



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 10, No. 6 • June 2013

The Peace Issue: **Climate Change—the Truth is Out There**

June Peace newsletter: time to get political. We are in very uncertain times. The issue: the environment. Specifically: our climate.

The nightly news has become filled with murder and the gossip of human foibles more than ever, but the real news is in the skies. Actually, in the last couple of weeks in May, the weather was the news. Tornadoes caused horrible destruction, and the first Hurricane of what bodes as a very active hurricane season has already been named. Add to that the backdrop story of a multi-year drought in the Plains States, and even more tornadoes today as I write this. And neither the weatherman nor the politician is courageous enough to deliver the message. Humans are polluting our planet to the point of serious and possibly irreversible destruction.

So how comfortable are you sitting next to these facts? How does this environmental issue shape a newsletter called *The Peace Issue*, and what can you do in your business to make change for the better? Our world has changed immensely in the last few decades. We are now buying a high percentage of all our life goods from China, the worst environmental polluter in the world, in history. (Given the magnitude of their population—far greater than the days of soot and consumption of Industrial Revolution Britain, and dwarfing the Russia of industrialized communism and their plans for world domination). We are also seeing the rise of the economic powers of India and Brazil, and each is adding an industrialization on steroids that is tearing the fabric of this planet's eco-system to shreds before our eyes in our lifetime. Even Brazil's more consciously-gentle approach to growth is not preventing the murder of the Amazon Rainforest that is considered the lungs of Mother Earth.

The reforms of the 60s-70s in the United States, instigated by the persistence of the Environmental Movement, have been stalled to the point where we celebrate small victories and the slowing down of the monster corporations and their "free-pass" with the law with their promise of more jobs. Pyrrhic victories are not a way to stem the tide towards human-created planetary imbalances. It is time to act!

Things have changed in the last 100 years, and much of that change has been recorded. So we have evidence, and we have scientific consensus: so what is holding us back? Politics, and the control of the economy? No, not by government: fortunately, almost every government in the world is aware of the problems and the steps that would be needed to make the necessary changes. No, we are being held back by business: specifically capitalism. It is not profitable to make the changes now: not profitable for the people who are making profit now. For, to stem the tide of environmental catastrophe, things would have to change in a significant manner. And the handle on power, specifically in this country, is controlled relentlessly by those who are milking the system of green with their fear of losing their power if things indeed should begin to change. It is still called "real politik", as opposed to cooperation.

Fear: still the thing that limits humanity.

So let's first dispel ignorance. The reality now is that nearly every scientist in the world acknowledges that global warming is valid, it is hugely manmade, and it is a major instigator in climate irregularities in our planetary weather systems. Also, that it is getting worse. More than the theoretical, though, this issue hits home when we see the results and damage of weather changes from the last 15 months. Can we remember even yesterday?

Last year there was a serious drought in the middle of our country, the breadbasket of America. Two important things need to be concluded from this. Number one is that we have a massive agricultural system in this country, but it is not diversified (think the Irish Potato Famine, and how that turned out!). And, simultaneously, we have made governmental policy decisions since WWII that have directed all our energy and investment towards monoculture agriculture. While we are all in an uproar (as am I, wholeheartedly) against Genetically-Modified Foods, the truth is that even if we were growing our three major crops naturally, we would still be following fool's advice to have an economy so dependent upon corn and soy. (Wheat will get a pass in this article, but

having the vast majority of the Mid-west grow three crops is pound-foolish). The world has expanded to develop many other excellent crops that we could be growing now—and exploring now—that would help us diversify. (Hemp will be left out of this article now even though this is where hemp should be inserted into the conversation...)

So, while I could re-present for humor the laundry list of tabloid frivolity that entered our consciousness in the last 15 months to prove to you that we are being distracted from the real issues, you would have to ask yourself: how seriously were we informed by the Press and country leadership last year as to the crop failure, and its repercussions in our mono-crop economy? This year, the facts become obvious, and they hurt. Prices in 2013 are sinfully unfair and high.

Massive agricultural failure. Crop loss due to weather. Food and food derivatives all affected. This was as serious a concern as the banking crisis + failure that President Obama faced when he came into office. But neither Democrat nor Republican cares to discuss the issue one soundbite. Corporate irresponsibility and mismanagement deliberately without foresight for anything but profit; governmental administrative malfeasance driven by political motivation in all administrations for decades. And the press covered Hollywood and tawdry scandals of every possible type, but was beaten into subjugation to avoid the real news thereby ensuring the public was not informed. Peace involves encountering the problems face on, and not ignoring the perpetrators. Our leadership is insanely corrupt! Today, I tell you that the problem is clear and present.

May 17th, NPR reported on a review of 12,000 studies on the climate from around the world, and the findings were that in 97% of the instances, the scientists agreed that "human activity is warming the planet." [<http://environmentalresearchweb.org/cws/article/news/53448>].¹ That 97% is now accepted as evidentiary in almost every rational conversation on the subject. So what does 97% mean to you?

continued on page 2

The Truth is Out There

continued from page 1

There is a very excellent piece of reporting done by the people of “This American Life”(aired May 17, 2013 and is worth a podcast listen)² where two stories bring the current reality of Climate Change home in a way that everyone should be able to relate to. The first story is about a Colorado State Climatologist’s experiences with how to get an agricultural State to hear the facts about our pending drought inevitability, when they would rather bury their farmers’ heads in the soil and believe what they prefer to be the truth. As you can imagine, drought is a bad concept to a full-time farmer. And yet, the facts just cannot be ignored. So what can a paid State employee do? First, he has to get the nerve to tell people the facts and ask them to wake up; then, he has to respond when he finds they are not even capable of hearing what he says when he delivers the facts.

