



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 10, No. 12 • DECEMBER 2013

## Talking Health: Understanding That Gut Feeling

**T**hanksgiving dinner is over, but the feasting is not. There is a beauty to the cold weather holiday season that invites merriment, gatherings and parties. The Holiday calendar is a time for celebration of the year's end, and the chance to toast and eat-up before the New Year's Resolution delivers us to a realism that is 2014. Everyone is going to need a prescription of digestive health sometime in December.

Digestion is a daily necessity, though, not a seasonal concern. There is probably a greater epidemic occurring in your community than you are aware of. Digestive illnesses and short-term digestive complaints are ever more commonplace. Check out how much floor space is dedicated to OTC digestion medications at your local drug store. People of all ages are hurting, and they watch the commercial then visit the drug store by default. They know of no other place to go! OTC medications are built to mask problems: modern pharmacy profits on repeat sales, not on system-rebalance and cure. There is a huge market of needy people to teach best health options to.

How capable is your store to handle the myriad of digestive problems afflicting humans in the 21st Century? If your store were a toolbox, what is the quality of your common tools, and are you stocking any specialty tools at all? It is so easy to fall into the same traps that drug manufacturers gravitate toward, and to just recommend the current best-sellers to everyone, without taking the necessary time to understand all that nature provides to us to deal with every possible digestive concern. This is the perfect season to shine a light on your digestive system remedies, and to let the health seeker know that your store is truly nature's pharmacy for optimal digestive function.

This year will end with approximately 317,165,000 people living in the 50 United States. Let's think local: what is the population of your town, neighborhood, city or hamlet? How many of the people in your community will have an upset stomach or diarrhea or acid reflux, or stomach irritations or serious

problems in the next 12 months? How many people who walk through your door today, or this week, will turn to your store for solutions to any of these complaints, irritations or disease states?

Let's think smarter. How many local families turn to your 1-2 shelves for solutions for the needs of every age group? Do you think that you understand the variations of strategies needed in assisting the senior set, or growing youth? Can you speak with confidence to the different approaches for a 70 year old woman and her tired digestive system as compared to helping a Mom make a choice for her son with nervous stomach? Is diarrhea the same in all cases, and will the natural approach for an acute case of diarrhea for a child be different than that of a chronic case: with the same questions for a senior, or a women athlete or a woman with heavy night sweats or an underweight hyperactive person? What about a traveler who eats in restaurants constantly? Now, let's add the flu!!

Time to measure that digestive section and see if you need to add some health ammunition, because the world of Digestive Illness is not fading away. Problems are now more complex, and chronic inflammation is a growing epidemic in digestion too. Overweight and obese people—and people with food allergies—all present complex puzzles to unravel. The one-size fits all, sugared, dyed and preserved OTC-offerings will never offer that relief projected by the actors in the commercials. Given everyone's dietary foibles, and a food system that has been stretched, steroided and petro-fertilized beyond recognition—and given that people no longer chew food or read labels or think beyond convenience—the health food Digestive Care Section should look more like a M.A.S.H. unit than a neat and tidy shelf of dusty relics from yesteryear. Let's become that health food store people know they need to keep in business for their own optimal well-being!

Back in the day when I was working health food retail every day—18 exhilarating years of toil and reward—I mastered the brief health “hello” of getting people to consider a daily Multiple, an antioxidant option, and a digestive aid. As I taught my many staffs, everyone needed an enzyme formula. The health logic was simple: we humans lose the ability to sufficiently break down foods as we age. Enzymes are still a key, but let's look further.

Digestive health begins, quite simply, with bitters. You can judge your store's commitment to digestive preventative healthcare by your sales of aloe vera and bitters. We all play impressive lip service to the importance of the digestive system, but how much of our daily

teachings involve the mention of **Aloe Life's** whole leaf aloe vera or **Herb Pharm's Digestive Bitters**? We can start here, although which does come first: the stimulation of the good digestion system, or the probiotic-enriched digestive system itself? I will start with the bitters, the healing code of plant medicine.

Every known healing system taught the importance of the 5 flavors. In this primal truth, every ancient society passed down the knowledge that bitters and sours healed, and that sugar was the sweetest of rare treats. It will be for future generations to wonder in dismay as to why these recent generations were so easily mesmerized by marketeers to crave and consume only sugars and salts. The stupidest thing that the natural foods movement allowed to happen to itself in the last 40 years was the takeover of our industry's distribution channels by trucking companies and outside investors. We allowed sugar as an unhealthy adulterant into our natural food supply. We succumbed so easily to cheap filler, and we lost the moral high ground in the fight against diabetes. We can rectify this mistake by reintroducing sours and primarily bitters into our community's dietary repertoire

Universal health demands a reduction in sugar intake, and a return of daily bitters to our diet. Dandelion haunts our gardens because we need plant bitters. Today, Americans need bitters more than earlier generations may have needed them, because our diet is so contrived, so devoid of natural nutrition.

### Counter imbalance with bitters

Herb Pharm's Digestive Bitters Formula is made up of Angelica root, Hyssop leaf & flower, Juniper berry, Cardamom seed with pod, Ginger rhizome, Gentian rhizome & root, Anise seed, Cinnamon bark. Myrrh tears and Peppermint essential oil. Another brilliant Ed Smith formula.

