



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 11, No. 5 • May 2014

Talking Business: “Pollen Vortex, Sinister Spring”

I had planned another article for this month’s newsletter, but when I heard this weather “news” I had to stop, and smirk—and yet realize that this is what was the news at this time. It was the headline above the pushed me to action: let’s talk natural health and allergies.

It is humorous if not demoralizing to watch how TV/radio/print ‘media’ deform the truth in their homogenized commercialism. Nothing like a scary headline! That said, who am I to question the experts on weather: if they say we are about to have the “perfect storm” of a pollen tsunami which will debilitate like never before, I guess I would advise that we all be prudent with our planning.

Beyond the hype, the projections actually make sense. The first quarter of the year created a swelling of factors that could precipitate into a dangerously high pollen “vortex.” Weather does have an impact on the timetables of Spring. As a sometimes allergy-sufferer, I know that this is nothing to take lightly.

The prolonged winter and late snow (and it is raining for three days as I write) will create a situation in many areas where the trees are blooming later than normal—and they are blooming at the same time as many grasses. The spiraling action of all these pollens at once could lead one to poetically name the 2014 rebirth of Nature as if it were some scary-movie attack. I ask, Crisis or Opportunity?

Nature’s actions can sometimes bring that human reflection that allows us to grow. Maybe hype, or the nasty burden of runny nose, foggy head, tearing eyes can help a person to realize that they need to better tend to their own body constitution. Maybe we can bring the true message home: that allergies are a signal that the immune system is in need of some fine tuning!?

The commonly accepted estimate is that 8% of the adult population in the U.S. suffers from seasonal allergies. What is more important is this year’s allergy season in your community: whether people look to your store as a solution-center, and whether you are presenting a clear message as to

how to both bring relief and prevent the problem.

The talking-head weatherperson is telling us of pending doom and gloom, but there are reasonable factors to be conversant on. Each geography will go through its own pollen arc this May and June, and the same will occur in the Fall. Is your store a knowledge-center for how to handle these yearly natural plant life patterns and their air-quality aftermath? Experts have commented that the allergy seasons seem to be getting more intense.

The airwaves are filled with commercials that say nothing but oblique promises about the OTC drugs in the drug stores: where can a person find a natural, trustworthy, reliable answer that works?

My *Allergy 101* recommendations aren’t the latest built-for-the season products that are designed more for the catchy name than the quality of the ingredients inside. Consider making an endcap every year, like a field-surgeon on the battlefield laying out a blanket of trusted tools to handle the challenges of combat. Find the consistent message that works for you, but remember that (a) no prescription to heal the body is as simple as a bottle with a neat name: and (b) we are dealing with the many pathways of the immune system.

Here is my contribution. For the immediacy of re-balancing the mucosa to function better under duress, with the benefits of immediacy provided by a liquid herbal extract, **Herb Pharm’s Pollen Defense™** is the lead product on the endcap. Easy to carry and administer, and able to act when relief is sought, this product will become your tried-and-true once you hear the resounding testimonials of success. First—promote front and center. My second product, for that difficult whole body connection, **Newton Homeopaths’ Pollen ~ Weeds**. The former quickly deals with symptoms, the latter is an OTC designed for body adjustment.

Be creative. Think of the marketing opportunities of selling a package of two small bottles that are packed with powerful remedy!! They travel with you throughout the day: two (glass) bottles for relief: glove

box, purse, backpack, desk drawer, gym bag. Sell the convenience with clever marketing. But first, be convinced yourself. More on these two products in a minute. While they will make for a clever counter display, the toolbox needs to be filled out with a wider range of support tools.

Next on my list, because for the sheer versatility of the product, would be the **Aloe Life®** organic whole leaf concentrates, but specifically the **Aloe Gold®**. As the only true, natural whole leaf on the market, they provide all the healing attributes of this plant. Aloe starts support in the digestive system, works to rebuild stronger tissue for mucosal homeostasis, provides powerful anti-inflammatory support (if a whole leaf that is not ultra-filtered and then spiked with a powdered concentrate at the end!), and has a recognized antihistamine effect. Aloe also helps the body better uptake nutrients when it is discombobulated by the whirlwind pressures of an allergy attack. Aloe was the original superfood. Display your Aloe Life® prominently.

A smart Allergy set would be incomplete without the support that **Sovereign Silver’s Vertical Spray** silver hydrosol offers in monitoring and checking the progression from allergic response to sinus infection. This safe silver hydrosol is also unparalleled for mucosal skin integrity: silver is a valuable trace mineral for tissue health.

I add quercetin and nettles to the package because they are critical. But I could go into the pollen jungle well-equipped with just **Pollen Defense™**, **Pollen~Weeds**, **Aloe Gold®** and **Sovereign Silver®**! What does your health package look like: how much thought have you given to the “equation”, (have you gained confidence through success), and most importantly: how much effort (in conversation and display) have you put into making your best-choices known?

I suggest that you post the local daily Pollen Count on a sign or blackboard every day in your store (allergy alerts and pollen counts are easily gotten through the internet or the local paper/TV). During the truncated Cherry Blossom season in

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“Pollen Vortex, Sinister Spring”

continued from page 1

DC this year, the pollen counted was registered as 412 grams per cubic meter. Know the weather, and become a problem-solving pollen geek.

Know the Topic

Whether it is your second month in the store or you are a polished 20 year veteran, you need to be sophisticated about speaking the lingo to gain trust with your conversations on allergies. I remember how I perfected the use of hands when I pantomimed the waterfall of tears and the puffy nose of allergy symptoms in my attempts to get the message through to the teary eyes and drippy nose of the relief seeker as I mesmerized before recommendation. I spoke with confidence and empathy, and I guided to best product choices!

The trick is to get the customer to connect the symptoms—which the health food store can ameliorate—and the underlying causes. Only in this way can the cure we are so restricted from discussing, be effectively realized. So, first, master the symptoms, and have the solutions. Symptom relief to prevention and immune system health.