Paraphrasing, the message is that the drought of 2012 will be the new norm. That in any 20-year period into the future, there will be several years fairly identical to the bad agricultural harvest we experienced last year. Here in the US: our droughts! Big droughts more predictable than the stock market, or increased tobacco-product taxes. Certain. Translation: higher prices for foods, and anything else that uses soy or corn derivatives as part of their manufacturing process. The only good that can come out of this is that our foods will maybe become less-flooded with added soybean oil, which has tragic effects on human and animal cellular metabolism as it overloads the body with Omega-6s. But seriously, this drought prediction is plain bad news.

The second news piece (Act Two on the radio program) is about a Republican who has chosen to break ranks with his political party and try to get both parties to stop their dangerous and childish behavior and to speak and act on these critical issues that face us. These decision-makers were elected to lead, after all: not to line their own pockets!

Ron Inglis was a pretty conservative guy from South Carolina with impeccable conservative Republican credentials, who was protected and supported...until he spoke out on the issue of the possibility that Climate Change could be real. He was mocked by his party, and resoundingly defeated by a Tea Party candidate (he suddenly lost his seat by 70% of the vote: ah, my faith in humanity!) primarily on his decision not to march in lock-step with the Party on this issue. The piece is called “The Right Man for the Job” and it covers Mr. Inglis’ dedication since that defeat to get both parties (we have become a two-party country, unfortunately, as everyone accepts and knows) to stop being infantile and to speak to each other.

You see, both American political parties are to blame. The Republicans are just plain stupid to shout affirmations that Climate Change does not exist. (yes, when 97% of the Scientists agree, one can always find a wayward dissenter or paid consultant to poo-poo the facts; and, afterall “a man hears what he wants to hear and disregards the rest” *). The Democrats are equally culpable and daft—and also just plain stupid—because they are content to sit on the correct side of this issue, and not work for consensus and agreement on the first steps of action necessary for solutions. Political calculations that have horrible consequences.

If I could trust anyone in the voting booth, I would start a movement to throw every Representative from both parties out of office UNLESS they came together and acted as leaders on several critical issues but primarily the Environment, before the next election. This throw-the-bums-out movement would probably gain tremendous traction from every organization, but unfortunately the dilemma is that no one trusts anyone else in politics in America in the 21st Century. Sadness, and partially of our own doing: they are, afterall, “our elected” officials!

Mr. Inglis’ story is inspirational though. He is stepping outside Party-lines and working to find a base that can be a strong enough coalition to be heard. Now I am not commenting on his new organization—Energy & Enterprise Initiative, out of George Mason University (<http://energyandenterprise.com/about>)—because, again, it does seem to keep a political tone to what should be a non-partisan, pro-human life issue: but his stance is what deserves praise for its courage!

You see, we cannot politically-manuever our way out of this situation. We need practical courageous cooperation. As of yet and thankfully, we have not subsidized any preliminary research to genetically modifying the weather.

But there are things that we can do. First, become informed. No matter what your political core beliefs, this is a time and place to be human in cooperation about the environment with those with whom you may not agree on many other issues that are vital to you. Second, engage. Speak out. (I am). Let people know they should be thinking about this and that it is OK to get the conversation beyond batting averages and the kids grades and Oprah and Rush’s dress code and book list. There is a bigger picture we all should be discussing together. Its page is the sky.

Tornadoes across the Midwest and South, killing hundreds and causing damage equal to the full week’s military expenses in Iraq and Afghanistan: real money. Hurricane Sandy almost washed the New York subway away, and almost ended the beauty of the Jersey shore. This is a National Security issue. Add flooding

in Texas and the entire backbone of the Mississippi and its tributaries, and we have danger much louder than the potential fear of tsunamis and earthquakes on the West Coast. But all of these scenarios are very real, and all present NOW.

Insurance is not gonna be able to help us rebound, so no matter what you think of the ObamaCare attempts to provide basic human health services at affordable prices for all, we have to understand that we cannot insure our way out of this mess. Communities are swept away, or covered in water. And people die. Regularly; now. It is not acceptable!

We haven’t even considered the rest of the world. We are all in THIS together. And the unifying issue needs to be Climate Change. We need to demand it be front-and-center when anyone stands before us and asks us for our Vote. “My #1 issue is Climate Change and the care for our planet! What are you gonna do about this if I vote for you?”

What can your store do? First, don’t shy away from the issue. When enough people say the sky is falling, fewer people will be fearful of looking silly (when indeed the sky is falling this time!) believing and speaking about this issue. Second, allow environmental issues to have their public space in your store. Go beyond GMO-shelf talkers, and have an Environmental Bulletin Board in your store. Make every Month an Earth Day by accentuating the positive that your community, our country, businesses and the world are doing. Every company wants to believe that their green credentials will bring in that extra dollar, and as long as we show with our buying power and our own pockets that we will spend our money correctly, companies will do the right thing for the profit it brings (a new capitalism).

Let’s make sure our food is made in the U.S.A. Let’s promote correctly what is truly Organic. (I was in a Rite Aid buying batteries for my Mom, a strange sentence to write, but this is even more strange—and there were two shelf sets plastered with the words “Organic Foods” as the label. There was not one organic food there: some idiot in the pharmacy world does not understand the distinction between Natural and Organic, but note even Rite Aid wants in on the action!) Let’s not lose this word we spent 80 years trying to create. The control of the word is your responsibility.

