



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Business Allopathic “Science” Misses the Point Again

Cranberries are a superfood. God Bless the American Cranberry industry, and the bogs where these berries grow. The appropriate legal scope and safety net of nutritional statements on Cranberries is that they support normal healthy urinary tract function. In these days of fiber-less food and homogenized foodstuffs—and a laboratory controlled agriculture—it is amazing that mainstream allopathic science would try to sound a death knell to the cranberry industry. (I thought there was some law passed that made it a crime to speak against the American Agriculture industry?). As October moves past Halloween and toward the grateful harvest tradition of Thanksgiving, the talking heads and drone, print media parroted a statement that irritated my intelligence. I forewarn you that soon your customers may walk in and question the greatness that is the health of cranberry supplementation. Superfoods: they all have a target on their promise.

It is suspicious when an article is published by the mainstream scientific community that is negative against that natural thing we call “food” (herbal foods). Curious how the experts quickly line up to affirm statements defined as fact that are often uncorroborated: pre-planned conclusions. So, when a study gets conducted on older women in assisted living homes who have recurrent Urinary Tract Infections [UTI]; and the health results did not “prove” beneficial to the study structure, then everyone with a diploma lines up to chant the dictum that—obviously—cranberry was just an unproven myth, and “that it is time to move away from cranberries.” For your own health, folks, step slowly away from those cranberries.

One study done at Yale University does not sit on a scale against the many studies that have shown cranberries and cranberry extract beneficial as part of a balanced and wholistic protocol to establish healthy urinary function when imbalance occurs and the body is susceptible to infection. Even scientists putting their finger on the scale cannot deny accumulated human

knowledge: you can choose to call a cranberry a nothing, but it is still a brilliant, useful and healthful food: especially for urinary health.

A Canadian infectious disease superstar—Dr. Lindsay Nicolle—has the gall to haughtily dismiss a beneficial food in her editorial comment (shall we call this “an opinion”, Doctor?). I quote, “The continuing promotion of cranberry use to prevent recurrent UTI in the popular press or online advice seems inconsistent with the reality of repeated negative studies or positive studies compromised by methodological shortcomings.” I ceremoniously add the equal rejoinder: “oh!” Is your real problem with the popular press and its influence to get people to attain better health, Doc? Is there any proof that has been discovered that the urinary tract ignores and resists the nutrigenomic effects of the “nutrition” found in this evergreen shrub berry? Maybe you are on science’s cutting edge to prove all colorful berries a waste of money; a frilly and colorful fantasy conjured by farmers to get people to believe that foods have nourishment? Infectious disease and nutrition are two separate fields of science: so maybe stay focused on your expertise!?

“Popular press and online device”: hmmm. Is that scorn really necessary in a scientific summary? Does it fit your education and stature? Are you insinuating that there is only one truth: and it is fool-proof?

Let’s go beyond your ill-advised opinion, and look for positive studies. OMG. There are many, many positive studies on the health benefits of cranberries and the benefit of adding them to any/every healing protocol focused on urinary tract health.

The lead author of the study—Ms. Manisha Juthani, MD of Yale University—concludes that: cranberries are—while not dangerous—just completely incapable of any good for urinary health. Her “professional advice”—without of course any scientific proof, is that people with UTIs should drink more water (maybe she has been blind to the realities of our water supply being dosed with discarded pharmaceuticals and special-sauce

chemicals from the proprietary logarithms of fracking?: in the lab too long!!?). Your learned prescription for alleviating urinary tract infection and pain is, water?

Pharmaceutical-leaning scientists seem to be able to prove two things very well: that natural substances that cannot be patented are futile; and that—in contrast—water, exercise, sleep...and patented drugs are the only provable illusions that they can recommend! Watch and listen: either they are directed to play it safe by feckless lawyers, or they are not courageous enough to find the nutrigenomic truths in food, how food affects human health and how certain foods are actually good for certain human health needs and malady appeasement. Say for example, the decades of cranberries’ used to alleviate an awareness of pain many people have felt, while also “seeming” to lower the incidence of UTI occurrence.

Certainly, cranberries may not be the silver bullet for older women. Possibly, their institutional diet may be working against their “healing.” Possibly, the 8-12 pharmaceuticals most elderly people are prescribed may indeed inhibit the beneficial attributes that exist in cranberries. The nutritional profile of the cranberry is substantial: cranberries contain omega-3s, omega-6s; protein; Vitamins A C D E K, B1,2,5,6; Niacin, Folate, Vitamin B12, Choline and Betaine; the Minerals Calcium, Iron, Magnesium, Phosphorus, Potassium, Sodium, Zinc, Copper, Manganese, Selenium, and Sterols and Phytosterols. Cofactors. It is believed that the polyphenols in cranberries are the nutrients that are exceptional and unique. Cranberries contain more polyphenolic antioxidants than most fruits and vegetables, including strawberries, broccoli, white grapes, bananas or apples.