The good prognosis of the wholistic healer is based on listening to the patient's observations. While “treatment” is not our purview, we should be able to self-identify the full range of symptoms: stuffy and runny nose, watery, red and itchy eyes, sneezing and wheezing, foggy-headedness, and possibly itching, skin eruptions (eczema and hives) and digestive discomfort or nausea. Allergies affect the whole body—consider asthma—and, as importantly, disrupt body function while taking energy away from other body system function. Acknowledge that allergies affect the whole body when they arise. Allergies are a major stressor!

What do the pharmacies offer? They offer symptom relief with possible side effects and drowsiness: both potentially severe. Most OTC block body actions for temporary relief.

This is why the “prescription” of decreasing Omega-6 consumption (“Nix the 6”), and increasing Omega-3s is such an important message to get across to everyone. The tissue is the issue, and fundamentally this is about achieving cellular homeostasis leading into optimal allostasis: once again, **Nordic Natural's Ultimate Omega**® for everyone! This is preventative health care.

But back to the symptoms, for they will be our springboard to teaching about personal immune-care. Before we consider the immune activity of histamine response, we should identify the concerns of mucosal reaction and inflammatory response.

MAKE AN ALLERGY CENTRAL SET TODAY

These products will allow your community to have many options for any allergy season

Herb Pharm® Pollen Defense
Newton Pollen ~ Weeds
Aloe Life® Gold
Sovereign Silver® Silver Hydrosol
Verticall Spray
Bluebonnet Super Earth®
Super Antioxidant
Bluebonnet Super Quercetin®
Himalaya Herbal HealthCare®
RespiCare
Himalaya Herbal HealthCare® Amla C
Herb Pharm® Stinging Nettle Blend
Herb Pharm® Super Echinacea®
Immune Health Basics® WGP® 250 mg
Mushroom Science® Reishi Gano 161
Nordic Natural's® Ultimate Omega®
softgels
Nordic Natural's® Omega 3 Liquid

A good herbal formula is more than one's ability to identify the purpose of all the herbs chosen, and more about the effectiveness of their synergy: do they work!? Herb Pharm's **Pollen Defense**™ gains its credibility from the decades that it was called **Eyebright-Nettle Compound**. People sought it out, even with the previous name that only an herbalist could love. So many people have told me that it is the only product that they use, so I am empowered by the sheer numbers of success! Why? fast-acting, and quality of herb.

My guess is that you can actually relate to the herbs in **Pollen Defense**™: Eyebright flowering herb. Goldenseal rhizome & roots. Horseradish root, Stinging Nettle seed, Yarrow flower. No secret ingredient here, just common-sense and simple brilliance. (nice work, Herbal Ed!). What do you see here, and can you effectively understand to explain? Eyebright—rich in flavonoids—is a superlative anti-inflammatory. Herb Pharm® is unique in using the nettle seed, and it brings an added dimension to this formula. While nettle leaves are an excellent antihistamine and nettle root has been studied in Europe for enlarged prostate, and while the entire nettle plant is a nutritional bonanza—especially for minerals—nettle seeds have an affinity for the lungs, and to stop itching and they are considered by herbalists to be adrenal adaptogens. They may just provide the energy and nutrition in the formula. Most herb products ignore this plant part because of the labor needed to secure the seed (and the correct part): again, Herb Pharm® quality!

Yarrow is a vascular tonic—supporting the circulatory system, and an astringent. Beneficial herbal astringents will act to tighten, and constrict tissue that is being aroused by immune response, and tend to help dry out the flow of mucosa that has been triggered to eliminate in this case what is the mis-identified dangerous invader—pollen. Yarrow, drying while supporting the vascular activity caused by the allergic immune response.

The dynamic balancing act of the formula to me—and what makes it so special—is the interplay of the drying actions of the goldenseal on tissue, and the innervating effect of the horseradish. Avoiding the harsh drying effect of modern drug design which causes body imbalance, Ed Smith brilliantly utilized the staunching actions of astringent Goldenseal while adding the energetically stimulating effects of Horseradish. This spicy antioxidant counters the drying, while helping to stop the mucosa from drying out so much that they become dysfunctional and the body loses its own ability to utilize and control mucosal flow as part of the immune response. (note that horseradish is also a superfood in its own right) Forget all that, though, the formula works!!

Newton Homeopathics offers the most distinct and effective homeopathy remedies on the market today. Dr. Luc Chaltin created products that were whole body remedies first: as he used to say, “it's the liver, stupid!” All Newton's OTC formulas function not just to deliver many remedies known to be effective for the symptoms of allergy, but also to affect the body systems that are involved with the orchestrated response to allergy disharmony. Because of the benefits for liver health to all his formulas, Newton Homeopathics “allergy category” just performs better than any other similar homeopathic on the market. I place my word on this pronouncement: you can recommend Newton with confidence because the products are dynamically effective.

Newton **Pollen~Weeds** is versatile in other ways too. You can dose very frequently when needed. When an allergic flare-up occurs, you can follow the homeopathic strategy of dosing with till relief is attained. When a person “gets hit” with their allergies—which affect each person differently both in the buildup of symptoms and the time of day that they occur—they can dose heavily until they understand how to adjust and use the formula to get relief. Homeopathy: remember, safe and effective.

Newton **Pollen~Weeds** should be a formula you highlight next year (every year) in March and recommend the preventative approach of 6-drops a day, before the Pollen Vortex becomes headline news. As the label states, “formulated for associated symptoms of Spring and early

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Ask your BMC Rep about the excellent Buy-in deal for the three (3) newest NEW Herb Pharm® capsules:

- Inflamm Response™ (60 vegetarian capsules)
- Passionflower (60 vegetarian capsules)
- Turmeric (60 vegetarian softgels)

Ask about the Herb Pharm "In Case You Missed Them Sale" New Product Intro Sale: ways to save up to 30% OFF

PRODUCT NEWS:

Name change: Willow Pain Response™ is now Willow Minor Pain Response™
Product change announcement: Lobelia extract will now be made from fresh material rather than dried material to enhance its potency. Note—flavor is now more intense