Angelica is an ancient herb of European tradition: it was used by the Sami people of northern Europe (Norway, where it was used to flavor reindeer milk), brought south in the 1600s and gained the name *archangelica* after a monk's dream where St. Michael is said to have brought the herb to counter the plague. Today, angelica is used to make the alcoholic liquors Chartreuse, Benedictine, and is used with Juniper in the making of Gin and Vermouth. The plant is aromatic—think other members of the Umbelliferae family: fennel, anise, caraway—or even juniper. The root is fragrant, and has been used for centuries as a digestive aid. Interestingly, this herb was being used in a very

### SOHO BOOTH SCHEDULE

Bluebonnet	707
Essential Formulas	710
Herb Pharm	924
Himalaya Herbal HealthCare	633
Newton Homeopathic	808
Nordic Naturals	620
Oxylent by Vitalah	920
Sovereign Silver	818
The Hair Doc Company/Bass Brushes	300

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similar manner by the Native Americans when the colonists arrived: their use of the herb for serious health issues like tuberculosis. [note that this species is different than the Chinese species, *Angelica chinensis*, which we know as Dong Quai: these two herbs have different energetics and usages].

Herb Pharm® grows their own *Angelica archangelica*, and since the root is most medicinal after the first year harvest, it is good to know that Herb Pharm® is providing the good stuff. Thanks Herb Pharm® for keeping these these seemingly eclectic herbs in commerce, grown correctly, for today's health needs. *Angelica* is warming as well as aromatic, and as such is good at moving stagnancy.

Like cousins, Juniper is also an ingredient in traditional European bitters, and another herb that is not well-known to health food store herbalists. Herb Pharm® quality, again, will differentiate product as juniper berries are beneficial only when mature. These berries (actually cones) ripen over 12 months, so source and harvest matters to get the effects of this once very famous European herb.

How did herbal medicine come to be? How did someone know to take the berries from the coniferous shrub-tree Juniper—with their bitter and unpleasant taste when raw—and then take only the dried mature cone (“berry”), stripping off the outer part to find the peppery, spicy flavor when ground that was inside? One source asserts that juniper berries are the only spice derived from conifers! It is noted here that many species of juniper berries are toxic, and that *Juniperus communis* is one edible species. Obviously, a special herbal!

Juniper berries were found in Egyptian tombs, although they are not indigenous to that area. Greek physicians used the astringent in medicine and as a diuretic, and they also used it as a food in the Olympics for its purported ability to increase stamina. Western American Indians used the berries in their medicine, both for treatment of what we term diabetes and also as an appetite suppressant in times of famine. Juniper's fame rose as a cheap substitute for black pepper from India especially with game meats in northern Europe and Rome.

The Dutch started using Juniper as early beers and a beverage called Genever, and the British took their variety of Juniper berry flavored spirits world-wide with the development of Gin. Gin and Tonic was actually a drink where Quinine was mixed with carbonated water, and the Juniper Gin was the concoction that made the Quinine palatable when prescribed to prevent malaria.

While this evergreen berry makes for great cocktail hour banter, juniper has been used historically in many cultures as a diuretic, and a remedy for rheumatism. The aromatic resins in Juniper berries serves as a diuretic and antiseptic. It is also a warm digestive stimulant. Juniper is good medicine, and it's bitter, almost peppery flavor brings many extras to this bitters formula.

While *Angelica* root and Juniper berries may have become mysteries to all but alcohol aficionados, these two herbs bring true complexity to this herbal bitter formula. Herb Pharm's *Digestive Bitters* also has other delicious herbals that make this formula heroic. The consumer will be able to readily understand the flavors of ginger, cardamom,

anise and cinnamon. These tasty herbs are well-known to benefit the digestive system.

Bitters are meant to stimulate—and balancing this action with carminatives is a smart way to make a multi-use digestive tonic. Bitters stimulate digestive juices and naturally maximize the digestive process, and they can also assist the body in elimination. Carminatives add a nice one-two punch as they “dispel accumulated gas in the stomach and bowels.”<sup>2</sup> Anise is a particularly delicious carminative (Herb Pharm® is the only extract manufacturer making a single extract of Anise: Certified-Organic too).

Every herb in the Digestive Bitters is carminative. Gentian is the major bitter. So, while most companies provide a Bitters that is designed to stimulate, this formula offers a broader application, alleviates a most common digestive concern, and is tasty. The flavor is marvelously complex—tasty, mildly bitter, pungent, spicy and aromatic—like a formula created for posterity. These are the missing flavors of health!

So how do you get your newest employee—or the next couch potato entering your store complaining about discomfort from their diet of french fries, potatoes and soda—to embrace the concept of bitters? The first solution: a tasty formula. Herb Pharm's Digestive Bitters formula is the best-tasting true bitters formula on the market. Second, it is a liquid. Bitters, obviously work best when they are registered to the body by the taste receptors on the tongue. Now, you go forward and advocate!

One little bottle, with amazing potential. You cannot reinvigorate your Digestive Care section with just one 1 oz bottle. What else do I suggest you look at differently to create surefire allostasis for every digestive system? We want to keep people healthy, and help them to repair naturally when they lose that valuable state of health balance. We want to encourage people to pursue habits that will bring optimal health, long-term...

Let's focus on digestion's best building blocks first, and make sure that we invest sufficient time in the marketing of their necessary messages. Aloe vera, Probiotics, Triphala and Bitters. We can cause a health revolution just by effectively delivering the message of health guaranteed with these four products. Of course, success is more easily attained with the best tools, so stock the best!

