

BLUE MOOSE CONSULTING

NEWSLETTER

Volume 10, No. 10 • OCTOBER 2013

Talking Health: Do You Believe in Echinacea?

The plant has existed for millennia. Developing its spirit, its species, its purpose on the planet. Generations of development, adaptation, evolution.

Echinacea is a new herb to many of us. Its medicine was lost to parents and grandparents of several generations, but was re-discovered and brought to market again as an amazing herbal ally. And again, in the last decade, the plant medicine of this herb has been quickly forgotten by many who held the knowledge loosely without grasping its power. Let's take a moment to remember what gifts Echinacea shares, to bring better health into our lives. Read, think and re-establish a relationship with echinacea. Do you believe in Echinacea? I do.

Echinacea is America's herb. In the last twenty years, it became the best-selling herb in our industry, plateaued, but is still one of the most popular herbs in the U.S. marketplace.

Echinacea is a known immunomodulator; an anti-inflammatory and alterative and adaptogen. The complexity and multi-faceted effect of this plant make it a true herbal superstar. The actions of Echinacea on the human body, especially the immune system, are well-defined – and yet, still being investigated. Echinacea's effectiveness in therapy, though, is unquestioned. A 2008 study coined the term "adapted immune modulation" to acknowledge that echinacea is truly a plant with levels of action like no other.

Echinacea's physical beauty is mysterious and transfixing. People who shop in health food stores always smile when they see the purple coneflower growing in their world: we all say to ourselves, "there is a plant that brings health"! Echinacea is used today to bring mid-summer color to gardens, and the wild *E. purpurea* genus is now parent to many garden hybrid varieties (most with no claim to medicinal value). Coneflowers love the sun and the perennial is drought-resistant, thriving in all but wet, soggy soil. Like many adaptogens, it survives in most stressful environments when other plant species wilt or retreat. Echinacea (Coneflower) easily grows to maturation of 2-4 feet, attracts butterflies and is valuable to bee colonies. There are nine species of this plant, from the Daisy/Sunflower family (40 genetically distinct populations).

North American Echinacea: *Echinacea purpurea* (*E. purpurea*) is the eastern "purple" species, and the owner of the famous synonym, snakeroot. Its natural habitat is open, rocky woodlands, from Georgia, Louisiana/Oklahoma through Iowa, Illinois and eastward. It grows freely in 27 States, although all recommendation is to utilize harvested crops as (improper) wildcrafting has nearly wiped out the natural-habitat species. *E. purpurea* is more easily grown than *E. angustifolia* (making wild

Echinacea angustifolia even more endangered) which is why herbalists concentrate on *E. purpurea*.

Echinacea angustifolia (*E. angustifolia*), or narrow leaf echinacea, is a western variety that grows in tall grass prairie (west of Ohio). It is a shorter species than *E. purpurea*. It was an important medicine of the Plains Indians, who used it – as told in early ethnobotanical reportage – more than any other medicinal herb. Samples of echinacea have been found in 400 year-old archeological sites.



Echinacea purpurea, especially the root, was also a prominent medicine of the Eastern tribes; and it was modern scientific evidence of *E. purpurea* that garnered the re-look by American herbalists like Ed Smith in the American Herbal Renaissance of the late 1970s and 1980s. Ed was one of the most vocal early advocates to share again the persuasive evidence, both historical and from European pharmacological study, that reignited the utilization of Echinacea's medicine for health.

Go back in history and imagine the vision quests of the Grandfathers – and the education of the Grandmothers – of Indian Medicine. Imagine them sharing space with the purple-robed, exotic bulbous and beautiful echinacea, as they wondered, "why is this medicine here for us?" The vision quest celebrated the seeker's interdependence with the environment, Mother Earth. I am sure they understood the relationship between plant and Father Sky, and the Sun, much better – though in a different way – than we ever will today! The surrounding world was considered sacred.¹ The purpose of the vision quest was to attain the medicine of wisdom from the journey. In the aloneness of that quest, they were very raw to existence, and could probably hear the truths that had always

been inside them. In this listening, patches of purple coneflower swaying on tall stalks in the summer wind, echinacea's message was one day found and brought back to the tribe: a good medicine discovered.

David Winston does a stellar job again in his writings and teaching in identifying the uses of Echinacea by the Eclectic Physicians. His historical research shows Echinacea was used by early American Doctors for a wide range of uses by prescription, clinically, including septicemia, cancer pain, tuberculosis, tonsillitis, cystitis and prostatitis. Note that all these "itis"-es are diseases of inflammation, and Echinacea is recognized as an herb that mitigates many inflammatory conditions. He reports that Echinacea was introduced into western medicine in the mid-1880s by Dr. John King (of King's American Dispensary), and Dr. John Uri Lloyd (a President of the American Pharmaceutical Association and creator of the famous Lloyd Library in Cincinnati Ohio, the largest collection of pharmacopeias, formularies and dispensaries in the world [UNESCO]).

The earliest known patent medicine with echinacea as an active was known as "Meyers Blood Purifier" (manufactured by a German Prairie physician, FCH Meyer, in Pawnee City, Nebraska around 1869). Its observed broad effectiveness made it instantly popular from Georgia to Oakland, CA within 2 years. Echinacea was a blockbuster herbal medicine as soon as physicians could observe its healing power. Meyer translated the native medicine he learned about to make magnificent, even far-fetched claims of echinacea as a cleanser: the variety he praised was *E. angustifolia*. Echinacea was soon identified as one of the most powerful analeptics, "at least the most powerful yet discovered". The word analeptic at the time meant restorative remedy or drug.

E. purpurea was already a well-known domestic medicine in the early developing *Eclectic Materia Medica*. Early discussion of the root identified it as sweet to the tongue at first with a lingering numbing effect.² Clinical results made it a premier Post-Civil War remedy of choice for syphilis and gonorrhea and ulcers. By 1921, Echinacea was by far the most popular treatment prescribed by Eclectic Physicians. The Eclectics, as wholistic Doctors, recorded 50 years of extensive clinical experience on this herb in voluminous texts.

Ed Smith read many of the articles and clinical successes of the Eclectic Doctors, and he also studied with work of the Swiss phytotherapist, Dr. A. (Alfred) Vogel. Vogel's lifepath took him to a Sioux reservation in the 1950s where he was given the gift of echinacea seeds (*E. purpurea*) as a going away present. Ed

continued on page 2

Do You Believe in Echinacea?

continued from page 1

became determined that echinacea was going to become a plant that he would get to know!

E. purpurea was actually first introduced to Europe in 1779. Homeopaths in Germany had studied Echinacea long before it was investigated by modern herbal pharmacopeia, as missionaries too were taught about echinacea from the First Americans. Oral tradition identified echinacea as useful for wound healing and snake bites.

