



# BLUE MOOSE CONSULTING NEWSLETTER

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## Talking Health: Bringing the Bs Back to Life

Let's talk this month about the catalytic essentials for stress response and energy; healthy immune, digestive, and nervous systems; cardiovascular health and cognitive function. Let's talk this month about **Oxylent<sup>®</sup>**, **Bluebonnet Nutrition<sup>®</sup>**. Let's bring back into the forefront the fabulous B vitamins!

B Vitamins should equate energy, and an antidote to stress. As such, the B Complex should be on the menu of every person who needs good nutrition to avoid deficiency in countering situations of trauma, insult, injury, recovery and stress. B complex vitamins are one of the foundational necessities, like supportive water-buckets of preventative healthcare: they are a pillar of the multivitamin, and they should be a daily habit for optimal wellness. Recently, Bs have been correctly marketed as the positive and regenerative coffee-alternative for good sustainable energy. How well-informed are you as to the unlimited potential that the Bs have for human health?

The promise of good nutrition is broadcast all around us through constant marketing, and B vitamins are found all around us today in the foods we eat. Public Health confidently identifies the need to avoid B Deficiencies and disease, but when conversations arise about the pro-health benefits of the Bs, the health pessimists come out of the woodwork like paid assassins. Bs, in the mainstream discourse today, are labelled as part of an "unregulated industry" that could bring grave harm. How can this dichotomy exist? Is the consumer feeling doubt about the health promise of the B Vitamins?

It is a "which-came-first" question with the B Vitamins: are the Bs necessary to prevent deficiency, or are the Bs necessary to maintain health? The Bs were discovered as the missing link to prevent various diseases (which is again why they are "Vitamins"). Is it not better to keep B levels high for proper nervous system health, or to assist energy creation through proper food metabolism than to allow the system to weaken to the point of breakdown, and then apply the Bs as band-aid or cure? This is where strength of purpose from progressive nutritional science needs to prove naysayers wrong in those current

mainstreams of clinical nutrition, large scale public policy, and pharmaceutical disregard. Time to carry the emerging science forward: B's for health!

Humans need B Vitamins: they are essential dietary needs, as the name Vitamin implies. How could this scientific fact become controversial, and how could we lose sight of this health principle? (How often this week have you recommended a twice-daily dose of the B Vitamins as part of your recommended solutions?) "Vitamins" need to be included in the diet because they are not manufactured by the body (or manufactured in sufficient amounts in the body to accomplish the needed health goals). Of the 20 accepted Vitamins, eight are in the B-complex family. Of the World Health Organization's list of "essential medicines," 4 of the 12 designated vitamins and minerals are B1, B2, B6 and niacin. Since 1942, there have been accepted monographs on all the vitamins; in 2009, further nutritional acceptance was gained with the production of the USP, the Dietary Supplements Compendium (DSC) ([www.uspnf.com](http://www.uspnf.com)).

Humans ideally should be able to attain sufficient B vitamins in their food from a healthy plant-based diet. The clinical evidence has accumulated that on average 1/3 of those tested prove deficient in some of the Bs. When you consider the physiological areas where Bs are necessary, and then observe the evidence of body system failures, it becomes evident that we are doing a poor job of keeping our body's dietary buckets filled with Bs.

The B Vitamins are plentiful in many foods, with different Bs being higher in different foods. Generally speaking, brewer's yeast and nutritional yeast are foods that are significantly high in the Bs. Pork and organ meats also have high amounts of the Bs, though there is a question of how much of that B is translated after digestion into use for the body. Animals get their Bs from their diet, so the pathway leads back to plants (including grains), which also need B nutrition for their health. We know so little about the complex chemistry of these perpetually active nutrients and their action in humans, plants and other animals that we should be devoting great energy to this purpose: and our brains would

probably need a running stream of B support to gain this knowledge. The Bs have been differentiated from the macronutrients and identified as something else of primary importance, some activator, for the function of life. The fountain of youth probably flows richly with the nourishing Bs.

B Vitamins can be manufactured for supplements from various mediums: yeast; bacterial fermentation; or synthetic fabrication from petrochemicals and coal tar. In science history, the initial Bs were identified from rice bran solutions; and today, many Bs are biosynthesized from starting materials that we recognize as food. "Natural" B-Vitamins refers to the fact that source matters for some consumers; and that starting with a natural or food source is philosophically necessary. The standard method to provide natural Bs involves material grown on yeast: where the cell wall is exploded, and then the nutrients are extracted and bacterially grown in laboratories to greater potencies. B12 is an example of a key nutrient produced exclusively by bacterial fermentation.

I can find no proof to show that a B derived from natural sources—and extracted and filtered in a clean environmentally-friendly manner—works any better than a petro-chemically derived B. Centrum probably works as well as what we sell. The proof may exist otherwise, but it is not currently available. Most of the (vitamin) enriched foods we eat everyday use petro-derived Bs, but the natural foods alternatives in our supplements is why people shop in our stores. One of the funniest lines I encountered when researching for this article was the unabashed statement that "Centrum is strictly synthetic." It is important for people in health food stores to know the facts and differentiating advantages to things sold in our stores. Your conversations should be able to start first with, "things sold in our stores are from natural sources; natural foods. What we sell in our stores is different than Bs sold in drug stores: and even within our natural channel, there are distinct differentiations": not every B in your store is manufactured the same either.

