



# BLUE MOOSE CONSULTING

## NEWSLETTER

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## Talking Health: Adding Pineapple with Thanks

**T**he story of the pineapple in human history is amazing, and the promise of bromelain, an enzyme complex found in pineapples may be even more impressive. In colonial America, a gift of a pineapple was one of the most thoughtful items a guest could bring to a party, and the finest occasions warranted the placement of a fresh pineapple in the middle of the table. Today, our fast food culture does enjoy pre-sliced pineapple wedges, but the evolution of this tropical edible fruit to the mighty, modern nutraceutical superfood ingredient—bromelain—is quite the fascinating story.

As health food stores, should we not be aware of, and recommending the natural health goodness of pineapple enzyme health? With all respect to the noble pumpkin, which will be in short supply this year due to a bad harvest season from the major agricultural producers, we may be seeing more pineapples grace our Thanksgiving tables this year. Pineapple, it is time for a cultural comeback!

We have much to learn about this rugged and sweet plant: think about your preconceptions: Pineapple comes from Hawaii: incorrect. Pineapple is the English name for what most other languages around the world call “ananas.” Ananas is a plant genus that is native almost entirely to South and Central America (one species is found on the coast of western Africa, a relative that survived the continental separations), from the Bromeliad family (Bromeliaceae).

Since I have become fascinated with pineapples, I have been quizzing friends and colleagues about how pineapples grow, and many people thought that they come from trees. When I show them a picture of a spacious modern field crop of pineapple, which grows as a fruit up from the middle of rough leaves of a ground plant, they are shocked that they never knew this!

The pineapple “fruit” is not really a fruit at all but is a mass of individual berries fused to the central stalk. If you look at a pineapple (I am sitting and looking at an organic pineapple I bought to speak to me as I write), the fruit has leaves that continue to grow up beyond where the berries are clumped in the round bowl of the pineapple. It is this core that continues growth from the base and above the fruit that may be one reason pineapple is such a uniquely healthful food: a lot of energy going through that plant! Or maybe it is such a high concentration of berries around a central core stalk (where the bromelain is most concentrated) that makes the pineapple a distinct superfood?

The word pineapple in English actually precedes the European discovery of the fruit. The word “pineapple” was first recorded in 1398 to describe the reproductive organs of conifer trees (now termed pine cones): it had nothing to do with the Ananas that we call pineapples. When the explorers and colonialists discovered this strange, exotic and delicious food, they used a term that they were familiar with already. As Europeans learned about this new world food, it easily could be described as having an exterior like a pine cone, and a sweet interior like an apple. I like the name

pineapple, but the pineapple has nothing to do with an apple or a pine!

We have a lot to learn about the pineapple in the natural foods movement—we are late to the table—and maybe the pineapple offers us much more than we realize in helping to create optimal natural health!

Grown all over the southern Americas now, plant investigators trace the original seed species to the Parana-Paraguay River drainage basin area which means either southern Brazil or Paraguay: this is where the original seed species still occur wild. Expeditions could still find three wild species in 1938-39. Another theory concludes that pineapple also evolved in the most southern areas in Guyana. Evidence points to the earliest pineapples evolving along river banks. Known early uses for pineapple were digestive issues and skin issues. Who found that sweet mash inside pineapple and what did they envision what its use was?

What seems evident is that primal wild pineapple was smaller with many seeds, which made it more challenging to eat, and that local farmers obviously experimented with and propagated varieties for sweetness. This early agricultural experimentation brought us the pineapple that we know: good non-GMO ingenuity! Pineapples are abundant in the everyday culture of Brazil today, where street vendors carve fruit and serve tasty concoctions as a daily food treat. The large, sweet pineapple of Brazil is called “abacaxi” in Portuguese.

Who knows how the pineapple evolved, or how much its evolution is the result of earlier people trying to get more sweetness from the fruit through generational cultivation. We know it became a native favorite, and it is accepted that cultivation occurred with the Tupi-Guarani Indians: “nana” means “excellent fruit” in their language. We know that pineapple was considered an exceptional fruit, used in commerce and in ceremonies and initiation rites, so it was deemed powerful. The Olmecs of south-central Mexico wrote about the pineapple on what we call the Cascajal Block before 1000 AD. Historically significant! The Carib brought the early pineapple to the Caribbean islands.

On November 4th 1493, pineapple became international after the 42 year old Christopher Columbus found the fruit on his second New World expedition while looking for fresh water on the volcanic island of Guadeloupe, in the Leeward Islands. Either it was presented as a gift, or he found the fruit in a village recently deserted before the landing of his troops. He later found pineapple again in 1502 in Panama.

What is intriguing is that the pineapple had been spread to these isolated islands in the middle of the Atlantic north of South America and southeast of Puerto Rico. Pineapple was already a valuable, traded commodity: a gift worth sharing with others.

Think about what pineapple represented before Renaissance Europe found that euphoric New World drug, cane sugar. There was nothing as sweet as pineapple anywhere on the Continent! In 1580,

the French cleric Jean de Lery wrote, when ripe “you can smell them from far off, and as for the taste, it melts in your mouth, and it is naturally so sweet that we have no jams that surpass them: I think it is the finest fruit in Americas.” Pineapple became a celebrity!

The obvious directive was, “go back for more,” and so tribesman trade was now complicated by the guys with the big boats and the guns. Today, it is estimated that 70% of the pineapple grown worldwide is consumed by the local populations, but now came the realities of shipping pineapple across the Atlantic on sail boats. Demand was high, and renown was ridiculous. Entrepreneurs tried to grow pineapple in the northern climates, but that remained elusive until greenhouses succeeded hundreds of years later. Pineapple was a fad for the rich, and new etiquettes developed: the pineapple was a way to show off social status. The aristocracy was so enamored with pineapple that in a portrait by Hendrick Danckers in 1675, King Charles II of England chose to pose with the Royal Gardener, John Rose, presenting him with a gift of pineapple. Powerful cultural stuff hanging with pride on the wall: “I got a pineapple!”