Stop buying outsourced goods and services. The Dollar store is the same as Walmart: they are the proverbial capitalistic nooses around the collective head of the middle class of America (and the lower and upper-lower class too—we are still universally viewed by business and political strategists as a class-structured society, sorry to tell you). Buy American and be proud of American labor.

continued on page 6





June Promotion

Urinary Tract Promotion **25% OFF**

(minimum of 3 ea ordered)

- Cranberry Liquid Extracts
- Goldenrod Liquid Extracts
- Uva Ursi Liquid Extracts
 - Calm Waters™
- Urinary System Support™

Calm Waters™: Khella seed, Skunk Cabbage rhizome & root, Grindelia leaf & flower, Turmeric rhizome, Thyme leaf & flower

Urinary System Support™: Goldenrod flowering tops, Corn silk, Horsetail herb, Uva Ursi leaf, Juniper berry

NEW ITEMS: on sale until June 30

20% OFF wholesale prices

Citrus Ice Herbal Breath Tonic™ 1/2 oz spray

Eye Health™ Compound 1 oz + 4 oz

Intestinal Soother™ Compound 1 oz + 4 oz

Mixed Flavors Herbal Breath Tonic™ 12 pak

Herb Pharm is now extracting with Organic, non GMO sugar cane alcohol in the production of all their alcohol-based herbal extracts. This environmentally-friendly change-over was based upon sustainability, source + cost considerations, & will have no impact on the quality or shelf life of any products. Herb Pharm Quality, as expected.

America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



The Herbs of Summer

Join the many stores making the switch to the standardized herb choice that provides Optimum Quality & which are available **ONLY** in health food stores*

BLUEBONNET'S STANDARDIZED HERBALS

- ^STANDARDIZED AMERICAN GINSENG ROOT EXTRACT 60 Vcaps™
- STANDARDIZED BILBERRY FRUIT EXTRACT 60 + 120 Vcaps™
Bilberry (now without Lutein) shipping 2nd week of June
- ^STANDARDIZED BLACK COHOSH ROOT EXTRACT 60 Vcaps™
- ^STANDARDIZED CAT'S CLAW BARK EXTRACT 60 Vcaps™
- ^STANDARDIZED CAYENNE PEPPER FRUIT 60 Vcaps™ **NEW!**
- ^CINNULIN PF® STANDARDIZED CINNAMON BARK EXTRACT 60 Vcaps™
- STANDARDIZED ELDERBERRY FRUIT EXTRACT 60 Vcaps™
- ^STANDARDIZED FENUGREEK SEED EXTRACT 60 Vcaps™ **NEW!**
- ^STANDARDIZED FEVERFEW LEAF EXTRACT 60 Vcaps™
- ^STANDARDIZED GINGER ROOT EXTRACT 60 Vcaps™
- ^STANDARDIZED GINKGO BILOBA LEAF EXTRACT 30 + 60 Vcaps™
- ^EXTRA STRENGTH STANDARDIZED GINKGO BILOBA 30 + 60 Vcaps™
- ^STANDARDIZED GOLDENSEAL ROOT EXTRACT 60 Vcaps™
- ^STANDARDIZED EGCG GREEN TEA LEAF EXTRACT 60 + 120 Vcaps™
- ^STANDARDIZED HOLY BASIL EXTRACT 60 Vcaps™ **NEW!**
- ^STANDARDIZED KOREAN (PANAX) GINSENG ROOT EXTRACT 60 Vcaps™
- ^STANDARDIZED MILK THISTLE SEED EXTRACT 60 + 120 Vcaps™
- STANDARDIZED OIL OF OREGANO LEAF EXTRACT 60 softgels
- ^STANDARDIZED OLIVE LEAF EXTRACT (18% OLEUROPEIN) 60 + 120 Vcaps™
- ^STANDARDIZED RHODIOLA ROSEA ROOT EXTRACT 60 Vcaps™
- STANDARDIZED SAW PALMETTO BERRY EXTRACT 160 mg 30 + 60 softgels
- STANDARDIZED SAW PALMETTO BERRY EXTRACT 320 mg 30 + 60 softgels
- ^STANDARDIZED SIBERIAN ELEUTHERO ROOT EXTRACT 60 Vcaps™
- ^STANDARDIZED ST. JOHN'S WORT FLOWER EXTRACT 60 Vcaps™
- ^STANDARDIZED TURMERIC ROOT EXTRACT 60 + 120 Vcaps™
- ^STANDARDIZED VALERIAN ROOT EXTRACT 60 Vcaps™
shipping 2nd week of June
- ^STANDARDIZED VITEX BERRY EXTRACT 60 Vcaps™

^^denotes Kof-F Kosher certified raw materials

* and health food stores that have internet websites. No cross-over stores or practitioner's offices
New Bluebonnet Product catalogues are now available. Ask for them in your next order!