When people turn a blind eye to the merits of B supplementation in human  
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## Bringing the Bs Back to Life

*continued from page 1*

health, though, because they have the trivial audacity to feign knowledge about supplemental manufacture, they are doing profound disservice to human health needs. How many insta-experts can fit on the head of a kombucha bottle cap? Let's be intelligent. Children are fed B vitamin enriched drinks during infancy and childhood. B vitamins are added to most foods in every grocery store, to complete foods that are stripped of their Bs via processing: the Bs are added back because they are considered essential for public health.

Better to open the mind to good science. Yes, proper bacterial fermentation offers a proven scientific way to provide exceptional health tools, like a natural B supplement: yes, yeast extracted Bs are viable and absorbable. And yes, it is also mostly better to get the Bs in the diet through whole food sources: but how many people are actually doing that exercise well? A diet rich in whole foods—and devoid of vitamin-robbing habits and foods: do your own store consumer poll!

The science of the B vitamins is actually more complex than people realize, because it is actually the actions of the B vitamins—and their co-factors—that are “essential for life”. 3-D imagery of the Bs shows just how awesome and complex these nutrients are: they are not flat, and they do not stand still in time. They are not a number on a nutritional label, and they are not a simple, singular construct. They are a chemical structure, like a food. Isolating them and standardizing them is biochemical brilliance.

Getting Bs into the body is only the first step for nutritional health. Whether the Bs are presented as isolated nutrients from natural sources or chemical-derivation or as found naturally bound to whole foods, the nutrient still has to be disassembled in the body, recognized and incorporated into the many ongoing reactive systems always at work, and then put into action for use. In this regard, presenting any B Vitamin as a bucket of nutrients—from food or supplement—is beneficial, because it is a tool for the body to use in its myriad body activities. (It is interesting to note that folic acid and B-12 both seem to have better absorption from manufactured versus whole food source). Add to this the fact that our own body, primarily our gut, is a petri dish concocting all these mesmerizing B substances and their derivatives, and we can see the story is much more complex than a casual declarative statement from a flippant marketer. Distracting detractions: balderdash!

All the B vitamins help the body convert carbohydrates into fuel (glucose), which is used to produce energy. B Vitamins are the primary tools for energy efficiency: for the physiological machinery of the human body. To highlight again how

the Bs are misunderstood, the B Vitamins do not make energy (fat, protein and carbs make energy), but the Bs have a chemical partnership with enzymes acting as catalysts in the biochemical juggling that makes energy possible. Fat/protein/carbs—raw materials: B vitamins, the catalysts. In the fallacy of the claim “5-hour-energy”—there is the truth that the Bs will jump efficiency of energy conversion in their wash through the body. Water soluble vitamins do not store, and the body uses them very quickly. Realize, then, that Bs are best washed through the body more than once a day. This is why **Oxylent**<sup>®</sup> proves such a valuable energy pick-me-up, especially in the afternoon (no sugar; and CoQ10; S.O.D. and catalase; minerals, Bs and C all in an effervescent form!)

Let's take a short walk down the long list of all the benefits that the B Vitamins could possibly provide for human health: it will make us more cognizant that the buckets of B nutrition washing through our body are imperative to maximizing our highest health potential. Note that while all these condition-specific observations are not clearly proven by modern medicine, these are the places that serious research and clinical observation should lead to further investigation. An impressive list for these mighty, busy little Bs:

Most Bs perform better with cellular absorption when connected to protein chaperones, (so it could be surmised, for example, that B1 would absorb better taken after a meal) and for this reason some concentrated, plant-based, low protein vegetable/fruit form supplements might not absorb Bs as well. Note: not as well, though still beneficial!

Applying nutritional fundamentals, these chaperones are often escorted away in the turbulence of stomach digestion, so again more research is needed to understand the realities of the science we wish to understand. B supplements, though, would be best taken as that insurance after a meal. B12 is of course the exception here, were oral absorption is the preferred dosing option. (does the body pick up those isolated Bs delivered in buckets and use them?: clinical proof is everywhere. Deficiency, plus supplementation equals results, from large-scale public health to local satisfaction. 100 years of constant success should be praised and vocalized!)

The B Robbers: soda, alcohol, coffee, refined sugars and starches, black teas, diuretics, many pharmaceuticals, lack of healthy sleep, aggressive exercise and stress. Stress short-circuits body systems, and B deficiencies can both shut down body systems and cause situations where future damage is almost inevitable (ex: RNA/DNA programming)

How did we become acquainted with the B vitamin family? Many dedicated public health scientists were involved in finding the B vitamins, and proving their

worth: the stories are intriguing, insightful and entertaining. Let's start with B1.

B1 was identified as a deficiency in countries that had diets of white rice, with the B1 deficiency leading to Beri Beri, a disease of the peripheral nerves. When Dutch chemist, cardiologist and pathologist Christiaan Eijkman received his Nobel Prize for Physiology in Medicine (1929) his primary early work in Indonesia was on the isolation of the antineuritic vitamins.

