



BLUE MOOSE CONSULTING NEWSLETTER

Volume 12, No. 2 • February 2015

Talking Health: Immune Recovery: What to do Next

After the fact, the work begins. When the Immune System has been called to task, and it has done its job—effectively or inefficiently—and is drained: that is when the real work of nutritional support occurs. That is a true way to assess the strength of a person's immune system.

Here is an entirely new area of teaching, and a whole new customer to support. Post-immune support is one of the most important aspects of holistic health care. Let's look at how the Immune Support set in your store holds up to this analysis.

Where we live, we are in the throes of the 2015 Flu season. Two weeks ago, the flu was everywhere in the mid-Atlantic region. Who knows where it will be two weeks from now. We still have 40+ days left in the timetable of a normal flu season, and—with most people getting snow tomorrow—we can deduce that there will be another round of community illness, or two.

Let's divide the health food store's responsibilities into three equal parts. First is Preventative Health Care. If we were doing our job well, we would have quadruple the business; because, if we could keep people healthy and flu-free year after year, we would find a brisk reward for this magic. OK, so we are not doing that well on this front, but—to some degree—every store is trying.

What is the clearly laid out optimal protocol that you market for people to stay healthy all year round? Do you have a philosophy on what you carry for Preventative Health Care? Is the customer being given messages that are easy to understand? And how much shelf space do we afford for this objective?

When peril strikes, often stores have a decent selection of things to choose from for that panicking customer who knows they have become infected and are racing to find a solution. Most stores never seem to run out of their echinacea or olive leaf or elderberry, because they actually are not gaining too high a percentage of their local community's sickly shopper. You should be buying by the dozen!

No matter where your store is, you are most likely surrounded by CVS, Rite Aid, Eckert, Walgreens, Walmart, etc. Those stores make a killing selling their wares for Cold + Flu. Their messaging is reflected in their solid aisles of OTC selections. If we could even get 1/10 of those sales with an add-on, of a superior quality super echinacea, or a full spectrum Vitamin C complex with bioflavonoids, or NAC (or even a quick acting, effervescent B, C, D, mineral multi) then we would be happy to be joining in on the standard prescription. Are we currently selling antivirals and immune-stimulants to new customers; or are we just making the same 2

bottle sales to the same diehard natural foodies every year, and just replacing the bottles, two-by-two, from the same non-compelling shelves that we have kept our immune set on for years?

Are we preventing our Immune set from having the influence that it should have: are we missing the fact that our stores should be "the place" to get the best support for immune system defense for the entire family? Are we capturing the person just waiting to learn about homeopathy for immune health? Are we inadvertently losing customer confidence in echinacea by not impressing upon them the correct way to dose for optimal effectiveness? Are we losing customers in the downward battle for the lowest price, by not explaining to them "quality herbs" and their effectiveness? That elderberry slathered in sugar is just as detrimental to immune system response as spraying an inflammatory fire with a hose filled with sugar to handle the emergency that is immune support?

The best elderberry on the market is **Herb Pharm's** liquid extracts: just compare lab results. The best elderberry in capsules is **Bluebonnet Nutrition's** European-standardized vegan and gluten free 130 mg Vcap®. Bluebonnet provides an elderberry fruit extract standardized to 30% polyphenols—through a novel water extract. Sugary and Chinese-sourced elderberries are for the drug store: choose products that bring satisfaction and return customers because they work.

For me—and I just recovered from another bout of immune assault myself—I stuck with my trusty Herb Pharm® **Super Echinacea** certified-organic liquid extract blend: because it was there, and Herb Pharm's delicious **Olive leaf extract**, that I had at home when I needed them. I was immune-satisfied!

So, what is the power of the artillery of your health medicine cabinet supplies, and does your display encourage people to want to purchase and use? To buy something new: to ask a question: "what is that for?" All of us do well in Cold/Flu season, but most stores underperform. One of the greatest mistakes is to allow your best-sellers to run out, figuring that someone will just buy one of your "similar" slower-movers the second time around so that you can deplete inventory before the season ends (I see this all the time).

Stock up weekly; and know the many actions of herbs so that your bountiful echinacea display just rolls into the need of allergy season: and inflammation, metabolic alternative cleansing.

But now to the 3rd aspect of immune support: the rebuild.

Ravaged, war-torn and depleted. The human body fights these alien viruses every year, and most of us recover. But what do we think

happens that we are defining as recovery?

Actually, for most people: they move on. Let's use the tornado metaphor, (as the flu is more like a tornado than imagery we could attach to other disease states). When a tornado strikes, it is fast and furious. Its devastation can be catastrophic, but it is gone in an instant. After the flu, we have great damage to many body systems, but the rest of the scenery looks pretty normal the next day: and one could just continue moving through their day, unconcerned about the destruction that just happened in the community. Not the best way to recover. Is this analogy working for you?

"The flu is gone, I have to make breakfast and go to work, I haven't exercised in a few days, I have that birthday party coming up..." life goes on.

Stop. This is not the case. This is not how we should approach holistic health care. The correct pathway is: we were just assaulted by a dangerous intruder. Our body was trashed and shoved through a wringer. Our first line of defense was just decimated. The ballet of immune response ended with the entire theater ravaged. No matter how I want my body to be, I am depleted and exhausted. I actually need to "call in" for some necessary recovery time.

In actuality, my Qi has been disrupted and health and harmony cannot return until I have supported a regeneration, a return to homeostasis. I need to pay attention and to tend to the healing of my body.

Do we know many people who are honest enough with themselves to pursue this course of action? Do we follow this protocol ourselves? As importantly, do we include this directive in our conversations with people: when administering to their Preventative Health Care strategies, while reminding them of the smartest way to combat the unwanted visitor, and when asking them how they are feeling, post-tornado; and if they are following the irrefutable laws of rebuilding immune health? Yes, we have a lot of work to do, and a lot more counseling to provide in the light suggestions and the legal persuasions that we make.

Post-attack: what does the community need to hear? First, and foremost, the need for sleep and rest has to be prescribed. When I was sick recently, about 12 people told me, when I said that I was moving at half-pace, that rest is the best medicine. Added to that is the advice to curb the strenuous exercising for a period of time. I know that the rush gained by exercise is addictive, but the week of recovery is for breathing, and stretching and meditating. Eliminating sugar and having miso soup with scallions. That is honoring the body, plain and simple.

continued on page 2

Rest can be a tricky thing. Some people find that afternoon recovery naps lead to fitful nights of sleeplessness. Loafing on the couch is not a license for laziness. We both want to consider nervines, and digestive aids, and relaxants before bed to regenerate slowly during the day; to eat well and to sleep when sleeping-time comes.

