



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: Mind and Brain Matters

Sometimes, a person may have doubt about how those small plants we see around us, on the ground and at the side of the road, can have powerful effects and be valuable for human health. At those moments, you should ask them to explore Bacopa. In this 2016 election year, we should all be encouraging, promoting and enjoying Bacopa, because this is the Herb of the Intellect. If we actually do want America to remain a good story for history, then we need to think smart this year. If we want to walk the way of health for a lifetime, and keep our wits about us, this little miracle that we call Bacopa is probably the greatest gift that we can share with each other.

Bacopa awareness: when did you become aware of Bacopa? They often say that wisdom comes with age—and I will add my own late enlightenment to this herb later—but this herb has actually been available to any health seeker for thousands of years. Thanks to companies like **Himalaya Herbal HealthCare®** we have this herb front and center to anchor our Mind/Brain section, and to offer to our community for the many mental Rubik's cubes we are challenged with every day.

Bacopa is my kinda herb. Enhances learning, neurological function, mental ability and it improves academic performance. {time for a Bacopa endcap before exam season!} What intrigues me the most is its effect on the mind in combatting stress. Upon reflection, most of us would vote that we Americans have a greater burden of shifting mental stress on us today than we have of the physical stress encountered through generations of our ancestors. The digital complexity of today's fast-paced world demands that we become competent jugglers, whether we want to or not. Nature—wait a second—I have a million things to do. Bacopa is the irreplaceable multitasking herb.

Stress is relative, and it is also truly the silent killer. Most of us are improperly ingrained to believe that we can just accept the burden of stress, and that it is impolite to talk about these feelings. [why bother our friends with the obvious things that are breaking apart the beautiful temple of our body?] But stress is actually a physical and chemical response: it happens more than we think, and it happens whether we acknowledge it or not. Stress, that little mind killer. The wisdom of Ayurveda determined millennia ago that all disease starts with imbalances like anger, fear and jealousy. They would see comparisons here with the modern word “stress” that we perpetuate in our worldview today.

Stress can be preparing for a school test; stress can be not remembering a person's name

as they walk towards you across the room; stress can be the fear that you are losing your memory as you grow older. Bacopa is a beautiful herbal food because it can help with these concerns, and it offers so much more to the body. Whether you choose to grow Bacopa at home, or it sits there as that name on that bottle on your shelves, realize that Bacopa is an herb that deserves its place in that essential pantheon of herbs that we have that God provided for us on this Planet Earth. Thank you everyone who found and promoted the benefits of Bacopa.

The message of Bacopa was first found by the wise healers of India well more than 3000 years ago. They spotted the plant, a spreading ground plant that offers beautiful flowers biannually. Who first listened to the plant—what knowledge did they have—and when did consensus occur that people agreed to call this plant Brahmi? Bacopa is a bitter plant, so it was not just added to those tasty ancient salads: divine inspiration may have come into play somewhere!

Ayurveda is the original wholistic medicine: it is so advanced a system of holistic medicine that its pathway is designed to direct consciousness toward enlightenment. Getting the body capable of Holiness. Ayurveda has developed many tools for this personal and spiritual healing, but only two herbs are held in the high esteem to receive the highest cultural praise to be classified a Brahmi herb. What were the observed effects that caused these early physicians to claim this herb imperative for the health of the mind?

Bacopa is the smartest herb your brain will ever have. Modern science is now alert to Bacopa. This century has seen a dramatic increase of the study of Bacopa, worldwide. The potential for Bacopa is astounding: I was shocked when I took it upon myself to become more aware of the information that is available to us all to help us chart our best health courses. Bacopa is the definition of an herbal Nootropic: this modern word identifies agents that act on the mind, in such a way as to improve cognitive function. But, maybe first we should start with the ABCs of what Bacopa is accepted as being good for.

“Brahmi” is Bacopa's categorization in Ayurveda; some communities have identified it as a weed; and many just classify it as an herb by the water (or stream or swamp or uninhabitable wetlands). The potential is that this simple, powerful plant has a noted and always positive effect on brain health. In Western medicine and the natural food movement, we have demarcated the wonderful herb ginkgo as a primary choice for brain

health, and—with its ability to get oxygen to the mind—it is certainly a tremendous herbal ally for keeping the mind alert. Bravo to whomever found, learned and educated on this magnificent tree leaf herb.

Bacopa goes a full, four-degrees further: Bacopa has shown proof to increase human abilities with comprehension, concentration, recall, and alertness. There are distinct terms in the precision of Ayurveda for each of these health characteristics. These determinants were made clearly through the use of these nouns delineating actions and uses, in both ancient writings, and through modern research. (And in the case of the seed-to-shelf organic, non-GMO products from Himalaya Herbal HealthCare®—through studies done on the finished product that is the Bacopa Pure Herbs, available for you to sell to your community!) No other herb can offer these distinct probabilities. Comprehension, Concentration, Recall, and Alertness: that is a home run!

Before we go further into the many tremendous actions of Bacopa, let's stop and spend a minute with undeniable quality concerns for Bacopa. Quality herbs will provide optimal benefits: and just because the species is correctly identified as *Bacopa monnieri* does not mean it is medicinal, beneficial or safe. Sourcing matters. [don't go digging up Bacopa around 3-mile island or the Flint River, for example! I have market fears of some ego-crazed celebrity selling Bacopa they claim can promote health that is sourced near the ultra-toxic water that is the human destructive behavior we call fracking.] (Heaven help us!)

