

## Talking Health: Health Changes for the Smoker

**A** New Year, a fresh start, a blank slate. In the minds and conversations of thousands of people living near your store, people are once again planning healthy resolutions for bettering their lives. Most people act like they are healthy—we walk among them every day, and more people believe that they are healthy when they are not. And, they are not willing to take the actions to make themselves any more healthy either! One of the biggest pools of these people is smokers.

Smoking may one day be considered a blip on the radar of human history, but that is no concern of the person who finds a spot on their X-ray. Cancer from cigarette smoking kills now. The history, and the commerce, of this dangerous drug that was once a plant medicine is fascinating, but we should spend our time studying the cure more than the cause. The Cigarette Century, labelled an epidemic in public health circles, began its rise to the great human pastime around World War I. Tobacco had been around as plant medicine from maybe 6000 BC, but its ascendancy to the world's greatest killer began on the East Coast in the period from the 1880s till the 1960s. If smokers would review the history, and meditate on the fact that they were duped into a dangerous addiction by a deliberate marketing manipulation aimed at making smoking a necessity, then they should be able to find the anger and internal fortitude to prove themselves greater than the addiction. The casualties from this struggle drain society of limited resources: and it is our friends and our customers who we often see struggle and fall by the wayside. With compassion, let's explore the world of nicotine addiction.

On January 11, 1964, Luther L. Terry, M.D., Surgeon General of the U.S. Public Health Service, released the first report of the Surgeon General's Advisory Committee on Smoking and Health.

On the basis of more than 7,000 articles relating to smoking and disease already available at that time in the biomedical literature, the Advisory Committee concluded that cigarette smoking is:

- A cause of lung cancer and laryngeal cancer in men
- A probable cause of lung cancer in women
- The most important cause of chronic bronchitis

The release of the report was the first in a series of steps, still being taken more than 40

years later, to diminish the impact of tobacco use on the health of the American people.

For several days, the report furnished newspaper headlines across the country and lead stories on television newscasts. Later it was ranked among the top news stories of 1964.

During the more than 40 years that have elapsed since that report, individual citizens, private organizations, public agencies, and elected officials have pursued the Advisory Committee's call for "appropriate remedial action." Dr. Terry was a smoker, who switched to a pipe after the report, and died 21 years later of a heart attack.

The report said the death rate from lung cancer was almost 1,000% higher in those who smoked cigarettes than it was in nonsmokers. The research connecting smoking to cancer was established in 1948, and President Kennedy probably was aware of the British Doctors study that was published in 1956, that followed 40,000 smoking doctors for 50 years (because the medical community has such high standards for aligning common sense and science!) At the time of the report, 40% of all Americans smoked.

January 2014 was the fiftieth anniversary of the release of this report. Since the years of life expectancy a typical smoker loses is 25 years, this represents two saved lifetimes for someone who quits!

Last year on August 5, 2014, another Surgeon General died.

Dr. Jesse Steinfeld served as Richard Nixon's Surgeon General from 1969-73, and it was always said that he was dismissed before Nixon's second term because of his campaign to publicize the hazards of smoking. It was his crusade that led to the warning

"The surgeon general has determined that smoking is hazardous to your health." Steinfeld also fought for a ban on the artificial sweetener cyclamate and the pesticide DDT.

When Dr. Steinfeld took over the post, the cancer research doctor removed all the ashtrays from the meeting rooms and posted signs saying "Please do Not Smoke" in the offices. News of his actions probably led the Mad Men of Madison Avenue to drink heavily that night! (who would ever ethically glamorize such a self-destructive act?)

Steinfeld brought the issue of smoking forward by also stressing the dangers of smoking to women, and the dangers of second-hand smoke. He recommended a ban on public smoking in his annual reports but the Nixon Administration removed them. (Dr. Steinfeld

also was before his time in public health affirming "prevention is the only long-term solution to many of our most vexing health problems" R.I.P., health hero!) He lived till he was 87.

While society has not been able to rid itself of the scourge of cigarette addiction, our communities are filled with people who have said to themselves, and their loved ones, many times over that they know that smoking is bad for them, and they want to quit, but they cannot. For most of these people, the change of the year is the start in another quarter in a personal battle with their own demons: many knowing that smoking is a noose around their necks.

There are many people who still love to smoke, and who have no intention of quitting. My prayer is that they don't suffer from emphysema later in life: for this is a horrible disease to live through. The number of adults who smoke has dropped, in large measure because of public health campaigns, to an estimated 18.1% of the American population: representing possibly 42.1 million people (CDC, 2012). For those millions who want to quit, they need encouragement, support and direction.

In most cases, smoking is still an adolescent mistake. Even today, post-rebellion "adults" (18-24) mirror the national 18% average while the largest segment of the population currently smoking is the 25-44 age range. It is estimated that 22% of them smoke, even though they grew up after the work of Surgeons General Terry, Steinfeld and Koop. They grew up during the largest public debate against smoking ever, and when cigarette pack prices were their highest (few young people buy by the carton so smoking is a ridiculously expensive vice). In the 1980s smoking was still glamorized on TV and in music so era role models were still projecting the cool image. For girls growing up now, it is hard to resist when Jessica Alba, Gwyneth Paltrow, Katy Perry and Jennifer Lopez all light up. The bad habit remains cool.