Probiotics and **Aloe Life™** whole leaf aloe concentrates are good before, during and after Cold & Flu Season. Afterwards, the aloe with the probiotics cultivate a best case scenario in the gut for returning the digestive system to normality. Want to go beyond recovery, and reach for optimal digestion: encourage the addition of the world's oldest and most famous herbal blend for supporting the normal function of the lower digestive system. **Himalaya Herbal HealthCare's Triphala** is the perfect daily herbal digestive, but it should also be always added to a regeneration protocol.

Add **Nordic Natural's** Omegas—the full fat advantages of the Arctic Cod Liver Oils would be best here for recuperation—and a supplementation of enzyme rich whole foods like a **JUVO** meal replacement 1-2 times a day—and gut health is on its way. Probiotics, Aloe, Triphala, Omega-3s and JUVO = recovery!

Most stores undervalue the benefits of Propolis in eliminating the straggly detritus of illness that sometimes lingers. Now would be a smart time for a gut winterization with either or both of the **Essential Formulas** nutrient-packed **Green Propolis FORMULAS™** and **Herb Pharm's Propolis extract**. Thank you bees for collecting these tree resins, and we can make them most useful at this time of year!

The body needs to start recovery and that means every body system. Two ideas to always have in mind and to share with customers every day of the year:

(1) If your immune system is not performing well, then every other body system will not be able to work correctly. So, we should always be feeding the body with those tools that strengthen the immune system! (2) The system that takes the longest to fully regenerate after any illness is the immune system. We need to educate on these two principals. Think of the ramifications if people kept their immune systems properly fed (Preventative Health Care) and if a person adequately re-nourished their body after an immune battle, then they would be starting the next chapter of health in the most appropriate and better manner!

So, we know that after an illness we want to re-layer the digestive system with a new healthy gut carpet. Let's look where else we can repair.

The place to start is the liver. After thanking the liver for its essential stopgap work in halting and processing whatever your body just defeated, it is time to make sure you are adding strength again to this health powerhouse. January is New Year's Resolutions and March is Spring Cleaning—and in between is Flu Season: **Himalaya Herbal HealthCare's LiverCare®** should be encouraged for primary support in each of these instances. If the liver supports 500 known functions, then LiverCare® is the product most studied to address the greatest number of its actions—there is nothing like this industry best-seller! Regeneration: LiverCare® is essential!

Where we have really been missing the opportunity is in the tools we already have available for immune system health. Some stores

are conscientious in promoting these immune-supportive tools early in the year—building immune strength as we properly should well beforehand in August-September, but very few stores highlight these products at the endpoint of the battlefield. Here is where we have to start anew: building a stronger, better immune structure now.

Now is the time to highlight two immune-superstars. When people start to see Astragalus and Eleuthro pop up every year in the aftermaths of these big health storms, they will start to learn the messaging for better health. Having an inventory of three bottles of each is not gonna turn heads. Why these two herbs? Well, first, how much do you know about these two underappreciated north-eastern Asian root herbs?

Where did Astragalus and Eleuthro evolve? Both herbs gained their strength from the barren areas of northern Russia, Mongolia, northeastern China and Korea. Cold country, harsh lands of forest and clean air. Part of what is called the Taiga Boreal Forest Biome. In your store, you are bringing medicines from these lands, and allowing people to share the energetics of these plants.

黄芪 Radix Astragali

Astragalus is the best herb anyone can take for rebuilding their immune system. It is an established adaptogen, and is understood safe for long term use. As a matter of fact, astragalus is best when taken over several months, and in that time it deepens the strength of the immune system. Immune fortitude! Its one contraindication/caution is to avoid or moderate use with acute inflammation or fever.

Astragalus has been revered in TCM (Traditional Chinese Medicine) for centuries. The discovery of the herb was written in the 2300 year old book *Shen Nong Ben Cao Jing* which was a compilation of usage by the mythical hero Shen Nong, The Emperor of the 5 Grains. Astragalus is actually from the bean family, and while there are 3000 species of this legume (Milk vetch), it is only this variety which has lauded medicinal value: *Astragalus membranaceus*, or *Huang Qi* in Chinese.

What have we learned over two centuries of constant use? Astragalus was considered even then as an herb of longevity. It was essential for restoring Qi: energy. Its affinity was for the lungs and spleen.

Today we know that astragalus has been used for many decades for chronic diseases. It is a recognized anti-inflammatory, antimicrobial. Western research identifies its use as a diuretic, an antipyretic—and, as a tonic and for respiratory support. It performs as an "adaptogen" should respond by both inducing sweating or by countering heavy sweating, according to need. It is used for shortness of breath. Catalogue astragalus in your dispensary for herbs to bring the lungs online.

Learning from TCM diagnostics, Astragalus strengthens the Wei Qi. I am very intrigued by this observation, as this describes the energy in muscles and just under the skin. The skin being the largest organ, if we can assist the immune-potential of this organ, than I believe our overall immune response will be more optimized. Astragalus is also used for skin suppleness: which is an added health benefit!

Astragalus is becoming a favorite for athletes, and people who expend energy, for several reasons: it is considered beneficial for strengthening muscles and is used for the growth of new tissue. More importantly, athletes know that they are stressing their immune systems when they strive to extreme successes in their workouts. Do people know that exercise can lead to weakened immune systems?

There is great interest in astragalus this decade for its observed effects on telomere enzyme production and renewal. This excited the anti-aging crowd. Short telomeres also result in chromosome instability: and astragalus seems to literally surround the subject of cancer. While TCM does not purport that astragalus is beneficial in cancer prevention, this herb is used in most cancer recovery protocols where TCM is joined with western medicine in Asia.

As TCM grew in the U.S. in the 1970s, herbalists started to learn of Fu Zhen therapy, which—according to the American Cancer Society—is an "aspect of Chinese herbal medicine (that) aims to restore or strengthen immunity and resistance to disease...and are given as complementary therapy intended to reduce the side effects from mainstream cancer treatments." It also notes the wholism of TCM: "Chinese herbal medicine is a major aspect of traditional Chinese medicine, which focuses on restoring a balance of energy, body, and spirit to maintain health rather than treating a particular disease or medical condition."

But wait, there is more! Astragalus is used for many things we are told that we are not allowed to talk about in the health food stores. It is used as a treatment plan for pneumonia; there are studies for its application post stroke, and there are promising studies for its use with Alzheimer's Disease and asthma.

Astragalus is the pinnacle of long-term immune support. It is a favorite in the health food store is for its ability to rebuild when the immune system has been weakened. It invigorates vital energy and strengthens body resistance. Astragalus could almost mean "recover faster; recover well."

