



BLUE MOOSE CONSULTING NEWSLETTER

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We Are Health Food People:

News of Passing: Dr. Ichiroh Ohhira, N.S.D., S.D., V.M.D., Ph.D.

Dr. Ichiroh Ohhira, Ph.D, was a conscientious scientist with a strong spiritual disposition who dedicated his life to the study of the good bacteria. Bacteriologist, research scientist, educator and distinguished professor, Dr. Ohhira's efforts have been acknowledged and admired by everyone involved in the field of good bacteria around the world: Dr. Ohhira is synonymous with beneficial bacteria that works.

The Ohhira book, *"Studies on Lactic Acid Bacteria: Enterococcus faecalis TH10"* (2003, revised. Biobank Co. Ltd., Okayama, Japan) is used as a Graduate School textbook throughout Asia, and the book holds great historical relevance. As Dr. Ohhira's writes, research on lactic acid bacteria and its novel beneficial opportunities were not very



understood when he received his Ph.D in 1987. He could have directed his life into other research projects, but he was so

fascinated with this subject, and with the potential to harness whole foods fermentation, that he pursued this project which would eventually lead him and his team to create a most magnificent, truly time-tested, fermented symbiotic whole food. View this 3:47 minute video: <https://vimeo.com/24138533>

What started as a quest to learn the nature of lactic acid bacteria led to the conscious creation of a whole food supplement naturally engineered both to provide an ideal vehicle, and a travelling biome, that can survive in a foreign environment (the human gut) and effectively restore the balance of intestinal microflora to

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Talking Health: And Then There Was Galangal

Sit and meditate with the root network for a few minutes, and you will readily realize the power of medicinal herbal roots: root power. Part of a plant's life system, roots gather energy—and grow and interact in an ecosystem—below the surface that we humans walk upon! What is it about the evolution of certain plants that they present both nutrition and energetics that inquisitive people find to be valuable for human health?

In the American health food movement herbalists, doctors, scientists and health food stores have all gained confidence in, and taught about the wonderful benefits of the adaptogenic superfoods ginseng and rhodiola and eleuthero. Turmeric has taken the American market like a newly discovered natural phenomenon. Turmeric, the root, isn't impressed with our current fascination: it has been a superstar in the kitchen, the apothecary and the clothier around the world for centuries long before we elevated it here from an ingredient for our mustard (but turmeric will get its own *BMC Newsletter* commentary later this year).

Suffice it to say that the turmeric market in India is huge—the plant is said to have

originated from southwest India—with varieties having their own local names, and with turmeric even being discussed as commodity speculation in Asian markets: high turmeric demand and low production will keep the price high in 2016. Ginger also has global market agro-analysis: it is that popular a food and medicine root. 2016 may create a situation where China—the world's largest supplier—may have to import from Nigeria because their crops are projecting to be that unimpressive this harvest. The market buzz here is all about turmeric, but ginger may actually be the more versatile root. Turmeric may be the best food preventative for serious chronic diseases—with many saying turmeric daily for cancer prevention—and turmeric may be a profound anti-inflammatory with a strong disposition for liver support, but ginger's versatility has led many herbalists to recommend ginger and turmeric both as often as possible.

Two Asian roots, found in the ground and studied, eaten and now grown as massive agricultural crops. I would love to have interviewed some of those early wild gingers and turmeric, growing in their own native soil: a present to the world from the life-song

of their adaptation to their respective environments. Ginseng, rhodiola, eleuthero, turmeric and ginger. So what do you know about galangal?

When the great Spice Routes were connecting Asian, Africa and the Middle East in commerce, eventually reaching Europe and then outward to the new world, roots were just as valuable as pepper and other spices that created the world markets that still function with gusto in today's world of digital technology and plastic fabrics. Spices unite the world!

What made the "consumer" demand Asian pepper and ginger, while cardamom and nutmeg, clove and mace faded from the markets over time and are now just unknown or misunderstood herbs that populate every spice rack? Turmeric fell asleep here for hundreds of years, while it was used first as a dye and then a food and medicine all over the Asian world without any slump in interest. Did a few ships get lost at sea, or was a caravan stolen away in some desert journey? Was there some religious intervention, like with maca in South America? Why did the transport systems

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consistently support and restore human health.

It began with a personal health crisis, and lots of education. While studying under the auspices of other great researchers, he wrote the fascinating 1987 paper, "The Isolation and Identification of Naturally Fermented Wild Plants and Fruits," co-authored by Dr. Ohhira and one of his mentors from Okayama University, Dr. Takatoshi Nakae. [*Japanese Journal of Dairy and Food Science*, Vol. 36, No 2]. For those of us in a vocation that seems to be often easily swayed by faux-scientific spin, it is so refreshing to see the absolute scientific pursuit of truth that followed from Dr. Ohhira's rigorous scientific mind. In his lifetime, he "became one" with his subject, a food based, fermented blend of 12 strains of lactic acid bacteria, especially the TH10 strain.

A research giant, Dr. Ohhira is also the man who came to understand his subject enough to know that bacteria could be influenced by daily exercise, which would make them more vital; and the therapeutic tonal effects of sound/music. Many people have laughed when informed that Dr. Ohhira insisted that the bacteria his team grows be fed music daily. Some brilliance needs to be understood, with the inevitable myth that follows leading the possibilities of even greater scientific discovery.

The more Dr. Ohhira's work becomes known around the world, and when his history is written, it will be understood how he viewed the world, and how he directed scientific problem-solving to create a product and process that will hopefully be used more and more in human health for decades to come. Whole food fermented bacterial nutrition: truly, the real deal. The results of the research of Dr. Ohhira and his team have brought health to millions of people all over the world.

