



BLUE MOOSE CONSULTING NEWSLETTER

Volume 13, No. 9 • September 2016

Talking Health:

The Medicine of Insect Fungus, Plant Worm

September is Cordyceps month! What is Cordyceps, you ask? It is a complicated answer and an alluring story: sit back and enjoy as you read.

The invasion was actually an evolution. The environment must have been exactly right for such perfect species interaction. High altitude, frigid cold weather, packed solid mountaintop soil: survival of the fittest. They say that the strongest adaptogens cut their teeth on the wretchedness of the conditions with which they are forced to exist. Life cycle of death, dying, transformation, rebirth. For the fungus community: just another day at the office. Life in breaking down decaying matter—hastening death—and resurrecting as a new fruiting body, intent on propagating to a next generation.

The sun on the top of the “Roof of the World” that is the Qinghai-Tibet Plateau is the same sun that shines on the 5-Star restaurants of Hong Kong, where today, Cordyceps “mushroom” is an exotic feature in signature food dishes. Historically, the medicinal prescription for Cordyceps was mushroom cooked in duck. The mushroom is the harvest of alpine grasslands terrain much closer to the sun, and the land is sparse. Yaks have to work hard to pull food from the ground to survive. An ecosystem. Spawned from this rough terrain, cordyceps today is a peculiar delicacy that hints at mysterious and fantastic benefit, and it also is the best-selling mushroom supplement in the USA and the world.

How are your cordyceps sales? They are brisk online, strong with the sports community and ridiculously successful in some Asian markets, in areas with mushroom aficionados, with Traditional

Chinese Medicine (TCM) practitioners and with those who study progressive nutrition looking for the best medicine. Maybe the idea that this mushroom actually grows out of the carcass of an insect that it in effect infected, slowly gutted, lived off of and grew in—turned you off the first time that you heard about it. Maybe if you learn more of the story of this “most versatile of all the medicinal mushrooms,” you would highlight this mushroom for the important facts: the human health value that this exotic and powerful mushroom brings to the health equation! [<http://mushrooms-science.com/cordyceps-cs-4/>]

If you are squeamish about the facts on the ground of this mushroom, you are in luck.

This mushroom became so popular (from ancient lore to folk commerce and TCM medicinal herb dispensary), that modern ingenuity found a way to replicate an identical nutritional profile as the wild cordyceps mushroom through fermentation of a selected wild cordyceps mycelium in a percolated stew that contains no insect carcass. A sterilized yet active mycelium extract powder that gives the medicine of cordyceps without (what some people may consider) the yuck. When you find a legitimate source of Cs-4 Cordyceps mushroom, that is what you are getting: a product far removed from the parasitic mushroom emerging from the cold soil in a distant land.

Cs-4 Cordyceps is grown through patented manufacture in laboratory settings with specific temperature, precise PH and fermentation time, from fresh *Cordyceps sinensis* (accurate species name *Paecilomyces hepiali*). Think the hot water extract process that is an imperative to all the medicinal

mushrooms, but in a controlled environment, using fermentation, to create a viable and replicable mushroom extract that contains all the actives known to be beneficial for what makes Cordyceps so esteemed and in demand. The result is a pharmaceutically-extracted cousin of the wild cordyceps.

How was this mushroom found? There is a story, which could either be modern day spin or accurate folk history, that herders found that the animals that grazed on certain fields seemed more hearty; and, when the cause was sought, they found that the stronger yaks were feeding on fields ripe with sprouting species mushrooms. (Accepting the insignificance of my opinion, I share that I think that this is modern salespersonship, and not accurate ethnobotany from the local peasantry. The inquisitiveness of the Asian healers was exceptional, imaginative and very logical. A mushroom growing out of the carcass of a particular moth—that obviously had been hibernating in that carcass just below ground over the winter, would easily have been judged to be powerful and magical). And so they decided to eat it!

The existence of mushrooms in nature is fascinating and alluring: and while some species can be poisonous and dangerous, humans have added them to their food choices for millennia. However it happened, the mushroom became famous. Cordyceps was a local hero in a very special “locale.” High mountain insect mushroom food. There are over 400 identified species of cordyceps that grow in this same manner (from insects) in a wide range covering parts of China, Nepal, the Tibetan Autonomous Region, and parts of

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The Medicine of Insect Fungus, Plant Worm

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Bhutan and the northern Himalayan Indian State of North Sikkim (in India, it is known as “Kira Jhar”, meaning insect plant).

The mushroom that became legend throughout ancient China and was traded on the famous Tea Horse road that traversed from Sichuan, China to Tibet. Written data suggests that in the 7th Century, in envoy exchanges between the Chinese monarchy and the Empire of Tibet, there was a sharing of specific forms of medicine: at this time, Tibet would have been as strong as the emerging power of a unified China. Mycological researchers document a local traditional use for 18 different health states as well as disease prevention. A surviving 15th Century text—Instructions on a Myriad of Medicines—by Tibetan doctor Zurkhar Nyamnyi Dorje records a poetic song concerning Cordyceps that offers prescription in true tonic form—“good for everything”—including that essential human concern, sexual energy.