The health food store today brings in all age groups: even the smoking 17-year old vegan wanders the aisles of the local health food store. Our opportunities are everywhere. Since so many people try to hide the fact that they smoke (even health food store employees)—you can't always smell it on the clothes anymore: smokers learn the best ways to do their wash—we have to make our HELP signs

## Health Changes for the Smoker

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even bigger for them to see as they shop in our stores.

Going outside in the cold winter is often an inconvenient and humiliating exercise now for those who smoke. For the record, I still have friends and family members who smoke like fiends, and I am here to help if they ever ask but I am not a vehement anti-smoking crusader. I do believe that the natural food store, though, has so much to offer the smoker, and yet I feel that I have never seen one store do the smoking cessation protocols well. We are teachers, and we have to guide the seeker to the solution. Hence, the act of bringing in new business in these cold winter's months by capitalizing on the Spirit of the New Year and the frigid weather to help the smoker to use natural methods to assist whatever healthy habits they employ to get smoke-free.

Create a "Smoker's Corner" (maybe near the back door), and have public health pamphlets, the addresses of local support groups, and—without too much "claim"—a list of the essentials that a smoker might want to purchase on the table. Since the worst day to smoke is a rainy day, light up a colorful sign that says: all items in Smoker's Corner are 10% OFF every rainy day: all day! That is what I would call community encouragement!

BMC operates in the agricultural tobacco gardens of Virginia and North Carolina, and I feel badly for those farmers who are losing a way of life. That said, they are not much different than the opium growers in Afghanistan: it is time to use that wonderful soil for some healthy crops to make the world better. I scream in anger when I hear the news reports of the latest tobacco charlatan trying to capitalize on the receding tobacco industry, as the headlines broadcast throughout 2014 that former Star Scientific Inc. CEO Jonnie Williams was attempting to influence then Virginia Governor Bob McDonnell to try to get support for his "nutritional supplement(!)" Media ignorance on human nutrition galls me! "You, sir, offer no nutritional supplement!" The press has never been able to call modern tobacco for what it is.

Historians can shed light on the person probably most responsible for the industrialization of cigarettes: Durham, NC entrepreneur James Buck Duke, who commissioned the machine that changed production from 200 a day to 120,000 cigarettes a day (which at the time was 1/5 the estimated entire US consumption) in the 1880s. Obviously, a larger market had to be made! After what is about the equivalent of \$2 million of advertising in today's dollar, cigarette consumption quadrupled in 15 years, and then the phenomenon spread internationally. In 1901, 3.5 billion cigarettes were sold, compared to 6 billion cigars. Today, we have the esteemed Duke University from those endowments: but what is the karmic return?

That said, there is probably a greater need for Smoker's Corners in the southern States (and West Virginia) and "the cities"—where smoking is still rudely considered hip—than almost anywhere else. Even if you believe your community is enlightened beyond cigarettes, or if you have never smoked tobacco in your life (like me), you have the obligation to make the

space and create a shelter for someone seeking the natural way to quit smoking.

**Herb Pharm<sup>®</sup> and Newton Homeopathics<sup>™</sup>** have two of the most stellar products for this endeavor that are available today. The beautiful convenience of these two champion products—Herb Pharm's **Smoker's Assist<sup>™</sup>** and Newton Homeopathics **Tobacco Withdrawal**—is that they are small 1 oz. bottles that work perfectly for the convenience and discretion that people attempting to quit might seek.

Smokers have always grappled with trying to draw attention to themselves—"hey, they are smoking and they are cool"—and not trying to draw attention to themselves—"I don't want them to see me smoking". It is such an interesting sociological quandary! For the natural foods retailer, creating attention is also a dilemma. How can I get these small bottles to be big enough to be noticed? This quarter, it is time to devote marketing focus to the multi-headed demons of quitting cigarettes, drug addiction and withdrawal (and make no bones about it, today's cigarettes are horribly addictive. Not enough study has been done, but there is research to suggest that nicotine is as addictive as heroin or cocaine: different, but as addictive!); and the necessary antidotes of detoxification. Like true wholistic medicine, these three need to go hand in hand for recovery.

Off shelf placement of these two, time-proven products. You have to show the commitment. Buy 24 of each, and put them front and center. Create a sign stating: 24 bottles: "will you be one of the next 24 people to join the movement?" Create a tracker that says: 19 have made the commitment: let's make you the 20th and create excitement for the countdown. Then re-stock!

Nicotine is an irritant. It stimulates in a negative way, and that nervous system shock is what kept the sentry awake and why cigarettes have always been fed to militaries. Ecigs will soon become government ration, as they create no smoke: maybe with a pillbag of pure powdered caffeine poppers. Nicotine and tobacco smoke are a jolt but also an irritant: to the lungs, the digestive system and the nervous system. So, to treat the symptoms and heal the body, we need to address all these physically-affected stress points. Smoker's my age need to understand that to recover good health and get to homeostasis, they will need to adapt a smart full body health-regeneration protocol.

The benefit of this commitment is that many systems will begin to heal concurrently, and accelerate the ease of quitting and the normalization of properly working body systems. No one knows what abnormalities daily smoking causes to the immune system or brain function, but we do know that the body adjusts to this smoky environment. In cessation programs, like peeling an onion, the withdrawal causes the body itself to go through many unstudyable changes as it pulls out from a twisted functionality that is above all, not healthy. Withdrawal is a complicated thing!