What is brilliant about Dr. Ohhira's Probiotics (or OM-X as it is known internationally) is how the product was developed to meet the challenges presented for allowing the goal of human health. Many leading clinicians use Dr. Ohhira's good bacteria as an essential foundation to protocols for every health malady: the natural foods industry is just one small outlet fortunately made available for those people who find optimal health strategies on their own, or through your direction. We should feel honored to have this product in our stores. Some people looked at the moon and thought about how we could get there: Dr. Ohhira cleverly thought about the obstacles of the internal cauldron of every person's gut, and how he could get the food and medicine that he had found and harnessed into the human body in a way that it would settle, proliferate and aid.

The true judgment of any life is how much the person's influence and life's work

benefits the planet {macro-environment}, eases the suffering of others and advances the evolution of the species. Dr. Ohhira was recognized, his message reached the world, his brilliance became realized and he achieved great humanitarian success, humbly. He passed in March 2016.

I share how he prefaced his first book: "I dedicate this book to my ancestors and to everyone who had helped me in my life." Dr. Ohhira realized that he was blessed to have the opportunities that he did, and he made the most of them. Your lives have been touched through your having his products in your store. You shared goodness as you have inevitably helped people if you have directed

anyone to his products. Your lives can continue to be connected as you tell the many stories that we can all share about Dr. Ohhira, and how his products have made people better! I will be writing more about these products and this man in upcoming BMC newsletters this year.

Please appreciate the benefit that all of Dr. Ohhira's products offer. Learn how he created the products he did, and how he envisioned their application. His work continues, and his mission will continue to reverberate like a Taoist bell for decades to come.

Rest in Peace, Ichiroh. ☘

OM-X DEVELOPER — DR. OHHIRA'S PROBIOTIC FORMULAS

Dr. Ichiroh Ohhira, award-winning microbiologist and developer of Dr. Ohhira's Probiotic formulations was born in Osaka, Japan in 1936. He attended Okayama University, receiving his initial post-graduate degree from the school of agriculture. Upon graduation, Dr. Ohhira worked as a landscape architect, which provided him with his first exposure to lactic acid bacteria.

While early in his architectural landscape career, Dr. Ohhira was assigned to a major project being planned and constructed in Malaysia and while there became ill after consuming a locally brewed beverage. To help ease his digestive discomfort, a local resident offered him a "magic elixir" that "mysteriously and quickly" eased his distress while at the same time spurring his professional curiosity. What was this concoction?

After studying the Malaysian product as an amateur scientist, Dr. Ohhira was determined to learn its secrets and how it may benefit mankind, so he returned to Okayama University to earn his post-graduate degree in microbiology. During and subsequent to his studies leading to a doctorate degree in microbiology, Dr. Ohhira continued his studies of the "magic elixir". He discovered that the drink was a fermented food containing various strains of lactic acid bacteria. He also learned that the strength of the lactic acid bacteria in the drink was derived from the many years of natural temperature fermentation that permitted the strong bacteria to get stronger, while the weak bacteria died off.

After more than ten years of scientific studies, Dr. Ohhira and his team of research scientists from Okayama University concluded that they sufficiently understood the "secrets" of lactic acid bacteria and were ready to begin their efforts to duplicate the "concoction's" ingredients, thus enabling them to offer people the curative effects of the mixture that had made such an impact on Dr. Ohhira years before. This was the humble origin of what has become known in North America as, Dr. Ohhira's Probiotics®.

In 1991, The Japanese Dairy Science Association honored Dr. Ohhira for his paper describing a special strain of lactic acid bacteria – *E. faecalis* TH10. This strain was determined to be 6.25 times stronger than any other strain of lactic acid bacteria known to bacteriologists. It is found only in Dr. Ohhira's Probiotics® and other probiotic products formulated by Dr. Ohhira. Dr. Ohhira's thirst for knowledge has led him to pursue additional studies related to lactic acid bacteria. He also received a doctorate degree in Veterinary Medical Science from Azabu University in Japan.

Dr. Ohhira has authored or coauthored more than 20 scientific articles on lactic acid bacteria. His main areas of scientific research include:

- Research and development of anti-allergy foods, utilizing lactic acid bacteria and other useful microorganisms.
- Promotion of chemical-free organic farming and fruit cultivation, including prevention of continuous cropping-related problems, through the use of lactic acid bacteria and various useful microorganisms.
- Research in chemical-free golf courses, exploiting the benefits of lactic acid bacteria and other useful microorganisms.

Dr. Ohhira is a distinguished member of the New York Academy of Sciences, Japanese Society of Bacteriology, Japan Health Food & Nutrition Food Association, Brewing Society of Japan, Japanese Society for Food Science and Technology, Japanese Society of Food Microbiology, Japan Society for Bioscience, Biotechnology and Agrochemistry, Japanese Dairy Science Association, Japanese Society of Soil Science and Plant Nutrition, Japan Society for Lactic Acid Bacteria, Japanese Society of Veterinary Science, Japanese Society for Virology and Society for Antibacterial and Antifungal Agents. He has lectured at universities in Japan, Korea, and Malaysia and has consulted with various governmental entities in China. He is a 2004 recipient of the prestigious Gusi Award.

http://www.essentialformulas.com/efi.cgim?template=beta-dr_ohhira



HERB PHARM[®]

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 + offer them in their most natural state
- Herb Pharm Promotion** buy-in dates from through - May 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

PEACEFUL DAYS & NIGHTS: KAVA & VALERIAN

- Anxiety Soother[™] liquid extract • Anxiety Soother[™] veg caps • Kava veg caps
- Kava liquid extracts #1 Seller in America • 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 two best-selling herbs

Ask your BMC Rep on how stores are succeeding

- **Milk Thistle veggie caps** BOGO packs code: KMILKBOGO

whsl: \$11.00 MSRP \$22.00: high actives w/o harsh chemicals!