We observe the scientific investigation and use of Cordyceps from the Ming to the Qing Dynasties, as the Forbidden City was moved from Nanking to Beijing. The cultural imperative at this time was the “Mandate of Heaven” which asserted that *tian* (heaven) granted emperors the right to rule based on their ability to govern well, appropriately and fairly. In this worldview, a very complex and talented group of scholar-doctors was charged with finding ways to keep the emperor alive forever. It was most likely from this search that cordyceps became supremely prized. Cordyceps tithes brought the medicine to the emperor’s court, and the mushroom was deemed not for the common folk (at least legally!). In this regard, in a different culture and for a different reason (in a different time), Cordyceps was identified as a supreme anti-aging nutrient. Early Chinese Emperors munched on a lot of insect mushroom! In the 18th Century, Cordyceps becomes codified in TCM in the medical compilation, Ben Cao Clong Xin (“New Compilation of Materia Medica”). One of the earliest prescriptions: 5 mushrooms in one old male duck; sewn up, and then “stew with wine till well cooked”. Early medicine.

Cordyceps reached Western consciousness when samples were received at the French Academy of Sciences in Paris in 1723, where the product was identified as “a plant in summer and an insect in winter”. Jesuit missionary priest, Father Dominique Parnenin, who was serving as interpreter and confidant to the Emperor of the Qing Dynasty, stated in a letter that he had experienced the effects of the drug himself.

Fast forward to 1934, when 5 tons of cordyceps was recorded as being traded from Kangding to Ya'an, on the Sichuan to Tibet highway, where tea used to be traded for horses and mushrooms were clearly part of the barter economy. Then fast forward again to 1964, when Cordyceps Cs-4 was officially classified as a new drug in the Chinese Pharmacopeia. Throughout this history, cordyceps fungi was harvested by local families every spring in secret locations passed down from generation to generation: reliable income for traditional herb medicine wildcrafters. Over time, the focus on the use of cordyceps as an aphrodisiac made it one of the most expensive herbs in the entire vast Chinese herb medicine dispensary. It was picked from the field after sprouting, and nature did the rest!

The modern Cs-4 fungus strain originated from mushrooms from west China's Qinghai Province (Hua-long county, average elevation 8000 ft. above sea level), and assigned a distinct number by the Center for General Microbiological Culture Collection, China Committee for Culture Collections of Microorganism, in Zhongguancun, Beijing. This is not some dubious source, high claim, expensive product promising unique miracle. This is a scientifically accurate, precision-manufactured, medical mushroom natural pharmaceutical extract. This “invention provides novel methods for making Cordyceps fermentation products which comprise culturing a fungus belonging to the species *Paecilomyces hepiali*, and then recovering fermentation product containing physiologically-active substances from the culture.”

[www.google.com/patents/WO1999021961A1?cl=en]

It became obvious in modern-day China that Cordyceps was valuable medicine, and that there was high demand; and that wild cordyceps could easily become more myth and

adulteration that real herbal medicine. Or worse, endangered (although try to make a fungus extinct!). The geopolitical relationships with people fighting for freedom and autonomy on the western borders of China may have also influenced the search for a cordyceps-like drug. The Cs-4 strain was isolated by the Chinese Academy of Sciences in 1972 from specimens in Qinghai province, and after extensive tests for its potency and consistency, it was approved in China in 1988 as a medicine.

By the 1980s, a unique three-tiered system of Integrative Traditional Chinese Medicine was being institutionalized which was blending TCM, (wholistic) Integrative Medicine and Western Medicine. It was natural for pharmacy to try to mimic the chemical beauty and benefit of cordyceps. From the mid-1980s to 2005, over 2000 scientific articles were published on *Cordyceps sinensis*. The Chinese medical community invested a lot of energy and science in exploring and verifying this finished product Cs-4. The Chinese invested a lot of research into this mushroom: liken it to the research invested by the Russian government in Siberian Ginseng as they exported this adaptogen, now known in the West as Eleuthro. Cordyceps is considered a National Treasure in China.

There are many excellent, double-blind, placebo-controlled clinical studies on Cordyceps for many disease states and preventative healthcare strategies. This research builds on and expands beyond the well-respected applications of this medicinal mushroom historically noted in TCM; and studies have been done worldwide on this mushroom and its predictable positive outcomes for human health for the past 25+ years.

It is very insightful to observe the growth of the vast economy of mushrooms during this same period in China, at a time where communist economic structure was being softened to quietly integrate capitalism. Slowly, but actually in a very rapid manner, China became the world’s leading mushroom-growing country. Mushroom cultivation as an enterprise for human consumption originated in China: and this expertise was transferred to Japan and Korea where the use of mushrooms for health today is also huge. Mushroom cultivation was an artisan industry in

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HERB PHARM® IS ELECTRIC WITH BRIGHT NEW IDEAS!