Bitters stimulate the digestive system into action, and with Herb Pharm's Digestive Bitters we add the benefits of broad carminative action and a taste that becomes acquired and desired. Whole leaf Aloe is a bitter that adds so many more supportive actions that one will never replace the other. Probiotics do a completely different job, and these migrant-worker bacteria are as necessary for a fertile gut environment, that literally the whole terrain falls apart without them. And finally, the warming and nurturing effects of the myrobalan fruits in the Ayurveda formula called Triphala.

We should be the preachers of the mantra Aloe vera is Foundational to Health, but we should also be clear in our messages that these four world medicines are flawless in creating a strong and resilient digestive system. So how can we take this message, and share it with our community?

Aloe Vera. Aloe is an astringent: a whole leaf aloe is anti-inflammatory. Whole leaf aloe is a veritable superfood with all the nutrients it

provides. Whole leaf Aloe vera is a superlative healer that is distinct and irreplaceable, and vital to maintaining health. The best visual explanation that you can give your clientele is that as aloe is known to heal the skin on the outside, so aloe works constantly to heal the inner channels of the skin of our digestive system. Simple irrefutable logic: something that possibly threatens systems designed to treat the ill and not to keep people well!

Whole leaf aloe vera also provides valuable immune support. As we know now with probiotics, the digestive system is a primary part of immune health. Whole leaf Aloe vera is another important food source of natural polysaccharides. **Aloe Life®** provides the highest potency of these beneficial polysaccharides naturally, and this is what makes their products the most therapeutic available anywhere today. Aloe Life® pays attention to the message from the plant: the yellow sap is where the highest concentration of the most valuable nutrients are. And these nutrients are destroyed by handling. Aloe Life® is the only company that declares their polysaccharide content is naturally-derived. The competition removes the polysaccharides, and then spikes the diluted aloe with a polysaccharide additive. Finally, since Aloe Life® is a concentrate, it better delivers therapeutic amounts of the valuables in an affordable and effective 1 oz. daily dosage.

Are you creating aloeholics in your neighborhood? Are you nurturing health by mentioning that whole leaf is Foundational to Health? Are you encouraging a new habit of aloe, as a time-tested superfood? Aloe deserves that prime shelf space in the digestive section: you should build all the other digestion tools around the strong statement of a large and complete set of the entire line of Aloe Life® products. This includes the Aloe Life® certified-Organic whole leaf tablets. The tablets, low-temperature spray-dried aloe vera juice, actually retains a higher percentage of the polysaccharides. Don't let these tablets be under-utilized: this Cold 'n' Flu season, “make that a double, please, of Aloe Life® liquid concentrate and additional aloe tablets!” Aloe strong and aloe nurturing.

Probiotics. While it may be said that we all know about the value of probiotics, we all also know that this is not true: we are just beginning to learn! One thing that is true is that everyone who knows anything about probiotics knows that **Dr. Ohhira's Probiotics®** is a unique, and a better product, that is completely differentiated from every other probiotic product on the market. Basically, there is Dr. Ohhira's Probiotics®, and then there is everything else. Only Dr. Ohhira's Probiotics: have published gut adhesion studies showing they have valid and predictable physiological activity, and also this clinically-validated food-based product has four Organic acids which help to cultivate the essence and unique probiotic garden that is peculiarly you. No other probiotic is capable of this claim or this action! Yes, people who know probiotics, who know the limitations in manufacture, and the tell-tale proofs of absorption (= colonization) and function all start the probiotic conversation with Dr. Ohhira's Probiotics®. Do you explain this superiority to your customers? Let your BMC Rep remind you of these distinctions with a sit down meeting or training sometime in January!

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## December Promotions: Digestive System

**25% OFF** items listed. Purchase\* in units of 3 ea.

- Artichoke liquid extract • Digestive Bitters liquid extract
- Gastro Calm™ liquid extract • Neutralizing Cordial liquid extract
- Peppermint Spirits liquid extract

**Digestive Bitters liquid extract:** Angelica root, Hyssop leaf & flower, Juniper berry, Cardamom seed with pod, Ginger rhizome, Gentian rhizome & root, Anise seed, Cinnamon bark, Myrrh tears, Peppermint essential oil

**Gastro Calm™ liquid extract:** Digestive Comfort for Occasional Gas & Bloating\*. Cinnamon bark, Lavender flower, Ginger rhizome, Clove flower bud, Nutmeg seed, Peppermint essential oil

**Neutralizing Cordial liquid extract:** Rhubarb rhizome, Cinnamon bark, Goldenseal rhizome & roots, Peppermint essential oil, Peppermint leaf + Potassium Carbonate,[USP]

**Peppermint Spirits liquid extract:** extract from organic fresh, succulent, shade-dried whole leaf & organic steam-distilled essential oil from dried leaf

**Nothing is better than Herb Pharm® Quality liquid herbals for digestive health**

Create a counter display with the 24-bottle wood rack display  
Help is HERE!

### 2 oz. IMMUNE PRODUCTS PROMOTION NEW

for a limited time: till January 31 actually!

- Super Echinacea® • Herbal Respiratory Relief™
- Echinacea-Goldenseal • Black Elderberry Glycerite

\* \$8.00 wholesale on all 4 SKUs: \$15.99 MSRP. \* applies to 1 oz + 4 oz products  
Also available as a 24-pc and 48-pc floor displays [pre-packed]

Last month for the Herb Pharm® Winter Immune Promo: remember to take advantage!

