



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health, the Peace Edition: Peace is the acceptance of conflict. **In our work, we reach for Peace**

Humans are here, we must live with it. Our effects on the planet are not getting any better: we are not living in peace with the planet we inhabit. The daily pounding tyranny of bad news and evil actions batter our energies, and we must keep our shields up against the assault. Somebody—some people—have to be the choir of good in the world; and that is us, the natural products movement!

Our mission is valiant: we are the warehouse, we are the oasis: we are the sanctuary—and we resolve to always stay relevant, and alive—a network of leaders. Thanks to us, Organic Agriculture had an outlet. We were the source for yogurt before America found it. Quinoa and Maca were rescued from relative irrelevance by our education, and there are many other foods that the American Natural Health Movement deserves credit for bringing forward for human health.

We need to be teaching our children, and the people who come to our stores, who want to do good in the world: that it is all about being able to feed the people of the future; the quality of the water on the planet Earth; AND keeping the environment clean, healthy and life-supporting. No other action that we do in our life or our business—looking outward to the world around us—matters more.

But we have not worked in isolation, and the forces of good are everywhere. We must learn and nurture a world view where all the good things are wrapped up as one. Many scientists and teachers, authors, governmental bureaucrats, public servants, whistleblowers, parents and activists have combined to counter every negative and selfish injustice that occurs with greater acts of honest goodness. We are a cog in the wheel of goodness.

Goodness: there are some things we know are good, they become good, and always stay good. Some other things start good and then one wonders whether they can remain good forever?! Then, there are things that never present themselves as good. We live with all these things: the world around us. Life involves this reality, this diversity. We must learn to exert the good influences that we believe in as we swim

through the raging currents—good and not-good—that is living today. We must gather with like-minded people working to do good. We are everywhere.

Yet, the world is a very complicated place. A case in point: a story of recent history, and an unheralded hero for peace in his time! Norman Borlaug may not be a name familiar to most of us, unless you are a deep-thinker on the issue on genetically-modified foods, and the history of modern agriculture. Borlaug, born in 1914 on his grandfather's farm in Saud, Iowa in Chickasaw County in northeast Iowa, was a Biologist who made innovations in wheat-growing that is credited with saving "a billion lives" from starvation. He is one of seven people to have received the Nobel Peace Prize (1970), the Presidential Medal of Freedom (the highest American civilian award, 2007) and the Congressional Gold Medal (2006).

Borlaug has been called the Father of the Green Revolution, for the work he did in developing semi-dwarf, high-yield, disease-resistant wheat first for Mexico in the 1940s when crop failures were leading to starvation, and then after that in India. His genius was in utilizing something he called shuttle breeding. He made the wheat varieties more adaptable by breeding plants in Central Mexico during the summer, and then transferring them to Northern Mexico for the winter months. Simple solutions from a keen scientific mind, and the results were a more hardy breed that was adaptable, and more resistant to disease. Another result was that the breeding program become faster and more efficient. Thanks to these efforts, and government cooperation, lives were saved. In 1943, Mexico imported ½ its wheat. Mexico became self-sufficient in grain production by 1948, and was a net exporter of wheat (despite a further population boom) by 1965.

Next up was India. As scientists often corroborate internationally, Borlaug eventually joined forces with another geneticist who has been working on wheat, potato, rice and jute—Mankombu Sambasivan "M.S." Swaminatha. Borlaug's advancements had another test case, and India's recent famines—and the fact that

India was on the brink of another famine in 1961—allowed the opportunity to try new things in Indian agriculture. Indian Minister of Agriculture, Swaminatha invited Borlaug to India, and the wheat varieties were introduced. Soon after, a semi-dwarf variety of rice—IR8—developed by the International Rice Research Institute (IRRI) was introduced to India.

These successes were laudable.

"In the 1960s, rice yields in India were about two tons per hectare; by the mid-1990s, they had risen to six tons per hectare. In the 1970s, rice cost about \$550 a ton; in 2001, it cost under \$200 a ton. India became one of the world's most successful rice producers, and is now a major rice exporter, shipping nearly 4.5 million tons in 2006." India also saw annual wheat production grow from 10 million tons in the 1960s to 73 million in 2006".

M. S. Swaminatha was just as much a herculean hero as Borlaug. In 1999, Swaminatha was named, along with Mahatma Gandhi and Rabindranath Tagore, as one of three leaders from India in *Time* magazine's 1999 list of the "20 most influential Asian people of the 20th century." Still alive, he is a Fellow of the Royal Society of London, the U.S. National Academy of Sciences, the Russian Academy of Sciences, the Chinese Academy of Sciences, and the Italian Academy of Sciences (and Founder of the International Society for Mangrove Ecosystems (ISME))!

In 2006, at the Norman E. Borlaug International Symposium, Swaminatha asked as featured speaker, "Can we replicate the single greatest period of food production in all human history?"

The Green Revolution represented a time, historically demarcated from the 1930s to the 1960s, when technology, irrigation, intelligent management and distribution techniques, along with the development of hybridized seeds, and synthetic fertilizers and pesticides were credited with meeting a dramatic spike in population and the need for more food than agriculture had been able to create until that point. With an exploding world population, food security had become a global issue that every nation was

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concerned about. The Green Revolution was considered a primary impetus and factor in increasing world grain production by 160% from 1960-1984.