Not represented by BMC in NJ, SC



HERBAL HEALTHCARE

June Promo **15% OFF** wholesale

3 ea of listed SKUs

Clinically-Proven Products for Female & Male Support

- MenoCare® 120 VCaps
- MenstriCare® 60 VCaps
- ProstaCare® 120 VCaps
- VigorCare® for Men 60 VCaps
- VigorCare® for Women 60 VCaps

Himalaya Pure Herbs

Ashwagandha 60 caplets

Botanique by Himalaya® Personal Care

- Revitalizing Hand & Body Lotion 6.76 oz
- U-Knead-It Balm 1.76 oz
- Intensive Moisturizing FootCare Cream 3.53 oz
 - i.e. Balm 1.76 oz
- Neem & Turmeric Cleansing Bar 4.41 oz
- Lavender & Rosemary Cleansing Bar 4.41 oz
 - Soothing Lotus Flower LipCare 1.83 oz
- Rejuvenating Body & Massage Oil 6.8 oz
- Stress-Free Body & Massage Oil 6.8 oz

SPECIAL: Toothpaste Promotion **20% OFF**

Neem & Pomegranate Toothpaste 5.29 oz

PRODUCT NEWS Award-winning Neem & Pomegranate toothpaste Travel Size now available. Fluoride-Free. Vegan. SLS-Free. 20 units per box .73 oz \$21.40 (\$1.07/MSRP \$1.79)

Himalaya Herbal HealthCare: Our Science. Your Life™

Not represented by BMC in SC



Keep the Momentum Going

"Nordic on Promotion is your store's fastest money."

Take Advantage of the Natural Triglyceride Advantage:

1. Build Your Own Endcap Display Ends June 30th!
2. Ask your BMC rep how to save **25% OFF** with a 48-piece Floor Display* mix & match* (select items*)

Nordic Naturals Launches Innovative EPA Elite™ Targeted Support in One of the Most Powerful EPA-Only Concentrates Available Without a Prescription

EPA Elite is an EPA-only formula that contains a similar dose of fish oil to a much-studied ethyl-ester EPA formulation. This dose of EPA has been demonstrated in clinical studies to be beneficial in reducing triglycerides and other cardiovascular risk factors. EPA Elite differs from the study product in that it is formulated in the more bioavailable triglyceride form. "Research consistently shows that omega-3s manufactured in the triglyceride form are better absorbed than product in the ethyl ester form."

Nordic Naturals®

- Responsibly sourced from 100% Wild Caught Fish
- Marine Stewardship Council-certified processing plant in Norway
- Exceptionally Pure to support Optimal Health

Committed to Delivering The World's Safest, Most Effective Omega Oils™

Not represented by BMC in NJ, SC



JUVO™

**JUVO All Summer Long
promote whole raw
Organic foods**

Meal Replacement
JUVO Original

Weight Management
JUVO Slim

Immune Booster
Raw Superfood

Sports Nutrition
Raw Green Protein

- VEGAN
 - YEAST FREE
 - GLUTEN FREE
 - WHEY FREE
 - SOY FREE
- USDA Certified Organic
ReJUVOdate Yourself!

bodyceuticals

organic bodycare

**June Promotion
NEW! Calendula Face
Creme Point-of-Purchase**

What you get:

4 each of our best-selling face crèmes:

- Bioactive Calendula + DMAE
- Vitamin C Ester + Calendula
- Calendula + Antioxidant Berries

**With a FREE display
& FREE UPS-ground ship.**

Sits beautifully on your shelf, display or by the register.

Wheat free. Gluten free, Cruelty free & Vegan

Regular display price – 154.80 –
SALE price \$139.32

Bioactive Calendula + DMAE

our highest potency calendula with Organic aloe juice + hyaluronic acid

Vitamin C ester + Calendula

to tone, firm & nourish; with Organic rosehip seed
Calendula + Antioxidant Berries

botanicals + fruit enzymes to balance T zone area
www.calendulaskincare.com


bodyceuticals
CALENDULA SKINCARE

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

June Summertime Sale

the industry's best Aloe Skin Gel
15% OFF in 36 units
mix & match

Aloe SKIN GEL & Herbs 4oz

Aloe SKIN GEL & Herbs 8oz

The Skin Gel is Gluten Free, made from fresh Organically Grown Whole Leaf Aloe Vera. Thickened naturally with Xanthan Gum: 100% edible. The formula contains 1% skin nutrients of Vitamin E, A & C combined with herbal extracts of Azulene from Chamomile + Allantoin from Comfrey. The golden yellow color shows the presence of the valuable yellow sap found in aloe vera. Safe for any skin condition; stretch marks, damaged + thinning hair, itchy scalp, after shave, even brushing teeth. Popular for kids + adults for face, scalp, hands, feet, hair, body; even vaginal dryness. Great after sports + outdoor activities.

The Skin Gel is a natural astringent perfect to apply to clean washed skin to tighten + smooth skin texture. Use it daily to discover why Cleopatra considered Aloe Vera the beauty herb!

note that this Skin Gel is a new formula

Note: the following items out-of-stock
Daily Greens Packets/Box Set,
Body Heat, Fiberate Powder

Whole Leaf Aloe Vera Juice Products


wellinhand
ACTION REMEDIES™
Topically Applied Herbal Answers

June Summertime Promotion

Nit Kit™ 20% OFF
direct orders only

Nit Kit™ is a fast-acting, pleasant-smelling, child-friendly formula that scares lice + their eggs (often called nits). Leaves hair shiny & gorgeous. Each Nit Kit includes a bottle of Nit Kit™ solution (2 fl oz), along with detailed instructions for use; a fine-toothed Medi-Comb for catching lice; + a 5x magnifier, to help you find each + every nit. The aromatherapy formula has a "happy scent" that even conditions hair!

Certified Vegan & cruelty-free.
100% natural. Free of preservatives, chemicals, + synthetic ingredients.
Handcrafted in small batches for freshness + effectiveness.
Scares Lice, not People!

