



BLUE MOOSE CONSULTING NEWSLETTER

Volume 10, No. 2 • February 2013

Talking Health: Vitamin D Continues to Advance

Vitamin D is finally getting respect. What an amazing story and journey D has had in getting to this now dignified space on store shelves. This February, as we will see Vitamin D sales increase with the season, we should take a moment to remember the long distance that Vitamin D has come from its back-bench position in the natural nutrition arsenal 8-10 years ago, and to understand how it needs to be fully integrated into every basic wholistic protocol that we consider. But first, let's have a little fun with this Public Service Announcement

Vitamin D was born an under-appreciated, fat-soluble secosteroid when fat-soluble was not in vogue and when steroids were quite the rage and making all the money, but Vitamin D was considered unique—not having two of its four B-carbon rings joined, and so it got the cold shoulder in the research labs. Yet the discovery of what Vitamin D does led to a change in the course of human history almost immediately. From the beginning, governments knew Vitamin D meant better health. The discovery of Vitamin D is a masterful story of scientific inquiry and revelation. This summary is certainly worth the read: <http://jn.nutrition.org/content/134/6/1299.full>. From the early pediatric text identifying the illness we now know as rickets by the British physician Francis Glisson in 1650, through decades of the use of cod liver oil as the primary therapy for the crippling bone malady, science was aware that there was a substance that could help to cure a disease.

First, cod liver oil was prescribed as a cure for rickets in 1824. Rickets is a debilitating disease that causes a softening of bones in children due to deficiency or impaired metabolism of vitamin D, phosphorus or calcium, potentially leading to fractures and deformity. It took another 75 years for science to postulate that the prevention of this disease could come from diet, and that there might be essential dietary factors that were worth identifying.

The search led to what was called “a factor in butterfat” that was found when Vitamin A was first discovered in studying eye health and normal growth patterns. In 1914, it was determined that rickets was a

deficiency disease, and that cod liver oil seemed to be the best dietary support and prevention. In post WW I Vienna, children with rickets were being cured with butterfat and cod liver oil.

In further research with cod liver oil, it was determined that heat or oxidation could destroy the benefits of Vitamin A, but that there was another factor present that was not affected by the heat, and so the search began for what would eventually become Vitamin D (B and C since having been identified as essential nutrients). What was this other fat soluble nutrient in cod liver oil?

In 1921, another cure was found for rickets, and that was sunlight, (with a later understanding that UV light irradiation simulating sunlight also worked effectively). From here, for a clear recollection of scientific history, the conversation turned first to cholesterol, where it was posited that possibly it was the anti-rickets substance that could be identified definitely. This hypothesis was rebuked by the brightest minds of the time, and the search continued.

We now know that this substance is 7 dehydrocholesterol, and that when this precursor is activated by sunlight, the body can create its own Vitamin D from UV skin exposure. Science was on the trail of what would be defined as a provitamin. The research turned to plant-sourced steroids, and it was with the fungus ergot (notorious for growing on grains like rye) that ergosterol was identified as a pro-Vitamin D, that could be converted to Vitamin D by UV radiation. D-2 (calciferol) was born.

D-2, though, did not occur in animal organisms. When Adolf Windaus was awarded the Nobel Prize in 1928 for “studies on the constitution of the sterols and their connection with vitamins,”—he was the first person to receive an award mentioning vitamins—the unsolved mystery remained of how human (animals) received their Vitamin D from sunlight.

In 1937 the compound 7 dehydrocholesterol was isolated and identified, and this irradiated component was identified as Vitamin D3. It was not until 1980, though, that the sequence of steps that cause the conversion of cholesterol in the skin were clearly

understood. German chemist Adolf Windaus was the leading steroid chemist of his generation, and he is considered the first real expert on the topic of cholesterol (historical note: he also openly opposed the Nazi regime and refused to do work on poison gases).

This scientific history and detective story^ then passes into the world of human nutritional science, and our industry. The primary function that is recognized for Vitamin D is its function as a steroid-like substance (secosteroid) that circulates in the blood and assists in the regulation and concentration of calcium and phosphate, and their absorption in the intestines. It is through this function that Vitamin D is understood to be critical to bone health, with some recent studies suggesting that the presence of vitamin D may be more important than the supplementation of calcium in many cases! Think D and strong bones.

Vitamin D is converted in the liver to calcidiol, and it is this metabolite that is used in physical exams to measure the presence of Vitamin D in the body. When the tests for Vitamin D were adjusted (bettered) in the last decade, it was found that many, many more people were Vitamin D deficient than what was earlier understood. It is the kidneys that then convert this calcidiol into the biologically active form of Vitamin D, Calcitriol.

Vitamin D3 (cholecalciferol) is produced photochemically in the skin from 7-dehydrocholesterol.

The body can produce about 10,000-20,000 IU with about 30 minutes of sunlight to the skin. This data for Sun-D conversion mentions “whole-body exposure”, so these numbers may be misleading and must be adjusted in cases where a person is only exposing their arms, neck and face; or if a person is wearing sunscreen, or if they go out at times of the day when UVB exposure is not at its strongest. Yes, daily outside time is critical, but so—it appears apparent—is Vitamin D supplementation.