My primary herb guide, Herbal Ed, says, "General immune system tonic; increases production and activity of undifferentiated immune cells, and interferon. Builds blood. Promotes endurance and stamina. Liver protective and restorative."

As might be expected, not all Astragalus is equal. There have always been and should be concerns about the quality of Chinese herbs that drift to the U.S.A. Trusted sources are imperative, as there is a lot of counterfeit astragalus with such a high international demand. Most astragalus today is produced in the Inner Mongolia Autonomous Region, and the northern Chinese provinces of Shanxi and Heilongjiang, which touches eastern Russia. Ancient texts reported astragalus being found all over China. The consensus concludes that the best roots are 4-7 years old, and quality astragalus is determined by color, taste and moisture of the inner root. Your customers need to know that for best results, they need to seek quality astragalus.

Be proud of the superior Astragalus you can make available from Herb Pharm® and Bluebonnet Nutrition®. Herb Pharm prides itself on their herb sourcing, for quality and purity; and the taste of their astragalus tells the story deliciously. If you want to know and understand astragalus, you have to taste it. The slight sweetness reveals the perfection of extraction in

continued on page 6





1st Quarter Promotions—All February and all March
Gastrointestinal Support • Cardiovascular Support
products to promote: 1 + 4 oz sizes

Support for Gastrointestinal Health

- Cinnamon liquid extract • Digestive Bitters liquid extract
- * GastroCalm™ • Ginger liquid extract • Peppermint Spirits™
- Inflamm Response™ • Inflamm Response veg capsules
- Intestinal Soother™ • Intestinal Tract Defense™
- Turmeric liquid extracts • Turmeric extract softgels

Support for Cardiovascular Health

- * Artichoke liquid extract • Blood Pressure Support liquid extract
- Cholesterol Health™ • Cayenne liquid extract
- Heart Health™ • Vein Health™ liquid extract
- Garlic liquid extract™ • Warming Circulation™
- Hawthorn Blend liquid extract • Guggul liquid extract

*Parameters:** buy-ins 1st day of Quarter to last day of Quarter. No Minimums

Level 1: 25% OFF on 1-35 units

Level 2: 30% OFF on 36+ units

reorders: same discount structure

You can mix products from both lists. Must mention or indicate Promo Code "Q115" to receive the discount. Please pass along savings to your customers.

Liquid extracts:

Blood Pressure Support Hawthorn berry, leaf & flower, Olive leaf, Linden flower, Bean pod [no beans], Mistletoe herb.

Cholesterol Health™ Artichoke leaf & flower bud, Hawthorn berry, leaf & flower, Turmeric rhizome, Fennel seed

Heart Health™ Hawthorn berry, leaf & flower; Cactus stem, Motherwort leaf & flower, Ginger rhizome.

Vein Health™ Horse Chestnut seed, Butcher's Broom rhizome, Stoneroot leaf, flower & rhizome, Rosemary leafy tip, Prickly Ash bark

Warming Circulation™ Ginkgo leaf, Eleuthero root, Rosemary leafy branch, Ginger rhizome, Prickly Ash bark, Cayenne pepper

Hawthorn Blend liquid extract Hawthorn leaf & flower and Hawthorn berry

Not represented by BMC in NJ



HEAT UP YOUR WINTER SALES
BLUEBONNET FEBRUARY PROMO
as always, only for healthfood stores

- | | | |
|---|--|---|
| 024/026 L-Arginine 500 mg [^]
Vcaps Kaneka 50/100 | 454 EarthSweet™
CellularActive™
Methylfolate 800 mg [^]
chewables (raspberry) | 798/799 CellularActive™
CoQ10 UBIQUINOL 200
mg vegetarian softgels
30 + 60 |
| 093/094 L-Tryptophan 500
mg [^] Vcaps TryptoPure
Kaneka 30/60 | 455 EarthSweet™
CellularActive™
Methylfolate 1000 mg [^]
chewables (raspberry) | 952/953 Natural Omega-3
Salmon oil softgels 90/180 |
| 126/128/130/131 Multi
One® (with Iron) [^] Vcaps
30/60/90/120 | 528/530 C-1000 mg Plus
Bioflavonoids [^] caplets 90
+ 180 | 1131/1132 CholesteRice® [^]
Vcaps 60/90 |
| 145/146/148/149 Multi
One® (Iron-free) [^] Vcaps
30/60/90/120 | 550/552/555 Super
Quercetin® 500 mg [^] Vcaps
30/60/90 | 1134/1135 Homocysteine
Formula [^] Vcaps 60/120 |
| 350/352 Heart Antioxidant
Formula [^] Vcaps 60 + 120 | 652/653 Vitamin K2 100
mcg [^] Vcaps 50/100 | 1170/1171 Red Yeast Rice
500 mg [^] Vcaps 60 + 120 |
| 416/418 B Complex 100
mg [^] Vcaps 50 + 100 | 672/673 Albion® Buffered
Chelated Magnesium 200
mg [^] Vcaps 60/120 | 1318 Cayenne Pepper Fruit
Standardized Extract [^]
Vcaps 60 |
| 439 Liquid CellularActive™
Methylcobalamin 1000 mcg
(raspberry) 2 fl.oz. | 790/791 CellularActive™
CoQ10 UBIQUINOL 50 mg
vegetarian softgels 30 + 60 | 1371 Hawthorn Herb
Standardized Extract [^]
Vcaps 60 |
| 444 Liquid CellularActive™
Methylcobalamin 5000 mcg
(raspberry) 2 fl.oz. | 792/793 CellularActive™
CoQ10 UBIQUINOL 100
mg vegetarian softgels
30 + 60 | 1395 Turmeric Root
Standardized Extract [^]
Vcaps 120 |
| 453 EarthSweet™
CellularActive™
Methylfolate 400 mg [^]
chewables (raspberry) | | |

[^] Kof-K Kosher-certified

BUILD YOUR SUPPLEMENT SET WITH THE BEST PRODUCTS
Bluebonnet Multi One® - best-quality foundational nutrition

- Kosher ingredient, Vcaps®, + glass bottle:

- Bluebonnet offers only top-grade nutrients: non-Chinese-source!

- Albion® Minerals, 150 Vit. C, 800 Vit. D, 100 Vit. E, 25 mg Bs

"this customer needs to find their daily Multi ONLY in a health food store"

Not represented by BMC in NJ, SC



The best lip balm for the world

CHOCOLATE LIP BALM FOR EVERYONE I LOVE

Many Lip Balms for February

fair trade chocolate + color + a Kiss of Bliss

15% OFF[^]

[^]direct accounts [^]off-invoice

- **Dagoba 0.15 oz.**

All 3 lip balms are USDA Certified Organic, w/Dagoba® 100% edible chocolate!