### LOOK FOR HERB PHARM® AT SOHO EXPO

44 Herb Pharm new label products are now being shipped

Not represented by BMC in NJ



## America's Best Supplement Manufacturer Sold only in Health Food Stores. Working for You

• **1 for YOU Amazing Mega Savings CoQ10 + Ubiquinol deal**  
Selected items at **30% OFF** when ordering in units of 12, 24, 36, 48

- + 72
- 787 + 788 Cellular Active® CoQ10 Ubiquinol 25 mg 30/60 softgels
- 800 + 801 + 802 CoQ10 30 mg 30/60/90 softgels
- 877 + 820 CoQ10 200 mg 30/60 softgels

• **2 for YOU Bluebonnet is offering a Thank You Promo to end 2013**

each store is eligible for one (1) order, placed between NOV 25th + DEC 27 that will receive a **20% OFF DISCOUNT**

Bluebonnet's way of saying thank you for the last 22 years!

### AND LET'S ADD A NEW PRODUCT TO THE FUN!!!

**Bluebonnet Nutrition® introduces Super Earth® OrganicGreens**  
USDA-certified Organic wheat grass, barley grass, alfalfa grass, green kamut spirulina and chlorella\*

- Sustainably harvested, immediately juiced, + dried at low temperature
- Soy free, Gluten free, Vegan, Kof-K Kosher, non-GMO Soy free
- No fillers, no sweeteners/flavorings, Vegan. this is the ONLY green foods product with all these differentiators.

#1266 Super Earth® OrganicGreens Powder 7.4 oz.. \$13.17/\$21.95

#1268 Super Earth® OrganicGreens Powder 14.8 oz. \$23.97/#39.95

\* Broken cell wall chlorella for improved bioavailability

**Nutrition to the 5th Power**

Not represented by BMC in NJ, SC



## December Sales Opportunities

**15% OFF** min. 3 ea SKU ordered

- HeartCare® 120 & 240 veg caps: **Healthy Heart Support**
- Chyanprash w/Honey 17.63 oz: **Energy, Health & Well-being**
- Koflet Lozenges 20 lozenge pack: **Lungs & Respiratory Tract Health**

### Super Deal **20% OFF** PartySmart™ Better Morning After

1 veg cap/blister pak (box = 10 ea.) (\$10.74/\$17.90)

### Botanique by Himalaya **15%** min 3 ea SKU ordered

- Soothing Lotus Flower LipCare Balm 1.76 oz
- Rejuvenating Body & Massage Oil 6.8 oz
- Stress-Free Body & Massage Oil 6.8 oz
- U-Knead-It Balm 1.76 oz Organic, glass jar
- i.e. Balm 1.76 oz Organic, glass jar

### Get in the know!!!

- Go to Himalaya University: best place to learn library always growing: [www.himalayausa.com/hu](http://www.himalayausa.com/hu)
- New video: **Garcinia**

check out all videos at <http://www.youtube.com/user/MyHimalayaUSA>

there are 13 videos on this site that are store + website-worthy

Promotional schedule: for Independent Retail Store Accounts Only

**Himalaya Herbal Healthcare: Our Science. Your Life™**

Not represented by BMC in SC



### 4th Quarter Initiative

### "Buy One. Pass It On." Initiative. Let's Finish Strong

Donation to Give2TheTroops: One bottle of Ultimate Omega® donated for every bottle sold of the Featured Products. Give2TheTroops

**5 Featured Products** (all sizes, including liquids):

- Ultimate Omega® • Complete Omega™ • Omega-3™
- Children's DHA™ • Nordic Berries™

### Don't Miss These Deals 4th Quarter Promotions

#### #1: Endcap Display Promotion for the "Buy One Pass It On" Campaign

**25%-30% OFF** Case orders for endcap displays in 4th Qtr  
(30% offered WHEN store displays Promotion signage)

One order per ship-to location per month.

minimum order **5 cases**, max order 15 cases

**Products:** all SKUs from these categories: **Ultimate Omega®** [5 SKUs], **Complete Omega™** [5 SKUs], **Omega-3™** [5 SKUs], **Children's DHA™** [6 SKUs], **Nordic Berries™** [2 SKUs]

#### #2: 48-piece Floor Display Promotion

**30% OFF\*** items listed below: mix & match. Must be purchased in units of 6 ea

- Ultimate Omega® 60 ct/120 ct/8 oz • Omega 3 60 ct/120 ct/8 oz
- Complete Omega™ 60 ct/120 ct/8 Oz • Children's DHA™ 180 ct/360 ct/8 oz

#### #3: 24-bottle Top Seller Floor Display Promotion

**25% OFF\*** items listed below: mix & match. Must be purchased in units of 6 ea

- Omega-3s 180 ct • Arctic Cod Liver Oil™ 180 ct
- Ultimate Omega® 180 ct • Complete Omega™ 180 ct

#### #4: 24-bottle Children's Gummies Display

**25% OFF\*** Items listed below: mix & match. Must be purchased in units of 4 ea

- Nordic Berries™ 120 ct • Nordic Omega-3 Gummies™ 120 ct

#### #5: Last chance for a special deal on GLA 4 oz.

**SOHO IS Exciting: YES there is a NEW PRODUCT LAUNCH**

\*remember Nordic Naturals® M.A.P. advertised pricing policy. Discuss with your BMC Sales Rep

Not represented by BMC in NJ, SC



# JUVO™

## December

Promote enzyme-rich,  
Organic Raw foods as part of  
a healthy New Years package

**15% OFF JUVO Raw Green  
Superfood**

**20% OFF JUVO Raw Meal  
Boxes**

12 single-serve packets per box

Keep whole food in the Holidays  
encourage the packets by the register  
packets-deal ends December 31, so  
stock up!