2nd Quarter 2014 Promotions—60-days to promote CLEANSE & DETOX SUPPORT buy in dates through-June 30 must use promo order form, or identify each order as a Q2 Promo
Level 1: order between 1- 35 Skus of sale items a = **25% OFF**
Level 2 orders of 36+ units receive **30% OFF**

sale items listed below:

- Black Walnut liquid extract
- Burdock Blend liquid extract
- Dandelion liquid extract
- Milk Thistle liquid extract
- Herbal Detox™
- Fungus Fighter™
- Milk Thistle caps
- Liver Health
- Uva Ursi liquid extract
- Dandelion glycerite
- Dermal Health™
- Cilantro liquid extract

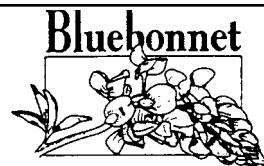
Dermal Health ~ Burdock seed*, Stinging Nettle seed*, Sarsaparilla root*, Yellow Dock root*, Spilanthes flowering herb*, Ginger root*

Fungus Fighter™ ~ Usnea lichen*, Oregon leaf & flower*, Spilanthes flowering herb*, Pau d'Arco inner bark*

Herbal Detox™ ~ Red Clover leaf & flower*, Licorice root*, Buckthorn aged bark*, Burdock seed*, Oregon Grape root*, Stillingia root*, Phytolacca root*, Wild Indigo root*, Prickly Ash bark*

Liver Health ~ Dandelion root, leaf & flower*, Oregon Grape root*, Milk Thistle (Seed Coat)*, Artichoke leaf & flower bud*, Schisandra berry*, Fennel seed*

* Not represented by BMC in NJ Certified-Organically Grown. ^ Custom Wildcrafted™



Recently-launched NEW ITEMS

334 Super Earth® Antioxidant Formula 30 caplet \$7.98/15.95
336 Super Earth® Antioxidant Formula 60 caplet \$14.98/\$29.95
429 P-5-P 50 mg 90 Vcaps® \$10.98/\$21.95

Everyday is Earth Day: Still on sale, through May 9 Promotion 20% OFF - items listed below

093/094 I-Tryptophan 500 mg Vcaps® 30/60 [TryptoPure® from Ajinomoto]
097 Liquid Super Earth® Multinutrient Formula 32 fl. oz. (natural tropical fruit)
098/099/100/101 ^Super Earth® Multinutrient Formula Mini Caplets
All sizes ^Super Earth® Multinutrient Formula Caplets
334/335 ^Super Earth® Antioxidant Formula Caplets 30/60
^EarthSweet® Chewable Vitamin D3 Tablets (lanolin/natural raspberry)
#360 - 400 IU 90s: 362 1000 IU 90s: #364 2000 IU 09s: 366 5000 IU 90s
^EarthSweet® Chewable Vit B12 & Folic Acid Tabs (natural raspberry)
#434 90s; # 435 180s
^EarthSweet® Chewable Vitamin B12 (natural raspberry flavor) 2000 mcg Tabs 90s
#436^ 5000 mcg Tabs
#440 30s /442-60s
^EarthSweet® Chewable Methylcobalamin Vit. B12 (natural raspberry)
#441 1000 mcg Tablets 60s
#443 ^5000 mcg Tablets 60s
445 ^EarthSweet® Chewable B 6, B 12 & Folic Acid Tablets (natural raspberry flavor) 60
505/506 ^EarthSweet® Chewable Vitamin C 500 Tablets (natural orange flavor) 90/180
550/552/553 ^Super Quercetin® 500 mg Vcaps® 30/60/90
745 ^EarthSweet® Zinc 15 mg Lozenges (natural orange flavor) 60s

ALL SIZES Cellular Active® Ubiquinol - Kaneka Brand + Veggie caps & soy-free
#787/788 30/60 25 mg Vegetarian Softgels
#790/791 30/60 50 mg Vegetarian Softgels
#792/793 30/60 100 mg Vegetarian Softgels
#798/799 30/60 200 mg Vegetarian Softgels
ALL SIZES CoQ10 Kaneka Brand+ Veggie caps & soy-free
#800/801/802 30/60/90 30 mg Vegetarian Softgels
#804/805/806 30/60/90 60 mg Vegetarian Softgels
#807/808/809/811 30/60/90/120 100 mg Vegetarian Softgels
#817/820 30/60 200 mg Vegetarian Softgels
NEW ITEM 1266/1268 ^Super Earth® OrganicGreens Powder 7.4 oz./14.8 oz.
1394/1395 ^Standardized Turmeric Root Extract Vcaps® 60/120
1820/1821 **Extreme Edge® Whey Protein Isolate powder** (vicious vanilla) 1.1 lbs./2.2 lbs + # 1823 7 PAK travel size
1826/1827 **Extreme Edge® Whey Protein Isolate powder** (atomic chocolate) 1.1 lbs./2.2 lbs + # 1829 7 PAK travel size
1832/1833 **Extreme Edge® Whey Protein Isolate powder** (striking strawberry) 1.1 lbs./2.2 lbs. + 1835 7 PAK travel size

Not represented by BMC in NJ, SC ^designated Kof-K Kosher -certified



HERBAL HEALTHCARE

Product name change + NEWS:

Starting May 01, Himalaya has changed the name of their 'Gokshura' Pure Herbs product to the more commonly used Latin name, Tribulus. Welcome the Himalaya Pure herb:

Tribulus

60 caplets \$12.48/#24.95

2-MONTH May + June Promotion 15% OFF* in units of 3 ea.

Herbal Formulations

- MenoCare® 120 veg caps
- MenstriCare® 60 veg caps
- VigorCare Men® 60 veg caps
- VigorCare Women® 60 veg caps

20% OFF^ Super Deal

- Botanique by Himalaya **Neem & Pomegranate Toothpaste**

Botanique by Himalaya

15% OFF^ in units of 3 ea. Affordable Organic:

- Intensive Moisturizing FootCare Cream 3.53 oz.
- Purifying Neem & Turmeric Cleansing Bar 4.41 oz.
- Refreshing Lavender & Rosemary Cleansing Bar 4.41 oz
- Soothing Lotus Flower LipCare* 0.176 oz/
- Rejuvenating Body & Massage Oil* 6.8 oz
- U-Knead-it Balm* 1.76 oz/
- i.e. Balm* 1.76 oz.