It has been considered essential to have Vitamin D during the darker winter months when people are outside less, because Vitamin D seems to help with mood and depression as well. Research now

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Vitamin D *continued from page 1*

seems to indicate that Vitamin D is extremely important for immune system health, and that healthy levels of Vitamin D are considered beneficial as a preventative measure against the Influenza virus.** It is recognized that children from 6 months to 5 years of age should be given Vitamin D supplements. Vitamin D is also recognized as being critical for the elderly. For infants, the tolerable upper limits are 1000 IU daily, though most people recommend lower dosages, as toxicity can develop quickly in these developing bodies. The conversation on the range of Vitamin D dosing has changed in the last 4 years and this is one indicator that has spurred vitamin D sales.

In healthy adults, a sustained dosage of 50,000 IUs daily can lead to toxicity within several months. The published studies on toxicity all involve dosages of 40,000 IU daily. The chalkboard scientific recommendations were always that since Vitamin D was a fat soluble nutrient, that it could cause a build-up in the liver that might cause a problem: and that is still the case. Overdoses can occur, although the common response is just to discontinue taking the D. The natural food industry, which has traditionally practiced much greater restraint than we have been given credit for, said for years that 400 IU a day was fine and that 1000 IU a day would be considered ample. For decades, our common wisdom would suggest not to take 2000 IU daily.

"After being commissioned by the Canadian and American governments, the Institute of Medicine (IOM) as of 30 November 2010, has increased the tolerable upper limit (UL) to 2500 IU per day for ages 1–3 years, 3000 IU per day for ages 4–8 years and, 4000 IU per day for ages 9–71+ years (including pregnant or lactating women)." Big stuff; a game changer.

So who is the customer now coming into your store looking for Vitamin D? In the winter, everyone should be taking some level of supplemental Vitamin D no matter how much of an outdoor enthusiast they are, or if they work outside. People who think their face and hands are the satellites that will draw in the D-converting rays they need are mistaken. While the indoor suntanner may be the exception, that person is also messing with a high probability of cancer. The optimum sun parameters are with a UV sun index greater than the number #3, providing the UV wavelength of the UVB type that are necessary for the skin to make provitamin D, occur mostly in this region in the Spring and Summer. During the rest of the year there should be concerns about getting enough sunlight to get enough D. Age of

skin and color of skin also play a role. If everyone should be taking Vitamin D, then should we not be making a concerted effort to make that statement clear and impressive?

Our industry moved along with Vitamin D being a sideshow for decades, and the Vitamin D source was labeled as "fish liver oils." While this sounds good on paper, the truth in labeling was less than precise. As the Vitamin D market started to explode, it became apparent that the high standards we were starting to create for our Omega-3 fish oils did not hold true for the D we had never really looked at under the magnifying glass.

As many people are selling cod liver oil today with products that are neither cod nor liver, so many companies unintentionally were selling Fish Liver Oil



that was not the liver, and was in some cases not even fish (sadly, there has been whale, or mammal, oil on the market misrepresented for years). Now, more than ever, we all have to know the source! My guess is that since you can create Vitamin D3 by irradiated cow's milk, then the same would be true for any left-over fish meal oil. The bigger concerns should of course be the freshness and purity of the base oil. (remember that rancid Vitamin A is ineffectual, but the precursor to Vitamin D can still be elicited from rancid oil!).

Again many of the better manufacturers in our industry have either confirmed sourcing of their fish liver oil, and even more companies have switched or started to provide their Vitamin D3 from a lanolin source. **Bluebonnet** was the first (and still only) nutraceutical manufacturer that I know who has changed all their (non fish oil capsule***) Vitamin D3 to a lanolin-based Vitamin D. This means that Bluebonnet's Calcium products, their Multiples and their Antioxidant blends that have Vitamin D are products that offer a non-fish oil, lanolin-based, Vitamin D3 Cholecalciferol.

Bluebonnet offers Vitamin D in every range and form, which gives the consumer many options for compliance but which

also offers you the opportunity to have a full shelf of Vitamin Ds that are only sold in health food stores!

Lanolin, from the German words for wool and oil, is a yellow, waxy substance secreted by the sebaceous glands of wool-bearing animals, such as domestic sheep breeds. The industry of lanolin production uses animals that are bred for their wool rather than for their meat, as the animals raised for wool provide a meat that is less desirable by meat-eaters. Lanolin is not wool fat but actually more of a wool wax. (lanolin has no glycerides, and is 97% long chain waxy esters). The wax serves great purpose to the sheep, primarily waterproofing for their coats. The lanolin is almost entirely removed when making textiles wools, yarns and felt. A large portion of the lanolin is removed by just squeezing the sheep's harvested wool through rollers. The cholesterol that is obtained from the lanolin in cleaning the wool after shearing is then processed to make 7 dehydrocholesterol, which is then irradiated, cleaned and stored as a resin. Today's best D-3.

This is not a vegan-friendly product, though vegetarians have used lanolin for its excellent topical applications for centuries. The consensus is that these animals are not killed to make the lanolin, but rather they are raised for wool and lanolin—and the sheep must be in sunlight themselves, both for the quality of the wool and for the accumulation of the lanolin that helps them combat the elements, and as a natural reaction to their days in the sun! Field sheep, catching some rays!

