



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: The Power of Beta Glucans

Why do we do what we do? As this year ends, can we remember again the reason that we took this turn in the road: the natural path to health? Let's start with this sentence: the single most important thing that you can do for your health is to strengthen your immune system.

Look at the people you know through the marketplace and the commerce of your store. You love most of them! They are your community and the people that you have chosen to service. Their very individualized immune system is part of your concern. Let's think further: many eat poorly, ignore the need for physical activity, have burdens of stress on their shoulders and no habits to innervate allostasis. Most will buy the latest OZ tidbit without question but almost none has followed last year's New Year's Resolution to establish a smart and principled nutritional protocol and stick to it. These are the people you have decided to influence: and if you were working gallantly towards that goal, they would be healthier and so would your business.

Maybe you just haven't had the time to fully understand the amazing advancements

that have occurred in the last decade in the world of immune health. What are you selling?

Numbers show that we are selling a lot of elderberry, though no one asks where the elderberry comes from or its quality; the market is being driven by cost and spin. Olive leaf and echinacea still hold up the foundations of this trio of well-accepted herbal anti-virals, and of course we all fully know how unparalleled the powers of a silver hydrosol are (there is no need to sell any other product but the superior **Sovereign Silver** product) even though some people are still uncertain as to what they can say about this versatile and safe mineral nutrient. These are exceptional natural medicine cabinet essentials, and we see them fly off the shelf every year there is a serious cold/flu outbreak—but I will venture to challenge that probably 50+% of the people who work in most of the stores have not taught themselves to differentiate among these products enough to capture the imagination of the consumer to want to keep these herbal foods in their diet.

So, this is how our market exists to some degree in the natural foods today (and for the sake of conversation, allow me to proceed

without mentioning your latest favorite recommendation. To that comment you now want to make, I want to add the herbs andrographis and guduchi!). What may be missing here is that all these protocols offer something to your immune system, but none of them are accurately helping your immune system with the way it (has evolved to) work.

Enter beta glucans.

We have watched the trend line on beta glucans have highs and lows in the scientific community in the last forty years, and we are finally seeing the emergence of an accepted critical mass where the innovators see the very bright future for the use of beta glucans for non-specific, beneficial immune response! As I have been saying for over 7 years, the next wave of nutrients that will excite consumer allegiance are beta glucans, the medicinal mushrooms and probiotics. Are you ready to learn these nutrients, their uniqueness and promise, and, to make, develop and carve this market for the next 5-10 years of business security and success?

So, let's have this conversation. What do you know about beta glucans? Can you elicit a

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Talking Business: If They Are Gonna Party, Let's Hope They Party Smart

It's funny how some people comment on the judgment of what they believe they should have by their cash registers. It would be worth writing a book one day, especially in getting to see a lot of cash registers in my travels. On one extreme is the 5-Hour energy phenomenon: which is neither. The other extreme is that healthy purist, who says that you should not have anything that may seem unseemly in sight as the money transaction takes place. Then there is that unique entity, **PartySmart**®.

I love to relate the conversation that I had with the head of North American Operations about PartySmart® when it was first considered for the American market. How do you think the health food store will respond to this product, he asked? I said that over 75% of my region's health food stores appropriately utilized the register for that impulse buy and that energy, hangover support and sexual improvement products were part of that last-minute purchase in a majority of those stores.

Trust me, PartySmart® is different. This product is different because it is not a product that encourages binge drinking. It is a functional product. PartySmart® will work just as

effectively for that person who enjoys a glass of wine after work or dinner—or with dinner—but who occasionally gets a little foggy-headed afterwards or the next morning, as for that person planning to crank it up for New Year's Eve.

And it is for this latter person that I write this article.

Now in the old days of my youth, I was known to have a celebratory last day/first day, but now I like to be quiet and contemplative and even to go to sleep early on December 31st. My priorities have changed. But do a headcount of the people who will come into your store this week. Chances are that over 60% of them (conservative number) will be drinking this New Year's Eve. If we count the whole Holiday season, with visiting the relatives and office parties, etc., then that number goes up. No comment on American culture as 2012 ends, but over 80% of the people of drinking age—and many younger if my memory serves me correctly—will have more than a couple over the next 45 days. And many of them will feel less than celebratory the next morning.

We have just identified a need, and targeted an underserved market. Why? because most

people who drink to get buzzed or drunk; they drink more than they should. Those people consciously hurt their liver, and consequently burden and stress every body system: sometimes frequently, too often or at every opportunity! This product is not a gimmick, this product can help them.

So let's review quickly the established relevance of PartySmart®.

Sometimes we read things garnished by the marketing department, and other times we are given the thoughts of the scientist. This product was created with a purpose, and then created under the rigors of science (for scientists—and drinkers—exists everywhere!). PartySmart® is clinically proven to eliminate acetaldehyde, a metabolite of alcohol that is linked with morning discomfort after alcohol consumption. Acetaldehyde accumulation is harmful to the liver and other organs, and causes those unpleasant morning-after symptoms. PartySmart does this by promoting the removal of key metabolites (acetaldehyde) that are created in the liver after the consumption of alcohol.