There is a recent article of relevance in the Spring edition of United Plant Savers' *Journal of Medicinal Plant Conservation* [2013] by Kelly Kindscher titled "Lewis & Clark's influence on Echinacea". The article reports that the explorers Lewis and Clark were the first U.S. Citizens to ship east the seeds of Echinacea angustifolia. Clark wrote in his journal in February, 1805 that this herb was a cure for rabies and snake bites. It was Meriwether Lewis who mailed a parcel of echinacea, along with 198 botanical species collected on the first stop of their journey that included interaction with a Mandan Indian village in The Dakotas, to Thomas Jefferson (the parcel of specimens was lost). We must remember that the culturally creative of early American were keenly attuned to the benefits of plant medicine, and they pursued with gusto any new information about natural medicine from their continent. Thomas Jefferson once noted that "the greatest service which can be rendered any country is to add a useful plant to its culture". Echinacea, six-degrees of separation from – and a delivery to – our 3rd President.

Though cultivated ornamentally in Europe for over 150 years, Echinacea started its rise in European medicine in Germany in the 1930s. The German physician Gerhard Madaus procured echinacea seeds after being told of its promise and he began rigorous study of the plant, its story and its chemistry. Most of the original pharmacological and clinical studies with Echinacea were sponsored by the German pharmaceutical manufacturer, Madaus AG, of Cologne Germany.

Madaus wrote, "This remedy was known to probably every doctor in America for infectious and septic fevers. It is still used extensively in homeopathy. Conditions for which Echinacea has been used are: abscesses, ulcers, insect bites, after tooth extractions and vaccinations, and poorly healing wounds. It has also been prescribed for septic fevers with chills and other infectious illnesses, especially in tonsillitis, lymphangitis (with hot Echinacea compresses or internally), and gall bladder infections."³ Even in 1938, it was already understood that the dried-root itself was "almost entirely ineffective."

While most international research concentrates on the root, today the fresh juice of the above-ground parts of the plant have been approved for use in Europe for restoring damaged tissue and preventing infection.

I am fascinated by the story of this plant as found in our history. I hope you will appreciate the depth of these stories that is left between the lines. The question for our vocation today is: what can we learn from this?

A fair historical summary: the discovery of the herb's usage is ancient and totally American. Its effectiveness made it a staple of American Indian Medicine wherever it grew. Upon discovery by the "settlers," it became an immediate super herb, able to perform better than most other tools against the most

scurrilous and deadly diseases of the day. After going through the microscope of German Pharmaceutical Medicine, it was confirmed valid, safe, effective and exceptional.

Then, modern science failed to carry the story to the next level. In 1927, with the discovery of modern antibiotics, all the labcoats ran to the newest, shiniest object, and they stopped their investigation of Echinacea. In a scramble for medical-political power, "Doctors" and the AMA distanced themselves from plant medicine and inadvertently started an inquisition against medicines from the natural world. These negative waves still reverberate in our culture today, but the healthfood stores and the Natural Foods Movement brought natural medicine back to vibrancy: and echinacea and herbal medicine survived despite.....

Echinacea in the 21st Century is a tale of two cities. Shoddy studies are propped up by the medical journal community in America; the media talking heads are very willing to parrot bad science; and Echinacea as medicine has had to dodge numerous assassination attempts in the past decade. Echinacea was such a threat to corporate chemical allopthy that it had the target on its back before Vitamin E, and St. Johnswort and Tryptophan. Our truths were dangerous to existing powers!

Meanwhile, in the very strict atmosphere of the European Union, there are over 800 products in Germany alone that use *E. purpurea*, with an estimated 1.3 million prescriptions written for it for colds and the flu (as reported by, of all places, cvs.com). One irony is that most pharmaceutical companies in the U.S. at one time sold echinacea: Drug Company Eli Lilly has a history, through one of its acquired subsidiaries, Lloyd Brothers Pharmacists Inc., of being one of the world's biggest sellers of Echinacea in the 20th Century! Then, they closed shop on this best-seller: not scientific enough(!?). Echinacea used to be in every drug store, as a top-choice.

The other irony is that "echinacea was the number one cold and flu remedy in the United States until it was displaced by sulfa antibiotics. Ironically, antibiotics are not effective for colds, while echinacea appears to offer some real help." Echinacea was included in the U.S. National Formulary from 1916 until 1950, but was never given an endorsement by the American Medical Association due to a lack of "scientific evidence" for its effectiveness. Its use was documented in medical texts until 1947. Almost sounds like a conspiracy, huh?

But I digress. Why has Echinacea not returned to its perch as an unparalleled herb for whole body immune support?

Maybe echinacea is too complex and powerful for science. Good Echinacea of course. Let's talk about good echinacea!

Herb Pharm® is the number one-selling Echinacea in the United States, dollars and volume. They have held that claim for nearly 13 years (before then, business data was primitive. but their sales were huge). The 10 products in the Herb Pharm® line of Echinaceas are all best-sellers. **Super Echinacea**® liquid extract is America's #1 selling Echinacea product, and it is prepared from the fresh root leaf and flower and the shade-dried seed of Organically-grown Echinacea plants.

Echinacea-Goldenseal Compound is iconic, and it is the product of choice for its usefulness with colds and flu. 10 trusted herbal formulas led by fresh Echinacea root (*E. purpurea*). **Soothing Throat Spray**, which uses shade-dried echinacea, has always been the

robust to **Echinacea-Goldenseal Compound's** batman. Bad guys beware. Today, the "fantastic-four of Echinacea" includes **Virattack**™ and **Immunattack**™ Compound: all with Echinacea. Want the peace of prevention?: Echinacea is the lead arbiter of **Immune Defense Tonic**™

Have a young, developing immune system in your life? Every family has to learn how to use Echinacea for natural health. Kids love the enjoyable Sweet Orange taste of **Children's Echinacea**™ glycerite, and I implore every store to understand the **public health benefit of knowing how to use Children's Winter Health**™ Compound. Do you know how to use a simple blend of just Echinacea and Goldenseal? – use the best with Herb Pharm's **Golden Echinacea**™ as an alcohol extract or glycerite.

I believe in Echinacea. I love Echinacea. Shouldn't every store verse themselves in the many tools available through the Herb Pharm® family of Echinacea products? Every distinguished option is a unique fine tool. Can you explain the various uses for each incredible product?

For 80 years (or 130 years, depending upon which marker you want to judge), science has not been able to explain Echinacea to itself in a manner that will qualify it as "mainstream-accepted". Sure every drug store now sells echinacea; and pharmaceutical companies have divisions that sell echinacea, while other divisions within the corporation employ press teams that plant stories saying echinacea is useless. Disharmony (rent the 1982 movie, Koyaanisqatsi: "Life Out of Balance.")