- **Saw Palmetto veggie softgels** BOGO packs code: KSAWBOGO

whsl: \$10.50 MSRP \$21.00: high actives w/o harsh chemicals!

Buy one at regular cost, get one FREE! While supplies last!!! [no other discounts apply]

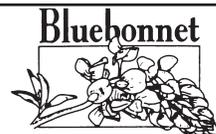
Is Your Breath Certified Organic? freshen up your register sales with the best-selling Herb Pharm[®] breath refreshers

NEW NAME in June: new labels for Breath Refresher[™] which was Breath Tonic

Peppermint Breath Refresher[™] ~ 12-ct case pack 1/2 oz. \$3.00/ MSRP \$5.99

Spearmint Breath Refresher[™] ~ 12-ct case pack 1/2 oz. \$3.00/ MSRP \$5.99

Not represented by BMC in NJ



REMINDER:

Bluebonnet's 'Change Your World Promo' continues through May 6. check your Early Moose or speak to your Bluebonnet Rep to make sure that you get these items stocked up at 20% OFF

Promo includes the whole-foods based Super Earth[®] brand Multiples, the Rainforest Animalz[®] line, The Bluebonnet health-food-store favorite Probiotics, the new & exciting Super Earth[®] Organic Veggie Proteins; Organic Greens, and Wheatgrass powders; and the Super Fruits: Cherry, Cranberry, Pomegranate, Grape Seed Extract (3 sizes), Cantaloupe Extract S.O.D. and Garcinia. Every store should carry Bluebonnet's Kosher non-GMO Lecithin Granules and Kosher non-GMO Brewer's Yeast powder as they are sold only to health food stores!!

NEW ITEMS (new item discounts apply!)

the new Targeted Choice[®] whole food-based, structure-function line grows...

- **Targeted Choice[®] Wellness Support Vegetable Caplets** whole food-based immune-defense formula • # 2000/2002 30/60 caplets

- **Targeted Choice[®] Sleep Support Vegetable Capsules** whole food-based sleep formula • #2004/2006 30/60 veggie capsules

- **5-HTP 100 mg** • #051/053 60/120 veg caps

- **EarthSweet[®] Chewables Melatonin Tablets** Natural Raspberry Flavor

#990/991 1 mg Potency 60/120 • #993/994 3 mg Potency 60/120

#996/997 5 mg Potency 60/120

All New Products above are: **Non-GMO, Vegan, Kosher Certified**

- **Advanced Probiotics Chewable Acidophilus (New Sizes)**

(Natural Raspberry Flavor) 60 ct. #906/913 60/120 ct. Chewables

PRODUCT NOTES:

Bluebonnet Evening Primrose Oil 1300 mg # 920/921/929 30/60/09 softgels

in glass bottle, sold only in health food stores.

non-GMO, new label design with soy-free moniker

BLUEBONNET NUTRITION[®] RECENT AWARDS

Whole Foods Magazine Natural Choice Awards as voted by Natural Food retailers:

Bluebonnet Extreme Edge[®]: runner up in the Sports Nutrition category and also

runner up in the Weight Management category with the new Super Fruit Garcinia

Cambogia product! AND, best of all—and thanks for the recognition with your votes - :

Bluebonnet Nutrition[®] was also voted BEST FULL LINE by our retailers!

Bluebonnet: The Most Certified Supplement Brand

Not represented by BMC in NJ, SC



HERBAL HEALTHCARE

Shipping in May:*

Himalaya's new toothpastes • Curcumin Complete[®] MAY MONTHLY PROMOTIONS

TOOTHPASTE OFFERS

15% OFF 1 or 2 toothpaste flavors • 20% OFF 3 or more flavors

Speak with your Himalaya Rep about the status of pre-orders and what opening order deals are available

TEETH & GUM HEALTH now have more allies: Botanique Complete Care toothpastes: 5.29 oz. (150 gm.)

- **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

NEW PRODUCT: THE BEST CHOICE for Joint Health is now Himalaya Herbal HealthCare's CURCUMIN COMPLETE[®]:

Inflammation is only part of the story. A complete solution should address inflammation, pain, degradation and mobility. Curcumin Complete is a two part solution which manages pain + addresses joint tissue degradation. Himalaya's Curcumin Complete[®], The Joint Solution: the wisdom of Ayurveda and 6 clinical studies

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 - promote a balanced and healthy 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!

Your best recommendation is now Curcumin Complete[®]

- 16 Himalaya products are sold every second around the world (2015)

- 1200 clinical trials on Himalaya products + 130 studies on US-specific products alone

- 89% of the line now non-GMO Project certified

- **YOU MUST:** see the new **LiverCare[®] Gravity Feed Display**, on your shelf!