But for that purist who doesn't want to promote alcohol consumption, this product was

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cogent educational sales pitch on why a person might want to take a product with beta glucans? Can you sell them? Do you know the differentiation between a less-therapeutic medicinal mushroom and a superiorly manufactured one? Can you explain why some yeast-derived beta glucans cost pennies and others run nearly a dollar a day? Knowledge, education, communication, differentiation: your vocation, and the tools for marketplace security. The natural community resource center.

Let's get down to work. First, make your immune system section smarter. Second, carry products for the entire panorama of immune support—and market them evocatively. Make sure you are discounting the products that YOU believe in—some every month—so that you create a channel of sales that meets your store's needs, and not the needs of some other entity that is not looking out for your interests. So, let's review your current set: all the elderberries and olive leafs and echinaceas, and immune-support blends (and silvers), and understand why **Herb Pharm** and **Himalaya Herbal HealthCare** and **Bluebonnet** and **Sovereign Silver** are the best in their class. Now, let's make room for beta glucans.

In case you have not been following the story, beta glucans are actually providing another avenue of immune response. The accumulated information of success for the medicinal mushrooms (which should always be standardized for either polysaccharides or beta glucans) for immune system support is, oh, roughly 2000 years old. The portfolio of scientific and clinical data on the yeast-derived beta glucans has been growing steadily for forty years, though the biggest strides have occurred in the last 12 years. An astute observation of the patterns (logic always being better than mindless meta-analyses) shows that beta glucans have a function in our body, that the mechanisms of action are now being better understood, that beta glucans are a natural participant in our immune body ecology, and that all the safety standards that have been conducted show them to be safe. The accumulated data is beyond substantial: it is awesome!

[Michael: back to earth...]. I take beta glucans every day. **Immune Health Basics Wellmune WGP[®]** is a nutrient that I strive to take—one pill a day—every day. My dear Mom has been taking her 'immune pills' every day for several years now; and her saleswomanship now has my brother's family taking them too. Trust me: I have never had a detailed conversation on this amazing nutrient with anyone in my family. Mom has a fear getting a cold at her age and this product has earned her trust, and my brother—a mailman and high school basketball coach—cannot afford to be sick in the winter. So, what do they know that you may not know as of yet: beta glucans work!

Now, how do they work? This is gonna take a little more homework on your part. Beta glucans—as found in the medicinal mushrooms and in the species of baker's yeast, *Saccharomyces cerevisiae*—are a perfect example of the lock and key mechanisms under which our immune system operations. Beta glucans offer the promise of nutritional support that can actually have an effect on our innate immune system as well as our adaptive immune system. Unique and good.

Why? Well there are theories—advancing quickly—and the story goes something like this (remember: we are discussing current theories here, and by no means are we discussing statements being made by any manufacturers!^)

The human immune system has evolved in an ecology that has always included fungi and yeast. Indeed, our immune system has been evolving with defenses to counter these other living organisms since humans entered the picture in the evolution of our planet's environment. We have all learned to co-exist in some manner to this point, and one of the benefits of this relationship is that our innate immune system is apparently hard-wired to respond whenever one of these entities defined by our immune system as "the other" presents itself.

Our evolving understating of natural medicine has identified a new tool. Kinda like we have observed evolution, and our place in it; and we are now learning to use these "natural" patterns to benefit this current version of our body as it exists in this year's model! Natural immune response.

Baker's yeast and medicinal mushrooms. These two food source nutrients contain polysaccharides, which have beta glucans in them. These polysaccharides have a glucose polymer as a backbone that is made up of beta glucans. (there are many foods that have polysaccharides that are not made up of patterns of molecules containing beta glucans). The active component, therefore, is the beta glucan, and it is this that triggers the immune response. The polysaccharide, in the mushroom example, is like a long chain molecule with a repeating pattern with the beta glucan as the backbone. It's all about the pattern of the beta glucan.

To make it simple again: (let's use the medicinal mushroom analogy). When the beta glucans are extricated from the chitin of the mushroom (fruiting body; or, to some extent mycelium) through a hot water extract, the hot water extract breaks out these beta glucans into little pieces. The human immune system does not like beta glucans. In protecting the body, the immune system responds to the presence of the beta glucans with an immune response. So, when the body sees what looks like millions of beta glucans crossing the horizon (hot water extract), the immune system—no matter how tired or weak—will respond with efficient defense. Immediately. What seems irrefutable is that no matter what the circumstances (which is why the mushrooms are so well respected in Asian therapy for cancer, etc.), the immune system will still respond within 24 hours. There is no other supplement that more indirectly stimulates an immune system this quickly and consistently.

It is the pattern of the molecules—the shape of the beta glucans—that triggers a signaling pathway that stimulates a single response. What is significant about this is that each beta glucan signals a different response. This is why modern medicinal mushroom therapy is smart to advise rotating between the mushrooms in three month increments.

I have been studying this category, beta glucans, for 8 years, and the story is more vast than a well-presented, two volume book. So let's keep it simple.