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

 Dr. Ohhira's Probiotics

It took renowned microbiologist
Dr. Ichiroh Ohhira
over a decade of research to develop his incredible probiotic + prebiotic blend, sold in the U.S. as Dr. Ohhira's Probiotics. The formula, based on traditional Asian fermentation processes, contains both live probiotics (12 Probiotic Strains) & their prebiotic food supply. Dr. Ohhira's award-winning probiotics are a Nature's Whole Food Supplement and a complete probiotic support system that is unlike any other on the market today.

Discover the Dr. Ohhira Difference!

~~~~~  
**New Horizons**

from the book "The Dog-Gone Good Cookbook" by Gayle Pruitt

2013. St Martin's Griffin Press,  
New York. p. 181

"these probiotics are some of the best I have found and they work beautifully with all animals, humans included.."

**Dr. Ohhira's Probiotics®** 

# BASS®

Brushes

*Finest Quality Hair, Body and Skincare Accessories*

**The Bass® Comb Clamp  
is the most powerful hair  
clamp ever made!**

Table-top spinner (16"H, 6"square)  
**FREE** with an order for 36 each  
12 each: small, medium and large.

~~~~~  
**This Summer's Rage will be
Blue Planet Eyewear**

Advertise the Buy a Pair + Give a Pair global project & find people sending friends to YOUR STORE to buy their shades

- Earth Conscious
- Socially Compassionate
- Bamboo & Wood Sunglasses, Readers and Sun Readers
- Recycled Polycarbonate
- Polarized Lenses

**Counter and
Floor Displays available:
reorders only \$100**

BluePlanetEyewear.com





SURYA
Brasil

June Promotion in time for Father's Day

Sapien Men
25% OFF invoice*

Direct Sales only

Sapien, organic body care line for men
Surya Brasil's Sapien line for men is certified organic through Eco Cert + is cruelty-free. Specially formulated for male skin & hair, each of the 6 formulations is 100% plant-based, offering unique ethically harvested plants & fruits from the Amazon for uncompromising quality + efficacy

- **Shampoo & Conditioner 2-in-1** 10.14 fl. oz 35.1.1
- **Hair Styling** 3.04 fl.oz 35.2.1
- **Facial Scrub** 2.02 fl.oz. 35.3.1
- **Shave Cream** 6.7 fl.oz 35.4.1
- **After Shave Cream** 3.04 fl.oz 35.5.1
- **Shower Gel** 10.14 fl.oz 35.6.1

Detoxify Your Beauty

NO synthetic fragrance. NO sulfates or phthalates. NO silicone.

NO petroleum by-products. NO gluten

promo buy in dates through June 20th
*must sign contract agreeing to extend discount on to customers

SURYA  Brasil

ECO LIPS

The best lip balm for the world

BRIGHT SUN, DRY LIPS
June LINE DRIVE!

20% OFF

- All DISPLAYS
 - All ECOCLIPS
 - All ORGANIC LIP BALMS
 - All SUNSCREEN LIP BALMS
 - All MEDICINAL + ENERGY LIP BALMS
 - All CO-BRANDED LIP BALMS
Dagoba Chocolate & Honest Teas
- All Larger-SIZE ONE WORLD LIP BALMS**

Fun product to intrigue the Energy Drink crowd:
Energy Lip Balm Caffeinated with exciteMint

Eco Lips Lip Balm with an added powerful ENERGY infusion of Caffeine, Green Tea + Vitamin B12

The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987

JUNE HOMEOPATHIC PROMOTIONS
20% OFF Discount
liquid or pellet complexes

(quantity 6+ per SKU)

- Eye Care (N041)
- Prostate (N022)
- Swimmers Support (N214)
- Pets Doggy Breath (P023)

Eye Care: Formulated for symptoms associated with eye conditions such as eye strain, itching, pressure, redness, styes, swelling, twitching and sensitivity.