In the 1960s, Brazil's cerrado ecosystem, a sprawling tropical savanna, was converted from an agriculturally unfit over-acidic area of coarse grasses with scattered tree growth into the world's second largest soybean producer, with revitalized plains that are now the world's largest exporter of beef and poultry. This transformation could only have been made possible after over 41 million tons of lime was spread in areas designated for agriculture over a decade from the late 1990s through 2004. Positive or negative?

The Philippines doubled its annual rice production and actually become a rice exporter in 2013, 53 years after the Philippines Government—in coordination with the Ford Foundation and the Rockefeller Center—established the International Rice Research Institute (IRRI) with the intention of becoming self-sufficient growing its own rice. Miracle rice—as seen earlier in India—was credited with this humanitarian feat.

Questions do arise with the accomplishments of this increased agricultural production: one could say that it has become political. Borlaug's lead has him considered a villain to some involved in issues of agriculture. I consider him a hero and a humanitarian who dealt with issues of his time through a dedication that alleviated the suffering of others. He founded the World Food Prize to recognize the breakthrough achievements needed to ensure adequate food for the world. The World Food Prize "is the foremost international award recognizing—without regard to race, religion, nationality, or political beliefs—the achievements of individuals who have advanced human development by improving the quality, quantity or availability of food in the world." (www.worldfoodprize.org).

When a bronze statue of Borlaug was added to the U.S. Capitol's National Statuary Hall on National Agriculture Day (and Borlaug's 100th birthday) in March 2015, Rep. Tom Latham, [R-Ia.] said Borlaug "didn't do anything for fame or fortune; it was all about feeding a hungry world, making sure all those children, no matter where they are, weren't starving."

He has become one of those heroes that people like to use for their own purposes. Borlaug was a plant breeder and geneticist when the world needed breakthroughs in harvest yields. That said, the claimed results of the so-called Green Revolution are not accepted everywhere as fact. It has been said that if advancements in irrigation, fertilizers, added investment and government focus had been present towards other forms of agriculture, that significant growth could have happened regardless. It has been noted that these new HYVs (high-yielding varieties) outperformed the traditional varieties "only when" the advanced irrigation



and pesticide and fertilizers were present. The challenge has been made that this administrative focus may have actually been the equation for success more than the modern techniques that have been so praised. The Mexican miracle was also affected by a set of realities brought on by the move from the traditional hacienda system, and the political land redistribution that caused cataclysmic disruption of a traditional way of harvest. The Mexican turnaround also had massive socio-political implications in Mexico, and how the program was viewed in the rest of Latin America. Agribusiness and this initial success became an attribute of modernization that led to many changes in how the world gets its food today. Borlaug's advancements spurred a world change in food production.

In Brazil, it is now acknowledged that the conversion of the cerrado to beef cattle production for places like McDonalds—and an apparent agricultural success story—has had unforeseen negative consequences. This Brazilian cerrado, the second largest land area (21%) in Brazil after Amazonia, is considered the richest biologically-diverse tropical savanna biome in the world, with an estimated 10,000 plant species, 200 species of mammals and 800 species of trees found there. At least 10 bird and 14 mammal species—and many other living creatures—are found only there! Are we growing more soy feedstock at the expense of the extermination of a biome diversity as important as the precious Amazonia to its north?

Some people even say that it was the increased grain production of the Green Revolution that actually exasperated the world population boom. (here is a moral conundrum that you may have an immediate response to, and which could keep you thinking for weeks)!

Which brings us to today. Maybe it is a function of aging and stress, but I am brought to near tears almost weekly when I hear reports in the news of people starving. Whether it be the horrible evil in war-torn Syria, or the challenges of feeding millions of migrants in Lebanon and Turkey. Or, the fact that Asia has the largest number of hungry people today, with 553 million starving (62.4% of global hunger is here and the

South Pacific) and with 70% of malnourished children living in Asia; or that 40% of the children in Africa have stunted growth by malnutrition, with 239 million people malnourished in sub-Saharan Africa alone; and with sub-Saharan Africa having the highest percentage of its population malnourished today.

A lot of this is the result of armed conflict and corruption. In 2007, the Global Peace Index (GPI) was established as an "attempt to measure the relative position of nations' and regions' peacefulness." In 2016, the report states that only 10 countries on this planet can be considered completely free from conflict (Botswana, Chile, Costa Rica, Japan, Mauritius, Panama, Qatar, Switzerland, Uruguay and Vietnam are free from conflict). [I will study war no more, but we should not ignore the armed conflicts today where people are being killed: www.conflictmap.org/]. War makes it very hard for any society to feed its own people, which leads to a global burden for other peoples to show compassion and support aid effort. War will not disappear in my lifetime, but we do have a chance to cut back world poverty, starvation and malnutrition if we cooperate and get serious about our efforts.

In our own country, hunger is a reality for one in seven Americans. In 2014, 15.3 million children lived in food-insecure households with over 20% of the children in 38 States living in food-insecure households. We obviously are at war here in America, with our military currently serving in about 800 military bases in 70 countries (of 195 countries, which means that we have military bases in 36% of the world's nations). War here is costly (2015): military spending—\$598.5 billion dollars—is 54% of our federal discretionary spending (worldwide military spending was \$1.7 trillion, with an estimate that we account for 37% of all the military spending in the world). I would also consider many areas of our American society "war-zones" with drug crime, etc.