One bottle of one thing is not going to do the best job for anyone. Smokers Corner will definitely have many cross-merchandized products, but it will get the smoker to wonder "why" and what all those things do; as they wander home, lighting up, before they make the commitment to make the change.

My Smoker's Corner would have **Bluebonnet's Stress B Complex**. At 25 mg of the Bs per Vcap<sup>®</sup>, this is a three-bucket-a-day replenishment for the B's and Vitamin C (500 mg per Vcap<sup>®</sup>) that everyone knows are helpful for this situation. Smoking triggers stress hormones, so hourly support is needed for the smoker and for detox. A 3-a-day commitment is like a volley back against the cycles of smoking: it is a nutritional-flood counterbalance to the dirty tsunami rush of the puffed drugs.

Put a sign next to all the products equating the health purchase to the tobacco currency mindset that that afflicts the smoker. Therefore, state that one 1-month supply of these beneficial B's equals 2.5-3 paks of cigarettes. (that may equal two days). They will keenly appreciate the math comparisons, speaking their language to help them.

Smoking blocks B6 which your body needs for metabolizing proteins and converting carbs into energy. B6 is also needed for hormones, neurotransmitters and the production of enzymes. Smoking also damages collagen, which is one reason that you would need B5 (pantothenic acid), Vitamin C and whole leaf aloe vera.

Smoking robs Vitamin C from the body—actually causing the body to excrete it faster than normal. One resource states that "Smokers have below-normal levels of Vitamin C—as much as 40 percent lower in pack-a-day smokers" and.. "smoking uses up about 25 milligrams of vitamin C per cigarette." Add a big bottle of Bluebonnet's 180 ct Vitamin C 500, and they can do the math based upon the severity of their habit. **Oxylent<sup>®</sup>** packets are the health recovery drink of choice for the smoker, with each non-GMO, sugar-free packet delivering 1000 mg of Calcium Ascorbate, and a healthy effervescent wash of the B Vitamins.

Smoking scars the pathways of the circulatory system. Repair ideally would start with Bluebonnet's natural source Vitamin E, **Aloe Life's Whole Leaf Aloe Vera Concentrate**, and any of the superior Omega-3s from **Nordic Naturals<sup>®</sup>**. Here is an excellent opportunity to recommend the best choice, with Nordic's **Complete Omega<sup>™</sup> Xtra**, which brings in that valuable GLA that is regularly suggested for the health of the smoker.

Two minerals are essential for the smoker and the quitting hero. This is an area where the micronutrient Selenium is considered a necessity, as it is depleted by smoking (smokers have lower selenium levels) and it is helpful in the body's ability to remove toxic heavy metals (with cigarettes, think cadmium). Selenium is recommended in protocols for prevention for both Lung Cancer, Prostate, Colon and Rectum Cancers. Proper selenium levels will allow this vital mineral to function on the detox actions of the body.

It is estimated that 25% of the U.S. Population is selenium deficient: smokers would definitely benefit from learning their selenium scores in doctor's visits and increasing selenium if deficient. Since selenium is so critical for proper thyroid function: this test would also be beneficial for those with hyperthyroidism or thyroid imbalance. The conversation around thyroid health, smoking and autoimmune diseases has certainly

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**Quarterly 3-month Promotions: January - March**  
**Gastrointestinal Support • Cardiovascular Support**  
*products to promote: 1 + 4 oz sizes*

**Gastrointestinal Support**

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

**Cardiovascular Support**

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

You can design your promo with a mix of products from both lists. You must mention or indicate Promo Code "Q115" to receive the discount. We request that you pass along savings to your customers. Savings pass along will be monitored

**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

**Digestive Bitters** - Angelica root<sup>+</sup>, Hyssop leaf & flower<sup>+</sup>, Juniper berry<sup>+</sup> + Cardamom seed with pod<sup>+</sup>, Ginger rhizome<sup>+</sup>, Gentian rhizome & root<sup>+</sup>, Anise seed<sup>+</sup> Cinnamon bark<sup>+</sup>, Myrrh tears<sup>+</sup>, Peppermint essential oil<sup>+</sup> +. **GastroCalm™** - Cinnamon bark<sup>+</sup> lavender flower<sup>+</sup>, Ginger rhizome<sup>+</sup>, Clove flower bud<sup>+</sup>, Nutmeg seed, Peppermint essential oil<sup>+</sup> +. **Inflamm Response™** - vegetarian capsules 200 mg: Turmeric (Curcuma longa) water-extracted root providing 20 mg of curcuminoids; 100 mg of Boswellia (Boswellia serrate) tree resin extract; + a 200 mg proprietary blend of Bupleurum (Bupleurum chinense) water-extracted root, Certified Organic Ginger (Zingiber officinale) water-extracted rhizome, Reishi (Ganoderma lucidum) water-extracted mushroom. All extracted without the use of harsh chemical extracts. **Inflamm Response™ liquid extract** - Turmeric rhizome<sup>+</sup>, Chamomile flower<sup>+</sup>, Meadowsweet leaf & flower<sup>+</sup>, Licorice root<sup>+</sup>, St. John's Wort flower & bud<sup>-</sup>. **Intestinal Soother™** Chamomile flower<sup>+</sup>, Fennel seed, Turmeric rhizome<sup>+</sup>, Wild Yam rhizome<sup>+</sup>, Cinnamon bark<sup>+</sup> Peppermint leaf, Peppermint essential oil<sup>+</sup>. **Intestinal Tract Defense™** - Black Walnut green hull<sup>+</sup>, Sweet Wormwood flowering herb<sup>+</sup>, Quassia wood<sup>+</sup>, Clove flower bud<sup>+</sup>, Cardamom seed with pod<sup>+</sup>, Ginger rhizome<sup>+</sup>