There are qualifying warnings from all quadrants of the herb world to make sure that you are getting your Bacopa from a trustworthy source, as it is very common amongst middlemen to blend Bacopa and Gotu Kola. We will speak briefly about Gotu Kola in a second, but it must also be mentioned here that the two herbs for brain acuity and spiritual mental openness are both water-loving aquatic plants that prefer wetlands. This is important, and every time you look at a product that offers either of these herbs you want to make sure that downstream in the pipeline of procurement there was a concern to avoid plants harvested from non-potable water sources. Blue Moose Consulting offers two Bacopas and two Gotu Kolas, and **Himalaya Herbal HealthCare®** and **Herb Pharm®** both have full control over their sourcing, with Himalaya actually in charge of the process every step of the way. Both these manufacturers employ the most advanced modern testing equipment and procedures to

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make sure that these products are safe as well as effective: free of harmful environmental contaminants and with the primary actives desired present, batch to batch. The honest question can be asked: is there a reason to carry these herbs from any other Manufacturer?

Gotu Kola (*Centella asiatica*) is the other mind herb described as Brahmi in Ayurveda, and it can be considered the second best Brahmi herb—the only alternative—if you cannot get Bacopa. My personal observation, other than to note that Gotu Kola is dramatically underrated in Western herbalism for its effectiveness for circulatory issues, is that Gotu Kola brightens and activates the mind—perkling it up almost adaptogenically—while Bacopa helps with focus, and calm, clear thought and the quieting of the overactive mind to perform with a perfect hum. Maybe Gotu Kola gets oxygen to the brain in the same manner as Gingko!?

The beauty of Bacopa is that it is not some story from some clever marketer (we are all getting sick of these hucksters appearing and popping up again!) spinning an elaborate story as to how this intrepid herbal explorer used a self-carved divining rod to find a cache of unbelievable herb from some hidden mountain valley ranch Shangri-la: bacopa is a common tropical commodity. If we can understand the best growing conditions to produce plants with the requisite actives, then we might be able to start a movement of providing enough Bacopa to handle the obvious World Mind deficiencies!

Until then, the best providers are Himalaya and Herb Pharm®: organic caplets without binders or excipients, and a liquid herbal extract. Feel confident with the consumer having their preference, and double-face and cross-merchandise both Skus.

Bacopa makes a beautiful wild or cultivated ornamental with its bright, delicate flowers, and when you crush the plant in your hands it creates a light, distinct lemon aroma. It is in the Plantaginaceae family (same as of plantain and psyllium; and this aquatic plant—bacopa—is often misnamed water hyssop and pennywort, though it is not related at all). Bacopa likes water with some species even being used for aquarium plants. It is also known as thyme-leaved Gratiola. This aquatic plant likes sunlight, with some species even tolerant to brackish water, swamps. It can grow into patches, but is often found along the borders of irrigated fields, wetlands and streams. Most commercially sold bacopa is harvested from the wild. The leaves and the stem of the plant are used. In different traditional Indian systems of medicine (Ayurveda, Siddha, and Unani), they may use the whole plant: root, stem, leaf, flower, and fruit.

This tropical plant is now found world-wide with most Bacopa sold in the US coming from wetlands in India from Hyderabad to Bangalore to Kerala, Indore, Pune and Delhi. That said, the herbal is also harvested in Nepal, Sri Lanka, Pakistan, China, Taiwan, Vietnam, Korea, Canada, Australia, Nigeria, Madagascar and South Africa and the Mascarene islands of Mauritius.

Bacopa species are found in the warmer climates of the USA from Florida and Texas across to Sacramento and Hawaii: and it has been found in the Carolinas and as far north as

GAME CHANGING PRODUCTS OF THE YEAR FROM HIMALAYA HERBAL HEALTHCARE®

NEW PRODUCT Launch May 02

**THE BEST CHOICE for Joint Health is now Himalaya Curcumin Complete®,
The Joint Solution represents the wisdom of Ayurveda and 6 clinical studies**

ADDRESS FLEXIBILITY & MOBILITY with a BALANCED INFLAMMATORY RESPONSE

JOINTCARE® + TURMERIC = CURCUMIN COMPLETE®

120 veg caps + 30 veg caps = 1 month supply. One month supply in the Curcumin Complete® box
1 kit: \$19.95/ MSRP \$39.95 50% margin/best monthly price!

Curcumin Complete® combines Turmeric with the herbs found in JointCare®
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promote a balanced and healthy inflammatory response.

NEW PRODUCTS launching May 2. Pre-order a floor display today
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Botanique Complete Care Toothpastes 5.29 oz. (150 gm.):

TEETH & GUM HEALTH now have more allies

- Whitening Complete Care Toothpaste **Simply Mint** with fruit enzymes that whiten teeth adding bromelain + papain to pomegranate + neem
- Whitening Complete Care Toothpaste **Simply Peppermint** • Complete Care Toothpaste **Simply Mint**
- Complete Care Toothpaste **Simply Peppermint** • Complete Care Toothpaste **Simply Cinnamon**
- Complete Care Toothpaste **Simply Spearmint**

And yes, the best-selling, Non-GMO project-verified, **Neem & Pomegranate Toothpaste** is still available + an amazing best-seller

Maryland. This American cousin is called Lemon bacopa, and was used by the Seminole Indians as a sedative, and respiratory aid. Another cousin grows through South America from Brazil and Argentina to French Guiana.

There are over 100 species of Bacopa, so as interest in Bacopa expands it is prudent to trust your Bacopa needs to companies that produce superior product from exceptional sources, with the correct species identified from environmentally pristine sources. Water quality is the primary concern, as it would be for any product that will hug any water source, whether it be a swamp or stagnant well or sewer system or idyllic creek. Soil integrity matters too. As we all now know, the climate and soil where a plant grows does dramatically affects its medicinal chemical profile. There has not been complimentary research to suggest that the Bacopa that grows in Hawaii or Argentina or the Florida Panhandle offers plant make-up with the same bacosides or triterpenes, saponins that the plant is renowned for: source matters, and both Himalaya and Herb Pharm® understand this.