Wanna move some Toothpaste: Ask your BMC REP about great deals to get people to try the tastiest, most affordable organic toothpaste on the market!!!!

^ USDA-Certified Organic *For Independent Retail Accounts only

Not represented by BMC in SC



41% Market Share will keep your Omega-3 Sales Strong!

Two (2) May promotions

***Quarterly 48-pc floor display Promo 25% OFF**

* must buy a minimum of 48 pc + pass on a minimum of 20% off to consumer. *purchased in minimums of 6 ea.

- Algae Omega 120 veggie caps
- Arctic Cod Liver Oil™ 90 softgels / 8 oz.
- Arctic-D Cod Liver Oil™ 8 oz.
- Children's DHA™ 180/360 softgels + 8 oz.
- Complete Omega™ 60/120 softgels + 8 oz.
- Complete Omega D-3™ 60 + 120 softgels
- Complete Omega™ Xtra 60 softgels
- EPA Elite™ 60 softgels
- DHA 90/180 softgels
- DHA Xtra™ 60 softgels
- EPA 60/120 softgels
- EPA Xtra™ 60 softgels
- Nordic Omega-3 Gummies™ 60s
- Nordic Omega-3 Fishies 36s
- Omega-3 60/120 softgels + 8 oz.
- Omega-3D™ 60/120 softgels + 8 oz
- Complete Omega™ Junior 90/180 softgels
- Omega LDL™ 60 softgels
- Complete Omega D-3™ Junior 90 softgels
- Omega Vision™ 60 softgels
- Omega Blood Sugar™ 60 softgels
- Omega Joint Xtra™ 90 softgels
- Omega Woman® 120 softgels
- Prenatal DHA 90/180 softgels
- Ultimate Omega® 60/120 softgels + 8 oz.
- Omega-3 in Fish Gelatin 60 softgels
- Ultimate Omega® Junior 90 softgels
- Ultimate Omega Minis 90 softgels
- Ultimate Omega® in Fish Gelatin 60 softgels
- Ultimate Omega® + CoQ10 60 softgels
- Ultimate Omega® Xtra 60 softgels + 8 oz.
- Ultimate Omega®-D3 60/120 softgels

***Quarterly Case Stack Promo (one per month) is also in effect:**

Ask your BMC Rep for details with outstanding Marketing Support Materials Nordic Naturals®:from boat to bottle™

Product Announcement: Nordic Naturals is now the Official Baby's Omega 3 for The American Pregnancy Association. ^ Great for babies 5-35 lbs. Baby's DHA with D3 in the Superior Triglyceride form is unflavored in a 2 oz. bottle with a measured dropper

NEW ITEM Discounts in effect for these new items:

Omega Boost™ Tropical Mango 6 oz. + 12 oz. sizes

- each serving provides 525 mg Momega-3 [270 EPA/165 DHA]
- natural triglyceride form fish oils

^http://americanpregnancy.org/ Promoting Pregnancy Wellness

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

Not represented by BMC in NJ, SC



JUVO™

**MIRROR THE SEASON
with JUVO**

Green Grass

**100% Raw Young Energy Green
Grass Juice Powder**

**Wheat Grass, Barley Grass,
Oat Grass, Kamut Grass +
Alfalfa Grass**

USDA-Organic Certified, Kosher, Gluten-free + non-GMO

**JUVO is made from 55 healthful
ingredients**

**JUVO products have
high-ORAC-value**

JUVO Original 2,400/40g

12 berries, 3 mushrooms, kale, broccoli

JUVO Slim 4,200/40g

12 berries: multi colored veggies

SuperFood 3,646/40g

12 berries, 6 mushrooms, 6 Sprouts, 4
grasses 550/6g

Green Protein 3,100/40g

4 whole grains, 15 fruits, 3 vegetables/
seeds 3 Sprouts, 4 Carrots

ReJUVOdate Yourself!

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

May Promotions

Mix & Match

15% OFF 6 ea.

20% OFF 18 ea.

• **Bug Beware 2 oz**

(POP display available upon request)

• **Body Heat 7 oz (Vanilla Rub)**

Bug Beware is a 100% safe non-toxic alternative bug repellent spray * it works! Concentrated active ingredients naturally discourage mosquitoes + other pests from biting babies, children, adults + pets too! Field tested in mosquito-infested Alaskan terrain - the quality certified organic Aloe Vera + herbal extracts are effective while improving the health of your skin. Smells great and will not bother sensitive skin, noses or eyes!

Body Heat with whole leaf Organic aloe vera juice: address pain relief fast!!! Great to put on knees, or joints before working out or starting the day to be a preventative or to sleep well at night for any discomfort from A - Z.

Public Health Awareness:

Know the market so you can advise your community
from <http://www.nlm.nih.gov/medlineplus/ency/article/002763.htm>

By far, the most serious and devastating complication of large DEET poisonings is neurological damage. Patients may have disorientation, clumsiness when walking, seizures, or coma. Death is possible in these cases.. DEET is especially dangerous for small children. Seizures may occur in small children

Other less effective forms of bug sprays contain pyrethrins. Pyrethrins are a pesticide created from the chrysanthemum flower. It is generally considered nontoxic, but it can cause breathing problems if you breathe in large amounts. Severe asphyxiation can be rapidly life-threatening. For simple exposure or inhalation of small amounts, recovery should occur.

 Dr. Ohhira's Probiotics

**PROBIOTICS SEEM TO BE
IN THE NEWS EVERYDAY**

Are you the local Probiotics-expert?
Can you direct people to the best products?
Introducing Dr. Ohhira just got easier!!!!!!