B1 is essential for the enzyme pathways to utilize carbs and BCAAs, and is needed in the synthesis of the neurotransmitter acetylcholine and GABA. B1 works on downstream manufacture of deoxyribose, ribose and ATP. Thiamine (B1) and its derivatives perform in every organ, but they are most noticed through deficiency in the heart, nervous system and eyes:

(preliminary research points to its use in the prevention of cataracts), and in maintenance of a good appetite and overall digestive system health.

B1 is found in yeast, grains, pork and organ meats, beans, nuts, seeds, meat and fish. Fruits and vegetables are very low in B1. While all living beings utilize thiamine, it is only synthesized in bacteria, fungi and plants. Animals must obtain it through diet, by eating other animals (highest source) and plants, and from bacteria. Thiamine (B1) is recognized as the transport form of the nutrient, which actually begins several co-enzyme pathways to achieve cellular utilization. B1 is a bucket to start the reaction going: we are still learning about these pathways. It is indeed laboratory science that is unravelling these Rubik's Cubes to find out fully how B1 functions in the body. (Food first, yes, but none of the physiological cascades can start without that first bucket of this water-soluble B1, which the human body needs—does not manufacture—and must get through dietary intake). Sulfites, raw fish and shellfish may inhibit thiamine, as do all the Vitamin Robbers.

In 1936, Casmiri Funk isolated the molecular structure of thiamine. The understanding of the role of thiamine has come a long way, and now it could be (partially) best represented as the coenzyme thiamine pyrophosphate (TPP). B1 thiamine hydrochloride, a pure isolated form, is considered safe enough to be given to babies in formula, is approved in veterinary medicine, approved for use in cosmetics, and has been recently approved again as safe in a European Union Pharmacopeia monograph. Don't pick on B1: it is vital!

The process by which the two food sources of B1—thiamine mononitrate and thiamine hydrochloride—are biosynthesized are as different as night and day. In addition, the chemical processes used to make the natural form of B1 are less harsh, and more environmentally safe, than the petrochemical form (another value to a natural thiamine). **Bluebonnet**

*continued on page 6*





### 3rd Quarter

## Energy & First Aid Support Promotion

Must use Promo Code Q314. Deal through September 31

Choose how you want to Save & Promote:

**Level 1: order between 1-35 units to receive 25% OFF<sup>^</sup>**

**Level 2: order 35+ units to receive 30% OFF**

from the following items: 1 oz

- Arnica liquid extract<sup>^\*</sup> • Trauma Drops<sup>TM</sup>
- Arnica Oil\* • Trauma Oil<sup>TM</sup>
- Asian Ginseng liquid extract+
- Asian Ginseng glycerite+
- Asian Ginseng 60 veggie caps+
- Athlete's Power<sup>TM</sup> • Herb Pharm Original Salve<sup>TM</sup>
- Soothing Oak & Ivy<sup>TM</sup>
- Rhodiola liquid extract<sup>^\*</sup> • Rhodiola glycerite<sup>^\*</sup>
- Rhodiola 60 capsules<sup>^\*</sup>

<sup>^</sup> Certified-Organically grown \* Sustainably wildcrafted + grown/processed according to TCM <sup>^^</sup> sustainably-harvested

<sup>\*\*\*</sup> this statement has not been reviewed by the FDA. Nor is it meant to treat any illness or disease state

**Athlete's Power<sup>TM</sup>** "Promotes Athletic Endurance, Power + Stamina"<sup>\*\*\*</sup>

Sarsaparilla root<sup>^^</sup>(Smilax regelii), Saw Palmetto berry, Eleuthero root, Gotu Kola herb

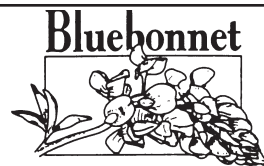
**Trauma Drops<sup>TM</sup>** Calendula flower, St Johnswort flowering tops, Arnica flower

**Trauma Oil<sup>TM</sup> Compound** oils of Calendula flower, Arnica flower, St Johnswort flowering tops

**Soothing Oak & Ivy<sup>TM</sup> Herbal Spray** for external use. Grindelia flower buds, Sassafras root bark, natural Menthol Crystals

**Herb Pharm Original Salve<sup>TM</sup>** (formerly Herbal Ed's Salve): 26 gms Comfrey root, St Johnswort flowering tops, Calendula flower, Chickweed herb, Mullein leaf, Plantain leaf with certified organic olive oil, sustainably wildcrafted bees wax, & extracts of Benzoin\* and Rosemary<sup>^</sup>