- Lavender Lip Balm • Roseberry Lip Balm • Mint Lip Balm

~~convertible displays 36 ct. ~~bulk reach-in Lip balms

- **Eco Tints 0.15 oz.**

Fair Trade Certified™ Organic Cocoa Butter, Fair Trade Certified™ Organic Coconut Oil, Organic Argan Oil and Aloe Vera harmonize

- Rose Quartz Lip Balm • Plush Red Lip Balm • Mocha Velvet Lip Balm

- Moonstone Lip Balm • Coralite Lip Balm • Sugar Plum Lip Balm

~~convertible display, assorted, 36 ct

~~convertible display **New Assorted - 3** (moonstone, coralite, sugar plum)

~~convertible display **Eco Tints TOTAL ASSORTMENT (ALL 6)**

- **Mongo Kiss™ Lip Balm with a Kiss of Bliss 0.25 large size**

Fair Trade Certified™ Cocoa Butter infused with Mongongo Oil, a nutrient-rich oil from Zambia, Africa

- Peppermint • Pomegranate • Unflavored • Vanilla Honey

~~convertible display 15 ct

Arriving Soon. GET EXCITED

- **Lip Scrub** convertible display, 6 ct. 0.50 oz.

USDA-certified Organic, Fair Trade certified ingredients, Cruelty Free, Gluten Free

~ exfoliate and polished dry, rough lips while moisturizing and protecting

~ NEW: three (3) scrubs • Vanilla Bean • Brown Sugar • Mint

Ingredients for the Vanilla Lip Scrub: - Fair Trade Certified™ *Sucrose (Sugar), Fair Trade Certified™ *Sucrose (Brown Sugar), *Vanilla Flavor, *Ricinus communis (Castor) seed oil, *Cera alba (beeswax), *Cocos nucifera (Coconut) oil, *Simmondsia chinensis (Jojoba) oil, *Olea europaea (Olive) oil, non-GMO Tocopherols (Vitamin E), *Rosmarinus officinalis (Rosemary) leaf extract, *Calendula officinalis (Calendula) flower extract, *Eupatorium rebaudianum bertonii (Stevia) leaf extract (* = Certified Organic)



Ultimate Wellness: "Which Omega-3 is Right for You?"

1st Quarter Promotional Product Displays:

48-pc display 25% OFF mix + match

items must be purchased in units of 6 ea. from list below

- | | |
|---|----------------------------------|
| Algae Omega 60 ct + 120 ct | Omega Blood Sugar™ 60 ct |
| Arctic Cod Liver Oil™ Lemon 8 oz | Omega Joint Xtra™ 90 ct |
| Arctic-D Cod Liver Oil™- Orange 8 oz | Omega LDL™ 60 ct |
| Arctic Cod Liver Oil™ Orange 8 oz | Omega Vision™ 60 ct |
| Arctic Cod Liver Oil™ Peach 8 oz | Omega-3 60 ct + 120 ct |
| Arctic Cod Liver Oil™ Strawberry 8 oz | Omega-3 8 oz. liquid |
| Arctic Cod Liver Oil™ Unflavored 8 oz | Omega-3 in Fish Gelatin 60s |
| Arctic Cod Liver Oil™ 90 ct. softgels | Omega-3D™ 60 ct + 120 ct |
| Children's DHA™ 90, 180, 360 ct. softgels | Omega-3D™ 8 oz. liquid |
| Children's DHA™ 8 oz. | Omega-3 Phospholipids™ 60s |
| Complete Omega™ 60 ct + 120 ct softgels | Ultimate Omega® 60 + 120 cts |
| Complete Omega™ 8 oz. liquid | Ultimate Omega® 8 oz liquid |
| Complete Omega™ Xtra - 60 ct. | Ultimate Omega® Fish Gelatin 60s |
| Complete Omega-D3™ 60 ct + 120 ct. softgels | Ultimate Omega® Junior 90s |
| Complete Omega™ Junior 90 + 180 ct. | Ultimate Omega® Minis 90s |
| Complete Omega-D3 Junior™ 90 ct softgels | Ultimate Omega® Xtra 60s |
| DHA softgels 90 + 180 ct | Ultimate Omega® Xtra 8 oz.. |
| DHA Xtra™ 60 ct | Ultimate Omega® D3 60,120 ct |
| EPA softgels 60 ct | Ultimate Omega® D3 SPORT 60 ct |
| EPA Xtra™ 60 ct | Ultimate Omega® D3 SPORT 8 oz. |
| Nordic CoQ10 Ubiquinol 60 ct | Nordic Probiotic™ 60 ct |
| Nordic Omega-3 Fishies™ 36 ct | Nordic Omega Gummies™ 60 ct |

* Retail Partners receive and extra 5% discount

Promotional material available to highlight

- Immunity • Heart • Fitness

Nordic Naturals is switching from Fed Ex to UPS, and their **free shipping minimums have just changed (02/01/15) from \$300 to \$100.** Hurray!
since 1995 Committed to Delivering The World's Safest, Most Effective Omega Oils™

Not represented by BMC in NJ, SC





ORGANIC, RAW + GROWING
JUVO: the likeable raw food company

~ Raw Meals created as a meal replacement.
600 grams

- JUVO Organic Raw Meal Can
- JUVO Organic Raw Meal Green Apple Can
- JUVO Organic Raw Meal Vanilla Chai Can
- JUVO Slim Raw Meal Fantastic Berry Can

~ JUVO Proteins, Greens, + Superfoods

- JUVO Raw Green Super Food Can
360 grams
- JUVO Raw Green Protein Can
480 grams
- JUVO Raw Green Grass Bottle 1 glass bottle
120 grams

~ Single-serving travel packets: excellent to intro Raw Foods

- JUVO Organic Raw Meal Box
(1 box: 10 packets)
- JUVO Slim Raw Meal Fantastic Berry Box
(1 box: 10 Packets)
- JUVO Raw Green Protein Box
(1 box: 10 Packets)

Juvo Green Shaker with powder holder

Dr. Hwang's Natural Raw Meal & Health Book

BMC Reps have samples for you to taste these delicious whole foods



HERBAL HEALTHCARE

February is Heart Health Month
Speak with people about Stress, healthy energy and smart weight loss programs
February Promotions 15% OFF these listed best-sellers

- StressCare® 120 veg caps
- StressCare® 240 veg caps
- Ashwagandha 60 caplets:
Anti-Stress & Energy
- Guggul 60 veg caps: *Cholesterol support*

SUPER DEALS 20% OFF

- *Garcinia 60 veg caps Weight Control*
- *Garcinia 120 veg caps Weight Control*

STRESSCARE®: your #1 recommended stress care herbal. For Energy, Adrenals, Stress, Fatigue & Frustration.

