pharmaceutical Sciences – a multidisciplinary program which brought together, for the first time, scientists in numerous fields of medicinal plant research to collaborate on drug discovery from medicinal plants.

Professor Farnsworth was an internationally-recognized scholar and initiator or co-initiator of many significant projects in the fields of pharmacognosy and medicinal plant research. Among other accomplishments, he was a founding member of the American Society of Pharmacognosy (ASP) in 1959 and a founding member of the Society for Economic Botany (1959). In 1975, Prof. Farnsworth created the NAPralert (acronym for Natural Products Alert) Database at UIC, the world's first computerized database of ethnobotany, chemistry, pharmacology, toxicology, and clinical trials on medicinal plants. The author or co-author of hundreds of research papers published in peer-reviewed journals, Prof. Farnsworth co-founded the peer-reviewed journal *Phytomedicine, the International Journal of Phytotherapy and Phytopharmacology*, along with Professor Hildebert Wagner, Ph.D., at the University of Munich, who remains the journal's editor-in-chief. This journal is now acknowledged as one of the leading scientific journals in this field. Among many other organizations and publications with which he was involved, Prof. Farnsworth was also a co-founder of the American Botanical Council (ABC), an independent nonprofit research and education organization, and the longest-serving member of its Board of Trustees.

In 2005, the ASP renamed its annual Research Achievement Award in honor of Prof. Farnsworth in his name, given to outstanding members of the medicinal plant research community. And, in 2005, ABC established its Norman R. Farnsworth Excellence in Botanical Research Award, given to medicinal plant researchers who have made significant contributions to the field of medicinal plants and herbal dietary supplements.

In the 1990s, Prof. Farnsworth was a member of the Commission on Dietary Supplement Labels, a commission established by President Bill Clinton as part of the provisions of the Dietary Supplement Health and Education Act of 1994 (DSHEA) to develop recommendations for the review of the quality, safety, benefits, and appropriate labeling of dietary supplements.

"He was like a father or uncle figure to many of his 130-plus Ph.D. students and post-docs, creating a 'family' of medicinal plant researchers who are now working in many institutions around. No matter how busy he was – and he carried an incredible workload not matched by many in any field of medicinal plant science – Norm would always take time to talk to students and fellow colleagues," said Mark Blumenthal, Founder & Executive Director, American Botanical Council, Editor, *HerbalGram* & *HerbClip*

**About the American Botanical Council:** Founded in 1988, the *American Botanical Council* is a leading international nonprofit organization addressing research and educational issues regarding herbs and medicinal plants. ABC's members include academic researchers and educators; libraries; health professionals and medical institutions; government agencies; members of the herb, dietary supplement, cosmetic, and pharmaceutical industries; journalists; consumers; and others in over 80 countries.

The organization publishes the quarterly journal *HerbalGram*, the monthly e-publication *HerbalEGram*, *HerbClips* (summaries of scientific and clinical publications), reference books, and other educational materials. ABC also hosts *HerbMedPro*, a powerful herbal database, covering scientific and clinical publications on more than 225 herbs. Information: Contact ABC at P.O. Box 144345, Austin, TX 78714-4345, Phone: 512-926-4900. <http://www.herbalgram.org/>

SOURCE American Botanical Council. [www.prnewswire.com/news-releases/norman-r-farnsworth-renowned-medicinal-plant-researcher-dies-at-81-129656453.html](http://www.prnewswire.com/news-releases/norman-r-farnsworth-renowned-medicinal-plant-researcher-dies-at-81-129656453.html)

**Please support the American Botanical Council and subscribe to *HerbalGram***

## **OTHER HERB PHARM PRODUCTS FOR WOMEN'S HEALTH**

### **Cross-Merchandising Opportunities**

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## Blue Moose Consulting

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

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

## Holistic Women's Health

*continued from page 2*

a lifelong companion as an overall gynecological and uterine tonic from puberty to child-birth through menopause. With Herb Pharm-quality False Unicorn rhizome and rootlets, Cramp bark, Shatavari root, Partridge berry herb, and Ginger rhizome, this can be an excellent addition to the products women turn to for maintaining general women's health. As with the adaptogens, every natural food advocate should feel comfortable with well-made and recognized tonic formulas that are balanced enough to be taken according to dosage suggestions on a regular basis for balance and optimal health. As a liquid extract, this formula can be rotated with Himalaya's **MensTriCare**® or **MenoCare**® as the safe, daily herbal tonifier bringing herbal wisdom to the body in evolution.

Women's health: what are the best strategies we can offer today? Platform nutrition is the best way to engage in a dialogue with women about their health needs. Multi; mineral; Omega-3. Then the issue turns to the more personal health issues. You can provide daily herbal support in many manners, and you also have a full cabinet of possible remedies to bring balance where imbalance has arisen. Any time a person concentrates on stress, the liver and the digestive system, the protocols undertaken will have a greater possibility of being effective. Adding Herb Pharm's **Adrenal Support Tonic**™ or their new **Stress Manager**™ adaptogenic tonifier, and Himalaya's **LiverCare**® are always viable options for holistic whole-body support too!

No one suggests that the topic of women's health is simple. That doesn't mean, however, that we can avoid assistance. Rather, it speaks to the fact that we should analyze our Women's Health section, and make sure we have the highest-quality tools available for use; and, that we are constantly learning all the wonderful health options that we can provide to that community of women we love. ☺

\* it is estimated that there are 101.7 males to 100 females in today's population

\*\* excellent information at: <http://www.worldometers.info/world-population>

+ these statements have not been evaluated by the FDA and are not intended to diagnose or treat any disease and the education presented is solely the responsibility of the author

## 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  
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### COMPANIES REPRESENTED:

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#### Himalaya USA

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