



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: Detoxification is a Love Affair

Spring is Just Like Starting Over, but it is not starting over. This life is, and these bodies we are given as our Temples are one-time and not recyclable, so we must use the cycles of Spring Renewal as a way to repair and better this one form we have for a lifetime. Ah, the lovesong of commitment!

Spring is a beautiful time to be in love. It is a time to believe and to accept the beauty of life. As like a youthful heart in love, we need to rejoice in the natural cycle of Spring, and participate in the magical and musical power of...detoxification.

As we spend our days tidying the shops of our stores and ourselves, we should take a moment to remember that our #1 obligation is to ourselves. Sometimes it may seem romantic to project oneself as self-less, but a true love of self is the only real foundation to a spiritual life. Our first priority, as we move out of wintertime and into the blossoming of Spring, is to care for our own body; and, from the lessons we learn, we can then assist others to become better!

Detox is our song: it is inherent with natural health. Those others, who pridefully claim science as their precious control, have turned a blind eye to cellular detoxification long ago, and their wrong turn in the road can never be corrected until they listen to nature and return to the basics. It is sad to see so much energy directed towards strategies that ignore preventative medicine and the amazing power of tissue cleansing. What is the purpose to denying homeostasis unless one wants to play doctor and claim the ability to cure? "Let them get sick: I will bill them for my opinion then!"

Yet, every living system that has ever been observed needs to cleanse, repair and eliminate to stay healthy. So, the natural healthcare movement will continue to educate and lead by example: Spring cleaning is truly a body necessity. Sing this natural truth with love and

compassion and charm these next few months as Nature's beauty returns with fresh life and hope!

Detoxification presumes that there is some burden of toxicity to remove. We can first acknowledge that our body systems are remarkably capable in their daily function. With thanks to our lymph-endocrine system, skin and circulatory-systems, and our tireless digestive systems, our body is constantly taking-out-the trash. But, like a major city with maximum population, there is only so much all those little trucks can do in one day. Eventually, a better cleaning is in order!

Add to the calculations of waste accrual the realities that we are eating less pure foods, we are eating less fresh food, our waters have been polluted, we chew less and stress more, and we have short-changed rest and relaxation out of our lives: and we should see the need for a sensible cleansing protocol at least once a year. For those who indulge in toxic gambling, the need for cleansing is obviously greater.

What to do? Whether it is your personal journey to better health or your guidance to others, the latest protocols now highly advise the need to prepare for detoxification.

Whether a person is bustling too fast through life; or sedentary from laziness or the aging cycle, their bodies are most likely already detoxifying at levels that are beyond the normal operating procedures as defined in the owner's manual. Excess burdens have led to inefficiencies. Our liver and kidneys are certainly saintly organ systems, but are we asking too much of them, without providing support?

To best allow for the most effective wave-in and wave-out of cleansing on any level, it is highly advised that we provide the liver and the kidneys support beforehand. The simplest way to prepare the body for any plans for extra

cleansing is to recommend the best: *LiverCare*[®] and *UriCare*[®].

Himalaya Herbal HealthCare[®] has done the science, now all you have to do is the recommending. *LiverCare*[®] and *UriCare*[®] are so much more versatile than your elemental detox "must-haves," but it is excellent to know that they will also do the trick efficiently to get the body ready for heavy lifting.

LiverCare[®] assists normally functioning liver cells; it has natural antioxidant properties that support liver cell integrity and is a formula which assists in preserving existing liver strength when dealing with occasional overwhelming challenges. *LiverCare*[®] was designed to be a daily liver-support formula, and while its claims to fame reach far beyond this rudimentary function, we must always remember to alert our communities' shoppers that each of their livers performs over 500 known functions. Daily support is the least we can do!

If the conversation is liver-specific, there is no formula better, or more clinically-validated, in the world. One of the beauties of *LiverCare*[®] though, is its safety. It was developed to be beneficial to everyone, and its effects are wisely gradual, so *LiverCare*[®] should be promoted early as the starting point for any and every healing detox protocol. Endcap *LiverCare*[®], there can be no harm!

While the health-conscious consumer seems to accept the role of healthy liver function to overall health, most people consider the kidneys as something like a water pitcher in the fridge of the body: the kidneys get no respect. Yet the kidneys will be as critical to the first oil-spills of toxicity from a detox as the liver, and no triage strategy should leave them unprepared.

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Talking Business: Immune Health: Taking Knowledge to Action (I)

I am here in defense of the words "immune health". I am a big fan of the word Immunity, and my immune system has certainly done me a lot of good throughout the years. I conjecture that your immune system deserves a few awards too.

Your Immune Section arguably is one of the real champions of your store too. As we sludge out of another Cold/Flu season—people are sick in every BMC State as I write—most stores are very grateful that we had so many products to offer our communities this last winter, as we had enough options that many people entered

our doors looking for the excellent support we have available.