Wellmune WGP[®] from Immune Health Basics. The most respected manufacturer of yeast-based beta glucans in the world today. Located in Eagan, Minnesota, they have been building their scientific proofs in such an

accurate manner that they have received recognition from distinguished manufacturing market research firms. *The Institute of Food Technologies* commented in 2007 that this product is "A functional ingredient that could have significant public health benefits to improve the human immune response." Frost & Sullivan, in recognizing the merit of their research and manufacture, gave them the Excellence in Global Immune Health Research of the Year Award in 2009 stating that "Wellmune has set a new benchmark for all functional food, beverage and supplement ingredients." Interested in what all the fuss is yet? Feeling like you should have been on this forward-moving train years ago?

Did I mention that this is a product that is protecting its market penetration with a M.A.P. Agreement so that the internet will not steal the business that you develop? Did I mention that this is a daily, year-round immune-support nutrient that is high-ticket enough to make a significant healthy boost to your bottom line if you can learn how to use it to help your communities' general immune health?

Let us help you. First of all, embrace the fact that general immune support is excellent. Beta glucans are identified by the body's immune system, where macrophages gobble them up and distribute these sugar-like particles throughout the body. Here, they have a proclivity to helping neutrophil cells—our body's first line of defense—to do its tasks most efficiently. Dig in deeper with your research but realize these observations:

- While from baker's yeast, a different species than the yeasts we dread, this product has no known contraindications with anyone who has candida concerns.

- This product can work fast upon ingestion: neutrophil cells are constantly regenerating with an expected 2-day life cycle. Beta glucans influence, in real time, the function of the next few days' neutrophil cell performance. (as we already know through a quality echinacea, you can strengthen your immune system in 1-2 days!).

- Beta glucans are recognized by the body from the day a person enters the world. Beta glucans are one of the best choices for all children for general immune health.

- Dosage does matter. There is a lot of chicanery with beta glucans out there in the marketplace unfortunately. Many companies "borrow" the intellectual capital of the Biothera company that produces the Wellmune product, and make unwarranted reciprocal claims.

The Wellmune WGP[®] raw material has received so many accolades because of the integrity of their primary research, and that research states unequivocally that dosage matters. Because of this, the 250 mg and the 500 mg products are the best sellers: ask your BMC rep to explain how each dosage meets a certain consumer's needs.

- Shape does matter: so make sure that you are buying a product that is manufactured with the integrity needed to ensure the beta glucan survives the necessary purification of the isolated ingredient in the shape necessary for the immune system lock to accept the beta glucan key.

You can build your business smartly by carrying only the best product in the category, Wellmune WGP[®] by Immune Health Basics

While this isolated nutrient is convenient—one a day on an empty stomach—and natural, there is a class of foods that are even more

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NEW PRODUCTS JOINT & MUSCLE WARMING RUB (FORMERLY LIQUID LIGHTNING)

St. Johnswort flowering tops⁺, Arnica flower[^], Wormwood leaf & flower[^], Horse Chestnut seed[^], Rue fruiting tops[^], Yarrow flower[^], Cayenne Pepper[^]

* Topical heating, soothing & circulatory support for joints & muscles
* Renamed + re-released by popular demand

* Dropper top enables precise control over the amount used and the area to which it is applied. Apply directly to affected areas

1 oz. \$6.00/MSRP \$11.99

NEW CAPSULES

• **ASIAN GINSENG** Vegetarian Capsules providing 450 mg of Panax root extract. NO synthetic solvent residues

• **GINKGO-BACOPA** Vegetarian Capsules available December 21 60 mg of Ginkgo Biloba leaf extract. (24% flavone glycosides + 6% terpene lactones). 250 mg of Certified-Organic Bacopa whole root herb. Hexane never used; NO synthetic solvent residues

December Promotions 20% OFF products listed
min of 3 each orders, direct orders

Healthy Digestion:

- Peppermint Spirits • Children's Herbal Compound
- Digestive Bitters Compound • Gastro Calm™ Compound
- Intestinal Tract Defense™ • Neutralizing Cordial

DON'T FORGET THE 2 oz LIQUID EXTRACT PROMO: offer ends DEC 31

** Custom Wildcrafted™ ^ Certified Organically Grown + Fresh (undried)*

Not represented by BMC in NJ



End the Year with an Ongoing Deal:
Ask your BMC rep for details on the "Slice of Life" Promotions*
this is your way to always advertise a great selection of products
for either an **18% or 20% discount***

11 Condition-Specific Displays to increase sales
sales items* are always listed on your price lists

Ideas for this month:

• **Children's Nutrition Special: Rainforest Animalz®**

• **Weight Management**

including l-Carnitine, Tonalin® CLA, Diet Chrome-Care® Vcaps and Trimology™

• **Stress Management**

including l-Theanine, Stress B-complex Vcaps, Magnesium Citrate

• **Bone & Joint Health**

including Albion® Chelated Multiminerals, Vitamin D3s – 400 + 1000 IU, MSM Vcaps, and many Glucosamine and Celadrin® products

*must follow the applicable rules of the Slice of Life promotion

GOOD NEWS

~ Bluebonnet's Calcium-Magnesium Liquids are now Kosher
~ Cinnulin® Cinnamon Bark Extract is now Kosher-certified