**Build Juvo's raw food message  
into your website:**

[http://www.youtube.com/  
watch?v=5iK9X1jznmk](http://www.youtube.com/watch?v=5iK9X1jznmk)

[http://www.youtube.com/  
watch?v=gBDPGDSiOXY](http://www.youtube.com/watch?v=gBDPGDSiOXY)

[http://www.youtube.com/watch?v=VZXIG  
msVdvw&feature=relmfu](http://www.youtube.com/watch?v=VZXIGmsVdvw&feature=relmfu)

easy recipes to help people learn to  
ReJUVOdate: [www.gojuvo.com/smoothie.  
php](http://www.gojuvo.com/smoothie.php)

**ReJUVOdate Yourself!**

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Traveler's Best Friend**  
yes, a stocking stuffer for travelers  
arriving for Celebration

**ALOE GOLD TABLETS**

**30 + 90 ct. tablets**

**10% OFF 6 ea**

**15% OFF 18 ea**

- the industry's only organic whole leaf aloe tablet
- the tablets have even higher polysaccharides than the liquid
- And yes, many therapies would benefit with using both tablets +liquid

**Be informed:** ask your BMC Rep to discuss with you the act sheet available on Aloin.

Understanding the true health benefits of a whole leaf aloe vera will make you even more confident in recommending aloe for every aspect of health  
Aloe Life® aloe vera is a 4.5:1 concentrate: 24 lbs of aloe vera are used to make one Quart

**Whole Leaf Aloe Vera Juice Products**

 Dr. Ohhira's Probiotics

**Great December News**  
**December Special**  
**15% OFF Line Drive**  
mix & match minimum 18 items  
**Dr. Ohhira Probiotics**

(30 cap + 60 caps, clinically-tested, stable at room temperature, live and viable bacteria – never freeze-dried)

**Propolis Plus, Essential Living Oils,  
Kampuku Soap and Skin Lotions**

**ChiaOmega®**

**New SKU-Discount 20%**

**2013 Better Nutrition Best of  
Supplements Award Winner^**

4 Products, Made in the USA

1050 ALA Omega-3 per 2 softgels

• **ChiaOmega® + CoQ10** (Vegan)

2 caps = 60 mg ubiquinone

• **ChiaOmega® +EPA & DHA** (Vegan)

70 mg Algal DHA, 35 mg Algal EPA per 2  
vegetarian softgels

• **ChiaOmega® + D3^** (Ilanolin, Vegetarian)

1000 mg D3 per 2 vegetarian softgels

• **ChiaOmega® +Enzymes** (Vegan)

24 mg lipase per 2 vegetarian softgels

**ChiaOmega® is now NSF-Certified  
for Sport®** your only Vegetarian, verified  
Omega-3 choice for the Sports Nutrition set  
[[www.nsfpsport.com/](http://www.nsfpsport.com/)]

**Product Reminder:** Dr. Ohhira's Kampuku  
Beauty Bar is back in stock!!!!

# bodyceuticals

organic bodycare

**New in December!**

**Organic Spearmint Lip Balm**

• same great calendula formula you love -  
with a cool, fresh mint taste!

• **15% OFF** pack of 12 sticks - with  
**FREE** Point-of-Purchase display^

HOLIDAY SHIPPING DEAL -  
**FREE UPS GROUND SHIP ON ALL  
ORDERS \$75+**

Placed between Dec 1 and 15

• **BodyLove Body + Massage oils**

- all flavors **25% OFF** this month!^

Keep your stock full for the holidays - helps  
with last minute fill-in skus for the Holidays

• Organic, Vegan - in four (4) yummy  
"flavors": each 4 oz: Almond, Chocolate,  
Coconut, Cherry

• A body oil - bath oil - flavored massage  
oil

^note: must mention code "HOLIDAY13" to receive special pricing

**Don't forget! NEW Organic Raspberry-  
Calendula Lip Balm stick 1.5 oz**

There are not many Manufacturers that will  
give you account the TLC that Bodyceuticals  
provides! Support this incredible company...  
not too late to get a Holiday demo when you  
bring the line in

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

**Support Local**

**Support Women-owned businesses**

**Support clean & pure, effective  
natural healing**

**Relief is Well in Hand**

with 67 unique topical health solutions  
to choose from, this month is the time to  
make sure you are helping to keep Relief  
Well in Hand

**15% OFF**

**Line Drive + Free shipping.**

At Wellinhand Action Remedies®, we believe  
that what you put on your body is just as  
important as what you put in it. Our topically  
applied herbal formulas contain solely plant-  
based ingredients like olive oil, castile soap, pure  
essential oils, organic herbs: nothing else - no  
parabens, no sodium laureth or lauryl sulfates, or  
petrochemicals. Every ingredient in our products  
is active & nourishing so you can be sure that  
you're treating your body with real, honest herbs.  
Our products are certified cruelty-free + vegan.  
At Wellinhand® we Super-Infuse the herbs for all  
of our products right here at our facility, + then  
we hand-blend them into our formulas. Chances  
are that Linda just finished blending the products  
you are about order today

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

# BASS®

Brushes

**Finest Quality Hair, Body and  
Skincare Accessories**

**ACT QUICK  
CHECK YOUR  
INVENTORIES TODAY**  
**Bath Tools and Bath Brushes**  
**Favorite combs, brushes and  
shaving gear**

**EVEN MORE PERFECT GIFTS!**

The Bass Brush Pet Groomer + Pet Brushes  
will fly off the shelves: stock these perfectly  
thoughtful gifts today!