Yet, for all the prestige Immune Care brings to your bottom line, most stores have fallen asleep at the wheel in their presentation to their communities about the recent advancements in our understanding of the immune system.

Now I know there is not one store out there that is bragging that their business is so incredible that they yearn for slower sale days, and the obvious worry that different people express in different manners is that business is starting to move elsewhere. It would seem

simple to me that every store would stay on the cutting-edge, and would be dutiful in learning the language of the key selling points of the best categories in their store. So what am I hearing in stores? People using the words immune system with the nuance and complexity of a dry, old, salt-less white flour cracker.

Puzzling!

Listen everyone, the world and dynamic of immune system health is bursting at the seams with advancements and with proofs. It is not so much that there are dozens of new products—

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UriCare® as a dietary supplement assists the kidneys and urinary tract in normal functions. It provides normal absorption and utilization for an overall healthy urinary tract. UriCare® is more than the perfect complement to LiverCare® and the two together are powerful support.

Both the liver and the kidneys can be explained with the glass half-full, glass half-empty metaphor. The body is gonna fill up with accumulating toxins during a detox, and the glass had better be able to handle excess. Liver and kidney support beforehand is the logical recommendation.

So, is it hard to get a person to commit to preparing for a cleanse 15-30 days beforehand? Not if your message is clear, concise and logical. Think like a consumer: when they walk in and you have a sign stating, "Welcome to Spring, Step One", above 24 bottles of UriCare® and 24 bottles of LiverCare®, they will put one of each into their basket. "I am gonna do something good for myself this year!"

Splashing, filtered tsunami waves of unwanted liquid debris—metabolic waste—will also put a burden on the rest of the eliminative system, so optimal preparation for a detox plan of action should ideally include bolstering the gut as well.

The best three-way support system you have for nurturing your digestive system involves three best-selling mainstays of the natural health cupboard: triphala, whole leaf aloe vera and probiotics.

Since most consumers are not in the know about how to regenerate gut health quickly, they will turn to you for best advice. Again, all three of these nutritional powerhouses work best when taken regularly, if not daily. Therapeutic-quality whole leaf aloe vera and probiotics should be part of all daily foundational health strategies, but they are essential before and during any successful detoxification protocol.

There are several well-designed cleansing protocols that recommend amping-up the use of **Dr. Ohhira's Probiotics®** in the 10-14 day period before a fast, cleanse or detox. Explaining to the customers the parameters—some advise 10 pills a day for 7 days, while others say three daily for a week—will give the buyer an understanding of the importance of probiotic build-up to optimal cleansing preparation. Dr. Ohhira's Probiotics are plant-based, which is wise advice during a cleanse, and they are powerful. The proprietary strains found in these synbiotics (a prebiotic-probiotic mix that works synergistically) from the Ohhira research team are better suited for detox protocols than any other probiotic on the market. These 12 strains of lactic acid bacteria fermented for three years in a whole food matrix perform many primary functions that both aid in cleansing the body and in reconditioning the soil of the gut to be better prepared for the post-cleansing functionality of digestive health. Probiotics before, during and after.

I say this next statement with trepidation because it may be misconstrued, but if a person were going to take Dr. Ohhira's Probiotics for one 2-3 month cycle per year—this product is so versatile that it warrants the term "daily essential"—then this change-of-the seasons, temperature-thyroid-immune-readjustment

period would be considered the best time to get everyone who takes the time to listen to understand the value of a superior probiotic at this time of year!

And like a perfectly matched digestive duo, stack those green-box probiotics next to the neat rows of **Aloe Life®** whole Leaf aloes. Prominent placement to instruct people to cleanse and tonify now! Aloe may be one of the Kings of the Bitters, but no other bitter is as nutritively-packed as a properly-made, and therefore therapeutic, aloe vera. Detox 101 necessitated that you master the conversation on the importance of bitters for optimal cleansing—and more on that later: aloe vera is an amazing healing agent to the gut and mucosal lining before the great havoc that cleansing may cause. Aloe Life® is the nurse corps administering before the battle, and this is a wise thing.

Likewise with triphala. For continuing centuries, the three myrobalan fruits of the Ayurvedic prescription tri-phala ("three fruits") have performed herbal miracles. More health food fans in America now cherish Triphala than ever before because this combination works. We know that Triphala can stand as an effective blood and liver cleanser on its own, as it nourishes and conditions the gut to allostasis, but people often forget that Triphala's prime benefit is as a nourishing tonic filled with excellent natural antioxidants. Amla by itself could be considered a perfect food to ingest before a cleanse, or a fast or a dietary adjustment. Amla—think manna. Triphala, a family of three nourishment assistants, with Amla as the eldest and wisest protector!

Why Himalaya Triphala? Well, it is best-priced, and USDA Certified-Organic, and free of excipients, and also the best profit-margin for your store. As a vertically-integrated herb company, only Himalaya can say they know the trees that the fruits they provide come from!