Let's analyze the history of study to understand Echinacea. Indian intelligence found that echinacea works for many things. Modern, progressive Doctors and Healers have found Echinacea more versatile with every investigation conducted. Prevention; strength against assault; all ages and conditions; daily: yes, echinacea is as good as it gets.

Modern pharmacy gets lost in echinacea though. Evidence-based medicine and meta-analyses. Researchers scared to be bold. Isolated, white-coat labbies tripping over their own vials, grant applications and sterile countertops: "no conclusive evidence" the experts say – as people outside get sick and don't heal. What is the active of Echinacea, and what is the Mechanism of Action? Until we can listen more humbly, Echinacea may not be willing to tell. "Grow me well and use me with confidence, and I will help you": the keeper of Indian Medicine from thousands of years ago looks over and smiles, saying, "I told ya so"!

So let's put our hands to the research. First, Echinacea root. Echinacea purpurea root contains several active constituent groups, including caffeic acid derivatives (mainly cichoric acid and caftaric acid); alkamides, and isobutylamides; polysaccharides, glycoproteins and essential oil.

Look at the chemicals. Cichoric acid, shown to stimulate phagocytosis. Chicoric acid may account for the antiviral activity (Duke 1997), and is identified as an antioxidant that may help with stress. *E. purpurea* is very high in the phenolic compound chicoric acid. Alkamides – found in the roots of echinacea: trigger effects on the pro-inflammatory cytokines. Isobutylamide, known for its numbing affect and for causing salivation, and a specific beneficial alkamide, found in *E. Purpurea*.

continued on page 6





Utilize Herb Pharm's Winter Immune Support Promotion
Ask your BMC Rep for Details: through December 31

New Product Announcements

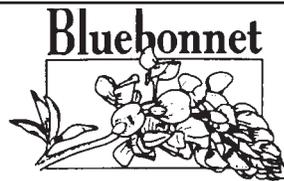
- **Anxiety Soother Capsules 385 mg** Kava, Passionflower, Albizia + Ashwagandha broad spectrum * no synthetic chemical solvents ever used. Vegan, Gluten-free, non-GMO * 60 vegetarian capsules \$14.00/MSRP \$28.00
- **St. Johnswort vegetarian capsules 460 mg** Promotes Positive Mood & Healthy Emotional Balance*. Flowering & budding tops extract + certified organic flower and bud powder. Three caps provide 990 mg of 0.3% hypericin extract. Broad-spectrum, alcohol extraction. No synthetic chemical solvents ever used. Vegan, Gluten-free and non-GMO. 60 vegetarian capsules \$12.50/MSRP \$25.00
- **Lung Expectorant™ liquid extract 1 oz + 4 oz** Traditionally used to Support Normal Expectoration & Respiratory Immune Response* Yerba Santa leaf, Elecampane root, Osha root, Usnea tree lichen, Thyme leaf & flower, Lobelia herb & seed. Ginger rhizome. Extracted with purified water, organic cane alcohol + acetic acid. For acute symptom relief. Up to 40 drops in 2 oz water or juice 3-5x per day. 1 oz \$7.00/MSRP \$14.00

OCTOBER PROMOTIONAL SALE ITEMS 25% OFF products listed
with minimum of 3 ea. products ordered
Immune System Support

- Black Elderberry liquid extract & glycerite • Virattack™ Compound
- Super Echinacea® liquid extract & capsules
- Olive Leaf Liquid extract • Echinacea-Goldenseal Compound

Herb Pharm Re-Branding Roll Out has started

Look for new labels to arrive soon. For details, speak with your local BMC Rep. The primary objective of this redesign is to make the herb shopping experience easier. Products are organized into seven, color-coded functional categories. This helps the buyer match their health goals to the appropriate herbal medicines. Share this link with your staff and community. Bookmark it and post on your website. Herb Pharm's YouTube channel <http://www.youtube.com/user/TheHerbPharm>
* these statements have not been evaluated by the FDA and are not intended to diagnose or treat
Not represented by BMC in NJ **America's #1 selling Liquid Herbal Extracts**



Bluebonnet's Huge Estate Sale
20% OFF items listed October 7 - November 22

- | | | |
|---|--|--|
| 52/54 L-Lysine 500 mg
50/100 Vcaps® | 506 Earthsweet® Chewable
Vitamin C 500 mg (orange)
180 Tabs | 804/805 CoQ10 60 mg
30/60 Softgels |
| 93/94 L-Tryptophan 500 mg
30/60 Vcaps® | 505 EarthSweet® Chewable
Vitamin C 500 mg (Orange)
90 Tabs | 806 CoQ10 60 mg 90 Softgels |
| 98/99 Super Earth® Multinutrient
Formula (Iron Free)
90 Mini-Caplets/180s | 528 C-1000 mg PLUS
Bioflavonoids 90 Caplets | 807/808 CoQ10 100 mg
30/60 Softgels |
| 100/101 Super Earth®
Multinutrient Formula (With
Iron) 90 Mini-Caplets/180s | 530 C-1000 mg PLUS
Bioflavonoids 180 Caplets | 809 CoQ10 100 mg 90 Softgels |
| 102 Super Earth® Multinutrient
Formula (Iron Free)
45 Caplets | 550 Super Quercetin® 500mg
30 Vcaps® | 811 CoQ10 100 mg 120 Softgels |
| 104 Super Earth® Multinutrient
Formula (Iron Free)
90 Caplets | 552 Super Quercetin® 500mg
60 Vcaps® | 817 CoQ10 200 mg 30 Softgels |
| 106 Super Earth® Multinutrient
Formula (Iron Free)
180 Caplets | 553 Super Quercetin® 500mg
90 Vcaps® | 820 CoQ10 200 mg 60 Softgels |
| 107 Super Earth® Multinutrient
Formula (With Iron)
45 Caplets | 715 Calcium Citrate Magnesium
PLUS VIT D3 90 Caplets | 1117 Glucosamine Chondroitin
PLUS MSM 60 Vcaps® |
| 108 Super Earth® Multinutrient
Formula (With Iron)
90 Caplets | 717 Calcium Citrate Magnesium
PLUS VIT D3 180 Caplets | 1118 Glucosamine Chondroitin
PLUS MSM 120 Vcaps® |
| 109 Super Earth® Multinutrient
Formula (With Iron)
180 Caplets | 787/788 Cellular Active® CoQ10
Ubiquinol 25 mg
30/60 Softgels | 1121 Glucosamine Chondroitin
PLUS MSM 180 Vcaps® |
| 321/323 Vitamin D3 5000 IU
100/250 Softgels | 790/791 Cellular Active® CoQ10
Ubiquinol 50 mg
30/60 Softgels | 1250 MaitakeGold® Mushroom
Extract 30 Vcaps® |
| 366 Earthsweet® Chewable
Vitamin D3 5000 IU
(raspberry) 90 Tabs | 792/793 Cellular Active® CoQ10
Ubiquinol 100 mg
30/60 Softgels | 1251 MaitakeGold® Mushroom
Extract 60 Vcaps® |
| 378 Liquid Vitamin D3 DROPS
5000 IU (citrus) 1 fl. oz. | 798/799 Cellular Active® CoQ10
Ubiquinol 200 mg
30/60 Softgels | 1340 Standardized Elderberry
Fruit Extract 60 Vcaps® |
| | 800/801 CoQ10 30 mg
30/60 Softgels | 1385/1386 Standardized Olive
Leaf Extract 60/120 Vcaps® |
| | 802 CoQ10 30 mg 90 Softgels | 1394 Standardized Turmeric Root
Extract 60 Vcaps® |
| | | 1395 Standardized Turmeric Root
Extract 120 Vcaps® |
- And remember to ask your BMC Rep for information on the ongoing Slice of Life promotions where you can always have Bluebonnet Quality available on sale for your community
* not to be combined with any other promotion
Not represented by BMC in NJ, SC