Not represented by BMC in NJ



## End of Summer Catch a Wave Promotion 20% OFF August 11 through September 12

- 154 Targeted Multiples<sup>®</sup> Veggie Choice<sup>®</sup> 90 caps
- 157 Targeted Multiples<sup>®</sup> Ladies Choice<sup>®</sup> 90 caps
- 160 Targeted Multiples<sup>®</sup> Men's Choice<sup>®</sup> 90 caps
- 163 Targeted Multiples<sup>®</sup> Age-Less Choice<sup>®</sup> Women's 50+ 90 caps
- 166 Targeted Multiples<sup>®</sup> Age-Less Choice<sup>®</sup> Men's 50+ 90 caps
- 184 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, cherry 902
- 185 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, cherry 180s
- 186 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, grape 90s
- 187 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, grape 180s
- 188 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, orange 90s
- 189 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, orange 180s
- 190 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, asst, fruit flavors 90s
- 191 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Multiples, asst, fruit flavors 90s
- 192 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Vitamin C chewables, orange flavored 90s
- 194 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Vitamin D 400 IU chewable, mixed berry 90s
- 196 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable Cal-Mag-D, vanilla frosting 90s
- 198 Super Earth<sup>®</sup> Rainforest Animalz<sup>®</sup> Chewable **DHA 100 IU softchews** 90s
- 416 **B Complex** 100 mg Vcaps<sup>®</sup>
- 418 **B Complex** 100 mg Vcaps<sup>®</sup>
- 439 **Liquid Cellular Active<sup>TM</sup> Methylcobalamin** 1000 mcg 2 fl. oz. raspberry
- 444 **Liquid Cellular Active<sup>TM</sup> Methylcobalamin** 5000 mcg 2 fl. oz. raspberry
- 528 **C1000 mg PLUS Bioflavonoids** caps 90s
- 530 **C1000 mg PLUS Bioflavonoids** caps 180s
- 616 **Vitamin E 400 IU mixed softgels**, 50s
- 618 **Vitamin E 400 IU mixed softgels**, 100s
- 715 **Calcium Citrate Magnesium PLUS Vitamin D3** caps, 90s
- 717 **Calcium Citrate Magnesium PLUS Vitamin D3** caps, 180s
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- 790/791 **Cellular Active<sup>®</sup> CoQ10 50 mg** Vegetarian softgels 30/60s
- 792/793 **Cellular Active<sup>®</sup> CoQ10 100 mg** Vegetarian softgels 30/60s
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- 944/945 **Natural Omega-3 Brain Formula** softgels 60/120s
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- 1119/1120/1125 **Power Thought<sup>®</sup>** 30/60/90s
- 1266/1268 **Super Earth<sup>TM</sup> OrganicGreens** powder 7.4 + 14.8 oz.
- 1360/1362 **Ginkgo Biloba leaf Extract Vcaps<sup>®</sup>** 30 + 60s

### ALL EXTREME EDGE PRODUCTS

• **Pre Workout powder:** vigorous grape + savage lemon • **Carbo Load powder:** tenacious orange + bustin' berry • **Post Workout powder:** vicious vanilla + atomic chocolate • **100% Pure Extreme Edge<sup>®</sup> Whey Protein isolate powder** vicious vanilla, atomic chocolate + striking strawberry 1.1 lb. + 2.2 lbs. + 7-paks. stevia flavored. 1.5 gms. sugar with 26 gms. protein. Natural. Clean. Beyond Extreme

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Health Education • Health Products • Aloe Vera

## August Promotions

**6 ea. = 15% OFF**

**18 ea. = 20% OFF**

mix & match

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- **Daily Greens** 11 oz. + 4 oz. powder + 120 tablets

**Herbal Aloe Ear Drops: Soothe Itching, Discomfort,**

**& Wax Build Up:** Herbal Aloe Ear Drops helps to ease itching, burning, ear congestion, wax build up and conditions due to colds, swimming, and hearing devices. Safe for kids, adults & pets. Satisfaction Guaranteed! Herbal Aloe Ear Drops create a pH balanced acidic environment. Acidity is necessary to the natural healing process of the entire ear canal. Eases itching & burning, Safe for kids, Herbal scent.

**Healthy & Slim Daily Greens Formula:** in powder and tablets, Contain the highest concentration of Gluten-Free Certified Organic Greens + vegetables per tablespoon (2 servings) than other product blends while avoiding potential irritants, fillers + allergens. Increases daily Veggies. Great tasting alkalizing formula. Powder mixes great into water or smoothies. Formulated for all: adults, children, teenagers, seniors, athletes - even safe for pets!

**Whole Leaf Aloe Vera Juice Products**  
**Aloe Vera is Foundational to Life**



## Let's Do Good Business

**3rd Quarter Promotion**  
**Buy to Give: support the Kids in Need Foundation**  
**1 Bottle = 1 Backpack**

**Endcap Display\*\* 25% OFF Case Orders**

One (1) order per ship to location per month. minimum order 5 cases: maximum 15 cases. mix & match [full case packs]

Applies to all bottles of: Baby's DHA; Children's DHA<sup>TM</sup>; Complete Omega<sup>TM</sup> Junior; Ultimate Omega<sup>TM</sup> Junior; Nordic Omega-3 Gummies<sup>TM</sup>; Vitamin C

Gummies and Nordic Berries<sup>TM</sup> purchased through 09/30/14\*

**BUY TO GIVE: BUY (1) BOTTLE = (1) BACKPACK**

backpack donated, stocked with school supplies

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#### FLOOR DISPLAY OPPORTUNITIES BUY TO GIVE

• **25% OFF 24 Bottle display mix & match**

- Nordic Berries<sup>TM</sup> 120 ct. + Nordic Omega Gummies<sup>TM</sup> 120 ct

• **25% OFF 48 Bottle display mix & match<sup>^^^</sup>**

• **20% OFF 12 Bottle countertop display<sup>^^^</sup>**

**up to 3 products:** • Nordic Omega-3 Gummies<sup>TM</sup> 60 ct.

• Children's DHA<sup>TM</sup> liquids, 4 oz. + 8 oz. • Children's DHA<sup>TM</sup> 180 ct.