Lanolin is purified and there are standards in the pharmacopeia of the manufacturing countries for analysis to guarantee low levels of heavy metals and pesticides: so lanolin has higher standards right now than the mainstream, commercial-channel fish oil manufacturing industry has. Lanolin-based Vitamin D3 cholecalciferol is always a very wise choice for the retail store because most of the mass-market Vitamin D is currently both fish oil (fish liver oil?) and of questionable quality. Since the market does not demand it, and I know a bit about the manufacturing end, I can tell you that much commercial Vitamin D3 from fish oil is both rancid and not meeting levels we would want for environmental contaminants. D bought outside a health food store may be bad news.

Lanolin: no kill in the manufacture; purified and standardized raw material; chemically identical to what the human body needs for optimal health.

Nordic Naturals® is now expanding their selection of Vitamin D products in recognition of the important value that D has for human health. This month, they

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**FEBRUARY ALLERGY SEASON SUPPORT
25% OFF products listed**

with minimum 3 ea product ordered.*

- Echinacea liquid extract
- Echinacea Glycerite
- Eyebright liquid extract
- Goldenseal liquid extract
- Reishi liquid extract
- Pollen Defense™

Pollen Defense™: Eyebright flowering herb, Goldenseal rhizome & roots, Horseradish root, Nettle seed, Yarrow flower

Echinacea's 2nd Season is the perfect complement to the industry best-seller, Pollen Defense™
(formerly known as Eyebright-Nettle Compound)

NEW PRODUCTS ARE CAUSING EXCITEMENT

~Joint & Muscle Warming Rub

1 fl oz for external use only

formerly "Liquid Lightening". topical use: St Johnswort, Arnica flowers, Wormwood, Horse chestnut, Rue, Yarrow, Cayenne

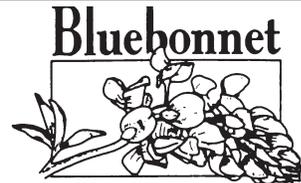
~ Herbal Capsules

Asian Ginseng Panax ginseng whole dried root broad-spectrum herbal extract 450 mg 60 vegetarian capsules
Ginkgo Bacopa blend 60 vegetarian capsules

310 mg each of Ginkgo + Bacopa broad-spectrum herbal extract

America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



Shake up Power Protein Sales ALL February

For every \$100 worth of sports nutrition or protein powdered products on orders placed until Feb. 28, you'll get (1) 20 oz shaker cup with mesh insert (imprinted with Bluebonnet + Extreme Edge logos) FREE! ** FAX Order to: 281-240-3535. Items connected to the Shaker cup Promo:

- | | |
|--|--|
| 1500 Super Earth® Phytonutrient Soy Protein Powder (Natural French Vanilla) 1.1 lbs | 1603 100% Natural Dual Action Protein Powder (Natural Original) 8 PACK |
| 1504 Super Earth® Phytonutrient Soy Protein Powder (Natural Chocolate Truffle) 1.1 lbs | 1604/1605 100% Natural Dual Action Protein Powder (Natural French Vanilla) 1.05 lb/2.1 lbs |
| 1550/1551 Whey of Life® Protein Powder (Natural Vanilla) Reduced Sugar! 1.1 lb/2.2 lbs | 1607 100% Natural Dual Action Protein Powder (Natural French Vanilla) 8 PACK |
| 1553 Whey of Life® Protein Powder (Natural Vanilla) Reduced Sugar! 8 PACK | 1608/1609 100% Natural Dual Action Protein Powder (Natural Chocolate) 1.05 lb/2.1 lbs |
| 1555/1556 Whey of Life® Protein Powder (Natural Chocolate) Reduced Sugar! 1.1 lb/2.2 lbs | 1611 100% Natural Dual Action Protein Powder (Natural Chocolate) 8 PACK |
| 1558 Whey of Life® Protein Powder (Natural Chocolate) Reduced Sugar! 8 PACK | 1612/1613 100% Natural Dual Action Protein Powder (Natural Strawberry) 1.05 lb/ 2.1 lbs |
| 1560/1561 100% Natural Whey Protein Isolate Powder (Natural Original) 1.1 lb/2.2 lbs | 1615 100% Natural Dual Action Protein Powder (Natural Strawberry) 8 PACK |
| 1563 100% Natural Whey Protein Isolate Powder (Natural Original) 8 PACK | 1800 Extreme Edge® PRE WORKOUT Powder (Vigorous Grape) .66 lb |
| 1564/1565 100% Natural Whey Protein Isolate Powder (Natural French Vanilla) 1 lb/ 2lbs | 1801 Extreme Edge® PRE WORKOUT Powder (Savage Lemon) .66 lb |
| 1567 100% Natural Whey Protein Isolate Powder (Natural French Vanilla) 8 PACK | 1803 Extreme Edge® CARBO LOAD Powder (Tenacious Orange) 2.5 lbs |
| 1568/1569 100% Natural Whey Protein Isolate Powder (Natural Chocolate) 1 lb / 2 lbs | 1806 Extreme Edge® CARBO LOAD Powder (Bustin' Berry) 2.5 lbs |
| 1571 100% Natural Whey Protein Isolate Powder (Natural Chocolate) 8 PACK | 1809/1810 Extreme Edge® POST WORKOUT Powder (Vicious Vanilla) 1.32 lb/2.65 lbs |
| 1572/1573 100% Natural Whey Protein Isolate Powder (Natural Strawberry) 1 lb/ 2 lbs | 1813 Extreme Edge® POST WORKOUT Powder (Atomic Chocolate) 1.32 lbs |
| 1575 100% Natural Whey Protein Isolate Powder (Natural Strawberry) 8 PACK | 1814 Extreme Edge® POST WORKOUT Powder (Atomic Chocolate) 2.65 lbs |
| 1576/1577 100% Natural Whey Protein Isolate Powder (Natural Mixed Berry) 1 lb/ 2 lbs | |
| 1579 100% Natural Whey Protein Isolate Powder (Natural Mixed Berry) 8 PACK | |
| 1600/1601 100% Natural Dual Action Protein Powder (Natural Original) 1.05 lb /2.1 lbs | |