HERBAL HEALTHCARE

October Sales Promo

15% OFF products listed in 3 ea's*

- **ImmunoCare®** 120 + 240 veg caps
Supports Key Immune Function^
 - **StressCare®** 120 + 240 veg caps
2012 Delicious Living Supplements Award
2012 Taste of Life Essentials Award winner
 - **Ashwagandha** 60 caplets
2009 Better Nutrition Best of Supplements Award Winner
 - **Holy Basil** 60 veg caps
- Super deal - 20% OFF* Turmeric 60 veg caps**
* minimums 3 ea

Botanique by Himalaya 15% OFF products listed*

Washes & scrubs for every face: "Affordable Organic" 5.07 fl oz.
Free of Sodium Lauryl Sulfate (SLS), Parabens and Phthalates

- Hydrating Face Wash • Invigorating Face Wash
- Neem & Turmeric Face Wash

2011 Better Nutrition Best of Natural Beauty Award
• Exfoliating Walnut + Wood Apple Face Scrub
2012 Better Nutrition Best of Natural Beauty Award
• Nourishing Face Moisturizing Lotion 6.76 fl oz. for all skin types
* minimums 3 ea * for independent retailer store accounts only.
These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Accept this Invitation for stores to visit Himalaya University

www.himalayausa.com/hu. Ask your BMC Rep for password to this fun educational site additional new content

- Basic Himalaya Materia Medica • Plant Parts & Definitions
- * Cross-References of Herb names

Himalaya Herbal Healthcare: Our Science. Your Life™

Not represented by BMC in SC



How Can You Help?

4th Quarter Initiative "Buy One. Pass It On." Initiative

From October-December, 2013, Nordic Naturals is partnering with Give2TheTroops to give back to this important cause

Donation: One bottle of Ultimate Omega® donated for every bottle sold of the featured products. Give2TheTroops then collects product donations and mails care packages out to bases around the world

Featured Products (all sizes, including liquids):

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

Ask your BMC Rep about in-store collateral to support the cause

4th Quarter Promotions

Endcap Display Promotion 30% OFF Case orders

One order per ship-to location per month
minimum order 5 cases, max order 15 cases
Products: all SKUs from these categories: Ultimate Omega®, Complete Omega™, Omega-3™, Children's DHA™, Nordic Berries™

48-piece Floor Display Promotion 30% OFF*

- items listed below: mix & match must be purchased in units of 6 ea
- Omega 3 60 ct/120 ct/ 8 oz • Complete Omega™ 60 ct/120 ct/8 Oz
 - Ultimate Omega® 60 ct/120 ct/8 oz • Children's DHA™ 180 ct/360 ct/8 oz

Nordic News: * School Supply Facebook Initiative: a new Facebook initiative through October 31st by Nordic Naturals®. This is a consumer contest; participants will use our Facebook app to nominate their favorite grade, middle, or high school to receive \$3,000 in school supplies. The first 500 schools to be nominated will receive a free copy of Amazing Grades! by Pat Wyman for their library. Buyers and retailers can participate in the contest as a consumer once they have Linked Nordic Naturals® on their Facebook page. Ask your BMC REP now for the 'School Supply Give Away' flyer and press release

* Baby's DHA 2 oz is back in stock!! don't miss this HUGE - and growing - Best-seller
* for more information on the program www.give2thetroops.org/

* a postable Youtube video on the Initiative www.youtube.com/watch?v=rCTUrjnuqM
* name change: Complete Omega 3, 6, 9 is now named Complete Omega™

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

Not represented by BMC in NJ, SC



JUVO™

Help your customers
ReJUVOnate

BUY 3 GET 1 FREE
on all 4 products:

Raw Meal, Slim Raw Meal,
Superfood, Green Protein
through 10/31/2013

Also

20% DISCOUNT
on JUVO Raw Meal Boxes
12 single-serve packets per box
– through 12/31/2013

Juvo has new labels:
sure to appeal

Ask about our
Juvo demo program,
based upon store sales

Ask your BMC Rep about our
"returning-retailers" promotion

ReJUVOnate Yourself!

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

October Promotions
Personal Gel

4 oz

10% OFF in 12 ea

Personal Gel Lubricant is a silky non-staining gel that is very healing to delicate tissues + works wonderfully for menopausal women experiencing dryness, or for Active Adults.