The sailors of the high seas were allowed pineapples as they used this fruit as a cure for scurvy. New medicine, and another critical use for the simple tropical fruit. Spaniards introduced the pineapple to the Philippines and Guam before 1600: pineapple as priority in colonization. In 1548, Portuguese traders took seeds to India and both coasts of Africa. The plant was growing in China in 1594, and South Africa in 1655. The fruits were being produced in Holland in 1686. Greenhouses succeeded in growing pineapple in England and France in the 1700s. Pineapple, meet world. World, enjoy pineapple.

The earliest known use of the word pineapples for this fruit was 1664. The Latin name, *Ananas comosus*, was tagged in 1555 by the French monk, André Thevenet: “ananas” was a respect for the native tongue, and “comosus” means “tufted” in reference to the stem of the fruit. “Tufted excellent fruit”.

Pineapples traveled the Atlantic poorly as they needed a tropical environment to grow and are perishable, but they moved up the eastern seaboard of the American Colonies, where again they were used for hospitality, special events and status. Fruit pyramids on the table at one time were the coolest thing in society, and the pineapple was the crown jewel. Sometimes a pineapple would be passed from house to house—to house—rented—to garnish a table for special events!

Young George Washington only made one trip outside America in his lifetime and it was to Barbados. He stated in his diary that the greatest find of that trip to him was tasting a pineapple. He would often ask sea captains to bring back a couple dozen when they traded with the West Indies. One of Thomas Jefferson’s family desserts was pineapple pudding.

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## Adding Pineapple with Thanks

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Martha Washington received as a gift when she was ill, a parcel including two dozen pineapples. England exported proper furniture, teapots, bowls, textiles, silver and cutlery marked with shapes of the pineapple. Abigail Adams gave Ben Franklin a tea caddy with a lid in the shape of a pineapple. Pineapple was "one of the most prevalent decorative forms of the age in England."<sup>1</sup>

Some foodies may feel that pineapple is a food brought to market in the US after the advancements in refrigeration like other tropical fruits that are now part of our American cuisines: pineapple is indeed an imported food, but it was vetted a long time ago. Canning of pineapple began in Baltimore in the 1860s with fruit from the Bahamas and Cuba.

So when early food science was developing in the late 1880s, pineapple was up for study more than paw-paw (an eastern US fruit that also has small amounts of bromelain). Modern science, meet food. Food, prepare to be studied!

The research communities of the growing field of Physiology were very active in the late 19th Century. Yale educated Russell Henry Chittenden was the 3rd President of the American Physiological Society, which had just been formed in 1887 with 28 members. This was a hot area of medical inquiry, and "physiology"—the scientific study of the normal function of living organisms—was on the front lines. The birth of modern Biochemistry (first called physiological chemistry and then biological chemistry), is determined to have started in the late 1880s, and the science fast-tracked with the discovery of the first enzyme, diastase, in 1833 by French chemist Anselme Payen. Scientific advancement was passionate about these complex biochemical processes, fermentation—and so a chemical theory of metabolism evolved: enzymes. Chittenden actually studied in Heidelberg Germany, before he took the helm of the Sheffield School at Yale, working with the notable chemist Wilhelm Kühne who first referred to organic catalysts as "enzymes" in 1878.

Did this new science explode because of advanced shared communication or serendipity, or both? It is respectful and accurate that Chittenden made sure to commend the Venezuelan chemist Vicente Marcano, who in 1871 isolated the enzyme from fermented pineapple juice that would later be named "bromelin" by Chittenden and team (E P Joslin and F S Meara). Was their research advanced by Journals and Conferences, or were they both working as early biochemical researchers for the first drug companies?

Marcano was trained in Paris and would later present many papers to the French Academy either in person or through his mentor Adolfo Wurtz, the first Chair of Organic Chemistry at the Sorbonne. Marcano had become a respected sleuth of South American natural sciences, but by the time Chittenden took pineapple into the lab Marcano was busy establishing the field of Industrial Chemistry in Venezuela. His fame arose from his diligent presentation of the chemical makeup of indigenous crops and their fermentation, like bananas, corn, avocado and the pineapple.

It is of note when trying to time all these facts together that Parke-Davis had sent an exploratory team to South America in the 1870s to find medicinal plants to make drugs out of; and that Chittenden and team did exhaustive research on Marcano's work that Parke-Davis published. Enterprises were actively seeking the new, and pineapple rose to the top of the agenda of the scientific explorers! By this time, Marcano had already moved on from marketplace fruits to studying bat guano in native caves with concerns for their importance as fertilizer.

As early-commerce canned Hawaiian pineapple was shown at the Philadelphia Exposition in 1876, pineapples seemed ripe to become a food sensation

more for its delectable taste than for its potential health benefits. Did someone somewhere conclude this early that it was hard to profitably make a drug out of what may become an everyday American food?

Chittenden's book, *Digestive Ferments* (publisher Parke-Davis & Co., 1889, Detroit, Mich.) shows that researchers were looking for the next big thing. The 1891 research publication by R H Chittenden; E P Joslin; F S Meara—"On the ferments contained in the juice of the pineapple (*Ananassa sativa*) together with some observations on the composition and proteolytic action of the juice"—shows that someone had taken Marcano's work and felt that there might be a new blockbuster application for a South American plant fruit. The research community was afire with the potential of enzymes, and proteins for health and medicine. This initial inquiry about pineapple did lead to a food science breakthrough, but as the searches turned quickly elsewhere, what was brought to market would have underrated implications that still have great validity in commerce today: the meat tenderizer! Pineapple juice is still commonly used by millions daily in marinades and sauces for meat, and there is no money in that!