Something to highlight during the Summer
Travel Season

Dr. Ohhira's Probiotics® 10-PAK

easy to sell in a new counter display
10-Pak Opening orders 10% OFF
(1) display 10 boxes = \$61.11 wholesale
on sale (MRSP, \$12.95)

**Offering the Best to Every Person
Offering a Proper Size for Every Need**

Dr. Ohhira's Probiotics® NEW 10-Pak

Dr. Ohhira's Probiotics®

30 vegetarian capsules

Dr. Ohhira's Probiotics®

60 vegetarian capsules

Dr. Ohhira's Probiotics has been named a

**'Best of Supplements' Award
winner in the Probiotic Category for the
5th year in a row, the only probiotic
supplement to achieve this honor**

Use the website:

Discover the Dr. Ohhira Difference!

Probiotic FAQs

www.essentialformulas.com/efi

cgim?template=probiotic_health

Twelve Probiotic Strains

www.essentialformulas.com/efi.cgim?template=12_strains

bodyceuticals

organic bodycare

**MAY: Give the gift of healthy
skin & relaxation to mom on
her special day!**

Order by noon PST on May 5: Free UPGRADED Priority
Mail Shipping on all orders of \$200 or more

**May Promotions on
New Floral Waters +
repackaged BodyLove**

Floral waters: 15% OFF in May

(SALE wholesale price \$8.08/sale retail 13.50)

A beautiful gift for mom - to hydrate skin, set/
refresh makeup.+ to subtly refresh the air

• **NEW! Rose Dew + Aloe**

• **Neroli Orange blossom + Aloe**

• Mist right onto face & body

• Apply right before skin crème to plump and hydrate

• Spritz in bedroom and bathroom

• Relaxing, romantic + helps relieve stress

**BodyLove Body | Bath | Massage Oil
ALL NEW LUXE PACKAGING!**

15% OFF in May

(sale wholesale 8.08/ sale retail 13.50)

• 3-in-1 product: Use in the bath, use like a lotion or
for massage

• Now merchandise in the lotion or body oil section

• Available in 4 yummy scents - coconut, chocolate,
almond and cherry

• A great gift idea for a new mom. Kids love it -
especially at bath time!

Wellinhand™

ACTION REMEDIES



Topically Applied Herbal Answers Since 1994

Great Sales for May

**Support this exceptional Local
Manufacturer**

15% OFF direct orders

independent stores only

• **ZERO ZITZ!**® Prepare for Prom Season
Extended one more month

• **Bug-A-Boo!**™ Scare bugs naturally
Vanilla Rosemary (2 fl oz + Family Size 6 fl oz)
Eucalyptus Thyme (2 fl oz + Family Size 6 fl oz)

Face the World with Zero Zitz!® Cleansers
and Toners

Step One: Zero Zitz!® Kreamy Kleanzer is a
unique hybrid of an acne cream
and a liquid soap that can be used as both a
face and body wash

Step Two: Zero Zitz!® Astringent is a 100%
natural blend of herbal aromatherapy
ingredients to nourish, tone, and soften skin
while helping to prevent blemishes.

**MOST HIGH SCHOOL PROMS ARE IN
MAY: Advertise the help**

Tested in Tanzania. Bug-A-Boo!™ is an
oil-free repellent scares bugs naturally

Great resources for marketing:

<http://wellinhandwholesale.com>

BASS®

Brushes

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

**Summer Hair with
Ecologically
Green Brushes**

Be the source of Bamboo Brushes
highest-quality for every hair type

**The Green Brush
100% Pure Bamboo**

get people to choose non-plastic
brushes: offer them bamboo

GO GREEN WITH US

Only 100% BAMBOO Wood is
used for all our Wood handle
Products. All Paper Packaging is
Biodegradable and made with
Recycled paper.

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





SURYA
Brasil

*Time to Remind people of the need
for summer sun Color Protection*

**Color Fixation
by Surya Brasil**

- Restorative Hair Mask 7.6 fl. Oz.
- Single Application Treatment 1.05 dl oz.
- Leave-in Cream Hair Conditioner 10.14 fl. Oz.

- Restorative Shampoo 8.45 fl oz
- Restorative Conditioner 8.45 fl oz

Certified Vegan. Free of any Gluten materials
After coloring your hair with Surya Henna, keep it smooth & radiant while ensuring vibrant color with the Color Fixation Line, which is also ideal for chemically colored hair! Enriched with Rice Protein, Cupuassu Butter, Buriti Oil, + 15 Herb + Natural Exotic Fruit Extracts from India + the Amazon forest: ingredients that protect the hair + lock in color longer. Color Fixation restores the hair's natural beauty, boosting resistance and resilience. Nut Butters and natural oils provide UV-protection/

Detox Your Beauty

- | | |
|---------------------------|----------------|
| No Sodium Lauryl Sulfate | No Parabens |
| No Sodium Laureth Sulfate | No Pthalates |
| No Artificial Coloring | No Mineral Oil |
| No Artificial Fragrance | No GMOS |

SURYA  Brasil

ECOLIPS[®]

The best lip balm for the world

**For Mother's Day
MAY PROMOTIONS
15% OFF**

- **Dagoba Lip Balms (with Dagoba chocolate):**
(4) 36-pc displays
Lavender, Roseberry, Mint + Assorted

- **Eco Tints: tinted, vanilla-flavored lip balms:**
(8) 36-pc displays
Rose Quartz, Plush Red, Mocha Velvet, Moonstone, Corolyte, Sugar Plum + the two (2) Assorted 3-pak Eco Tints

- **One World - Originals**
0.25 oz Large Size tubes: (3) 15-pc convertible displays
fusing Fair Trade Certified Cocoa Butter + USDA-certified ingredients with exotic oils from around the world

Relax, Calming Lavender Lemon + Olive Fruit from the Mediterranean

Renew, Rejuvenating Orange Spice with Argan oil from Morocco

Restore, Soothing Coconut Ginger with Tamanu Oil from the South Pacific

The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987

**MAY PROMOTIONS
20% OFF**

select OTC formulas*

liquid or pellet complexes
(Qty 6+ per SKU)* listed below

- **Bug Bites~Itch Stopper (N038)**
Formulated for symptoms associated with bites + stings such as pain, burning, itching + swelling.

- **Jet Lag (N221)**
Formulated for symptoms associated with travel such as fatigue, insomnia, headaches + digestive discomfort.