**GO GREEN WITH US**

100% BAMBOO Wood is used for most of  
our styles in Wood handle Products.

All Paper Packaging is Biodegradable and  
made with Recycled paper.

**SOHO attendees:**

**25% discount** for orders handed in by  
SOHO attendees at the booth  
Booth 300

**The Hair Doc Company: makers of  
The Green Brush® by Bass Brushes®**  
**Finest Quality Hair, Body & Sin Care  
Products since 1979**





**SURYA**  
*Brasil*

**December Promotions**  
buy-in dates till December 20

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

Stock all five 24-pc displays  
nutrient rich, vegan-certified lip treatments  
• Acai Berry • Strawberry & Buriiti • Chocolate\*  
• Cinnamon & Cupuacu • Chocolate & Mint\*  
Made with Fair Trade-certified cacao butter; Gluten-free,  
Cruelty-Free, certified Vegan, Beeswax-free, Petrolatum &  
Paraben-free

**Sapien Men 25% OFF**

EcoCert-Certified Men's Bodycare. Specially formulated  
for male skin + hair, these formulations are 100% plant-  
based from ethically harvested plants & fruits from the  
Amazon. Uncompromising quality + efficacy. Sapien<sup>^</sup>  
from Brazil is the luxurious way for men to address their  
grooming needs naturally!

**2-in-1 shampoo/conditioner combo:** Acerola + Amaranth  
protein  
**Shower Gel** hydrates + cleanses with nourishing fruit extracts  
**Facial Scrub** exfoliates with green clay + Acai grains  
**Shave Cream** lubricates with rich Cupuacu butter +  
Macadamia nut oil

**After Shave Cream** invigorates with Acai + Aloe Vera  
**Styling Gel** medium hold without synthetic fixatives or PVP  
<sup>^</sup> must sign contract agreeing to extend discount on to customers  
<sup>^</sup> Products do not contain synthetic fragrance, artificial colors,  
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The next best thing? To accommodate the shopping dialectic, you need to present options. For that probiotic customer—or for the variety that a complementary probiotic rotation could provide—BMC represents the scientifically-respected and clinically-validated DDS-1 strain, available both through **Bluebonnet Nutrition**® and now **Nordic Naturals**®. [probiotics with a M.A.P. Policy!]

Your New Year's Resolution should be to become well-versed in the many virtues of probiotic nutrition. Learn the basics from the expertise of Dr. Ohhira. And learn how to explain this developing science, and to counter the hypnotic marketing of mediocre manufacturers' presenting products in the mass channel. Probiotics are the realm of the health food store, and let's not lose that market from inertia!

Triphala. Sometime in the first quarter of 2014, the BMC newsletter will dedicate an issue to these three fruits, and their history and their application. As we spoke above about the benefits of Bitters for overall health, Triphala brings another of the flavors of health with the sour myrobalan fruits.

Most of us have learned already that Triphala is essential to anyone who is older and using fibers (like psyllium seed or husks), because fiber is cooling and the last thing that you would want to do is slow down a sluggish digestive system, constipation, with cold foods. Triphala warms and comforts the gut like a marsupial pouch brings comfort to a vulnerable, growing infant. The adage "You are never without a mother if you have Triphala" is a

plant fairy tale that has been told to children in India for millennia. Triphala supports and nourishes: it is potent and efficacious, yet gentle.

**Triphala** is a traditional combination of three myrobalan fruits: Amla, Haritaki and Vibhitaki. It supports the normal function of the membrane lining for the whole digestive system. Triphala combines both nutritional, as well as blood and liver cleansing actions. There is nothing in your store more proven for digestive support than Triphala, the key in effective bowel cleansing and detox around the world for over 5,000 years.

Why **Himalaya** Triphala? Consider that Himalaya Herbal HealthCare's Triphala is competitively-priced, Certified-Organic: a vertically-integrated harvest entirely under Himalaya's control from growth to manufacture: with a guarantee of actives: and no binders and excipients. Himalaya Triphala is world-class, #1: the best!

The fruits all have amazing, well-researched health attributes but one curiosity is that comparison studies indicate that the team of three together work better than any of the three foods alone. Amla, though, is one herb that seems worth adding to the category of super fruits. The antioxidant properties of this fruit (also called Amlaki and Indian Gooseberry) have not yet been properly embraced by natural healers in the U.S. Amla's Vitamin C-like actions make it preferred wherever Vitamin C may be considered: (think immune support, circulatory and cardio support, collagen manufacture and of course gut lining integrity!)\*

Triphala and Trikatu are ancient powerhouse twins for accomplishing digestive balance, and I will be discussing both in an upcoming newsletter. Looking for that all-encompassing herbal capsule: **GastriCare**® by Himalaya contains Triphala with the added support of pepper, ginger, mint, lemon and papaya. This is also the only clinically-tested product listed in this article. GastriCare® has been growing a satisfied fan club in BMC stores for years now.

