



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 9, No. 7 • July 2012

Talking Health: Oxylent® Comes of Age

This is a story about my admiration for Lisa Lent, and the mission that has led her to this moment. July 2012 will mark the moment where Oxylent® graduates to another level. The inevitability here, I believe, is that Oxylent® will be available in every store. That Oxylent® will become ubiquitous to natural health, and synonymous with effervescent nutrition, seems predestined. Lisa's dream, started years ago when she responded to her own life challenge, is now a beautiful reality through **Vitalah®**.

There are three storylines to this article. One is personal, and it involves my introduction to the Oxylent® story and my involvement through BMC with Vitalah®. The greater story, the one which hopefully you all have already heard and shared over and over again, is the story of how Vitalah® came to being and what Oxylent® promises to those who find it. The third story is my genuine pride in this company and how it has grown, found its voice and developed to this moment where we—the natural foods movement—can say goodbye to Emergen-C® and can promote something that may just one day become more popular than the sadly successful 5-hour Energy® drink. All three stories are worthwhile, and I hope that your admiration for this still young company leads you to a new loyalty for the Vitalah's mission: **DrinkOxylentBreatheLife™**.

Oxylent® is a great-tasting, oxygenating, multivitamin drink made by Vitalah®, a Watsonville, CA-based manufacturer of the best effervescent supplements in the world today. Lisa Lent, the Company Founder & CEO, embarked on this journey twelve years ago, and her drive to make a difference has taken her on a long, exhilarating and intense ride ever since she decided to go for it and make the product that she herself wanted to use. Lisa already had proven that she was a spirit capable of the long journeys that would be needed to perfect the product she envisioned. Her Norwegian heritage must have left tinges of wanderlust as she chose a career as a flight attendant, so that she could truly see the world!

Today, Oxylent® begins a new stage of its development, as this summer's most exciting new product is set to launch. As Vitalah® introduced their new 7-count boxes of Oxylent®, in a beautifully charming, functional counter display, they are also unveiling the next generation of Oxylent® that will be sugar free. Pause and admire: a sugar-free effervescent multivitamin drink! This natural advancement will literally

revolutionize the category overnight. Like flying one of the air carriers that Lisa traversed in her first career, Vitalah® is coming in for another successful landing and they will be transitioning into a new flight pattern that will be more healthy, more beneficial, and just as delightfully tasteful as before. Lisa's path is the inspiring story of a person who dreamed of a better tomorrow, and who is achieving her goals with grace and integrity.

Come behind the scenes of the story of Vitalah®—as seen by someone involved but still outside, this admiring broker—as we follow Oxylent® from its earliest beginnings to this moment of historical achievement.

We begin with the personal observations, what we have beyond this are the company website, their marketing material, all the interviews that have been afforded Lisa and her mission, and what has been apparent about the product as it has stood in the marketplace. I gently take off my hat as both affiliated independent contactor facilitating sales for the company, and friend who by nature both wants to help and protect Lisa, and share my personal ruminations about this noble company.

I remember the first time that I met Lisa. She was standing in the **Nordic Naturals®** booth surrounded by my colleagues, the fine corps of national brokers for the world's best Omega oils. There was a buzz about the conversations that was obviously more than just the chirp of a cackle of salespeople. Lisa is obviously very beautiful and vivacious, but the crowd was stimulated not so much by the men happy to talk with this pretty woman, but by the newcomer generating excitement with whatever it was she was discussing. There was definitely an energy. I watched and wondered.

When Lisa saw me she quickly approached, and I was surprised to find that she already knew my name and something about Blue Moose Consulting. Lisa has a kindness to her that was immediately apparent. I quickly focused my professionalism on her 'sales pitch' to me about her new product. Lisa's story is very valid and true, and she tells it with grace although there is also a certain humbleness to her as she shares the facts quickly, as if trying to get the story off of her and toward the products. I was intrigued.

Lisa was doing the smart business thing by trying to recruit as many Nordic Naturals® reps as possible to work for her line. I am sure that she realized that it could only help her to have the panache associated with the integrity and success of what was already American's

#1-selling fish oil company. I loved her story but was a little skeptical, as I often am when being explained things of a sales nature, and worried. 'Another line?', and one with some clear connection to Nordic Naturals®, my biggest client, could be tricky, even dangerous. Sometimes, we think about the most obscure factors in the paranoia of street-wise business capitalism today. Oh, that it were all about the greatness of the product, and the intention of the principals.....

Lisa's product, Oxylent®, intrigued me though. As most of you know, I am a 30-year natural products industry veteran with the memory of an elephant and a dedication to the industry more permanent than a tattoo. My brain went back in time. I remembered the excitement I used to feel about the Alacer line of products and their Emergen-C®. What a visionary Alacer Corp's company founder Jay Patrick was, and how wonderfully true to the mission of natural health his product was, back in the day. I remember my early excitement of mineral ascorbates and his information on the True Vitamin C. The facts were easy to understand and I was intrigued from the moment I read the scientific materials on the product.

At one time, at least in my stores, the Alacer marine-blue tablets were the big sellers and I recommended them to everyone. Alacer Corp was founded in 1972, but the Emergen-C® line did not launch until 1978. It took years for the effervescent packets to become more popular than the Super Gram II and the Super Gram III tablets. Eventually, Emergen-C® moved beyond that learned expectation of that little extra boost of support that you took before a cold came on (and the cure for a hangover) and started to become a daily ritual for many. It is interesting how trends start, develop and culminate. Emergen-C® was one of those products that gravitated very nicely into the mainstream. The market, generated by word of mouth that began in the health food stores, was there and people embraced the convenience of a powder that could be added to water anywhere at any time! Today, they sell over 500 million packets per year: that shows mass market influence folks, because they aren't selling all those in health food stores! (Think Trader Joes and Walmart!)