Chittenden had discovered that pineapple juice had proteolytic activity—it was definitely able to break down proteins. But, like Marcano, his team moved on quickly to other pursuits in chemistry which might have more profitable economic results. Elliott Joslin of course turned to his work on diabetes, patient involvement in glucose management and insulin.

Chittenden's research continued into protein and human health. 21st Century research may show that they both should have kept their eye on the promise of bromelain!

Meanwhile, Michigan-based drug company Parke Davis & Company ploughed on undeterred. Founded in 1871, this company became one of America's first drug manufacturers—and for a long time, the largest. Now part of Pfizer, it would make its first fortune on the product, Taka-diastase, which was an amylase digestive enzyme isolated from *Aspergillus oryzae* by Dr. Jokichi Takamine and marketed for dyspepsia. The search for drugs for digestive-support and relief was huge, as was the market for proteases with the post-Civil War development of the US meat industry. Parke-Davis started its run of amassing patents, and so dawned a very profitable new era of the ownership of drug rights. Look where it all started: enzymes, proteins and digestion: sound familiar?

Amazingly, some of the most famous minds in modern biochemistry studied pineapple, but none were able to fully unlock pineapple's greatest potential.

Pineapple continued to be spread throughout the world as a sweet tropical food and tasty fruit juice.

Francisco de Paula Marin is credited with bringing the pineapple to Hawaii in 1794 (he got seeds from pirates and traders, and is credited with establishing the first commercial farming operations of a grape vineyard, as well as cotton, mango and oranges on the islands). Wild Kailua pineapple was growing in the Kona area by 1816. Fresh pineapple was sold to ships in port, but it was a local crop. When American missionaries first arrived in Hawaii in 1820, pineapple was found in both gardens and growing wild in this idyllic isolated kingdom.

Boston must have taught geography and commerce in their grade schools because the first lay missionaries Samuel Northrup Castle and Amos Starr Cooke found something to their liking when they landed on the pre-Hawaii "Sandwich Islands" in 1827—quickly establishing a trading company and then a real estate enterprise. Hawaiian-born, Boston bred Sanford Dole was the President of the Republic of Hawaii (1894) and then the first governor of the Territory of Hawaii until 1903 during which he assisted the overthrow of the Kingdom of Hawaii (Queen Liliuokalani was

deposed on January 17, 1893). It was logical that his younger cousin, James D. Dole travelled to Hawaii to seek his fortune after graduating from Harvard's School of Horticulture & Agriculture. He purchased 64 acres on Oahu in 1899, eventually deciding to grow pineapples. Dole succeeded in selling canned pineapples where others had failed before him.

Capitalism grew well on Hawaii, and pineapples were one great success story, primarily canned pineapples: shipments of fresh pineapples from Hawaii to California from 1851 to 1903 were rare. After Annexation (1896), Hawaiian agricultural products could be sold to the mainland without import taxes [tariffs were at 35%], but refrigeration was still an issue. Dole would further revolutionize industrial size production when one of his engineers, Henry Ginaca, invented a labor-saving peeling machine, cutting labor costs significantly.

Credit should be given to Captain John Kidwell, an English-trained horticulturalist who invigorated the industry in 1885 when he imported a pre-Columbian variety of pineapples into Hawaii from French Guyana, Florida and Jamaica. This "Smooth Cayenne" variety created the perfect fruit for the developing market. American ingenuity and capitalism found the perfect climate for an exclusive market with the pineapple in Hawaii. Grocery store shelves, here we come!

The Hawaiian Pineapple Company was Hawaii's second largest industry by 1915. Pineapple harvest had been mostly plantation grown with indentured workers first from China, then Japan and then the Philippines. Hawaii's pineapple canning industry was a large employer of women, though! The tandem of missionaries-turned businessmen, and new emigrant California entrepreneurs and Dole owned the lay of the land, with the military as the only other major industry on the archipelago.

Dole had already started generating a new market in America with national advertising in 1911 but his mastery of marketing emerged after the wars. With perfectly cored slices, the pineapple upside down cake became a must-bake, like in a 1925 full-page, four-color picture of Pineapple Upside-Down Cake for Thanksgiving—a round cake with six slices of pineapple, candied red cherries, Gold Medal flour and brown sugar, or in a 1936 Sears Roebuck catalog.

115 years later, Dole Food Company Inc. is the largest producer of fruits and vegetables in the world, with 300 products in 90 countries, and it all started with pineapples! Pineapple had become a staple by virtue of its taste and culinary deliciousness: on every shelf.

This rich history of the pineapple takes another new turn in 1957 when bromelain is rediscovered. 1957 was also the year that canned pineapple peaked in Hawaii. Pineapple goes global and becomes medicinal again!

The food market started shifting first to the Philippines and then Malaysia, and fresh pineapples from Costa Rica overtook fresh Hawaiian pineapples in 2008. (Pineapple is still the #1 agricultural crop in Hawaii in total dollar sales. The average pay of Hawaiian agricultural workers was between \$11.46, and \$9.90 for field workers; with women running 1 of every 10 farms [2004]. Feel confident in buying Hawaiian!)

Today, bromelain from pineapple has uses in food science, pharmaceuticals, chemical applications, environmental cleaning, beer-making, and many other applications: Bromelain proteases are a growing interest in today's economy, with many patent cases arising for novel new applications. Pineapple waste is also a real agricultural concern: China alone produces over 600,000 tons of leftover material that needs to be utilized or disposed of! Increased bromelain applications will obviously make 2nd-use of this very serviceable, post-juice plant material. Using bromelains' proteolytic capabilities in environmental waste material cleanup is a great potential in the future.

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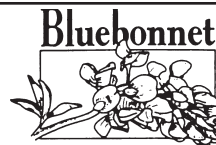
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- Radio wing: "StressCare for the Same Situation, Different You"

• webinar: Two Minute Trainer: <http://himalayausa.com/hhs/2m>

**NOTES:** • the list continues to grow: ask HHH Rep for the list of Himalaya herbs and formulas currently **NON GMO PROJECT CERTIFIED**. List grows weekly!  
**LiverCare**® + **PartySmart**® are now certified!