Not represented by BMC in NJ, SC



SPRINGTIME floor displays: pick one, or two

Now Available: 3 new displays, and endcap opportunities

- **Generic Nordic Naturals[®] floor display:** you can build to your needs **25% OFF***

~ a beautiful and versatile display, awaiting your creativity

~ only (1) Sku per shelf: **fits 40-75 units**

~ 80 Nordic products to choose from: ask your Nordic Rep for details

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

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

- * 16 units Baby's Vitamin D3[™] Liq. #2732 * 12 units of Baby's DHA[™] Liq. (2 oz.) #53787

* 12 units of Baby's DHA Vegetarian, algal oil (1 oz) #1670

* 6 units of Prenatal DHA 90 ct. unflavored 90 + 180 softgels

* 6 units of Prenatal DHA 90 ct strawberry #1753

* 6 units of Postnatal Omega-3 60 ct #1758

~ only one (1) Sku per shelf: **fits 30-80 units** ~ border: Pure Omega-3s for Mom & Baby

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

- **Permanent Display Fixture** ~ preorder now: available June 2016

~ comes pre-loaded with 61 items @ **30% OFF:** ask your Nordic Rep for details

~ display must be utilized for a minimum of 6 months, but its value will make it permanent!

REMEMBER: You can always maximize profits + drive sales with good business

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 shop-to location per month

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

NEW ITEMS

- **Omega Curcumin** #01875 60 ct. softgels ~ 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** #30170 60 ct ~ delicious Merry Berry Punch flavor for kids ages 2+*

~ Bacillus coagulans probiotics and prebiotic fibers ~ no refrigeration required

- **Vitamin D3 Gummies KIDS 400 IU** #31143 60 ct.

~ D3 for kids 4+ Delicious Wild Watermelon Splash flavor

~ Vitamin D3 cholecalciferol 400 IU per gummy (D3 lanolin)

- **Vitamin C Gummies 120 count** #30161

~ larger size of best-seller 250 mg vitamin C per serving

~ Pectin-based + gelatin-free. 100% Vegetarian

Every store acknowledges that Nordic Naturals[®]

brings them constant profit: that is why stores continue to invest in the Nordic brand.

* 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





SIMPLE ORGANIC HEALTH PRESCRIPTION

JUVO has high ORAC value

- **JUVO Original = 2400 ORAC/40gms** from 12 Berries, 3 Mushrooms, Kale, Broccoli
- **JUVO Slim = 4200 ORAC/40gms** from 12 Berries, Red-colored vegetables (beet, Red cabbage, carrot)
- **JUVO Raw Superfood = 3646 ORAC/40gms** (or 560/6 gms) from 6 mushrooms, 12 Berries, 6 Sprouts, 4 Grasses
- **JUVO Organic Raw Protein = 3100 ORAC/40gms** from 4 whole Grains, 16 Fruits, 3 Vegetables/Seeds: 3 Sprouts, 4 Grasses

^ <http://gojuvo.com/whatis/?tab=1>

What is ORAC Value?

ORAC, or Oxygen Radical Absorbance Capacity, is a new standard of measurement jointly developed by the National Institutes on Aging + the USDA Human Nutrition Research Center on Aging.

~ eating 8~10 servings of brightly-colored fruits + vegetables or dark greens is currently recommended.

JUVO assists this Health Goal economically!

- ~ average American dietary intake of Antioxidants: 1,670 ORAC units/day
- ~ USDA Food Guide recommends eating about 9 servings of fruits + vegetables per day: equivalent to about 2,500~3,500 ORAC unit/day. Are you eating and recommending 9 servings a day?

SERVINGS PER CONTAINER:

- JUVO Raw Meal (+ JUVO Slim): 40 grams = 2 scoops = 15 day supply
- JUVO Raw Protein: "Lean Green Protein" 40 grams = 23 grams of proteins. (12 days)
- JUVO Raw Superfoods: 6 grams = 1 scoop = 60 day supply



May Monthly Bodycare Promo* The Bodycare Collection - Lavender

12 oz. bodycare - clean & affordable,

[+ not through distribution]

• **50% Margin Line**

• **Shampoo • Conditioner**

• **Hand & Body Lotion • Shower Gel •**

Massage & Body • Bath Salts 20 oz.

~ Pure Therapeutic Grade Essential Oil Blends: Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram, + Frankincense
~ Exceeds EU Cosmetic Directive Guidelines.

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

Aromaland Candle Promo: 10% OFF in units of 4 ea. per scent

sale items through May 15th. Made in Santa Fe, New Mexico
• **LAVENDER • PETITGRAIN + LILY • WHITE PEACH**
(each candle + scent sold in 4 ea.)

Scents available in 3 Porcelain candle styles:

• **SAND PORCELAIN • TIMELESS PORCELAIN**
• **AMPHORA PORCELAIN**

Essential Oil Promo—3 seasonal scents 10% OFF in units of 3 each,

Therapeutic-grade Essential Oil Blends: for Springtime

Breathing + for Summer 1st Aid

- **BREATHE WELL BLEND • PRANA**
- **BUG BITE** ~ essential oils blended w/ Jojoba Oil for direct skin application .



THE NEW PROBIOTIC MEDICINE CABINET

So incredibly useful

- **Dr Ohhira's Probiotics®**
- **RegActive ME-3™**
glutathione-producing *Lactobacillus fermentum*

- **Dr Ohhira's Propolis PLUS®**
- **Dr Ohhira's Probiotics®**
Kampuku soap

Sad News of Passing

On March 1, lichiroh Ohhira, PhD, developer of world-renowned Dr. Ohhira's Probiotic Formulations (known as OM-X in Japan), passed away after a brief illness. He was 80 years old. Dr. Ohhira once stated, "Each capsule is filled with our passion and hope for bringing health and long life to all seven billion people on the earth. We make our product with not only proven scientific protocol but tender care through the power of fermentation, inspired through nature's blessings and the mighty lactic acid bacteria."