Somewhere along the line, though, things changed for this product, and not many people noticed. I was shocked when I took Lisa's Oxylent® samples back home to DC and I compared her product's labels to that

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product I had long respected, and recommended countless times. Now for those of you who know me well, I am an enemy of sugar. I love good honey, and molasses and even fruit juice concentrates, but I consider sugar to be wasteful and subversive. Emergen-C® had somewhere along the line become primarily sugar-water! I wrote this off as another example of those bad dreams I keep on experiencing of good products, in their desire to become commodity market purchases, becoming mere shells of their former self. But once a habit starts.....

Alacer's flagship product(s)—now in 15 redundant flavors—had ballooned into at least an \$85 million dollar 'commodity,' and the strange thing was, that everyone was willing to sell it at a ridiculously low margin just so that customers would not buy it elsewhere. Cunning marketing somewhere, or just market laziness. The more I thought about it, the more quickly my old admiration dissipated. Later I would learn that there were some uncomfortable and unfortunate incidents that occurred with Mr. Patrick's estate after his death in 2003. The changes, I wish to believe, came after his leadership was lost. The karma certainly seemed to have gone in a different direction.

Jay Patrick was all about mineral ascorbates, and I was with him on that for many years. I still educate with passion on the virtues of Vitamin C ascorbates, but my love for minerals switched to Albion® minerals decades ago. Albion®, in the world of minerals, is unparalleled excellence providing the TRACCS® system of minerals: TRACCS stands for The Real Amino Acid Chelate System®, and with Albion®—it is!

When Lisa told me that her product was using Albion® minerals, I know she saw a smile go across my face and she knew that she had me. I worried about picking up another line though, and so I hesitated. After offering BMC the opportunity for representation at several trade shows, Lisa eventually gave the DC area brokerage to my friend, whom I recommended. It looked like our paths were not meant to cross in business. I would heartily support the growing Oxylent® brand whenever I could as a consumer regardless.

Then, the situation changed. When Nordic Naturals® introduced their innovative and revolutionary Omega-3 Effervescent™ drink, fireworks went off in my head. As a student of marketing and a long-time natural retailer, I saw the amazing potential of combining Nordic Naturals® with Vitalah®. Side-by-side, two superior effervescent; both with M.A.P. agreements guaranteeing fair market price to the retailers. Not only was Oxylent® better, but now it could be paired with a product it had been associated with indirectly since its beginnings. When Lisa approached me at the next trade show and said she was making changes in representation in many regions, BMC accepted the invitation to join.

Lisa had done her homework and done it well. Oxylent® started under the auspices and support of fellow Norwegian, Nordic Naturals CEO Joar Opheim. She smartly started her product with a look and design that would one day through serendipity perfectly match the colors of the Nordic Omega-effervescent

powders. Initially, Vitalah® started by actually renting offices from Nordic Naturals®, that is how connected and gracious the relationship was from the start. Joar and Lisa are still good friends, and he both knew that she would be successful and has nothing but admiration for her commitment to her line. When I considered adding Vitalah® to the BMC repertoire, he gladly stated that it was a good idea.

Lisa and her wonderful team were so organized and committed that it seemed like hyper-zealousness and near-micro-managing to the people at BMC. This company had it together, and they were working strenuously every day to move things forward. In honesty, in the few years that BMC has been with Vitalah®, I think that their production and advancement has been second to none except Nordic Naturals! Especially in marketing materials and sales support. They always seem driven with the intent to have turned the corner yesterday!

So back to my good friend Lisa. When I first heard her story I was moved, as most of us often are, when hearing stories of health adversities in our vocation as listeners and healers. [Lisa tells a bit of her story in the "We Are Health Food People" section of this newsletter where you will also find her picture]. Lisa is a beautiful soul who was hit too early in life with a serious, life-threatening affliction. We should all truly wonder about the health of people who spend most of their working hours in controlled recycled air at high altitudes so much closer to the sun. Lisa at some level looked beyond her health crises and affirmed her will to live an optimally healthy life. As she relates, she immediately began to study the information about her health issues and to look for answers of how to overcome the challenges before her.

As sometimes happens with people- and only Lisa knows the full story here—this moment drew her to new interests and to the thought of creating a product for fliers, and people on the go. Her fledgling venture, "The Flight Pack," was not meant to be, despite hard work and excitement. This was somewhat fortuitous because this early venture was tablets.

So here was Lisa, one year removed from a severe health crisis, with her intense research and planning for a new career halted by the ominous timing of launching a product with a plane on the cover right after the brutal savagery of 9/11. Psychologically, Lisa must have had a few days there where her spirit was rocked and her worldview challenged!

Undaunted, and with greater determination, Lisa accepted the fact that the timing was not right and that maybe she would have to continue to look for opportunities that mattered, and for that missing piece that would make everything click. The clicking was the fuzzy, happy sound of effervescence.

There is a solid body of evidence that suggests that effervescent provide quicker absorption of nutrients into the body. People on the go and people sitting in planes were two market sectors she wanted to better. Naturally, Lisa was ready for that company that she would guide; a venture that now made perfect, undeniable sense to her. Oxylent® by Vitalah® was born.