- Better Bitters™ TRUST THE GUT • Herb Pharm® Kids Back to School Promotion
- NEW 2 oz. sizes of the Best-sellers ALL now shipping
- New Cinnamon flavor Breath Refresher

Better Bitters™ benefit: Supports Healthy Function of the Digestive System*

Herb Pharm Better Bitters™ four (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

Lead the Way with 2 oz. top sellers NOW in 2 oz. with a greater per ounce Value.

2 oz. liquid extract Intro sale through October 31, 2016. BIGGER, with better Value

- Adrenal Support™ • Anxiety Soother™ • Better Bitters™ Absinthium
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- Blood Pressure Support • Brain & Memory™ • Thyroid Calming™ • Thyroid Lifter™ • Turmeric
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- Good Mood™ • Inflammation Response™ • Kava • Liver Health • Lung Expectorant™
- Male Vitality™ • Nervous System™ • Pollen Defense™ • Urinary System Support • Viratack™
- Rapid Immune Boost™ (formerly best-seller Echinacea Goldenseal) • Relaxing Sleep™
- Stone Breaker • Stress Manager™ • Super Echinacea™

Intro Savings up to 25%: 3 ways to save.

Ask your Herb Pharm® Sales Rep how to save up to 27% OFF

SEPTEMBER PROMOTION HERBS FOR CHILDREN'S HEALTH

~ Buy in dates: through September 30th. Applies to 1 oz. + 4 oz. sizes

~ we request that you pass along the saving to customers

All Kids 1 oz. size \$6.50/MSRP \$12.99 • 4 oz. size \$24.70/MSRP \$49.39

- Promotion items:** • Captain Concentrate™ • Cough Crusader™ • Immune Fortifier™
• Fast Asleep™ • Sinus Samurai™ • Throat TLC™ • Immune Avenger™ • Ear Oil • Tummy TLC™
• Black Elderberry Glycerite • Echinacea Glycerite • Lemon Balm Calm™ Glycerite

3 Ways to Participate:

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

Breath Refresher™: New Products; New Names; New Excitement

Breath Refresher™: two best sellers ADD another organic yummy flavor

12 ct. display .47 fl. oz. single WHSL: \$3.00/MSRP \$5.99

- NEW Cinnamon Breath Refresher™ • Peppermint • Spearmint

Savings up to 20%: 3 ways to save. Ask your Herb Pharm Rep

PRODUCT NAME CHANGES: SHIPPING NOW

~ Echinacea-Goldenseal Compound now Rapid Immune Boost™

~ Immune Defense™ now Daily Immune Builder™

Not represented by BMC in NJ



Bluebonnet: The Most Certified Supplement Brand NEW ITEMS NOW SHIPPING:
• SUPER EARTH® BREWER'S YEAST FLAKES #1204/1205 - 7.4 oz./ 11.6 oz. Non-GMO, Kosher
• EXTREME EDGE® WHEY PROTEIN ISOLATE COOKIES N' CREAM #1836/1837 - 1 lb./ 2lb. Canister

CATEGORY SHATTERING Advanced Choice® Single Daily® Probiotics. 5 top-class probiotics for your refrigerator: only in health food stores: shipping now in three potencies: all 30 veggie caps
^ **Advanced Choice®** 10 Billion CFU \$6.48/12.95
^ **Advanced Choice®** 30 Billion CFU \$13.98/27.95
^ **Advanced Choice®** 50 Billion CFU \$19.98/39.95
* offers 20 DNA-verified probiotic strains, proprietary blend listed on label
* contains prebiotic inulin (fructooligosaccharides from chicory root) for optimal women's health: 30 veg caps
^ **Advanced Choice® Ladies Single Day®** 10 Billion CFU \$6.98/13.95
^ **Advanced Choice® Ladies Single Day®** 50 Billion CFU \$20.48/40.95
* offering 7 DNA-verified probiotic strains - proprietary blend listed on label

Opening order discounts @ 18% OFF Sold to health food retailers with MAP-pricing protection