Nutrition to the 5th Power

Not represented by BMC in NJ, SC



December Sales Support Promo
15% OFF mix & match
offer valid through 12/31/12

Clinically-Proven Herbal Healthcare for the Heart

- **HeartCare® 120 + 240 Vcaps®**
- **Arjuna[^] caplets** (Cardiac Support)
60 caplets has no binders/excipients
all Pure Herbs Organic + Gluten Free
- **Chyanprash w/Honey 500 gm Jam**
• **Soliga Forest Honey**
- **Koflet Lozenges 20 each box**
- **PartySmart® 10 Vcaps per display**

Botanique by Himalaya® Pure Skin Care products

- **Soothing Lotus Flower LipCare** (24 unit display)
- **Rejuvenating Body & Massage Oil 6.8 oz**
- **Stress-free Body & Massage Oil 6.8 oz**
with Organic Ashwagandha root extract
- **U-Knead-it Balm 1.76 oz**
• **i.e. balm 1.76 oz**

Himalaya Herbal HealthCare: Our Science. Your Life™

Not represented by BMC in SC



What's not to LIKE??
December Promotional Items 20% OFF

01606 Algae Omega™ 60ct	01670 Baby's DHA Vegetarian 1oz
01618 Algae Omega™ 120ct	01680 Vitamin D3 Vegan 1oz
01626 Algae Omega™ 8oz	01748 Prenatal DHA 180ct
01610 Kenai Wild Salmon 90ct	01798 Ultimate Omega® Jr. 90ct
01665 Nordic GLA™ 4oz	01817 Daily Omega Kids™ 30ct
01745 DHA Xtra™ 60ct	01900 Omega-3 Effervescent™ 7ct
01797 Ultimate Fish® Gels 60ct	01910 Omega-3 Effervescent™ 21ct
01799 Ultimate Xtra® 60ct	30124 Nordic Berries™ 200ct
01805 Ultimate Xtra® 4 oz	30124 Nordic Berries™ 200ct
01806 Ultimate Xtra® 8oz	30131 Nordic Gummies™ 120ct
01808 Ultimate Omega® D3 Sport 60ct	31130 Nordic Jellies™ 36ct
01801 Complete Omega Xtra™ 60ct	1776 Omega 3.6.9™ Jr 4oz
01790 Ultimate Omega® 60ct	01815 Daily Omega™ 30ct
02790 Ultimate Omega® 120ct	01816 Daily DHA™ 30ct
03790 Ultimate Omega® 180ct	01825 Daily Prenatal DHA™ 30ct
01760 Omega 3 60ct	03790 Ultimate Omega® 180ct
02760 Omega 3 120ct	2774 Complete Omega 3.6.9™ 16oz
03760 Omega 3 180ct	01770 Complete 3.6.9™ 60ct
1600 Vitamin D3 120ct	03770 Complete 3.6.9™ 180ct
02770 Complete 3.6.9™ 120ct	
58781 Arctic-D Cod Liver Oil™ Lemon 16oz	
54783 Arctic-D Cod Liver Oil™ Orange 8oz	
2778 Complete Omega 3.6.9 w/ D™ 120ct	

Even Better Ways to Promote 25% off: **

- 1920 Omega Probiotic™ 60ct • 1620 Kenai Wild Salmon 8oz
- 1780 Omega Woman® 120ct

*Please make sure to specify these discounts when ordering. Not given automatically.

Not represented by BMC in NJ, SC



JUVO™

New Year's Resolutions should all include

- more Raw foods
- more Organic foods
- more Green Foods
- more enzyme-rich foods