Superior-quality Bacopa offers so much promise for human health.

The next decade will see the rise of Bacopa to the premier brain-capacity and memory herb. It has also been referred to as an Herb of Grace. Wholistic physicians have observed over centuries that it can connect you to the spiritual side of yourself, and even to connect you to the universal consciousness.

Bacopa has also been noted to have an effect on anger. If someone in your life is always cursing and emitting negative energies, then Bacopa will have a positive effect beyond brain performance. Bacopa is called a Sattvic herb, which means it is used to bring a balance that is purity of thought. Imagine a harmony where actions, thought and speech are all purely synchronized!

The now recognized—probably more pertinent—emotional modulating effect that Bacopa has is on anxiety. We are living in an anxious world. It could be said that too many people are living with a constant level of low-

grade anxiety: and this is ultimately a maximum body and mind stressor.

Bacopa's benefits extend beyond recalling the beauties experienced in life up until this point; Bacopa helps to calm the internal bustle of the human brain trying to cope in this modern, warp-speed world. Bacopa calms the mind, which allows the brain to function in a glorious homeostasis; and when the brain is not spinning out of control, memories are recorded, programmed and filed more precisely. High anxiety equals bad memories. Bacopa better maintains life's polaroid memories.

Actually, the human body is designed to block out bad memories, like the television censoring the foul language one might hear in a live political speech. This is why people in accidents, muggings, war or traumatic experiences often have poor to little memory of the event: a protective mechanism against the long-term repercussions of trauma. This same, weak memory-imprint tendency will occur when someone is multitasking beyond reason; this is why we should pay attention to when we are constantly losing the keys! Bacopa won't help you find the keys, but it will assist the brain to be better equipped to an accurate recording of the incidents that make up your own life. {Ah, a life worth living is a life that is fully experienced!}

Bacopa is the darling of the meditation community. And this goes back to the yogis of yore, who wanted to tap into a consciousness well beyond their previous 7-generations. Bacopa slows the mind to be in a position to focus on breathing, and find that beautiful internal peace that is inside of every one of us all the time {if we will train ourselves to find it, and take the time!}. Bacopa: for either meditation, or successfully accomplishing our endless to-do lists.

Brahmi—Bacopa—is an integral part of the mission of Ayurveda; it is a life-extender. Bacopa keeps the mind from the debilitating vagaries of the aging process. Western medicine is obsessed with diseases; and so we will pour millions into Alzheimer's Disease drug

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Embrace the Taste

- Focus on the best delivery system for herbals
- Deliver herbs in their most efficacious therapeutic forms
- Honor the inherent properties of plants and offer them in their most natural state

Is Your Breath Certified Organic?

Freshen up your register sales with the best-selling Herb Pharm® breath refreshers
NEW NAME: Breath Tonic is now called Breath Refresher™

- Peppermint Breath Refresher™ ~ 12-ct case pack ½ oz. \$3.00/MSRP \$5.99
- Spearmint Breath Refresher™ ~ 12-ct case pack ½ oz. \$3.00/MSRP \$5.99

APRIL Promotion

Buy-in dates: April 22 - May 31 Plan ahead as this deal starts April 22

3 Ways to Participate:

- A. Mix & Match any of the items on Promo + receive a 15% OFF, discount no minimums**
- B. Buy a Minimum of 3 units of all items on the Promo + receive a 20% OFF**
- C. Buy a minimum of 6 units of all items on the Promo + receive a 25% OFF**

Peaceful Days & Nights: Kava & Valerian

- Anxiety Soother™ liquid extract • Anxiety Soother™ caps
- Kava liquid extracts • Kava caps • Relaxing Sleep™ liquid extract
- Valerian liquid extract • Valerian Glycerite liquid extract

FORMULAS:

Anxiety Soother™: Support for Occasional & Mild Anxiety.** Kava rhizome + root, Passionflower flowering herb[^], Bacopa herb[^], Albizia bark, Lavender flower[^], Lavender steam-distilled essential oil
Relaxing Sleep™: Valerian rhizome with rootlet[^], Passionflower flowering tip[^], Hops strobil[^], Chamomile flower[^], Catnip leaf & flowering tip[^]

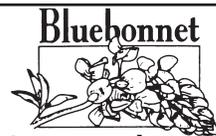
[^] USDA-Certified Organic **these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

SUPER BOGO deal on these best-selling herbs. Ask your Herb Pharm Rep how to get in on the deal.

Herb Pharm® Quality Herbs: high actives w/o harsh chemicals!
 whsl: \$11.00 MSRP \$22.00:

- Milk Thistle veggie caps BOGO packs code: KMILKBOGO
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Buy one at regular cost, get one FREE! While supplies last!! No other discounts apply
 Not represented by BMC in NJ



