



# BLUE MOOSE CONSULTING NEWSLETTER

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## Talking Health: A Plea for Homeopathy

Paul Revere here. This is a Call to Action. I am not being quiet as this is delivered through the countryside, I am yelling, "The FDA is coming, The FDA is coming!" Now this is not an attempt to vilify the Food and Drug Administration, it is a call for fairness in how our government makes decisions of public health, (and how quietly and quickly some activities in our government occur when powers conspire to get away with something that would be wildly unpopular once the American public saw the plot in the light of day). While it takes years to make a decision on whether a pharmaceutical drug can make it to market, this past week an important announcement was buried just above ground in the bureaucracy of the American governmental system announcement boards. If you didn't know it was there: a notice was posted on the internet wall stating that there would be a review of a major, world-renowned, very successful medical system, and—in a few meetings in a non-descript office somewhere in Maryland—the government was announcing (according to the dictates of law) that it is planning an administrative judge-and-jury on the great medicine of homeopathy. Because they can.

Ring the alarm bells. Poster-size declarations everywhere in the public marketplace. Public objection. NOW. I pass this leaflet through the countryside so people can hear of what is going on. Yes, listen to the wind, there is a war being planned against Homeopathy. THIS MONTH. Enough is enough. (or, "here we go again").

There I am, five days ago, surfing the mainstream net-news reports on items of interest to "the natural channel" when I found this strangely-worded article on wtop.com titled, "FDA to scrutinize unproven alternative remedies" [by The Associated Press March 26, 2015 1:59 pm], You don't have to be a conspiracy theorist to figure that here is the idiot community trashing wholistic health again. I read on.

Of course, this is the quality of reportage that comes from our esteemed press when it comes to "health", but in ignoring the stupidity of this first sentence, we can see the kernel of where the attack will be: "Federal officials plan to review the safety and evidence behind alternative remedies like Zicam and Cold-Eeze, products that are protected by federal law, but not accepted by mainstream medicine." So, we plan our defenses! To spell it out: "Federal officials" implies the law coming down on criminals. "Evidence" means the vice-grip of the pharmaceutical lawyers. "Like Zicam and Cold-Eeze" defines the age-old habit of taking the example of the exception to create rules

defeating the norm. "Protected but not accepted" is the magician's explanation to the audience of the intent, the action, of changing the structure of the verbs right before the readers very eye. "Today, my attentive crowd, I will turn the words protected into 'no longer protected' so that the mainstream can accept the new world I will create before your eyes." The magician here is the oversight division of U.S. Government. The unfortunate confederate that the magician pulls out of the audience to do this trick on is Homeopathy.

The idiot who wrote this slanted Associated Press piece may know nothing about wholistic medicine or the \$38 Billion world of natural health (\$6 Billion in the weird clumping of Herbs and Homeopathics), but the article was cleverly carved to create an opinion in the minds of the reading public for the future intended assassination! (Who hires these people, and where is fair and balanced in America?)

Our job as healthfood educators is to not allow this trickery to occur. Our mission is to show them the power of the people. Our task is to stop the mechanisms of a system set into deliberate motion, and to instead create an environment that is conducive to a scientific blending of the many forms of medicine that is the promise of complementary health care. To be the ethical adult and the visionary in the room.

How can we heal this nation's sick people when a cabal is at war with one of the most gentle medicines in the tool kit? If the FDA is concerned about "false advertising" then make their heartiest legal case against the false advertisers!! The execution field has been cleared: the guillotine set into place. Are we gonna sit still as bureaucracy has the audacity to try to administratively re-pattern the American Medicinal Landscape, and remove homeopathy from the playing field?

No chicken-little here: this plan is very serious. We have to deter such stupidity: see that growing crowd of health activists gathering: we are Natural Health Strong!

I searched most of our Industry trade associations and advocates, and I could find nothing on this issue: no announcement or directions yet, though the Federal announcement was six days ago!? Was I alone in this awareness, and what to do? (well, of course, I called my favorite homeopathic company), and yes it seemed that we were all caught by surprise, and an alarm would be needed: a loud alarm.

Sadly, valuable days have passed and the hearing is 20 days away (was this attack planned to launch after we had left our elected constituents on Capitol Hill after the

conclusion of the 18th Annual Natural Products Day when our energies were distracted?) It does seem as if none of the major homeopathic and herbal associations were informed by the Federal Register post: which is not very inviting. (is this how they treat Merck, Pfizer, Novartis, Roche and Sanofi?)

Paul Revere's ride, April 18, 1775. Public Hearings, April 20 – 21 at the FDA's White Oak campus. Docket #FDA-2015-N-0540. 21 DFT Part 15. Titled, "Homeopathic Product Regulation: Evaluating the Food and Drug Administration's Regulatory Framework After a Quarter-Century," Public Hearing.