So why were Borlaug and Swaminatha considered heroes then when they succeeded in increasing food yields in a crucial 30 year period from 1935-1965, and why are we so

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

SUPER BOGO deal: two best-selling herbs

Herb Pharm quality, high actives w/o harsh chemicals!

- Milk Thistle veggie caps BOGO packs
- Saw Palmetto veggie softgels BOGO packs

Buy one at regular cost, get one FREE! whsl: \$11.00 MSRP \$22.00. No other discounts apply

Ask your BMC Rep on how stores are succeeding with this offer

PLAN AHEAD for Late June

Herb Pharm Promotion buy-in dates from June 23 – July 31

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** discount for all 7 items
- C. Buy a Minimum of 6 units of all items on the Promo**
+ receive a **25% OFF** discount for all 7 items

FOOD as MEDICINE: Turmeric & Maca

- Inflamm Response™ liquid extract
- Inflamm Response™ veggie caps
- Maca liquid extracts
- Maca veggie caps
- Maca powder
- Turmeric liquid extract
- Turmeric softgels

WEBINAR: June 16th – stay informed!

FORMULAS:

Inflamm Response™ liquid extract – extract blend: Turmeric rhizome, Chamomile flower, Meadowsweet leaf & flower, Licorice root & stolon, St. John's Wort flowering top

Inflamm Response™ veggie caps – contains 200 mg of Turmeric (water-extracted root) providing 20 mg of curcuminoids, Boswellia extract (100 mg) + a 200 mg proprietary blend of Bupleurem water-extracted root, Certified Organic Ginger (water-extracted) + Reishi (water-extracted mushroom)

^ USDA-Certified Organic * Fresh (undried) + Sustainably-wildcrafted

** these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

Not represented by BMC in NJ



Bluebonnet's 'Get the Skinny on What is New' Promo

buy in dates: through July 15th, 2016

45 days of summer sales with high-quality NEW ITEMS sold only in health food stores!!!

20% OFF the hottest-selling NEW Bluebonnet products PLUS for every six (6) bottles of Skinny Garcinia purchased get one (1) Skinny Garcinia V-neck T-shirt FREE with every \$195 ordered from the entire Bluebonnet line* (see below)

PROMOTIONAL ITEMS:

- 51/53 5-HTP 100 mg vegetable capsules^ 60/120s
- New Multis: Super Earth™ Single Daily™ Whole Foods-based Multiple^ caplets 111/113/115 (iron-free) 30/60/90s
- New Multis: Super Earth™ Single Daily™ Whole Foods-based Multiple^ caplets 117/119/121 (with iron) 30/60/90s
- 182 Super Earth™ Rainforest Animalz™ Probiotic wafers (raspberry) 60s
- 414/415 CellularActive™ Coenzyme B-Complex veg capsules^ 50/100s
- EarthSweet™ chewables CellularActive™ Methylfolate^ (natural raspberry) 453 - 400 mcg tabs; 454 - 800 mcg tabs; 455 - 1000 mcg tabs
- 682/683 Chelated Magnesium vegetable capsules^ 60/120s
- EarthSweet™ chewable Calcium-Magnesium & VIT D3 tablets^ 741 - (vanilla flavor) 90s; 743 - (orange vanilla flavor) 90s
- Super Fruit Vegetarian SOD Cantaloupe Fruit Extract vegetable caps 100 IU - 870 - 30s; 871 - 60s + 200 IU; 872 - 30s; 873 - 60s;
- Advanced Probiotics™ chewable Acidophilus wafers (natural raspberry flavor) 906 - 60s; 911 - 90s; 913 - 120s;
- 977/979 Natural Omega-3 Kasher Fish Oil vegetarian softgels^ 60/120s
- EarthSweet™ chewables Melatonin tablets^ (natural raspberry flavor) 990 - 1 mg, 60; 991 - 1 mg, 120; 993 - 3 mg, 60; 994 - 3 mg, 120; 996 - 5 mg, 60; 997 - 5 mg, 120s
- 1004/1006 Clarinol™ CLA 1000 mg softgels 60/90s
- 1102/1104 Skinny Garcinia™ Weight Management Formula^ veg caps 60/90s
- 1190/1192 Super Fruit Garcinia Cambogia Fruit Rind Extract veg caps^ 60/90s
- 1272/1274 Super Earth™ Organic Wheatgrass powder^ 5.6/11.02 oz (no added sugar/sweeteners. flavors or colors)
- Super Earth™ Organic Veggie Protein™ powder^ 1 lb. Vegan, Kosher, non-GMO 1900 (natural vanilla flavor) 1904 (natural vanilla chai flavor) 1908 (natural chocolate flavor) 1912 (natural chocolate mocha flavor)
- 2000/2002 Targeted Choice™ Wellness Support caplets^ 30/60s
- 2004/2005 Targeted Choice™ Sleep Support caplets^ 30/60s

* to qualify for a FREE Skinny Garcinia V-neck T-shirt, you can order any combination of the two sizes [60 + 90 cts.] of Skinny Garcinia™ to meet the 6-bottle requirement (as long as the total order is \$195 or more after discounts). Maximum of four (4) shirts per order per store. Offer while supplies last, and to accounts in good standing only. Shirts shipped with your order. Specify Women's shirt sizes: SM, M, L, XL. [If the shirt sizes that you requested are not available, we will automatically ship the next larger size]