Bluebonnet Super Earth® EARTH DAY Promo

20% OFF the following top selling items Buy in through May 6

- 98/99 Super Earth® Multinutrient Formula Mini-Caplets[^] iron-free 90/180s
 - 100/101 Super Earth® Multinutrient Formula Mini-Caplets with iron[^] 90/180s
 - 102/104/106 Super Earth® Multinutrient Caplets[^] iron-free 45/90/180
 - 107/108/109 Super Earth® Multinutrient Caplets with iron[^] 45/90/180
 - 111/113/115 Super Earth® Single Daily™ Whole-Foods based Multiple-iron-free 30/60/90s
 - 117/119/121 Super Earth® Single Daily™ Whole-Foods based Multiple w/iron[^] 30/60/90
 - NEW 182 Super Earth® Rainforest Animalz® Multiple Probiotic chewable wafers raspberry 60s
 - ALL Super Earth® Rainforest Animalz® Multiple chewable tabs natural cherry[^] 90
 - 184/185 natural cherry[^] 90/180
 - 186/187 natural grape[^] 90/180
 - 188/189 natural orange[^] 90/180
 - 190/191 natural ast fruit[^] flavors 90/180
 - 192 Super Earth® Rainforest Animalz® Vitamin C[^] chewables orange 90s
 - 194 Super Earth® Rainforest Animalz® Vitamin D3 chewables mixed berry flavor
 - 196 Super Earth® Rainforest Animalz® CAL-MAG-Vit D3[^] chewables (vanilla frosting)
 - 198 Super Earth® Rainforest Animalz® Multiple DHA 100 mg soft chews fruit punch 90s
 - 838/840/842 Super Fruit Grape seed extract 100 mg[^] vegetable capsules 30/60/90s
 - 870/871 Super Fruit Vegetarian SOD 100 IU Cantaloupe Fruit vegetable caps 30/60s
 - 872/873 Super Fruit Vegetarian SOD 200 IU Cantaloupe Fruit vegetable caps 30/60s
 - Probiotics ship COLD PACKAGED: New Sizes 906/911/913 Advanced Chewable Acidophilus chewable wafers 60/90/120s
 - 910/912/914 Milk Free Probiotic chewable acidophilus PLUS FOS 50/100/120s veg caps
 - 915 Milk Free Probiotics chewable acidophilus PLUS FOS powder (cold packaged) 3 oz.
 - 916/919 Super Fruit Cranberry Fruit extract 500 mg[^] vegetable capsules 60/120
 - 980/981 Super Fruit Cherry Fruit extract[^] vegetable capsules 60/120
 - 983 Super Fruit Pomegranate whole fruit extract[^] vegetable capsules 60s
 - 1190/1192 Super Fruit Gambia Cambogia fruit rind extract[^] vegetable caps 60/90s
 - Skinny Garcinia™ Weight Management Formula[^] Super CitriMax™ with L-Carnitine, Chromium, and more
 - 1102/1104 Skinny Garcinia™ Weight Management Formula[^] veg capsules 60/90s
 - 1266/1268 Super Earth® Organic Greens powder 7.4 oz./14.8 oz
 - 100% USDA-organic-certified wheatgrass, barley grass, alfalfa grass + green kamut, with spirulina + broken cell wall chlorella – that's all
 - NEW 1272/1274 Super Earth® Organic Wheatgrass powder 5.6 oz./11.2 oz.
 - 928/933 Super Earth® Lecithin Granules[^] NON-GMO 12.07 oz./25.4 oz
 - 1200/1202 Super Earth® Brewer's Yeast powder 1 lb./2 lb.
 - NEW + Best-Seller already Super Earth® Organic Veggie Protein powder. 1 lb.
 - 1900 natural vanilla • 1908 natural chocolate
 - 1904 natural vanilla chai
 - 1912 natural chocolate mocha
- NEW ITEMS (new item discounts apply!)
 • EarthSweet® Chewables Melatonin tablets ~ 1, 3 + 5 mg chewables in 60 & 120 counts
 • 5-HTP 100 mg 60 + 120 vegetarian Caps
 • Targeted Choice® Sleep Support 30 + 60 vegetarian Caps whole food-based sleep formula
 • Advanced Probiotics Chewable Acidophilus
- Not represented by BMC in NJ, SC



2 Month Bodycare Promotion* April-May The Bodycare Collection – Lavender

12 oz. bodycare – clean & affordable, [+ not through distribution]

- Shampoo • Conditioner • Hand & Body Lotion
 - Shower Gel • Massage & Body • Bath Salts 20 oz.
- Including Pure Therapeutic Grade Essential Oil Blend: Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram, + Frankincense
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
 - 50% Margin Line

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

Aromaland Candle Promo: 10% OFF

in units of 4 ea. per scent sale through May 15th on these items
 Here is a way to build energy so that every MOM gets a candle from your store this year; made with therapeutic-grade essential oils; in the Sante Fe, New Mexico

Lovable Scents: • LAVENDER • PETITGRAIN + LILY • WHITE PEACH

Stock them all. (must buy each candle + scent in units of 4 ea.)

Petitgrain + Lily the subtle scent of citrus in blossom with fields of wild lilies.

White Peach the scent of delicate peach blossoms with the renewal + warmth of spring

Lavender blended with Sweet Orange, Marjoram, Geranium, Cedar + Frankincense.

Scents available in 3 Porcelain styles: * Sand * Timeless * Amphora

- Beautiful rich cream colored porcelain candle container handcrafted in USA
- Natural environmentally friendly Soy Wax grown in USA • Lead-free paper wick

2-month Essential Oil Promotions for new accounts: 3 seasonal scents 10% OFF in units of 3 each, April-May

Therapeutic-grade Essential Oil Blends: for Springtime Breathing + for summer 1st Aid
Breathe Well Blend ~ Sage, Hyssop, Eucalyptus Globulus, Spruce Needle, Eucalyptus Radiata, Thyme & Myrtle

Prana ~ Eucalyptus Globulus, Cajepout, Peppermint & Menthol

Bug Bite ~ Essential Oils with reputations as insect repellents, blended with Jojoba Oil ready for direct application. Eucalyptus Globulus, Cedarwood Virginiana, Geranium

Therapeutic Grade Essential Oils

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Every store acknowledges that Nordic Naturals® brings them constant profit, that is why stores continue to invest in the Nordic brand.