TOPICAL FIRST AID PLACEMENT NOW SUN, SCRAPES AND BITES?

Help is Here!!

The sign should be obviously LOUD and convincing; and the products should be able to deliver.

Your 2012 Season Checklist

- Aloe Life® Skin Gel 4 oz+ 8 oz
- Sovereign Silver™ Homeopathic Silver First Aid Gel 1 oz + 2 oz
- Bodyceuticals Organic Calendula Salve 2 oz
- Herb Pharm® Original Salve metal tin 24 gm
- Herb Pharm® Trauma Oil 1 oz + 4 oz
- Well in Hand® Therapy Oil™ 2 oz +16 oz
- Herb Pharm® Tea Tree Oil 1 oz + 4 oz

- Herb Pharm® Calendula Oil 1 oz + 4oz
- Aromaland Tea Tree Oil 1 oz
- Olbas® Analgesic Salve 1 oz tube
- Botanique by Himalaya U-Knead-it Balm
- Well in Hand® Cut Rescue™ herbal styptic 1oz powder

- Newton 'Accident~ Injury Rescue' OTC liquid (internal)
- Newton for Kids 'Bangs~Scrapes' OTC liquid and pellets

- Newton for Pets 'Injury~ Rescue'

Anti-Bug remedies are becoming VERY Popular

Let people know you carry the best, naturally!!

- Aloe Life® Bug Beware Spray 2 oz
- Well in Hand® Bug-a-Boo! Spray 2 oz + 6 oz
- Aromaland Bug Biter Blend in Jojoba 1 oz

I am always amused when people ask me where the name Blue Moose Consulting came from. Natural curiosity. A good name can sometimes be half the battle in marketing. Vitalah® and Oxylent® are such strong words, and they offer intrinsic connections with both the intent of the products—Vita and Oxy—with that promise to better health for the consumer, and with the intent of the creator of the products, Lisa Lent.

I have kept an open dialogue with Lisa since the first time that we met, and on many occasions she has confided the company direction and asked for opinion and advice. This shows smart leadership to me. Lisa entered the field of nutrition as a student on a mission, but she was always interested in learning, and very willing to ask questions. Lisa thinks ideas through. When she says that she has worked with some of the leading experts in the industry who have helped guide her through the development of her product, she is telling the truth.

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July Promotions
Men's Health Support 20% OFF

Minimums of ea 3. Direct orders only

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

Healthy Prostate Tonic™—Supports Healthy Prostate Function in Men*
 Saw Palmetto berry, Stinging Nettle root, Pipsissewa leaf, Cleavers herb, Thuja branchlet

Male Sexual Vitality Tonic™—Promotes Healthy Sexual Function in Men*
 Asian Ginseng root, Sarsaparilla root, Maca root, Cardamom pod & seed

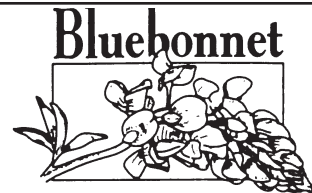
Ask your BMC rep about a GREAT WAY to highlight the wildly popular new Herb Pharm Capsule line!!! ~ this month, highlight Saw Palmetto!

Saw Palmetto: these are not your typical herbal capsules

- dark, ripe berries to better provide fatty acids and sterols
- no hexanes or nasty chemical solvents used at any part of the process
- 160 mg of fatty acids and 40 mg Organic Pumpkin Seed Oil per softgel
- in vegetarian softgel

Note: Herb Pharm's LIQUID Saw Palmetto is the natural channel's #1 best-selling **Saw Palmetto: co-promote these winners this month!**

Not represented by BMC in NJ



Bluebonnet's Annual July T-Shirt Promotion

Introducing another Pure Brand from Bluebonnet
EXTREME EDGE® Sports Nutrition

For every \$395 order placed on any Bluebonnet products through August 03, 2012, you'll receive one (1) 100% cotton, V-neck Extreme Edge® t-shirt **FREE**.

These shirts, in distinct Men's and Women's styles, are black with the words 'Extreme Edge: Pure Performance' on the front and "Natural. Clean. Beyond Extreme" on the back. Men's sizes (M, L, XL, XXL); Women's sizes (SM, M, L). Maximum of four (4) shirts per single order.

Not to be combined with any other promotion. T-shirt requests will only be sent to accounts in good credit standing. While supply lasts, so order often and order today! Extreme Edge® is a new sports nutrition line that is Certified for Sport® by NSF and sold exclusively to health food stores!
<http://www.extremeedgesports.com/>

New Price List - Effective July 1, 2012

Please check your prices, adjust your computers & keep the new price list available. **Note:** ~ some prices have gone up due to the cost of raw materials and rising fuel/energy costs; ~ there was no across-the-board price increase; ~ many prices stayed the same; ~ many products had price decreases due to buying efficiencies: **and this has been achieved without sacrificing quality.** Top-selling specialty products like Power Thought®, CholesteRice®, Nucleotide Complex, Perfect Cranberry®, MPX® Prostate Support Formula, Age-less Skin Formula®, Ultimate Hair & Nail Formula®: all glucosamine-containing products (including GSX® Joint Support Formula) have **actually dropped in wholesale price!** The new price list includes the Extreme Edge® products, and it also notes the **many products that have new lower prices!**