- Product notes: **GlucoCare**® 180s are back in stock
- Not represented by BMC in NJ, SC



**Dr. Ohhira's Probiotics®**  
**Reg'Activ™ Probiotics**  
**Dr. Ohhira's Propolis PLUS**  
**WINTER TIME, ALL THE TIME**

**Reg'Activ™** featuring Lactobacillus fermentation ME-3 + the patented new Probiotic powerhouse proven to boost Glutathione levels and support a healthy GI tract

- **Reg'Activ™ Detox & Liver Health™**
- **Reg'Activ™ Immune & Vitality™**
- **Reg'Activ™ Cardio & Wellness™**

**Plant-based probiotics that work with your body.**

*An international best seller*

- **Dr. Ohhira's Probiotics®** (30 capsules) Original Formula
- **Dr. Ohhira's Probiotics®** (60 capsules) Original Formula

**Three sizes because this product is very popular in many stores!!!**

- **Dr. Ohhira's Propolis PLUS®** (30, 60, 120 capsules)

Combining Brazilian green propolis with probiotic support, flax oil, + astaxanthin optimal functioning of the immune system and overall good health.

**Product Notes:**

Dr. Ohhira's and Reg'Activ can safely be consumed separately or in combination depending on an individual's health goals



Health Education • Health Products • Aloe Vera

**November Promos**

**15% OFF 12 minimum mix & match**

**20% OFF 24 minimum mix & match**

**NOVEMBER IS ALOE SEASON:**

People need their daily aloe support

**Daily Concentrates:** whole leaf aloe juice concentrates with Organic aloe vera

**Economical:** @ 1 oz.-a-day. Foundational for digestion and immune support

**ActivAloe-certified**

- **Cherry Berry 16 oz.**
- **Cherry Berry 32 oz.**
- **Orange Papaya 16 oz.**
- **Orange Papaya 32 oz.**

^ discounts should be requested when placing orders  
\* not to be combined with other discounts  
\* does not include 1 oz. topicals

**Whole Leaf Aloe Vera Juice Products**



Topically Applied Herbal Answers Since 1994

**November PROMOTION**  
**15% OFF**

Must mention BMC Promotional Deal to get discount. Buy dates are for the month of promotion.

**Wearing boots in cold weather encourages you know what.**

- **FUNGI FREE™ Kit**
- **FUNGI FREE™ Program 4 Step Kit**  
Step 1 Prepare – Soap  
Step 2 Penetrate – Spray  
Step 3 Protect – Oil  
Step 4 Prevent – Powder  
*sold individually as well!*
- **FUNGI FREE™ Prepare: Soap** 6 fl. oz.
- **FUNGI FREE™ Penetrate: Spray** 2 fl. oz.
- **FUNGI FREE™ Protect: Oil** 2 fl. oz.
- **FUNGI FREE™ Prevent: Powder** net wt.4.5 oz.
- **FUNGI FREE™ Under Polish SHIELD** 2 fl. oz.

**Sea Baths 15% OFF**

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- **Hot Flash Chiller** • **Kiddie Calmer™**
- **Velvet Vixen™** • **Itch Witch™**
- **Sleep Rescue®** • **Ginger Detox™**
- **Better Baby™** • **Scabies Mites™**
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*New Wellinhand Catalog now available!  
Ask for one with your next order*



The best lip balm for the world

**ECO LIPS HOLIDAY LINE DRIVE**

**20% OFF invoice**

*Happy Holidays*

New Price List available including **NEW added Classic cartons:** lip balms in blister packs!!!!

**NEW Eco Tint 6-packs**  
**NEW Reformulated Zinc FACESTICK SPF 30**

- All DISPLAYS
- All ECOCLIPS
- All ORGANIC LIP BALMS
- All SUNSCREEN LIP BALMS
- All MONGO KISS
- All ECOTINTS
- All ZINC SUNSCREEN SPF 15 **NEW!**
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- All LIP SCRUBS **NEW!**
- All ONE WORLD Eco line **NEW!**
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- All PURE & SIMPLE
- All MEDICINAL + ENERGY LIP BALMS
- All CO-BRANDED LIP BALMS —  
Dagoba Chocolate

**Eco Lips: innovation, environmentalism, dedication to Organic & Fair Trade, family-owned. Eco Lips: the kindest stocking stuffer: as caring as a kiss**

**Product News:** Eco Lips Zinc Sunscreen SPF 15 Mint lip balm will be featured in *Yoga Journal* magazine November Issue for "Best Natural Make-Up Products" for 2015.



# bodyceuticals

organic bodycare

## November Promos:

Special HOLIDAY Savings & GIFT IDEAS  
Stock up early on these great bargains!

**1. \$5 OFF ALL Organic Calendula Lip Balm 12-packs** The BEST time to stock up on these yummy stocking stuffers! Try all our best-selling organic flavors!  
• Calendula Unflavored • Calendula + Raspberry  
• Calendula + Vanilla • Calendula + Spearmint  
(Regular wholesale \$35.40 box – order early for best selection. In stock balms only)

**2. While Supplies last! Organic Body Cocktail Moisturizers - ONLY \$5.00 EACH!**  
(No backorders, in stock product only)

These won't last long – so hurry and order soon! We updated our labels this summer so we're passing along these savings on our previous label bodycocktails! Your choice of these four flavors:

- Almond Marzipan • Key Lime • Pink Grapefruit • Vanilla Crème

### 3. 25% OFF Calendula Gifts Sets

Travel friendly, try-me sizes make great gift ideas for anyone on your shopping list. Choose from:

- Calendula Basics: Calendula oil, lip balm and salve
  - Organic Face Care – Normal, Dry, Mature, Sensitive skin
  - Organic Face Care – Normal, Combination, Oily, Teen skin
- Beach Essentials & First Aid set: coconut oil, after sun & honey salve