Swimmer's Support: Formulated for symptoms associated with swimming and exposure to pool chemicals such as cramping, dry skin, fatigue and muscle soreness.

~~~~~  
Remember this excellent  
Ongoing Deal!!!

**20% discount:**  
**18 or more bottles of Detoxifier (N001)**  
**1987-2013 • 26 Years of Excellence**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**June Promotion**  
**15% OFF 250mg/60 ct.**

*Minimum purchase 8 bottles*

**Immune Health Basics**  
**Wellmune WGP®**

the only beta glucan product to carry Wellmune WGP® is a food supplement containing a refined 1,3/1,6 glucopolysaccharide that improves the activity of the innate immune cells.

Wellmune WGP® is a self-affirmed GRAS product (Generally Recognized as Safe)

**March 2013:** Immune Health Basics Named "Best Immunity" Dietary Supplement Product by *Delicious Magazine*

**March 2013:** Wellmune WGP® cited as a "Top Ten Stress Buster" in Functional Ingredients magazine article

**Sept 2011:** Wellmune WGP® Wins SupplySide West—'Scientific Excellence Award'

**April 2011:** A study published as the cover story in the journal *Nature* features Biothera's beta glucans + new discoveries about how these unique immunomodulating compounds prime the innate immune system to protect the body.

**MushroomScience®**

**Medicinal Mushrooms are Valuable for Health**

*Get Energized & Stay Energized:*  
**Cordyceps**

*Stress Relief:* **Cordyceps**

*Beauty Starts with Healthy Skin:*  
**Tremella**

*a World Class Immune Supplement:*  
**Coriolus**

*What's the Secret to Healthy Aging?:*  
**Reishi**

*Build Your Immune System without Heavy Lifting:* **Immune Builder®**

*Antioxidant Support:* **Chaga**

*Memory & Concentration:*  
**Lion's Mane**

**= daily mushrooms for optimal health. Rotate among them all!!**

These statements have not been evaluated by the FDA and are not meant to treat disease

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



**Choose a Silver You Can Trust!**

Sovereign Silver is truly in a class of its own. Here are the characteristics that guarantee it to be the silver of choice:

- **Smallest average particle size ever seen – 0.8 nm (nanometers) / 0.0008 microns / 8 Angstroms** – confirmed by Univ. of Miami Medical School
  - **96% actively charged particles** – confirmed in a University of Miami study.
  - **Safe low concentration of 10 ppm (parts-per-million)** – confirmed at an FDA approved laboratory. Acute Toxicity Study available
  - **Made from 99.99% pure silver** – confirmed by 3rd-party assay.
- Made with ultra-pure, medical-grade water (the only other ingredient).
- **Crystal clear and virtually tasteless**

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



## The Truth is Out There

*continued from page 2*

Why? because we have the fair labor laws and livable environmental protection laws, and we have a legal system where the good guys have a chance of winning.

Let's not become nationalistic beyond reason though. There are many exceptional manufacturers in other countries that are involved in the same cause, and they need to be supported with advertising and expansive shelf space too. **Himalaya USA** has one of the most respectful and visionary business models and corporate social directives of any company in the herb manufacturing world. They, like **Herb Pharm** from Williams Oregon, are the herbal stewards we need to support. **Surya Brasil's** efforts supporting environmental activism; vegan and animal rights issues, are as good as any that have ever emerged in the natural foods movement. The bamboo wood used in **Bass Brushes** and **Blue Planet Eyewear's** products are supporting renewable crops (and recycling), and they are both taking care to make sure that the working conditions for production are acceptable to a better standard. The world marketplace is interconnected and every variable of our goods and services matters!

China still will be an issue, and for a decade or more at the least. Many good products come from China, so let's not become as jingoistic and racist as other less-evolved beings are. Don't trust, but verify. Too many nutraceutical raw material manufacturers are now speaking coyly around the facts that they are now sourcing a majority of their materials from Chinese sources. Current data states that 61% of all the raw materials used to make our health-promoting supplements are now being sourced from China. (more than double that of less than a decade ago). India is also becoming a major supplier of both low-priced nutraceuticals and herbs. That does not mean that companies are moving to these countries because they are making the best products possible; it means that they are making the cheapest-priced products. The exceptional manufacturers that started our industry's rise to respectability all still manufacture; and most of them still manufacture in the U.S. and Europe and Canada and Japan. Trust no-one and verify. You are the gate-keepers.

Where does this piece fit into the puzzle? All manufacturing has a downstream. Do you think companies moved to China or India because the labor force was better, or the shipping costs across the Pacific made things cheaper? No, the major issues were avoidance of paying taxes in the corporate headquarters, and the environment. China is the wild-west of pollution: zero oversight. Pay the man at the door and do what you want. We cannot

topple the boogeyman of corporate capitalistic ethics at this time, but we can all embrace the concerns for environmental regulation. China is being destroyed and people's lives are being crippled—and the karma is on the shoulders of the out-sourcers as well as the discount-happy, blind consumers of China's biggest customer. So be the champion of the better voice. Support companies that “stay the course” and please never lose sight of the exceptionalism of Quality Manufacturers.

The example here is **Bluebonnet Nutrition**. They still buy the highest-quality, with one clear evidence being the Kof-K Kosher logo on most of their bottles (70% of the products). They have not high-tailed it to cheap products from China, and that is one of the reasons that they make the best nutritional supplement on the market in the U.S. today. Family ownership does have its privileges. Ask around, the answer from the competition will be, “we are buying more from China but we use 3rd-Party testing.” oh, really??!! Compare the statements, and then use some good old American common sense. Bluebonnet is indicative of the best of our industry's ethics. Better products bring better results.

The market has changed in the last 8-10 years, and you do not want to be led around by the chicanery of companies who are selling out. Deep discounts should be challenged with the smell test: you are

smart enough to think this issue out and know what is going on! Why? because 3rd party testing is a very broad statement, with many layers of quality (is the 3rd Party testing also done in China?) that means NOTHING to the environmental considerations. There are legal, necessary responsibilities defined for manufacturers in the US, the EU, Canada and Japan, including manufacturing without pollution. Be a smart buyer and gatekeeper! Educate and guide your community: buying has become a moral decision.

Everything affects the Climate, but specifically manufacturing pollution, deforestation, carbon-based energy and petrochemical fertilizer downstream warming the water. Learn the ecosystem and how it is affected by our actions. Learn how to stop habits, and understand interconnectedness; and learn to proudly promote the good actions millions of people are taking. That is our market. And our market can grow and expand through education.

Support Green Initiatives, (trust no one, and verify against greenwashing). Support local Environmental actions. Support companies that have made the courageous decisions to utilize wind, and solar power. Support local companies that offer quality products with a smaller carbon footprint. There are so many things we can be doing: it must become a way of life!

# oxylent®

DRINK OXYLENT BREATHE LIFE™

*Perfect Thirst-Quenching Summer Nutrition. People on the GO love Oxylent*

## JUNE LINE DRIVE

(Excludes Counter Top Display)

### 20% OFF\*

36 box min (mix & match)/no max

- Sparkling Berries 30 Packets NO SUGAR!
- Sparkling Mandarin 30 Packets NO SUGAR!
- Sparkling Blackberry Pomegranate 30 Packets NO SUGAR!
- Oxylent Variety Pack – 3 Flavors 30 Packets (10 of each Flavor) NO SUGAR!
- Prenatal Oxylent – Sparkling Cranberry Raspberry 30 Packets NO SUGAR!
- Children's Oxylent – Bubbly Berry Punch 30 Stick Packets NO SUGAR!
- NEW! Oxylent – Sparkling Berries 7 Packets NO SUGAR
- NEW! Oxylent – Sparkling Mandarin 7 Packets NO SUGAR!
- NEW! Oxylent – Sparkling Blackberry Pomegranate 7 Packets NO SUGAR!

\*Discount is normally applied on orders of 48 boxes or more. Free shipping is at \$200.

See Retailer Order Form for details

\*Standard shipping structure applies

# AROMA LAND

## Special Purchase Promotion

Your 1st order of June will

receive a:

### 10% OFF line drive discount

if you identify the order as a “BMC June 10% off 1st order Promo”