\* shade-dried + Custom-wildcrafted \* certified-organic - fresh " sun-dried

Not represented by BMC in NJ ++steam-distilled essential oil



**PEOPLE WANT THE BEST: Bluebonnet in 2015**

Bluebonnet unequivocally provides the best raw materials available in ALL their products *including these 2014 AWARDS*

Whole Foods Magazine Natural Choice Award Winners April 2014

- Bluebonnet's Extreme Edge® Sports Supplement Category
- Bluebonnet's Cellular Active® Ubiquinol Heart Health Supplements Category

- (2) Award Runner Up 2014 Bluebonnet's Super Earth® RainForest Animalz® Children's Supplements Category

Delicious Living Supplement Award

- Bluebonnet's Targeted Multiples® Ladies Choice® caplets finalist in Best Women's Health Category/March

Better Nutrition Best of Supplements

- Bluebonnet CellularActive® Liquid Methylcobalamin/Best of Supplements-Single Supplement Category October

is Bluebonnet's ORGANICGREENS simply becoming stores' favorite green foods product?

- Great price + best value for greens • Just greens: pure and simple
- All certified organically-grown • The only Kosher green on the market
- Sold only in health food stores (with M.A.P. Pricing) (non-GMO + NON-ADDED SWEETENERS)

Let the flavors of the GREENS speak for themselves

Nothing added to nature's 'healing green'. Ingredients of Super Earth® ORGANICGREENS powder: • Wheatgrass • Barley Grass • Spirulina • Green Kamut • Alfalfa Grass • Chlorella + that's all!!

7.4 oz. #1266 \$13.17/\$21.95

14.8 oz. #1268 \$23.97/\$39.95

Reminder: there is a new Veggie Protein that is sold only to health food stores *no need to give away profit with ridiculous discounts to compete*

Not represented by BMC in NJ, SC



**SURYA**  
Brasil

**January Promotions: buy-in dates through 01.20.14**  
**First Pleasure of the New Year: Healthy Hair Re-Coloring**  
**15% OFF\* the best-selling Henna Creams**

2.31 fl. Oz. ALL COLORS

- |               |            |                     |                |
|---------------|------------|---------------------|----------------|
| Light Brown   | Ash Blonde | Mahogany            | Dark Brown     |
| Golden Blonde | Chocolate  | Golden Brown        | Swedish Blonde |
| Copper        | Red        | Burgundy            | Black          |
| Light Blonde  | Silver Fox | Reddish Dark Blonde |                |

**15% OFF\* COLOR FIXATION**

for all hair types: even color treated hair

- Restorative Mask • Single Application Conditioner • Leave-in Conditioner
- Restorative Hair Conditioner • Restorative Shampoo

After coloring your hair with Surya Henna, keep it smooth & radiant + ensure vibrant color with the Color Fixation Line, which is also ideal for chemically-colored hair! The Color Fixation line contains a powerful formula enriched with Rice Protein, Cupuacu Butter, Buriti Oil, + 15 Herbal + Natural Exotic Fruit Extracts from India and the Amazon Forest that nourish and repair hair. Ingredients that protect the hair + lock in color longer + revitalize shine. It restores the hair's natural beauty, invigorates the hair while taming volume, boosting resistance + resilience + making hair more manageable.

**Ingredients to know:**

**Cupuacu Butter** - Cupuacu (Theobroma grandiflorum) is a Amazonian basin tropical rainforest tree related to cacao. Its unique fragrance is compared to a combination of chocolate + pineapple, and the juice tastes like pear-banana. The pulp butter is creamier than Cocoa butter, loaded with phytonutrients, an more moisturizing than shea butter. **Buriti Oil** - (Mauritia flexuosa) is an oil from the fruit of the Moriche palm: think a Brazilian palm oil. A rich emollient for hair and skin, this orange-red oil is loaded with antioxidants including Vitamin E and beta carotene, and is used in indigenous sun care formulas. Restores moisture + rehydrates while strengthening hair.

\*must agree to extend discount on to customers



1st Quarter Promotional Support

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

**Promotional Product Displays: order a 48-pc display mix + match, and receive 25% OFF with each order**

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 ct, 180 ct., 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

Make sure you meet with your BMC Rep to set your 2015 Nordic Promo Calendar

2014 AWARDS Better Nutrition. Best of Supplements Award Winner

Omega Boost Tropical Mango Now in two sizes!!

since 1995 Committed to Delivering The World's Safest, Most Effective Omega Oils™

Not represented by BMC in NJ, SC







## HAPPY HEALTHY NEW YEAR NEW PRODUCTS

*What a great way to end the year  
2015 health, here we come*

JUVO box single-serving packets for:

- Organic Raw Meal packets
- Slim Raw Meal Berry packets
- Raw Green Protein packets