(Interestingly, more research actually has to be done on the simple "fact" of the hearing date. From the American Pharmacists Association website (<http://www.pharmacist.com/fda-evaluate-homeopathic-products>), the dates are April 21 – 22. "FDA will hold a public hearing seeking information and comments about products labeled as homeopathic and about the agency's regulatory framework for such products. The hearing will focus on prescription drugs, biologic products, and OTC drugs that are labeled homeopathic." Let's see: 31 days official notice with no forewarning; and then mixed messages to interested parties about the date to present: (this is right out of the chicanery of ways to stop people from voting that has plagued America for decades). Or maybe just a mistake!?

Forget the Cherry Blossoms this year, battle on. (or maybe come to DC and attend your first public hearings, and then see the Cherry Blossoms). Nice that this is on the docket during the period when hotel rooms are the most expensive in DC for the year, and most hotels are booked. Hmmm.

Register to attend or provide oral testimony at the hearing by April 13, 2015. See "Registration and Request to Provide Oral Testimony" for information on how to register or make an oral presentation at the hearing. Written or electronic comments will be accepted until June 22, 2015.

The public hearing will be held at FDA's White Oak Campus, 10903 New Hampshire Ave., Bldg. 31, rm. 1503A, Silver Spring, MD, 20993-0002. Participants must enter through Building 1 and undergo security screening. For parking and security information, please refer to <http://www.fda.gov/AboutFDA/WorkingatFDA/BuildingsandFacilities/WhiteOakCampusInformation>.

As of this publication, there is still no response or call to action from the NPA (except to say that they will have an advocate at the meeting). The American Association of Homeopathic Pharmacists (founded in 1923,

*continued on page 2*

<http://www.aahp.info>) has been active, and that is because homeopathy is a recognized, valid and profitable component of the modern OTC American Pharmacy. Yet there is nothing on their website. Their legal and regulatory committee has been in dialogue with the Consumer Healthcare Products Association (CHPA), ([www.chpa.org/](http://www.chpa.org/) since 1881) who have offered Legal, PR, Research and Financial support and who will be at the FDA hearing. The National Center for Homeopathy ([www.nationalcenterforhomeopathy.org](http://www.nationalcenterforhomeopathy.org)) and its "Homeopathic Action Alliance" which works together, cohesively, strengthening the community and providing a unified structure to the face of homeopathy, has given no direction yet. As we wait, Paul Revere rides fast, blaring the truth!

As we are cautioned, this is purported not to be an attack on homeopathy. This is like telling a surgeon that they can continue to do their job, but they cannot have their surgical tools, or telling a farmer they can still grow crops but they cannot plant any seeds. Who is kidding whom? Homeopathy is the practice of diagnosis and the prescription of homeopathic medicines. The FDA is challenging the concept of homeopathic medicine. Nothing could be more clear!

"FDA will hold a public hearing seeking information and comments about products labeled as homeopathic and about the agency's regulatory framework for such products". Your caution is disregarded!

I have a great fear that the industry will not close ranks on this issue. Homeopathy maintains the esteemed status of an OTC Drug in the United States, a position it was able to keep after the AMA butchered alternative health care in its battle for dominance of medicine in America roughly 100 years ago. At the time, other medicines were made almost—or outright—illegal in many States, but thanks to the famous story of the efforts of U.S. Senator (and practicing homeopath) Royal S. Copeland, in elected office representing New York 1923-1938, homeopathy received considerable protection when codification of medicine changed the health paradigm in the US in the late 1930s. Copeland, who was actually once President of the American Institute of Homeopathy, ensured that the Homeopathic Pharmacopeia was included in the Federal Food, Drug, and Cosmetic Act (FD&C Act) of 1938.

Homeopathic remedies are regulated by the Food and Drug Administration (FDA), which regulates manufacturing and other standards that are appropriate for homeopathic drugs, mainly through The Homeopathic Pharmacopeia of the United States (HPUS), as administered by the Homeopathic Pharmacopeia Convention of the United States and section 400.400 of the FDA Compliance Policy Guidance Manual.

As this public hearing period begins, we will see where everyone stands on the issue of this 200-year old, modern, worldwide medicinal protocol. Will the natural food allies who are regulated by DSHEA keep their camp tight and watch from afar, or will, for example, the herbal world understand that most homeopathic preparations are made from a mother tincture that is herbal? I hope it will not be an "us vs. them", especially since

homeopathy has closed ranks to help in every battle that natural medicine has fought against the pernicious attacks of the quacking allopaths in this last Century. Homeopathy is inclusive. What we all seem to abhor is allopathy's "Quack, quack: only our medicine works, quack-quack!" Exclusivity, and bad medicine.

As we mentioned in last month's BMC newsletter (March, 2015), the Spring trade association efforts to get people to better understand the benefits of the Omega-3s is a unique opportunity for the natural products store to join forces in education with an effort that is also being embraced by the drug store. In the live-and-let-live intentions of fusing a future of truly integrated medicine, we have to know how the competition (synthetic and patented pharmaceuticals) fits in the real world, and we should be willing to extend a careful hand to see if we can fairly co-exist. While that is a proactive action occurring now about Omega-3s, we also find ourselves in an unexpected moment where we will need to speak with the pharmacies and drug stores to show every community's elected officials that homeopathic medicines are helping people in every strata of commerce and medicine locally today.