3 new Springtime floor displays now available: ways to save at least 25% OFF

- **Generic Nordic Naturals floor display***: built to your needs ~ only one (1) Sku per shelf: fits 40-75 units • 80 products to choose from ~ border: outrageously fresh: obsessively-tested; passionately perfected
- **American Pregnancy Association display* (APA)** ~ a combination of any 5: (may repeat choices)
 - ~ 16 units **Baby's Vitamin D3** • 12 units of **Baby's DHA**
 - ~ 12 units of **Baby's DHA Vegetarian, algal oil**
 - ~ 6 units of **Prenatal DHA 90 ct. unflavored** 90/180s
- ~ 6 units of **Prenatal DHA 90 ct strawberry** ~ 6 units of **Postnatal Omega-3**
 - ~ only one (1) Sku per shelf: fits 30-80 units
 - ~ border: Pure Omega-3s for Mom & Baby
- **Permanent Display Fixture*** ~ preorder now: available June 2016
 REMEMBER: **Are You Getting Enough Omega-3's** endcap
 ~ 5-15 full cases of Nordic Naturals product(s) @ **25% OFF**
 ~ maximum of one Endcap order per ship-to location per month
 ~ retailer must display off shelf with sign to receive discount
 Explore what it means to be a Retail Partner (RPP) for more savings

4 NEW ITEMS: ALL instant WINNERS

- **Omega Curcumin** #01875 60 ct ~ concentrated Omega-3s + potent antioxidants
 - * Nordic Naturals natural triglyceride fish oil 490 EPA, 350 DHA (per two caps)
 - * Longvida® optimized Curcumin extract * Reduced Glutathione * NAC (N-Acetyl-L-cysteine)
 - **Probiotic Gummies KIDS** #30170 60 ct
 - ~ No refrigeration required ~ Bacillus coagulans probiotics and prebiotic fibers
 - ~ 1.5 billion live spore-forming lactic acid bacteria probiotic
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 - ~ D3 for kids 4+ Delicious wild watermelon splash flavor
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 - ~ Pectin based, gelatin-free, 100% Vegetarian
 - www.nordicnaturals.com/en/A_ALIAS/New_Products_Retail/803
- * These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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21st Century Health Food
we have the technology

What is JUVO?

21st Century Food Revolution

The word "JUVO" has a Latin root that means 'to give aid.' The root vision of Dr. Hwang and the people who started JUVO is to do their part to help people all around the world. That help is by offering an accessible food source for achieving a healthy lifestyle. JUVO is truly a one-stop shop for whole foods, and JUVO allows the opportunity for complete organic raw whole food nutrition in one delicious meal.

The Health Food store should be the place where these good foods are promoted with zest. Spring is the best time to develop and encourage new habits. JUVO assists with seasonal Spring detox and shedding unwanted pounds. Every foundational health protocol should start with the greatest variety of organic unprocessed raw foods.

Let's do our part with this 21st Century Food Revolution. Premium plant based foods to optimize nutrition

FREE of Gluten, Soy, Whey, Yeast, Nut, Dairy & Preservatives.

No Artificial Flavors, Colors, Sweeteners & Stevia Made in the U.S.A.

JUVO: "to help, assist, aid, support, serve, further; to please, delight, gratify"

ReJUVOonate Yourself!



Health Education • Health Products • Aloe Vera

Aloe Life #1 Herbal Superfood

Aloe Life® is more than the world's BEST Aloe vera

APRIL Promos^

4 items, mix & match

15% OFF 12 minimum

20% OFF 24 minimum

• Aloe Gold tablets 30 tabs

• Aloe Gold tablets 90 tabs

made from Certified Organically grown Whole Leaf Aloe Vera leaves. 3 tablets equal 1oz of whole leaf Aloe Vera Juice Concentrate

Great for travel. Gluten-free + Preservative free.

• Bug Beware Spray Concentrate 1 oz.

• Bug Beware Spray Concentrate 2 oz.

Non-Toxic bug repellent Spray, for Babies, Kids, Adults + Pets. This product has

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www.aloeLife.com/aloe-education/health-benefits-of-aloe-vera/



HERBAL HEALTHCARE

APRIL SALE ITEMS

PURE HERBS USDA-certified Organic

+ non-GMO Project verified

• Bacopa 30 + 60 caplets

Improved Memory + Mental Focus*

HERBAL FORMULAS both non-GMO-Project verified

• MindCare® 60 + 120 veg caps Mental Alertness*

• MenstriCare® 60 veg caps

Menstrual Cycle, Physical & Emotional Support*

*all three products: Gluten Free 1 Magnesium Stearate

Free 1 Synthetic Additive Free

Use videos to explain products: in store + on your

website: <http://himalayausa.com/media-center/video-gallery>

www.youtube.com/user/MyHimalayaUSA/videos

MenstriCare® www.youtube.com/watch?v=mW2kHDYQIU {3:06}

MindCare® www.youtube.com/watch?v=EsIDgxTqngw {3:24}

Bacopa www.youtube.com/watch?v=DbzOm9s8vS8 {2:53}

APRIL PROMOTION PARAMETERS

• **15% OFF** wholesale: buy 1-2 items on sale must purchase 3 pieces of any one (1) item to qualify

• **20% OFF** wholesale: buy all 4 items on sale must purchase 3 pieces of each item to qualify

~ for Independent retail store accounts only

~ must mention Promo when ordering

NOTES:

~ YOU MUST see the new LiverCare® Gravity Feed Display, on your shelf!

~ StressCare® latest product to join non-GMO certified list.

89% of herb line is now non-GMO-verified

~ LiverCare® Better Nutrition's Best of Supplements Award for Detox/Cleansing & Liver Support

www.betternutrition.com/best-of-supplement-awards-2015/

also NON-GMO

~ several super articles by Omar Cruz:

<http://himalayausa.com/himalaya-life>

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

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ESSENTIAL FORMULAS®

Bringing you superior formulations from around the world

5 more awards

For a 2nd time, Dr. Ohhira's Essential Living Oils™ was a Clean Eating Magazine "Clean Choice Award" winner. "Dr. Ohhira's Essential Living Oils™ offers a vegan certified option providing balanced Omega -3, 6 + 9 ratios that serve as a complete and balanced source of essential fatty acids"

Kampuku Beauty bar

2016 Better Nutrition magazine's for the 5th time

Best of Natural Beauty Award

Dr. Ohhira's Probiotics®

~ Better Nutrition magazine

2015 Best of Supplement Awards

~ 2015 Bronze "Alive" Award for Retailer + Consumer's choice in Canada

REG'ACTIV

2015 Finalist CPG Editor's Choice Award Supply SideWest



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Item #706

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• **Kids Bangs ~ Scrapes** (F034)

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upset, bruising, inflammation.