**Help create the new Shopping List
DECEMBER PROMOTIONS
15% OFF**

- Juvo Raw Meal Replacement
 - JuvoSlim
- in units of 12 ea per SKU
both 600 g cannisters

~~~~~  
**ALSO, New Item  
Juvo Original Single Paks  
40 gms**

12 paks per box:  
\$22.79/\$37.99

**Intro Promo for Juvo Single Paks  
get one (1) BOX FREE with  
1st Purchase of the Single Box**

**ReJUVONate Yourself!**

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Promo Product of the Month  
ALOE GOLD TABLETS  
30 & 90'S**

**BUY 12, mixed  
Get 15% OFF!**

**Great option for Travellers!!**

Did you know that taking a quality Aloe Vera like Aloe Life® with the Yellow Sap and Polysaccharides – supports overall IMMUNITY, a better functioning DIGESTIVE SYSTEM, and Ph BALANCING in the Gut for reduction of fungal overgrowth?!

**- Perfect for a Healthier Winter!**

These Aloe Vera tablets are processed through a unique low temperature dehydration method, not spray dried into a matrix of sugar like most products. Minimal filtration allows the delicate polysaccharide chains to remain intact along with the other 200 nutrients. This is also an Organic aloe tablet: again, unique in the marketplace.

**Whole Leaf Aloe Vera Juice Products**

 Dr. Ohhira's Probiotics

**Discover the Dr. Ohhira  
Difference!™**

**Find out why Dr. Ohhira's  
Probiotics is the choice of so many  
clinical nutritionists.**

- Encapsulated with its own prebiotic culture medium – probiotic strains + prebiotic support to ensure their survival.\*
- Prebiotic support helps nourish the friendly bacteria already in your gut.\*
  - Contains Proprietary TH 10 – a proprietary lactic acid bacteria strain that is 6 x stronger than any other strains known to bacteriologists today.
  - Live & viable bacteria – NEVER freeze-dried.
  - Guaranteed free of soil-based organisms (SBOs)
- All natural, wild-harvested, seasonal ingredients



Find out more at  
[www.essentialformulas.com](http://www.essentialformulas.com)

*Discover the Dr Ohhira  
Difference!*

**Dr. Ohhira's Probiotics®**



# OLBAS®

HERBAL REMEDIES

**BACK BY POPULAR  
DEMAND  
we sold a lot of them!**

**Just add a BOW**

**Olbas® Sampler Kit**

Makes a Great Gift

Wow your Olbas® Fans with  
the premier Gift this season...

all 8 Olbas Remedies in Full or  
Generous Sample Sizes.

\$29.95 Retail Value...for BMC  
stores only \$15.28

**NO MINIMUM ORDER!  
FREE SHIPPING!**

Stock up on Olbas Season too

**The Perfect Present for new  
Team Members, too!**



wellinhand

**ACTION REMEDIES™**

Topically Applied Herbal Answers

**DECEMBER PROMOTION**

**10% OFF** direct orders

Sea Bath: Colds and Flu 20 oz

Pain Rescue - Warm, 2 fl. oz.

These Baths are exceptional and well-  
priced: 20 oz. — \$6.00/\$9.99

**Ingredients:** sea salt, baking soda, sea  
vegetable blend + pure essential oils.

**Certified-Vegan + Cruelty-free.  
100% natural.**

**Free of preservatives, chemicals, &  
synthetic ingredients.**

**PAIN RESCUE®** Warm is designed to ease  
chronic pain from recurring conditions.

Contains Arnica, Calendula, Betula,  
Ho Shou Wu and pure essential oils of  
Lavender, Roman Chamomile, Ginger,  
Black Pepper, Cinnamon Leaf, and  
Rosemary in a soothing base of St. John's  
Wort Flower Oil, Extra Virgin Olive and  
Sweet Almond Oils

**Formulated by Linda Doby so relief is  
WELL-IN-HAND!**

**Topically Applied Herbal Answers.  
Action Remedies®**

# BASS®

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

**Encourage Holiday  
Hair Styling  
Hair Doc offers extremely  
popular**

**HAIR CLIPS**

**It's all about the style**

**December Promotion**

(must identify as BMC deal when  
ordering!)

**Hair Clip display 10% OFF**

**12 + 12 + 12 clips & a free display**  
what makes them special???

these are the strongest hair clips in  
the country

small HC1 \$5.40/\$8.95  
medium HC2 \$7.80/\$12.95  
large HC3 \$9.00/\$14.95

**they will tell their friends these  
are so good!**





**SURYA**  
*Brasil*

**3 Great Ways to Save**

**Lip Balms** 5 options: Acai; Cinnamon/Cupuacu; Strawberry & Buriti; Chocolate; + Chocolate & Mint

**1 Box = 15%; 3 Boxes = 20%;  
5 Boxes = 25%**

**Sapien Eco-cert Organic Men's  
Bodycare line & Hand Sanitizers**  
**25% OFF Invoice**

Mix/match 2.02\* fl oz sizes  
[display of 12 ea]

**Holiday Value Sets:**

w/3 full-size products Set Full Price

~ **Restorative Hair Kit**  
**\$11.99/\$19.99**

~ **Sapien Men's Shave Kit**  
**\$17.99/\$29.99**

promo buy in dates through the 20th of  
the December,

\*must sign contract agreeing to extend  
discount on to customers

**Detoxify Your Beauty**

SURYA  Brasil

**ECOCLIPS**<sup>®</sup>

The best lip balm for the world

**FREE SHIPPING  
ON ALL ORDERS**

to expand the line: **LIP SEASON**

- All DISPLAYS
- All ECOCLIPS
- All ORGANIC LIP BALMS
- All SUCSGREEN LIP BALMS
- All MEDICINAL + ENERGY LIP BALMS
- All CO-BRANDED LIP BALMS
- All CO-BRANDED LIP BALMS
- Dagoba<sup>®</sup> Chocolate & Honest Teas<sup>®</sup>
- All Larger-SIZE ONE WORLD LIP BALMS

**Do you want to look at a  
price list gain?**

~ **WINTER CONSIDERATIONS?**

- 0053 Sport SPF 30 with Eco Clip (vanilla)
- 0113 Bee Free + Eco Clip (lemon lime)
  - 0153 Eco Tint 3-Pack (Vanilla) GREAT STOCKING STUFFER!!
- 0043 Medicinal (with L-Lysine, lemon balm, calendula, Organic tea tree + camphor) (Spearmint)

**The Best Lip Balm for the World**

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**December 2012 Monthly  
Promos**

**20% Discount**

Liquid or pellet complexes  
(Qty 6+ per SKU)\*

- Dairy~Grain~Nightshades (N057)
- Food Allergy~Additive (N058)
- Tobacco Withdrawal (N030)
- Kids Tummy Upset (F020)

*Newton Homeopathics  
per-dose-cost remains one of the  
lowest in the market*

**Free shipping for wholesale  
orders over \$100**

**Newton is offering a 10% discount  
for the rest of 2012 for every order  
that stores place online.**

Unlike other discounts, this is the ONE  
discount that you can combine with  