PERSONAL GEL INTIMATE
MOISTURIZER

with Organic Aloe Vera, Calendula,
Allantoin, Vitamins A, E, D + Zinc
4 OZ \$6.76/MSRP11.66

~~~~~

Good for every household, because – also mightily multifunctional for topical needs – cuts, scrapes, babies skin, sun spots...

Also available in a 1 oz travel size  
\$1.81/\$3.122 MSRP (not part of monthly promo)

**Whole Leaf Aloe Vera Juice Products**

 Dr. Ohhira's Probiotics

The Conversation has **CHANGED**  
The Conversation has gotten **BETTER**  
**WELCOME ChiaOmega®**

2013 Better Nutrition  
Best of Supplements Award Winner  
Supply Side Editor's Choice Award Finalist  
2013

**Offer your customer Chia seeds in the convenience of capsules, and the power of chia oil!**

Chia seeds contain more ALA Omega-3 than any other know food source on the planet.

Vegan/Vegetarian customers will thrill to this high-potency Omega-3 option.

ChiaOmega® is made in the USA  
Expeller-pressed Chia (Salvia hispanica L.) seed oil with mixed tocopherols

**All bottles (+ nutritional info) 60 softgels, dosage per 2 softgels**

**ChiaOmega® + CoQ10^ Omega-3** 1,050 mg;  
CoQ10 (ubiquinone 60 mg)

**ChiaOmega® + EPA /DHA^ Omega-3** 1,050 mg;  
Algal DHA 70 mg; Algal EPA 35 mg

**ChiaOmega® + Enzymes^ Omega-3** 1,050 mg;  
Lipase (24 mg lipase enzymes)

**ChiaOmega® + Vegetarian D3+ - Omega-3**  
1,050 mg; 1000 mg D3 cholecalciferol

^vegan softgels + vegetarian softgels

**Health begins with filling the body with Omega-3s. Join the Chia Revolution™**

**GOOD FOR YOU, GOOD FOR THE PLANET™**  
[www.ChiaOmega.com](http://www.ChiaOmega.com)



# bodyceuticals

organic bodycare

**Holiday Stock up Sale**

**\*BodyCocktail Organic Spray Moisturizers**

Coconut-based, Calendula infused  
100% Vegan, Organic scents  
2 oz. Wheat/Gluten free  
Organic Coconut Chi Chi  
Organic Almond Marzipan  
Organic Pink Grapefruit  
Organic Vanilla Crème

(Key lime on HOT DEAL this month)

**1-6 of a scent – 20% OFF**  
**7-11 of a scent – 25% OFF**  
**12+ of a scent – 30% OFF!**

\*Must mention code "OCTBC" to receive deal\*

**\*Body Love Organic Massage Oils**

100% Vegan, Organic in four "flavors":  
Bath oil & body moisturizer  
Organic. Vegan 4 oz. Wheat/Gluten free  
Almond flavored Massage Oil  
Chocolate flavored Massage Oil  
Coconut flavored Massage Oil  
Cherry flavored Massage Oil

**1-6 of a sku – 20% OFF**  
**7-11 of a flavor – 25% OFF**  
**12+ of a flavor – 30% OFF**

\*Must mention code "OCTLOVE" to receive deal\*

**Gift idea for the holidays, travel, romance, bridal, New Years + Valentines!**

Merchandise by the register or endcap in a holiday basket for a stocking stuffer idea!

\* Sorry, no backorders

**Free UPS Ground Ship on orders over \$125**  
[www.calendulaskincare.com](http://www.calendulaskincare.com)

 **wellinhand**  
**ACTION REMEDIES™**  
Topically Applied Herbal Answers

**October Promotion 20% OFF**  
**New Mama®**

**TUSH-SOOTHING BATH**

Ancient Cherokee Recipe, endorsed by Midwives, restores & renews delicate tissue to help Mama sit down sooner when the baby arrives! Relief for Sore Seats! Soothe and renew delicate tissue. Certified-Vegan.

A MUST for every natural birth kit. Gluten free. Organic + wildcrafted ingredients, including Uva Ursi, Comfrey, Myrrh, Sage, Shepherd's Purse, Ginger, Goldenseal, Garlic + Sea Salt.

Mothers need + deserve special attention after the enchanting & magical experience of childbirth. New Mama® Tush Soothing BATH helps mothers recover naturally.

Thoughtful baby shower gifts that blends traditional herbs to help "Mama" sit down sooner!

**New Mama Mist** on your swollen, burning perineum. For use during pregnancy + after the blessed event

**New Mama® BATH**

2 lbs. & 18.00/MSRP \$29.99

**New Mama® Tush-soothing MIST**

6 fl oz \$12.00/MSRP \$19.99

\$75 minimum order: \$100 free shipping

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

# BASS®

Brushes

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

**Everybody loves a Bath in Winter**

**Appeal to the bathers in your community,**  
+ set the tone for bountiful Holiday gift sales now: ask your BMC rep to review your bath set!

**Don't have a Bath set?**

Your customers are shopping elsewhere: and they would love to spend their money on quality products in your store!

**Make YOUR baths better with quality bath & body tools**

Hair Doc: the oldest + biggest brush, comb + bath & body tool company in the natural channel