Poison Ivy: for symptoms associated with poison ivy,
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+ blistering.

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

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

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See Customer Care page for more details.

Product NOTES:

• **Learn + get free product**

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<http://learning.newtonlabs.net;>

* scroll down to the Learn Stuff-Earn Stuff;

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Published 25 January 2016

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to the fact that some of the polysaccharides
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[^] these statements have not been reviewed by the FDA, + are
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research—we will create man-made band-aides for dementia—but the real goal should be positive and preventative. Who does not wish—for their Loved Ones and themselves—that their brain remain youthful and optimally-functional for the entire lifeline? Later years should not be a mental wasteland! The science on Bacopa for the health of the brain as it ages is constantly accumulating in the annals of modern scientific inquiry, but there is no scientific motivation to broadcast this safe and effective herb as the best opportunity we have found so far in human history. [ah, the almighty dollar!]

Bacopa, a wild plant transferred from the soil and the sun, to the shelves of your store! Bacopa can be presented to people looking for better brains, and—to coin a term created by David Stouder—it is an herb useful for your bacoping skills. Bacopa is an essential for bringing the balance needed for healthful aging: it should be offered in any anti-aging section too. Think of it this way: the antioxidant properties of Bacopa have an affinity towards maintaining the health of dendrites and neurons. Hyperexcitability of neurons is a stress that can lead to anxiety. Check out the research on this, available on the internet!

This will obviously have an effect on both memory, and the health of the nervous system. Bacopa's effect on anxiety certainly is connected with its calming yet revitalizing action on the nervous system. Bacopa has known use as a cardiotonic, so there is a holism that makes it attractive to rebuilding, as well as

protecting, the wholeness of a body that is constantly challenged. No one wants to be a nervous wreck!

As we continue to become more aware of natural ways to counter imbalances, we see the connection between stressed nerves and greater susceptibilities to other disharmonies. Addictions are not moral weaknesses, but they are often situations where the body is weak, imbalanced or deficient.

Bacopa is being used in many situations of addiction, withdraw and recovery (including with morphine). The wholism of Bacopa—its benefit to the brain, its Sattvic quality, its benefit to the nervous system—have applications here and in many other human health issues. Natural Health always considers support for the brain as a part of any health protocol. Addictions: employ a Sattvic herb that strengthens the nervous system!

Part of our role as health educators is to understand the products we warehouse. I will tempt you to do your own research on Bacopa by summarizing most of the research currently available from international medical journals for this simple waterside plant.

Bacopa has been a principle part of protocols for associated concerns such as restlessness; as an antispasmodic; and as an ameliorating agent for epileptic conditions. It is considered gastroprotective and anti-ulcer, hepatoprotective; and for urinary problems and kidney health. Bacopa is considered nutritively beneficial, and is considered a cleanser that has benefit for skin conditions. Bacopa has use as a cardiotonic with sedative properties, and for blood pressure with the observation that it increases the utilization of nitric oxide, while encouraging vascular muscle function. There is research on Bacopa as an analgesic and antirheumatic, especially in its function of supporting immune response associated with joint degradation. Bacopa has research as a bactericide, for bronchitis, and much more.

There is plenty of research on Bacopa as a nerve tonic, an antioxidant (supports the production of SOD catalase and glutathione) and an anti-anxiety. As an antioxidant, it can be said that it combats neuronal oxidative stress.

It is has been regularly used for mental disorders, and noted Herbalist David Winston reports its historical use for nervous disorders (anxiety, insanity, seizures). Modern studies have suggested it for neuroprotection in regards to Alzheimer's (animal studies, and including long-term use), even for brain tissue regeneration.

For children Bacopa is considered for restlessness, Attention Deficit Hyperactivity Disorder, hyperactivity, attention span, behavioral problems, temper tantrums and even for bedwetting. Bacopa calms children, and helps them to focus: bacopa has traditionally been used to help boost children's test scores.

Realize that the health applications of Bacopa from the journals of modern Ayurvedic diagnostics and herbology are even more artistically deft. Bacopa is considered a Medhya Rasayana utilized to slow the brain aging process, as well as to assist neural tissue regeneration. I cannot wait for modern medicine to catch up!

Bacopa is a Sattvic herb, and *MindCare*® from Himalaya Herbal HealthCare® is a perfectly-balanced formula that can be described as a Sattvic formula. *MindCare*®

## NORDIC PET®:

### Always truth in labelling

Nordic Naturals® is committed to bringing exceptional products to not only humans, but our canine and feline friends as well by using 100% wild caught fish for all Nordic Pet® products. As such, the natural dietary fluctuations of these wild caught fish can vary with their environments resulting in changes of omega-3 levels in the fish themselves.

Nordic Naturals® recently updated their Pet Omega-3 product labels to reflect increased amounts of EPA + DHA per serving. The Pet Cod Liver Oil (CLO) products have increased in DHA, and decreased in Vitamin A levels. Every dog + cat deserves NordicPet® daily.

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www.nordicnaturals.com/petRet/npet\_whyNN.php

### Standards Nordic Naturals® adhere to:

**USDA**—United States Department of Agriculture

**CVM**—Center for Veterinary Medicine  
**AAFCO**—American Association of Feed Control Officials

**FDA**—United States Food and Drug Administration

**NMS**—Norwegian Medicinal Standards

**EPS**—European Pharmacopoeia Standards

**CRN**—Council for Responsible Nutrition

**WHO**—World Health Organization

**GMP**—Good Manufacturing Practices

Pet - Omega-3 Pet - unflavored 90 ct.