Other jewels to add for even more complete support? "Some Milk thistle along with your LiverCare®?"—a pairing that most of your customers will easily gravitate toward: "don't mind if I do!" **Herb Pharm®** now has the best Milk Thistle caps on the market: quality of seed defines quality of herbal product. **Bluebonnet Nutrition®** has also recently introduced a new standardized Milk Thistle that they source from the respected European herbal giant, Indena. Bluebonnet adds other attractive benefits—being in a glass bottle, in Vcaps® and sold only in health food stores with a strong M.A.P. Pricing policy protection. Milk Thistle of course is liver supportive, and a well-made milk thistle should assist the liver in the production of the liver's protective antioxidant, glutathione. Read up on the absorption of milk thistle: not all milk thistle is equal. You can define the market by reminding that quality provides the best results.

For the connoisseur, a week's additional support can be added with Herb Pharm's **Liver Health** liquid extract, which packs the balanced support of Dandelion root, leaf & flower, with Oregon Grape root, Milk Thistle seed coat, Artichoke leaf & flower bud, Schisandra berry, and Fennel seed.

Preparation, the key to success. Here is your perfect kitbag of support for the battle ahead: LiverCare®, UriCare®, Dr Ohhira's Probiotics®, Aloe Gold by Aloe Life® and Himalaya's organic Triphala! Bring fanfare to amazing endcap #1—"Before."

Now, to the powerful actions. One day, I will write a mesmerizing book on detoxification: the topic is so complex, and yet so simple. There is no one easy detox, and no one detox is right for everyone. That is why we bring value to the conversation and become irreplaceable once we become proficient in singing the beautiful tones of the Detox Song.

Too many stores have abdicated their authority of the nuanced differentiations of detoxification options to the blunt conformity of the boxed recipe. This worries me specifically when the detox-box category seems to want to run from the health food stores as quickly as it can: like our natural channel isn't big enough for their profit goals!?

This also limits the store personnel. Back in the day when I was that front-line student, I appreciated being able to point people in a direction that most appropriately addressed their specific needs (and back then the information was so limited, but we probably helped more...) Today, we are more aware that some people have weak digestive systems while others will need layers and layers of cleansing to overcome the mucosal build-up in their body. Some people are teetering on Type-II Diabetes while others consume almost no fiber in their diets. Some rarely eat fruit or greens, while others have so misaligned their gallbladder that they actually will probably need professional advisement for months to help with how their body handles fats.

I am typically very suspicious of one-shoe-fits-all detox formulas, but I stake my reputation on the versatility of Herb Pharm's **Herbal Detox™ Compound**. This formula is designed as a traditional alternative, meaning that it will do so much more than what we incorrectly refer to as a blood cleanser. This formula's acknowledged homage to the classic Hoxsey Formula that it was modeled on should be your number one recommendation for Spring-Time Renewal. An eclectic formula, with Herb Pharm-quality herbs.

While many detox box formulas combine the kitchen sink of every herb ever mentioned for blood cleansing—often in a weak and ineffectual cut-n-sifted herb form, and with no attention to the importance of herb sourcing—there does not seem to be any focus to these formula either: they just promise the world.

Herb Pharm's Herbal Detox™ Compound may suffer from the other extreme: the herbs chosen, and their effect on the body, may seem like a sudoku puzzle to many of the staff in today's stores. This formula has been praised by many herbalists across the country as a classic alternative blend, but the teachers in the stores haven't taken the time to study this classy herbal formula.

Variations of this formula have been used for decades for the traditional lymph cleansing, and tissue cleansing, but this formula has a broader range of application as an invigorating and tonifying alternative.

For an excellent article on alteratives, refer to www.herbaled.org/Education/Articles/alteratives2.html

"Alteratives and depuratives, which are known in traditional folk medicine as blood purifiers, are a very important class of herbs in botanical medicine. These herbs generally act through the lymphatic, glandular and mucous membrane systems, and to a lesser degree through the skin. Their primary action is to favorably alter





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Herbal Formulas

1 oz \$6.40/SRP \$12.80; 4 oz \$24.30/\$48.60

Eye Health™ Compound 1 oz + 4 oz

Traditional Support for Eye & Vision Function* Bilberry fruit[^], Lycium berry, Chrysanthemum flower, Schisandra berry[^], Gingko leaf[^] {[^]Certified Organically Grown}

Intestinal Soother™ Compound 1 oz + 4 oz

Soothing Comfort for the Intestinal Tract[^] Chamomile flower, Fennel seed, Turmeric rhizome, Wild Yam rhizome, Cinnamon bark, Peppermint leaf, Peppermint essential oil. All Certified Organically Grown

Your new PERFECT counter display best-seller:

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(4) each: Peppermint, Spearmint, Citrus Ice on sale \$28.80 through June 30th

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25% OFF minimum 3 ea per SKU 1 oz + 4 oz bottles

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[^] These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease

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| 160 Targeted Multiples® Men's Choice® 90 tabs | 612 Vitamin E-200 IU MIXED 100 softgels |
| 166 Targeted Multiples® Age Less Choice® Men 50+ tablets 90s | 702 Calcium 1200 mg Plus Vit. D3 60 softgels |
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| 360 Earthsweet® Chewable Vitamin D3 400 IU (natural raspberry) 90s | 801 CoQ10 30 mg 60 softgels |
| 362 Earthsweet® Chewable Vitamin D3 1000 IU (natural raspberry) 90s | 802 CoQ10 30 mg 90 softgels |
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| 422 Stress B-Complex 50 Vcaps | 829 Alpha Lipoic Acid 100 mg 60 Vcaps |
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| 450 Folic acid 800 mcg 90 Vcaps | 877 Age-less® Trans-Resveratrol 250 mg 60 Vcaps |
| 451 Folic acid 800 mcg 180 Vcaps | 902 Vegetarian Optimum Enzymes® 60 Vcaps |
| 510 Vitamin C 500 mg 90 Vcaps | 904 Vegetarian Optimum Enzymes® 90 Vcaps |
| 512 Vitamin C 500 mg 180 Vcaps | 953 Natural Omega-3 Salmon Oil 90 softgels |
| 515 Vitamin C 500 mg 90 Vcaps | 954 Natural Omega-3 Salmon Oil 180 softgels |
| 516 Vitamin C 1000 mg 90 Vcaps | 1004 Tonalin® CLA 1000 mg 60 softgels |
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Liver Health Detox Function

- LiverCare® 90 veg caps • LiverCare® 180 veg caps

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NEW PRICE LISTS April 1; ASK your BMC rep for copy and please note several price changes!

Himalaya Herbal Healthcare: Our Science. Your Life™

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Ultra Concentrated Omega-3 EPA natural triglyceride-form, fresh & pure wild fish oil better than anything else available anywhere Capture the Huge Market for a product like this 60 softgels 2 = 1600 EPA (from anchovies) product # 1754 \$29.97/\$49.95

EPA Elite™ provides Nordic Naturals' highest concentration of omega-3 EPA for therapeutic, high-intensity support for normal triglyceride levels and a healthy heart.* EPA has also been shown to promote key anti-inflammatory pathways.* With 1600 mg EPA in every lemon-flavored serving, EPA Elite is one of the most powerful EPA-only concentrates available.*

Nordic CoQ10™ Ubiquinol™
for energy[^]

Antioxidant Form for Enhanced Absorption 60 softgels 1 softgel = 100 mg Kaneka QH® product # 01500 \$35.97/\$59.95

in organic, extra virgin olive oil Nordic CoQ10 Ubiquinol™ provides 100 mg of Coenzyme Q10 (CoQ10) ubiquinol, the active antioxidant form of CoQ10, to support energy production and cardiovascular health.*

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

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JUVG™

In the Raw: The Secret of Raw Living Vegetarian Food

- 1. Embryo Bud (Sprouts):** The 1st secret of raw food is the embryo bud. This is where grain starts; its life. The milling process eliminates this embryo bud, which makes a huge difference.
- 2. Chlorophyll:** Animals maintain life when they eat other organisms, either plants or other animals. Plants can make their own nutrients, such as glucose, protein, + vitamins, by photosynthesis. Leaves absorb solar energy + produce glucose from water + carbon dioxide — an economic method of nutrition production. Chlorophyll bears a striking chemical similarity to hemoglobin, the vital component of blood.
- 3. Enzymes participate in all processes of life:** birth and death, growth and maintenance. They are the catalytic elements that accelerate chemical reactions by 108 - 1011 times.
- 4. Dietary Fiber is now recognized as useful in preventing + treating such ailments as diabetes, obesity, + cancer.** Your colon contains approximately 100 types of bacterium, with a total of about 100 trillion bacteria. Such beneficial bacteria as lactobacillus or lactobacillus bifidus thrive on fiber in the colon.
- 5. Phytonutrients exist only in plants.** They're usually found in the rinds + other exterior features of plants to defend against outside attacks by insects, etc. To strengthen the immunity of our own bodies, we must consume the immune substances of plants.
- 6. Vitamins:** our 60 trillion cells continuously react chemically. Vitamins give them life and vitality, turn food into energy, and abet growth, strength, and disease prevention.

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LEG GEL, 2 oz
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 Dr. Ohhira's Probiotics

Ichiroh Ohhira, PhD

- Over 30 years analyzing bacteria as a distinguished professor & Japanese research scientist
- Dr. Ohhira is an award-winning microbiologist who developed the formulation of these world-renowned formulas. He received the prestigious Gusi International Peace Award in 2004 for his work with probiotics
- Holds three different doctorate degrees.
- Has authored or co-authored more than 20 published scientific studies on lactic acid bacteria
- His discovery of the proprietary strain E. faecalis TH10 has been proven to be more than six times (6.25x) stronger than any other naturally-occurring lactic acid bacteria. — 1991- by the Japanese Dairy Science Association. This strain is found only in Dr Ohhira's Probiotics
 - The first person in the world to successfully encapsulate 12 strains of live friendly bacteria into one capsule.
- A member of the prestigious New York Academy of Science
- Serves as the technical advisor on agricultural + environmental issues to the Government of Chengdu, Sichuan Province, China.