Use Aromaland to rejuvenate your bodycare section with best-quality products

Aromaland makes their own products, using therapeutic-quality essential oils and the prices are exceptional/ Made in the USA: a woman-owned company!

- Essential Oils
  - Skin Care
- Organic Essential Oils
  - Hair Care
- Home Fragrances
  - Bath Care
- Soy Candles, made in USA
  - Massage



There is a proper way to do everything. **Nordic Naturals** is an example. They source four (4) fish, and they do it with an amazing degree of integrity, with concerns for every action based upon sustainability. They built a LEEDS Gold-Certified facility for their Watsonville California fulfillment center. Their manufacturing facility now has Marine Stewardship Council (MSC) Chain of Custody certification, which they say is "an important step for the environment, our company and the confidence of the consumer." This is a comprehensive traceability program that a vertically-integrated Omega-3 fish oil manufacturer can provide, and their processing plant in Svolvaer Norway has passed this high bar. Again, Nordic Naturals leadership will raise the bar of their "non-manufacturing" competition.

And, as Nordic's mission is a commitment to correcting the global omega-3 deficiency while delivering the world's safest, most effective omega oils, they should be supported in their massive efforts to bring Algal Oil to the marketplace. Innovation, Leadership, Sustainability: Nordic Naturals should never be taken for granted, and should always be supported in the way that you would support a favorite company. The new Algae Omega™ products should be promoted ceaselessly.

I note also that **Himalaya Herbal HealthCare**®'s new facilities (in Sugar Land, Texas) are also LEEDS Gold-certified meaning that both companies have built responsibly in harmony with nature with minimal environmental impact. Every action has consequences.

What can you do? Support the environmental movements as a core mission of your business.

Share information. I challenge all stores to be the impetus that starts or encourages tree plantings or the start of local community gardens. The Roanoke Coop in Roanoke Virginia has just purchased land for a local community garden: how smart and admirable! They have become farmers too. I recently was alerted by the owner of a new store, Island Wellness, just south of Wilmington North Carolina, about an organization called Down East Connect, which goes a step beyond other farm-to-store services. This group brings food directly from farmer to buyer, where the buyer both knows the farmer and can pick the food they want: innovation that should be replicated wherever there are good local farmers doing the right thing: [www.farmersfreshmarket.org/downeast](http://www.farmersfreshmarket.org/downeast). Thanks for the information, Amy, we have to keep sharing the good news! Thanks Joshua, and Timothy and Howard, and everyone involved!

Be willing to be loud and to bring attention to yourself on this matter. U2 band frontman Bono has been using his celebrity to counter world poverty and malnutrition. Calling himself a "factivist," he generates dialogue on the facts, and he is focused on a goal: a "Zero Zone" where extreme poverty is eliminated by 2028. Right now, extreme global poverty has been cut in half over the past 30 years (from 43% in 1990 to 21% in 2010): and malaria deaths have been cut by 75%, and child mortality for those under age 5 has been cut by 2.65 million deaths a year since 2000 in sub-Sahara Africa. Actor Matt Damon is using his name to bring clean water to areas where that is not a reality. (What will you do?)

At one time, much of Africa was lush and fertile. Water was plentiful, and the diseases that have marked the past many centuries there are all diseases of want and scarcity. Famine is a horrible way of life. Understand trends and practice compassion.

Support natural products AND act globally. Seek properly-sourced materials, where giving back to the communities in other parts of the world is part of the business model, so that people are more able to better themselves. Support Vitamin Angels. Support Himalaya Herbal HealthCare® and their work with the farmers of India. And likewise, support local homeless shelters and make sure school lunch programs remain part of our loving American social safety-net. But realize that things could change here in a lifetime too.

I am reading a brilliant book that correlates weather patterns in the last third of the 19th Century with the advance of Imperialism and with world-wide famine and suffering that marked that time period. El Nino is a monstrous energy. Add to the equation the warming of the planet, and these scenarios are not far-fetched: they are very, very possible! [*Late Victorian Holocausts: El Niño Famines and the Making of the Third World* by Mike Davis. 2002]. Weather creates history; weather is a historical force, and weather patterns can be made worst. We are now experiencing man-made disasters, damage by a planet and its weather made out-of-balance.

A tornado, a flood, a hurricane: each of these instances destroys thousands of homes, and ruins lives. It breaks the backs of those just hanging on to survive. High food costs affect us all! Prices are tied to the weather, and yet high prices are the least of our worries!

May 10, 2013. Atmospheric CO<sub>2</sub> Concentrations Surpass 400 PPM Milestone.<sup>3</sup> "Scientists argue we've loaded the "climate dice" in favor of more weather anomalies and extreme heat waves.

Research also shows that continued emissions of long-lived greenhouse gases like carbon dioxide will mean "largely

## "WE ARE HEALTH FOOD PEOPLE" Angelique Saffle, Bodyceuticals



"The friendship of those we serve is the foundation of our progress". That quote is from a plaque that hung in our family bakery for over 40 years. We still have that original plaque proudly hanging in our business office today and it reminds us daily about our commitments to other people.

I co-founded a local health food retail store in the 80's with my mom and found that my niche would be in herbs and body care—specifically working with CALENDULA. Through the years I learned how to work with plants in a quality way. We've always had farmers in our family so growing up around and working with fresh, homegrown "alive" ingredients has always resonated with me.

What deeply impacted me early on was working in our family's health food store. For many years we have worked with customers, often with illnesses, looking for help and someone to listen. My

heart went out to people and I always wanted to find a way to help them in their journey. For our family, sharing the importance of prayer along with a healthy lifestyle, using quality supplements & body care, rest and laughter have always seemed to help make a difference for people. I know how impactful we all are in our industry—from the store owners & staff, reps and manufacturers—we all empower and encourage people to be healthier. We are in a profession that truly makes a difference in people's lives. For myself, I consider it a blessing to work with other amazing people—like our friend Michael Hennessey and the Blue Moose team!

I founded Bodyceuticals with the mission to provide the freshest quality products for our family and customers—and do it with passion, concern for others and our environment. Today we sell to stores all over the country, manufacture our own products, work on an organic farm and give back to the communities throughout the country we are a part of.

Growing up in a small community, I saw my parents involved in serving other people...and always strive to follow in those footsteps. We are involved in church & various community services—and in the Pacific Northwest, we take a special interest in feeding & clothing homeless men, women & children. In college my husband and I volunteered in shelters because we know how important it is to take care of others in need (Matthew 25:35-36). Doing good for others is what life is all about!

*A pacific NW native, and Seattle University graduate, Angelique M. Saffle is the president and founder of Bodyceuticals.*

*She resides with her family in Carnation, Washington. She is most happy with the title on her business card, "Organic Farmer".*

*continued on page 8*



# Blue Moose Consulting

P.O. Box 557  
Falls Church, Va. 22040-0557

## 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."

### The Truth is Out There

*continued from page 7*

irreversible' climate change for 1,000 years even after we curtail emissions." Scientists agree. We are at a critical time in the world's history: and the fate of the planet is in the balance.

Peace begins in your store. Peace begins on your block. Peace begins with your Family (including your Church). Peace begins with your ordering pen, and your endcap statements. Peace begins in your elections. Peace begins in your City and County and State. Peace begins in every community of the world. Peace leads to Justice, and Peace leads back to Environmental normality and planetary health.

Plan for a clear sunny sky tomorrow by what you do today. Peace to all! ☺