To be fair, Dr. Manisha Juthani—while studying cranberries—is very quick to recommend estrogen therapy as being a better option. “Yo, that is not your job as a scientist”—I say respectfully: and we all know that, now, don’t we? When studying cranberries and publishing a report where

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Allopathic "Science" Misses the Point Again *continued from page 1*

you trash them, you should not be offering unsubstantiated advice on your all-time favorite non-food alternatives! Sorry to call you out, but you were out of line!

The science you oversaw—prescribing cranberry pills for a year and then doing the occasional test on your sitting subjects—should humbly actually end with what you found, with this statement: "Among older women living in nursing homes, cranberry capsules, compared with placebo, did not have a significant effect on the presence of *bacteriuria plus pyuria* over 1 year"¹ the rest is just as valid an opinion as mine! And this is what the press should have reported. But that would not have titillated and created controversy and doubt, now, would it?

Her more recent area of expertise is in infectious diseases among the elderly and palliative care: and in those missions, why would it be that she is so quick to designate cranberry supplementation as ineffective? The conclusion was that it did not cure? That is not a credible reason for repudiation. Cranberries never claim to be antibiotics. They are a food that can be used effectively as part of a natural healing protocol. Wholistic health care. Was an herbalist consulted and was a complementary care practitioner involved in the attempts to get these women healthy and to alleviate their discomfort? We could have succeeded if the intent of "modern science" was not the sought-after goal.

But your words, intentionally or not, set wheels in motions that—please listen here—have an adverse effect on public health! Stick to the facts, and maybe find another vehicle for publication, because the journal you desire to raise the status of your career hypocritically does more harm than good. And of course, mainstream media is overtly complicit, and easily manipulated. Oh, and another small point, Doc: check your details more closely when referencing your facts: the Cochrane for Clinicians Reference (2012) does not conclude that cranberry products don't work, but rather they say that "there is no consensus." More research needs to be done! There is the promise of potential, and cranberries do nothing to aggravate the problem or harm the patient! THAT is where we sit with the science on cranberries including their potential for UTI infections. There is not enough evidence to rule cranberries out for any age group or sex. Your study, of course, is important and so science moves on to the final truths. The expectation that 2 capsules of cranberry or two glasses of cranberry by themselves will compare with antibiotic therapy is unreasonable: cranberries need to be studied in an integrated modality

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JUST ANNOUNCED: NEW BLUEBONNET ITEMS

25th Anniversary continues with super new products

Extreme Edge® Nitro Powder: Ignite your Endurance Nitric Oxide Super Booster

- 1500 mg of Nitrosigine® 30-day supply
- NSF-Certified for Sport®
- Raspberry flavor nt wt. 3.7 oz

Nitrosigine® <https://nitrosigine.com>

Nitrosigine®, a patented complex of bonded arginine silicate with FDA New Dietary Ingredient notification status; now affirmed as Generally Recognized As Safe (GRAS).** Nitrosigine® is scientifically engineered to significantly boost nitric oxide levels, delivering benefits to those engaged in fitness training programs.**1 Nitrosigine® bonds arginine and silicate – unlocking powerful synergistic effects.*

Nitrosigine® – Significantly boosts Nitric Oxide (NO) levels, a key factor in increasing blood flow to working muscles* Stack with **Extreme Edge® Carbo Load** for unrelenting stamina and endurance during a workout [Nitrosigine® is a registered trademark of Nutrition 21, LLC]

Targeted Choice® Stress Relief Vegetable Capsules: Nature's Calm

Whole foods based, NON-GMO, Kosher: Vegan + Gluten free
scientifically-substantiated potencies

1 veggie cap. sustainably-harvested or wildcrafted herbals
standardized extracts of:

- Ashwagandha 125 mg
- Siberian eleuthro root 125 mg
- Rhodiola root 100 mg
- Holy basil 75 mg
- Lemon balm 50 mg
- Passionflower whole herb powder 100 mg
- L-Theanine (free form) 125 mg

The Best options for the health food store just GOT BIGGER Super Earth® Organic VeggieProtein® Powder

New Additions (2 lb. Canisters & Natural Original Flavor):

- 2 lb. Chocolate
- 2 lb. Chocolate Mocha
- 2 lb. Vanilla
- 2 lb. Vanilla Chai
- 2 lb. Natural Original (unsweetened, no stevia)
- 1 lb. Natural Original (unsweetened, no stevia)

ALL NON-GMO, USDA-Certified, Organic, Kosher

AROMALAND HOLIDAY GOODIES

Spruce up your Holiday Sales: make your store enticing
THESE HOLIDAY SALES START NOW

20% OFF Room Sprays 30 ml **ALL on sale**

- Aroma Mist Angel
- Aroma Mist EVERGREEN
- Aroma Mist HOLIDAY
- Aroma Mist Peace
- Aroma Mist Goddess Spirit
- Aroma Mist Buddha

Essential oils for the season All glass bottle 1/3 oz. (source listed)