Dr. Ohhira's Probiotics®



Health Education • Health Products • Aloe Vera

Aloe Life™ is more than the world's BEST Aloe vera
MAY Promos^

- 4 items, mix & match
- 15% OFF 12 minimum**
- 20% OFF 24 minimum**

Whole Leaf Juice Concentrates Aloe Life # 1 Herbal Superfood

- **Aloe Gold 16 oz**
- **Aloe Gold 32 oz**
- **Cherry Berry 16 oz.**
- **Cherry Berry 32 oz.**
- **Orange Papaya 16 oz.**
- **Orange Papaya 32 oz.**
- **Leg & Vein Gel Spray 2oz**
displays with 12 ea.

60 days to more beautiful legs!

Support 2016 Health NOW

Add aloe vera's healing agents to your life everyday: internally & externally

Leg Gel Vein Support Formula: effective formula for all ages + skin types to diminish the appearance of unsightly varicose veins, red spider veins, + capillary breaks. Formula includes Horse Chestnut, Arnica, Gotu Kola + Vits C, E, & K. Leg Gel can be used from head to toe to improve skin texture, revitalizing legs, face + feet to sooth itching, swelling + discomfort. Leaves tired legs feeling toned, smooth & relaxed.

Aloe Vera is FOUNDATIONAL TO HEALTH



Brushes

BASS SHOWER BRUSH® an easy sell next to your shampoos + conditioners

Perfect for the sunny months of 2016!!

- wet/dry detangler brush
- 100% water friendly
- pool, beach, bath & shower
- non-slip rubber grip handle
- conforms to scalp for Better Styling
- shampoo, conditioner + color brush: heat resistant nylon for blowdrys
- shipped in assorted colors
- recycled paper packaging

Item #706 Bass Shower Brush®

Nine Row Styler: Rubber Grip Handle, Nylon bristle

Assorted Colors 736473102827

\$4.00 \$7.95

SUMMER BEST-SELLER

time to sell brushes at the cash register:
Mirror brush for purse + the beach + the backpack

item #703 Nylon Bristle Fold-up Brush w/ Mirror, display holds 12 brushes:7-row design

<http://www.thehairdoccompany.com/products/nylon-bristle-collection/>

The Hair Doc Company: makers of The Green Brush® by Bass Brushes®



The best lip balm for the world

May Promotions 15% OFF invoice

- **Bee Free • Dagoba**
- **Eco Tints • Lip Scrubs**

Eco Tints Lip Balms vanilla mint 36 pc.
• **Rose Quartz • Plush Red • Mocha Velvet**
• **Moonstone • Coralyte • Sugar Plum**
3-pack convertible display, 10 ct

Dagoba Chocolate Lip Balm

36 pc. SRP \$3.49

Dagoba Assorted (12 each)

or **Lavender, Roseberry or Mint**

Lip Scrubs w/60% Fair Trade Certified™

sugar to exfoliate + polish
0.5 oz. glass jars. 6-pc display
SRP \$9.99 ea.

3 flavors: **Mint, Vanilla Bean, Brown Sugar.**

Bee Free Vegan Lip Balm

24 ct. convertible displays
candelilla wax with organic cocoa butter + coconut oil

• **Lemon-Lime • Superfruit Lip Balm**

• **Sweet Mint Lip Balm**

• **Unscented Lip Balm**

+ • **Lemon-Lime Lip Balm 36 ct.**

SOON: POGO [#putongoout](http://pogobalm.com/#putongoout) [#kisstheworld](http://pogobalm.com/#kisstheworld) [#organiclipbalm](http://pogobalm.com/#organiclipbalm)



bodyceuticals

organic bodycare

MOTHER'S APPRECIATION MONTH SALE

• **10% when ordering BOTH new Calendula Lip Balm 12-paks**

- * Organic Banana & Calendula Lip Balm 1.5 stick
- * Organic Coconut & Calendula Lip Balm 1.5 stick

• **15% when ordering BOTH Calendula Balm Salves 5 packs**

- * Calendula & Honey Salve: 1st Aid Honey Skin Relief Balm
- * Organic Bioactive Calendula Salve for Face & Body

Calendula's resinous petals are naturally high in Vitamin C & other phytochemicals: The Carotenoids which make up its color include carotene, lycopene, lutein.

Calendula Facial Care

• **20% when ordering all three Anti-Aging Face Crème 5 packs**

Travel/-carry-on friendly 2 oz size

- * Anti-Aging Calendula + Antioxidant Berries Face Crème

normal to combination skin

- * Bioactive Calendula + DMAE Face Crème

normal, dry, sensitive skin

- * Anti-aging Vitamin C + Fruit Stem Cells + Calendula Face Crème

Restore & balance skin with potent bioactive resins from organic, farm-grown flowers, freshly made, artisan-crafted + placed in recyclable packaging for you to use.

Must use "MayDeal" when ordering to receive promo pricing



SURYA
Brasil

MAY PROMOTION FOR WOMEN 20% OFF

buy-in dates: May 1-30th

Sapien Women by Surya Brasil

- Shampoo 6.7 oz. • Conditioner 6.7 oz.
- Leave in 3.04 oz. • Split end Repair 1.05 oz.
- Shower Gel 10.14 oz. • Shave Gel 6.7 oz.
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Sapien Women natural, organic + 100%-vegan skincare collection for the face & body, with a coconut, mango, raspberry + vanilla scent + exotic ingredients from the Amazon Rainforest. Does not contain harmful or toxic ingredients like ethyl alcohol, sulfates or silicone.