(Regular wholesale 11.90 - YOUR PRICE 8.93 Suggested SALE MSRP 14.95)

**MUST MENTION CODE "HOLIDAY15" TO RECEIVE THESE DEALS**

FREE SHIP on \$125 AFTER all discounts applied  
Orders under \$125 shipping charges apply



## HENNA TIME Grow that WALL OF HENNA for the hair color season

Buy-in dates: 10/20 through 11/24/15

### 15% OFF ALL 15 Henna Creams

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

### 15% OFF the entire Color Fixation line

- Restorative Mask
- Single Application Conditioner
- Leave-in Cream Conditioner
- Restorative Shampoo
- Restorative Conditioner 8.45 fl oz

**TO BEAUTIFUL HAIR FOR THE HOLIDAYS**

Detoxify Your Beauty

<http://suryabrasilproducts.com>

# NEWTON homeopathics

Nurturing Naturally Since 1987

## November Promotions 20% OFF select OTC formulas

Liquid or Pellet complexes  
Qty 6+ per SKU listed below  
shelf tags announcing the sale included with your order

- Blues ~ Mood Support
  - Shingles
  - Kids Bowel ~ Digestive Care
  - Pet Energy ~ Vitality Assist
- Blues ~ Mood Support** for associated symptoms such as grief, despondency, difficult concentration, irritability, oversensitivity + prolonged sadness. (N035)
- Shingles** for associated symptoms such as pain, burning, itching, swelling + skin eruptions. (N073)
- Kids Bowel ~ Digestive Care** for digestive health and for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping + pressure. (F029)
- Pets Energy ~ Vitality Assist** for symptoms associated with illness, lowered vitality + such as fatigue, debility, decreased appetite, enlarged glands + stress. (P024)
- Nurturing Naturally Since 1987™  
1987-2015. 28 Years of Excellence

Not represented by BMC in NC, SC

# immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## Immune Time: November Promotion on the best-seller

**Wellmune WGP 15% OFF**  
250 mg/60 ct.

Minimum purchase 8 bottles

Immune Health Basics® with Wellmune® is a unique nutritional supplement that is clinically proven to activate the immune system, as evidence by research both demonstrating its mechanism of action in the body and measuring significant changes in immune response. In fact, the science supporting the efficacy of Wellmune is overwhelming.

Wellmune is a natural beta glucan derived from proprietary strain of baker's yeast (*Saccharomyces cerevisiae*). This unique ingredient triggers human immune defenses that have evolved over thousands of years. Wellmune WGP works with the body's first line of defense that consists primarily of key immune cells (monocytes/ macrophages, neutrophils and natural killer cells) that circulate throughout the body and identify and destroy foreign intruders.

Clinical studies demonstrate that Wellmune WGP significantly increases the percent of active immune cells available to defend the body;

- mobilization of innate immune cells to the site of a challenge, enabling faster recognition of an intruder;
- killing (phagocytosis) of foreign challenges, resulting in a more complete immune response.

**Wellmune WGP® 250 mg, 60 ct**

regular wholesale: \$29.99 MSRP \$49.99

sale wholesale: \$25.49

8 bottles = \$203.92 on sale

# MushroomScience®

## Cordyceps, the medicinal mushroom valued most for Stress & Immunity

### Cordyceps Cs-4 Mushroom Extract

- 2 caps provides 400 mg. Cordyceps sinensis mycelium hot water extract
- 25% polysaccharides, .25% adenosine
- No other Cordyceps label on the market is able to offer these dosages
- The Cordyceps Cs-4 extract may be the most versatile of all medicinal mushroom supplements.
- The Cs-4 strain of mycelium is the only strain of Cordyceps mycelium that provides all the active compounds found in the wild harvested Cordyceps mushrooms.

\* 90 Vcaps® \$14.13/ MSRP \$26.95

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

12 ea. = 20%

- Not combined with other specials
- Must mention 'BMC November Promotion' when placing order

THINK: • Immune Support^

• Increased Energy^ • Stress Relief\*

... think Sports Nutrition section  
cross-merchandising

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

Setting the standard for quality in medicinal  
mushrooms since 1994!

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## November monthly Promotions Immune Boost Focus & Promotions

Place Oxylent prominently in your immune wellness endcap + request samples with orders placed by BMC Reps.

Oxylent® is an amazing immune booster, providing 1000 mg of Vitamin C, 1000 IU of Vitamin D3 + 100% daily value of Zinc in every packet.

Effervescent absorption is quick, when it matters!

### • EXISTING ACCOUNTS

Promo\* valid October 01 till 12/31/15

**20% OFF Line Drive**  
no minimums^

**25% OFF Line Drive**  
with any \$400 order

**30% OFF Line Drive**  
with any \$800 order

### • NEW ACCOUNTS

Promo\* valid October 01 till 12/31/15

**25% OFF Line Drive**  
with any \$200 order

**50% OFF Line Drive**  
with any \$400 order

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

FREE SHIPPING @ \$200 (total after discount applied)



In 1957, a medical application for bromelain was established. Parke-Davis shied away from bromelain 60 years earlier because of the limited patentable capabilities of the natural plant material. Bacteria was a safer legal jurisdiction. Human betterment seems to always be trumped by dollar profit.

Study of bromelain never stopped. One clear scientific clarification was the classification of bromelain into two distinct types of bromelain proteases: "stem" bromelain (E.C. 3.4.22.32), "the most abundant of cysteine endopeptidases"; and "fruit" bromelain (E.C. 3.4.22.33). Both stem and fruit bromelain contain proteolytic activity. To date, eight basic proteolytically-active components have been detected in the stem. No one eats the stem, so this became commercially very intriguing.