**CONDITIONS: Limit four 20 oz shaker cups per order on any order placed during the promotional period until February 28, 2013. These shaker cups will only be sent to accounts in good credit standing. This promotion cannot be combined with any other promotional discount. This order must be placed separate from any other store orders + will be invoiced separately. Offer good while supplies last. Shaker cups made in the USA

Not represented by BMC in NJ, SC



**The Liver performs over 500 functions
educate beyond liver detox**

LiverCare® the best product for overall liver support

- holistically formulated to work on the entire organ
- cross-merchandise in the protein section, the body-building section, and more

Work with your BMC rep to make LiverCare® your best-selling herbal in 2013

February Promotion 15% OFF Wholesale

minimum 3 units each SKU ordered, through 02.28.12

Products for Blood Sugar & Weight Management

GlucoCare® - for Blood Glucose Health 90, 180 Vcaps

Guggul - Cardiac support 60 veg caps

Gymnema - Sugar destroyer 60 caplets

Botanique by Himalaya Personal Care

Pure Hair Care • Hydrating Shampoo

- Rejuvenating Shampoo
- Volumizing Shampoo
- Amla & Holy Basil Conditioner

Special Deal - 20% OFF minimum 3 of each SKU ordered

Bitter Melon - Glycemic support 60 caplets

Product notes: (non-sales news)

Neem & HemoCare® are back in stock in perfect time for stocking up the Cleansing section for Spring!

Not represented by BMC in SC



New Product: Vitamin D3 Gummies

- 1000 I.U. of Vitamin D3 per serving
 - Pectin based + gelatin FREE
 - Great tasting wild berry flavor
- NO artificial coloring, flavoring, or preservatives
 - Fruit juice sweetener for color; sour
 - One (1) gummy = 1 gram of sugar
 - 60 day supply for ages 4+
 - Wholesale/MSRP: \$8.07/\$13.45
- New Product discounts apply: Product # 31140

BUILD YOUR NORDIC ENDCAP DISPLAY*

Ask your BMC rep for the details & the support materials available
25% OFF

- one order per ship-to location per month
 - Minimum order 5 cases; maximum order 15 cases
 - Mix & Match full case packs • buy-in dates till March 31, 2013
- ALSO

25% OFF 48-BOTTLE FLOOR DISPLAYS

restrictions apply: up to 8 items, in multiples of 6 ea ask your BMC rep for details + product selection

February 8: Retailer Webinar Update on Omega-3 Mechanisms of Action for Supporting optimal Heart Health

ask your BMC rep how to sign up, + attend, & receive an additional 5% OFF your next order (conditions apply; and not to exceed 25% off total)

Price increase on five (5) items, February 1

ask you BMC rep for details

Algae Omega™ - now certified by the American Vegetarian Association™ (www.amerveg.org/certification.html)

Not represented by BMC in NJ, SC



JUVO™

February Promotions 15% OFF

in units of 12 ea per SKU

- Juvo Raw Meal Replacement
- JuvoSlim

Also, New Item Promo

Juvo Original Single Paks 40 gms
12 paks per box: \$22.79/\$37.99
Intro Promo for Juvo Single Paks
Get one (1) BOX FREE with 1st Purchase of the Single Box

What is Your Number?

Juvo is made with 55
Raw Organic Ingredients

- Vegan
- Gluten Free
- Soy Free
- Yeast Free
- Whey Free

**A RAW FOODS DIET
ENCOURAGES WEIGHT LOSS**

ReJUVOnate Yourself!

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

February Promotions* 15% OFF

mix & match 18 items total from:

Face & Body Lotion

4 oz + 16 oz

Personal Gel 4 oz

Whole leaf Aloe vera helps bring nutrition to the Skin, Face & whole Body, with this grapefruit-scented **Face & Body Lotion**. Formulated for all skin types in an emollient base of Lanolin, Avocado + Jojoba oils, this product is a moisturizer than can do it all—and is gentle enough for sensitive skin + for babies. A 4 oz size is indispensable for travel, and the economical 16 oz bottle will become your home moisturizing oasis!