10% OFF open stock items listed below

- * **Frankincense** – (Oman) wild growing plants, *Boswellia carterii*
- * **Frankincense 10%** – blended with jojoba oil. Probably the most introspective oil
- * **Myrrh** – (Somalia) Very thick, needs to be warmed to turn more liquid.
- * **Myrrh 10%** – blended with jojoba oil. Uplifting and revitalizing while soothing nervous tension.
- * **Spruce Needle** – (Canada) Very popular in an Aromatherapy bath to revive tired muscles.
- * **Pine Needle** – (Finland) Refreshing, invigorating, stimulating. Strengthening,
- * **Fir Needle** – (Siberia) The typical aroma of the Christmas tree,
- * **'Evergreen Blend'** – Essential Oils of evergreen trees. Fir Needle, Pine needle, Spruce needle
- * **'Celebrate Blend'** – smells like Christmas – freshly cut evergreen branches & Christmas cookies. Essential oils of Orange, Cinnamon, Spruce, Patchouli & Clove

Facial Serums: a whole new section for your bodycare set

Redesigned labels silver foils + silver + now with an added blend of jojoba, macadamia + olive oil. **Bring youth back to your skin.** 1 oz. serums for 5 Skin Types: all available now
INTRO PROMOTION through January 15th (in eaches) r

eg. wholesale \$12.49; on sale for \$9.99; MSRP- \$24.00

- Cleansing
- Dry Skin
- Sensitive Skin
- Oily Skin
- Problem Skin

~ **NEW Facial Serum Skin Repair**

reg. wholesale \$24.99; on sale for \$19.99; MSRP \$49.99

For men + women. Launching in November





HERBS FOR STRESS & ANXIETY Sales Promotion Through November 30th

ITEMS ON PROMOTIONS: • Stress Manager™ liquid extract • Anxiety Soother™ liquid extract

- Anxiety Soother™ veggie caps • Ashwagandha liquid extract 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
- C. Buy a minimum of 6 units of all items on the Promo + receive a **25% OFF** discount

Reorders: same discount structure. 4 oz. liquids: same discounts apply

PRODUCT NAME CHANGES: FOR THE SEASON

Rapid Immune Boost™ + Daily Immune Builder™ TWO STEPS to Wellness
a broad spectrum approach to herbal immune support

• **Rapid Immune Boost™** Ingredients: Proprietary extract blend: Echinacea root, Goldenseal rhizome & rootlet, Osha root, Spilanthes flowering herb, Yerba Santa leaf, Horseradish root, Ginger rhizome, Black Elderberry fruit, Yarrow flower, Wild Indigo root.

{the same classic, best-selling formula as old name 'Echinacea-Goldenseal Compound'}

• **Daily Immune Builder™** Ingredients: Proprietary extract blend: Echinacea root, Astragalus root, Reishi mushroom, Schisandra berry, Prickly Ash bark. {formerly named 'Immune Defense™'}

HERB PHARM™ IS ELECTRIC WITH BRIGHT NEW IDEAS!

• **BETTER BITTERS™ TRUST THE GUT** • New 2 oz. sizes of the Best-sellers
• New Cinnamon flavor Breath Refresher

• **BETTER BITTERS™ Supports Healthy Function of the Digestive System***
Herb Pharm Better Bitters™ 4 useful formulas • ABSINTHIUM • BITTERSWEET • ORANGE • CLASSIC

1 oz. + 2 oz. liquids + USDA-Organic. <http://betterbitters.herb-pharm.com/>

Intro Savings up to 25%: 3 ways to save. Ask your Herb Pharm Rep
TRUST THE GUT: • jump start your digestion • bitters: the key to Mind-Body Health

- engage your senses in your healthcare
- **BIGGER, WITH BETTER VALUE: 2 oz. liquid extracts**

Ask your Herb Pharm™ Sales Rep about ways to save

Adrenal Support™, Anxiety Soother™, Blood Pressure Support, Brain & Memory™, Daily Immune Builder™, Female Libido™, Fungus Fighter™, Good Mood™, Inflammation Response™, Liver Health, Lung Expectant™, Male Vitality™, Kava, Nervous System™, Turmeric, Rapid Immune Boost™ (new name!), Viratack™, Relaxing Sleep™, Stone Breaker, Stress Manager™, Super Echinacea™ Thyroid Calming™, Thyroid Lifter™, Pollen Defense™, Urinary System Support Better Bitters™ Absinthium, Better Bitters™ Bittersweet, Better Bitters™ Classic, Better Bitters™ Orange

• **BREATH REFRESHER™ — Is Your Breath Organic?**

Beautiful new labels, Breath Tonic has a new name: Another organic yummy flavor: now three flavors. 12 ct. display .47 fl. oz. single WHSL: \$3.00/MSP \$5.99 • **NEW Cinnamon Breath Refresher™** * carry all three, including Peppermint +Spearmint **Savings up to 20%:** 3 ways to save.