show, volume and monthly discounts.

MADE IN AMERICA • FAMILY-OWNED  
**1987-2012 • 25 Years of Excellence**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**December Specials**

**WOW**

**LINE DRIVE**

**IMMUNE SEASON  
STOCK-UP SPECIAL**

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

**Holiday Surprise**

**how about a beta glucan  
Multivitamin Gummie?**

ask your BMC rep for details  
on this late-breaking surprise

**MushroomScience**<sup>®</sup>

**WINTER SPECIAL  
DECEMBER PROMOTION**

**Reishi Super Strength**

400 mg: the most-potent Reishi in  
North America...

with guaranteed actives of beta  
glucans + triterpenes

**3 = 10%**

**6 = 15%**

**12 = 25%**

**Mushroom Science**<sup>®</sup>

- the only manufacturer with actives listed on the bottle
  - a 50%-margin line
- grow on wood: you are what you eat!
  - a hot-water extract
- economical: offering 90 Vcaps compared to the competitions 60 cap
- USDA-certified organically-grown

**Setting the standard for quality in  
medicinal mushrooms since 1994!**



**BE PREPARED**  
**there is nothing  
better**  
*know how to use it?*

**Silver Hydrosol**

- 2 oz Vertical Spray
- 2 oz Fine Mist Spray
  - 2 oz dropper
  - 4 oz dropper
  - 8 oz dropper
  - 16 oz dropper

**The need is there!  
which is why there  
is a gallon size!**

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



## Party Smart *continued from page 1*

designed to do more. It supports overall detoxification of the liver, gastrointestinal tract, and lymphatic system; and supplies support for the production of detoxifying antioxidants like glutathione to support the tissues. Secondary effects here are not a buzz and loss of smart thinking, rather the added benefits are things everyone could benefit from (in case the babysitter doesn't show up and the evening out with the wife gets unexpectedly cancelled).

If you wanna be able to speak plainly about the product if someone should inquire or challenge you about what the product is and how it works, you can have answers before they buy. First, it protects the liver and supports key kidney functions, while aiding in the elimination of waste products from the blood. Remember that this product is made by the same Research and Development team that brought the world *LiverCare*® (known internationally as Liv.52®). A major player in the formula is Andrographis, which has been long recognized as an aid to the liver that also acts as the "King of Bitters" to help with the release of stored bile. Another powerhouse is the plant Phyllanthus, a variety—amarus, which is similar to the herb we call Stonebreaker. This herb is very important in Ayurvedic medicine which is used both as a diuretic and a liver supportive herb.

Does the world need PartySmart®? Did you know that well over 10 million work-days a year are lost due to overconsumption of alcohol? Ever happened in your neighborhood?

The original research on PartySmart® created a two-capsule product, but test-marketing showed that the average drinker

found this too difficult, so back to the lab. It took over seven years of serious research and development to create PartySmart® (the young Michael may have liked that job in his youth)! The clinical trials were all ethically accomplished, and all clinical trials were done with double-blind placebo controlled, randomized trials. This is no ordinary product, as you can see!

Over four clinical trials were performed on PartySmart® (one published, 2004) with more on the way. No other product in this class has received the research and development backing that PartySmart® has received. The proof was a POMS study analysis on the question of a better morning after. The product includes Andrographis, Vitis vinifera (Grapes), the now famous—thanks Dr Oz—Amlaki (aka Amla), wild chicory, dates, (in ancient texts, dates were considered to be able to reverse the effects of many toxins) and Phyllanthus amarus.

OK. Let's talk business (wait, I am gonna have a glass of wine: relax, I am not driving!)

PartySmart® is a nearly foolproof repeat-seller. I am sure that I will have another bottle of wine again: did I say bottle (only kidding!)? If a product works, (see GlucoCare® from Himalaya), friends tell friends—and so are best-sellers born! A few (2-3) stores have said that they tried it and it did not sell. Let's look at the nearly complete majority: every store that stocks it as one box soon starts to buy 4 boxes per order. In 2012, three times stores have bought 100 boxes at once, and sold them all (St. Patrick's Day). OK, they may have had high customer traffic, but customers love the product. One store just last week said that they got an order for 10 boxes (100 capsules) because the customer was enchanted with the product

and was giving one to every guest at their upcoming party (some party, huh!?). A Must-have product given to everyone upon entrance! And with a name like PartySmart®, a conversation-starter. Now, what is the cutest stocking stuffer for that special relative who likes a little humor with your message of love??

PartySmart®, absolutely a product worth marketing heavily to the—well, the party crowd—this Holiday season. Especially New Year's Eve. The product is sold by the one pill sleeve on purpose: we are not encouraging overdrinking as a habit. We are addressing drinking one event at a time. One pill per night, 30 minutes before imbibing. 10 single doses per box. 10 drinkers per box, or a box to share with friends. \$1.79 MSRP per pill: and no one complains.

So, how do you want to end the year? Do you want to find new customers who go out of their way to buy their PartySmart® from you often: you get to see them before they drink, which is a bonus! Do you want to have them convince friends to come to your store to buy this one product: people who never before would have set foot in a health food store? Here is your new project, and your new customer for conversion!