The Personal Gel Intimate

Moisturizer (4 oz) is clean + performs well. Silky & non-staining, this product brings moisture—and, with Organic Aloe Vera, Calendula, Allantoin, Vitamins A, E, D + Zinc, this product brings protection to sensitive skin naturally

*discounts requested when ordering

Whole Leaf Aloe Vera Juice Products

Dr. Ohhira's Probiotics

Beyond the Probiotic Formula

Dr Ohhira's Growing Product Line

Dr. Ohhira has built on his early research & continues to develop new products for complete whole health. Reaching beyond probiotic support for the digestive tract, Dr. Ohhira's Essential Living Oils and Propolis PLUS are now available in the U.S.

Dr. Ohhira's Probiotics® (30-60 caps) Original Formula

Dr. Ohhira's Probiotics® Sample Pack (50 samples/100 caps)

UPC

- 121329 Dr. Ohhira's Essential Living Oils™ (60 capsules) * Vegan
121138 Dr. Ohhira's Propolis PLUS® (30 capsules)
121114 Dr. Ohhira's Propolis PLUS® (60 capsules)
121121 Dr. Ohhira's Propolis PLUS® (120 capsules)
121107 Dr. Ohhira's Propolis PLUS® - Sample Pack (50 samples/100 caps)

Along with these fine dietary supplements, Dr. Ohhira has a growing list of probiotic skin care products.

Dr. Ohhira's Probiotics Beauty Products

- 121411 Dr. Ohhira's Probiotic Kampuku Beauty Bar™ (2.82 oz bar)
121435 Dr. Ohhira's Probiotic Magoroku Skin Lotion™ (1.7 oz tube)
121459 Dr. Ohhira's Probiotic Hadayubi Lavender Moisturizer™ (1.01 oz jar)

bodyceuticals

organic bodycare

15% OFF

BodyLove
Organic, flavored
massage oils—

(makes a great bath oil too!)
yummy flavors:

**Almond
Chocolate
Cherry
Coconut**

4 oz \$9.50/\$14.95

An edible massage oil you can feel good about using.
100% Vegan food grade ingredients and no propylene glycol, artificial colors or flavors.

For the Lips

15% OFF

**Calendula Lip Balm
POP 12-pack**

www.calendulaskincare.com

wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

February Promotion 20% OFF

Herpa Rescue™ Spray 2 fl oz
Herpa Rescue™ Soap Soother 6 fl oz

Herpa Rescue™ Natural Soap Soother is a botanical + aromatherapy blend with a castile liquid soap, apple cider vinegar, baking soda, + olive oil base; super-infused with the herbs Prunella, Calendula, Creosote Leaf, Red Clover, + Egyptian Hempseed, + pure essential oils. A little bit of the creamy Herpa Rescue™ Natural Soap Soother goes a long way. 6 fl oz [\$12/\$24.99]

Herpa Rescue™ Treatment Spray contains Creosote Leaf, Calendula, Red Clover, Evening Primrose, Bloodroot Extracts, + pure antiseptic essential oils of Tea Tree, Lemon, Thuja, + Melissa in an organic apple cider vinegar, vegetable glycerin, and olive oil base. Apply Herpa Rescue™ Treatment with a cotton ball to the affected areas as soon as you feel the tingle of an oncoming outbreak [\$21/\$34.99]

Ask your BMC rep how to sign up for the wholesale website access:
wellinhandwholesale.com

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

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Valentine's Day 1

Your sign should loudly read:
Nothing is a more intimate gift for the person you love than bath salts & oils, quality bath tools, and natural & organic massage oils

Bass Brushes: the industry's largest selection of top-quality bodycare tools + brushes

Valentine's Day 2

Bamboo Bass Brushes

Bamboo is an environmentally sound plant crop for Earth sustainability. With a rapid re-growth cycle and 25% higher yield than timber, it can be harvested with virtually no impact on the environment. Also, bamboo grows well in soil damaged by overgrazing or poor agricultural technique, making this a truly green product.

Your store should be the source for this beautiful hair brush of uncompromising craftsmanship





February Line Drive*

buy in dates: Jan 20 – February 20

25% OFF INVOICE

Carry every Eco Cert-Certified, Vegan bodycare category:

Henna Cream, and Henna Powder, Color Fixation hair care, also ideal for chemically-colored hair

Amazonia Preciosa, award-winning Organic bodycare

- from Amazonian plants, sustainably harvested

- 9 hair care + 5 skincare products

Sapien: Organic Grooming products for men

Lip Care: 5 luscious Amazon Forest flavors

Hand Sanitizer: Organic + Moisturizing Promo Buy-in dates through the 20th of the month

*must sign contract agreeing to extend discount on to customers

Detoxify Your Beauty

SURYA Brasil



The best lip balm for the world

PREMIUM Lip Care Display Promotion

Buy 3 Premium Displays, Get 1 Display FREE!

(of equal or lesser value)

- USDA Organic Gold
- USDA Organic Hemp
- Vegan Bee Free
- Premium assortment Display

and all 4 displays above with the Eco Clips

The Best Lip Balm for the World



Nurturing Naturally Since 1987

February Promotions

20% OFF Discount

liquid or pellet complexes
(quantity 6+ per SKU)

- Fever~Infection (N004)
- Sciatica~Nerve Care (N049)
 - Vitality (N085)
- Pets Scoot Stopper (P011)

Have you looked into?