NOW AVAILABLE FOR SALE

### Raw Meal Box

(10 packets) \$23.99/\$39.99

### JUVO Slim Fantastic Berry Box

(10 Packets) \$23.99/\$39.99

### Raw Green Protein Box

(10 Packets) \$25.79/\$42.99

~~ REMEMBER ~~

new JUVO Organic Raw Meal Vanilla  
Chai canister now available too

### JUVO: POWERHOUSE of Organic, Raw, Enzyme-rich Foods

- Natural Raw Meal Canister
- Natural Raw Meal Fantastic Berry SLIM
- Natural Raw Meal Green Apple
- Natural Raw Meal Vanilla Chai
- Raw Green Superfood Can
- Raw Green Protein Can
- Raw Green Grass Bottle
- Slim Raw Meal Can

**NEW PACKETS:** • Organic Raw Meal packets  
• Slim Raw Meal Berry packets  
• Raw Green Protein packets



HERBAL HEALTHCARE

## 2-month Promotion: January-February

59 Days to Promote these best-sellers

### 15% OFF listed items

- 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

~~~~~  
2014 AWARDS Better Nutrition. Best of Natural  
Beauty Award Winner

### Neem & Pomegranate Toothpaste

2014 AWARDS Better Nutrition. Best of Supplements  
Award Winner: USDA-Certified Organic  
**Bitter Melon caplets** "Glycemic Support"

**Back in Stock: GlucoCare** 90s veg Caps  
**MindCare Econo Size** 120 veg Caps



The products with the  
most AWARDS in the BMC  
repertoire

THE MOST AWARDED  
PROBIOTIC  
in the natural food channel

Utilize Dr. Ohhira's  
Probiotics  
in 2015 for  
OPTIMAL HEALTH  
for smart gut health

2014 AWARDS Better Nutrition  
Best of Supplements Award  
Winner

Dr. Ohhira's Probiotics  
Original Formula

Join the Chia Revolution™  
Good for You, Good for the Planet™  
[www.ChiaOmega.com](http://www.ChiaOmega.com)  
Dr. Ohhira's Probiotics®



INTERNATIONAL

Health Education • Health Products • Aloe Vera

## JANUARY PROMOTIONS:

begin the year with the healthiest  
protocols

**15% OFF 12 each mix & match^**  
**20% OFF 24 each mix & match^**

- DETOX Herbal Aloe Formula 16 oz
- DETOX Herbal Aloe Formula 32 oz
- STOMACH Herbal Aloe Formula 16 oz.
- STOMACH Herbal Aloe Formula 32 oz  
and
- Herbal Aloe Ear Drops 1 oz

*The Herbal Formulas are Therapeutic!  
Herbal Tonic for Children & Adults:  
Laboratory tested for Quality &  
Potency; Satisfaction Guaranteed*

**DETOX FORMULA:** 11 healing herbs: Aloe Vera  
(Whole Leaf) Concentrate + a proprietary herbal  
extract blend: Milk Thistle seed, American Ginseng  
root, Pau D' Arco (inner bark), Burdock root, Red  
Clover tops, Sheep Sorrel leaf, Astragalus root,  
Turkey Rhubarb root, Cats Claw, Chamomile Flower

**STOMACH FORMULA:** 11 healing herbs: Fresh  
Aloe Leaf & Flowering top extract, Chamomile  
Flower extract, Goldenseal root extract, Gentian  
rhizome + root extract, Ginger root extract,  
Meadowsweet leaf & flowering top extract, Wild  
Yam root extract, Fennel seed extract, Peppermint  
leaf extract, Clove Flower Buds extract, Cinnamon  
Bark extract.

**Whole Leaf Aloe Vera Juice Products**



Topically Applied Herbal Answers Since 1994

## 15% OFF

Free Shipping. must mention BMC Promotional Deal  
to get discount. Buy dates through January 31.

### Sleep Rescue® 2 oz.

apply topically.

2 oz. Glass bottle or 2 oz. plastic squirt bottle  
**Because the Day begins the Night Before**  
massage into your temples, neck, jaws,  
restless crampy legs. Wake up tomorrow  
without today's stresses on your face!

**Coming Soon: (maybe this month)**

- New! Scabies Sea Bath
- New! Chicken Pox & Shingles Sea Bath
- New! Better Baby Sea Bath.



### 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 donates their vegan +cruelty-free  
skin care products to support the sanctuary.



## January Promotion

**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

### Ylang Ylang & Ginger

12 oz. bodycare

- Shampoo
  - Hand & Body Lotion
  - Massage & Body
  - Conditioner
  - Shower Gel
  - Bath Salts 20 oz
- Scented & enhanced with an exclusive pure  
therapeutic grade Essential Oil blend of Ylang  
Ylang, Ginger, Nutmeg + a touch of Patchouli  
to give a rich, warm & spicy aromatherapy  
experience.

**Soy Candles: perfect for winter  
weather** sold 4 pc. to a case  
**10% OFF per case**

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organic bodycare

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**DRINKOXYLENTBREATHELIFE™**





## Health Changes for the Smoker

*continued from page 2*

percolated to a high pitch in the last decade! Higher dosages will often be recommended, especially to reach proper serum levels of this vital cofactor in making the antioxidant enzyme glutathione peroxidase. Bluebonnet's **Vitamin E with Selenium** (60 softgels) would equal the cost per month of less than 2 paks of smokes a month.

Magnesium is the other mineral that could be depleted by smoking. The irritations of smoking and the nicotine cause a metabolic acceleration which causes the need for more enzymes, and magnesium—as well as the trace elements selenium—is utilized in these processes. Smoking leads to a magnesium deficiency. Added magnesium may also counter the lethargy that occurs when one stops this false-energy nicotine drug.

When you are trying to convince a smoker that they should trade those highly-taxed, overpriced chemical-tobacco bullets for nutritional supplements, you want them to effect the greatest amount of benefit in the most cost/value effective way possible. Smokers may balk about spending money on health. Amazing structural and metabolic benefits can be attained with just one multimineral caplet of Bluebonnet's high potency **Albion® TRAACS®** mineral complex daily. So, do the math and explain that a two-month (60 caps) bottle equals 2-paks monthly: buy the larger size and beneficial and essential elemental nutrition, which smokers need, at a cost lower than a pak a month! Oxylent® features **Albion® Magnesium** too! You are the