You will have no influence on the drinking habits of the people in your community while you sit in your store waiting for the community to come in. Here, with PartySmart®, you have THE product that works, that will help people to not have deleterious effects from their decision to drink. Here is a product that you can use to help change certain of some people's habits, for the better. PartySmart®. Celebrate!! 🍀

## bodyceuticals organic bodycare

### December Promotions:

**\*\* 15% off BodyLove  
Flavored Massage Oils –**  
almond delight, coconut caress,  
chocolate dreams, cherry on top.

*Treat someone special & give the gift  
of massage: this holiday season and  
into new year!*

### \*\* 15% off our 3 NEW luxe rejuvenating facial cremes:

- **Bioactive Calendula Crème + DMAE** – our ultimate deep repair high-potency calendula crème for day/night use
- **Vitamin C Ester + Calendula** – a light daily crème to tone and brighten all skin types
- **Calendula + Antioxidant Berries** – a purifying crème for combination, oily, t-zone and teen skin

Find the perfect moisturizer to pamper your winter skin this holiday season.  
**Put your best face forward!**  
[www.calendulaskincare.com](http://www.calendulaskincare.com)

## oxylent® DRINK OXYLENT BREATHE LIFE™

### December Promotions

**15% off\***

**Sparkling Berries,  
Mandarin,**

**Blackberry Pomegranate  
& Variety Pack**

12 box min (mix & match)/no max

### Exciting 2013

### Incentive Program

*ask your BMC rep for details*

**Sell 2 boxes 30-count boxes of  
Oxylent per day**

**+ qualify for an Apple® mini iPad!**

For details visit: [www.vitalah.com/  
incentive2013](http://www.vitalah.com/incentive2013)

\*Standard shipping structure  
applies

see Retailer Order Form for  
shipping structure

**DRINKOXYLENTBREATHELIFE™**

## AROMA LAND

### Extended as a December Promo Holiday Candle Promotion

- Natural Soy Candles in (1) Porcelain Ceramic + (2) Terracotta Clay containers
  - Handcrafted in USA (Our own ceramic workshop – nothing imported!)
  - Hand-poured using all natural soy wax grown by American farmers in U.S.A.
  - Eco-friendly using renewable, vegetable source + not a petroleum by-products
  - Six unique natural scents: Bergamot Cedar, Citrus Blossom, Lemon Verbena, Petitgrain & Lily, White Peach, Vanilla Bourbon
- BOGO in sets of two: buy two, get two free  
(in units of 4 ea)**

**Orders will ship with shelf-talker to list product features**

**Free shipping on orders over \$100.00**  
MSRP \$11.99 for porcelain candles, \$9.99 for terracotta candles

### ADDED DEAL\*

### ALL ROOM SPRAYS 10% OFF

AROMA MIST 80 ml

\* EVERGREEN \* HOLIDAY \* ANGEL  
\* PEACE \* BUDDHA \* GODDESS

Wholesale Reg \$2.99; promo \$2.69  
MSRP \$4.99

\* Must mention BMC December deal when placing order





natural: and probably more functionally beneficial. Beta glucans: the story began with the medicinal mushrooms!

I will veer here to be argumentative. Most of the mushroom products on the market do not deliver as promised, because they ignore the wisdom of ancient medicine (TCM and other Asian dispensaries); and, because they are made in a manner incongruous with the necessary manufacturing essentials as defined by 99.9% of all the studies ever conducted on mushrooms in the international science community.

If I have gained any trust from you over this past decade, I state unequivocally that you need to only carry one brand of medicinal mushrooms—**Mushroom Science®**—and that is because they hold the integrity that every physician, clinician and researcher expects from a therapeutic mushroom supplement.

Recommend medicinal mushrooms that will work as promised, and leave all the hype, spin and distraction for another chapter!

Statement: Medicinal Mushrooms are the most thoroughly researched immune support supplements in the world. There have been 2,000 studies published in the last decade

alone. In Asian countries, mushrooms are used successfully in treatment in such a wide-range of immuno-supportive concerns that they have to look West and call us barbaric as we overmedicate with obvious toxic substances that shut down and destroy the liver and kidneys. As world medicine grows, we need to be the champions of these excellent immune-activating foods.

Differentiation. Again, sadly, not all medicinal mushrooms will perform as the research nearly guarantees. Why? because most people make their mushrooms in a quick and inexpensive manner from mycelium grown on grain. If we follow the adage that you are what you eat, we should easily understand the logic that mushrooms have grown forever on wood, not grain; and that mushrooms grown incorrectly cannot produce the beta glucans that are found in a mushroom grown on wood (or wood pulp as with *Agaricus blazei*).

Secondarily, the beta glucans we seek are locked inside the cellulose of the mushroom, called chitin, and this coveted nutrient can only be liberated and made available for use in the human body for the dosages required from a hot water extract. Back to the source: all Traditional Chinese Medicine taught that those mushrooms identified as medicinal had to be

made as either a broth/soup or hot tea. Why? they work when the hot water liberates the beta glucans.

The last two paragraphs are where modern research stands today. So, it is unfathomable that there are well-known companies selling product that is not grown on wood, that is not hot water extracted and which do not have guaranteed levels of the active components on the labels of their product. Why, because they cannot: unless you bend the truth in the most uncouth of manners.