Not represented by BMC in NJ, SC



THE BEST CHOICE for Joint Health is now Himalaya Herbal HealthCare's Curcumin Complete®, The Joint Solution

ADDRESS FLEXIBILITY AND MOBILITY with a BALANCED INFLAMMATORY RESPONSE*

Curcumin Complete® combines Turmeric with the herbs found in JointCare® – Boswellia, Greater Galangal + Tribulus - the mechanics that work alongside Turmeric to promote a balanced and healthy inflammatory response*

Curcumin Complete® = JointCare® + Turmeric

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

SELL MORE TOOTHPASTE: EXCITING TIMES

Ask your Himalaya Rep for Opening Order deals

TEETH & GUM HEALTH now have 6 more allies:

Botanique Complete Care toothpastes: 5.29 oz.

- Whitening Complete Care Toothpaste Simply Mint with fruit enzymes that whiten teeth
- Whitening Complete Care Toothpaste Simply Peppermint
- Complete Care Toothpaste: Simply Mint • Simply Peppermint • Simply Cinnamon • Simply Spearmint

^ Fluoride Free ^ SLS Free ^ Carrageenan Free ^ Gluten Free

JUNE MONTHLY PROMOTIONS

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

PURE HERBS USDA-certified Organic

- Boswellia 60 vegetarian capsules
- Ashwagandha 60 caplets non-GMO Project verified Anti-stress, Energy, Exhaustion, and Mood Support*

HERBAL FORMULAS non-GMO-Project verified

- LiverCare® 90 + 180 veg caps Liver Detoxification & More* Better Nutrition's Best of Supplements Award 2015

* These Statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Not represented by BMC in NJ, SC



SHIPPING: a beautiful + distinct Nordic Permanent display
Don't Miss this rare + incredible offer. Highlight America's #1 Omega-3 with beautiful, free furniture

- **Permanent Display Fixture** ~ showcase for Nordic Top-6 Sellers + sell more! comes pre-loaded with 61 items @ **30% OFF**; ask your Nordic Rep for details [Nordic Retail Partners get an additional 5% OFF]

~ small footprint-less than 2 sq. feet of floor space: 18"x19"x62" (l/w/h) easy to move around with feet casters: dimensions ~ interchangeable headers, seasonally or by promo or initiative ~ display must be utilized for a minimum of 6 months,

12 each Ultimate Omega®. 180 (3790); Ultimate Omega®-D3- 60 (794);

Children's DHA™ 180 (1720)

+ 8 each Omega-3 60 ct (1760); Vitamin C Gummies 60 (30160);

9 each Nordic Berries™ 120 ct (30120).

Additional SPRINGTIME floor displays: pick one (1), or two (2)

- **'Generic Nordic Naturals® floor display'**: Build to your needs **25% OFF** ~ a beautiful + versatile display, awaiting your creativity. Only 1 Sku per shelf: fits 40-75 units ~ **eighty (80) Nordic products to choose from**: ask your Nordic Rep for details

~ border: 'outrageously fresh: obsessively-tested; passionately perfected'

- **'American Pregnancy Association Display' (APA) 25% OFF**

~ a combination of any 5 of the following (may repeat choices)

* 16 units Baby's Vitamin D3™ 0.37 oz. #2732 * 12 units Baby's DHA™ 2 oz. #53787

* 12 units Baby's DHA Vegetarian, algal oil 1 oz. #1670

* 6 units Prenatal DHA unflavored 90 + 180 softgels

* 6 units Prenatal DHA 90 ct. strawberry #1753 * 6 units Postnatal Omega-3 60 ct. #1758

~ only one (1) Sku per shelf: fits between 30-80 units. Border: 'Pure Omega-3s for Mom & Baby'.

Nordic Naturals is the Official Omega-3 of the American Pregnancy Association

Monthly opportunities: Are You Getting Enough Omega-3's endcap

~ 5- 15 full cases of Nordic Naturals® product(s) @ **25% OFF**

~ maximum of one (1) Endcap order per ship-to location per month

~ retailer must display off-shelf, with sign to receive discount

NEW ITEMS:

~ Omega Curcumin 60 ct. softgels #01875 concentrated Omega-3s + potent antioxidants Nordic Naturals natural triglyceride fish oil. 490 EPA, 350 DHA (per two caps). Longvida® optimized Curcumin extract 400 mg. Reduced Glutathione 150 mg. NAC (N-Acetyl-L-Cysteine) 200 mg

~ Probiotic Gummies KIDS 60 ct #30170 – Merry Berry Punch flavor for children ages 2+.

* No refrigeration required

~ Vitamin D3 Gummies KIDS 400 IU 60 ct. #31143 – Wild Watermelon Splash flavor for kids 4+

~ Vitamin C Gummies 120 ct. #30161 – 250 mg VIT C Vegetarian, pectin-based + gelatin-free.

* RPP members receive additional discount. * 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.

Not represented by BMC in NJ, SC & parts of PA & NC



JUVO™

WALL OF JUVO FOR EVERYONE!!