Still on sale through 9/9 Bluebonnet's 18% OFF Soak up the Savings Summer Sale

- 5-HTP 100 mg veg cap^ 60/120
- Liquid Super Earth® Multinutrient Formula (tropical fruit) 32 oz.
- Whole-Food based Multiple caplets^ 90s:** Veggie Choice®, Ladies Choice®, Men's Choice®, Age-Less Choice for Women 50+; Age-Less Choice® for Men 50+
- Super Earth® Rainforest Animalz™ Children's Supplements with EarthSweet™
- NEW Children's Probiotic wafers (raspberry) 60s
- Whole-Food Multi^ Children's** Chewables Cherry, Grape, Orange or Asst. Fruit 90s/180
- More Rainforest Animalz™ supplements: all 90s** Children's Vitamin C chewables^ (orange flavor) Children's Vitamin D3^ 400 IU (mixed berries) chewables
- Children's Cal-Mag D3^ (vanilla frosting chewables) Children's DHA 100 softgels fruit punch, fish-shaped CellularActive™ Coenzyme B-Complex veg caps^ 50/100
- EarthSweet® chewables VIT C^ 500 mg (orange) 90/180s
- C-1000 mg PLUS Bioflavonoids^ 90/180 caplets
- Calcium Magnesium Citrate PLUS Vitamin D3 caplets^ 90/180s
- EarthSweet® Chewables Cal Mag Vitamin D3^ 90s (orange or orange vanilla)
- Zeaxanthin PLUS Lutein 30/60
- Advanced Probiotics® chewable Acidophilus wafers (raspberry) 3 sizes: shipped refrigerated 60s/90/120s
- Super Earth® non-GMO Lecithin Granules^ 12.7/ 25.0 oz.
- Natural Omega-3 Salmon Oil softgels 90/180s
- EarthSweet® chewables Melatonin tablets^ (natural raspberry flavor) in 60s + 120s: 1 mg; 3 mg; 5 mg
- Ultimate Hair & Nail Formula® vegetable capsules^ 60/90s
- Power Thought® caplets^ 30/60/90s
- Age-Less Skin Formula® vegetable caps^ 60/120s
- Brewer's Yeast powder^ 1 or 2 lb
- NEW Brewer's Yeast Flakes^ 7.4 oz./11.6 oz.
- Standardized Gingko Biloba Leaf Extract^ veg caps 30/60s
- Targeted Choice® Wellness Support caplets^ 30/60s
- Targeted Choice® Sleep Support caplets^ 30/60s

^ signifies KofK Kosher

Not represented by BMC in NJ, SC Visit Bluebonnet @ Expo East booth #6029

NEWTON homeopathics

Nurturing Naturally Since 1987

September Promotions 20% OFF select OTC formulas

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

* Shelf tags announcing the sale included with your order

- Aches~Pains (N019) Bowels~Digestive Care (N029)
- Edema~Fluid Retention (N065) Pets Inflammation (P009)

Aches~Pains: formulated for symptoms associated with bruises, strains and overexertion such as pain, stiffness and inflammation.

learn more @: www.youtube.com/watch?v=gjwdXRct4qg

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

Edema~Fluid Retention: formulated for associated symptoms such as skin discoloration, discomfort & swelling due to fluid retention.

Pets Inflammation: formulated for associated symptoms such as swelling, redness, congestion, discomfort + increased sensitivity.

Why Choose NEWTON?

- Expertise & Experience • Quality & Safety • Environmental Awareness
- Variety & Selection • Economical & Efficient • Easy to Use

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 will 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 contained in the kit are available individually in pellet form at standard pellet prices.

Product alert! Newton has decided to discontinue the two-ounce pellets except for the best-sellers: Detoxifier, Rheumatic Joint Care + Bowel~Digestive Care. All adult + children complexes will continue to be available in 1 oz. pellet form. The two-ounce size will remain available in the liquid form. Newton does have some 2 oz. pellet complexes still available + available until sold out.

NORDIC NATURALS



Q3 2016 Promotion through September '16 "Build a Playground with Carter's Kids"

MAKE YOUR BACK TO SCHOOL DOLLARS COUNT

Support a GOOD CAUSE by promoting Nordic Naturals' children products. Nordic® children's product purchases through 09/30 will help in building a playground. Get more families to encourage daily Omega-3 nutrition for optimal health. New Displays available to highlight the children's products as school begins again! <http://carters-kids.org/>

• **25% OFF** endcap purchases. Min 5 cases, Max 15 cases, full cases

Applies to ALL 26 healthy Children's products. 1 order per ship-to location per month.

- Baby's DHA 2 oz. • Baby's DHA Vegetarian 1 oz. • Baby's Vitamin D3 Drops .37 oz.
- Children's DHA 90 ct. • Children's DHA 180 ct. • Children's DHA 360 ct.
- Children's DHA 4 oz. + 8 oz. + 16 oz. • Complete Omega Junior 90 ct. + 180 ct.
- Complete Omega Junior 4 oz. • Complete Omega-D3 Junior 90 ct. • Ultimate Omega Junior 90 ct. • Omega Boost Jr. - paradise punch 6 oz. • Nordic Berries Multiple 120 ct. + 200 ct.
- Nordic Omega-3 Fishies 36 ct. • Nordic Probiotic Gummies - Kids 60 ct.
- Nordic Vitamin D3 Gummies Kids 60 ct. • Nordic Vitamin C Gummies 60 ct. + 120 ct.
- Nordic Omega-3 Gummy Fish 30 ct. + Gummy Worms 30 ct. • Gummies 60 ct. + 120 ct

ENDCAP SUPPORT MATERIALS: * endcap poster (36" x 24") * easelback poster * shelf flags