• Complete Omega<sup>®</sup> Junior 90 + 180 cts. • Children's DHA<sup>TM</sup> 360 ct.

• Ultimate Omega<sup>®</sup> Junior 90 ct. • Vitamin C Gummies- 60 ct.

<sup>^^^</sup>Products available for 12 + 48 bottle displays: \* for a total donation of \$20,000

\*\* Off shelf placement required, and a promotional discount must be passed on to the consumer

**ASK your BMC Rep about the other ongoing endcap + floor display deals** for more ways to save on other Nordic Naturals<sup>®</sup> products. You can simultaneously still purchase & promote adult products during the Children's Promo listed above!  
[www.kinf.org](http://www.kinf.org) Kids in Need Foundation

Not represented by BMC in NJ, SC





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JUVO wants to build your business

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Special two-month opportunity

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- JUVO Slim
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- JUVO RAW Superfood
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*Certified Organic. Kosher.  
Raw whole foods. Freeze-dried.  
Delicious blends*

**ReJUVOonate Yourself!**



## August Promotion

**15% OFF<sup>^</sup>** in units of 3 ea.  
for independent retailers

### Pure Herbs

- Bacopa 60 caplets  
USDA-certified Organic
- Boswellia 60 veg caps
- Turmeric 60 veg caps  
USDA-certified Organic

### Herbal Formulations

- MindCare<sup>®</sup> Jr. 120 veg caps

### Botanique by Himalaya: *Affordable Organic*

- Hydrating Shampoo 11.83 oz.
- Rejuvenating Shampoo 11.83 oz.
- Volumizing Shampoo 11.83 oz.
- Amla & Holy Basil Conditioner 11.83 oz.

**Super Deal 20% OFF<sup>^</sup>**  
in units of 3 ea.

for independent retailers

- MindCare<sup>®</sup> 60 veg caps

*Himalaya Herbal HealthCare:  
Our Science. Your Life<sup>™</sup>*



Through August 18th

## Dr. Ohhira's Probiotics<sup>®</sup> *mix or match*

- **5% discount** with 12 products
- **10% discount** with 24 products
- **15% discount** with 36 products

### ChiaOmega<sup>®</sup> **20% OFF**

minimum 3 ea. <sup>^</sup>

[www.essentialformulas.com/newsmanager/news\\_article.cgi?news\\_id=185&no\\_date=1&alt\\_main\\_prefix=alt-main-&no\\_date=1](http://www.essentialformulas.com/newsmanager/news_article.cgi?news_id=185&no_date=1&alt_main_prefix=alt-main-&no_date=1)

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## bodyceuticals organic bodycare

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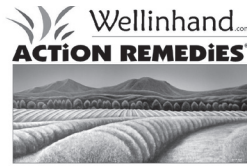
**PAMPER YOUR FACE + BODY  
15% OFF Organic After Sun Relief**

Ingredients: Current harvest, Certified Organic, Vegan, Kosher, Extra-virgin, Unrefined, First cold-pressed oil from olives grown in volcanic soil, Whole golden calendula flowers (Kosher, Organic/Wildcrafted grown using Biodynamic methods), High potency Vegan, non-GMO mixed tocopherol Vitamin E. 2.25 oz pump. This product is Vegan, Wheat/Gluten free, soy-free

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15% OFF Organic Calendula Lip Balm**

Original unflavored 0.5.oz stick  
Rich and soothing, our "famous" balm contains fresh, organic beeswax from healthy hives in Pacific Northwest. It adds a subtle "touch of honey" to our customer favorite. You may pay a bit more for this small batch balm than other mass market sticks, but for those that want results fast, you will find this local secret makes it worth its price. Great for children and all ages. Both for sensitive skin

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Fax for orders: 425-491-8354



Topically Applied Herbal Answers Since 1994

## August Promotions **15% OFF**

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Independent stores, direct orders

### FUNGI FREE<sup>™</sup>

been staring at those ugly toes all summer?

- Fungi Free<sup>™</sup> Program 3-step Kit
- Fungi Free<sup>™</sup> Prepare Soap 6 fl. oz.
- Fungi Free<sup>™</sup> Penetrate Spray 2 fl. oz.
- Fungi Free<sup>™</sup> Protect Oil 2 fl. oz.
- Fungi Free<sup>™</sup> Prevent Powder **NEW** wt. 4.5 oz.
- Fungi Free<sup>™</sup> Pre-Polish Shield 2 fl. oz.