Line Drive 15% OFF

2016 PROJECT: Build a Wall of JUVO for Community Health

GOAL: JUVO every day for Health

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

JUVO Raw Meal packets
(10 packets)

- Organic Raw Meal packets
- JUVO Fantastic Berry packets
- Raw Green Protein packets
- NEW JUVO Raw Meal Green Apple
- NEW JUVO Raw Meal Vanilla Chai

Raw Foods are quintessentially healthy, all summer long!

ReJUVOnate Yourself!

AROMA LAND

JUNE-JULY 2-Month Bodycare Promotion* The Bodycare Collection Tea Tree & Lemon

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: entered and enhanced with Tea Tree, Eucalyptus + Lavender that offers a clean, cooling and lively aromatherapy experience.
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
 - No Petroleum Products, Parabens, Synthetic Fragrances. NO Artificial Colors, Formaldehyde or Sodium Lauryl Sulfate.
- Buy 3 ea. per SKU = 10% OFF**
Buy 6 ea. per SKU = 15% OFF
Buy 12 ea. per SKU = 20% OFF

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

ADDITIONAL PRODUCT NOTES:

- * Ask your BMC Rep for the new Aromaland Price List
- * BEAUTIFUL NEW LABELS from Aromaland Therapeutic Grade Essential Oils New Lower pricing! Order direct from the source + save.

Bliss in Every Bottle™

 Dr. Ohhira's Probiotics

Summertime Essential Formulas Sale

discounts through June 15th

5% Mix & Match of 12 items

10% Mix & Match of 24 items

15% Mix & Match of 36 items

free shipping during the promo period

Dr. Ohhira's Probiotics

Reg'ACTIV



Dr. Ohhira's Probiotics®

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

June Monthly Specials Mix & Match, sale items

12 items min for 15% OFF
24 items max for 20% OFF

- SG Aloe Mist Spray 2 oz.
- SG Aloe Mist Spray 4 oz.
- Face & Body Lotion 16 oz.
- Face & Body Lotion 4 oz.

Skin Gel Aloe Mist Spray: supports healthy skin with Organic Whole Leaf Aloe Vera Juice Concentrate blended with special skin actives, and without thickeners. Easy mist application is convenient & fun for the whole family!

Face and Body Lotion: feels like silk on the skin. Formulated for all skin types – especially sensitive + damaged skin. A non-staining, light Moisturizer for men, women + children.

Concentrated: no water added. Try it, knowing that whole leaf aloe juice is a step above for skin health, with an emollient base of Lanolin, Macadamia Nut Oil + Jojoba oil, blended with Vitamins A, C, E, Selenium and Zinc to soothe, lubricate, protect and moisten the skin.
Nutrition for the Skin.

Whole Leaf Aloe Vera Juice Products
Aloe Vera is FOUNDATIONAL TO HEALTH

BASS®

Brushes

SUMMER BEARDS SEEK PARTNERS

THE BEST TOOLS for the Bearded Customer

Gain another customer with the Bass® Wave Series Brushes. These brushes work extremely well on beards

153-S Wave Soft for short or close to face beards

153-F Wave Firm for longer beards, use the firm bristles

Bass® Ultra Fine Brushes since 1979

- All Brushes 100% Bio-degradable hanging packaging
- Bass uses 100% solid Bamboo wood handles with either Dark or Striped styles, After setting the natural bristle in. the handle is hand-finished to bring out the woods natural beauty
- Brushes also available in acrylic back, tortoise + clear

benefit: 100% sanitizable once tried, the customer will never use another company's brush again!
That is a customer that you want!

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

ECO LIPS®

The best lip balm for the world

JUNE SPECIAL! FREE SHIPPING

Free shipping all month, from June 01 to June 30th.

Any order. Any size.

Free shipping

This is a great time to order up on all of your Eco Lips needs + fill up those displays

SHIPPING NOW POGO blister cards

shipping mid-month:

POGO shrinkable packages
wholesale cost \$16.72

8 pcs per convertible display

	Item #
POGO™ Apricot Peach	0547
POGO™ Split Banana	0548
POGO™ Mint Mint	0549
POGO™ Iced Iced Berry	0550
POGO™ Nothin' At All	0551
POGO™ True Vanilla Bean	0552

The Best Lip Balm for the World



bodyceuticals

organic bodycare

Deals on Men's Skincare!
up to **15% OFF**

Men's Skincare.

Give the gift of Healthy Skin Care for the men in your life!

10% OFF these POP displays

Buy 2 or more of these displays = 15% OFF
free samples with all orders

- INK POT display
- INK STICK display
- Calendula + Honey Balm display

June deals applied to orders that request "June Deal" when placing order through 06.30

www.bodyceuticals.net
www.facebook.com/Bodyceuticals
www.instagram.com/bodyceuticals_calendula/
www.pinterest.com/bodyceuticals/
https://twitter.com/body_ceuticals

www.calendulaskincare.com



SURYA
Brasil

How do we support the Man who loves Organic?

SAPIEN MEN

PERFECT for the Father's Day shopper

Designed exclusively for men
now this is something that matters!