New Products

Exotic Animals Surya Brasil's experience with vegan cosmetics, now in an exclusive line for nail beauty and care. Surya Brasil **7Free Nail Polishes** in 16 beautiful colors each represented by an exotic animal

- Nail Polish Base Coat • Exotic Animals Oil Dryer
- Nail Polish Extra Shine Top Coat all 0.32 fl. oz.
- Organic Nail Polish Remover 3.38 fl. oz.
- Nail File • Nail Stick

7-FREE: means NO Camphor, DBP, Formaldehyde, Parabens, Toluene, NO ingredients of animal origin + NO animal testing

Surya Brasil Tinted Lip Balms 100% Natural, Vegan & Kosher Tinted Lip Balms are an organic + cruelty-free lip treatment for smooth, soft, hydrated lips These six (6) colors are the perfect middle ground between lip care and lip color

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May Promotions

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

- Bug Bites~Itch Stopper (N038)
- Jet Lag (N221)
- Kids Hypercalm~Mental Focus (F059)
- Pets Nervousness ~ Fear (P016)

Product NOTES:

• **Learn + get free product**

* Go to <http://learning.newtonlabs.net>;

* scroll down to the Learn Stuff-Earn Stuff;

* Store staff member participants will receive a FREE Newton Complex product. 4 videos/quizzes

May Promo Items:

Bug Bites ~ Itch Stopper for symptoms associated with bites + stings such as pain, burning, itching + swelling.

Jet Lag for symptoms associated with travel such as fatigue, insomnia, headaches + digestive discomfort.

Kids Hypercalm ~ Mental Focus for symptoms associated with hyperactivity such as impulsiveness, lack of focus, irritability & emotional or disruptive behavior.

Pets Nervousness ~ Fear for associated symptoms such as aggression, hypersensitivity, tremors, nervous habits + loss of appetite.

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NEWTON does not authorize the sale of NEWTON Homeopathics on Amazon or any other re-seller site. See Customer Care page for more details.

Not represented by BMC in SC

immune

HEALTH BASICS

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Study Finds Taking Wellmune® Helps Keep Children Significantly Healthier

A study presented at the American Society for Parenteral and Enteral Nutrition (ASPEN) Clinical Nutrition Week 2016, conducted by H&J CRO International Inc., showed that Wellmune®, the immune strengthening beta glucan helps to keep children significantly healthier by decreasing episodes of common childhood illnesses and symptoms of illness such as upper respiratory tract infection symptoms (URTI). The study was voted Best International Abstract. Published January 2016. **YOUR CELEBRATION should include keeping the kids in your community healthy!!**

SUMMER KIDS HEALTH PROMOTION

develop healthy habits over the summer:

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Children's Chewable 25 mg/ 60 ct
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MAY LINE-DRIVE PROMOTION[^]

order totals after discount: (not to be combined with other discounts)

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[^]must ask for discount when placing orders: mention "BMC Promotions"

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"There appears to be quite a bit of confusion over what the proper raw material is when making the Coriolus extracts PSP or PSK, the mycelium or the fruit body.(PSK a.k.a. Coriolus Super Strength, Krestin or Polysaccharide K)...it is far easier to grow mycelium in liquid, in a stainless steel tank. This process only takes a few days, after which the mycelium is dried and extracted. The entire process, from creating the raw material to the final extraction, can be completed in a week. The other option is to grow the mushrooms on wood, which takes a few months, and then to dry and store the mushrooms, which takes space, time and energy. And then to make the extract from the mushrooms. This process is far more complicated and time consuming, and for a corporation where profit is the only motive, not the best option.

...the drawback to artificially cultivating mycelium in liquid is that this nutrient base can never duplicate the complexity of the nutrient base found in nature, wood, the trees the mushrooms live and grow on in the wild.... with Coriolus and the other mushrooms that grow on wood in nature, we do have an option, and mushrooms produced through natural cultivation on wood produce a far superior raw material for medicinal mushroom extracts."

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DRINKOXYLENTBREATHELIFE™



And Then There Was Galangal

continued from page 1

continue to bring ginger, until it was delivered to Brazil and the Caribbean where it took root and became “western”? Was it always the best herbs that survived?

However these roots travelled (wrapped in special cloth or sprayed occasionally to make them retain value?), they were prized possessions when they reached European markets: they were exotic and vital and magical and health promoting!!

And the herb galangal root was a star among these early root foods. Ever heard of it? Foodies may now be experimenting with galangal and looking for it in Asian or India spice stores, as it is the principal spice in many popular Thai food dishes. It is said that ginger can be used as a substitute for galangal, but that no good cook would ever trade them, as there is no comparison. Actually, ginger is a flat hot spice flavor when compared to the beautiful, unique complex flavor of galangal. This root is prized in Thai restaurants when fresh, and treasured by herbalists when older and harder when it has a stronger distinct aroma. It is said to combine spicy with sour and bitter, with that gingery kick: peppery, sharp and maybe even piney or camphorus with a noticeable citrus scent. Yum!

Greater galangal is one of the principle herbs in the **Himalaya Herbal HealthCare's JointCare®** formula that is



currently catching fire in the market as a tandem with Himalaya's exceptional turmeric in a package called **Curcumin Complete®**. This product received massive praise as being the new trend; a significant improvement in the saturated turmeric market: an anticipated product. That is because Himalaya JointCare® does something important that lone turmeric products cannot do: if turmeric is good (and it is), it is only ½ the equation: and JointCare® is economical and effective in addressing flexibility and mobility with a balanced inflammatory response. Game changer.