Dr. Ohhira's Probiotics®



bodyceuticals

organic bodycare

New Item: We have a new addition to our lip balm family!
"organic raspberry + calendula lip balm"

same great healing formula as our original, with the sweetness of raspberries! Made with:

- Fresh, pure organic calendula oil
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Get a 12 count with FREE point-of-purchase dispenser for only \$35.40

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It's POP month! Time to stock up!
Get the mini calendula or lip balm Point-of-Purchase units at 15% OFF in April!

- Mini-Calendula Oil is a great + cost-effective way to introduce our pure therapeutic calendula oil. Keep handy in your car, purse, backpack, etc. Great to have for quick sales at the cash register
- Calendula Lip Balm goes on smooth — not waxy. Made with extra soothing, all organic ingredients, this balm leaves your lips feeling healthier after every application. Great for kids too!

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Finest Quality Hair, Body and Skincare Accessories

Combs, Brushes, Bath + Body Tools..... & Sunglasses + Reading Glasses??

Spring is BOTH Hair Care season + Eye Care season

Bass Brush guru Ron Weinstein's brother's Family started Blue Gem Eyewear and now they have a Natural Division, **Blue Planet Eyewear**

Why Buy Blue Planet?

Frames: Made with recycled, reclaimed or sustainable materials

Lenses: 1st quality lens materials, featuring maximum UVA & UVB protection.

Non Toxic: Lead free paints + nickel + lead free metals

Buy a Pair, Give a Pair: For every frame sold, we donate a pair of glasses to help restore sight to someone in need.

Want to see a new channel of steady sales: provide quality Hair Care + Eye Care, Naturally



Blue Planet Eyewear
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A Complete Vegan & Organic line
for Noticeable, Natural Beauty

- Eco-friendly line FREE of parabens, sulfates, GMOs + synthetic fragrances
- Fragrance from natural fresh coconut and mango essential oil
 - 98% Natural Ingredients
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Shampoo
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Body Moisturizer
Body Scrub
Shave Gel for Razor Shaving
Leave-in Conditioner
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Detoxify Your Beauty

SURYA  Brasil

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The best lip balm for the world

Staff-Share April Discount

**5 Eco-Clip
USDA Organic
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(10 per \$200; 15 per \$300, etc.)

Time to expand the choices
your community has...

Investigate:

- Eco-clips for the outdoor adventurer
- USDA-Organic Hemp
 - Vegan Bee Free
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0.25 oz tube
- Dagoba Chocolate Lip Balm
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The Best Lip Balm for the World

NEWTON homeopathics

Nurturing Naturally Since 1987

**APRIL PROMOTIONS
20% OFF Discount
liquid or pellet complexes**
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- Fungus Fighter (N067)
- Pollen~Weeds (N055)
- Sports Injury (N218)
- Kids Ear Care (F006)

Pollen~Weeds: Formulated for associated symptoms of Spring and early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat and sinus pressure.

Fungus Fighter: Formulated for symptoms associated with ringworm, athlete's foot and other fungal conditions of the nails, scalp and skin.
Active Ingredients: Candida albicans 15x, Sanicula 15x, Tellurium metallicum 15x, Torula cerevisiae 15x, Antimonium crudum 10x, Arsenicum album 10x, Baryta carbonica 10x, Bryonia 10x, Calcarea carbonica 10x, Carbo vegetabilis 10x, Cuprum metallicum 10x, Dulcamara 10x, Graphites 10x, Kali carbonicum 10x, Lachesis mutus 10x, Lycopodium clavatum 10x, Mezereum 10x, Nitricum acidum 10x, Phosphorus 10x, Phytolacca decandra 10x, Sepia 10x, Silicea 10x, Sulphur 10x, Sulphuricum acidum 10x, Zincum metallicum 10x, Apis mellifica 3x, Phytolacca decandra 3x, Thuja occidentalis 3x.