**NORMAL NAILS. Start shopping for sandals.**

4 products working in concert to handle the toughest, yellow, thickest, ugliest finger + toe nails. 1st ever system designed to address finger + nail beds: it's natural! Pure ingredient applied topically. Kit = Prepare, Penetrate, Protect, Prevent

**Topically Applied Herbal Answers.  
Action Remedies<sup>®</sup>**

## BASS<sup>®</sup>

Brushes  
*Finest Quality Hair, Body and Skincare Accessories*

**Want Extra Business:  
we got what ya need!!!**

*The Hair Doc Company—  
oldest, & largest brush. Comb  
+Bodytool manufacturer & distributor  
in the natural channel*

- 100% Wild Boar Brushes
    - Bath & Body Care
    - Premiere & Elite Hair Brushes
  - Bath Set For You • Body Brush Collection
  - Body Massager • Cosmetic Brushes
  - Infant To Toddler • Loofa Collection
    - Designer Cosmetic Brushes
  - Razor Collection • R.S. Stein - Mens
    - Exfoliating & Cellulite Treatments
    - Sisal Collection • Spa Gift Set
      - Full Facial & Eyelid Masks
  - Shaving Brush Collection • Toothbrushes
    - BASS Groomer Brushes
  - Gift Set For Him • Professional Collection
  - Natural Wood & Acrylic Comb Collection
    - Bath Set Collection • Retail Center
      - Salon/Spa Displays
- Customer Friendly Packaging

**The Hair Doc Company: makers of  
The Green Brush<sup>®</sup> by Bass Brushes<sup>®</sup>** [https://](https://us-mg6.mall.yahoo.com/neo/launch?rand=51c91chaj48j#)





**SURYA**  
*Brasil*

**August Promotions**  
**Sapien Men**  
**15% OFF LINE DRIVE**

Concise, Effective Organic Bodycare from Brazil

Buy in dates through 08/28/14

- Shampoo & Conditioner 2-in-1 10.14 oz.
- Hair Styling Gel 3.04 oz.
- Facial Scrub 3.38 oz.
- Shave Cream 6.7 oz.
- After Shave Cream 3.38 oz.
- Shower Gel 10.14 oz.

Sapien Men is Surya Brasil's men's cosmetic line, + the 1st men's line in Brazil with Ecocert Organic-certification. Sapien Men is designed to meet the modern man's search for a bodycare product: that combines convenience, performance and memorable esthetics. Sapien is an intelligent winning choice for those who care about beauty, well-being + planetary conservation.

**Detoxify Your Beauty**

SURYA  Brasil

**ECOLIPS**

The best lip balm for the world

**August**  
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## Bringing the Bs Back to Life

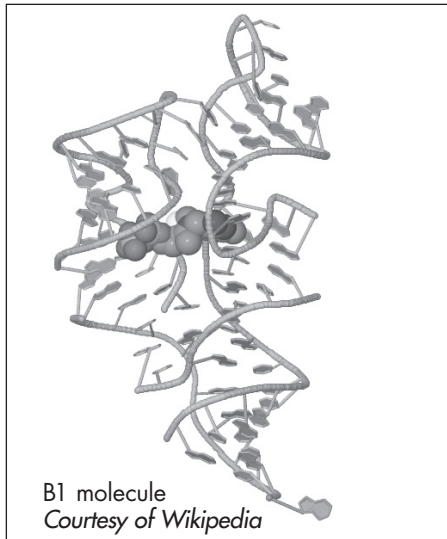
continued from page 2

and **Vitalah**, creators of Oxylent<sup>®</sup>, both use the pure standardized form, Thiamine HCL.

While B1 has been identified for deficiencies at 1.4 mg, women using 50 mg daily showed higher acuity scores in testing. People with Crohn's Disease; Anorexia; alcoholics and people on dialysis usually show B1 deficiency. People deficient in thiamine have a hard time absorbing carbohydrates which may lead to a buildup of pyruvic acid in the bloodstream which will manifest first as mental foginess, then difficulty breathing and then heart disease

This first story—of B1—is similar to the wonderful tales of each of the Bs, and I will not repeat the familial similarities for each: just remember that they all work on energy, the digestive system, the nervous and immune systems and organ support. Highlighting B1: energy metabolism and brain health. I will write a future article to further explain the basics of manufacture to demystify what has long been misrepresented. First, though, B2

During the research in the 1920s and 30s testing the viability of nutritional support from the foods rice bran, liver, yeast and egg to alleviate the disease condition Pellagra, (common in cultures that subsisted on a corn-heavy diet), B2 was inadvertently discovered. It was later



found that niacin and tryptophan were the primary cause deficiencies for pellagra, and the initial B2 investigations had also actually discovered biotin. Riboflavin B2 is unique among the B Vitamins in that milk and dairy products are the greatest food sources to most of the world, though green leafy vegetables, meat and fish are also good sources. (B2 was initially isolated, although not purified, from milk whey in 1879 and given the name lactochrome). Brewer's yeast is the highest B2 source, and other natural food sources are nori

seaweed, millet grain, and sunflower seeds. Oily fish also have decent amounts of B2. While B2 is in many foods, it is often in minimal amounts.