NORDIC DISPLAYS SELL PRODUCT through every economy

• Nordic 'Permanent display' - beautiful, distinct, and smart @ **30% OFF**

ADDITIONAL EFFECTIVE Q3 FLOOR DISPLAYS:

pick one (1), two (2) or all (3): ALL 25% OFF^

- 'Generic' Nordic Naturals® floor display:
- 'American Pregnancy Association' Display (APA)
- NEW 'Gummies Floor Display' ~ mix & match from eleven (11) items listed below one (1) product per shelf, 20 minimum, 60 maximum
 - Nordic Berries 120 ct. + Nordic Berries 200 ct. • Omega-3 Fishies 36 ct.
 - Omega-3 Gummies 60 ct. + Gummies 120 ct. • Omega-3 Gummy Fish 30 ct.
 - Omega-3 Gummy Worms 30 ct. • NEW! Nordic Probiotic Gummies Kids 60 ct.
 - Vitamin C Gummies 60 ct. + Gummies 120 ct. • Vitamin D3 Gummies Kids 60 ct.

The best-tasting Gummies, ever. The easiest way to encourage compliance.

Clean ingredients, made in Nordic Naturals® dedicated facility

INSTANT BEST-SELLERS * New item discounts apply. Ask your Nordic Rep for details
• Omega Curcumin #01875 60 ct. softgel with longvida free-form curcumin (400 mg) + Nordic's own concentrated 90+% triglyceride form Omega-3s (1000 mg), 150 mg of reduced glutathione, 200 mg of N-Acetylcysteine (NAC). non-GMO verified

- Probiotic Gummies KIDS • Vitamin D3 Gummies KIDS • Vitamin C Gummies

Visit Nordic Naturals @ Expo East booth # 5025, always exciting!

Not represented by BMC in NJ, SC & Philadelphia



JUVO™

September Promos Buy 3 Get 1 Free every SKU

PROJECT: Build a Wall of JUVO for
Community Health

GOAL: JUVO every day for Health

- * Natural Raw Meal Canister
 - * Raw Green Superfood Can
 - ^ Raw Green Protein Can
 - * Raw Meal Fantastic Berry
 - ^ Raw Green Grass Bottle
 - * Raw Meal Green Apple
 - * Raw Meal Vanilla Chai
- JUVO Raw Meal packets**
(10 packets)
- * Organic Raw Meal packets
 - * JUVO Fantastic Berry packets
 - * Raw Green Protein packets
 - * NEW JUVO Raw Meal Green Apple
 - * NEW JUVO Raw Meal Vanilla Chai

Buy early, buy often: these are the
Expo deals for everyone!

ReJUVOrate Yourself!

AROMA LAND

September Bodycare Promotion*

The Bodycare Collection Lemongrass & Sage

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 Lemongrass, Sage, Vetiver,
Lavandin, Pine, Atlas Cedar: an exclusive blend that
offers a clean, slightly spicy, invigorating aromatherapy
experience. 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

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

AROMALAND CANDLE SALES^ ARE BACK!

All 4 styles of the Terracotta Lemongrass & Sage 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

2-month Aromaland Essential Oil Promotion^ 1/3.oz (10 ml):

10% OFF in units of 3 ea.

- Sage Dalmatian Essential Oil. Country of Origin:
Dalmatian Islands
 - Clary Essential Oil. Country of Origin: Hungary
- * must mention "BMC Special Discount" to get discounts with
every order placed

 Dr. Ohhira's Probiotics

Dr. Ohhira's Probiotic Hadayubi™ Lavender Moisturizer

Chosen as an
"Essential Back to School Product"
by *Taste for Life Magazine*

Dr. Ohhira's Probiotic Hadayubi™
Lavender Moisturizer was selected as an
"Essential Back to School Product" in the
August *Taste for Life Magazine*.

Hadayubi™ moisturizer promotes
healthy looking skin by encouraging
both bacterial AND pH balance, while
also supporting the skin's healthy barrier
function, fighting skin irritations and
breakouts. It will nourish, cleanse and
balance even the most sensitive skin.

Paired with Dr. Ohhira's Kampuku™
Beauty Bar, and Dr. Ohhira's Probiotics®
supplement your skin is sure to make the
Honor Roll this semester!

Dr. Ohhira's secret is in the use of
traditional Japanese fermentation.
Probiotics are a revolutionary approach
to skin care that help foster dermal
balance whether for dry, oily or sensitive
skin.

**Visit Essential Formulas @ Expo
East booth #4823**

Dr. Ohhira's Probiotics®

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

SEPTEMBER Monthly Specials

Mix & Match, sale items

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

- Super Fruit Aloe Vera Juice 16 oz.
High Antioxidant Juices Plus Aloe
Concentrate
- Super Fruit Aloe Vera Juice 32 oz.
- Multivitamin & Mineral 120 tabs
(21.51/\$37.09)
- Multivitamin & Mineral 40 tabs
(10.35/\$17.85)

Super Fruit Aloe Vera Juice: Aloe Life Superfruit tastes
delicious, and is the perfect complement to Aloe
Vera's health action in the body. Supports occasional
indigestion, bloating, regularity, energy and optimum
health. Superfruit contains 17 extracts including:
Grapes, Berries (Wild Blueberry, Black Currant,
Bilberry) Pomegranate, Resveratrol, Acai, and
Quercetin that bring an approximate ORAC value
of 2400 in every serving to support body wellness
for the whole family. Also, contains 82% WL Aloe
Vera Concentrate; Activ Aloe Certified made from
Certified Organic Leaves. [1 oz. (2 Tbs)]

**Visit Aloe Life @ Expo East
booth #4714**

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

BASS®

Brushes

Help Our Friends in the Dog Days of Summer

The Pet Groomer Collection

intro-deals available

just ask for the Top-20 products!