Ask your Herb Pharm Rep

Not represented by BMC in NJ



Bluebonnet 2016 Wellness Promotion through November 18th

Promote good health this Fall with Bluebonnet Nutrition®

Save BIG with **18% OFF** the following, popular health-promoting products

- | | | |
|--|--|--|
| 52/54 L-Lysine 500 mg
veg caps^ 50/100 | 3005 Advanced Choice®
50 Billion CFU | 792/793 Cellular Active®
Ubiquinol 100 mg veg caps
30/60s |
| 62/64/65 NAC 500 mg
veg caps^ 30/60/90 | 3009 Advanced Choice®
Ladies Single Day®
10 Billion CFU | 1394/1395 Standardized
Turmeric Root Extract
veg caps^ 60/120s |
| Super Earth® Single Daily®
whole foods-based Multiple
caplets^ | 3012 Advanced Choice®
Ladies Single Day®
50 Billion CFU | JOINT HEALTH
1117/1118/1121
Glucosamine Chondroitin Plus
MSM veg caps 60/120/180 |
| iron-free caplets^
#111/113/115 3 sizes
30/60/90s | IMMUNE DEFENSE
314/315 Vitamin D3 2000 IU
veg caps^ 90/180s | RESTFUL SLEEP
51/53 5-HTP 100 mg
veg caps^ 60/120s |
| caplets^ (with-iron)
#117/119/121 3 sizes
30/60/90s | 528/530 C-1000 mg PLUS
Bioflavonoids^ 90/180s | 2004/2006 Targeted Choice®
Sleep Support
veg caps 30/60s |
| 715/717 Calcium Citrate
Magnesium PLUS Vit. D3
caplets^ 90/180 | 550/552/553 Super
Quercetin® veg caps^
30/60/90s | EarthSweet® Chewables
Melatonin (raspberry flavor)
tablets^ 990/991 1 mg
993/994 3 mg
996/997 5 mg |
| 1266/1268 Super Earth®
Organic Greens powder^
7.4 oz. + 14.8 oz. | 745 EarthSweet® Chewable
Zinc 15 mg lozenges
(orange flavor)^ 60s | PRODUCT NOTES: |
| 1271/1274 Super Earth®
Wheatgrass powder^
5.6 oz. + 11.2 oz. | 1250/1251 MaitakeGold®
Mushroom extract
veg caps^ 30/60s | • All WPI labels are now
shipping with the new
design + Non-GMO seal
100% Natural Whey
Protein Isolate |
| 1131/1132 Cholesterol®
veg capsules^ 60/90s | 2000/2002 Targeted Choice®
Wellness Support caplets^
30/60s | • #1806 Extreme Edge®
Carbo Load Grape Flavor
New design
New flavor name: Grape
instead of berry - same
flavor profile, same
formula |
| 1102/1104 Skinny Garcinia®
veg capsules^ 60/90s | 1340 Standardized Elderberry
Fruit Extract veg caps 60s | |
| DIGESTIVE HEALTH
All 5 new DNA-verified
probiotic strains are: Non-
GMO, 30 veg caps; (all
shipped cold-packaged) | 3000 Advanced Choice®
10 Billion CFU | |
| 3003 Advanced Choice®
30 Billion CFU | 3003 Advanced Choice®
30 Billion CFU | |

Not represented by BMC in NJ, SC ^ signified Kof-K Kosher

NEWTON homeopathics

Nurturing Naturally Since 1987

November Promos 20% OFF select OTC formulas

Liquid or Pellet complexes listed below^ (Qty 4+ per SKU)

* Shelf tags announcing the sale included with your order

- **Blues ~ Mood Support (N035)** • **Shingles (N073)**
- **Kid Bowel ~ Digestive Care (F029)**
- **Pets Energy ~Vitality Assist (P024)**

Why Choose NEWTON? • Expertise & Experience • Quality & Safety • Easy to Use
• Variety & Selection • Environmental Awareness • Economical & Efficient

NOVEMBER Promo Items:

Blues ~ Mood Support – formulated for associated symptoms such as grief, despondency, difficult concentration, irritability, oversensitivity and prolonged sadness.
Learn more: https://www.youtube.com/watch?v=ba2_qkKQ4PE

Shingles – formulated for associated symptoms such as pain, burning, itching, swelling and skin eruptions.

Kids Bowel ~ Digestive Care – formulated for digestive health and for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping and pressure.

Pet Energy~Vitality Assist – formulated for symptoms associated with illness, lowered vitality and aging such as fatigue, debility, decreased appetite, enlarged glands and stress.

Take a moment to train yourself and your staff: 6 minute video on the November Newton products at www.youtube.com/watch?v=rBj_UBRCxPM&index=10&list=PLHkYMSLeqfDnJn7KQJZnVv6YVPzTpCsU

Product NOTES:

~ 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 receive a FREE Newton Complex product ~ Carry the pellet options of the best-sellers: (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

TIME TO ENCOURAGE Jump-Start Your Health!

Multiple symptoms, but not sure where to start? Begin with NEWTON's Jump-Start Your Health! Clear the path for your body to heal naturally through detoxification, digestive balance + joint support. As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!, a unique trio of combination remedies formulated for balance and wellness, will help simplify the process. Note: All 3 complexes in the kit are available individually in pellet form at standard pellet prices.