This will eventually become an issue that will bring our politicians into the fray (sorry to ruin your day). There is no reason to believe that the FDA is going to take a noble, open-minded approach and expand their worldview to bring homeopathy and homeopathic dispensaries into the fold of America's Medicine Cabinet. The FDA is filled with people trained in a different way of thought: a totally rigid way of thought. (It is not their fault, they were brought up that way!). Even with the formation of the National Center for Complementary and Integrative Health in 1998 and its Complementary and Alternative Medicine policy initiatives, we have seen tepid support and an intra-NIH hostility to the world medicines that stray from the mainstream model. This rigidity may be intellectually most inflamed over the concepts of "like curing like", dilution and the homeopathic worldview. I will be happy to be shocked if I see any chairs filled by advocates for homeopathy at this hearing from the NIH.

Power supports winners and the majority. Homeopathy had an advocate 80 years ago, but today medicine is all about gene therapy and the future promise of expensive, caustic or dangerous drugs that will make researchers rich! The health of America's Health Care System is tainted, lacking credibility, bullying and very omnipotently powerful! Sometimes, we can stay out of the way and co-exist quietly, but here, homeopathy is square in the sites of scientists' assassination bullet: regulation as antibiotic, killing that which you do not understand! Medical science has learned to be adept at squelching or silencing challenge.

To remind you, Homeopathy in the United States just experienced a near mortal blow with the establishment of the long-overdue but accepted cGMPs. Many homeopathic companies folded when the rigid label requirements were instituted. Since then, the FDA visits to the manufacturing facilities of homeopathic companies have become more frequent and more intense. (truthfully, industry-watch professionals should have seen this coming!) Yet, homeopathy already complies with the same requirements of the pharmaceutical industry (though under the

HPUS). The industry has been "cleaned up" as the detractors would say: but now the attack is on the premise and legitimacy of homeopathy as practiced through its dispensary, and the sale of homeopathic medicine.

Other parts of our industry should watch the battle as it ensues, for the policies of the generals for the powerful, and their game-plans, are usually the same whether it be Round-up/pesticides, gmOs; or, the dilution of the truth, benefit and impact of "Organic" and the abduction of the Spirit of Organic with the homogenization of the USDA. The health tree of life is being chipped away at, and the health food store is the most lush garden about this way of life. Regardless of how others respond, we have to have the dignity to stand up and stop the upcoming attack.

## HOMEOPATHY is a Medical SYSTEM

How do you judge a medicinal system? The FDA is apparently setting a process to judge a medicinal system. Homeopathy is a system of medicine based in large measure on the products used to treat homeopathically.

What is the basis for the FDA to judge a medical products like this? First, safety. There have never been any concerns about the safety of a properly manufactured homeopathic medicine, and with the new cGMPs, many of the rogue (always illegal) elements have been eliminated.

Second, efficacy. The greatest standard for efficacy is results. The concern is that the FDA will impose irrational standards on the expectation of how they define efficacy. Homeopathy is a wholistic form of medicine that works gradually on whole body systems. There is no lab test or "gold standard" for assessing the correct process for healing over time as best described as "peeling an onion". Positive end results occur with significant frequency with homeopathy in clinical trials (and then the opposition counters in unison: the placebo effect). Results matter. Homeopathy works, for preventative health care, optimal health and for disease states.

These are some of the flaws in the system of analysis that will probably be dragged out in the trial of Homeopathy concerning efficacy. There is a dysfunctional (unhealthy?) imbalance at work when our country cries out for better and cost-effective health care and then sets a "rigorous" standard for "market approval" with a price tag billions of dollars high. The irony is that with the presumption of that billion dollar cost is a so-called scientific calculation of safety: (please remember Vioxx here!).

Why would the government not want to hear that patients (citizens) going to homeopaths and taking OTC-homeopaths are satisfied and clinically getting well? Has it really become un-American for people in need to be able to gain relief from allergies and sleeplessness and muscle issues with products, returning again and again, that have low impact on the body, that are safe and that are low cost?

What the FDA really should be doing is showing interest in homeopathy, and supporting science and investigation to learn the nuances—and to perfect this 21st Century Medicine. I don't think we will be greeted with open arms in 3 short weeks! We need to Act!

Dear Colleagues, how can I get you to act? How can I get you riled to participate with

*continued on page 6*





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- ZERO ZITZ! Emergency Astringent Toner 6 fl. oz.
  - ZERO ZITZ! Original Astringent Toner 6 fl. oz.
  - ZERO ZITZ! Tangerine Vanilla Astringent Toner 6 fl. oz.
  - ZERO ZITZ! Tea Tree Astringent Toner 6 fl. oz.
  - ZERO ZITZ! 2 in 1 Moisturizing Astringent 6 fl. oz.
  - NEW! SEA BATH Better Baby Sea Bath net wt. 20 oz.
- ~ a uniquely gentle, mineral-rich, soothing soak for your restless baby.