**The Green Brush® by The Hair Doc Company**

European Style Wet/Dry Massage Mitt; Strap; Wet/Dry Massage Mitt; Satin Sleep Mask; Flower Sponge; Terrycloth bath Pillow; 100% cotton Super Absorbent Hair Towel; 100% Cotton; Nylon Scrub Gloves; Facial Cleansing Cloth; BASS NATURAL LOOFAH COLLECTION 7 inches Raw Loofah; Extra High Grade; Loofah and Terry Backstrap; Extra Thick; With Rope Handles, Loofah Body Scrubber; Detachable Long Wood Handle; Loofah Mitt; Extra Thick BASS NATURAL SISAL COLLECTION Sisal Hand Held Body Brush; Firm; Sisal Deluxe Hand Glove; Knitted Style; Firm, Hand Made Firm; Sisal Flower Sponge; Acrylic Handle Foot File; Professional Foot File; Extra Long Wood Handle; Natural Cosmetic Sea sponge; Large natural Bath/ Shower Sea Sponge; Sisal Cloth; 100% natural Fibers, Large Wash Cloth; Firm; Sisal hand Pad; Extra Thick, Hand Strap, Firm, 100% Natural Fibers; Sisal Soap holder Pouch; With Drawing; Facial Cleansing Mitt; 100% Soft Cotton BASS BATH AND BODY COLLECTION: Hot/Cold facial Mask; Assorted colors, microwavable, (U.S.A.); Nylon Exfoliating Hand Pad; 100% Nylon Assorted Colors, Firm, Extra Thick; Beauty Skin Towel; 100% Nylon, Assorted Colors; German Wet/Dry Massage Mitt; Pedicure Set; Foot file, Toe separators, Cuticle sticks, Emery boards & Nail brush; Beauty Skin Towel; 100% Nylon; Sisal Back Strap; Original Carpet Style-Firm, Extra High Grade, Germany Wet/Dry; Large Sisal Wash Towel; Extra Thick; 100% Cotton Moisturizing Gloves; For Use With Creams and Lotions. Deluxe 100% Natural; Facial Cleansing Brush, Solid Wood Handle; Deluxe 100% Natural; 2 Sided Nail Brush, Extra Firm, 100% Wild Boar, Wood Handle





**SURYA**  
*Brasil*

**October Promotions – Buy & Save**

15 Sapien Women = 2 Henna Creams FREE  
(any color customer wants)

15 Sapien Men = 2 Hennas Cream FREE  
(any color customer wants)

15 Amazonia Preciosa = 2 Henna Creams FREE  
(any color customer wants)

1 box each of Lip Balm (5 different flavors), or a total 5 of boxes = 2 Henna Creams FREE  
(any color customer wants)

**Sapien Woman** - Made with Amazonian Organic ingredients

**Sapien Men** - Eco-cert Organic + functional hair & body care line

**Amazonia Preciosa – NOW Back! EXCITING!**

- Award-winning hair care and skincare
- 9 face & bodycare products
- Formulations for all hair types

**NEW Sapien Women**

Shower Gel 300ml \$15.25/\$21.50

Shave Gel 200ml \$12.05/\$17.00

Body Moisturizer 200ml \$16.43/\$23.50

Facial Scrub 100ml \$9.60/\$16.99

Body Scrub 300ml \$19.92/\$28.50

Promo buy in dates through the 20th of the month

**Detoxify Your Beauty**

SURYA  Brasil

**ECOLIPS**<sup>®</sup>

The best lip balm for the world

**FAIR TRADE Month Promotion**

**ONE WORLD Lip Balms**  
**Buy 3 ONE WORLD Displays**  
**Get 1 of the NEW LINE FREE!**  
(3 AWESOME LIP BALMS)

Eco Lips One World Balms fuse Fair-Trade Certified Cocoa Butter, USDA-Organic Certified ingredients and exotic oils from around the globe to bring you healthfully crafted lip balms with amazing properties packaged in Large 0.25 oz tubes made with 40% recycled materials. **RIGHTEOUS!**

**Restore Soothing Lip Balm**

**Coconut Ginger:** SOUTH PACIFIC with Tamanu Oil - for severely dry, chapped lips. Large size 0.25 oz

**Renew Rejuvenating Lip Balm**

**Orange Spice:** MOROCCO with Argan Oil - cell renewal and anti-aging secret. Large size 0.25 oz

**Relax Calming Lip Balm**

**Lavender Lemon:** MEDITERRANEAN with Lavender and Olive Fruit Oil - soften your lips with the warm notes of vanilla. Large size 0.25 oz

*The Best Lip Balm for the World*

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**October Promotions**

**20% OFF Discount**

Liquid or pellet complexes.  
Qty 6+ per SKU\* through end of October

- **Dust~Mold~Dander** (N056)
- **Sick Stopper** (N216)
- **Teeth~Gums** (N042)
- **Kids Detoxifier** (F001)

**NEW Homeopathic Creams still @ 20% discount**

for 3+ same SKU through 10/31/13

- New carrier base with NO petrolatum or paraffins
- NEWTON formulation
- Non-greasy & fast absorbing
- Sanitary airless pump dispenser
- Trauma Cream**
- Hemorrhoid Cream**
- Bee ~Bug Bite Cream**
- Arnica Cream**

**Product News:** Look for new thicker/sturdier droppers in the Newton OTCs (2 mm longer), virtually eliminating waste. The new bulb will more easily draw only 7-10 drops at a time. As always, NEWTON strives to help you "Make Every Drop Count".

\*through end of October. Not to be combined with any other Promos

**1987-2013 • 26 Years of Excellence**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Perfect Opportunity**

we are already seeing this Immune Season HIT