June Monthly Promotions
June 1 to June 30th
20% OFF

100% vegan, natural + organic-certified. The first Men's line in Brazil with certified-organic ingredients now available in America, for the discerning man. Nourishing, ethically-harvested plant + fruit extracts from the Amazon for uncompromising quality & efficacy. In a 100% vegetal base, guaranteed cruelty-free and EcoCert® certified organic

- Shampoo & Conditioner 2-in-1 10.14 oz.
- Hair Styling Gel 3.04 oz.
- Facial Scrub 3.38 oz.
- Shave Cream 6.7 oz.
- After Shave Cream 3.38 oz.
- Shower Gel 10.14 oz.

Detoxify Your Beauty
<http://suryabrasilproducts.com>

NEWTON homeopathics

Nurturing Naturally Since 1987

June Promotions

20% OFF select OTC formulas

Liquid or Pellet complexes listed below^ (Qty 4+ per SKU)* Shelf tags announcing the sale included with your order

- Eye Care (N041)
- Insomnia (N071)
- Swimmers Support (N214)
- Pets Doggy Breath (P023)

Product NOTES:

~ PELLETS: the amount of pellets in a 1 oz glass bottle of pellets: 625-675 pellets by weight (they are not all exactly uniform in size)

~ Learn + get free product

* Go to Newton Homeopathics Education website <http://learning.newtonlabs.net>;

* scroll down to the "Learn Stuff-Earn Stuff."

* Store staff members who participate in 4 videos/quizzes will receive a FREE Newton Complex product

Eye Care (N041) – for symptoms associated with eye conditions such as eye strain, itching, pressure, redness, styes, swelling, twitching + sensitivity.

Insomnia (N071) – for associated symptoms such as the inability to fall asleep as well as return to sleep after waking, frequent waking + restlessness.

Swimmers Support (N214) – for symptoms associated with swimming and exposure to pool chemicals such as cramping, dry skin, fatigue + muscle soreness.

Pets Doggy Breath (P023) – for symptoms associated with improper diet, digestive imbalance + periodontal conditions resulting in offensive breath.

Not represented by BMC in SC

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

JUNE-JULY PROMOTION

The Wellmune Children's Chewable SUMMER KIDS HEALTH PROMOTION

develop healthy habits over the summer:
June, July^

Children's Chewable 25 mg/60 ct
wholesale \$9.57/ MSRP \$15.95

Buy 4 ea. = 10%

Buy 12 ea. = 15%

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vehemently against things like genetically-modified foods?

Are we fully aware that our food supply has been dramatically changed, post-WWII, and the method and the results of this change have never been questioned, or studied for their effects on what we now so comfortably call our gene expression? Have there not been enough advancements in environmental science to know that mechanized, petro-chemical foodstuffs are “different” enough that we as a species should have the civility to study these food changes (chemically and) with a challenging eye? Have the wheat and rice and other grains been so transformed with our intention to make them grow faster and be disease resistant—since the initial advancements of the 1950s—that these foods may have now unwittingly been tweaked enough to the point that they are now less beneficial for human health (animal feed nutrition)? Where was the challenging science on this? If a trained scientist or a tenured geneticist scoffs at the notion and dismisses the question, does that mean that we quiet our concerns and stop questioning? The natural foods movement grew on the platform of the ORGANIC food movement: our work is far from complete!

The way that foods grow in a natural ecosystem is the perfection that no dose-dependent or patented technology will ever

be able to mimic or better. Keep the compost alive! But, what about world hunger?

Peace is the acceptance of conflict. Where do we go with our obvious future concerns about feeding the world’s people? How do we harvest proteins and macro- and micro nutrients, and how do we get sufficient nutrients to enough people/to everyone? (another conundrum).

How quickly was Organic agriculture absconded by corporate capitalism, and what actually is organic agriculture after Walmart and the US Government got ahold of it? Has the premise of enriching the soil been lost in the codification? Do we need to move quickly to biodynamic agriculture to save the world?

The only reason that GMOs will ever be a perverse freak-show is that profit is their only underlying motive. Forget the crap shown on tv: all managerial and ownership (and accounting) objectives of all modern genetic modification is profit, money and greed. The creature is diseased! So how do we find peace with the knowledge of that majority opinion?

There are movements to stop, or limit, the fallout from the seed-control and specialized nerve toxins that are modern pesticides; and the control/ownership and degradation of water in its every dimension by modern corporate agriculture.

We must come up with solutions, we must lead: we must educate. First, stop killing the soil and start revitalizing the land. Second, look to the sea. Algal oils need to be supported, as they can be grown through controlled growth, they can supply Omega-3s (Correcting the Global Omega-3 Deficiency!), protein and algal oil biodiesel. Demand serious marine stewardship, with a long-range sustainable vision as found in places like Norway, and now Peru. Read the book, *The Perfect Protein*, by Oceana’s Chief Executive Officer Andy Sharpless and find out why sardines are the best fish for environmentalists to enjoy as their animal protein choice.

In America, we need to support local seafood harvest and diversity. 90% of the seafood we eat here comes from 10 species, especially shrimp, salmon and tuna, and we literally pass along the rest mainly as fertilizer: which is wasteful (and does not support the fishermen!) In the 200 nautical miles that is the US Exclusive Economic Zone, we could develop off-shore aquaculture (in the space of the size of the shoreline of Washington State) that could feed the entire world with sufficient protein—if we chose to.