~ encourages restful naps + peaceful nights.  
Contains: sea salt, baking soda, calendula, kelp, myrrh, lavender, lemon, beet

**SPECIAL DEALS:**

**3 deep @ 15% OFF**

- BUG-A-BOO!™ Spray ROSEMARY 2 fl. oz.
- BUG-A-BOO!™ Spray ROSEMARY 6 fl. oz.
- BUG-A-BOO!™ Spray EUCALYPTUS 2 fl. oz.
- BUG-A-BOO!™ Spray EUCALYPTUS 6 fl. oz.
- FUNGI FREE™ "Penetrate": Spray 2 fl. oz.
- FUNGI FREE™ "Protect": Oil 2 fl. oz.
- FUNGI FREE™ "Prevent": Powder 4.5 oz.
- HERPA RESCUE™ Soap Soother 6 fl. oz.
  - HERPA RESCUE™ Spray 2 fl. oz.
  - PAIN RESCUE™ WARM 2 fl. oz.
  - SEA BATH Colds & Flu 20 oz.
  - SEA BATH Muscle Recovery 20 oz.
  - SEA BATH Velvet Vixen™ 20 oz.
- WART WONDER™ Delicate Places 2 fl. oz.
- ZERO ZITZ!™ Creamy Kleanzer Cease-the-Grease



**April-May 2 Month  
Candle + Bodycare Promotion**

The Bodycare Collection **Lavender:**  
12 oz. bodycare clean & affordable  
(+ not through distribution)

- Shampoo
- Hand & Body Lotion
- Massage & Body
- Conditioner
- Shower Gel
- Bath Salts 20 oz.

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

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

**Aroma Land Soy Candles:  
10% OFF per case**

Sold 4 candles to a case: same SKU  
~ candle + containers made at Aroma Land in Santa Fe. Like Lavender above, perfect for Mother's Day

**Vanilla Bourbon**

Vanilla Bourbon is a wonderful, warm + rich scent of Vanilla with a hint of sweet caramel. Its delicious creamy scent offers a sense of calming to any environment & brings relaxation + caring with its comforting scent! Sale candles available in three (3) handcrafted containers:

- Bamboo Porcelain 7.8 oz.
- HeartShell™ Porcelain 3.9 oz.
- Mystic Porcelain 7.3 oz.



# bodyceuticals

organic bodycare

## April deals

Remember Mom this year with anti-aging skincare that she'll love.

Enjoy **20% OFF** any of the 4 "Try Me" sampler kits.

Select from:

- Face Care normal to dry
- Face Care normal to combination
- Calendula Face & Body
- After Sun/First Aid