~~~~~  
Wellmune WGP[®]
before, during, after

~~~~~  
**\*October sale**  
**20% OFF NET**

for orders over \$250 after discount

\*mix & match

**Immune Health Basics:**  
**the Smart Choice**

**Time for a refresher:**  
**How does it Work?**

<http://immunehealthbasics.com/movie.cfm>

**MushroomScience**<sup>®</sup>

**Only study on mushrooms ever funded by U.S. Government\* is on hot water extract,**

**Coriolus versicolor**

Mushroom Science is the only U.S. Mushroom Company offering hot water extracted mushroom supplements that match the potency + quality of the preparations used in Traditional Chinese Medicine, as well as the extracts used + studied in the scientific + medical research.

**Offer your customers a real choice.**

Mushroom Science delivers the product as science has verified (Mycelium on rice does not deliver)  
**Mushroom Science:** hot water extracts with guaranteed actives grown on wood (certified organic): not rice

**Immune Season Special**  
**ALL PRODUCTS 20% OFF**

\* internationally, over 2000 studies published on the big 5 medicinal mushrooms on the last decade, {Reishi, Cordyceps, Shitake, Coriolus + Maitake}. 10's of thousands since the 1960s!

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



**ENCOURAGE HEALTH**

• Put the 16 oz Sovereign Silver<sup>™</sup> on sale, encouraging Family purchase

• Endcap Sovereign Silver<sup>™</sup> now best support from America's #1 Selling Silver

- Smallest average particle size ever seen
- 96% actively charged particles
- Safe low concentration of 10 PPM
- Made from 99.99% pure silver
- Made with ultra-pure, medical-grade water (the only other ingredient). Crystal clear + virtually tasteless



**Sovereign Silver: The Forgotten Answer<sup>™</sup>**

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



## Do You Believe in Echinacea?

continued from page 1

Alkamides are an intriguing group of bioactive compounds currently identified in 33 plant families. "Despite the relatively simple molecular architecture of alkamides, these natural products show broad structural variability and an important range of biological activities, such as immunomodulatory, antimicrobial, antiviral, larvicidal, insecticidal, diuretic, pungent, analgesic, cannabimimetic and antioxidant activities". Dr. Rudolph Bauer and team have isolated over 15 alkamides from Echinacea root. Do we know what these novel chemicals do? No, but we do know that many of the plants high in this substance have been used for toothaches and sore throats. A name frequently used in folk medicine for plants containing alkamides is "the tooth herb", as the plants has an analgesic effect, if grown properly. Alkamides do not "stimulate" immune response, outside of reaction to a specific immune challenge. Echinacoside is a Caffeic acid derivative and noted to be the main phenolic compound in *E. Angustifolia*. These compounds are a "relatively new and promising family of natural products" to the scientific community. Seems to me we should take a fresh look at these compounds: may be very promising!

Isobutylamides are alkamides found specifically in Echinacea purpurea. *E. Angustifolia* has its own unique class of alkamides. It is interesting to note that alkamides may be degraded by 1st pass liver metabolism, which may explain the greater efficacy of liquid herbal extracts. Alkamides also pass through the body quickly, which is

why it is best to dose with Echinacea three, even four times per day, when looking for therapeutic effect. Alkamides are fat soluble (lipophilic) and they are captured only by alcohol extraction.

One theory is that Isobutylamides may stimulate lymphatic activity in the mouth, thereby stimulating immune response. Another theory on alkamides is that they may modulate immune response by interacting with CB1 and CB2 receptor sites. Does the proof of a mechanism of action matter more than an understanding that these herbs have noted historical folk success: that they help humans get and stay well? Once the safety has been established, we should move intelligently to action and usage! An herbalist would say that you can always tell whether any echinacea is good by tasting it: if the good stuff is present, you will notice a buzzy, tingling action on your tongue

Polysaccharides. Now here is something we all should be more familiar with. Polysaccharides are what make the medicinal mushrooms, Astragalus and whole leaf Aloe vera the choice for immunity. Currently the polysaccharides are not considered the dominant player in the immuno-support package of echinacea, but I warn that this is a mistake. There is a lot of research in Europe by both the Madaus and the Vogel groups on the aerial parts of echinacea, where there are higher concentrations of polysaccharides [the leaf & flower sugar the bees get!]. This research shows an importance to these flowers and leaves – including with clinical use – and so there is obviously something key and not yet fully discovered about the polysaccharides in Echinacea. The roots may have the most easily

comprehended actives – which appeals to some people – but an extract of all the active parts (no stem) will provide all the full health goodness of Echinacea. Plant polysaccharides are certainly beneficial and it would be only responsible to present a product that has captured the highest activity of echinacea polysaccharides that are found naturally in a well-grown and harvested echinacea plant!

So, how do we get all these goodies from plant to person, and do all companies follow the same manufacturing standards? No. It is interesting to research how every company discloses their manufacturing, and it is easy to tell who makes the exceptional product, entirely by the details. To the expert and the connoisseur on the subject of manufacturing herbs in the United States, I would have to say that the overwhelming consensus is that after all these years, nobody does it better than **Herb Pharm®**.

Your customers probably will never think that one "echinacea" is different than another. Every reader here knows that this assertion is foolish, and yet it is this unwritten law of consumerism that works against us. It is the fault of the store (or business) if they sell product based solely on price; because cheap echinacea will almost certainly never work. The plant is somewhat finicky, though easy to handle to healthy use if one listens and honors the plant medicine. It is safe to say that most of the echinacea in the world is neither grown nor made by professional herbalists, who know more about the stuff I have presented above than I do [and I am no scientist: I am a health writer]. A great proof as to how easy it is to make bad echinacea is to see all the mixed messages of the researchers: they obviously can measure, but



### Reading Glasses

Products you can believe in  
Products your Customers will love  
**Why Buy Blue Planet?**

#### Blue Planet Recycled Eyewear features:

**Frames:** recycled, reclaimed or sustainable materials

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

**Non Toxic:** Lead-free paints & nickel + lead-free metals

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

**Ask your BMC Rep which program would work best for your store!**

Pick which powers you want

Power—1.25; 1.50; 1.75; 2.00; 2.2 2.50; 3.00 or ask for the best sellers

Assorted Powers (minimum 6)

**Best buy! the Naturalist Counter Display is back in stock!**

25pc Full Frame Bamboo Reader counter unit. (4 Colors/7 Powers).

\*Optical spring hinges are used to increase durability and comfort. \*Canvas cases included

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

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## October Promotions Immune Support 15% OFF

24-box minimum (mix + match) 30-cts only

- Sparking Berries • Mandarin
- Blackberry-Pomegranate
- Variety Pack • Children's Oxylent

Prenatal Oxylent has won a Better Nutrition Best of Supplements Award for 2013 in the Women's Health Category!

### Oxylent News:

- **Ordering just got easier:** ask your BMC Rep for the Fillable Order forms + send in: orders@oxylent.com

- **New Boxes for Oxylent products:** more attractive for quick movement off your shelves!

- **Welcome Stuart Hutchinson,** the new Vice President of Sales for Oxylent Team!