~ All adult + children complexes will continue to be available in 1 oz. pellet form. ~ The two-ounce

Made in America ~ Family-Owned • 1987-2016 • 29 Years of Excellence

NORDIC NATURALS

Nordic Naturals® Q4 2016 Promotion

Buy One Bottle. Help Two Heroes™

Your Purchase Helps to Rebuild Lives – two at a time

Omega-3s to Vets; Omega-3s to their Rescued Service Dogs
Promo raising contributions for this organization through December 30 while supplying omega-3s to veterans and their service dogs

Today, veterans frequently return from active duty with neurological and physical disabilities that make navigating daily life extremely challenging. Every day 22 veteran suicides are reported. Meanwhile, in animal shelters, 1.2 million dogs are euthanized every day. These dogs, when rescued and properly trained, have potential to change the lives of combat-wounded veterans. **Paws and Stripes** address the needs of both veterans and service dogs.

DISPLAYS + ENDCAP buy-ins (Ask your Nordic Rep for details)

@ **25% OFF mix & match eligible products**

- | | |
|-------------------------------------|---|
| Complete Omega™ – 180 ct (03770) | EPA – 60 ct (01750) |
| Complete Omega™ – 120 ct (02770) | EPA XTRA™ – 60 ct (01751) |
| Complete Omega™ – 60 ct (01770) | Omega-3 Pet™ – 180 ct (51502) |
| Complete Omega™ – 8 oz (02773) | Omega-3 Pet™ – 90 ct (50502) |
| Omega-3 – 180 ct (03760) | Omega-3 Pet™ – 8 oz (50504) |
| Omega-3 – 120 ct (02760) | Omega-3 Pet™ – 2 oz (50505) |
| Omega-3 – 60 ct (01760) | Pet Cod Liver Oil – 8 oz (53783) |
| Omega-3 – 8 oz (02763) | |
| Omega Curcumin (01875) | ADDITIONAL PRODUCT NOTES: |
| Omega ONE 30ct (02103) | • NEW Product Launches:
new placement deals apply! |
| Ultimate Omega® – 180 ct (03790) | • Omega Memory® (60 ct.) |
| Ultimate Omega® – 120 ct (02790) | • Nordic Berries® – cherry berry
(120 ct.) new flavor |
| Ultimate Omega® – 60 ct (01790) | • Prenatal DHA Fish Gels (180 ct.) |
| Ultimate Omega® – 8 oz (02793) | • Improved dosage: high potency
"Bigger, Stronger, Better" Omega
Oils mean more EPA/DHA! |
| Ultimate Omega® – 4 oz (01793) | • Omega Woman® (120 ct.) higher
EPA/DHA. NEW PRICE |
| Ultimate Omega® 2X (02150) | • New larger size Ultimate Omega®
+CoQ10 (120 ct.) |
| DHA – 180 ct (03743) | Bookmark Favorites:
www.omega-research.com
http://efaeducation.org/ |
| DHA – 90 ct (01743) | |
| DHA XTRA™ – 60 ct (01745) | |
| Vitamin C Gummies – 120 ct (30161) | |
| Vitamin C Gummies – 60 ct (30160) | |
| Vitamin D3 Gummies – 120 ct (31141) | |
| Vitamin D3 Gummies – 60 ct (31140) | |

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JUVO™

NEW ACCOUNTS only
bring in every 10 pack JUVO
packets
+ get a **20% OFF** discount for
initial order if you have never carried
the packets before!

AND **REORDERS (10-pak)** will
be at **20%** for the rest of the
month

BUY ALL FIVE + get 20% OFF
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

CREATE A BUFFET of enzyme-rich, organic,
whole food, freeze-dried Meal Replacements
for the travelers and the foodie this Holiday
season. See which ones sell the best!

Intrio cost for all FIVE raw food options
(10 packets per box) = \$97.41

Save \$24.34 + gain new customers
deals + follow up orders must be placed
through BMC Rep

Independent Retailers only: and not to be
combined with any other deals

ReJUVOdate Yourself!

AROMA LAND

November

Bodycare Promotion*

The Bodycare Collection Rosemary & Mint
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: scented and enhanced by Rosemary, Clary
Sage, Cedarwood, Juniper Berry, Peppermint, Bay
Laurel, Lemon Myrtle and Vetiver. Satisfying. 100%
Pure Plant-Based Ingredients, 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

AROMALAND CANDLE* SALES

All 4 styles of the Terracotta Rosemary & Mint candles
are on sale **10% OFF** in units of 4 ea. per style

- Cup Terracotta Soy Candle 7.6 oz.
 - Amphora Terracotta Soy Candle 7.4 oz.
 - Classic Terracotta Soy Candle 7.1 oz.
 - Elegance Terracotta Soy Candle 8.1 oz. (2 wicks)
- * made in the USA in Santa Fe New Mexico

Aromaland Essential Oil Promotion 10% OFF in units of 3 ea.