Triphala itself became crazy-popular in 2013 due to a mention on a Dr. Oz show that it is beneficial for weight loss. Like amateurs hawking trendy products, programs like this will bring 15 Minutes of fame, but they do a disservice to the many attributes that Triphala can bring to everyday health. Certainly, Triphala should be a cornerstone of anyone's January weightloss protocols. Triphala anchors 8 Himalaya Formulas, including the popular **LeanCare**®

Again, **Herb Pharm**® **Digestive Bitters**, **Himalaya Herbal HealthCare**® **Triphala**, **Aloe Life**® **Whole Leaf Aloe Concentrate** and **Dr. Ohhira's Probiotics**®: undeniably the BEST you can get!

These facts have been presented before, and we have advised for stores to pick up the torch and re-align their protocols and store sets to incorporate these products, for effective and thorough digestive health.

When the digestive system is presented for repair, or when the gut is invaded with any unwanted visitor from viral intruder to candida to dysbiosis, remember the clever and dependable protocol available to your store via sales flyer, combining **Sovereign Silver**™



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**December Promotions for the Holidays 10% OFF**

**Holiday Room Sprays 2. Oz (80 ml)**

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Dr. Ohhira's Probiotics® and Aloe Life's Aloe Gold™

So, let's go a step further. How does your Digestive Care section stand up to the Specialty products that can really focus in on a specific problem: and how confident are you in recommending these products for specific presentations?

Hopefully, you attended the Herb Pharm® monthly educational training last month, and you are taking advantage of the Herb Pharm® educational information [www.herb-pharm.com/retailers.html], and On-Line Herbal Education Modules [www.herb-pharm.com/retailers.html]! Every month, I feel blessed to be in this industry with the organizations that BMC is associated with, as my knowledge of options for health is always increasing.

Time to Specialize. Are you one of those people who has often gleaned over the Herb Pharm® Compounds, and missed the curiosity that should come from reading the words **Gastro Calm™ Compound**, or **Intestinal Soother™**, **Neutralizing Cordial** or **Intestinal Tract Defense™**? Each of these products has a unique and specific application, and these products have perfect matches for many of your customer's needs.

So let's differentiate. Do you have any customers who would respond to a product that was concerned with digestive comfort for occasional gas, bloating and nausea? Did we just double the sales of herbals in your digestive support section with an understanding of Gastro Calm™? This specific formula – Cinnamon bark, Lavender flower, Ginger rhizome, Clove flower bud, Nutmeg seed and Peppermint herb essential oil—is foremost, obviously tasty. As importantly, these herbs are Herb Pharm® Quality extracts.

Gastro Calm™ as a liquid extract will bring fast action for a wide-range of digestive complaints: gas, flatulence, bloating; nausea and queasiness; motion sickness and morning sickness; nervous stomach; and that headache

accompanied by nausea associated with overindulgences of drink or food, especially from too much fatty foods\*. Gastro Calm™ brings general soothing digestive relief: it is carminative and aids in preventing the fermentation of foods during digestion.

**Neutralizing Cordial Compound** performs as the name suggests. But remember that you are the expert, and to most shoppers these words do not identify to them that this product is the choice for acid, sour stomach, belching and diarrhea.\* Like Gastro Calm™, this formula needs to be put into view so that the conversation will arise. Or, am I just making an inappropriate assumption that these nefarious digestive discomforts listed above are common among your shoppers? Maybe everyone is just groovy?

Google the term Neutralizing Cordial, and you will see the historic veracity of this traditional herbal antacid. Again, this formula has Herb Pharm®-Quality, Organic herbs: Rhubarb rhizome, Cinnamon bark, Goldenseal rhizome & roots, Peppermint leaf and Peppermint essential oil and USP Potassium carbonate. Trust this formula for its appropriate usages, even if you are not currently the expert on these herbs: the "ghosts of indigestion past" can speak of their relief throughout history. Trust success.

Neutralizing Cordial almost sounds like Holiday stocking stuffer; and this product shines during this Thanksgiving-New Years Season. Excess: think Neutralizing Cordial. Excess acid in the GI tract, sour stomach, diarrhea\*: we need to encourage people to have these products at home for when they need them, if they are prone to these conditions. What else are you suggesting for these complaints: (and are your suggestions even mildly comparable in effectiveness?) Do people return saying, "oh what a relief it is?" For success: Neutralizing Cordial.

**Intestinal Tract Defense™** deserves mention in this conversation about Digestive

Support, although this may not be the time to highlight this product unless people are traveling overseas during the Holidays. Yet, no doubt about it, people who are dealing with unwanted guests in their intestines need to find effective remedies. When results are drastically desired—when the Black Walnut hull, Clove bud and Wormwood are requested (many are not yet familiar with the equal effectiveness of Quassia bark for this function) – then everyone should understand that Herb Pharm® is the company to recommend. This formula leads with the anti-parasitic herbs, but it is smartly tempered by the equally essential Cardamom seed and Ginger rhizome. Effectiveness, balance, and calming support for the big actions needed!

Think about the superiority of these herbs for an invaded intestinal tract when the product is a liquid herbal extract as opposed to a pill. And again, think about the quality of the herb for the results intended. This product should become your go-to for these issues.