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immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**AWARD
Best Immune Health
Supplement**

March 4, 2013 – Immune Health Basics®, the clinically proven dietary supplement that activates key immune cells that help keep the body healthy, was named the best immune health supplement for 2013 by *Delicious Living* magazine

**April Promotion
15% OFF**

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500 mg/ 60 ct.
minimum purchase 8 bottles.
- **Children's Gummies**
NEW Multivitamin + Mineral for Kids
60s. 25 mg WGP® per teddy bear-shaped gummy
(not to be combined with other deals)

** these statements have not been evaluated by the FDA*

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**Mushroom Science®
manufactures & distributes
the only complete line
of Guaranteed Potency
mushroom supplements in
North America.**

*Why is Mushroom Science® the #1
mushroom company in
North America?*

- **Guaranteed Potency** Guaranteed levels of active compounds on every label ensures that your customers have the all information they need for effective product use.
- **Hot Water Extraction** Hot water extracts are the only form of mushroom supplement ever used or tested in the published research, + are the only type of mushroom preparations used in Traditional Chinese Medicine.
- **Best Value** Hot water extracts are, on average, 50 x more potent than the other types of mushroom supplements currently on the market. This includes mycelium powder, (mycelium grown on rice), liquid mushroom supplements preserved in alcohol, or mushroom supplements that consist primarily of ground up mushrooms.
- **Best Price** Most Mushroom Science products retail at under \$27.00 for 90 capsule bottles, significantly less than what our competitors charge.



**How many ways have you
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First Aid is a broad category that for too long has been dominated by synthetic petrochemical-infused ointments + creams. Since the introduction of the Sovereign Silver® Homeopathic First Aid Gel, testimonials coming back have been overwhelmingly positive in its use for a wide variety of topical care situations. In addition to minor wounds and burns, cuts and scrapes, parents report remarkable relief from many symptoms including itching and blistering.

Rather than reaching for petroleum-based first aid products, environmental considerations are leading health consumers to the safety and fast action of Argentum metallicum, the active ingredient in Natural-Immunogenics' homeopathic silver gel.

**If you have a First Aid success story
to share, please email
sales@natural-immunogenics.com**

Did you know? The smallest confirmed silver particle size in Sovereign Silver® at 0.8 nm is over 100,000 times smaller than the width of a human hair! This is over 20 times smaller than even the smallest virus!*

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



Detoxification *continued from page 2*

disordered metabolic and catabolic processes, especially those associated with the break-down and elimination of metabolic waste. Their related secondary action is to enhance better overall absorption and assimilation of nutrients. Collectively these metabolic and catabolic activities serve to balance and normalize overall physiological chemistry and thereby restore vital health."

All the prep work that you advise before a Spring cleanse will certainly have pronounced effects when you bring in the energies of a smart herbal alternative. This formula uses the word detox correctly, as this formula is ideal for shaking up the human tree and reminding the body of its natural best way of function. The Alternative is the song of Spring!

As an industry, we should be loving the alternatives! And we should understand the far-reaching applications of these wise, herbal nudges. Our industry has often expounded that a cleanse once a year adds one year to one's life. The epidemiological studies and meta-analyses will never corroborate this, but the logic is clear and simple. Cleanse the tissue, re-ignite digestive metabolism and clear the path for proper lymph function and you can have amazing effects in avoidance of the major killers to the body. Logic!

Old-school herbalists love praising combinations like this, and professional herbalists stand by the importance of the liquid herbal extract. Red Clover leaf & flower, Licorice root, Buckthorn aged bark, Burdock seed, Oregon Grape root, Stillingia root, Phytolacca root, Wild Indigo root, Prickly Ash bark. You don't have to know all the herbs to trust that Herb Pharm has assembled a winner: but these herbs are herbs that you should understand if you want to be able to inspire people to bring positive herbal change to their bodies. With Earth Day and Herb Day around the corner, take the challenge and stock 24 Herbal Detox™ 1 oz liquid compounds by the register, and sing the lovely verses of the herbal detox serenades!

In the last decade, we have all become aware of the prime Adaptogenic Herbs and their benefits (quick, how many can you name?). We should also be able to identify some of the major alternatives, and to be able to utilize them in the many occasions where they are applicable.

Esteemed herb educator Herbal Ed Smith mentions these as an excellent starting-point for study. Echinacea (such a critical alternative, and yet how many people never think of it for blood cleansing and body-energy regenerating?), Burdock, Wild Indigo, Dandelion and Turmeric, Chickweed, Cleavers, Gotu Kola, Holy Basil, Prickly Ash, Myrrh, Celery root and seed, Sassafras, Spilanthes, Blue Flag and Yellow Dock. All the homework has been set before you now: enjoy the study! As importantly, bring these herbs together as a part of your merchandising lesson to the community: Alternatives are the True Spring Tonic!

I would add to these my wise herbal favorites, the Ginsengs!

Alternatives, as you see, are all about energy. Sure it is good to move a little mucus and to jiggle the peristalsis dance in the bowels: "get out and good riddance," but we should aim higher. An initial cleanse can be powerful without digging too deep in the sands of

toxicity. Layers...toxins into the bloodstream, and out, and then a break; then, toxins out again, layers.

If identifying herbal alternatives is a part of the genius of World Herbal Medicine, then utilizing The Bitters for tissue cleansing is the rudimentary language of all healing. Aloe is the oldest herbal identified in recorded history as a plant medicine: and it was identified as a bitter. Taste Aloe Life® *Aloe Gold* and you will taste the real flavors of what nature provided: no other aloe product on the market captures the sour, salt and bitter that this amazing succulent offers.