~~~~~  
* Standard shipping structure applies

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

- Discounts are not given automatically. Promotions must be set up at least 4 weeks in advance of promotional start date.. See Retailer Order Form for details.

- Reflection of a 15%-20% discount to the customer is required for all promotions. Must comply with our 15% Minimum Advertising and Pricing Policy (MAP).

DRINKOXYLENTBREATHELIFE™

AROMA LAND

2 month sale October - November
DEFENSE FORMULA

DEEP CLEANSE hand soap

must mention BMC sale offer when placing order

Hand Soap 12 oz \$4.79/MSRP \$7.99

3 ea = 10% OFF discount

6 ea = 15% OFF discount

12 ea = 20% OFF discount

Defense Formula hand soap 1 oz

12 ea (2 oz) = 10% OFF

24 ea (2 oz) = 15% OFF

- 100% Natural Surfactant from Coconut Oil

- Deep Cleansing Action of Essential Oils

- No Harsh Chemicals - Eco Friendly, Silky Smooth

- Creamy Lather: Cleanses and Moisturizes

- Essential Oil Blend of: Eucalyptus, Tea Tree, Wild Marjoram, White Thyme

"This is my favorite soap for the Winter Cold-Flu months. The exhilarating feeling and smell let you know it is working"

— Michael Hennessey

~~~~~  
**Also in October:** get ready for Candle Season with Candles made by Aromaland

**10% OFF** any candle style when purchasing 10+ each of the same SKU & Style



have no concept of the fine art of herbal manufacture.

Herb Pharm® now has a new Youtube video (on their Youtube channel) called, appropriately enough, Echinacea, with “Herbal Ed” Smith. [www.youtube.com/user/TheHerbPharm]. At 4 minutes, 24 seconds it would be a good loop for your store video department and something exceptional – with its excellent footage of echinacea harvest and manufacture – for a link on your website.

Let’s consider the facts about Herb Pharm’s decades of growing echinacea, and the perfection of the craft they have attained. Herb Pharm® has four rotating crops of echinacea on the Pharm Farm. This allows for there to be a maturing root crop every year (occasionally a root is left in the ground for up to an additional year). In the first year, there is a harvest in the Fall of the leaf and flower. These are fully stripped off from the stem, and within hours of harvest sent two miles down the road to the Plant Plant.

This unique feature of harvest is important when dealing with the critical factor of “fresh herbs”. Not all the leaves are removed from every flower in any harvest, because that would make the root less vital.

In the late Fall, all the flower heads have gone to seed, and these are gathered as a second harvest. The seed heads are then shredded and cleaned, yielding pure seed. In another field, a mature crop that has been through several growing seasons, is harvested for the root.

Leaf and flower: one fresh harvest made into an extract. Seed: harvested to remove everything but the seed (a very time-consuming task), and then shade-dried, and then made into an extract. Root: mature roots are dug up, garbled and cleaned and sent fresh and succulent to extract in the cGMP certified lab to capture all the actives that are optimally present in the living root fresh from the earth.

What happens in the manufacturing plant is equally as precise and methodical. As has been explained in my tours of the plant, the last with Dagmar: you can start with great herb material and not have a finished product that passes the lab tests at Herb Pharm® for a whole plant, active extract. Each plant part – leaf and flower, seed, and root – are extracted separately. At this point, the three liquid extracts are blended together and allowed to sit, so that the particles can evenly disperse in this new compounded solution. Now, you have the fine finished

product that carries the Herb Pharm® name, **Super Echinacea**®!

There is a lot of loving action going on there down on the farm to make good echinacea. Most of these actions are deliberate and precise, using traditional farming knowledge, the most current acknowledged expertise, and a bundle of Herb Pharm-ingenuity. What cannot be calculated is the love for the mission: both from the people who dedicate themselves to extraordinary herbalism, and to the care and intent of the participants who assist in crop harvest each year on the farm as part of the Herbalculture Internship Program\*.<sup>4</sup>

As Ed Smith says, “Echinacea is a little tricky, (and) a little fickle sometimes. The active compounds, especially the isobutylamides, don’t last a long time; they don’t store well. The fresh herb goes directly to the plant (and) into the big blenders that blend it with alcohol and distilled water. Once the echinacea is exposed to the alcohol, it becomes very stable. Freshness therefore is paramount to quality product. From harvest to the first step of manufacture is literally hours at Herb Pharm.”

Ed is proud of the development of farming practices at Herb Pharm through the years. Gained farming knowledge, constant investment in science and equipment, and a focus on making the best possible product. The Growers are always working in tandem with the Research Team at Herb Pharm® to make sure that anything that is important and active is present, in valid quantities, and in the natural ratios as found in the plant in nature. The herb in those liquid bottles is all herb grown by Herb Pharm: the broad spectrum liquid extracts of fresh roots, flowers, leaf and dried seed in the **Super Echinacea**® vegetarian capsules are all Williams Oregon material. Herb Pharm® has perfected the art and science of growing exceptional Echinacea.

Historically, the root extract was what made Herb Pharm® famous. As research in the 1990s clarified that the leaf and flower had important medicine, they were added. Ed found that the seed also had even more good medicine, and that is how the #1-selling Echinacea in the United States became **Super Echinacea**®.

Herb Pharm® will not use a part of the plant that is not medicinal and they clearly state on the bottle that they do not use any stem: this is important, and what separates them for almost all the competition. Herb Pharm® uses fresh versus dried root, as the research says that the latter provides minimal medicinal activity. These labor intensive methods bring a superior product, and that translates into reliable efficacy!

I love working with Herb Pharm. I consider Ed Smith to be a very practical man. As he watched this 30-year parable of “proof,” he decided to follow all the emerging positive research while concentrating with his team on making the best Echinacea in the world, knowing intuitively, viscerally and through reasoned observation that it works for people. Ed Smith believes in Echinacea.

All the speculative mechanisms of action on echinacea, that are curious though certainly inconclusive, are not relative to selling herbal preparations and herbal food. The store is not the laboratory or the pharmacy: it is the gateway – the storehouse – of the good stuff. The buyer is the gatekeeper providing the best product for

## WE ARE HEALTH FOOD PEOPLE

Gannon Toolan, Director of Sales — natural channel Herb Pharm



Winter hike with Harper

In 2001 I answered an ad in the *NY Times* to be a shared sales rep for a company called Weleda. I bought a new wool suit from J Crew, printed out my resume and prepared to speak to how I would benefit and assist the organization, I was 25 years old.

What happened in the interview changed- to a certain extent the course of my life. I met Erk Schuhhardt and Clemens Fisher – the US CEO and the German director of sales...we bantered on ideas and placement and visions of grandeur for a brand that was struggling in the US market but that we all felt and believed should be a household name...

Now 12 years later and three companies later I am a director of sales at Herb Pharm and a consumer in our industry, a completely converted natural products user and

lifestyler. I am a mother of three small children who are only allowed to fantasize about oreos that aren’t Newmans Own.

I landed at Herb Pharm on an interview at 8 months pregnant – I was contacted by a recruiter who said Herb Pharm was hiring and I thought it was an opportunity I could not miss. Herb Pharm to me is symbolic of one of the last “old school” brands that was pivotal in establishing the natural market place. The story of Sara Katz and Herbal Ed is a wonderful one – of two young kids moving to what can feel like the end of the earth – Williams Oregon – to grow herbs and make tinctures. I remember boarding the plane at LaGuardia airport thinking there is no way I will be taken serious as a candidate with a belly that looks like I am smuggling a basketball. I arrived at the Pharm and went through a company wide interview process...and no one missed a beat. There was no hesitation about my pending motherhood or any sense that anyone had any care or concern about it.

I thought to myself what an amazing company...and truly a culture that I wanted to be part of. Herb Pharm so far has been a wonderful journey in helping an established brand going through organizational transition find its footing as it looks to the future. With Sara and Ed getting older and looking to retirement – we spend a good amount of time mapping out how the brand will thrive and what components of that will look like. It is an interesting, exciting and sometimes overwhelming process but one that is very rewarding.

My biggest passion in our industry is the teams I have had the privilege of working with. Because ultimately our industry is still about people- the people in it and the people we serve. I have had the luxury of working with some very very successful teams and networks of reps and brokers that have helped me and brands achieve significant growth through dedication and commitment. I have been fortunate enough to travel the US Canada and the UK working with retailers and reps, listening to their feedback and finding ways to improve our service, our assortment and our go to market strategy.

Herb Pharm although an older brand – is continuously seeking ways to be innovative in the marketplace and find new channels, products and ways to diversify and stay current to consumers. It is an ever changing marketplace and we are always trying to stay ahead of that challenge.

I am looking forward to the continued success of Herb Pharm and our industry at large

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."

### Do You Believe in Echinacea?

*continued from page 1*

the community: keeping out inferior product that will do little good.

I wrote a lot more information that had to be edited for this newsletter, and I did not want to let go of my research. Echinacea is powerful stuff once you listen to all there is to learn. My hope is that as I pass it on, you will pass it on. My hope is that you will learn to trust exceptional echinacea, and have faith in its ability to assist. There is no one plant that is a cure-all, but Echinacea does so many things, so well. I can see no reason that people who want to stay healthy are not taking Echinacea, as part of an intelligent health protocol, all year round. Teach your community the benefits of a layered integration of this herbal food into their life; and of the appropriate dosing for those necessary worrisome occasions.

Ed Smith: "Echinacea is what the European scientists call an immunomodulator. It helps the immune system to do what it does anyway but it facilitates it, orchestrates it, modulates it. It helps the immune system to work more efficiently. It doesn't cause it to do anything it wouldn't normally do. It is like a tune-up." Practical, valuable, essential.

Echinacea is complex and its actions multifaceted, like all cardinal herbs. While supporting the troops on the front lines (phagocytosis), Echinacea does what most other herbs that stores recommend as antivirals (olive leaf extract, elderberry etc.) do not. Clearing the pathway, so that the lymphatic system can communicate optimally, and send the right troops to where they are needed. That Echinacea is an adaptogen and an alterative and a cleanser makes it the paramount 1st choice to me. No other herb that you recommend for this 1st action can perform all these functions, and do it as quickly or powerfully. Thank you Mother Earth, and Vision Quester and Herbal Ed Smith! ☺

*\*More echinacea next month*

- (1) <http://plainshumanities.unl.edu/encyclopedia/doc/egp.rel.051>
- (2) <http://www.peachridgeglass.com/2013/06/dr-meyer-echinacea-and-his-meyers-blood-purifier/>
- (3) Textbook of Biological Remedies. Dr. Gerhard Madaus, Georg Thieme Verlag, Germany, 1938.
- (4) <http://www.herb-pharm.com/herbaculture.html>



## 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.gojuvo.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*