- Clinically studied in a human double-blind, placebo-controlled trial to support normal cortisol levels within 4 weeks.
- Supports key endocrine glands, such as the thyroid + the HPA-axis, the natural communication pathway between the brain + the adrenal glands.
- Supports normal blood pressure levels already within the normal range + returns the body to a state of calm equilibrium

Himalaya Herbal HealthCare:
Our Science. Your Life™



MORE AWARDS

- 2014 Best of Gluten Free Best Seller Award
- 2015 Clean Choice Award



Recommend The Best

THIS IS NEWS:
Essential Formulas is launching a new probiotic Stay Tuned

*Join the Chia Revolution™
Good for You, Good for the Planet™
www.ChiaOmega.com
Dr. Ohhira's Probiotics®*



Health Education ♦ Health Products ♦ Aloe Vera

FEBRUARY SALES PROMOTIONS

15% OFF 12 mix & match
20% OFF 24 mix & match
of the items listed below:

- **SuperFruit**
16 + 32 oz.

with 17 extracts, a delicious SuperFruit complement to your daily, organic aloe vera concentrate

- **Personal Gel**
4 oz

silky, non-staining formula: a healthy Intimate Moisturizer

- **Body Heat**
7 oz.

soothing tired & sore muscles

- **SG Aloe Mist Spray**
4 oz. + 2 oz.

a skin conditioner for the whole family

Whole Leaf Aloe Vera Juice Products



Topically Applied Herbal Answers Since 1994

February Promotions

Pain Rescue® "Warm" 2 fl. oz.

Pain Rescue® "Cool" 2 fl. oz.
providing natural relief for acute + chronic pain

Cut Rescue™ - herbal styptic 1 oz. powder. ALL Hypoallergenic. Gluten-free. Certified Vegan

Free Shipping. No order minimums

15% OFF

Must mention BMC Promotional Deal to get discount. Buy dates Feb 01- 27



Supporting retired monkeys

Wellinhand is proud to support **Primates Incorporated**, a Wisconsin-based organization dedicated to building a sanctuary for monkeys retired from research facilities, the exotic pet trade, + the entertainment industry. Primates Incorporated aims to provide retired monkeys with a safe + enriching space in which to recover & live in peace. To help fund the sanctuary, Primates Incorporated runs a monthly online auction of vegan and ethical items. Wellinhand has donated their vegan +cruelty-free skin care products to support the sanctuary.



February-March 2-month Promotion

The Bodycare Collection
Jasmine & Clementine
12 oz. bodycare

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

Luxurious, Uplifting & Sensual—Scented & enhanced with an exclusive pure therapeutic grade Essential Oil blend of Jasmine, Sweet Orange, Rose, Ylang Ylang, Chamomile that offers an exquisite, romantic, and embracing aromatherapy experience.

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

Continuing Candle Season: Great Gifts for anyone for Valentine's Day

Soy Candles sold 4 candles to a case: same SKU two scents on sale:

10% OFF per case

- **White Peach**
 - **Citrus Blossom**
- three (3) handcrafted choices, made in Santa Fe by Aromaland
Bamboo Porcelain 7.8 oz.
HeartShell™ Porcelain 3.9 oz.
Mystic Porcelain 7.3 oz.



bodyceuticals

organic bodycare

February Promotions

Bodyceuticals Valentine-centric opportunities

NEW! BodyLove Gift Sets

4 pack of Organic Body | Bath | Massage Oils
NOW THRU VALENTINE'S DAY or while supplies last!

BEST DEAL OF THE YEAR on this gift pack!

• Almond • Cherry • Chocolate • Coconut

2 oz sizes in reusable zip tote bag

(Reg wholesale 23.90 — Valentine's wholesale price ONLY) 14.95 each SALE MSRP 24.95)

A fabulous gift for someone special (including yourself!), great for travel

A fun gift for Valentines –

Bodycocktails

• Coconut • Pink Grapefruit • Almond
• Key Lime • Vanilla

ONLY \$4.95 each (reg wsl 8.90 – current label/bottle stock, while supplies last!)

*****(MUST USE CODE "VALENTINE" to receive any of these special BMC newsletter deals)***

Limited supply of fresh Wildflower Honey from the Bodyceuticals Apiary please inquire for pricing.

Come see us at EXPO WEST - BOOTH 3314.

Mention this ad and receive a special gift.

Fresh Farm-grown ingredients – USDA Organic
– Vegan/Vegetarian –
Wheat/Gluten/Soy Free



SURYA
Brasil

Customers love healthy hair solutions:
This new Sapien Women product is already a best-seller.
It is sensational!!

"Dry raggy split ends can really ruin a style.

Mend them easily with a spritz of

Sapien Women Split End Repair.

This natural and organic styling aid contains organic oils of Argan, Pracaxi, Macadamia and Buriti as well as Vitamin E and plant-based silicon derived from rapeseed (*Brassica napus*)".

—The Definitive Guide to Winter Hair Products
Aly Walansky 12.17.14

Valentine's Day with Sapien Memorable Gifts

• Sapien Women will bring radiant smiles

• Sapien Lip Balms: don't forget the lips!! 24 pc. displays

Chocolate Lip Balm

Chocolate & Mint Lip Balm

Açai Berry Lip Balm

Cinnamon & Cupuacu Lip Balm

Strawberry & Buriti Lip Balm

Detoxify Your Beauty

SURYA Brasil

NEWTON homeopathics

Nurturing Naturally Since 1987

FEBRUARY PROMOTIONS 20% OFF select OTC formulas

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

- Cold Sores (N039)
- Fever~ Infection (N004)
- Sciatica ~ Nerve Care (N049)
- Pets Scoot Stopper (P011)

Cold Sores – for symptoms associated with eruptions + sores of the lips and mouth such as itching, crusting, redness + pain.

Fever~ Infection – for associated symptoms such as aches, chills, fatigue, sweating, nausea + loss of appetite.

Sciatica ~ Nerve Care -- for associated symptoms such as sharp or throbbing pain, inflammation, numbness + discomfort.

Pets Scoot Stopper – for symptoms associated with gland engorgement such as anal itching, inflammation, scratching, gnawing + scooting with our pets

^ not to be combined with any other discounts

NEW: SHELF TAGS now available for products on sale each month:
to be included with shipped orders!

1987-2015 • 28 Years of Excellence

Not represented by BMC in NC, SC

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

HELD OVER by the aggressive season

Your BEST RECOMMENDATION for the season we are clearly in:
Immune Season Support

Wellmune WGP® line drive

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Unique immunodulating compounds that prime the innate immune system to protect the body.