Curcumin Complete® is The Joint Solution, joining the wisdom of Ayurveda and 6 clinical studies. Turmeric: Himalaya has been studying turmeric for over 60 years and has been using it in formulas for over 40. Himalaya grows their own exceptional turmeric, so you don't have to worry about fears of adulteration in today's overheated world turmeric market. Complete vertical integration of turmeric harvest, manufacture, testing and extraction. Additionally, the best internal study of active markers—that no other turmeric, batch to batch, can match—maintaining an optimal consistency that only a Himalaya turmeric product can offer.

Himalaya's wisdom doesn't get infatuated with the newest hot herb, though. Anyone who knows and understands Himalaya Herbal HealthCare® knows it is all about the formula; and that their “Care” line is unparalleled in formula veracity and with primary research proofs. Turmeric currently dominates the Joint and Inflammation sections nationally, but the most powerful tool around is JointCare®. With Himalaya's Curcumin Complete® you get the effectiveness of turmeric and JointCare® at a fair market price that will make the stand-alone turmeric blush with their garish bloated prices (Spice wars).

So, hopefully, you will want to learn about JointCare® for the health of your community. Joint and Inflammation issues extend beyond the athlete, and debilities of

aging bodies: not only do we all experience overexertion, but all wear and tear leads to an inevitability: degradation. Enter JointCare®. And since all inflammation is an immune-response concern, it is wiser to use a formula that works wholistically to support many body systems—thank you Ayurveda for that knowledge about treatment—than to be so naive to think one herb will “do it all”.

JointCare® was formulated over time, using the same Phase I- IV testing methods that all modern pharmacognosy uses. Primary research.

The retailer will see the sales from returning customers; but as an educator, that person must also begin to learn the herbs in the formula. While it is the composite of the formula that makes it so effective, sometimes people stumble or get scared about the new herbs. The learning process. Enter galangal.

I doubt any of us could pick galangal out of a root lineup. Sure, we might be able to recognize turmeric and ginger: we have been seeing pictures of them for years now and almost all of us have probably bought and cut a ginger root for tea or stirfry or gingerbread fun at one time. Yet, if we had a myth about the introduction of Asian herbs to the western world, the boats would not be the Nina, the Pinta and the Santa Maria but rather the ginger, the turmeric and the galangal!!!

The history of galangal has fascinated me for the past month: amazing, and I cannot get everything into this article. Know that the information is out there, readily available for any inquisitive herbalist or researcher. What I want to do is give you some stories, so when you point to galangal in the JointCare® formulas, you do not speak with trepidation but rather you know that this amazing herb is something that makes the health food store so unique: it is why we are in business.

Galangal may have been bigger than ginger or turmeric in the European marketplaces of old; or certainly more revered. Imagine a world where sweets were nectars of the gods; and honey, mead, wine and fruit were the best sweets there were. The big splashes in western cuisine, before first pineapple and then sugar cane, were spicy foods. They livened up cooking, flavored meats and made drinks and herbal medicines. The plants of India, China and Asia were as exotic as moon rocks are today (but truly more beneficial). It must have been awesome to be in a world where spicy foods were the cutting edge medicine to work with: and no one died from for-profit, man-made creations.

The journey of spice to market itself must have seemed spectacular. When a ship pulled into port or a camel was unloaded, the goods were often roots and resins and.... the human mind went to work looking for uses. Ginger, galangal and cinnamon were used to make things comparable to early fruit cobblers: Yum.

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And Then There Was Galangal

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Galangal makes all the books of the day: it was an herb of note. There are two varieties of galangal, Greater Galangal which is in the JointCare® formula, and Lesser Galangal. Chaucer mentions galangal around 1390 in England as part of the Canterbury Tales, as a group of Pilgrims tell stories on the journey to win the prize of a meal at the Tabard Inn.

Well before that poetry captured a well-known Asian herb, the brilliant German Benedictine abbess, Saint Hildegard of Bingen was promoting galangal as one of the most important herbs available—for practically anything—although this Christian mystic used it most for heart problems. A true Renaissance woman (1100-1179) hundreds of years before this 15th Century reawakening, she was a musician, healer, scientific writer and author. She catalogued the medicinal properties of the plants of her time in nine books called *Physica*. Galangal was a known medicinal superstar in the Rhine Valley over 850 years ago: she called it the “herb of life.” {where did it go?}.

London botanist and herbalist John Gerard wrote probably the most circulated botany book in English in the early 1600s—*Generall Historie of Planes*—and he speaks of galangal as an aphrodisiac. Since galangal is related to ginger, its greatest fame may have been for relieving dyspepsia.

Herbal pamphleteer and horticulturalist Maude Grieve catalogues the local use of galangal in her 1931 classic, *A Modern Herbal*, as being good for digestive complaints, and as a diaphoretic and to tone the tissues. She references its use for cattle medicine, and the story that Arabs used to feed it to their horses as a stimulant.

European history records a long use of galangal. It made it overseas and was part of the *American Kings Dispensary* [1898, written by Harvey Wickes Felton, M.D., and John Uri Lloyd, Phr. M., Ph. D.], so it was common in early American drug stores, and was utilized by the Eclectic physicians. Galangal is used in homeopathy, and the essential oil is used in aromatherapy. While the West has been aware of galangal since the time of the spice routes, galangal has remained a quieter cousin of ginger here.

In Traditional Chinese Medicine (TCM), it has been used in formulas that move Qi. Gao Liang Jiang, galangal, is used for obstructions in the middle area, and for the spleen. Native to Thailand and Java, it is also harvested in the Fall in the Chinese provinces of Guangdong, Guangxi and Hainan provinces, and is the centerpiece today of several famous classic formulas.