Pet - Omega-3 Pet - unflavored 180 ct.

Pet - Omega-3 Pet - unflavored 2 oz.

Pet - Omega-3 Pet - unflavored 8 oz.

Pet - Omega-3 Pet - unflavored 16 oz.

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Pet - Pet Cod Liver Oil - unflavored 16 oz.

calms the chatter in the brain that often distracts from optimal concentration. *MindCare*® is a formula that has wonderful clinical health results. *MindCare*® has become an industry best-seller because people who try it really like it. Whether it is for calmer rest during down time or when going to sleep; to the gravity of working towards better test scores; to assisting mind discipline to retain names; or to remembering things learned and experienced, *MindCare*® is the most dependable product one can find anywhere.

*MindCare*® is a rasayana: it brings an allostasis that becomes a fountain of more health. *MindCare*® brings mental alertness and memory in situations of an overactive and multi-tasking mind. *MindCare*® clears the clutter when the committee is talking all at once in your brain, and that brings renewed focus. It is helpful for occasional absentmindedness and occasional lack of concentration.

What is impressive about *MindCare*®—added to the very intriguing array of attributes presented above about the herb Bacopa—is that the statements about this product are made from research and outcomes that have been noted from use of the actual product that you sell in your store.

*MindCare*® has been clinically-studied in human, double-blind, placebo-controlled trials to help support normal levels of mental

continued on page 7

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awareness, and to support the brain-adrenal communication pathway, which regulates stress and hormone production. MindCare® also supports the body's normal preservation of the brain cell and its function of memory, focus, logic and alertness.

MindCare® is the smartest choice on the market today to center the mind and support focus, alertness and attention. It has been clinically-validated to support the HPA-axis, a major part of the neuroendocrine system. MindCare® helps support the body's normal levels of stress and hormone production. MindCare® also sustains the body's efforts to reduce mild memory problems associated with aging and supports normal circulation of blood and oxygen to the brain to support vitality and liveliness.

The beauty of Himalaya Herbal HealthCare® is that their mission is to combine the knowledge of the ancient wisdom of Ayurveda with the rigors of modern science. Bacopa is in good hands with Himalaya, especially when they have full vertical integration and management of the herbs they use for their Pure Herbs and Herbal Formulations.

Over the years of gaining confidence in the anecdotal results that have made MindCare® a national best-seller, I have noted how many people have advanced beyond the initial discomfort of seeing herbs in the formula that they were unfamiliar with. Himalaya has become a trusted name in herbal nutrition, and now people are much more comfortable to recommend Himalaya's products because of the well-known and impeccable science and manufacture that they employ to make every product. That said, I believe that all one has to do is perfect the story—from the history and promise of the first two herbs in the formula—of Bacopa and Gotu Kola. People will be fascinated and willing to explore the potential benefits. The MindCare® formula has become a worldwide success with a proven formula (with human clinicals) made of: a propriety blend of bacopa (whole plant), gotu kola (whole plant), dwarf morning glory (whole plant), ashwagandha (root), jatamansi (rhizome), Indian valerian (rhizome), vidanga (fruit), almond (seed), Indian tinospora (stem), chebulic myrobalan (fruit rind), amla (fruit), oroxylum (bark), celastus (fruit), curculigo (root), velvet bean (seed), cardamon (fruit), arjuna (bark), fennel (seed), finger-leaf morning glory (tuber), ginger (rhizome), belleric myrobalan (fruit rind), nutmeg (nut), and clove (flower bud). Thank you, MindCare.®

Bacopa is a small herb, with a magnificent and awesome potential for human use for better health. {Thank you Bacopa}.

How long ago would you say it was that you first heard of Bacopa: (do you recall)? In my first 15 years of working in natural health retail, I had never heard of it at all. One of the most famous of all medicinal herbs from India; at best, an oddity in the American marketplace until this Century. My first serious forays into Indian herbs that make up the food-medicine chest of Ayurveda started with the tongue twisters ashwagandha, shatavari and andrographis.

It took me a surprisingly long time to find the Brahmi herbs. Even though I sold the easy



to pronounce and very early herbal import, gotu kola, I had no idea of its distinct prescription for brain health. I was introduced to gotu kola as a mild Asian energizer, that had a secondary use for circulation. [please note how serious we have to be about our learning and knowledge, since we are the story-tellers that bring these herbal options forward for people to consider for their personal health benefits.]

When The Yoga of Herbs came out (1986), Drs. William Frawley and Vasant Lad first brought the word bacopa to my mind, but their synopsis of Brahmi gave no indication—to an America being somewhat first exposed to the rich tradition of Ayurveda—the true place of Bacopa in the healing pantheon. It was actually not until Omar Cruz joined Himalaya Herbal HealthCare® and started teaching that the full picture of this herb's capabilities started to reach the wide and interested audience of health food store teachers. I have religiously tried to attend as many of Ryan Reisman's monthly free phone webinars from Himalaya as possible (make sure that you ask your Himalaya Rep to inform you of these every month: they are the third week of the month, and they are presented live three times in that week so no matter what your schedule, you can attend). Each one offers new and precious gems so that you can become informed!

**MindCare Jr.®** is the same formula in smaller vegetable capsules (both formulas are non-GMO verified with certified-organic herbs) for younger people, and we know that they need positive herbal support. MindCare Jr.® has been shown beneficial for normal classroom conduct, frustration, tolerance and learning ability. It supports normal memory and attention span and is a safe and gentle, natural nervine tonic.