We now know more distinct specificity of how each bromelain enzyme best breaks apart, or cleaves various amino acid combinations (example. [www.brenda-enzymes.org/enzyme.php?ecno=3.4.22.33](http://www.brenda-enzymes.org/enzyme.php?ecno=3.4.22.33)). Chittenden and Marcano would have been impressed! We now know stem bromelain possesses better gelatin digestion units (GDU) activity over fruit bromelain.

These bromelains are manufactured differently and contain different enzymatic compositions. The entire extract of bromelain has been shown to exhibit its activity over a pH range of 4.5 to 9.8. With its wide pH range, bromelain is active in the stomach and the small intestine. In most current research and writing, bromelain usually now refers exclusively to the stem bromelain: Chittenden and Marcano should have studied the whole plant more completely.

In 1957, research concluded that bromelain was a unique and superior food source of enzymatic activity because it maintains "thermal stability" and

complete biological activity "at temperatures between and in which most of enzymes are denatured". [S.J.Taussig, et. al; and Heinecke and Gortner]. Pineapple survived digestion and showed versatile performance capabilities, and it would also serve well in other sciences with its relative, heat stabile proteolytic capabilities. An active enzyme with broad application through oral dosing. ("The claim that bromelain cannot be effective after oral administration is definitely refuted at this time"). What some progressives might quietly call a proven "phytotherapeutic drug" (in countries other than the USA!).

This was the proof needed for industry to become interested again. Greater understanding, market need and the lack of discovery of any other better food substance that was as fantastic as bromelain allowed research to continue. Research funding started flowing. Since 1957, well over 300 scientific papers have been published on bromelain. Plus, pineapple stems were, until that point, considered a waste byproduct of fruit production: capitalism perked up its research budget! Taussig had also (sadly) done LD50 toxicity studies: bromelain was safe. Patents became worthwhile again.

Bromelain's low allergenic potential (some people allergic to pineapple do have allergies to bromelain) is significant because proteolytic enzymes can be so beneficial for people with gut inflammation, asthmatic response and sinus infection. Blood pressure changes have not been demonstrated in humans at any dosage level.<sup>2</sup>

Realize that bromelain is a crude extract not an isolated nutrient (similar to Pycnogenol<sup>®</sup> in this way). The industrial concerns that can distinguish the better manufacturers from the less-admirable ones are therefore the quality of the purification methods of the plant material. Extraction techniques will vary too.

**BLUEBONNET QUALITY:  
1ST CHOICE FOR BEST RESULTS  
All on sale through November 20th  
@ 20% OFF**

**Super Bromelain 500 mg Veg capsules** Kof-K Kosher\*. 1 cap supplies: 500 mg. Bromelain (pineapple), 2400 GDU/gram from fresh pineapple

**Super Quercetin<sup>®</sup> Veg capsules** Kof-K Kosher\*. 2 caps supplies: 500 mg Vitamin C (l-ascorbic acid); 500 mg Quercetin; 140 mg

**Bromelain** (2000 GDU/gram); 1000 mg Citrus Bioflavonoid Complex; 40 mg Hesperidin; 25 mg Acerola; 25 Rose Hips; 20 mg Rutin.

**CholesteRice<sup>®</sup> Veg capsules** Kof-K Kosher\* 2 caps supplies: 600 mg Red Yeast Rice (Monascus purpureus); 600 mg Plant Sterols; 100 mg Panthethine; 30 mg CoQ10; 10 mg Policosanol

Agriculturally, note that you don't find seeds in your pineapple. Its reproductive pathway is vegetative propagation: people grow new plants from a part of an existing plant. As modern study of enzymology has morphed at internet-like speed, the bromelain extract from the fruit and stem of pineapple has remained a very real, plant-created health tool. Grow, harvest, replant.

Pineapple juice is healthful: systemic enzymes from raw unprocessed plant foods do assist natural anti-inflammatory support and a myriad of other beneficial health support functions. That said, facts are that heat sensitive enzymes, such as bromelain, are affected by heat treatment, including flash pasteurization: limitations with juice range from low activity to no enzymatically-relevant activity.

What is the importance of proteolytic enzymes? Proteolytic enzymes catalyze a cleavage of peptide bonds that make up proteins, fragmenting them into simpler compounds like polypeptides that have lower molecular weight or into individual amino acids. Protein digestion is a paramount essential of good health. We are now learning that proteolytic enzyme allostasis can assist health in other ways, but bromelain's superiority here demands a distinct acknowledgement!

Bromelain shows great promise as a reliable food source nutrient because it has significant absorption without losing its proteolytic activity, and it does this without major side effects. The pharmacokinetics of bromelain show it to be absorbed intact through the gastrointestinal tract, with up to 40% of the high molecular weight indicators detected in the blood after oral administration. While the proteolytic activity begins to dissipate within an hour, this is appropriate for such a powerfully active agent. This suggests for certain therapies that frequent dosing would be optimal. That said, there is promising research into the therapeutic use of bromelain at high dosages.

Where do most stores keep their bromelain supplements? Bromelain is a natural, food-source digestive essential, and it should anchor the Digestive Wellness section. Bromelain is acceptable for any therapy when you are dealing with deficiency. After we acknowledge that most people have weak digestive systems especially for protein digestion, we should understand that bromelain is the replacement of choice for Pepsin (discovered in 1836: in the stomach) and Trypsin (discovered by Wilhelm Kühne in 1876 [above]; created in the pancreas, and acting proteolytically in the duodenum) Deficiency. Reiterating: because of its wide pH range, bromelain has activity in the stomach as well as the small intestine. There is nothing like bromelain for protein digestion!

Bromelain should also be in every Sports Nutrition section, next to **Himalaya Herbal HealthCare's LiverCare<sup>®</sup>** and all those wonderful protein canisters. The operative words for education your staff needs to learn are Protein Digestion,

*continued on page 7*

# BLUE PLANET

EYEWEAR

can you read this?