Wellmune WGP® – many dosages for every need

- 75 mg 30 ct • 125 mg 60 ct
- 250 mg 30 ct • 250 mg 60 ct
- 500 mg 60 ct

• Skin Renewal Cream 2 oz
& a product perfect for the little ones....

• Children's Chewable 25 mg 60 ct

NEW ACCOUNTS & accounts that did not order in 2014
25% OFF FIRST ORDER

MushroomScience®

February Special on Medicinal Mushrooms

Shiitake

Full Spectrum extract

Certified Organic*

300 mg hot water extract

15% polysaccharides

90 veggie capsules \$14.13/\$26.95

BEST VALUE

4 ea. = 10%

8 ea. = 15%

12 ea. = 20%

Must mention "BMC February Promotion" when placing order

• Immune Health • Liver Support

Shiitake (*Lentinules edodes*) was the first mushroom ever cultivated in Asian history. In the 10th century, farmers in one particular valley in the mountains of Eastern China learned how to cultivate this highly prized mushroom on logs. There is still a 10th century temple in the valley, maintained and worshipped in to this day, dedicated to the spirit of the Shiitake mushroom. Shiitake is currently the 2nd most widely cultivated mushroom in the world, just behind *Agaricus bisporus*, the common white button mushroom purchased in U.S. grocery stores.

* these statements have not been reviewed by the FDA

* Organic-Certification by IMO, Switzerland

oxylent®

DRINK OXYLENT BREATHE LIFE™

Heart Health Month Sale 15% OFF

24 minimum mix & match

30 ct. boxes + 30-day canisters

- Sparkling Berries
- Sparkling Mandarin
- Sparkling Blackberry-Pomegranate
- Sparkling mixed Variety Pack

EXCITING NEW ITEMS arriving SOON Sport Oxylent

a 3-in-1 sport supplement drink for the natural athlete that promotes energy, stamina + recovery. 100% natural ingredients, nothing artificial: NO sugar, caffeine, calories or GMOs.

With Citrulline, MagnaPower® Creatine, Sustamine® combining Glutamine, Alanine + vegetarian SOD: Vitamins C, D, the Bs, electrolytes + Albion® amino acid chelates—a formula athletes will love.

• vita264 Sports Oxylent Blueberry Burst

15 stick paks \$14.97/\$24.95

• vita294 Sports Oxylent Blueberry Burst

30-day canister \$23.97/\$39.95

* must identify order as Promo order to get discounts

* Promo agreement set up 4 weeks beforehand

* Standard shipping structure applies

Discounts are not given automatically.

DRINKOXYLENTBREATHELIFE™



Immune Recovery: What to do Next
continued from page 2

capturing the polysaccharides. The certified organic herb is extracted with certified organic alcohol (cane) and distilled water on a 1:5 dried herb/menstruum ratio. The roots are hand-harvested in early Autumn and carefully shade-dried to preserve their aroma and color. Astragalus is also the second herb in Herb Pharm's *Immune Defense*™. For its value and quality, I am certain that this is the best astragalus available anywhere! Stores that "get it" can't keep it in stock!

Bluebonnet offers a standardized root extract Vcap® which appeals to an entirely different customer. Quality and purity of herb are similar and Bluebonnet uses a gentle water-extractive method for their European standardized product which lists 400 mg Astragalus per capsule, with a standardization to 70% of the polysaccharides (280 mg). For someone following PubMed, these guaranteed actives will please them; and since Bluebonnet only sells to health food stores—the repeat customer will please you! This is one of a few Kof-K Kosher Astragalus on the market.

Astragalus' superstar cousin, Eleuthero. Well, actually, they are related only because they are awesome herbal adaptogenic tonics. Eleuthero has spent quite a lifetime dealing with humans' problems of naming it. Originally identified as *Hedera senticosa* by Russian herbalists in the 1856. The western name was quickly changed to *Acanthopanax senticosus*, and taxonomists eventually settled on *Eleutherococcus senticosus*. The Romanization of the Chinese name is *Cu Wi Jia*. Marketers who

brought this lauded herb into the U.S. in the 1970s wanted to increase its panache to a new market and coined the term Siberian ginseng,

Many names, and indeed many more uses. Eleuthero has certainly caught on, as it is one of the primary adaptogens suggested by health care practitioners. There are over 3000 clinical studies on Eleuthero, which makes it one of the most researched herbs in history.

In the 1940's in the Soviet Union [Russia], the government first began studying all substances including herbs and amphetamines to keep soldiers jacked up during the war, but they realized the tremendous downside to this strategy; and after the war they also saw the need for investigating options for the scourge of what we might now call Post-Traumatic Stress that effected the returning military after WWII. The Soviet scientific research groups were very interested in the research by Hans Seyle on Stress. Anti-stress aides for performance and recovery.

The primary research was on Asian Panax Ginsengs, but their cost was too high and the supply too inconsistent. The two scientists credited with the direction of the search for a true adaptogen—Dr. Nicholai Lazarev and his protégé, Dr. Israel Brekhman—were indeed looking for natural substances that would give a competitive edge, and ability to adapt to stress. Dr Lazarev coined the word "adaptogens" in the 1940s with his now famous definition as an agent that raises the body's ability to resist stress by countering undesired stressors: whether physical, chemical, emotional, or biological. (A simple modern definition of adaptogen might now read: natural substances used in herbal

medicine to normalize and regulate the systems of the body.)

The Russians had not discovered Eleuthero, though: science was just catching up! The nomadic traders of the Russian Steppes had been using this root herb before long journeys for generations, but the plant's magnificence was firmly established in the literature of TCM just as long.

Li Shizhen, the 16th Century Ming Dynasty Chinese herbologist and acupuncturist, was one of the greatest medical researchers in history and he praises Eleuthero in his seminal work *Compendium of Materia Medica*. This 30 year research project published in 1578 references over 900 existing books and discusses 1094 herbs. It is the most comprehensive book ever written on the history of TCM. Li extolls the benefits of the plant saying that it made one happy, vigorous and that it brought on longevity. One quote translates, "I would rather have a handful of eleuthero than a cartload of gold and jewels."

"To cure disease is like waiting until one is thirsty before digging a well."

—Li Shizhen. (circa 1550)

Christian missionary G.A. Stuart, in his 1911 *Chinese Materia Medica*, noted the herb's use as an analgesic and for rheumatic pain, and as a tonic.

Traditional uses were also for respiratory tract infections, colds and the flu.