EssentialLIFE, in collaboration with NEWTON Homeopathics, has introduced an innovative presentation of Homeopathy through its launch of **Remedy Water**®.

For over 200 years, Homeopathy has been delivered by coated or impregnated pellets dispensed from small vials, or in liquid form dispensed with a dropper.

Now, Remedy Water® lends itself to wide-spread acceptance through its convenient & easy-to-use presentation. Each package includes one empty reusable BPA-free PET bottle, + Seven PowerCaps® filled with homeopathic pellets that dispense into the bottle. It is recommended that purified or filtered water be used.

On-the-go water with the benefits of homeopathy!

With descriptive product names such as **CALM, NOBACCO, CONTROL, CLEANSE BOOST + EASE** (for muscle aches + pains), it is now easier for consumers to embrace the benefits of Homeopathy.

1987-2013 • 26 Years of Excellence

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immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

New Multi-Vitamin/Mineral for Kids With Wellmune WGP® for Immune Support

Intro order + February Promotion 15% OFF
in units of 6 ea

Keeping kids healthy & on the go just got easier with the new Immune Health Basics Children's Gummies with Wellmune WGP®

- Kids will love the great tasting flavors + teddy bear shapes
- A safe, clinically proven way to support immune health daily without over-stimulating the immune response*
25 mg of Wellmune WGP per serving
60 ct \$10.77/MSRP \$17.95
- All natural, with no preservatives or artificial colors
- NO gluten, egg, milk or soy - a safe choice for those with food allergies
- Researchers at leading universities + medical centers have shown that Wellmune WGP activates key white blood cells that are part of the body's natural defenses.*

* these statements have not been evaluated by the DFA

MushroomScience®

February Promotions

Chaga Extract 90 Vcaps®

Shiitake 90 Vcaps®

3 ea @ 10% OFF

6 ea @ 15% OFF

9 ea @ 20% OFF

Organic Chaga Mushroom
(*Inonotus obliquus*)

400 mg hot water extract

15% polysaccharides

90 Vcaps® \$14.14/\$26.95

* Antioxidant * Immune Support

Organic Shiitake Mushroom
(*Lentinula edodes*)

300 mg hot water extract

15% polysaccharides

90 Vcaps® \$14.14/\$26.95

* Immune Support * Liver Health

Setting the standard for quality in medicinal mushrooms since 1994!



like Gold in Cold 'n' FLU Season
February is the height of FLU Season

One amazing product Bio-Active Silver Hydrosol

2 oz vertical spray

2 oz fine mist spray

2 oz dropper

4 oz dropper

8 oz dropper

16 oz dropper

Smallest average particle size ever seen

- 96% actively charged particles
- Safe low concentration of 10 ppm (parts-per-million) –
- confirmed at an FDA approved laboratory.

Made from 99.99% pure silver - confirmed by 3rd party assay.

- Made with ultra-pure, medical-grade water (the only other ingredient).

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



Vitamin D *continued from page 2*

have introduced a delightfully tasty, natural wild berry flavored D3 Cholecalciferol from lanolin. **Vitamin D Gummies** are now a perfect complement to the child-friendly chewables from Nordic for daily nutritional support. What a fun way to get your multiple every day in the best-selling and delicious **Nordic Berries**, and then spice up the variety by rotating the Omega-3 essential with any of the four choices Nordic Naturals® now has for chewable Omega3s (**Omega-3 Gummies™**; **Omega-3 Gummy Worms™**; **Omega Fishies™**; and the new high-potency, sugar free **Omega-3 Jellies™**), and now—to round off the nutritional treats—**Vitamin D3 Gummies**.

The new Nordic D3 Gummies have the same superior 3rd Party testing for Purity and Freshness, and they are 1000 IU of Vitamin D3 per gummy. They are pectin-based and gelatin free, and with no artificial coloring, flavoring or preservatives as you would expect from Nordic Naturals® Quality.

This is an addition to the now distinct and impressive Nordic Naturals® selection of Vitamin D products. What better offering to your community than Bluebonnet's Ds sitting next to Nordic's Ds?

Nordic Naturals has another adult Vitamin D3 from Lanolin that I personally feel is a must for every shelf, and that is their first offering, the Nordic™ **Vitamin D3 in extra virgin olive oil**. Why? Well I am sure that you all are learning now that we should be cutting down our Omega-6s wherever possible, and most of the industry's Vitamin D3s are in a base of some vegetable oil (usually soybean oil): unnecessary Omega-6s. With Nordic's lanolin-based D3 in olive oil, you have that clear health differentiator that you can share with you customer, that will have them coming back to your store for your products again and again!

The product that Nordic Naturals® introduced in the 4th Quarter of last year may be the Vitamin D that makes the biggest splash! Nordic introduced the first **Vegan Vitamin D3** from lichen from a major brand in the United States, and the product became an instant best-seller. FINALLY, a way for Vegans to get appropriate dosages of vitamin D3 from sources that they can feel good about.