Not represented by BMC in NJ, SC



July & August 2-month promotions
15% off

mix & match thru 08.31.12

Formulas & Pure Herbs for Brain, Memory + Joint Support

- | | |
|-----------------------|--------------------------|
| JointCare® 80 Vcaps® | MindCare® 120 Vcaps® |
| OsteoCare® 120 Vcaps® | MindCare® Jr. 120 Vcaps® |
| Boswellia 60 Vcaps® | Bacopa® 60 caplets |
| Turmeric® 60 Vcaps® | Gotu Kola® 60 caplets |

Organique by Himalaya® Personal Care

- | | |
|-------------------------------|--------------------|
| Shampoos & Conditioners | Hydrating Shampoo |
| Rejuvenating Shampoo | Volumizing Shampoo |
| Amla & Holy Basil Conditioner | |

Shampoos are Gluten-Free and free from over 400 synthetic ingredients with certified-organic herbs and cold-pressed and cold-extracted oils

Note a Special-addition:

MindCare® 120 Vcaps is 20% off this month!!!!

Attend to Learn: the Himalaya Hour

2nd Tuesday of every month 12 PM + 4 PM EST
 Himalaya Herbal HealthCare: Our Science. Your Life™

^ Gluten Free * USDA-certified Organic

Not represented by BMC in SC



July Theme: Summer/Sports Essentials
July Promotional Items

20% OFF*

ITEM #	PRODUCT	SIZE
1900	Omega-3 Effervescent™	7ct
1910	Omega-3 Effervescent™	21 ct
1790	Ultimate Omega®	60 ct
2790	Ultimate Omega®	120 ct
3790	Ultimate Omega®	180 ct
1793	Ultimate Omega®	4 oz
2793	Ultimate Omega®	8 oz
2774	Complete Omega™ 3.6.9	16 oz
2778	Complete Omega™ 3.6.9 w/D	120 ct
58781	Arctic D Cod Liver Oil™ - Lemon	16 oz
54783	Arctic D Cod Liver Oil™ - Orange	8 oz
1776	Omega 3.6.9™ Jr liquid	4 oz
1797	Ultimate Omega® Fish Gels	60 ct
1600	Vitamin D3	120 ct

***Please make sure to specify these discounts when ordering. They will NOT be given automatically**

Not represented by BMC in NJ, SC



JUVO™

Juvo

synonymous with:

- Whole Foods
- Raw Food Diet
- Weight Loss Programs
- Organic Foods
- Immune System Support
- Vegetarian

+ your health food store

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**JUVO Original**  
Canister 600 gms

**JUVO Slim**  
Canister 600 gms

**JUVO Super Food**  
Canister 360 gms

**JUVO Raw Green Protein**  
Canister 480 gms

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Summer Support Sale**  
**Aloe Juice Concentrates**

**Quarts**  
**Aloe Gold®**  
**Orange Papaya**  
**Cherry Berry**  
**mix & match**

**10% OFF 24 items**  
**20% OFF 72 items**

ALSO

**Healthy & Slim**  
**Multi Vitamin & Mineral**

**40 ct + 120 ct tabs**  
**12 mix/match at 20% OFF**

Aloe Life® uses the entire Whole Leaf of the plant. Cold processed 3:1 concentration. Fresh juice, NOT powder, reconstituted - with NO WATER ADDED. Certified organic.

Aloe Life® gives the consumer the strongest Aloe Vera product for the best price! The flavored concentrates are delicious for children & adults. The quality of the juice taken determines the results achieved. Satisfaction Guaranteed!

 Dr. Ohhira's Probiotics

**ESSENTIAL FORMULAS INCORPORATED**  
**HOSTED INTERNATIONAL**  
**MEETING OF OHHIRA GROUP IN**  
**BERNALILLO, NM**

Michael Schoor, CEO of Essential Formulas and a New Mexico native, hosted the annual meeting of the world-wide distributors of Dr. Ohhira's Products, June 11th -13th at the Hyatt Tamaya Resort Hotel & Spa, Bernalillo, New Mexico.

Dr. Muneaki Takahata, a microbiologist at BIOBANK, the manufacturer of Dr. Ohhira's products known as OM-X in Japan, presented recent research and studies related to probiotic health, and Dr. Ohhira's products specifically. Distributors from as far as Belgium, New Zealand, France, Lithuania, Japan and Singapore gathered for the manufacturer's annual meeting to discuss the latest in probiotic science, current clinical studies and marketing initiatives for what has become one of the most highly-regarded science-based supplements in the world.

Sales of probiotic supplements, which account for only 6% of the market, totaled nearly \$2.3 billion in 2011. Probiotics are bacteria that help maintain the natural balance of organisms (microflora) in the intestines and have been proven to contribute to overall good health.

*Dr. Ohhira's Probiotics is an innovative dietary supplement that combines Japanese fermentation skills backed by over 25 years of advanced probiotic science and is the only probiotic on the market today containing live, viable bacteria that does not have to be refrigerated.*

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

**Dr. Ohhira's Probiotics®** 

# OLBAS®

HERBAL REMEDIES

*'You liked it so much,  
we're extending  
the Olbas Inhaler Sale!'*

**July Promotion**

**Olbas® Inhalers**  
**\$38.56/Dozen**

Free Shipping  
No minimum  
Retail Value: \$71.40  
direct orders only

**Enjoy all  
that is summer.**

**The Power to Breathe,  
Naturally!!**



## wellinhand

### ACTION REMEDIES™

Topically Applied Herbal Answers

**JULY PROMOTION**

**10% Off Direct!**

**Cut Rescue** 1oz

**Sea Bath: Hot Flash Chiller**  
20 oz

**Cut Rescue™:** complete your natural first-aid kit with our herbal styptic duster. Accidents happen. Are you ready? Cut Rescue™ is a blend of pure herbal styptic powders formulated to help stop bleeding & oozing of minor wounds. Instantly coagulates with your own blood to form a protective seal that promotes cleanliness + wound closure. The non-stinging formula is aluminum-free + 100% natural. Discourages scarring.