This is the flavor, and this flavor's action is what the body needs at this time of year. It is nectar; it is the taste of the detox sound; it should be pouring from fountains in your store if you want to help people heal.

Likewise, all herbs that are bitters should be honored this Herb Day. This is my saying this: bitters are the catalyst that remove the metabolic waste that is a base cause of tissue dysfunction. You cannot make any claims, but you can make the wincing face that bitters cause to the initiate, and you can explain that this is the "reaction" at the cellular level that figuratively "exercises" the removal of metabolic waste from the cells. Bitters cleanse, and cleansing heals.

Or, get your own story: but speak with wisdom about the herbal bitters, from andrographis to gentian, to the more easy to recommend dandelion and burdock. A caring herb department will conjure every creative way to get as many people as possible to buy and imbibe the bitter medicines of dandelion and burdock this season. Again, strategic

counter placement of Herb Pharm's *Burdock Blend* (which is unique because it is a blend of shade-dried root and mature seed), and their Dandelion (also special, as it is a whole plant extract of the fresh root, leaf and flower)—available in alcohol and glycerin choices; and their exceptional and tasty *Digestive Bitters Compound*.

Remember that ALL bitters are excellent at this time of year—Spring is the season of bitters—and so we court, and praise, and dutifully dance the LoveSong to Bitters until all our customers are partaking! Look at the brilliance of this formula and praise it to all: angelica, hyssop, juniper berry, cardamom, ginger, gentian, anise, cinnamon. Wake up, digestive system: give thanks!

Delicious skin also wants to sing? Note then benefits of bitters in this delightful *Dermal Health™ Compound*: Burdock seed, Stinging Nettle seed & calyx, Sarsaparilla root, Yellow Dock root, Spilanthes flowering herb, Ginger root. Are you starting to see how many body systems can be re-calibrated in this season-changing time of dance? A round of bitters for everyone please!! "To Health!"

And through it all, *LiverCare®*, libations of *Aloe Gold®*, and plant-based probiotics.

I am often amazed why Spring sales are not the briskest of the entire year. Have we also become like the allopaths, and do we focus all our energies on the months of sickness/winter instead of the Celebrations of Regeneration and Renewal: preventative health care's fingerprint, earth food, Spring!(!?)

So, we have them dancing. Now where do we go? (layers... it is all about layers). Continue with cleansing, but now we can take

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people even deeper: now we have our perfect simple protocol as defined in last month's newsletter article: the BioActive Intestinal Health Approach. Now, we can effect profound change with Aloe Life and Dr Ohhira's Probiotics and **Sovereign Silver's** silver hydrosol.

Now we can add **Newton Homeopathic's Candida OTC**, and their homeopathic **Fungus Fighter**, and Herb Pharm's **Fungus Fighter™** and **Intestinal Tract Defense™**. Now is the smart moment for considering Sweet Wormwood, Quassia Wood, Clove, Pau D-Arco, Cat's Claw. Deeper and Powerful next steps.

Now is the time to balance with Herb Pharm's magnificent new **Intestinal Soother™** which will soon become known as one of our most versatile and soothing herbal blessings: chamomile, fennel, turmeric, wild yam, cinnamon, peppermint leaf and essential oil.

When we learn the mild herbs, the beginning herbals for someone just learning these lovesongs—dandelion for example; and then we learn the standard herbs for cleansing—neem and turmeric; and then when we understand when to use wild indigo or black walnut: now we can join the orchestra as a trained musician.

All along, touting Echinacea, Asian Ginseng, Holy Basil and all the adaptogens. Preaching herb nourishment with Stinging Nettle, and Hawthorn Blend, Shatavari, Maca and Rhodiola.

For, as we try to remember all the notes to this lovesong, we must remember that cleansing takes its toll too. Extreme love's exhilaration can wear the heart down, and for most people, a cleansing protocol can be a stressor. Every discussion on Spring Cleansing must bring the reminder of immune support as well. So whether it is herbal adaptogens—this is what they were made for; or solid antioxidant support; or some room left at the end to caution about keeping the immune health strong, we must nourish as we cleanse.

Love may conjure the love of clean red blood, but the true color of Spring Love is green. We should be highlighting and merchandising all our nutrient-dense foods as the perfect feast at the end of the cleanse. Fill them with healthy fiber and chlorophyll! A cleaned gut longs for Organic plant foods, raw and enzyme rich. Don't make this exquisite party, and then ruin it with white-flour cake! Spring is the time for **Juvo-lution**. Freeze-dried whole food shakes 1-2 daily; a salad shake that gives excellent ORAC-value antioxidants, enzyme rich foods, whole plant vitamins and fiber. Another exceptional green: Bluebonnet's **Green Utopia®**.