All Bamboo Wood + Metal Comb
Brushes

ALL BAMBOO WOOD

Palm Style Bamboo Wood PET GROOMERS

~ 100% Boar Pet bristle

~ Wire/Boar combo

~ Wire; Oval Med.

~ Nylon/Boar; Oval Med.

Oval Bamboo Wood PET GROOMERS

~ Wild Boar- Large Oval + Rectangle Wire

~ All wire; Oval; Rectangle + 'S' Shape.

~ Wire/Boar; Purse Size -

~ Boar bristle; Oval Med.- 100% Firm

~ Boar bristle; Oval Med., 100% Soft Bristle

METAL COMB BRUSHES

~ Metal Pet Comb: Fine Tooth or Wide Tooth -

~ Alternating Short/long Tooth

~ Slicker-style Brush; - w/Rubber Grips --Large,
Med, Small

~ Double Sided 100% Boar Bristle/Wire Pin

~ 'Soft' Slicker-style; w/Rubber grips

~ THE DETANGLER BRUSH - nylon bristle;

~ Long Handle Pet NAIL BUFFER;

~ Pet SHAMPOO BRUSH-Palm Style - nylon pins

~ Ex. Long ALL WIRE BRASS PIN; Cushion Brush
Acrylic handle - SM,, LG

**Visit Bass Brushes by Hair Doc
@ Expo East booth #3715**

ECO LIPS®

The best lip balm for the world

September Line Drive 20% OFF

Perfect time to rebuild the Lip Care
section for Fall, Winter and healthy
lips year-round.

Consider expanding the line of the Best Lip
Balms for the Planet

- School crowd: "Pure & Simple": delicious &
Organic
- Fall back-pack and hiking season: lips balms
with Eco-Clips
 - Beautiful lips: "EcoTint"
 - Big shelf space: reach-in bins
- Small shelf space: new hanging cartons
- Vegan: BEE FREE. Organic + Fair Trade
- Organic chocolate: Dagoba® fair trade
chocolate lip balms
- Sunscreen: Zinc Broad Spectrum SPF 15. Fair
trade. Non-GMO. In convertible displays and
hanging blister packs for cross-merchandising
 - Environmental awareness and social
responsibility: large size

MONGO Kiss + One World™ lip balms

and now the hottest new trend in lip care

wear: **POGO™ Organic Lip Balm** —

the "must-have" for the season @pogobalm

www.facebook.com/pogobalm/

Kiss the World <http://www.pogobalm.com/>

Lip pleasing FUN

**POGO over to Expo East booth #4007
to support Eco Lips!**

The Best Lip Balm for the World



bodyceuticals

organic bodycare

SEPTEMBER DEALS

10% OFF these best-selling products!

- NEW! USDA Organic Dark Chocolate + Calendula Lip Balm – box of 12 - Our new delicious flavor!
- Ink Pot Tattoo Balm – 2 oz. Use to moisturizer and preserve your investment!
- Ink Stik Tattoo Balm – .5 oz. handy twist up stick: a handy, pocket-size for on-the-go
- First Aid Salve with Honey – 2 oz. jar. Our award-winning calendula salve with Honey from the Bodyceuticals Apiary. FREE display

September HOT Buy

Moisturize your skin with this yummy Fall flavor!

Almond Bodycocktail BUY 2 GET, 1 FREE!

Free shipping on \$125 after discount + a sample with every order!

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Detoxify Your Beauty

Himalaya

HERBAL HEALTHCARE

September Promotions

Promotion Parameters

- ~ **15% OFF wholesale:** buy 1-2 items on sale – must purchase 3 pieces of any one (1) item to qualify
- ~ **20% OFF wholesale:** buy all 4 items on sale – must purchase 3 pieces of each item to qualify
- ~ for Independent retail store accounts only
- ~ must mention Promo when ordering for 4 items below

PURE HERBS

- Bitter Melon Glycemic Support USDA Certified Organic + NON-GMO 60 caplets
- Boswellia Joint Support & Normal Flexibility 60 vegetarian capsules
- HERBAL FORMULAS non-GMO-Project verified
- MindCare[®] 60 veg caps Mental Alertness and Memory in the Overactive, Multi-Tasking Mind*
- MindCare[®] 120 veg caps