Modern Asian research is just as informative. While accepting it as an adaptogen that improves the ability to handle stress, research indicates that Eleuthero modulates the adrenal cortex in response to stress. [Bingo!!!] Sino-Russian research continues to accumulate: noting it assists the body's ability to absorb and efficiently use oxygen. (Eleuthero increased mice stamina by a whopping 70%: hopefully, the mice were rewarded!) It aids in stamina and in reducing physical and mental fatigue. A famous Chinese Patent Medicine called Xi Wu Jia Pian, manufactured in the often-cold northeastern Chinese city of Harbin is just this herb. It is used for the pantheon of body imbalances caused by central qi depletion: "fatigue, dizziness, insomnia, poor digestion, and migraine headaches". In TCM, they also believe Eleuthero to be better for cancer treatments than the Asian ginsengs.

It was Russia, though, that took the root and ran with it. They invested decades of research with armies of scientists and millions of dollars back when a million meant something. The premise was to find a substance that produced a "state of nonspecific resistance." The goal was an herbal food that was good for the masses. After stellar research on miners, factory workers, train operators, air pilots, divers and paratroopers, the plant entered the Russian official drug dispensary in 1964.

It was made available to everyone and became a preventative healthcare way of life. In the 1970s, Americans started to finally hear about "Siberian ginseng." In 1985 after the Chernobyl nuclear disaster, people for hundreds of miles were given Eleuthero to counter the radiation effects. Russians fully embraced this science of inexpensive herbal medicine.

While NASA was feeding its astronauts stimulants in space, cosmonauts were taking