**Hot Flash Chiller:** organic aromatherapy Sea Baths™. *cooooooool it!* Contains only pure ingredients: sea salt, baking soda, sea vegetable blend + pure essential oils. Formulated by Linda Doby so relief is WELL-IN-HAND! One of 10 deliciously scented varieties for a range of conditions, plus an unscented version!

# BASS®

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

**Know Anyone with Pets?  
Most would probably enjoy  
using two brushes**

Oval Wire/Boar Pet Groomer - Bamboo Handle  
100% Boar Pet Groomer Palm Style - Bamboo Handle  
Rectangle Wire/Boar Pet Groomer - Bamboo  
Wire/Boar Pet Groomer Palm Style - Bamboo  
Nylon/Boar Pet Groomer Palm Style; Oval Med. -  
Bamboo  
All Wire Groomer; Oval - Bamboo Handle  
Sm, Med, Lg  
All Wire Groomer; Rectangle Med. Size - Bamboo  
All Wire Groomer; "S" Shape Med. Size - Bamboo  
Purse size Oval Wire/Boar Groomer - Bamboo  
Boar Pet Groomer; Oval Med. Size: FIRM and Soft  
Fine Tooth Metal Pet Comb - Bamboo Handle  
Wide Tooth Metal Pet Comb - Bamboo Handle  
Alternating Short/Long Tooth Metal Comb - Bamboo  
Slicker Style Brush - Bamboo w/Rubber Grips  
Sm, Med, Lg  
Soft Slicker Style; Bamboo Handle W/Rubber Grips  
Double Sided 100% Boar Bristle/Wire Pin  
The Detangler Brush - Nylon Bristle; Bamboo Handle  
Long Handle Nail Buffer; 100% Bamboo Handle  
Shampoo Brush-Palm Style; Nylon Pins  
Long All-Wire Brass Pin; Cushion Brush, Acrylic  
Handle Sm, Med, Lg





**SURYA**  
*Brasil*

**July Promotions**

**Hair Colorings & Hair Treatments**

**Henna Creams & Powders**

buy-in dates 6/20 - 7/20

**25% OFF-INVOICE\***

**Henna Cream:** an antioxidant-rich, semi-permanent hair color that nourishes the hair with sustainably-harvested botanicals.

- 15 lush, vibrant colors
- Guaranteed to cover Gray!

**Henna Powder:** 100% natural, plant-based color. Protects and deeply conditions hair. Lasts up to 30 washings.

- 8 lush, vibrant colors
- and two (2) non-coloring options: for Neutral Hair treatment + treatment for Dark Hair

\* Direct orders only. Store must agree to pass on the discounts: greater than 15% but no higher than 25% off. Cannot be combined with any other discounts

SURYA  Brasil

**ECOCLIPS**<sup>®</sup>

The best lip balm for the world

**July Promotion**  
**10% LINE DRIVE**  
**on all EcoClips products\***

no minimums

All:

- Displays
- EcoClips
- Organic lip balms
- Sunscreen lip balms
- Medicinal + Energy lip balms
- 100% edible, co-labeled lip balms (with Dagoba Chocolate) and Honest Kids
- and the larger One World Balms.

\* does not include private label

**The best lip balm for the world**

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**July Promotions**  
**20% OFF 6+ per SKU**

**Ear Wax Build Up (N072)**

Formulated for associated symptoms such as ear discharge, dryness, itching, hearing difficulties + excess wax accumulation.

**Stage Fright~Fear (N032)**

Formulated for symptoms associated with performance anxiety such as apprehension, nausea, restlessness, trembling + over sensitivity.

**Varicose Veins (N021)**

Formulated for associated symptoms such as visible, enlarged veins, swelling, discoloration, pain, stinging + heaviness in the extremities.

**Kids Vaccination~Illness Assist (F098)**

Formulated for vaccine preparation and for vaccination and viral-related symptoms such as fever, inflammation, pain, fatigue + skin discomfort.

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Coming the end of summer/early fall!

Newton Ointments- replacements of old best-sellers, without petrolatum! Expect a great, non-greasy cream form. Watch for more details soon.

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**Coming Soon: New!! & sure to shakeup the homeopathic marketplace Remedy Waters**

www.remedywaters.com an innovative way to use homeopathy 6 formulas: Boost, Nobacco, Ease, Calm, Control, Cleanse

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**July Special**  
**Line Drive ~ you decide**

**6 each per SKU**  
**10%**

**9 each per SKU**  
**15%**

**12 each per SKU**  
**20%**

&

**Beta Glucan Skin**  
**Renewal Cream**  
**w/Aloe**

2 oz

**55% OFF wholesale**  
in purchases of 6 jars

**MushroomScience**<sup>®</sup>  
**July Promotion: Chaga**

Mushroom Science's Chaga is Certified-Organic + extracted from wild-crafted mushrooms through a hot water/alcohol extraction process.