What company provides all this? Mushroom Science®. They guarantee actives per capsule and test every batch for every category of environmental toxin possible. More importantly, Mushroom Science® provides powerful, nutritionally-active product with 90 Vcaps for a much, much better price than all the major competition provides for their 60 cap product. This is humorous in some warped way because the product they make costs pennies to the dollar compared to the slower-process, more labor-intensive product that Mushroom Science® provides. But for some, it is not about profit: it is about providing product that will match all the world's scientific and folk medicine, and will perform for people with immune issues in a manner that will stabilize, and strengthen their immune responses.

A non-beta glucan tidbit about two Mushroom Science® products: their *Reishi* provides the triterpenes that make Reishi sought-after for liver support, and their *Cordyceps* is the only product in North America that states adenosine levels on the label—because the integrity of the manufacturing process allows such!

And one final point on the subject of beta glucans. Beta glucans are in some polysaccharides: not many polysaccharides have beta glucans. That is why the medicinal mushrooms and baker's yeast are so intriguing. Yet, we now know that both whole leaf aloe vera and the phenomenal immune-supportive Chinese herb astragalus warrant their esteem as principal immune-supportive herbs in part because of their polysaccharide contents. So, for the record, we are still advancing our understanding of the function and importance of the many polysaccharides available in the natural food kingdom,

It might be said that everything that yeast beta glucans can do the properly made medicinal mushrooms can do better. Their triple helix bond can perform more function than the single strand isolated beta glucan, and there are obviously many secondary metabolite nutrients available that probably help with absorption for the mushrooms. The converse is that the yeast beta glucan is purified—exactly what you want—and it can perform without question in a manner that is consistent, batch after batch. It is also both more economical and convenient, at one pill a day. That leads to greater compliance (compared to taking 6-8 capsules a day).

But what are we talking about? We are discussing the power of beta glucans and how we can get them to people: one tool, two differently shaped instruments. No one should ever claim that one is better than the other. The message that needs to be delivered is that they are both essential. I remember how in my clever days of salesmanship on the floor and as supplement buyer, I could educate my community on the equal benefits of taking both, but the serious message that one had to be taken every day. For Immune support! 🍄

## “WE ARE HEALTH FOOD PEOPLE

Amy Wilkinson, BMC General Manager



I have to say it all started with me as a small child. My grandmother influenced me at an early age, to live in harmony with all living things. I was born into a family with very little means. We grew our own vegetables & ate meats from neighboring farms. My mom forced me, with much of a fight ;-), to take plain cod liver oil every day. I had never tasted fast food until I was in my early teens. It would be honest to say I loved it. Maybe because it was new to me & it was the thing to do with all my friends. Not only was it bad because it was horrible food for the body, but because I had been in a severe auto accident at the age of 16 with multiple injuries. Some of those injuries caused me to lose my spleen and 80% of my pancreas.

I found myself in Los Angeles in my mid-twenties and began working with one of the most popular health food markets in the country, Whole Foods. I worked in many different departments within the company and found my home in the Whole Body Department, named Nutrition Department at that time. It was during my journey with Whole Foods that I really began to understand how fortunate I had been. I had the foundation laid out for me at an early age with eating healthy. Little did my family know that by trying to make ends meet that they would be planting the seed to prepare me for the life I live now. (Actually, I believe my mom did know & that was her excuse to keep me away from junk food, I love you mom.) I also began to understand how important it was to take care of my old injuries and help to support and lessen the new ones I was accumulating by being an avid surfer, snowboarder and hiker. It was then that I became a vegetarian. I remained veggie for about 13 years. I slowly added fish into my diet, realizing that eating fish is just as important as taking Omega 3 and DHA.

During my experiences out west, I attended a culinary school. I took what I had learned in school as well as what I was learning from the market and started my own cooking business. I would prepare meals in the homes of my clients on a weekly basis based on their dietary needs. The client would then complete the cooking process or simply reheat. I also shared with them my knowledge of healthy eating along with taking proper supplements. The business was a hit. It grew from word of mouth. It gave me the opportunity to cook for a few celebrities. This was quite a prestigious accomplishment for me.

Now that I have found myself back in the state where I grew up with my family, I still love to spread the word about the importance of healthy living. I have incorporated it into my pet sitting service by educating clients on the quality of food & supplements that can be given to their 4 legged family members. By being a member of the Blue Moose tribe, it allows me to stay abreast of all cutting edge information available. We constantly hear “you are what you eat,” but for many of us we do not come close to understanding the meaning of those words until we are older in life. I count my blessing every day I had the upbringing that I had. It gave me one of the best gifts a child could ever receive, a strong foundation of good food & good health.

Live well my friends..... Hug a tree.....



## Blue Moose Consulting

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

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