GIVE MOM an Organic Skin Care System she will LOVE!

~~~~~  
**Refresh up your face care set this spring with calendula!**

**20% OFF**

ALL Calendula Facial Crèmes: all 2 oz. the Organic healing sun power of Calendula for all skin types

- Calendula + DMAE ULTIMATE Face Crème
- Vitamin C + Calendula
- Calendula + Antioxidant Berries

Must use code "Aprilbmc" to receive sale price

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

# Himalaya

HERBAL HEALTHCARE

**April 2015 Promotion**  
**15% OFF** these listed best-sellers purchases in 3 eas

- LiverCare® 90 veg caps
- LiverCare® 180 veg caps

LiverCare® is daily detox done right, while supporting the 499 other functions of the liver too!!

- Boswellia 60 veg caps  
Joint Support & Normal Flexibility
- NEW SIZE! Turmeric 30 veg caps:
  - Turmeric 60 veg caps  
AntiOxidant & Joint Support

**SUPER DEAL 20% OFF**

- Triphala 60 veg caplets Digestive Support
- ~ NEW SIZE Triphala 90 veg caplets
- ~ NEW SIZE Triphala 30 veg caplets

**ASK YOUR LOCAL HIMALAYA REP about April's trainings: Critical information: "LiverCare and Protein Shakes"**

Sign up: Tuesday, April 21, 2015 6-8 PM EST  
Wednesday, April 22, 2015 12AM-2PM EST  
Thursday, April 23, 2015 12AM-12:30AM EST

**SPINS data is an indicator**

- Five (5) items that are #1 in their category
- PartySmart®
  - Guggul
  - Ashwagandha
  - Bitter Melon
  - Gymnema
  - + LiverCare® 90 + 180

are the best-selling single product for liver health

# NEWTON homeopathics

Nurturing Naturally Since 1987

**APRIL PROMOTIONS**  
**20% OFF** select OTC formulas

Liquid or Pellet complexes  
(Qty 6+ per SKU)\* listed below)^

**Accident~Injury Rescue (N034)**

**Poison Ivy (N028)**

**Kids Bangs~Scrapes (F034)**

**Pet Injury~Rescue (P017)**

**Accident~Injury Rescue:** for symptoms associated with injury, trauma or surgery such as pain, emotional upset, bruising + inflammation.

**Poison Ivy:** for symptoms associated with poison ivy, oak + sumac such as itching, burning, pain, swelling & blistering.

**Kids Bangs~Scrapes:** for symptoms associated with injury or medical procedures such as pain, emotional upset, inflammation, trauma + bruising for Kids

**Pet Injury~Rescue:** for symptoms associated with injury or medical procedures such as pain, emotional upset, inflammation, trauma + bruising for Pets

**Have 20 Skus of Newton in your store?**

Ask your BMC Rep about the new:

**Learn Stuff, Earn Stuff Initiative!**

The Learn Stuff - Earn Stuff program is picking up speed. Don't miss out on the prizes + discounts. Several stores have already had their entire staff complete the training + have already taken their

**20% discount.** Ask about the product

videos for the monthly promotions.

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Seasonal Skin Health Solution**  
**Immune Health Basics**  
**Skin Renewal Cream**

Perhaps the best-kept beauty secret is Immune Health Basics Skin Renewal Cream. With WGP® 3-6, it plays a key role in healing and maintaining skin integrity, and may help improve skin hydration, to increase skin firmness and elasticity, and help protect against the harmful effects of the sun, toxins and other pollutants. Beta Glucan has been shown to enhance the skin's immune function and to protect against environmental damage.

Our unique formula of WGP® 3-6 and Aloe Vera cream helps keep your skin moist, wrinkle-free, smooth, and youthful looking. Improving the skin's immune function is the best way to achieve healthier looking skin and possibly reverse the signs of aging.

**Immune Health Basics Skin Renewal Cream**  
2 oz. jar \$20.47 SRP \$34.95

**April line drive:**

**stock up for allergy season**

**Wellmune WGP® in all sizes**  
**6 each per SKU 10%**  
**9 each per SKU 15%**  
**12 each per SKU 20%**

# MushroomScience®

**April - May SPECIALS on**  
**MEDICINAL MUSHROOMS**

**4 ea. = 10% 8 ea. = 15%**

**12 ea. = 20%**

**on the following items:**

not combined with other specials. Must mention "BMC March Promotion" when placing order

**THINK LUNGS, LIVER + SKIN**

• **Reishi Super Strength extract**

Certified Organic\* 400 mg hot water extract  
12% polysaccharides. Reishi Gano 161®  
4% triterpenes. 90 veggie capsules

• **Tremella**

300 mg hot water extract 20% polysaccharides.  
90 veggie capsules

~ **Reishi Super Strength** (Reishi Gano 161®) extract is the most potent Reishi supplement available in North America. In development for over 4 years, Reishi Gano 161®, is a proprietary strain representing 4 years of research and crossing various strains -using HPLC analysis of the triterpenes as the criteria for strain selection - resulting in a strain containing a much broader spectrum of the naturally-occurring triterpenes as compared to any other analyzed strain. Reishi Gano 161® has been used successfully in a series of human clinical studies at a major U.S. University, ~ **Tremella** (*Tremella fuciformis*) Tremella has always been used for immune health. It may also help maintain the appearance & texture of the skin by helping the body maintain the production of hyaluronic acid.\*

\* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# oxylent®

DRINK OXYLENT BREATHE LIFE™

**April Sale**  
**Non-GMO/Earth Day**

• **20% OFF 24 boxes**  
**mix & match**

Counter Top Displays + Adult Oxylent  
7- ct. boxes

• **Buy 2 Counter Tops**  
**Get 1 FREE**

\* free shipping @ \$200

\* must identify order as Promo Order to get discounts

\* Promo agreement set up 4 weeks beforehand

**New Products:**

(new product discounts apply)

**Sport Oxylent®**

two (2) sizes: 30 serving canisters  
+ 15 count boxes

**DRINKOxylentFUellife™**

• **ENERGY • STAMINA • RECOVERY**

with Citrulline Malate, B Vitamins, Creatine MagnaPower®, Electrolytes + Albion® TRAACS® Minerals, Sustamine® (Glutamine + Alanine), vegetarian S.O.D. (Superoxide Dismutase), Superfruit AuroraBlue® blueberry, Vitamin C (calcium ascorbate), Vitamin D (lanolin)+ Bioperine®

~ **All in an effervescent technology for fast + high absorption**

~ **Zero calories**