We could support the expansion of aquaculture of all of the ocean’s filter feeders. Most bivalves—scallops, clams, oysters and mussels—are filter feeders. An adult oyster can filter up to 5 liters or 1.3 gallons of water an hour, up to 50 gallons a day. Atlantic menhaden, a type of herring, lives on plankton caught in the midwater: and an adult menhaden can filter up to four gallons of water a minute. From sponges to whales, we need to support life in the ocean that serves to clean our planet’s most precious

resource. Simple logic says that we need to honor these facts, that filter feeders clarify water and therefore can be considered ecosystem engineers. Locally, we start with the majestic Chesapeake Bay!

We can create many jobs by using the oceans respectfully, and of course that means defusing those industries that pollute the planet’s waters while also supporting Green Energy as if there were no tomorrow. It is better for the planet to clean and cultivate the oceans than to clear more rainforests for meat production.

But if we continue to degrade the air and our waters through land-abuse pollution, the oceans may not turn the tide for planetary survival. From global warming to toxic “fuel cycle and spent nuclear fuel radioactive waste”, we have many mistakes to clean up! But there are so many other smaller cuts that are ruining the body of our earth.

Part two. Pollution. Peace is the acceptance of conflict. Since the dawn of the Industrial Age, which began our destruction of the planet’s air, through our decimation of the planet’s lungs—the trees and grasses and the greens of the ocean. We have been crescendoing to a reality where we all live in the smoker’s room at the local airport. We all contribute to this pollution in some way every day. In this conflict, how can a caring soul find peace?

We live with the tragedies every day (and turning off the news may save sanity, but it takes you away from the team that is working for solutions). Learn, despair, and then regenerate optimism from your ever-resilient soul. This is the life of an environmentalist living today.

I investigate every assault and insult that is reported in the news every day. I read the news looking for places that are being degraded, and I send my prayers: every day. The latest tragedy, the Athabasca oil sands around Fort McMurray in Alberta Canada. The news concentrates on the unfortunate people and their homes; and, we may hear the term “dirty oil” in the same paragraph that we are told we need to get our petro energy from allies like Canada—close to home—for National Security. Read about the issue, and how the indigenous First People originally viewed the amazing geological phenomenon found in Athabasca near the rivers that have run through boreal forests since before man could speak.

If you hear that the Tar Sands Gigaproject is the largest industrial project on the planet, it will be present as some marvel of human achievement. Like the earthquake-inducing fracking that metastasized all over our country in about ten years time, we are told that we need to rape the planet so we can keep our lights and A/Cs and refrigerators on. Human ingenuity knows that this is not a lone fact (lie). If we can just adjust our human conscientiousness, and how we allocate our funds!? Hence, politics—and a review of that military budget.

Again, the indigenous people are resisting, and again highly-educated and

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massively-compensated fixers are layering the recurring lie of capitalism about how all is good. "Today, the tar sands have become a topic of national and international discussion as stories of cancer epidemics in the community of Fort Chipewyan, massive wildlife losses related to toxic contamination, environmental degradation and increased vocal resistance from impacted communities have shattered the 'everything is fine' myth propagated by the Canadian and Alberta governments." (www.ienearth.org/what-we-do/tar-sands).

The damage being done in Alberta is a scar on our universal human consciousness. Is the degradation of our immune system due to devitalized food, or the general malaise of depression as we know in our soul what we are doing to our environment? The animals and plants and trees and the water are all being assaulted: the pain is just as real as that inflicted on humans by humans through war and starvation. We are just not evolved enough yet to know that! Our history will be judged as viciously savage. Peace and shelter need to be provided for those seeking refuge, with the pure mission of the health food store: where like-minded people can meet to shop and talk and envision more humane times.

Send your energy out to the Wood Buffalo National Park that touches the tar sands to the north. Maybe we have to realize that always throughout history there have been places like this. Do you know about the Wood Buffalo National Park? This beautiful place is largest national park in Canada (17,300 sq miles; larger than Switzerland). It is the 2nd-largest national park in the world, Famous residents include the world's largest free-roaming herd of wood bison (estimated at 5000), and whooping cranes, who nest in two areas of the park.

The area does have protections (UNESCO World Heritage Site, 1983) because of the biological diversity of one of the world's largest freshwater deltas, the Peace-Athabasca Delta; and in 2013 it was designated as what is now the world's largest dark-sky preserve.

Think about it. Fresh water: vs. above-ground, massively-polluting, primitive but cheap mining of the dirtiest oil ever known. Dark skies: vs. the encroachment of wandering cities of mercenaries who are living up north for a few years, trashing the surrounding area with loud, bright energy that stresses owls, bats and nighthawks. And we were given custody of the land by our God who entrusted us to care for this miraculous place.

Is this any different than the battles we constantly have in our country about land-use agreements to pull corporate profits out of America's national public lands through minerals, trees, and oil/natural gas and fracking? We really do have to ask ourselves if we believe that anything is indeed sacred.

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Globalization is like a Ponzi scheme where companies change their names every few years to cover over responsibility and liability, and where lawyers feed off the legal system that is solidly gunked up with counter-motions: modern human foibles confusing the simple truth that we have to stop all this pollution.

Can the natural foods movement broaden the proof of vertical integration from our industry's leaders, so that the consumer can be made aware that they are buying goods that are good for the planet? Story-telling, signage and marketing.