educator; you are needed to bridge the gap between uninformed lifestyle choices and a good awareness of a healthier way of living,

Herbal allies and homeopathy are gonna do the most for the body when a smoker decides to fight the demons that arise every time the powerful cravings speak.

First, I will mention the homeopathic options: why homeopathy? Smoking is an example of a bad decision that leads to an addiction that adversely effects every part of the body. No mistake about it: smoking damages the circulatory system, cell function, digestive health, nerve performance, immune health; and every organ—especially the heart and the eyes. Only homeopathy provides that total system response that will support entirely. That gentle, drop-into-the-placid-water-vibrational-signaling that a well-made homeopathic formula or prescription brings can do much for both symptom relief and to mollify the clamorous cravings. As importantly, homeopathy blends well with every concurrent therapy and the dosing capabilities of homeopathy allow for fast action without overdosing: even the placebo effect of taking something every 15 minutes when needed is a methodology that psychologically helps for the moment's needs. The urge to smoke occurs on average for a serious smoker 20 times a day: that is a lot of Tobacco Withdrawal, until the symptoms begin to subside.

We can't promise the moon with homeopathy, but when a formula works, it is very supportive and very obvious. **Newton Homeopathic's** OTC formulas are the best

value for the needed dosing. Newton's standard dosage is 3 to 6 drops or pellets. The quality is unparalleled; the Luc Chaltin formulas are the best in the world; and the decades-long consumer satisfaction makes this the one thing that every smoker should have closer to their reach than their cellphone when they are trying to quit or cut-back on smoking.



The published description reads: "formulated for symptoms associated with tobacco use such as anxiety, cravings, irritability, respiratory conditions and stress caused by abstinence" First, remember Dr. Luc's admission that the liver governs healing and know that this formula helps with liver and detox support. Note that it assists the physical addiction and the psychological habit. While individual nutritional deficiencies must be met, this is truly whole body medicine.

To cater to consumer preference, carry both the liquid and the pellets. Another wonderful tool to assist the smoker is the unique **EssentialLife Remedy Water®** manufactured and distributed by Newton. People love systems, and here is a way to have your homeopathy in a drinking bottle labelled "Nobacco" that you can drink when need arises throughout the day. During the quitting-crisis, this ever-present, reusable bottle, will bring a different relief than just the more affordable Newton **Tobacco Withdrawal** products themselves: though for some people, they will choose to use all three! Fill the bottle with water, secure and twist the PowerCap® which releases the pellets into the water where they gradually dissolve and provide a way to (finally) get an effective water-dosed homeopathy without unwanted plastic leaching. **Nobacco Remedy Water®**: think the positive-imagery, homeopathic emoto-water of craving reduction. For the purchase: well worth the investment! Dr. Luc formulas work.

There are hours of study in this exquisite formula from Newton Homeopathics: Active Ingredients: Arsenicum album 15x, Benzoicum acidum 15x, Berberis vulgaris 15x, Bryonia 15x, Caladium seguinum 15x, Cantharis 15x, Ceanothus americanus 15x, Chelidonium majus 15x, Chionanthus virginica 15x, Cinchona officinalis 15x, Daphne indica 15x, Ignatia amara 15x, Iris versicolor 15x, Lycopodium clavatum 15x, Nicotinum 15x, Nux vomica 15x, Rhus toxicodendron 15x, Scutellaria lateriflora 15x, Tabacum 15x, Echinacea 3x, Taraxacum officinale 3x, Valeriana officinalis 3x. A formula like this takes quite a bit of effort to make, and is consciously made with organic and wildcrafted herbs, presented homeopathically. A quick study can be found at [www.newtonlabs.net/Tobacco-Withdrawal/productinfo/N030/](http://www.newtonlabs.net/Tobacco-Withdrawal/productinfo/N030/), and remember that Newton does not sell to retailers so that they can keep the prices constant.

The *Materia Medica* discusses many homeopathics for the profile of a tobacco smoker. Shortness of breath and coughs excited by smoking (Arsenicum): nervous, and craves tobacco (Caladium seguinum); tobacco habit;

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## BLUE PLANET

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irritable, sensitive and very touchy (*Cinchona*); craving for tobacco (*Daphne indica*); and the expected homeopaths, *Nicotinum*, *Nux vomica* and *Rhus tox*.

Adults, take 6 drops or pellets orally 1-4x daily (or as directed by healthcare professional: sensitive people begin with 1 drop/pellet, gradually increasing to full dose). Powerful medicine that travels well.

A final suggestion for homeopathic help for the smoker. Have you ever learned about the health rejuvenating program from Newton that is available with the "**Jump Start Your Health Kit?**" This may not only be the best New Year's Resolution suggestion, but it is a best way to add complete body renewal along with the Tobacco Withdrawal homeopathic OTC. One product that can restore homeostasis and order: a beginning to start anew.