Chaga mushrooms grow in the forests of Northern Siberia, Northern Canada, Northern Japan + the Northeastern US. Chaga is highly prized in Russian herbalism, with the modern clinical research validating many of the historical health benefits. Chaga is unique among medicinal mushrooms and may be one of the most important anti-aging supplements yet discovered\*.

Like all medicinal mushrooms Chaga contains the beta glucan rich polysaccharides that give medicinal mushroom extracts their potent immune supporting properties.\* However, Chaga also has other active compounds, primarily betulinic acids, that give Chaga extracts powerful anti-oxidant properties\*. Chaga has an extremely high ORAC score (measurement of antioxidant properties), similar to that of blueberry extracts. Chaga also has melanin compounds that may nourish the skin and hair.\*

Chaga is a mushroom that must be wild crafted. Only those mushrooms harvested from living birch trees will have the full compliment of active compounds Chaga is famous for. Our Chaga extract is the only Chaga supplement available in North America that lists guaranteed levels of active compounds on the label.\*

**Chaga**

90 vegetarian capsules 400 mg each  
**3 ea 15% OFF • 6 ea 20% OFF**  
**12 ea 25% OFF**

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



**FIRST AID GEL**

- Reduces Topical Pain • Calms Minor Skin Inflammation • Fights Minor Skin Infection • Promotes Healing of the Skin

• The perfect alternative to OTC conventional + herbal topical treatments,  
**Sovereign Silver® Homeopathic First Aid Gel is:**

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

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Silver Facts

- As recently as the 1930s, colloidal silver was the preferred choice of physicians for empowering the immune system + supporting the body's innate healing processes.*
- NASA uses silver in the water purification systems of the Space Shuttle + the International Space Station.

Today, as more people embrace natural ways to maintain their health and well-being, silver is experiencing a resurgence in popularity. Sovereign Silver® is leading the way, with technologically advanced silver preparations for internal + external use.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

Sovereign Silver: The Leader in Hydrosol Technology™

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





SURE IS HOT OUT!!!
Goddess Garden natural
sunscreens sales are even hotter

KIDS NATURAL SUNSCREEN SPF 30
 (92% Organic)

- Kids Natural Sunscreen SPF 30 2 oz
- Kids Natural Sunscreen SPF 30 Family Sz 6 oz
- Kids Natural Sunscreen Spray SPF 30 8 oz
- Kids Natural Sunscreen SPF 30 Travel Pack 0.4 oz

BABY NATURAL SUNSCREEN SPF 30
 (95% Organic)

Baby Natural Sunscreen SPF 30 3.5oz
NATURAL SUNSCREEN SPF 30
 (82% Organic)

- Natural Sunscreen SPF 30 3.5 oz
- Natural Sunscreen SPF 30 Family Sz 6 oz
- Natural Sunscreen Spray SPF 30 8 oz
- Natural Sunscreen SPF 30 Travel Pack 0.4 oz

Facial Sunscreen SPF 30 3.5 oz

ORGANIC SUN BODY LOTIONS
SPF 15 (95% Organic) ALL 8 oz

- Find Your Bliss SPF 15 (Grapefruit Bergamot)
- Live Your Dream SPF 15 (Lavender Mint)
- Open Your Heart SPF 15 (Tangerine Lavender)

bodyceuticals

organic bodycare

Got Sunburn?
Get CALENDULA

excellent for summer skin care,
 known for its ability to ease
 the effects of sun damage

July Special of the Month
STOCK-UP sale
of the best-selling 6.7 oz
Calendula Oil

all sale orders include
 free samples + free shipping
 limit 20 bottles per order

Buy 10 = 10% off
Buy 15 = 15% off
Buy 20 = 20% off

Incredible Summertime Sale
New! Purifying
Facial Creme

(for normal/combination skin)

35% off

reg wholesale: \$11.95
 sale: \$ 7.77

Ask for the new
 Bodyceuticals brochures



cruelty free



Oxylent *continued from page 2*

The two things that excited me the most about Oxylent™ were the inclusions of Albion® minerals, and the presence of that amazing master cellular antioxidant, S.O.D. Many people have heard me rave about superoxide dismutase, especially with the product raw material derived from vegetarian sources. If CoQ10 is my favorite energy nutrient, then S.O.D. is the antioxidant I like to educate about the most. The anti-aging nutrient; the most important antioxidant to ingest daily

It was enjoyable to watch Lisa respond to what she learned over these few past short years. She started with the inclusion of some Albion® minerals but then went all out and formulated a next generation of product to receive Gold Medallion® status for using the full array of Albion® amino acid chelates in Oxylent®. To my knowledge, only **Bluebonnet Nutrition®** and Vitalah have committed this completely to the Albion® minerals, which are more expensive but which are undeniably superior.

Why is this important? When you see Albion®, you know you are receiving the highest absorption possible in human nutrition for any mineral they make. They are cGMP certified, Kosher and Halal, hypoallergenic, vegetarian-friendly, pharmaceutically pure, chemically validated (FTIR finger-printed) and most importantly, clinically-researched. Albion® minerals are so nutritionally functional that here science makes the statement (not marketing) that you

do not need to take as much to get viable optimal results!

Next, S.O.D., "the most powerful antioxidant on the planet", and catalase. "The 1969 discovery of SOD has been called 'the most important discovery of modern biology never to win a Nobel Prize.' It laid the foundation for a whole new field of biology and medicine—the study of free radicals. SOD and Catalase are classified as 'primary antioxidants,'" but their absorption in supplement form has always been a concern. Oxylent® is using a viable form of S.O.D. that is also gluten-free.