**YOUR SPORTS NUTRITION SECTION**  
**JUST GOT MUCH BETTER**



some good, old-fashioned grassroots activism? Is this a turning point, where the people tell the government that the conspiracy theories have to stop, and that health can occur through natural means, with natural things, in a simple and cost-effective manner that is accessible to everyone? While it would be hard to get the editorial boards, and the talking heads (and even politicians) to stop incorrect statements that they have been fed without question ("the natural products industry is unregulated") we should be able to get scientists to stop trashing legitimate science. We should get the scientists in our government to participate in legitimate research to see areas where homeopathy can help. And we should demand that government not try to take away health options that work, that are desired and that being relief.

How about a little irreverent cynical skewering of the powers that be? Is that what it will take for you to write a powerful letter: to your local Congressperson telling them that there are hearings going on in a frivolous manner about an issue that you take very seriously which affects your health directly (and the health, in the case of store owners and employees, of your local livelihood?) Is it time that you brushed up on your facts and went to your local Congressperson's office to see if they knew what homeopathy was? To ask if they knew the worldwide breath of successful health use with homeopathy, and if they had by chance heard any strange comments that they might want to have explained to them about this medicine? Is now the time to work on an article with a friend or colleague that you

submit to your local paper titled, "Local Healthfood Store Owner Stands Up for Homeopathy"? I am willing to help ghost-write, or edit, a template outline that you can adjust and personalize that will speak the facts. Challenge yourself to see how much you already know about homeopathy and see how powerful a writer and educator you are yourself. Local store owner stands up for homeopathy!

So, first, a little irreverence on how magistrates could have the presumption to believe that good people will just sit around as the court makes a charade of truth, facts and science while denigrating a viable and vital method of healing, health and symptom relief.

Paul Revere gets off his horse and saddles up for a good old-fashioned fact check.

Do no harm. If homeopathy is above all else benign and if those who rail against it accuse it as being valueless, then why would they even bother with it?

Can you really justify "regulating" this supposed placebo effect, saying that it is false advertising, when we are besieged with soul-numbing indignant shamefaced pharmaceutical propaganda for 10 to 30 minutes every evening in the prime-time tv viewing hours alone? Your decision for these hearings is indecent!

Do the assembled government-employed experts have nothing better to do? Maybe there ought to be an investigation into why these investigations are taking place in the first place? (we were taught in Latin from the Roman poet Juvenal, "Quis custodiet ipsos custodes?": "Who will guard the guards but the guards themselves?"). The people should maybe

clamor for a changing of the guards!!! Priorities? Homeopathy has almost zero Adverse Event Reactions on file. Grade the methods of medicine in the U.S.: homeopathy is safer than food!

Nothing better to do?: let's get our government tax-payer dollar priorities in order. Not worried about people dying in Hospitals and Nursing Homes because of MSRA, C-Diff? Any relationship to antibiotics, and are you assiduously monitoring that subpar and often counterfeit generic pharmaceutical material on your diligent inspections of the plants where product is made in China?

I do not believe that there is one homeopathic product, in the natural channel at least, that is manufactured in China. Most are Made in the USA—with safe production not burdensome or polluting to the environment: not like our industrialized pharmaceutical counterparts which at the very least destroy America's treasured clean waters in production. Counterfeit drugs being sold everywhere, making them more common than the penny or two dollar bill: what is with this allocation of resources on homeopathy as the culprit? I must say, your powers of managerial oversight and decision-making seem, well, drugged.

If this is your supposed 25 year review of homeopathy—a claim I challenge—then invite me to your 25-year review of the pharmaceutical industry. While that wolf has changed its clothes so many times that I thought it was a clothing manufacture factory, the homeopathic production, methodology, expression and rule-following has remained one of the most constant things in American life and commerce since the 1790s—and the health results have remained constant for that long as well. Maybe it is time to thank homeopathy for being such a significant constant provider of health: 200 years of the delivery of medicine, just as it is promised theoretically and in practice. Homeopathy was 180 years old when the miracle penicillin was born, and penicillin is facing obsolescence.

Do no harm? Homeopathy is the finest definition of that Hippocratic Oath, "Primum non nocere": first, do no harm.

The great modern clamor for free enterprise and market forces is best exemplified in a form of medicine that is safe and that the people want. Homeopathy is safe, and people want it: more and more. Let's let the market determine effectiveness. People purchase, re-buy, love and trust homeopathy for that important primary word, safety.

"Efficacy" should mean effective results. A simple, thefreedictionary.com definition reads, "Power or capacity to produce a desired effect; effectiveness." Now, let's see then, we have the AMA definition of "efficacious" which reads, "we will review a study that we conduct and we will interpret the study and determine what the study says. Something is efficacious if we say it is so". Caveat: "we (the scientific majority) will determine if a study is valid in efficacy no matter what authorities of a contrary view say. And anyone who disagrees is a heretic, a quack or stupid".

Wait. Wait, wait—you can't do that. That is morally and logically and actually legally imprecise and, I challenge, actually a better definition of "stupid."