B2 riboflavin is important in the respiratory functions of plants and animals, cell respiration. It is critical to the structure and function of the adrenal cortex. Deficiencies include swelling, redness of the eyes, and eye irritation and fatigue. B2 is also an equal player in the diffusion of homocysteine along with B6, B12 and Folic Acid, which is considered a clear way to reduce cardiovascular disease. B2 is part of protocols for acne, dermatitis, eczema, and skin ulcers, and is used for allergies. B2 deficiencies are high among vegans, and the elderly. B2 is being studied with cataracts and the elderly, and may be beneficial for night blindness, sensitivity to light, dry eyes and the ability to adapt to the dark. B2 is used for neurogeneration and peripheral neuropathy.

B2 is very well documented for its role in anemia, red blood cell production in bone marrow, and the handling of iron, and gastrointestinal iron absorption. B2 is involved in fatty acid synthesis and is very important for pregnant woman and for child development, especially for their digestive system. Studies suggest that B2 deficiency in the first years could lead to smaller surface area for intestinal villi: B deficiency could play a primary role in later digestive system problems. B2 supplementation in the morning has been suggested as part of a protocol (with magnesium in the evening) for migraines

Riboflavin does not store in the body (some Bs do stay for over a day in the body, and all are excreted rather swiftly by the body's water system) and it is easy to go from tissue saturation to deficiency. It is also known that B2 is synthesized by bacterial metabolism in the colon: but more on the colon and B vitamin health later. Highlighting B2: energy metabolism and vision/skin health.

**Bluebonnet Nutrition<sup>®</sup>** offers a stand-alone B2 in 100 mg Vcaps<sup>®</sup> that are Kof-K certified, offered in glass bottles, and are gluten free. Since Bluebonnet only sells to health foods stores, a smart business action would be to only carry one company's B1 and B2, and that would be the company most loyal to you; the company with the best quality products: Bluebonnet.

Paul Gyorgy (1893- 1976), a Hungarian-born American nutritionist and pediatrician who taught at the University of Pennsylvania, and was recipient of the National Medal of Science, was involved in the discovery of B2 and B6. B6 was actually isolated in 1932 by the Japanese scientist S. Ohdake, who was working on a nutrient called Oryzamin, from rice bran.

B6s role in heart health through homocysteine control cannot be overstated, although B6 definitely has a distinct intercellular antioxidant function that aids in cell homeostasis in the stress response.

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Homocysteine equals smart protocol for heart health.

The biochemistry has evolved from an early understanding that B6 was just pyridoxine, to an identification of three separate interconvertible parts—pyridoxine, pyridoxal and pyridoxamine, and their derivatives. Eventually, it has been determined that all three forms of vitamin B6 were precursors of an activated compound known as pyridoxal 5-phosphate (P-5-P). P-5-P is the most active coenzyme, responsible for the highest number of biochemical reactions. To the consumer, it should be understood that B6 (Pyridoxal) is a useful and effective basic nutrient, but that P-5-P is more active and probably superior. P-5-P should be offered to people with high need, or who have absorption problems. B6 is one of the few Bs where there are mentioned upper limit dosage concerns, so for a person taking high B6 long term, they can take lower levels of P-5-P.

Bluebonnet Nutrition® now offers this biologically active coenzyme form with their CellularActive® P-5-P 50 mg Coenzyme form of B6 in Vcaps®. This form is now considered to be better utilized and retained in the body. Basically, B6 Pyridoxal is converted into P-5-P in the liver. Technology has evolved to produce this structure in a stable form, which is why Bluebonnet has now brought this product to market. With P-5-P, the conversion process mentioned above is bypassed, and the active form is directly available to be presented to the body. Bluebonnet offers both versions in glass bottles, Kof-K Kosher-certified in Vcaps®. They also offer Pyridoxine HCL (B6) in 50, 100 and 200 mg dosages—which is a great selection for use for this underutilized

nutrient. Another great product to support health is the EarthSweet™ chewable B6. B12, Folic Acid tablets. One natural raspberry flavored chewable provides 50 mg B6, 400 mcg of Folic Acid, and 1000 mcg of cyanocobalamin. The versatility of this product is remarkable for additional supplementation during the course of the day: more on Folic Acid and B12 later!

B6 is involved in over 160 distinct biological reaction, including the synthesis of amino acids, (protein) carbs and fats, and for proper nervous system and immune system function. P-5-P dependent enzymes belong to 5 of the 6 identified enzyme classes. B6 dependent enzymes are involved in hemoglobin formation in mammals and in chlorophyll formation in plants. Hemoglobin carries oxygen to the tissues, and is necessary for ATP production. B6 is also necessary for the production of lymphocytes.

Studied use of B6 includes heart health, cognitive function—especially in the elderly; adrenal function, depression, ADHD, arthritis, nerve compression (carpal tunnel), nerve damage to the hands and feet, kidney stones, acne, skin mouth and tongue health; people with Multiple Sclerosis; autoimmune diseases and cancer (especially lung cancer). Deficiencies are noted in conditions of cirrhosis, hyperthyroidism and congestive heart failure.

The American Congress of Obstetricians and Gynecologists (ACOG) recommends B6 supplements under a doctor's care for nausea and vomiting during pregnancy. Low B6 levels are seen in autistic children with behavioral problems. Safe upper limits for adults is 100 mg, for children and teens 30-80 (the RDI is 2 mg).