Herb Pharm's *Smoker's Assist*<sup>TM</sup> may be the more well-known formula, even with its name change. This well-made herbal formula may indeed be more complex in its action than most people will understand on first viewing. It has been a store favorite for decades. Herbal Ed used the skill that make his formulas trusted internationally when he originally created this formula as *Avena-Licorice Compound*. The formula recently was improved, when the *Lobelia* was changed from a dried herb to a fresh herb. Herb Pharm<sup>®</sup> science, agronomy and quality never rests!

Herbalism is the study of human's understanding of the plants that share the planet with us. The Native Americans used *lobelia* and tobacco medicinally long before the white sailed boats appeared on the horizon; and Sir Walter Raleigh became the Bill Gates of his generation, which marveled at the medicines of the natural world. Tobacco took Europe by storm, first as a pleasure and medicine to the aristocrats, and then as a new sale commodity for the bourgeoisie class. Funny that today, the largest segment of smokers are those too poor to pay the price and the less-educated (of an estimated 1.22 billion smokers, 1 billion live in developing/transitional economies where smoking is still status quo)

Tobacco and *Lobelia*: big medicine for the Eastern Indians, and something that was ritualized throughout the temperate Americas. Not for profit; for health! Tobacco's original actions are lost to us today but we do know that unprocessed tobacco was once used to heal the lungs. When the plant was sent to Europe, it was labelled a New World panacea, a cure all. It was labelled a remedy for all diseases and all ills. Then commerce (and should we acknowledge greed) coopted the plant's function and created tobacco's strange avatar, the cig. Today's cigarette has 600 chemical additives: it is akin to freebasing nicotine. Tobacco is not the problem the chemicals are!

*Lobelia*, like nicotine was initially observed to soothe the nervous system, to relax the body, and was what we now know as an adrenal tonic. Dr. Christopher termed *lobelia* a relaxant second only to blueberry tea. "Indian tobacco" never made it to industrialized agriculture like tobacco, and its medicine is still strong today: it is used in formulas to quit smoking.

*Licorice* is one of the superlative medicines of TCM, and it is one of the recognized adaptogens. *Licorice's* versatility is well-suited for the smoker's profile. The demulcent and expectorant actions are as valuable as the effectiveness enhancing adrenal function, and general immune function. Following the prescribed method of how to use *licorice* from TCM, it is a powerplayer that gains strength when balanced with other herbs. *Licorice* provides the recovery, but its strength is in its harmony with the three other herbs.

Smoking puts tremendous stress on the adrenal glands; and the hourly chemical-nicotine shock from tobacco products wears the nervous system: so the 1-2 punch of Oats + *Licorice*, a good herbalist's most favorite restorative allies, are simple yet brilliant. The compound's directions fit the formula: Add one full squeeze of the dropper bulb to 2 oz. of water or juice, 2-5x times per day. Best taken between meals.

Milky oat seed is one of the most recognized revitalizers in the plant world. Properly harvested, there may be no better plant food for a worn or shattered nervous system. Oat seed is good for sexual energy depletion, nervous system repair and for drug withdrawal. *Lobelia*-oat seed provide promise for any smoker wishing to quit and then get healthy again.

*Lobelia* is a gem of the herb world, and one can only admire the intelligence of the Eastern tribes' herbalists for their keen understanding of this plant's intelligence. What can be learned from these practical names: Puke weed, Vomit weed, Asthma weed? Our weed is/was their medicine, and they were indeed the wiser. One use of the herb was as a purge, as the indigenous understood the benefit of deliberate though occasional cleansing: we have lost the action and purpose of their medicine. There are an estimated 400 species of *Lobelia inflata* on the East Coast, named after the 17th century Belgian botanist, Matthias de L'Obel, who later became King James I botanist: *lobelia* was a New World plant medicine in Europe since the 1600s.

The famous early 19th Century American herbalist Samuel Thomson used *lobelia* extensively, and called it an intelligent herb saying that it worked with the body to make it better. As with many plants in the world medicine dispensary, this powerful herb's actions can be wisely harnessed, but the plant must be used with respect. (this is why we must always listen closely to the wisdom of good herbalists). Thomson noted that in small dosages, this plant relieved nausea but in large dosages, it caused it (this is why an herbal formula designed to capture *lobelia's* effectiveness is better than the single herb *lobelia* alone used by the novice).

Modern pharmacognosy has been aware of *lobelia's* power since the birth of the modern pharmacist. The powerful alkaloid *Lobeline* relaxes muscles and is an emetic, and has a chemical structure and physiological effect similar to nicotine. It has been noted in the medical literature to mask the withdrawal effect, and is non-addictive.

There are 14 known alkaloids in *Lobelia*, and a danger would occur only if a person took pounds of the plant: and a person would toss the plant in vomit before that could occur! In the 1980's though, the FDA threatened to ban *Lobelia* because of concerns for the alkaloid *lobeline*: my advice is to stay out of any