Quality minerals and endogenous antioxidants like S.O.D can together provide a nice kick of energy. Add CoQ10 in the effervescent carrier which ensures quick absorption, and the body will often feel an obvious energetic lift. What we have often done is challenge people to take the Oxylent® samples we are so willing to share and to use the product once daily for three straight days. In this manner, everyone eventually notices the positive response of a real energy uplift. Goodbye caffeine jolt and sugar rush and 5-hour energy addiction: hello real optimal energy response.

Oxylent has honed the sales pointers down to several key selling points. Oxylent® Oxygenates, Hydrates, Circulates and Rejuvenates. The S.O.D. and Catalase enzymes oxygenate (enhanced cellular oxygenation)*; the electrolyte minerals hydrate*; the free form amino acid l-arginine [175 mg/packet] contributes to the improved blood flow*; and the quick absorption, water-soluble Vitamins B and C and bioflavonoids,

oxylent®

DRINK OXYLENT BREATHE LIFE™

July Oxylent Promotions
Sparkling Berries
& Variety Pack
Oxygenating Daily MultiVitamin
Supplement Drink
15% OFF*

12 box min (mix & match)/no max

~~~~~  
**Arriving in July**

**Oxylent 7-count boxes with**  
**NO SUGAR/ZERO CALORIE**  
 in a perfect counter-top display (9 pc)  
 ask your BMC rep for opening display discounts

The category has officially just changed  
 Not only recommending the highest-quality effervescent on the market; also bringing in a higher profit margin to your store than the other common effervescent on the market  
 Ask for the new Oxylent price list.

Note: because of the small-size new 7 ct, the Reorder Discount Structure has changed

**Oxylent has some of the best**  
**educational sales material in the**  
**industry: check it out at:**

<http://vitalah.com/blogs.php>  
<http://vitalah.com/news.php>

Education Site: [www.vitalah.com/education](http://www.vitalah.com/education)  
 University Site: [www.vitalah.com/university](http://www.vitalah.com/university)

# AROMA LAND

**Refreshing Summer**

*Learn to highlight and market scents that can be synonymous with your store*

**This month:**

**Aromaland's Rosemary & Mint**

Enjoy the inspiring freshness of Mint + Rosemary together. This blend combines Essential Oils with distinct benefits for the hair + skin, while also providing inspiring freshness that rejuvenates body & mind.

- We recommend Rosemary & Mint as a diffuser blend for its energizing effect + support for concentration, for example during study time and examination, in the office, while completing a tiresome project, etc.
- Great for use as a room spray by adding 10 drops to 1oz. of distilled water in a mister bottle, shaking well + spraying liberally.
- Also try it as an all natural freshening additive to mopping water.

Essential Oils of Rosemary, Peppermint, Spearmint, Cedarwood, Juniper Berry, Clary Sage, Bay Laurel, Sage, Lemon Myrtle, Vetiver

- **Rosemary & Mint**
- **Hand & Body Lotion 12 oz**
- **Bath & Shower Gel 12 oz**
- **Shampoo 12oz** • **Conditioner 12 oz**
- **Massage & Body Oil 12 oz**
- **1 oz Hand & Body Lotion sample**
- **Bath Salts 20 oz**
- **Essential Oil Blend 1 oz**

and the fat-soluble CoQ10 and lanolin-based Vitamin D are there for antioxidant support, adrenal and immune and nervous system supports and bone and heart support: rejuvenation\* These quick educational pitches are in most of their outreach, and it is something that store personnel can very easily learn to share.

Lisa has been very earnest and willing to constantly make her products better. It has been inspiring to watch her accept change if it was improvement. When she switched her B-12 to Methylcobalamin, it was because she learned that it was considered the more bioavailable form, and believed that Oxylent's customer was the discerning person who would appreciate superior nutrients. She stated that it would hurt the margins at first, but as volume increased she would be satisfied that no product on the market was better.

Oxylent® is the only powdered multivitamin drink on the market with SOD and catalase [Bluebonnet's Multi Action Whey of Life® Protein powder has always amazed me because of its inclusion of 25 mg of GliSODin vegetarian S.O.D. per 36 gram serving]. Oxylent® delivers the best raw material available, and provides daily doses of nutrients everyone can benefit from, S.O.D., CoQ10, l-arginine.

Oxylent® has been award-winning because of their quality and taste, and the taste has also been a venture in perfection. It has been intriguing to watch Lisa work her way to products that hit the sensory response so pleasingly. Each of the Adult Flavors—Sparkling Blackberry-Pomegranate; Sparkling Mandarin, and Sparkling Berries—has had slight flavor modifications over time in the quest for deliciousness. I cannot imagine how many countless taste-samplings there have been in the office over potential modifications to get it right.

The flavors of the newer (award-winning) Prenatal Oxylent® and Children's Oxylent®

were even more arduous to perfect. It was actually somewhat exhilarating to see the process of getting these flavors consumer-friendly: the B vitamins and some other nutrients are so hard to mask. The Prenatal Oxylent® earned the meritorious honor of being the Official MultiVitamin of the American Pregnancy Association because of the quality of the formula, and the ease of use and pleasantness of taste—both of which will lead to greater compliance.

The Children's Oxylent®, in delightful and fun 'stick packs,' deliver Albion® minerals and your vitamin essentials in the sugar-free natural flavors of Bubbly Berry Punch. This formula, designed for children 4+, nurtures, strengthens and protects, and is Gluten/Dairy/Caffeine-FREE.

These formulas fit perfectly into the prenatal and children's sets, and give the label-reading mom-to-be and parent something to become a loyal customer of your store over! These products provide choice, and they clearly are differentiated from the competition. The Prenatal and Children's formulas were perfect advancements of the line!