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

SIZZLING SUMMER SALE

Two (2) shippers @ **30% OFF** wholesale

- shipper promotion through September 31st
- Turmeric 60 ct. shipper 24 units in the shipper
- Ashwagandha + StressCare[®] shipper

16 Ashwagandha 60 ct. + 8 units StressCare[®] 120 ct.

NEW ITEMS

- HIMALAYA BOTANIQUE Oral Care toothpaste 5.29 oz. + 0.75 oz. non-GMO-Project verified
- Curcumin Complete[®]

The Joint Solution = JointCare[®] + Turmeric 1 month supply. 1 box kit: \$19.95/ MSRP \$39.95 Ask your Himalaya Rep for introductory placement orders

Visit Himalaya USA @ Expo East booth #6231
Happiness through Wellness • Our Science. Your Life

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immune

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Buy 12 ea. = 15%

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Dr. Bill Sears 4 Musts for Building Kids Immunity (1 min, 29 seconds)

<http://www.wellmune.com/blog/category/blog/from-the-experts/dr-bill-sears/>

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

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MushroomScience[®]

Cordyceps-Cs-4

GET ENERGIZED + STAY ENERGIZED

90 vegetarian capsules, 400 mg each
1 capsule Cordyceps sinensis mycelium hot water extract 24% polysaccharides, .25% adenosine

Mushroom Science[®] Cordyceps Cs-4

contains the active compounds that make the Cordyceps mushroom unique, because they use the Cs-4 strain. It took years of research and the analysis of 100's of strains of Cordyceps mycelium to find one that contained the same actives as the fruit body: the adenosine + other nucleosides. Best Value + Best Results
Cordyceps Cs-4 extract may be the most versatile of all medicinal mushrooms. Hot-water/alcohol extracts provide the immune health benefits normally associated with the medicinal mushrooms, but also provide a host of other important health benefits including balancing the HPA axis + improving energy, stamina + endurance.*

SEPTEMBER Promotion

4 ea. = 10% OFF

8 ea. = 15% OFF

12 ea. = 20% OFF

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

In Traditional Chinese Medicine (TCM), Cordyceps sinensis extracts are considered to be in the highest class of tonic herbs, balancing and strengthening the body's internal systems.* Cordyceps extracts are the #1 selling mushroom supplement in the U.S.+ the world.

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Sport Oxylent[®] contains 140 IU SOD per serving

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SHOW DEALS WILL BE ANNOUNCED ON 09/09



The Medicine of Insect Fungus, Plant Worm

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many rural areas of China, where generations of mushroom-growing made those regions famous for their exceptional fungal food product.

Unleashed from the restraints of a controlled national economy post-Mao, the people become mushroom growers. The industry now includes cottage industry specialists, as well as backyard DIY (do-it-yourself) mushroom growers who are able to perfect homegrown mushrooms as good healthy affordable food for the daily family dinner. A logical way to counter a massive population explosion! What has happened in China is something that we in the USA should consider, and this easy and affordable food source is something that can make wholesome food very local and affordable. To the growth of the dietary mushroom industry!

But the one major mushroom, obviously, that could not be backyard-grown was the marvelous cordyceps. Practical Chinese ingenuity, and their mastery of fermentation, led to the

manufacture of the Cs-4 strain. The rising, unworldly price in international commerce for cordyceps with its claim to have viagra-like effects for men and women may have spurred some entrepreneurial interest as well. As agricultural (actually "Forestry") controlled production of edible food mushrooms exploded in modern China, the harvesting of wild cordyceps now accounts for 40% of the incomes in some rural alpine grassland communities of western Chinese economies. Demand has gotten out of hand as demand seems insatiable.

Interest in the American Natural Foods marketplace started with the research and writings of Georges-Maurice Halpern, a physician, researcher, educator and author who championed the translation of the research written in Chinese to make it accessible to English-speaking health seekers. Halpern, a Polish-French renaissance man who later became an American citizen, learned of coryceps while a Distinguished Professor of Medicinal Sciences (previously of Pharmaceutical Sciences) at the Hong Kong Polytechnic University. He was also a member of the directorate of the State Key Laboratory in Modern Chinese Medicine and Molecular Pharmacology in Shenzhen. His book, *Cordyceps: China's Healing Mushroom* (Avery, 1999) brought interest and demand for the mushroom. It is worthy to note at this point that **Mushroom Science**® (JHS Enterprises) started in 1995, and is the oldest medicinal mushroom manufacturer in the US marketplace.

All this time, you have probably not been selling much Cordyceps at all! Good science, rich history and health versatility are available, and you have not been well-versed in the benefit that this medicinal mushroom extract provides. The research on *Cordyceps sinensis* and the specific strain Cordyceps Cs-4 is overwhelming: staggering. As we know, many of the clear clinical claims shown by modern medical inquiry cannot be legally addressed fully in our constrained legal systems, but the research is there. That being said, Cordyceps is recognized as being safe to eat, and the extract has a rich dossier of safe human health use. (there are no studies on children, pregnant women or nursing women, but Cordyceps is recognized as being beneficial for the elderly).