**You know that many of your customers need reading glasses**

We are reading more, and then there are the computer screens. Isn't health about providing health care solutions?

Do you think that your customers would like to buy their eyewear from a place that recycles and gives back?

**Buy a Pair = Give a Pair global project**

**Blue Planet Reader Eyewear Reading Glasses: they are fun: try one!**

- 30 pc. Assorted Counter Unit
- wood display made in California
- natural handcrafted bamboo temples
- lightweight reader lens available in diopters: (1.25, 1.50, 1.75, 2.00, 2.25, 2.50, 3.00)
- stainless steel spring hinge for comfort fit
- woven case with each pair of glasses

### STYLES

- 7702 The Naturalist Best-seller
- 7719 Botanical Luxe Box Set
- 7797 Modern Retro Luxe Box

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

# BASS<sup>®</sup>

Brushes

**Cold Weather, Indoor Evenings: BATH WEATHER**

Bass Brushes is just as respected for their Bath Tools as they are for their Brushes

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- Salon/Spa Displays
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**A new market for you to grow with every cold day till Spring**

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



Liver Health, Protein Creation and Nitrogen Retention: bromelain's proteolytic function becomes something that anyone looking for optimal protein support should consider.

The breakdown of protein extends beyond first step digestion: we are now beginning to realize that poor protein digestion may be a complicating factor in allergies, poor immune function, dysfunctional amino acid utilization and tissue repair. Bromelain has been considered in protocols for gastric ulcers: as the breakdown of protein is also a component in many types of recovery, rebuilding and repair.

You have one bottle of bromelain in your digestion section, and you never recommend it: this superfood earns its title with application well beyond digestive support. **Bluebonnet Nutrition's** full-spectrum **Optimum Enzymes**® provides balanced, plant based digestive support that includes bromelain in a complex designed for those smart enough to supplement before each major meal. For diets high in protein compared to carbs and fats, Bluebonnet Nutrition **Power-Zymes**® veggie caps provide a full array of natural enzymes to help digest all that protein: of course, bromelain is in **Power Zymes**®. Paleo? Bromelain is the plant food for you!

Differentiator #1: bromelain before meals will perform a distinct function, while bromelain taken between meals will provide additional beneficial functions.

Bromelain has so much research on it for so many health needs, that it is obvious that research needs to increase and that stores need to be able to reference all the clear potential that this food supplement offers. That said, retail stores have to be careful about the claims they make about bromelain. Do some thorough research, and realize that I would like to reference the worldwide clinical research available but we all have to be careful in this country as to what we try to communicate about natural strategies for optimal health.

In choosing to share the greatest benefits of bromelain, I would start with the inflammatory-mediating potential that is self-evident with a proteolytic enzyme. Bromelain is regularly used for inflammatory concerns ranging from osteoarthritis to sinus congestion to soft-tissue recovery in exercise protocols and post-surgery. Bromelain is not just your basic anti-inflammatory, as factors present in the extract seem to mediate and benefit prostaglandin response, and to have a noticeably beneficial action on immuno-homeostasis: returning systems to normal function.

The third area to place bromelain is in the Sinus/Allergy section. A national best-seller, Bluebonnet's **Super Quercetin**® was the first product to offer significant Bromelain (140 mg [2000 GDU/gram] per 2 caps with 500 mg Quercetin). This very complete formula also provides Vitamin C, a Citrus Bioflavonoid Complex, Hesperidin, Acerola, Rose Hips and Rutin. Bluebonnet's formula provides the best actives found from the natural sources of oranges, limes and rose plants, along with the superfood pineapple bromelain. This magnificent formula has limitless applications, from seasonal immune support basics to sinus relief and inflammation response support. A Kosher formula [Kof-K] in veggie caps, in a environmentally-friendly glass bottle, Bluebonnet's formula is still the best of the class with a product sold only in health food stores, with important M.A.P. policy price protection.

Bromelain is believed to enhance the absorption of flavonoids, and research suggests that 100+ mg of bromelain daily can have significant effect on its own.

Adding Bluebonnet's **Super Bromelain** 500 mg Vcaps to your Vitamin-C section this winter season may just create the conversation necessary to get

## WE ARE HEALTH FOOD PEOPLE

**Alonzo Allen, DC-Md Sales and Education Rep, Blue Moose Consulting**



My interest in health and wellness began during childhood. I was born asthmatic and had various skin issues. My youngest uncle was born with a heart issue which was the catalyst for his active and healthy lifestyle. Although he only lived to the age of 26, he was one of the most influential individuals in my life. I followed his example by eating healthy and making water my favorite drink. My energy was channeled into sports and I really excelled at track & field. During high school I began taking supplements to help my athletic performance. I had grown up witnessing the negative toll that medicine can have on a family. My mother's health deteriorated after being diagnosed with arthritis and lupus. Fortunately she made a conscious decision to substitute the cocktail of medicines being prescribed by her doctors with a better diet and herbal supplementation. My Mom's decision propelled me further along my journey to become more in tune with my body and its modes of communication. During this time I started to become even more disciplined with my diet and lifestyle choices.

While working in restaurant management, I came across an ad for an Assistant Wellness Buyer. Two interviews later, I started my journey at My Organic Market in Rockville, Maryland. While there, I also received my first Nordic Naturals training from my future boss, Michael Hennessey. Soon I was promoted to Wellness Manager at the Alexandria, Virginia location and this was confirmation that the Natural Products Industry was the perfect career for me. During my MOMS tenure I got certified as a Holistic Health Counselor. My initial plan was to enroll in graduate school; however, contract work lead me to a non-profit organization where I worked as the Director of Nutrition for a homeless shelter in DC. There I was blessed with the privilege to have workshops, lectures, and counseling sessions for needy families in trying situations often due to unfortunate unforeseen circumstances.