Best-seller from Newton for Kids

- **Kids Hypercalm~Mental Focus (F059)**
Formulated for symptoms associated with hyperactivity such as impulsiveness, lack of focus, irritability + emotional or disruptive behavior.

- **Pets Nervousness~Fear (P016)**
Formulated for associated symptoms such as aggression, hypersensitivity, tremors, nervous habits + loss of appetite.

Look for the AD for Newton Homeopathics in the June Better Nutrition magazine.

1987-2014 • 27 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Want to help your community have a happy Spring Season?

WGP[®]

Immune Support for your family:
Peace of Mind for you

**May Promotion
line drive: all SKUs:**

WGP[®] in 4 dosages:

75 mg, 125, 250 + 500 mg

Immune Health Basic's Childrens
Chewable (25 mg) 60 ct

Immune Health Basics Skin Renewal
Cream 2 oz jar

Immune Health Basics Gummie
MultiVitamin (25 mg) 60 ct.

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Immune Health Basics named Best Immune Dietary Supplement by Delicious magazine

An independent university study* recently demonstrated that Wellmune WGP, the active ingredient in Immune Health Basics, is significantly more effective than any other leading nutritional supplement in activating the immune system to maintain health and wellness

* University of Louisville

MushroomScience[®]

**Rejuvenate the
Skin & Lungs!!!
with liver support
too**

**May Promotions:
2 products, per SKU**

4 ea = 10% OFF

8 ea = 15% OFF

12 ea = 20% OFF

- **Tremella Mushroom Extract**

90 vegetarian capsules 300 mg
each hot water extract

- **Reishi Super Strength full-spectrum extract
Reishi Gano 161**

hot water extract [400 mg]

12% polysaccharides,
4% triterpenes

Setting the standard for quality in medicinal mushrooms since 1994!



**Silver Hydrosol!....
way beyond Colloidal Silver**

THANK YOU

**2oz Vertical Spray
from the Noses of Spring**

What is a Silver Hydrosol?

Sovereign Silver's Silver Hydrosol is a colloid of ultra-pure silver suspended in ultra-pure water. Other brands claim only water + silver but this is hardly ever the case; Analysis shows proteins, stabilizers, contaminants and other ingredients which affect quality of product

Sovereign Silver

- smallest average particle size ever recorded (0.0008 microns)

- More surface area means more "active" particles (96%) - confirmed by the University of Miami

- safe, low concentration of 10 ppm, safe for the whole family: even infants.

- ultra-pure water, only other ingredient Ph 6.7

- Crystal clear, + virtually tasteless.

- **Sovereign Silver outperforms all competing brands up to 500 ppm: fast-acting and decisive**

**Sovereign Silver:
The Forgotten Answer[™]**

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



"Pollen Vortex, Sinister Spring"

continued from page 2

Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat and sinus pressure. "You have no other product so specific to the needs of the allergy sufferer. Have you ever considered the formula? (see box at right)

After you understand its profound effectiveness, this is a product that I would carry in both the 1 oz liquids and the gluten-free, non-GMO, beet-derived sucrose pellets. Order both today!

Two effective and powerful natural remedies in convenient small packages.

Moving along. I cannot stress enough the benefit of adding the Herb Pharm® **Stinging Nettle Blend** to the seasonal dosing strategy. This product combines the Stinging Nettle herb and the Stinging Nettle seed. As you educate on the differentiation of this product, with the additional benefits of the seed, you get your community to understand that this product in your store is dramatically different than the dime-a-dozen other warehouse-bought nettle bottles (which are devoid of the Herb Pharm® quality lab testing) now ubiquitous in the mass market channels. Like adding echinacea to the **Echinacea-Goldenseal Compound** for a bump to the actions for this superlative late flu season formula, you should encourage Herb

NEWTONHOMEOPATHICS POLLEN~WEEDS ACTIVE INGREDIENTS:

Xerophyllum asphodeloides 30x, Adrenalinum 15x, Alfalfa 15x, Allersodes 15x, Histaminum hydrochloricum 15x, Juniperus virginiana 15x, Populus canadensis 15x, Thyroidinum 15x, Trifolium pratense 15x, Ustilago maidis 15x, Allium cepa 10x, Antimonium tartaricum 10x, Arsenicum album 10x, Baptisia tinctoria 10x, Berberis vulgaris 10x, Bryonia 10x, Chelidonium majus 10x, Euphrasia officinalis 10x, Gelsemium sempervirens 10x, Kali bichromicum 10x, Kali iodatum 10x, Lachesis mutus 10x, Lycopodium clavatum 10x, Pulsatilla 10x, Sabadilla 10x, Dioscorea villosa 3x, Ginkgo biloba 3x, Hydrastis canadensis 3x, Taraxacum officinale 3x. Allersodes 15x: Pollens - Grasses (Bent, Brome, Cocksfoot, Crested dogstail, Meadow fescue, Meadow foxtail, Meadow grass, Oat grass, Rye grass, Timothy, Vernal, Yorkshire fog); Tree (American Aspen, Ash, Beech, Elm, Hazel, Oak, Poplar, Plane, Silver Birch, Willow); Flowers (Carnation, Daffodil, Daisy, Lily, Primrose, Rose); Shrubs (Broom, Gorse, Hawthorn, Heather) Spring~Early Summer pollens - Alettris farinosa (Stargrass); Artemisia vulgaris (Mugwort); Lycopus virginicus (Bugleweed); Phytolacca decandra (Pokeweed); Ptelea trifoliata (Wafer Ash); Sambucus nigra (Elder); Trillium pendulum (Lamb's quarter); Wyethia helenioides (Poison weed); Yucca filamentosa (Silkgrass)

Pharm's **Stinging Nettle Blend** for additional seasonal support. Think of this product as a mineral rich superfood for everyone for Spring rejuvenation, energy support, and a best-herb for women's health.