So, we have toured the planet, following the world use of galangal: and now it is on your shelves. I feel that the Asian cultures—Ayurveda and TCM—made the best

IN THE NEWS: AWARD-WINNING LINES

Bluebonnet Nutrition, Nordic Naturals, Herb Pharm

We have been sharing with you the many awards that many of our wonderful lines have been receiving: BMC represents the best with lines that understand the meaning of the health food movement. Good Health, found in your health food stores. These awards deserve special ACKNOWLEDGEMENT:

Bluebonnet Nutrition®

What can I say: 25 years of Excellence. Happy Birthday to the Bluebonnet Family! This award is special, because the Whole Foods magazine Natural Choice Awards are chosen by the retailers. This is what the stores are saying.

Bluebonnet Nutrition® is the 2016 Natural Choice Award for the Best Full Line. As noted with thanks from Bluebonnet: “The Bluebonnet brand has been sold exclusively in health food stores since our inception because we believe your stores are the best place for consumers to get the finest natural products available, as well as the most thorough information available in the industry. We appreciate the fact that you see the value in that loyalty. Our gratitude for your support runs deep, and that’s why we humbly thank you for taking our brand under your wings and making Bluebonnet your “go-to” supplement line.”

Nordic Naturals®

When asked about industry heroes, or Legends/Pioneers as they are defining in this instance, Joar Opheim—the CEO and Founder of Nordic Naturals®—fits the title. Not only did the entire Omega-3 category change and emerge to its prominence in some measure through the vision and efforts of Joar, when he decided to bring a better fish oil to the American marketplace, but Quality Omega-3s became the benchmark that everyone had to reach. If you know anything at all about Omega-3s and their production, you will know that Joar’s vision and obsession with quality has continually set the bar higher: fresh and pure.... Nobody does it better, every day!

At Natural Products Expo West [NPEW] this year, Joar Opheim was recognized by our industry, and enrolled in the prestigious “Hall of Legends” for his role in defining and improving an entire nutritional category. “New Hope Network honors the industry’s greatest contributors in its Hall of Legends ceremony. Legends are individuals at the center of stories about change—influencers who change the way we do what we do with enduring impact”^

Like Bluebonnet, Nordic Naturals® is family owned and operated. Both companies have the best MAP Agreements in the marketplace, respecting and protecting the health food store’s place with the intent of keeping the stores vital long-term. Nordic will be a family business for decades to come: your partnership now will have long-term rewards, and is just good business!!

Herb Pharm®

More companies are selling herbs than ever before: the interest for herb food medicine is universal. “Herb Pharm Quality” is now legendary, + the quality of the herb is the best way to achieve quality results. Herbal Ed Smith is considered a Dean of the American Herbal Renaissance, which started in the mid-1970s. As Herb Pharm® catapults up to another level of quality, passion and service, it is wonderful to see the pioneers of modern American Herbalism be recognized.

The American Botanical Council is an esteemed institution in its own right, and at this non-profit’s 11th annual ABC Botanical Celebration & Awards Ceremony in Anaheim, California, Ed Smith received the 2nd ever “ABC Champion Award”.

Herbal Ed’s career spans more than four decades of learning + teaching about herbs & their benefits. He has given countless lectures, held herb classes, and traveled many miles. Ed has studied and sourced herbs in many regions of the world, including Western Europe, northern and eastern Africa, Asia, the Indian subcontinent, Central and South America, the Caribbean, and the South Pacific Islands as he grew Herb Pharm® with Sara Katz.

“I have always appreciated Ed’s strong personal and professional commitment to herb ingredient quality, and I consider him to be one of the best herbal medicine makers in North America,” said ABC Founder and Executive Director Mark Blumenthal. “Ed is a highly passionate advocate for the herbal agenda.” Included here is a picture of global herb-connoisseur Ed Smith finding the best in a field of Organically-grown Bacopa.



* http://cms.herbalgram.org/press/2016/Herbal_Ed_Smith_Receives_ABC_Champion_Award.html?t=1457290931&ts=1462134533&signature=fe27476dcf28d794bb8eae12511c295f

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VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

And Then There Was Galangal

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appraisal of galangal: it clears obstructions. Like in the resolution of an inflammatory trauma. Since it may work on many areas of the body, it was certainly a credible herb that the good researchers at Himalaya Drug Company decided to investigate for joint health. Galangal may fit that perfect description of a spice: something that is used in moderation. While Saint Hildegard of Bingen encouraged copious use. I trust Himalaya to have found the best ratio of galangal to use in a formula like JointCare®, and I know that the safety studies make this formula useful and effective.

Galangal never left the western palate, but it nearly disappeared. In America, we rejoice with the abundance of Thai and Southeast Asian foods: look for some recipes and find good galangal. Thai food, and good medicine are now available to everyone here. JointCare® in the Himalaya set and Curcumin Complete on endcap.

Galangal maintained its presence in Europe even if just in alcohol. Wódka ol dkowa Gorzka is a popular herbal vodka with galangal from Poland, where fruit and herb vodkas have a long tradition: the name translates as "bitter vodka for the stomach".

Be amazed. We need to learn so much more about the planet's herbs: this bounteous medicine cabinet Garden of Eden. Spice routes: turmeric, ginger + galangal were big. Today, we are the reemergence of those root medicine bazaars. After 35 years in the industry, why did I not know this herb?: is it a strange, minor herb? Or was my mind not expanded enough—until this next step! I decided to see what I could find out about this herb. Now, when you recommend Himalaya Herbal HealthCare's JointCare® you will have a greater appreciation of this famous and versatile, health giving herb. Ginger-like, Galangal. ❁

How to Reach Blue Moose Consulting

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

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