discussion in that hornet's nest. These facts are taboo in the retailer's dialogue, and it is best to not even discuss what the herbalist knows about the properly made plant extract: that correctly-dosed *lobelia* is cleansing and restorative to the lungs; is good for spastic bowels when catnip and fennel aren't strong enough: dilates the bronchial and relaxes muscle spasms in the lungs: and promotes lymphatic drainage.

Health food stores should stick within safe, legal commerce and let the product name speak for itself, letting the shopper do their own homework for herb knowledge enrichment here. Herb Pharm<sup>®</sup> *lobelia* is now a fresh harvest extract of the herb and the seed.

Smoking may seem to some to relieve stress, but it actually causes stress. All the herbal adaptogens are basic support for any withdrawal program, and they are considered essential for any rejuvenation therapies.

**StressCare<sup>®</sup>** by **Himalaya Herbal HealthCare<sup>®</sup>**, and **LiverCare<sup>®</sup>** should be added with confidence to that Smoker's Corner, as there are few products with their studied benefit and safety records.

Finally, but not lastly, antioxidants. "The majority of smokers' ailments are the result of free radicals. In fact, each puff on a cigarette generates millions of free radicals." The antioxidant: for me to assist cessation and recovery: SOD level are down in smokers (and it is the primary cellular antioxidant); and glutathione's numbers jump up in smokers (signaling a need for more SOD, and that cellular detox response is maxxed out), Bluebonnet's **Superfruit Cantaloupe** provides guaranteed levels of **GliSODin<sup>®</sup>** S.O.D. and this should center the table along with their new Super Earth<sup>®</sup> whole food based **Antioxidant Formula** caplets. Finally, CoQ10 level are down in all smokers: and while this is not a surprise, they should be informed of the correlation between heart health, smoking and the need for ramped up levels of CoQ10 or Ubiquinol daily.

Your Smoker's Corner is filled with health delights. Create the buzz. Maybe if there is a smoker on the staff, they might volunteer to be the most knowledgeable person in store on the tools available for a healthy helping hand. Maybe they can soon teach from experience.

In 2008, the World Health Organization (WHO) named tobacco the world's single greatest cause of preventable death. The poor tobacco plant was abused by ill human intention. There are more than 70 species of tobacco, with *Nicotiana tabacum* being the chief commercial crop and *N. rustica* the most potent species. It is in the same family as the potato, pepper and the more dangerous nightshades.

The facts on the modern unregulated, proprietary untested chemical drug we call cigarettes (cigars, chewing tobacco) are undeniable. Lung cancer causes more deaths than breast and prostate cancer combined, with about 13 million people currently suffering from COPD. Tobacco can be implicated in 1/3 of all cancer deaths, 1/4 of all fatal heart attacks. 40% of smokers die before retirement age. Cigarettes killed about 100 million people in the 20th Century.

"U.S. surgeon Alton Ochsner recalled that when he was a medical student in 1919 his class was summoned to observe an autopsy of a

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## Blue Moose Consulting

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

### Health Changes for the Smoker

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lung cancer victim. At that time, the disease was so rare it was thought unlikely the students would ever get another chance. But by the year 2000, it was estimated that 1.1 million people were dying annually from the disease, with about 85% of those cases stemming from a single cause—tobacco."

It doesn't have to be this way.

Shouldn't we be more humble and curious and determined to enable health and find useful solutions for this scourge of tobacco addictions?

Tobacco traditionally was a sacred Amerindian medicine, an Entheogen used in religious ceremonies. It was also a known everyday medicine, and it was commerce. Cure all, poultice, painkiller. When the Beatles made fun of the English Colonizer, and cursed Sir Walter Raleigh, he was such a stupid git, they were making fun of the esteem granted to fame seekers. Walter Raleigh: he promised the world, but in the end he opened a Pandora's box that led to horrid destruction. He took this medicine and made it into a status symbol and a way for the affluent to waste a day: creating cultural abnormalities fed by yet another misunderstanding of ancient medicines. Medicine, cool enough to smoke obsessively!? And that brings us to today

People quitting smoking need encouragement, and to stay away from negative people (or other smokers in denial). Where else can they go—a meeting place—where good sound, wholistic answers are made available? (Support groups and Church counseling, the internet) and the Smoker's Corner in the local health food store.

What a sordid tale for one simple (innocent) plant. Humans: we can really mess things up. Now, we have to do our job to heal our communities. ☸

#### SOURCES:

[http://www.edc.gov/tobacco/Data\\_statistics/sgr/history/index.htm](http://www.edc.gov/tobacco/Data_statistics/sgr/history/index.htm)  
<http://www.politico.com/story/2014/08/jesse-steinfeld-obituary-109756.html>  
[http://news.vcu.edu/article/In\\_memoriam\\_Jesse\\_Steinfeld\\_MD\\_interview\\_with\\_VCU\\_Magazine](http://news.vcu.edu/article/In_memoriam_Jesse_Steinfeld_MD_interview_with_VCU_Magazine)  
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5BBX [www.mcvitamins.com/Health%20Opponents/smoking.htm](http://www.mcvitamins.com/Health%20Opponents/smoking.htm)  
<http://www.bbc.com/news/magazine-20042217>

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