It would not be prudent to discuss allergy basics and not highlight an antioxidant formula. **Bluebonnet's** new **Super Earth® Super AntiOxidant Formula** is so well priced for such a complete array of valuable antioxidants in relevant dosages. First, it is whole foods based with a super

fruit blend of 200 mg of acai, acerola, goji, mangosteen and pomegranate, and it also provides the basics (A, C, E, Zinc, Selenium, Copper) with Alpha Lipoic Acid, NAC, Trans-resveratrol Japanese Knotweed extract, and CoQ10. One a day is valid, and two a day is superlative. Suggest a bottle of this at two-a-day for the two worst allergy months, and then one-a-day in addition to the standard platform protocol of optimum health!

Bluebonnet Nutrition's **Super Quercetin** is super because it provides 250



**THE SUN CALLS
SHADE IS IN HIGH DEMAND
THE COOLEST CUSTOMER
is the planet-conscious youth wearing
the new Kid's Bamboo**

Ask your BMC Rep to show you the
4 stylin' ways to protect kid's eyes:
4 Collections - "Gloss," "Indio," "Pop,"
and "Street."

SHADE SEASON IS HERE

**Bamboo Shades have become "THE THING"
Quality, Re-use: best-price
+ something to talk about**

- category-3 European lenses:
high-quality glass
- bamboo is the best choice renewable
resource
- Polarized Eco Process Sunglasses recycle
newly-crafted lenses

The Blue Planet insignia on the temples:
this identifies that the glasses purchased allow
one (1) pair donated to the needy with the
Buy a Pair = Give a Pair Campaign. Join the
movement towards goodness all around

Bring in New Customers with Social Media
www.facebook.com
www.BluePlanetEyewear.com

oxylent®

DRINK OXYLENT BREATHE LIFE™

**ALL Oxylent formulas are
now certified Non-GMO!**

**May Promotions
Mommy-Baby Month
15% OFF**

Children's Oxylent® 30 stick packets
Prenatal Oxylent® 30 ct

Ask about the 3 generous ways to increase
customer interest in Oxylent®

there is a support + marketing option for every store!
Oxylent® wants to be the #1-selling Effervescent Multiple
in your store

Children's Oxylent®—no sugar in this delicious and fun
Bubbly Berry Punch

**Award-winning, Doctor Recommended
Multivitamin Drink**

Before, during, + after pregnancy, adequate iron intake is
crucial because a woman needs enough red blood cells
to carry oxygen around not only her body but to the fetus
as well. During the 2nd + 3rd trimesters, the demand for
iron increases sharply due to the growth of blood volume,
the fetus, + the placenta. Oxylent uses Albion® Ferrochel®
iron in their Prenatal.

**May is the best time to start your
Summer of Oxylent®**

Capitalize on Healthy Hydration
Athlete's LOVE Oxylent®: Bring 'em in

*Standard shipping structure applies. Discounts are not given
automatically. Promos must be set up 4-weeks in advance of start
date

DRINKOXYLENTBREATHELIFE™

AROMA LAND

ENDCAP Lavender for Mother's Day

April-May Promotion*

**buy 3 ea. per SKU = 10% OFF
buy 6 ea. per SKU = 15% OFF
buy 12 ea. per SKU = 20% OFF**

*mention "BMC Special Discount" to get discounts with every
order placed

Lavender: the Scent of Relaxation

Lavender Shampoo 12 oz.

Lavender Conditioner 12 oz.

Lavender Body Lotion 12 oz.

Lavender Massage & Body Oil 12 oz.

Lavender Bath Salts 20 oz.

& Lavender Essential Oil 10 ML

**A 2nd, lovely Mother's Day Candle Promo
"A Ribbon Box Soy Candle,
Lavender" 4 oz.**

MSRP: \$29.95 special wholesale, \$11.40
Beautiful rich cream colored Porcelain soy
candle container handcrafted in USA. Natural,
environmentally-friendly Soy Wax also grown in
USA. 4-ounce candle burns approximately 25
hours with keepsake box as remembrance.

* to qualify, order must total NET \$100. must mention
"BMC Special Discount" when placing order
note the trend: of 2-month Aromaland sales.
Buy Direct, Aromaland manufacturers their own
products: very clean products + great prices.

Next up, June- July



mg of quercetin per capsule. Most products on the market provide 100-150 mg. This product is very complete, for that one-stop vascular support of 500 mg of vitamin C from pure L-ascorbic acid, rose hips, acerola, rutin, citrus bioflavonoids (such as hesperidin) and pineapple bromelain. The completeness of this formula makes it the preferred quercetin recommendation of the astute first-line allergy responders. It is healthy for the consumer—as the ingredients are sourced from the best suppliers in the world, and not cheaper Chinese sources—and healthy for the store as Bluebonnet sells only to health food stores.

Quercetin is now recommended by progressive doctors so this is one of those rare products that is not denounced by the mainstream medical establishment. Quercetin is another plant pigment flavonoid, and it is an antioxidant, and anti-inflammatory, and it is recognized as having an antihistamine effect (prevents immune cells from releasing histamines). Quercetin is used for Allergies, Asthma, Hay Fever and Hives. When you join a full C complex to this plant antioxidant you get a more beneficial effect. Rose Hips and Acerola are C-packed foods as well, and Bluebonnet's dedication to superior nutrition provides the healthful co-factors of rutin and hesperidin. Bromelain is an excellent protein-class enzyme from pineapples, and this formula is without a doubt the best product on the market.

Wanna really keep the community healthy: make sure that Bluebonnet **Super Quercetin**® and **Himalaya Herbal HealthCare's Amla** are on sale frequently from September till June. Food source vitamin C is good!

It is more than symptom relief, though, and we know that. Your seasonal Allergy endcap should spell out the best products for preventive healthcare. Optimum breathing and normal bronchial function are what we should really be promoting. Would you feel confident recommending a product that has been proven clinically-effective as opposed to a hodgepodge of herbs bundled together with the optimistic hope of a marketing team? Himalaya Herbal HealthCare's **RespiCare**® has started to gain traction in a majority of our stores as the recommended favorite for people who need the tonifying effective of herbal support to strengthen their respiratory trees.

Why the growing faith and trust? **RespiCare**® is an internationally-popular all-herbal formula that has been clinically studied with human double-blind, placebo-controlled trials for respiratory effectiveness.