Since the product's launch, I have been investigating the story on lichens and what they are. I have been aided by my esteemed colleague, Kristina Phillips, in finding out some fascinating stuff!

Lichen is not a plant; lichen is the symbiotic relationship between a fungi and an algae. A partnership, a wedding.

This product mixes perfectly with the Algal oil Omega-3s, and should be the way that you market in bold style to the vegetarians and vegans in your community

that Omega-3s and Vitamin D are now available to them in your store! Lichen is a necessary life-bond between a fungi form and either a green or yellow algae or a cyanobacteria. They need each other. The fungi do not contain chlorophyll, but the algae do. The fungi live off of the food the alga produces from photosynthesis and the sun. The fungus provides a hospitable environment for the algae to grow, protecting it from drying out and making sure it does not get too much ultraviolet light. The algae could survive on its own without the fungi but it would not be able to live where it lives above ground unless it was a lichen; the fungus would not be able to survive without the food support the algae gives: yet, the relationship is not parasitic, but symbiotic, as both live in harmony and neither is destroying the other. Two life forms, living on the earth's surface, that have found a way to coexist, because they both need each other to survive. There are lessons to be learned from lichen!

And their survival is beautiful, and worldwide. Lichen only grow in certain climates and in certain conditions, but wherever those conditions are, the lichen can grow. However, if the environment is polluted, the lichen cannot survive: so the presence of lichen almost always means that the area is relatively pristine: lichen cannot grow in cities!

Lichen come in many colors and they usually live on rocks, and on the outside of trees—branches and trunks—because they need sunlight. They do not damage the trees they live on. We know of 15,000 species of lichen today. Lichen can live for decades or centuries, in every climate and through droughts: lichen can live in many places where other plants cannot. Lichen are very important for the natural ecosphere.

Animals understand the benefit of lichen, especially because lichen sop up moisture like sponges. Reindeer and caribou feed on something called “reindeer moss”, which is a type of lichen (moss is not lichen though!). Humans have used lichen for many purposes in history, with lichen being used as dyes in Scandinavian cultures, to the use of lichen in some early antibiotics. Lichen are employed as indicators to illustrate situations of acidity in the environment.

Lichen, which is the cohabitation of fungi and algae, can provide a source of Vitamin D3!

The algae provides the photosynthesis present in a plant-based Vitamin D, and then when this product is irradiated it makes Vitamin D3.

Nordic Naturals® is bringing this new technology to the natural products industry, solving the concerns the Vegan community has had for decades. Their product's raw materials are derived from harvest in

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^must request BMC-newsletter promo when placing order



Europe, and the product has the Vegan Society seal on the label to identify this product on the shelf (www.vegansociety.com). The Vegan Society is the oldest vegan society in the world (1944) located in Birmingham, U.K. This product is organic, non-GMO, hexane-free and is a plant-based liquid. The lichen is in a base of medium chain triglycerides from coconut, with natural apple flavor and Vitamin E d-alpha tocopherol acetate as a natural antioxidant. The product is gluten-free. One serving gives you 1000 IU of Vitamin D3 cholecalciferol. Exciting stuff! With a MSRP of \$21.95 for the 1 fl oz size glass bottle, this product is filled with amazing stories and valuable nutritional essentials.

Oxylent is another place to look for daily Vitamin D support. Their oxygenating effervescent multivitamin drink is not only becoming a best-seller, but their Adult products also provide a good serving of 1000 IU of lanolin-base Vitamin D3 per serving. The Prenatal and the Children's stix packs both have 800 IUs of Vitamin D per serving.

Vitamin D is becoming a staple in every quality product on the market. And now that we know that 2000-2500 IUs daily is a healthful consideration, then you can have

your Bluebonnet and Nordic morning routine and your incredible on-the-go Oxylent energy boost in the afternoon, and get Vitamin D in dosages that will keep the body healthy and vibrant all-year round.

So how small is your Vitamin D section to the big community needs that you have, and how many choices are you providing so that everyone will find it easy to take a sufficient daily supplement of the Sunshine Vitamin?

Start with Bluebonnet Nutrition. Their selection is complete and their loyalty to the industry is worth supporting! If a person feels comfortable with the traditional fish liver oil Vitamin D3, then Bluebonnet has 400, 1000, 2000 dosages options. Trusted sourcing as well. Prefer to recommend to them the lanolin-based options in Vcaps®, then Bluebonnet has you covered in a broad range—from 400, 1000, 2000 and 5000 IUs. All the lanolin-based products are Kof-K Kosher certified, and the dried powder capsules have no oil base. If a person has an aversion to pills; well, they still need their Vitamin D3, so Bluebonnet has an exceptionally-priced, lanolin-based **Liquid D3 Drops** in 400, 1000, and 2000 IU per serving dosages. These liquids are in a glass bottle, and in a base of medium chain

triglycerides and a hint of the essential oils lemon and orange, and that is all!