What is the cost of a conscious environmental devastation? (what does this have to do with a Peace issue newsletter?) My themes are that the health food store is the needed local community health resource center, and part of it's mission is elements of environmentalism that are as important for achieving true health as aromatherapy and homeopathy!

My second justification is that peace is the acceptance of conflict. We cannot put our heads in the sand. We have to stand up to the contentions of adversaries who have different agendas. And we must battle in the arena of thought, and win the majority; and we also must be able to listen and understand. To discuss and negotiate and change minds. And, we need to achieve health, justice, and peace.

Norman Borlaug was a brilliant man and a hero, and he used dedication and vision to save people from suffering. Starvation is the cruelest of inflictions. We do not need to go down the path of biochemical engineering and toxic nervines (or toxic anything), and patentable seeds, to increase food yields. 75% of all those suffering from hunger live in rural areas, mostly in the "villages" of Asia and Africa. So we should be building bridges and roads, not walls. The purpose of the brilliant and God-given human mind is to alleviate the pain and suffering of others and to heal oneself!

Maybe if we clean the waters, and use technology to move food more efficiently. Then we can grow an agricultural movement that enriches and grows the soil, while feeding the planet: and we can heal the planet's waterways and oceans through natural determination. And these ideals have to be championed in the health food store!

Two thoughts. M.S. Swaminathan, a multi-talented man, has been called "the Father of Economic Ecology." Developed in the early 1980s, ecological economics is a belief in the interdependence and coevolution of human economies and natural ecosystems over time and space. Eco-economy attempts to encourage human commerce to consider the three interrelated goals of sustainable scale, fair distribution, and efficient allocation. It concludes that all three of these contribute to human well-being and sustainability. I ask you to consider this mission, and its far-reaching implications: that start locally, extend politically and affect globally.

Second, I sign on that I believe in the emerging concept and principles of The



Location of Wood Buffalo National Park

Rights of Nature. This is "a tradition of legal and political scholarship advocating legal standing for the natural environment." Advocating peace, while accepting the existence of conflict. Allowing for the difficulties of compromise in the pursuit of protecting mountain and stream and tree and scurrying animals with eyes in their active brain, and living blood in their veins. Co-inhabitants on our planet.

"The Rights of Nature approach is a break from the traditional environmental regulatory systems, which regard nature as property, and legalize and manage the degradation of the environment rather than prevent it." In line with 21st Century values, both Switzerland (2000) and Ecuador (2008) have legally acknowledged that animals, plants and other organisms have rights to dignity—as the countries affirm in their Constitutions. Think of the inalienable right of ecosystems to exist: now that is the next dimension of human evolution!

While these philosophical concepts have been brought forward into the cultural discourse of these countries, no major actions have developed from them. In Ecuador, we still see the reprehensible destruction of eastern Ecuador rainforest by Chevron and Texaco (which oil/gas company should we not boycott?). The Ecuadorean Oriente, located on the western edge of the Amazon rainforest, was considered the most biodiverse place on Earth before Texaco entered in 1967. So, at the same time we were saving billions of humans from starvation, we were stepping into the most pristine areas of the planet with the most nefarious and sloppy, destructive evil actions for the isolated exclusivity of profit. We can only compete if we understand that peace is the acceptance of conflict. If it is "us versus them", we are everywhere! Home base: the natural health food store community!

Some of the world's bigger oil and natural gas reserves are under rainforests: so let's make legal precedent to protect these ecosystems, and use the wisdom of ecological economics to find smarter uses for these biomes. And, the rainforest is no more precious than the Dan River in Virginia, or the Chesapeake Bay. We need to pay for the mistakes of our capitalist and war-mongering from the past, like with the recovery of the Passaic River and areas around Newark New Jersey that were poisoned by Diamond Alkali and the 100 other companies that made Agent Orange.

We must shout and demand that we stop the idiocy of rolling tankards of oil along



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

We Reach for Peace

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waterways, which have caused dangerous explosions recently along the Columbia River in Oregon and which caused a State of Emergency in West Virginia when an oil explosion occurred on the Kanawha River near Charleston.

Your heart should go out to the southern Chilean fishermen on Chiloe Island who are losing their livelihood due to toxins in algal blooms that are expanding due to the rising water temperatures in our oceans. We will soon be offering support to the people of Miami when their city is stolen by the rising sea levels.

We can have influence on the economics of environmentalism by supporting and buying "legal wood", and encouraging smart development of the use of bamboo, and seaweed. We must make little choices by choosing to boycott products that are made from materials from forest-destroying palm trees. There is so much we can be doing every day in the workplace of our store!

I am heartened when I read that Mexico is employing drones to protect sea turtles from poachers, and let's turn that technology to elephants and rhinoceros. I can believe in the future when I read that the first gray wolf pack in decades has been spotted in Northern California (they went extinct there in 1924): two adults and five pups in southeastern Siskiyou County. People do care, and they strive against the odds every day to do the right thing.

I applaud the actions of Friends of the Sea, and the Non-GMO Project—and companies who align with these economics. Action, Courage. I admire that President Obama was the first sitting American President to speak at Hiroshima. Peace is the acceptance of conflict. Fill your heart with love, and go forward doing good things with every heartbeat that you have.

Love & Peace, Michael.

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

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