It is accepted as supporting the bronchioles of the lungs for normal breathing and provides key immunological modulators that reinforce cellular health. It promotes the normal production of mucus

membranes in the respiratory tree and digestive system. Whole body support.

RespiCare® has also become a popular daily herbal formula for people who live in polluted environments, or who live in a household with a smoker or are around second-hand smoke.

My favorite single daily herb for allergy season is still Echinacea. I am travelling with my bottle of **Super Echinacea**® right now. Sometimes we look too hard for the secret sauce when the best solutions are right in front of us. Echinacea (a well made, properly identified accurately harvested and extracted) is the best herb for fast action in virus season, but it is also one of the most versatile immune-supportive herbs for allergy season. Yes, I remind, you can positively take echinacea both long-term and daily, so debunk those myths when people ask.

Echinacea is unparalleled in its triple actions for allergy season. It heightens the immune response, which is so much more important and better than symptom relief alone: it is a significant anti-inflammatory, and it is a profound alternative. Echinacea in high doses when there is a flare-up will send a call to arms for the immune system to be effective, and it will reduce the inflammatory response that causes the symptom discomfort. To me, the major significance to using this herb throughout allergy season is its unheralded purpose as a so-called blood purifier. I remind that we misuse this word, and that actually, echinacea is an alternative.

Alteratives “increases glandular activity and tissue metamorphosis” as defined by Ed Smith in his essential *Therapeutic Herb Manual*. I add that they improve the ability of the body to get nutrients out of food, and literally restructure the quality of blood and therefore tissue. They regenerate!

The Spring is the best time to add alteratives and adaptogens to the diet. So I challenge, go out into your store set right now, and see if you are assisting the community in any way by advertising or discounting alternative or adaptogens right now? Aloe Life should be on sale, Himalaya's **Alma** and **RespiCare**®. You would sell more of these herbs—echinacea, burdock, wild indigo, dandelion and turmeric—if you encouraged people to experience the beauty of using these herbs at this change of the seasons. And their allergies might quite literally disappear!!!!

How can you learn more about this information? I suggest that you sign up for the Herb Pharm blogs, and read the *Herb Pharm Chronicles* (herbal education and inspiration): “Herbal Alteratives, Depuratives and Blood Purifiers: The Balanced Detoxifiers” (www.herb-pharm.com/blog/author/ed-smith/)

Have you signed up yet for Himalaya Herb School? (<http://himalayausa.com/>)

hhs/index.htm) Ask your BMC Rep how you can!

Prevention for allergies starts where? In the gut. Your allergy endcap would be missing an essential if you did not educate on the essentials of probiotic health to allergy prevention. **Dr. Ohhira's Probiotics**® should sit front and center as a viable, shelf stable, plant based, effective probiotic that is the store choice for probiotic replenishment. The new 10-Pak of this product provides the test case for a person who arrived dripping with agony with their allergy albatross sitting on their head, neck, and shoulders.

Because this probiotic is made differently than any other probiotic on the market, and its colonization and proliferation are validated, this product will work more swiftly than others and will start to return gut flora to normal working order.

We need to think holistically. Candida is probably more a causative than pollen to allergy indignation. Return the bacterial milieu to normal working order and temper the scourge of candida overgrowth, and homeostasis returns. Immune Balance. We have to get people to understand that the enemy lies within, and to stop blaming the poor pollen (which needs to adjust to our industrial pollutants and continue its life cycle in the world we share with the plants, and which we have dirtied). First line prevention: quality probiotics.

Many stores have gotten great sales traction out of the flyer that recommends the strategy of combining Dr. Ohhira's Probiotics, and Aloe Life® whole leaf Concentrates and Sovereign Silver as a 1, 2, 3 punch to clearing and reconfiguring a more healthy gut system. This time of the year is the perfect time for such a recommendation! I stated above that we need to bring the conversation back to the immune system. I do not have the space here to spell out the connection to immune health and allergic response. Beyond probiotic health, I will reiterate the need to restore the n-6, n-3 fats in our tissues: we need more Omega-3s. If we can get people to take a minimum of 1000-2000 EPA/DHA everyday, the health manifestations of this cellular membrane repair will be generously manifest. Eicosanoids will start carrying the best messages, and the immune response will become less schizophrenic. More Omega-3s daily!! When promoting the **Ultimate Omega**® by Nordic Naturals, you should have confidence saying. “The label says two but you should probably take 6.” You need to learn the charge of explaining the cost values of the liquids for basic dosing needs.

I cannot beg earnestly enough that people in stores start to understand the value of the beta glucans for immune health. **Immune Health Basics**® **WGP**®

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."

"Pollen Vortex, Sinister Spring"

continued from page 7

will become a well-known functional food, with universal scientific accolades, before the health food stores will realize that they have the best products for results available to them NOW: I hope that this product does not pass your store by.

The same with the medicinal mushrooms. More stores are telling me that their customers are re-buying mushrooms for health concerns because they work, and because they are buying Mushroom Science® guaranteed active, hot water extract products. Maybe your mushroom sales are uneventful because the other products aren't activated, and aren't standardized, and aren't delivering useable actives, and therefore your toolbox has the wrong products. You only need to carry one silver and that is Sovereign Silver®: you only need to carry one mushroom and that is Mushroom Science®!

No other known natural nutrient will help the immune system recorrect itself better than the polysaccharide beta glucans. Reishi should have been on sale for the last 3 months. Bring in Mushroom Science® Reishi now and see the difference. Kids allergies? Endcap the Immune Health Basics® Children's product (25 mg per chewable wafer). Be smart, be on the forefront of immune support. Promote the best and see the community heal itself.

Why are Astragalus and aloe vera considered so special for immune system. Current research believes that it is the polysaccharides in them. Pull that endcap together with Herb Pharm® and Bluebonnet's Astragalus: one liquid and one Vcaps®. And seal the deal by case stacking the Aloe Life® aloe veras, which you should do every Spring and every November (for food gluttony season).

Pollen Vortex: we are ready for ya! ☺



How to Reach Blue Moose Consulting

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

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