- Rosemary & Mint Essential Oil. 1/3.oz (10 ml)
- * must mention "BMC Special Discount" to get discounts with
every order placed

 Dr. Ohhira's Probiotics

REG'ACTIV® IS THE BEST NEW PRODUCT OF THE PAST TWO YEARS

REG'ACTIV® DETOX & LIVER HEALTH™
Announced as Winner of
Better Nutrition Magazine's
2016 "BEST OF SUPPLEMENTS" Awards

Did you know that Glutathione, also known as
GSH, is the most powerful, prevalent antioxidant in
your body? Increasing your Glutathione levels will
naturally increase your energy, detoxify your body
+ significantly strengthen your immune system. Until
now, Glutathione has been difficult to supplement as
scientific research shows that taken orally, Glutathione
is NOT well absorbed across the GI tract.

REG'ACTIV® Detox & Liver Health™, launched
in 2014, addresses this challenge by providing a
living probiotic strain, *Lactobacillus fermentum* ME-3,
that produces Glutathione within the body. ME-3 works
through three pathways: synthesizing glutathione
itself, promoting cellular uptake of glutathione, and
regenerating "spent" glutathione back into its active
state.*

Better Nutrition magazine selected the innovative
REG'ACTIV® Detox & Liver Health™ formula as a
2016 'Best of Supplements' Award Winner in the
DETOX + CLEANSING category. To select the winning
products, the editors of *Better Nutrition* magazine
conducted retailer surveys, and tallied up votes from
readers and staffers. The Better Nutrition Supplement
Advisory Board, consisting of naturopathic physicians,
health writers, and nutrition educators, considered
the nominated supplements quality of ingredients,
reputation and the science behind the products. The
award winners will be featured in the November
2016 issue of *Better Nutrition* magazine.

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

NOVEMBER Monthly Specials

Mix & Match, sale items

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

Flavored Aloe Juice Concentrates:
PERFECT for Holiday Health

- Cherry Berry Juice Concentrate 16 oz.
whole leaf unfiltered concentrate with no
water added
- Cherry Berry Juice Concentrate 32 oz.
- Orange Papaya Juice Concentrate 16 oz.
One oz. daily! ActivAloe Certified from
Certified Organic Leaves
- Orange Papaya Juice Concentrate 32 oz.

Two flavors for a delicious Whole Leaf
Aloe Vera Juice Concentrate experience:
the highest quality Aloe Vera in a bottle,
providing maximum health benefits and usage
compliance. Stronger than a 3:1 concentrate,
containing yellow sap with solids averaging
14,500 mg per bottle; with 3rd-party tested
proof. Contains no added water and is NOT
ultra-pasteurized, so the essential actives,
including polysaccharides, are present for
optimal health

Aloe Vera is FOUNDATIONAL TO HEALTH

BASS®

Brushes

Cold Weather, Indoor Evenings: BATH WEATHER

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

Bath & Body Tools + more

Salon/Spa Displays
Bath & Body Care
Bath Brushes, clothes and towels
Exfoliating Body Gloves + Mitts
Facial Cleansing Exfoliating Cloth
Loofa Collection
Sisal Collection

The versatile Shower Brush!
Toothbrushes

Razor blades + shaving tools
Cosmetic Brushes
Full Face Masks

#1-selling product in the catalogue
#35

Flower Bath Sponge, extra thick
**A new market for you to grow
with every cold day till Spring!**

*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

LINE DRIVE 20% OFF^
1% of your purchase will be donated
to Pencils of Promise, a non-profit organization
that builds schools and provides quality educational
programming to increase literacy rates in Ghana,
Guatemala, Laos and Nicaragua. Eco Lips' goal is to
raise enough funds to build a school. To learn more visit
<http://bit.ly/29ZGi5u>

Pencils of Promise (PoP) is a for-purpose organization
founded in 2008, that has built more than 350 schools
for children across Africa, Asia + Latin America.
Through the partnership, Eco Lips will donate 1% of
sales to Pencils of Promise, with the inclusive goal of
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^all sweetened with stevia except Nothin' at All

Consider stocking ALL Eco Tints for the Holiday
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Flavors: *Banana, Coconut, Dark Chocolate, Raspberry, Spearmint, & Vanilla*

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• **Exotic Animals Nail Polish Base Coat**

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• **Exotic Animals Organic Nail Polish Remover**

• **Exotic Animals Nail File**

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The Exotic Animals Organic Nail Polish Remover is all natural, organic, and vegan. It contains eco-friendly renewable solvents and vegetable glycerin. Its Pataua, Argan and Buriti organic vegetable oils provide hydration preventing dryness and white spots on the nails and cuticles. It contains eco-friendly renewable solvents and vegetable glycerin, as well as ingredients straight from the Amazon, including pataua, argan and buriti. These organic vegetable oils provide intense hydration while preventing dryness and white spots on nails and cuticles. With these completely natural ingredients comes a cleaner scent, not the chemical-heavy one that is typically associated with polish removers. ~ Does not contain Acetone, BHT, Formol, Glycols, Mineral Oil, Parabens, Liquid Paraffin, Silicone, or Toluene. ~ Ecocer®-certified. Free from ingredients of animal origin and never tested on animals.