I ask: have I not parlayed the modern, accepted definition of the strange and aberrant illusion that "medicine" has created around the

continued on page 7

# BLUE PLANET

EYEWEAR

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Life, Liberty & the Pursuit of Happiness for ALL

The NEW Blue Planet Liberty Edition

4 bamboo styles with the stars & stripes on the arm: MUST HAVE

Ask your BMC Rep to show you the patriotic look! Just in Time for Summer

BP10291 Frame: gloss red Lens: brown/polarized

BP10292 Frame: frosted clear Lens: smoke

BP 10293 Frame: matte blue Lens: smoke

BP10294 Frame: gloss black Lens: smoke

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blueplaneteyewear.com/liberty

COOL

New Designs for 2015: once you see, you will order!

~ "BP Murphy" antiqued metal frame front and natural bamboo temples

~ "BP Teller" wrap sunglasses

GOOD News, Modern Retro is back-in-stock!!!!

Best-selling "Naturalist" is currently SOLD OUT! Arriving end of April.

36pc + 80pc displays arriving April 10.

"Point of Purchase Plaque": Newly-designed wood plaque that tells about what Blue Planet does.

Add this to an order - SKU: BP POP.

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BECAUSE HAIR MATTERS, even at the GYM



word “efficacy” fairly well? We all are living in this science fiction land every day. Science has stopped being what it says it is, and that happened in certain quadrants, decades ago. Truth bends to power, or so the magician wants us to believe. 16 drugs for the elderly: line up the dead.

Clang, clang, clang, clang, clang. “The FDA are coming, the FDA are coming!”

We have to stand up as the Emperor speaks and tell the Emperor that he/she/it (is the Emperor a Corporation?) has no clothes. Your “Gold Standard” is not the only justifiable “form” of scientific inquiry. Clinical observation, accumulated reported response, long-term mass data ARE VALID. Get over it. Stop biting yourselves in the back and sneering, glaring at other entities working for similar goals. Um, excuse me it is health that we are talking about here, whitecoat. Many people can find good health strategies, and you cannot define it!

By the way, Homeopathy Works!

Mainstream medicine’s holy grail “gold standard” is what they will wheel into the room against homeopathy, and we should all snicker and tell the trojan horse that it has no clothes. We should be Health Food Strong! Time to close shop on this incestuous form of American medicine (exported to other parts of the world through our venerable University systems) with its haughty presumptions of gold standard clinically-“controlled” and doctor-judged, peer-reviewed studies that portend to make all other evidence wrong and baseless.

Incorrecto bozo. Take your fabricated “claims”, and your feckless, prejudicial, opinionated meta-analyses (note they are synonyms), and listen, and become part of the dialogue: because we insist now that you listen. You are not the lecturing authority: you are the fellow explorer, seeking the truth! Your 75 years have only poisoned the water with pharmaceutical run-off and bankrupted our health care system. FDA, the people would like to speak!

In this imposed process starting late April, many will try to negotiate and rationalize and placate the experts on the other end of the table. Our lead negotiators will especially follow the decorum of this professional courtesy. I will sneer at their inability to fight. Get people’s clothes dirty, show some red from their nose, and then negotiate. {I grew up in Philly, the Birthplace of Freedom} Show that you are serious, and you have legions of supporters just waiting to arise!

We should challenge them to see how much they have studied and understand the topic that they are reviewing. Don’t preach down to me with your old gold standards and the ta-ta of “those studies were not peer-reviewed according to our gold standards” because your snobbery is that, and not science. Let’s grapple with the science about homeopathy. Go international. Open the analysis to every valid study. Analyze that.

Yo, FDA. You are not judge and jury. You are government employees, here to bring health through science. Get off the high horse, and meet the people. We are here, and have been taking homeopathic products for years. Doesn’t it feel good to work with the people? Hey, check this out: we can get things done together!

Let’s stop having lawyers write medical policy, and let’s speak with the clinicians. Stop

## WE ARE HEALTH FOOD PEOPLE

### Famous People Who Have Used Homeopathy

Ever have to change an entire newsletter edition at the 11th hour because of a call to action for a very important political event with potentially very negative effects? Well now I have.

Welcome to the BMC April 2015 BMC Newsletter.

For this edition of the We Are Health Food People, here are famous people who are reported to have used homeopathy including many who proudly expressed their happy satisfaction with how homeopathy worked for them. **Homeopathy Works!**

**Now:** Johnny Depp, Cindy Crawford, Paul McCartney, Priscilla and Lisa Marie Presley, Catherine Zeta-Jones, Jane Seymour, Olivia Newton-John, the Chili Peppers, Axl Rose, Pete Townshend, Nelly Furtado, Jade Jagger, former Prime Minister of England Tony Blair, David Beckham, track stars Jim Rogers and Usain Bolt, Boris Becker, Martina Navratilova, Paul O’Neill (NY Yankee), Pat Riley (Miami Heat), Jose Maria Olazabal, Juliana Margulies, Tina Turner, Cher, Pamela Anderson, Whoopi Goldberg, Tobey Maguire, Orlando Bloom, Naomie Harris, Jane Fonda, Rosie O’Donnell, Martin Sheen, Lesley Anne Warren, Linda Gray, Susan Blakely, Cybil Sheppard, Angelica Houston, Jerry Hall, Diane von Furstenberg, Ashley Judd, Naomi Judd, Blythe Danner, and the author, Michael Hennessey.

**Then:** Henry David Thoreau, Charles Darwin, seven (7) Catholic Popes, Mother Theresa, Mahatma Gandhi, Dizzie Gillespie, Ludwig van Beethoven, composer Richard Wagner, Mark Twain, W.B. Yeats, American Presidents James Garfield, William McKinley, Bill Clinton. J.D. Rockefeller, Michael York, JD Salinger, William Thackeray, Benjamin Disraeli, Pope Pius X, Louisa May Alcott, Susan B. Anthony, William Lloyd Garrison, Daniel Webster, Harriet Beecher Stowe, Henry Wadsworth Longfellow, Alfred Tennyson, George Bernard Shaw, Washington Irving, William Seward, General George B. McClellan, Jackson Pollock, W.C. Fields, Vidal Sassoon, Cliff Robertson, Norman Cousins, Harold Griffith, MD, Dr. Charles Menninger and Marlene Dietrich.

If you want to show appreciation for all of this urgent, fast, relentless last minute work to alert you about these issues, you can do me two favors