Eventually, I returned to retail and managed the holistic side of a compounding pharmacy. I was able to sell professional supplement lines and learn more about the drug industry. Next I worked as a GM, then as the Wellness Manager for Nourish Markets in Virginia where I focused on staff training, product selection and developing policy for the Wellness Department. One day the owner and formulator of Conscious Alchemy, a local artisan body care line paid me a visit with hand crafted products to try. In short, they were so great that I married her. Finally, joining Blue Moose Consulting was an easy choice since I would be representing the very same manufacturers which I had sold and recommended to my customers and clients over the years.

your local community to understand an application they may have been unaware of!

Super Bromelain is from pineapples, and provides a powerful 500 mg bromelain per one veggie cap with 2400/GDU/gram. Taken between meals, bromelain seems to add great benefits with its proteolytic capabilities to a body being challenged during Cold/Flu season. There are many people who will want to utilize every possible opportunity to maximize immune protection.

There is serious research that connects bromelain absorption with better utilization of antibiotic therapy. Another reason to take bromelain when the body has any microbial and viral challenges year round.

When considering Joint Support, bromelain is a natural substance that adds many unique attributes to every protocol. If your store has a large local clientele with joint issues: Super Bromelain is proteolytic support. This food-sourced nutrient is another inflammatory modulator, but it adds the function of breaking down damaged tissue in a truly wholistic approach to joint support.

One of Bluebonnet's best-selling formulas one should not overlook is their **GSX® Formula**. This Bone & Joint Support formula uses PureFlex® GRAS-affirmed, clinically-proven glucosamine sulfate (1000 mg), chondroitin sulfate (250 mg) from bovine cartilage; with sea cucumber (100 mg), Vitamin C (500 mg), Vitamin B6 (25 mg), Zinc Picolinate (15 mg) and pineapple bromelain (2000 GDU/gm) [per 3 veggie caps]. Bromelain is the premiere adjunct enzyme support for all joint support issues.

Another structure-function section that can be clearly upgraded by having bromelain available is the cardiovascular section. The proteolytic capabilities of bromelain paired with its anti-inflammatory credibility make bromelain a serious consideration for the Heart Health section. Bluebonnet's **Magnesium Potassium Plus**

**Bromelain** Vcaps provides heart-healthy minerals in aspartate form—200 mg magnesium + 99 mg potassium in two veggie caps—with 140 mg of bromelain (at the high-concentration 2000 GDU/gm strength). This product is easy to add as part of many different heart health protocols. The versatility of this formula? It should benefit energy/relaxation, muscle and nerve function, and cardio and vascular health. For cardio support, the proteolytic activity of bromelain is a smart choice. Added benefit: the formula should help with bone health! Magnesium, potassium and bromelain together as a specific heart mineral-enzyme formula in your cardio section: how healthy!

We have already mentioned bromelain as an essential in the Sports Nutrition section, and it is good to note that bromelain extract concentrate is in the NSF-Certified for **Sport® Extreme Edge® Post Workout Formula**. Know the benefits of all the nutrients in the products you sell, and inform about the benefits of key nutrients like bromelain—and see sales and customer loyalty increase.

Looking for bromelain in all the right places? It is refreshing to note that the Bluebonnet **Super Earth® Multinutrient Formula** is food-based, gluten free, kosher with superfoods including a nice amount of bromelain. Want to get bromelain into the diet daily, make Super Earth® the Multi that your store recommends: Bluebonnet uses only premier-quality raw materials to build their dailies, and they of course are sold in health food stores only, and the offer fair pricing with this store-loyalty through their M.A.P. Policy.

One substantial final point to make about the all natural plant extract superfood bromelain from pineapple is that there are factors we are still learning about: science acknowledges that bromelain does things in clinical setting that suggest other

continued on page 8



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

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

### Adding Pineapple with Thanks

*continued from page 7*

co-factors or synergistic components to bromelain that we have yet to understand.

More recent biochemical experiments indicate pharmacological properties to bromelain and possible non-protein factors beyond the proteolytic activity. These other novel biochemical markers—it should be noted—may be lost by certain extraction techniques. Bromelain is not heat stable, so its physiological activity can diminish with improper processing. Natural bromelain from a reputable manufacturer is truly a superfood.

Bromelain has shown "therapeutic benefit" in doses as small as 160 mg/day; for most conditions, doses of 750-1000 mg/day achieve the studied goals. Most research on bromelain has been done utilizing divided doses, ideally at 4x a day.<sup>3</sup>

And then there is the unspoken potential of bromelain. Bromelain is intriguing progressive nutritionists (patent lawyers and entrepreneurial researchers worldwide) for the wholistic effects this proteolytic food enzyme extract concentrates in clinical observation for conditions that are complicated and severe enough to be the jurisdiction of the doctor-patient relationship.

My search next takes me to the researcher Taussig, who has continued researching bromelain since 1957. A PubMed search will show that 58 years of his research has narrowed in clearly on the potential applications for bromelain in chronic health conditions. The first documented use of oral bromelain on cancer patients was in 1972. Bromelain is doing something beyond its verified proteolytic activity. It seems that bromelain's effects on immune function modulation paired with its potential to eliminate debris (metabolic waste and more) and to accelerate wound healing make it something that future researchers will find quite intriguing.

Bromelain, from beautiful ancient plant pollinated by hummingbirds to safe and versatile modern nutraceutical. Pineapple, plant crop that keeps on giving. Pineapple, symbol of friendship and food of health. Make sure that you are highlighting bromelain as a true jewel of your plate of natural food superfoods. Happy Thanksgiving. ☺

1. *Pineapple Culture: A History of the Tropical and Temperate Zones*. Gary Y Okihiro. University of California Press. 2009. . Page 165

2. [www.curezone.org/forums/am.asp?i=897273](http://www.curezone.org/forums/am.asp?i=897273)

3. [www.curezone.org/forums/am.asp?i=897273](http://www.curezone.org/forums/am.asp?i=897273)

## How to Reach Blue Moose Consulting

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

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