We are not done yet. Now that love has been initiated, let's fill the love boat with healthy abundance again. No matter what the degree or duration of the cleansing protocol you have helped guide the person with, you must remind them that the final steps are where you can really create dynamic benefit. The last step should always include another round of probiotic support, and every final orchestra note should be topped with a re-introduction of the good fats. Layer the body again with fresh, pure and bioavailable Omega-3s—EPA + DHA; and plentiful Vitamin D, and the exceptional antioxidant, Ubiquinol. Now you have cleaned, rebuilt, and have prepared the body for optimal health!

I called this a love affair. Yes, every love relationship starts with the most intense of perfect intentions, but this dance, this lovesong—is a seasonal joy, a Spring romance, a necessary lightening of the heart that brings warmth and smiles all year round. The very nature of a cleanse is to be temporary. Enjoy the love, indulge in the merriment that will make it all pleasant, but then it is back to structured and wise, daily foundational nutrition. Let's make your community choir healthier this year, by leading them all in a choral that will make the songs more beautiful and the days of singing longer and healthier. Share the love. Our knowledge is love, and it is valueless unless shared. Ya gotta love it! ☺

Immune Health *continued from page 1*

echinacea, olive leaf and elderberry still top the list of product sales—but we are understanding more how the immune system works, and the information is fascinating. Strategies are changing, and we are beginning to understand that you treat immunity differently at different phases of the life cycle.

This article will be first of a two-part series that will attempt to clearly spell out the newest understandings about immune system health. Some ideas may be self-evident, and others may be so subtle that readers will not trouble themselves to add the nuance to their aisle talk. This might be a mistake.

Now we all know that we are not "allowed" to talk about the immune system: after all, allopathic and pharmaceutical medicine have done so well with the topic for the last 100 years, and why should human citizens be allowed to talk about the single most important aspect of our very survival?

The legal handcuffs we accept willingly allow us to only speak about general immune system support. And we should all be smart business people and stay at all times within these parameters. But knowing how the immune system works and what we state to customers about product have unfortunately almost always been different things since God made lawyers.

This does not mean that we should stop learning about recent developments in how the immune system works: and as you shall see, the knowledge that you gain about where things now stand, may just lead you to start changing the way you approach your Immunity section in your store, and what you choose to highlight, put on sale and recommend.

Our prime objective is to first keep people healthy, and secondarily to help them return to health when they fall out of balance. If this is the case, and we now are finding that newer food ingredients, that we might not be concentrating on at this time, may be the best immune-supportive options that we can recommend, then it may now become time for all of us to start taking our knowledge of the Immune System into action.

Let's take for example the information in this month's insert. In May of 2013, *Delicious Living* magazine named the **Wellmune WGP®** ingredient that is **Immune Health Basics®** as the Best Immune Health Supplement for 2013. What are you going to do about it? In the December 2012 edition of the *BMC Newsletter*, "The Power of Beta Glucans", again tried to express to our dear readers the benefits that beta glucans bring in activating key immune cells that keep the body healthy.

Do you think today that you can cogently explain this award-winning product when someone comes in this month and asks you if carry it or if you know what and why it is now seeing its due recognition in our natural channel? Best immune product: are you trending with the evidence?

The immune system is so much more amazing than we allow when we flippantly say "that is good for immune system support". What we have to offer our clientele is actually quite amazing. Hope you tune in next month to learn more.

For now, make an appointment for your BMC rep to make a presentation on **Wellmune WGP®** and bring you some sample packets: you cannot afford to fall behind. ☺

"WE ARE EARTH DAY AND HERB DAY PEOPLE"

May your calendar be marked on these dates: April 22, May 4 + May 12

I am foremost an environmentalist. No political issue matters more than the world we leave to those 7 Generations from now. Therefore, I love Earth Day. Spring is a great time for health fairs, open houses, lectures and general community events. It is also a critical time for stores to maintain momentum beyond what most stores experience from September through January.

I therefore implore you to take advantage of these three excellent marketing opportunities to speak to three very easily-defined market sectors: people who love the planet and the environment (Earth Day April 22); people who love plants, herbs, plant food and the many things we utilize in our lives that are made with plants (Herb Day, May 04); and those people joyous enough to honor and appreciate Moms (Mother's Day May 12).

Some BMC Sales reps have been reporting that stores are saying they will not be doing anything for Earth Day or Herb Day this year. I counter: is business really that good? Sometimes stores think they have to do something grandiose or do nothing at all.

Please think about it! You love this planet, you love Herbs, and you love many, many, many Mothers in your life. There is still time: do something

Getting Involved: show your community your store matters

Earth Day Network: <http://www.earthday.org/>

43rd Earth Day: A Billion Acts of Green

8th annual Herb Day: <http://www.herbdays.org/>

The HerbDay Coalition consists of the American Botanical Council, United Plant Savers, the American Herbal Products Association, the American Herbal Pharmacopoeia, and the American Herbalists Guild.

Mother's Day: you have so many wonderful gifts that Mom would love Blue Moose Consulting prides ourselves in helping you develop brilliant personalized plans that fit your store. Just ask....



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