~~~~~  
* Paul Simone, The Boxer. 1968

1. <http://environmentalresearchweb.org/cws/article/news/53448>
2. <http://www.thisamericanlife.org/radio-archives/episode/495/hot-in-my-backyard>
3. http://www.huffingtonpost.com/2013/05/10/atmospheric-co2-concentrations_n_3253757.html?icid=maing-grid7%7Cmaing5%7Cdl17%7Csec3_inkl1%26pLid%3D311620

Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Amy Wilkinson at 336-584-6677 and put in your request now.



How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, TX 77478

Newton Homeopathics

www.newtonlabs.net
800-448-7256
770-922-2644
fax: 1-800-760-5550
Conyers, GA 30012

Himalaya Herbal Healthcare

www.himalayausa.com
800-869-4640
fax: 800-577-6930
Sugar Land, TX 77478

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc
818-882-4247
fax: 818-341-3104
Chatsworth, CA 91311

Aromaland, Inc.

www.aromaland.com
1-800-933-5267
Santa Fe, NM 87507

Vitalah, LLC

www.vitalah.com
831-724-6300
fax: 831-761-3648
Watsonville, CA 95076

Well-in-Hand: Epic Herbal Medicinals

www.wellinhand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA 24551-1200

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
Farmers Branch, TX 75234-8906

Immune Health Basics

www.wellmune.com
www.immunehealthbasics.com
651-675-0300
fax: 651-675-0400
Eagan, MN 55121

Eco Lips, Inc

www.ecolips.com
Ph: 1-866-326-5477
fax: 1-319-364-3550
Cedar Rapids, IA 52401

Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA 95076

Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com
888-328-8840 • 954-979-0885
fax: 954-979-0838
Pompano Beach, FL 33069

Mushroom Science

www.mushroomscience.com
888-283-6583 • 541-344-8753
fax: 541-344-3107
Eugene, OR 97405

Surya Brasil

www.suryacosmetics.com
516-328-0021
fax: 516-328-0760
New Hyde Park, NY 11040

From, Inc./Juvo

www.gujuvo.com
714-562-1515 •
800-558-Juvo (5886)
fax: 714-562-1516
Buena Park, CA 90620

Bodyceuticals

Ph: (425) 333-5480.
Orders and fax: (425) 491 8354.
Carnation, WA 98014

Support all the lines we represent: Independence, Quality, Strength

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

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