PLEA: GET INVOLVED with all of the above:

- \* write letters to the FDA, to your Congressperson and to your local newspaper
- \* put out an education table in your store now
- \* speak about this issue loudly for the rest of the year. No rest

And increase your support for **Newton Homeopathics**, one of the best homeopathic companies in the world. There is no company with a better social mission making homeopathy today, a great legacy to the amazing healer, Dr. Luc Chaltin.

calling those who disagree with you heretics: your parents taught you better. And those clowns that come out of the woodwork from some recessed University basement office and quack: they have no clothes on. You are rolling out trojan horses of naked clowns. The gig is up: we aren’t falling for it anymore. We are the people, and we are here. And we want affordable health, that we can just go pick up in a local healthfood store (or even drug store) when we need it. If it doesn’t work, as some homeopathic remedies do not for some people, then we have taken our own chances with our own money and the cost was not too steep: and I like that there are no side-effects. SO BACK OFF!

But then again, we do need to speak civilly. This rant is like a cheerleader, like a—well a Paul Revere-like character with potty mouth who speaks only the clear truth.

Outside this conversation, we need to show that we expect a fair investigation. We will show up lawyered, because we are dealing with the man and this is the way the man rolls. We are people and we can share our many success stories, and don’t pat me on the head and say “that is nice” because, to condescension, I respond I am speaking to my Congressperson who allows money to roll to your offices. Let’s work together. Homeopathy has so much to offer.

OK, so I have had my fun, I have said my piece. I now need you to do the same.

I spoke clearly and truthfully from my heart to influence you to act. Your turn.

The BMC April newsletter was going in a different direction until I read the news that day. I am riled enough to travel the countryside here, with my bulletins that I am tacking up on

the tree of your brain: ACT. Act up! Be heard and be loud.

Who will protect the willing customer and their ability to have access to inexpensive and satisfying “alternative” medicine. From your store, we need to make that stand now.

I feel more like a writer of that Declaration of Independence than Paul Revere after this ride. Exhausted by still inspired. I hand the task over to you now, fellow freedom-fighter. There are more troops to wake up. What Paul Revere actually called out through the countryside was “The Regulars are coming.” What is gonna try to hit us like a freight-train is the status quo. First, we have to say, your track-record does not give you authority to not be challenged yourself: We need to find a working affordable system together. Our alternative systems of healing—the complementary systems—are gonna be attacked soon. I end with a few quotes from a hero of mine, and fellow Philadelphian, Ben Franklin:

\* Ben: “Without continual growth and progress, such words as improvement, achievement and success have no meaning.” Now is the next step of homeopathy!

\* Ben: “Tell me and I forget. Teach me and I remember. Involve me and I learn.” Time for us to get involved intensely in shaping the future of homeopathy for the next 250 years. This is for the 7th Generation now.

\* Ben: “By failing to prepare, you are preparing to fail.” For homeopathy, we will prepare and succeed.

\* “An ounce of prevention is worth a pound of cure”—Ben Franklin

Look for clearer direction very, very soon and joining our team. ☺



## 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."*

## IMPORTANT INFORMATION INSIDE

**PLEASE READ THIS ISSUE  
HOMEOPATHY UNDER  
ATTACK.  
WE NEED YOUR HELP**

NOW  
**APRIL 20-21, 2015  
PUBLIC COMMENT PERIOD  
HEARINGS  
FDA HEARINGS**  
Docket # FDA-2015-N-0540. 21  
DFT Part 15.  
FDA's White Oak Campus,  
10903 New Hampshire Ave.,  
Bldg. 31, rm. 1503A,  
Silver Spring, MD, 20993-0002

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## How to Reach Blue Moose Consulting

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

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

### COMPANIES REPRESENTED:

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fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

[www.newtonlabs.net](http://www.newtonlabs.net)  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya Herbal Healthcare

[www.himalayausa.com](http://www.himalayausa.com)  
800-869-4640  
fax: 800-577-6930  
Sugar Land, TX 77478

#### The Hair Doc Company

[www.thehairdoccompany.com](http://www.thehairdoccompany.com)  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
Chatsworth, CA 91311

#### Aromaland, Inc.

[www.aromaland.com](http://www.aromaland.com)  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

[www.vitalah.com](http://www.vitalah.com)  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Well-in-Hand: Action Remedies

[www.wellinhand.com](http://www.wellinhand.com)  
434-534-6050 • 888-550-7774  
fax: 434-534-6040  
Forest, VA 24551-1200

#### Herb Pharm

[www.herb-pharm.com](http://www.herb-pharm.com)  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

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

#### Essential Formulas, Inc.

[www.EssentialFormulas.com](http://www.EssentialFormulas.com)  
972-255-3918  
fax: 972-255-6648  
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[www.wellmune.com](http://www.wellmune.com)  
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fax: 651-675-0400  
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#### Mushroom Science

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