Finally, the new liquid herbal superstar compound. Many of you know of my admiration for the **Intestinal Soother™ Compound**. I have been blessed with a strong digestive system my entire life—something that can disappear for anyone in a moment, so I do not take this for granted. Yet, I have a bottle sitting right here by my desk, and I just dose when the moment seems right. Listen to these herbs and think of the actions: Chamomile flower, Fennel seed, Turmeric rhizome, Wild Yam rhizome, Cinnamon bark, Peppermint leaf and Peppermint essential oil. I take this formula because I value the proactive strategy of anti-inflammatories for digestive health. Quite simply, what herbs would perform in this manner better than chamomile and turmeric?

Too many herbal-centric people are still misinformed about the correct uses of wild yam. Its main function is antispasmodic, so the application of this formula, with the superlative anti-inflammatories and antispasmodic herbs is pretty self-evident. Add peppermint, as an effective anodyne, and you have a product made for modern gut deficiencies. Most people needing this specific support have already found this formula: because this liquid extract works, and works quickly. Hopefully, they are finding this winner in your store!? Soothing Comfort for the Intestinal Tract\*

So, I implore: expand your digestive care section with a larger selection of Herb Pharm® liquid extracts, and become fluent in the applications of these formulas. Use the 4-SKU wood cross-merchandising rack to bring attention to these formulas if they are new in your store. Better yet, use the 24-bottle, 3-tier counter display to import these products to front register attention in this Season of Excess Food. Trust me, when people with digestive system problems are being rung up at the register, they will check out these products and ask, "what is that for?" Your answer could change a person's quality of life, and develop a new herbal advocate in your community. Gastro Calm™, Neutralizing Cordial, Intestinal Soother™, along with Ginger and Peppermint Spirits: your toolbox just became first-class.

Of course, if you want to go the extra mile, put Digestive Bitters on sale from now until April, and cultivate a new clientele for this preventative, daily support essential. Add **Oral**

*continued on page 8*

## WE ARE HEALTH FOOD PEOPLE

### Mindy Leigh Barrows, Key Accounts Manager, Bluebonnet Nutrition



Mindy Barrows, B.Sc. Biology, CN, RYT 200 is the Key Account Manager/Educator at Bluebonnet Nutrition. She has over 30 years' experience in the Nutrition field, including, intensive experience working at a naturopathic critical care center in San Antonio, TX. She is a nationally recognized lecturer who has traveled throughout the U.S. educating both retailers and consumers on the topic of Nutrition and the effects on human health. She is a frequent radio and TV guest and has spent countless hours advocating natural health products through her state and national lobbying efforts. Mindy naturally migrated into the industry. Having asthma as a child and young adult, she searched for natural alternatives to heal this condition. Mindy grew up in a family that grew their own food and utilized natural remedies. This in turn, created a deep awareness about the importance of natural health leading her

into a lifelong career in our industry. Early on, while attending college she continued to pursue her passion by working at independent health food stores in both Texas and Ohio. Mindy taught Biology for 5 years in Arlington, TX, using this platform to educate students on the human body and the connection with the earth and all living creatures. In many ways, Mindy was ahead of her time by educating students on healthy food choices and by having her students write congress about GMO concerns as early as 1997.

Mindy has 5 children, ages 28, 26, 24, 20 and 13 and a wonderful supporting husband, Bob, who she enjoys working alongside. Her passion runs deep for Bluebonnet as she also works closely with the entire Barrows family and her 3 eldest sons.

Mindy is passionate about her very large and ever-growing family, 5 pets, gardening, yoga, NBA Basketball and herbal remedies. In combination with her present job responsibilities, she has returned to her education base attending the American College of Acupuncture and Oriental Medicine in Houston, TX which will earn her a Master's Degree.



## Blue Moose Consulting

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

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

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

### Gut Feeling *continued from page 7*

**Health™ Tonic** to the mix—the best mouthwash base available today—and you are now truly teaching best-choice natural health to your community.

We cannot leave the topic without mentioning the role of digestive enzymes. I stress the herbal answers for better digestive health here, but we humans stop manufacturing adequate enzymes in the body at around 18 years old. Adults all could benefit from digestive enzymes. I am a fan of not making it complicated. Bluebonnet Nutrition® sources their enzymes from National Enzyme Company (NEC. <http://nationalenzyme.com>), and they have not seen the need to make up new categories, because their formulas—available only in health food stores, wildly well-priced and in Vcaps®—work for everyone. No made-up science here: just best-quality enzymes from the oldest manufacturer in the natural channel—all products made in the USA.

Finally, homeopathy. Unfortunately, people do not envision complementary care enough when they are educating in the aisles. Homeopathy works for digestion. **Newton Homeopathics** has a full range of products that perform as perfect complementary therapies. Every set should offer the homeopathic solution with at least **Indigestion~Gas**, and **Bowel Discomfort**. Newton is there with children's remedies too. Newton is the answer for digestive issues compromised by food additives, or allergy issues or sensitivities.

Nobody does digestion better than Herb Pharm®; nobody does aloe better than Aloe Life®; nobody does Probiotics better than Dr. Ohhira; and nobody does enzymes more practically than Bluebonnet®. The products, and information, are there. Become the expert that your community needs.

Understand the Gut Feeling: heal the Gut Feeling. ☺

1 Ciesla, William M (1998). Non-wood forest products from conifers. Food and Agriculture Organization of the United Nations. Chapter 8: Seeds, Fruits, and Cones. ISBN92-5-104212-8.

2 Ed Smith, Therapeutic Herb Manual. Glossary

\* these statements have not been reviewed by the FDA, and are not meant to treat or diagnose any disease

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

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*Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher*