continued on page 7

BLUE PLANET
 EYEWEAR
2015 Blue Planet Eyewear Catalog AVAILABLE NOW



Join the Buy a Pair = Give a Pair Global Project
 ~~~~~  
 Have fun selling beautiful things, making excellent margin + being the coolest place in town with  
**Blue Planet Eyewear**  
[www.BluePlanetEyewear.com](http://www.BluePlanetEyewear.com)

**BASS®**  
 Brushes  
*Finest Quality Hair, Body and Skincare Accessories*

**MAKE YOUR CHILDREN'S SET EXCITING**

**The best Children's Toothbrush available**  
 NEW!! item # BTB1  
 Soft Nylon Bristle Children's Tooth Brush - Penguin Shaped. Rubber Grip Handle - colors \* black, \* blue, \* pink

**BASS BABY COLLECTION**

**Baby Cleansing Mitt** 100% Cotton Extra Soft

**Baby Brush Soft Bristle** 100% Natural Bristle with Wood Handle

**Baby Brush Soft Bristle** 100% Natural Bristle with Acrylic Handle - Pink

**Baby Brush Soft Bristle** 100% Natural Bristle with Acrylic Handle - Blue

Time to restock these best-sellers

**BASS ULTRA GRIP HAIR CLIPS**  
 HC1 **Small Hair Clip** Tortoise/Black  
 HC2 **Medium Hair Clip** Assorted Colors  
 HC3 **Large Hair Clip** Assorted Colors

**Ask your BMC Rep for the 2015 Price Lists**  
 NOTE: no Price changes  
 \* new Bass Baby tooth brush added \* new full body kits added : great gift items all year round \* Popular item A20 in the Pet Grooming set has been kept  
 ^ A20 Slicker style Pet Brush - Bamboo wood handle w/rubber grip - Medium



## Immune Recovery: What to do Next *continued from page 6*

Eleuthero. At the 1984 Olympics, at a time when the Russians were winning a large share of the medals, the rest of the world learned that they were using the herb in training. It was credited with their stamina, focus and performance. World sales exploded: and then came the greater concern for the consumer to get quality herb!

While this info should make Eleuthero the best natural recommendation for safe Sports Nutrition, this fame may have hurt it. In addition to the strange name—the changed names—Eleuthero was cubbyholed into an endurance herb. In fact, Eleuthero has a greater panorama of use than astragalus, the Asian Ginsengs or almost any other medicinal herb.

For our focus in this exercise, though, let it be said that Eleuthero is very safe for people who are ill. It does not have an aggressive energetic, so it is ideal for recuperation. Eleuthero is the adaptogen for stress when a person gets back into action. Eleuthero is the

natural bridge to regaining energy and strength. Here is how you bring this information to the customer.

First, understand the herb yourself. How do we often feel at the first steps of recovery? We have all felt the loss of energy post-illness, and the slow frustrating pull out of baseline fatigues and into energy recovery. So, now we also have to gently remind people that they almost always feel this sluggishness after every bout. Like a boxer, our knees and bones lack oomph. That anti-fatigue and stamina reputation come in handy now!

Eleuthero is holistic herbalism on its own: though of course it works better with a suite of adaptogens or nutritional foods. Immune support, adaptogenic energy recovery, blood pressure and blood sugar support, neuroprotective, and immunoregulatory. The DSHEA compliant claims that it has “demonstrable non-specific, supportive effects” are hard to explain to the customer but relevant, precise and fairly legal.

The clearest prescription for someone recovering from illness is that Eleuthero

normalizes physiological function. It has been shown not to disrupt drug metabolism pathways, and lacks side effects and toxicity.

The Russian Far East, Northeast Asian Deciduous Forests, harsh northern mountain areas and the land around them. Eleuthero developed in harsh climates, which is what Lazarev was looking for when he sought to find this adaptogen. Before google, there was folk medicine, word of mouth and ancient medicinal texts. This herb has been found.

Eleuthero is a thorny creepy vine in the ivy family (*Araliaceae*) and grows wild in eastern Russia, Mongolia, northern Japan and Korea. Eleuthero gained fame in Yantai province, which is in northeastern Shandong Province. Shandong—which I have visited: a magical place—is a pivotal area in the culture and religions of Taoism, Chinese Buddhism and Confucianism. I wonder if Reverend Stuart collected any of these stories when West was meeting East? To learn more on Eleuthero, both David Winston and Donald Yance have excellent, must-read Monographs on this herb!

So, now you should have an admiration for both Astragalus and Eleuthero. Can you get these powerhouses moving into your neighborhoods, with daily compliance? Isn't our goal to keep people well, to have them attain optimal health? By focusing regular attention on these two herbs—quarterly promos, as one should also do with antioxidants and other superfoods—and giving prime shelf placement: and even seasonal register placement. Earth Day this year, why not create an educational theme on these two adaptogens? Finally, can you appreciate the history enough to hone your skill in explaining these herbals to people in a way that will reflect both the historical use and the modern clinical effectiveness?

Take pride in selling the highest quality herbs. Again, the partnership of Herb Pharm® and Bluebonnet Nutrition® fills your shelves. Herb Pharm® has many products that use Eleuthero, including two stand-alone liquid extracts: Certified-organic, alcohol and glycerite extracts. This is a wonderful way to taste the herb. The majority of the research on this herb was done on a 1:1 ratio, and Herb Pharm's extract is a 2:1 extract, offering a product twice as concentrated as the extract presented in the official Russian Pharmacopeia.

Eleuthero is also in many Herb Pharm® formulas: **Adrenal Support™ Athlete's Power™ Stress Manager™ Thyroid Lifter™** and **Warming Circulation™**. Herb Pharm® also makes a superior broad spectrum Eleuthero veggie cap. These caps combine a dried extract along with a base of Eleuthero powder. This balanced full spectrum option provides an equivalency of 11,400 mg of Eleuthero root per capsule. The flow and fill agent for these caps is maca root powder: how cool! Herb Pharm® Quality to give you confidence, and a way to cross-merchandise this multitasking herb in many places with all these effective compounds.

Bluebonnet offers a standardized Vcap® that is Kosher, gluten free and Vegan. This 500 mg product is standardized to 0.8% (4 mg) of eleutherosides. This gentle water-extract is exceptional. Standardized eleutherosides is what people doing research will look for. Again, glass bottles, with a quality, European-standardized herbal sold only in health food stores with a M.A.P. policy to protect the market of the retailer. With these choices, you have an option for everyone's needs. Now, you just have to gain

## WE ARE HEALTH FOOD PEOPLE

### Quassia amara—a thanks to Kwasi or Kwasi

It takes an exceptional person to discover a valid medicinal use from a plant. The stories that I would love to have recorded, confirmed and shared about how a human being deciphers the code and finds plant medicine. Sometimes, it must be visions. Sometimes, it is logic, or observation. Sometimes, creative reasoning. How many farmers found herbs for us? How many shepherds and herdsman? How many herbs were deduced by knitting or carving or walking, strong-minded women? Why are these people not honored like scientists or sports stars?

How many of our herbal pharmacopeia were found by slaves? This February, I want to pay homage to a little-known herbalist who brought the world a little used, powerful and important herb. These are the stories of humanity that give me faith!

None of us should ever want to imagine the slave markets on the tiny northeastern South American country of Suriname: and yet we must understand it to see what humans have indeed done to other human beings. The inhumanity of the slave traders and government officials to the people they shackled on this early tropical colonial plantation was pure commercial evil. This land suffered through generations of inhumanity, and to this land an African slave, who came to be known as Kwasi, arrived in the mid-18th Century.

The basics that are understood and I share about his story here are: he had skills as an herbalist. Whether he brought them with his tribe from Africa or not, we do not know. He was from the Kwa speaking Akan people of present-day Ghana. He became the colony's healer with a fame enough to bring him to the attention of the plantation owners. It is said that in a time that fevers and malaria were a scourge to the colony, that this slave had a remedy that he was using on his people.

Eventually, his herbal knowledge led to his freedom. Later, it was said that he worked for the white man in negotiations with the escaped slave Maroons and indigenous Arawaks who lived inland and warred against the oppressors. He lost his ear in these battles and is considered in Suriname as a traitor. He was famous to all people in this coastal South American world, and he even had the renown to go to the Netherlands as a famous healer. The herb was classified by the Swedish botanist Carl Linnaeus in honor of the finder of the herb. Quassia for Kwasi.

Quassia root has been naturalized in many tropical climates, and soon the Surinamese *Quassia amara* was superseded by a Jamaican species (easier to get), called bitter wood. Today, Quassia has many uses including the non-medicinal flavorings for soft drinks, aperitifs and bitters, where it is added to cocktails. Quassia amara is a shrub indigenous to Surinam, Guiana, Colombia, Panama, and the West Indian Islands. It is now recognized as an antibacterial, antifungal, antiviral, antimalarial and vermicide. It is also an anti-inflammatory and anti-ulcerative. It has been used to stimulate appetite and as a stomachic, with higher dosages being dangerous and causing nausea, vomiting and possibly infertility (it is used as a pesticide on crops). Powerful herb. I am sure that Kwasi did not know all these applications, but he found a medicine that was curative to the illnesses of the people where he lived. Thank you, Graman Quassi. From America, we send you thanks in Black History Month.

Quassia amara is found in **Herb Pharm's® Intestinal Tract Defense™**, balanced in a proprietary liquid herb extract blend of Black Walnut green hull, Sweet Wormwood flowering herb, Quassia wood, Clove flower bud, Cardamom seed with pod, and Ginger rhizome. With unparalleled herbal expertise and sourcing, and Herb Pharm quality herbs, this is the best product of its kind on the market!

*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."*

### Immune Recovery: What to do Next

*continued from page 7*

the confidence to recommend adaptogens for community health! Adaptogens for everyone: and quality herbal adaptogens in the healthfood store—not the drug store! Promote and bring health!

We cannot end this discussion about recovery from illness without mentioning other products that deserve their own spotlight sometime soon.

First, I must mention the product that I take every day: **Immune Health Basics Wellmune WGP®**. This is the product I would put into the hands of every one of my loved ones if I was asked for a best recommendation for their daily health. The non-specific function of this beta glucan is a specific and unique mechanism of action that will help the innate immune system to work optimally—in this case, while the body recovers.

There are more research studies on the medicinal mushrooms than there are with Eleuthero, and most of those studies are for prevention and recovery. Cold and Flu season: time to rotate between Reishi and Cordyceps and Coriolus and Chaga (and Shitake, which is on sale this month). Dietary rotation with the mushrooms, and stay healthy.

The best troika for liquid extract support would be: Astragalus and Eleuthero extracts, and Herb Pharm's **Immune Defense™** which provides the highest-quality extract blend of Echinacea root, Astragalus root, Reishi mushroom, Schisandra, and Prickly Ash bark.

Finally, if I were asked to put one product into a person's hand who was just recovering from an illness as a way to get them to add herbal adaptogens to their daily regime—a product that was effective and which they would feel confident taking—I would not hesitate to recommend **StressCare®** by **Himalaya Herbal HealthCare®**. Ultimately, we have to handle stress: as that is how we assist our body to stay healthy.

You won't sell anything if you do not tell stories and inform people of the goods in your store. How will you build your Road to Recovery endcap, that greets everyone with a clear seasonal message, for the next two months? "Been brought down? Let's Rebuild." Show them the products to help them gain their strength at this time of year. That is why we are here! 🍄



## How to Reach Blue Moose Consulting

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

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

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

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

#### Himalaya Herbal Healthcare

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

#### The Hair Doc Company

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

#### Aromaland, Inc.

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

#### Vitalah, LLC

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

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

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

#### Herb Pharm

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Immune Health Basics

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

#### Eco Lips, Inc

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

#### Mushroom Science

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

#### Nordic Naturals: Pure and Great Tasting Omega Oils

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

#### Surya Brasil

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

#### Erom, Inc./Juvo

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

#### Bodyceuticals

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

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

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

*Editor & writer: Michael Hennessey  
Distribution and webmaster:  
John Holback  
Graphics: Theresa Welling*