Prefer chewables? Bluebonnet has the cleanest, Kosher D3 chewables on the market. Their **Earthsweet® Chewable Vitamin D3s** are gluten free, a natural raspberry flavor (less than 0.3 grams of sugar per serving) but the sweetener is their proprietary fruit-juice antioxidant sweetener called Earthsweet® which contains juice concentrates of wild blueberry, cranberry, prune, cherry, strawberry, grape, raspberry and bilberry fruits, and grape seed, raspberry seed extracts; tempered with a little cane crystals. Dosages for every consumer preference: 400, 1000, 2000 IUs—and for the little ones, the **Super Earth® Rainforest Animalz® D3**. The box has a story about both the rainforest and nutrition from Tony the Toucan, and there is a temporary tattoo inside to help the child be excited about daily healthy nutrition.

Keep the shelf strong with the Nordic lanolin D3 caps in an olive oil base (for people who prefer a non-fish softgel option), and the new vegan liquid D3 from lichen. The new Vitamin D3 Gummies can and should be cross-merchandized in the adult section (we have been known to crave a little something sweet; and who wouldn't like a wild berry once a day). Add to the children's section. Bluebonnet's Liquid D 400 and their Rainforest Animalz® will bring choice to the Mom trying to get finicky children to enjoy being healthy. Kids set? Yes, that Children's Oxylent will bring 800 IUs per serving to the fun of a bubbly berry Punch flavored, and sugar free, effervescent. We should be about choices, and with the Blue Moose Consulting options, you should be able to fill your shelves with non-competing, superior-quality options for every customer.

In late 2011, the news was that over 70% of all Americans are nutritionally Vitamin D deficient. We can go beyond that, and know that if people have enough Vitamin D in their bodies, that they will be stronger in body with a better functioning immune system and they will have the preventative health care strategies in place to keep them healthier—and less unhappy—for years to come.

You have come a long way, Vitamin D: your time is now here! 🌱

^all credit for this history of Vitamin D goes to an excellent article written by George Wolf (Department of Nutritional Sciences and Toxicology, University of California, Berkeley retinol@nature.berkeley.edu) "The Discovery of Vitamin D: The Contribution of Adolf Windaus"

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** these Statements have not been evaluated by the FDA

*** Bluebonnet does sell fish oil Vitamin D as a stand-alone, and two (2) products—both in softgel—(# 150 + 152) Multi-Vita™ softgels and (# 702 + 704) Calcium 1200 mg PLUS VIT D3 softgels are the only other products in the line where the Vit D3 source is fish liver oil and not lanolin.

"WE ARE HEALTH FOOD PEOPLE

Teresa Hutson, BMC Sales Rep and Educator, Coastal Carolinas



For me, it is all about balance, in life... Balance in how we live our lives, moment to moment, day to day. My journey has been one in which I have learned many lessons about balance, and about how important it is to my health and well-being. I grew up in East Tennessee, eating the typical southern cuisine, and with very little exposure to the world of nutrition... It was a time when my view didn't extend very far. In 1980 or so, my sister introduced me to my first vegetarian restaurant in North Hampton, MA. It was quite the eye-opening experience for me. I couldn't fathom why they would not have sugar on the table, much less no meat on the menu!

Five years later, I was purchasing my first vegetarian cookbook, "Diet for a Small Planet". I was in college, reading books on deep ecology, studying Emerson and Thoreau, and in a physics class with a professor telling us that we all had a little star dust in us... That was when some major pieces began to fall into place. It was the early stage in my awakening, and the beginnings of my awareness of how the way I live my life, affects all life. I remember the moment when the awareness dawned on me... I had chills... That was the moment that my life's Direction began to lead me to that of more self-awareness and holistic health.

In the years to follow, I stopped eating animal protein, began my spiritual awakening, and developed an interest in energy work. I began to frequent health food stores, sometimes to shop for food but, more often than not, because of the energy of the stores. I still hadn't learned about all the ways that I could make more conscious choices as a consumer, so I was still shopping in the mainstream. In the mid-90's, I got my first job in a health food store. It was a place where I was exposed to new thought, new foods, and for the first time, supplementation. It was the early stage in a budding interest in the use of vitamins and medicinal herbs.

Since that first experience in a health food store, I have continued to learn more and more about ways that we can help bring balance to our lives through food, supplementation, self-care and emotional healing. Over the years I have experienced the miraculous benefits of taking the right supplements for my body's needs. I have felt deep shifts within myself as a result of deep heart-work. I have come to a place where I recognize that this is not a life-style "choice"... It is simply, my Life!

Prior to joining Blue Moose Consulting, I spent 7 1/2 years in the wellness department of a Co-op. It was a rich and sometimes challenging experience. Always learning, always serving the customer to the best of my abilities, I realized that for me it was a way to help others. Through helping the customer to make choices in which he/she could help themselves, it became a very fulfilling experience. I learned that education is key, for the customer. Education is key, in this business. In this time, it is up to each person to learn what they can about the choices they have, regarding supplementation and holistic healing. In that co-op, I came face-to-face with what I value so dearly. Education and understanding clearly, that I have choices when it comes to my health. I bring this passion and commitment to my work as one of the new members of the Blue Moose Team. To be a part of a brokerage that considers education of its Representatives and Retailers to be paramount is such an honor... I am so very grateful to be a part of the Blue Moose Consulting Team... I look forward to all that 2013 will bring!



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