People with schizophrenic conditions and diabetics also present low levels of Bs, with some research pointing to B6 as being beneficial in glucose intolerance. Alcohol and oral contraceptives both deplete B6 in the body

People almost never get too much vitamin B6 from food, with high food sources being poultry, fish, organ meats, potatoes and bananas. Taking high levels of vitamin B6 from supplements for a year or longer can bring serious concerns for nerve damage, with potential loss of control of bodily movements. Symptoms usually stop with supplementation. Other symptoms identifying excess B6 dosing include painful, itchy skin patches, sensitivity to sunlight, and nausea. A 1998 Lancet article points to the fact that “high dosages” are significantly high dosages, and that clinic reporting suggests the danger warning often quoted is over-emphasized.

The Dietary Value (DV) is 2 mg daily, though research supports up to 200 mg daily.

B6 supplementation may interfere with the actions of tuberculosis medication, and people with epilepsy and asthma should consult with their doctors about higher dosages B6 supplementation. Highlighted pointers for B6: energy metabolism and heart health.

B6 is underutilized. While all the B2 are best taken as a family, there are many reasons to supplement with additional B6. The use of B6 for PMS symptoms is one of the main reasons stores currently sell the individual supplements. The standard dosage is 100 mg, with the most sought after relief being mood-related relief.

Every store carries the B vitamins, although not all stores are still carrying all the individual single B vitamins which shows to me that people are not learning these nutritional basics the way that they used to. Let's spend some time with the individual Bs. Is the attitude that because people rarely ask for the individual Bs that therefore they should not be provided? Should the philosophy not be that these nutrients are extremely valuable, and that there are clearly reasons that additional buckets of specific Bs could be beneficial during the course of the day? It is better to understand what each of these Bs offers and to understand the applications, so that we can better serve the people who enter our store looking for options from our shelves.

The Bs are essential for energy, for converting carb and calories into energy. They also assist the proper functioning of the nervous system, the cardio-vascular system and muscle function. There is some ridiculous misinformation floated about the B vitamins. I ask again, how many times this week have you broached the subject of the potential of B vitamin nutrition?

There are several ways to manufacture the B vitamins, and they are not the same.

*continued on page 8*

## **WE ARE HEALTH FOOD PEOPLE**

### **Marc Allen, CEO/Partner, Herb Pharm**



It was ten years ago this March that I sat down with Ed and Sara in Sara's kitchen in her home on the farm to interview for a position. The day before I had met with the rest of the staff and my immediate boss, Fred Arnett, who had been running things day to day for several years. But this was my acid test with the founders.

I opened by saying that I had worked with major Fortune 500 food and flavor companies for the last 25 years and that experience would be useful for Herb Pharm but that the most important thing they needed to know about me was that I grew up in Berkeley in the 60's and coming to Herb Pharm was truly returning to my roots. It was all clear sailing from there.

Over the last decade I have had the very special honor of carrying on the legacy that Ed and Sara set in motion and working with many other incredibly smart and dedicated herbalists and friendly competitors along the way. We have almost tripled our staff and even added new ownership partners, including almost 10% of our employees, but we only invite new members into the Herb Pharm phamily who come to us truly embracing our mission and purpose. That has made all the difference.

I love where I work, in a truly idyllic setting, what I do, making great herbal medicine, and who I get to work with, our Herb Pharm phamily, and the broader herbal community that Ed and Sara helped reinvigorate almost 40 years ago.

If you would like to visit Herb Pharm and see our special corner of the world for yourself, meet our equally special staff and just experience what makes Herb Pharm unique—give us a call.



## Blue Moose Consulting

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

### Bringing the Bs Back to Life

*continued from page 7*

That said, book has not yet been written the about the manufacture of B vitamins that accurately portrays the family of B Supplements so that everyone can confidently understand the potential, benefits, and naturalness of what we sell.

The study and understanding of the B complex nutrients is still being revealed. Since in plants, in humans and in supplements, there are so many pathways with which each B vitamin reacts and since the Bs have many actions where their metabolic constructed is utilized by the body, there is still a need for organized and open-minded research about these nutrients, their cofactors, their stability, and utilization. The world of B nutrition is still developing. (So why do we allow the pundits and couch quarterbacks who have stopped learning about reliable human health to close the book on the potential of the B essentials?).

The most intriguing of the Bs in this regard are Vitamin B12 and Folic Acid. To capture the activity of a B12 in a living organism and to have it present for supplementation is truly a scientific breakthrough that should be honored. Next month's issue will continue with the beneficial Bs. We will also discuss the benefits of products like Dr. Ohhira's plant based, live and viable Probiotics, and recognize yet another added benefit of Aloe Life<sup>®</sup> whole leaf aloe vera. Till then, be the health advocate you need to be—for your community. Multiples with B in the morning, buckets of B support later in the day, especially when rebuilding the body, Bs for stress and energy: you get the picture, now can you spread the word. It is time to bring the Bs back to life in your health food store! 🍄

## How to Reach Blue Moose Consulting

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

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