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- 30 pc. **BP Modern Retro** wooden display, natural bamboo readers #7707
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Visualize Change

NEW styles: ask about The Fall Sunglasses Collection: ya gotta see them

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immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

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SAVE \$88.68 wholesale in Nov-Dec. with a minimum \$354.78 Wellmune® purchase

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whls. \$17.83 MSRP: \$29.79
sale price \$15.20
through November 30th

Wellmune WGP® beta glucan* also has topical + cosmetic application*

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

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Anti-oxidant^, Immune Support^

4 ea. = 10% 8 ea. = 15% 12 ea. = 20%

Not combined with other specials
~ must mention 'BMC November Promotion' when placing order

Early Fall through Winter, Chaga harvest starts in many forests of the world. The harvest cuts off the living mushroom from the tree, harvesting without cutting into the tree, with the harvest continuing until the sap starts running. Chaga mushrooms grow in the forests of Siberia, Canada, Northern Japan + the Northeastern United States. Highly prized in Russian + East European herbal practices, these folk uses are now being validated by modern clinical research.

Chaga is unique among medicinal mushrooms: for, while it contains the beta glucan rich polysaccharides that give medicinal mushroom extracts their potent immune supporting properties, Chaga also contains other active compounds, primarily betulinic acid + polyphenols, which can give Chaga extracts powerful anti-oxidant properties*. Chaga has a high ORAC score (measurement of antioxidant properties), similar to that of blueberry extracts.

PRODUCT NOTES:

a solid Medical Mushroom set includes:

- Reishi • Cordyceps • Chaga • Lions Mane
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ASK your BMC Rep about how to get these superior quality medicinal mushrooms onto your store shelves!

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FALL Q4 Immune Boost Focus & Support Promotion^

It's that time of year... kids are back in school, temperatures are dropping, there is a slight chill in the air, cold & flu season is upon us.

ASK your BMC Rep for how you can offer line drives each month for the rest of the year. Super deals for Existing Accounts + even better deals for New Accounts. Oxylent® is the perfect habit for staying well + nipping the problem in the bud, before it causes havoc. Oxylent®—your Premier effervescent essential + now your fast-acting Sports workout support drink!

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that allows the power of the cranberry to perform as part of a health food cocktail. Interesting idea, is it not?

But the public does not hear that in your conclusions, or in the chorus of cheerleaders assembled to prove by vocal cheer and agreement the indictment of your opinion; and maybe that is the point of the impressively credentialed commentaries: hmm: scientific distraction—such a modern contrivance! Stop eating the good foods: take the prescriptions!

Your use of the scientific method advances that a proof has now been irrefutably attained. Huh!? Is there a scam trying to be pushed through here??

Originally, it was thought that cranberry products increased the acidity of urine: WAIT—that has never been disproven! ["Effect of cranberry juice on urinary pH." Kinney AB, Blount M., Nurs Res. 1979 Sep-Oct;28(5):287-90]. You pee on a nitrazined pH tape: proof! Cranberries are absolutely the food to add—wisely—if wanting to create an environment inhospitable to E. Coli. Not the answer: just a smart food choice. Meanwhile, sugar is the food to remove: simple truths whether called folk tradition or a physiological fact.

The amazing, self-impressed, modern allopathic science continues that Proanthocyanidins have not been proven to prevent bacteria from adhering to the bladder walls. This study that made headlines offers zero proof to the contrary. Yet, absolute conclusions are made. That is research malpractice! But, maybe the researchers are unaware of all the amazing evidence for proanthocyanidins for human health, (scientists are reputed to sometimes be so focused!). Doctors have a lot of things on their minds, and maybe they have not had time to learn about the optimal function of human physiology (on the subject of MD-intelligence, we must say that most have not delved into nutrition, and I for one would not give the keys to the vehicle of my body to someone so uninformed on the function of nutrition, for both health and cure!) I live in the world that explores these inexpensive and safe foods as the primary option for all basic human health needs.

I did a rather heretical thing, and I searched PubMed and "cranberry juice, UTI" and I found plenty of impressive evidence. Let's say that statements reporting "some evidence" are found in this simple search—with human clinical relief from cystitis. Then why not publish YOUR study, in building towards a directed and limited consensus—and stop making conclusions that discourage people from finding simple and safe alternatives. While



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Omega-3 source: purified deep sea fish oil (anchovies + sardines)

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we all can drink water, the doctor says that cranberries should be left out of the discussion. This could lead to a public fear of cranberry water!

Trust me, a person with a UTI will come back again for any treatment that works for them. And when both press and the doctrinaire Doctor plants a seed of doubt, well, that is the bomb that causes system breakdown (and we have more systems breakdown than we need these days). Unless, of course, you like to lean heavily of the antibiotic prescription pad.

Since you published your opinions, I am publishing mine. I have zero respect for meta-analysis for conclusionary science, and yet I present this found PubMed opinion (which supposedly is to be used as a guide

for further research) stating "the effectiveness of cranberry was not significantly different to antibiotics for women and children." [www.ncbi.nlm.nih.gov/pubmed/23076891]. In that case, I say, bring it on! Science should try to find out what makes cranberries possibly work—nutritional investigation, and not try to prove that cranberries are not helpful with a lame general observation study.

A good herbalist would probably not turn to cranberry as the primary protocol for UTIs: but that said, every health advocate acknowledges that cranberries are beneficial and should never be discouraged.