Oxylent® is really quite simple to promote and understand. The manufacturer provides superior quality nutrients in a very assimilable, effervescent form that is convenient for travel, use on the go, and practical daily use. Tucked into the purse, the pocket, desk, backpack, lunch box and glove compartment, these products are there when you need them. Since the water soluble vitamins are easy to take as replenishment during the day, I consider this the quintessential 2nd-Vitamin (more healthfully clever than 4th Meal). At the case register, it is the mindful impulse buy to make the day better.

Oxylent® should be supported for their positive intent. This women-owned company is also admirably environmentally conscious

and involved with social causes, especially Vitamin Angels® and the American Pregnancy Association. Oxylent® has been very involved with health fairs, sports events and causes with stores that partner well with them, and they have one of the most active demo programs in the natural channel.

Oxylent® products are manufactured in a cGMP facility in the US, and all batched are 3rd Party tested for purity, with proven potency listed on the label,

Oxylent® rocks the world of social media (I applaud that which I am ignorant of), and they would love to be liked on Facebook. They have a large selection of beautiful, educational sales materials and have created an online store training module called Oxylent University, Vitalah® encourages community. Athletes informed become strong advocates for the product. The world of professional sports has already discovered Oxylent®: (goodbye Gatorade®)/ hello [www.vitalah.com/athletes.php](http://www.vitalah.com/athletes.php).

Oxylent® has won Best Products of the Year Awards 2009, 2010, 2011, 2012 [<http://www.vitalah.com/award.php>]. Oxylent® is not deep-discounted on the internet, so that fair price for superior nutrition is not compromised by discounters. Use the product yourself and your recommendation will create healthy habits to a strong, healthy sector of your community.

Oxylent® is truly worthy of support. Their successes and guarantees are exhaustive! Lisa and I have shared the stories of the ardors of starting a company and being a small-business owner. Stories we all know. Lisa has earned your support. The new Sugar-Free, 7 count boxes are the gateway to a new era for Oxylent® in every store that cares. Oxylent® is like no other product you have, and it fills a void most people want to fill. Now that Pfizer drug company has bought Alacer, makers of Emergen-C®, their ties to a natural food past have been broken. Look at the sugar content of this antiquated product: it is not something you should even be associated with.

Oxylent® is so much more. Oxylent® answers the need for an efficacious, exceptional quality and highly bioavailable daily supplement. Oxygenates, Hydrates, Circulates, Rejuvenates. **Drink Oxylent BreatheLife™.** Create a new, better habit. Oxylent for when colds are approaching, Oxylent for mid-day crashes. Oxylent to hydrate on hot summer days. Oxylent with any physical endeavor. Oxylent for a hangover: but more importantly Oxylent® for daily energy boost and total body support. Oxylent by the cash register, your admirable, M.A.P.-price guaranteed anchor: your answer for the sluggish shopper. The best impulse buy you can offer. Believe in Oxylent's promise, for your store and your community. You are needed for this product to become the new, sugar-free and delicious 'it' product. Soon, Oxylent® will be a household name..... and all this natural goodness will be reached for by everyone!

Please direct your energy this summer to making Oxylent® a store favorite. ☺

\*These statements have not been evaluated by the FDA and are not intended to treat or diagnose but rather to educate people to take greater personal control for their health

## "WE ARE HEALTH FOOD PEOPLE

### Lisa Lent, Founder, CEO, Vitalah, creators of Oxylent



My own health experiences are what led me into this industry. It started over 10 years ago when I had health issues of my own. In 2000, at only 29 years old, while on an international flight from London to DC, I began to experience chest pains that didn't subside. Upon returning home to England, I went to the hospital and to my surprise doctors diagnosed me with pulmonary embolism—multiple blood clots in my lungs. I was very lucky to have had symptoms, and became determined to find a way to maintain better health and to help others avoid similar situations. I first approached a nutraceutical company about creating a supplement for

travelers. It was called "The Flight Pack" and unfortunately launched a week after 9/11. At that time the world was not ready to receive this product, but this initial dream ultimately led me to something even better with the creation of Oxylent.

I was in a constant state of worry about my health and that I would experience another pulmonary embolism, and I found myself taking a multitude of supplements everyday. I was determined to find a better way. So six years later, I moved to Santa Cruz, CA and decided to try my endeavor again at the recommendation of my friend in the health industry. It was then that Vitalah was founded, with the goal of developing a new generation of health supplement. My initial dream to create a supplement for travelers ultimately led to something far greater with Oxylent—a high quality effervescent multivitamin drink that has become the ultimate supplement for everyday life!

Oxylent's revolutionary effervescent delivery system replaces pills as a way to take your daily multivitamin—each packet mixes with water to create a great-tasting sparkling beverage that provides a full panel of vitamins, minerals, enzymes, antioxidants, and amino acids—all in one delicious drink. We at Vitalah are proud that Oxylent has received consecutive product awards in 2009, 2010, and 2011 due to its great taste, unique formula, superior quality, easy absorption, third-party testing and eco consciousness. To this day, everything we do at Vitalah is founded upon the passion for health—both my health and the health of others—which started it all.



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

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### COMPANIES REPRESENTED:

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Strength**

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