We all want to have safe products for the children in our communities and family: and with love to all children. I hope that you have an understanding of the situation that children are confronted with today. The problem is what the TV and many mainstream doctors are recommending upon the advice of the for-profit pharmaceutical industry for our children: what they are advising may be causing more harm than good.

An example: sales of drugs for ADHD in America in 2008 were \$4.8 billion. They have grown 8% each year since 2010 and will grow another 13% this year to \$12.9 billion. This growth is expected to continue 6% per year with an estimate of \$17.5 billion by 2020. Attention deficit hyperactive disorder is big business: it is one of the top psychopharmaceutical categories on the market. Psychiatric (mental health) prescriptions written for children increased 50% from 1996-2006. [73% for adults]. Mis-diagnosis: no problem. Lack of long-term studies on the "patients"—we have decided that we will live with it. Afterall, they are only our children, and the next generation. On the other hand, we are

only recommending Bacopa for increased schoolroom test scores. Brahmi does the rest.

The use of psychotropic drugs by adult Americans increased 22% from 2001 to 2010, meaning one in five adults now take at least one psychotropic medication, spending more than \$16 billion on antipsychotics, \$11 billion on antidepressants and \$7 billion for drugs to treat attention-deficit hyperactivity disorder (ADHD) (2010).

We can change the world. Consider year-long enticing sales on MindCare®. Get the message out on MindCare Jr.®, for the future minds of America!

I suggest that you don't buy every Bacopa from every vendor you can, and I caution from the information I stated above about quality water (quality soil, concerns for dangerous chemical pesticides and sprays and environmental pollutants and hazardous waste dumps!).

Himalaya Herbal HealthCare® is your premier choice: they know Bacopa. That is a four Sku commitment: the Pure Herb Bacopa (30 caplets); the two (2) MindCare® Herbal Formulations (60-120 veggie caps); and MindCare Jr.® (120 smaller-size veggie caps). All these formulas are made with certified-organic herbs, and have the non-GMO Project certified seal: and Bacopa Pure Herb carries the USDA-certified Organic logo on the bottle.

There is a place and a need for a quick active liquid herbal extract of Bacopa, and we have ya covered. Herb Pharm® undoubtedly offers the best Bacopa made in the US. Their liquid herbal extract is a super-seller and it offers diverse use options as a liquid. They prepare their Bacopa extract from the aerial parts of *Bacopa monnieri* plants which are certified organically grown. To assure optimal extraction of Bacopa's bioactive compounds, the herb is hand-harvested, carefully shade-dried to retain its full color and aroma, and is then thoroughly extracted. Herb Pharm® has direct relationships with their growers, and this product is sourced from India. I would suggest that you add to your bucket list in life to taste this herb and see what your mind hears. You can stock the 4 oz size too as Bacopa is a life-choice!

MindCare Jr.® as an anchor, double-faced in the Kids Health section. To make your Brain Health section most resilient, you can build with the two MindCares and the Herb Pharm® liquid extract.

The herbal formula that is probably outshining all other formulas for this section right now is the super-popular Herb Pharm® **Anxiety Soother™**. This formula brings the premier anxiolytic Kava into the mix. This proprietary extract blend contains Kava rhizome with root, Passionflower flowering herb, Bacopa herb, Albizia bark, Lavender flower and Lavender flower essential oil. Note that Anxiety Soother™—a formula for Support for Occasional & Mild Anxiety\*—utilizes Bacopa, which is an herb that all herbalists now recognize has benefits beyond memory, brain performance and recall. Anxiety Soother™ is available in both liquid herbal extracts and veggie capsules.

Two final formulas that have to be present to offer a serious and powerful Brain/Mind/Energy section. Herb Pharm® offers a best-seller that speaks for itself with the number of bottles sold every year. **Brain & Memory™** is a winner

continued on page 8



## Blue Moose Consulting

P.O. Box 557

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

### Mind and Brain Matters

*continued from page 7*

that you must stock: the market is very much there! This product, a proprietary formula containing Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf and Rosemary leafy tip, gives the brain what it wants: Herb Pharm®-quality western herbs that will have a noticeable effect. This liquid herbal extract formula will open the mind quickly—and there are many occasions when this is needed!

The best and most sought-after nutraceutical for brain action is one of **Bluebonnet Nutrition's** most successful products: Bluebonnet's **Power Thought**® Caplets contain a powerful, synergistic blend of highly advanced, cognitive-enhancing nutrients including: phosphatidylcholine complex (100 mg), phosphatidylserine complex (100 mg), L-glutamine (125 mg), L-tyrosine (40 mg), taurine (80 mg), pyroglutamic acid (125 mg), DMAE (100 mg) and standardized ginkgo biloba extract (24% ginkgo flavoglycosides) (40 mg).

I am amazed at how many people have raved to me about how much they like this formula, and it seems to give many people a noticeable spark. Once people feel this effect, they will continue to take it: brain energy feels good. Bluebonnet Nutrition®—the most certified Supplement Manufacturer, celebrating their 25th Anniversary and sold only in health food stores—sells this Kof-K Kosher, gluten-free formula in three sizes: it is that popular. [30, 60, 90 caplets]. MindCare® with Power Thought®: there is no stopping ya now! Calm focus with added powerful focus.

The brain is a terrible thing to waste. Think of the retail floor space of your store: how much of it is devoted to helping the brain? Bright Minds, Happy People: what a fun thing to facilitate! ☺

\* these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease. The opinions presented here are solely those of the author

Additionally, Special Thanks to Omar and Nabeel and Ryan for insight into this presentation.

## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
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### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

www.newtonlabs.net  
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770-922-2644  
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#### Himalaya Herbal Healthcare

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fax: 800-577-6930  
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#### The Hair Doc Company

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Chatsworth, CA 91311

#### Aromaland, Inc.

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#### Vitalah, LLC

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#### Aloe Life International

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