The credibility of cranberry. When a scientist conducts a study and then

continued on page 7

proclaims that "it is time to move away from cranberries"... then we should term that person's work unscientific. This stuff should never become a headline. So, cranberries have been proven useless? Is this what the scientific method has crumbled to: like 2016 politics? I don't think women and men will stop taking cranberry herbal supplementation for urinary infections, because—despite "scientific opinion"—cranberries and cranberry extracts have worked effectively for many people whom I have spoken to in the last 35 years: hundreds of heard testimonials, and thousands of satisfied customer sales. Yet, a scientist or two, with a few blunt opinions, editorialize that (ah, truth is under such assault in this age of advanced communication) the options are conclusively water, estrogen and antibiotics. I challenge that, following this prescription, a grave damage to human potential would be quickly realized. The answer to optimal health is found in optimally grown and harvested foods. As we note with Echinacea and Vitamin E, these scientifically-directed, nutritional assassinations are effective: and public health continues to suffer.

"Quality of herb," is how you respond when people ask your response to these talking-head conclusions; then remind how blind most scientists are when looking for truth with natural medicine: inherent negative prejudice. I feel sorry for them and their families, whom they obsessively prescribe antibiotics to. We will kindly heal them when they come into our natural health MASH- units. We will direct them to Probiotics and Cranberry extract, and Uva Ursi!

Cranberries have been described as a fickle fruit, requiring just the right conditions for growth and water quality, and the acidity of the soil (peat and clay) are instrumental in quality of the cranberry. That said, Cape Cod bogs have harvests running back centuries: and the Natives asserted that this wetland fruit can grow indefinitely if not damaged². Even in the manufacture of today's drugs the quality of ingredients are necessary for the drug to be effective for measurable and dependable results. The same with cranberries. So, in studies like this, one must first ask: what material was used in the study? Maybe one day Yale University will wake up and start to study how agriculture is capable of making effective and expendable natural herbs that work.

To some people, it is all about the money. In that case, maybe the decision-makers at Yale should pay attention to the attempts to return cranberry bogs to Connecticut. Cranberries are more than a flavoring ingredient: they are herbal food,

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* We request that you pass the savings to your customer, Savings pass-along will be monitored

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- **Soothing Throat Spray** Supports Healthy Function of the Immune System\*  
Ingredients: Proprietary extract blend: Echinacea root, Propolis, Hyssop leaf & flower, Sage leaf, St. John's Wort flowering top
- **Super Echinacea®** America's #1-selling Echinacea product: superior Herb Pharm®-quality Benefit: Supports Healthy Function of the Immune System\*  
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and they are amazing super fruits too. They are a viable economic crop. Science should be learning how to incorporate cranberries into the diet for health and not debate as to whether they are proof-positive of some drug claim. So again, we have to forgive the mainstream, and re-educate our communities on natural truths! One day...

Until then, your store is the warehouse of the best cranberries there are. My preference is **Herb Pharm's** whole ripe berry liquid extract, and **Bluebonnet Nutrition's** Super Fruit Cranberry extract veggie capsules.

*continued on page 8*



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO  
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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."

### Allopathic "Science" Misses the Point Again *continued from page 7*

Herb Pharm® Quality is dependable: They prepare their Cranberry Extract from the ripe berry of *Vaccinium macrocarpon* plants which are certified organically grown by Organic Certifiers. To assure optimal extraction of Cranberry's bioactive compounds, the berry is hand-harvested only when fully matured, carefully shade-dried; and then thoroughly extracted. Liquids are excellent solutions for people who have aversions to capsules or swallowing pills. An extract from the dried herb made into an extract would be an herbalist's preference. Bluebonnet's *Super Fruit Cranberry Fruit Extract Capsules* contain 500 mg of pure cranberry fruit extract (4:1), without added sugar, plus 60 mg of vitamin C as powerful and purified L-ascorbic acid. This product—in 60 and 120 veggie caps—is Kof-K Kosher-certified, NON-GMO, (vegan, gluten free and soy free) from American-harvested cranberries.

Cranberries are a truly American fruit, and they should be suggested with confidence! Cranberries work: back to normality!

The statements made in this article are solely the opinions of the author, and do not reflect the attitudes of anyone but the author!

- (1) <http://jamanetwork.com/journals/jama/fullarticle/2576822>  
(2) <http://patch.com/connecticut/wilton/cranberries-harvest-could-return-to-connecticut-421a1145>

#### About U.S. Cranberry production

"Since 1995, Wisconsin has produced the largest crop of cranberries—currently, about 57% of the United States' total production. Massachusetts fell from first to second largest producer in 1995, and currently produces another 23-30%. The remaining U.S. cranberry crop comes mainly from New Jersey, Oregon, and Washington."  
[<http://researchguides.library.wisc.edu/c.php?g=177896&p=1169823>]

## How to Reach Blue Moose Consulting

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

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office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
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#### Eco Lips, Inc

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Editor & writer: Michael Hennessey. Distribution and webmaster: John Holback. Graphics: Theresa Welling

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.