The Cs-4 strain of mycelium is the only strain of Cordyceps mycelium that provides all the active compounds found

in the wild harvested Cordyceps mushrooms. The primary uses for Cordyceps Cs-4 are Immune Support, Increased Energy, and Stress Relief* Like the other designated medicinal mushrooms, a properly manufactured Cordyceps provides polysaccharides which activate natural immune response.

"In Traditional Chinese Medicine (TCM), Cordyceps sinensis extracts are considered to be in the highest class of tonic herbs, balancing and strengthening the body's internal systems.* In TCM Cordyceps extracts are thought to tonify both the Yin and Yang energy, so are considered safe for long term use". Further diagnostic application includes replenishing the kidneys and soothing the lungs, as well as strengthening the Vital Essence. There is long-term traditional use for treating tumors. Cordyceps (which is slightly bitter) is considered energetically sweet and warm, or neutral.

Modern research is phenomenal, and there is much speculation as to the complex biochemical actions that it provides. Cs-4, manufactured correctly, provides all the actives that make Cordyceps so prized. Not all Cordyceps contain one of the most important actives. There are 11 identified nucleoside compounds found in wild cordyceps, and they should also be present in the Cordyceps fermentation product. The major nucleosides in Cs-4 are adenosine, adenine, uracil, uridine, guanosine, thymidine, and deoxyuridine. Read the labels when choosing a product for your store: Mushroom Science® provides a product where they are capable of listing the adenosine levels in the nutritional panel! "The Mushroom Science Cordyceps Cs-4 extract is guaranteed to contain a minimum of 24% polysaccharides and .25% adenosine, making it the most potent Cordyceps supplement sold in North America."

"Cordyceps Extracts and Stress. Because of the adrenal support Cordyceps extracts can provide, they may be especially useful for people dealing with excessive psychological or physical stress.* Cordyceps sinensis extracts help to balance the HPA axis. By helping to balance the HPA axis Cordyceps extracts may also help with other manifestations of stress such as reducing fatigue, anxiety and insomnia, helping to promote better sleep.

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The Medicine of Insect Fungus, Plant Worm

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Like the other medicinal mushrooms, Cordyceps must be prepared as a hot water extract to be effective for supporting immune health. Hot water extracts are the only supplemental form of Cordyceps ever used in TCM or tested in the scientific research. The beta glucan-rich polysaccharides that provide the immune health benefits are locked up inside the indigestible cell walls of the mushrooms and mycelium. "The only way to break these active compounds out into a bioavailable form is through hot water extraction or hot water/alcohol extraction."^{*}

Cordyceps is a natural for the Sports Nutrition section. The studied uses include energy, ATP synthesis, and energy recovery. Use enhances the production of glutathione + SOD. Cordyceps Cs-4 enhances athletic performance, combats fatigue and muscle weakness and assists the efficient utilization of oxygen. Cordyceps Cs-4 improves endocrine hormone levels, increases testosterone and improves mental energy. Beyond including athletics, Cordyceps is recognized to improve respiratory function: it is antitussive and expectorant.

The research on its effects on the immune system is exceptional and promising. (Again, read the labels as the product must guarantee that it has active polysaccharides in the Nutritional Facts Panel). Research on the actions of Cordyceps in published studies include a hematopoietic function on the bone marrow's ability to produce platelets, red and white blood cells. It has been shown to increase progenitor red blood cells. Studies show it induces cell apoptosis and a possible inhibition of tumor cell angiogenesis. "Qualitatively, cancer patients using CS along with their chemotherapy report less fatigue, reduced pain and less weight loss during treatment", and, "vast recognized pharmacological activities, reported as immunological stimulation, anti-bacterial, anti-viral, antioxidant, antioxidant, anti-inflammatory and anti-tumor effects."¹ Cordyceps has been noted to increase NK cell activity in normal individuals and leukemia patients. A lot of the research on its use with cancer is in China and Japan, and the American medical community seems resistant to consider this natural option,

WE ARE HEALTH FOOD PEOPLE

William J. Schoor, President of Essential Formulas, Inc.



The story of how I entered the world of Dietary Supplements and Natural Products, came by chance through my father's encounter with Dr. Ohhira's Probiotics[®] (known then by the name of OM-X). He found the product while traveling in Malaysia and upon his satisfaction with the product to control his Irritable Bowel symptoms, he purchased a large amount to bring home. He shared with me to use to support my GI Tract. After three months of consistent use, my allergies—which were so very bad here in Dallas, Texas—had greatly improved. This alleviated a history of many years of suffering with the usual symptoms, which often degenerated into Strep Throat or Bronchitis, and an added burden of fatigue. After six months,

my immune system certainly improved and I also found I had more energy.

An opportunity soon arose, as our family started Essential Formulas as a way to introduce Dr. Ohhira's formulas to the United States. After meeting Ichiroh Ohhira, Ph.D. personally, I simply could not pass on this next chapter and adventure to work with my father and learn our industry. There certainly have been challenges through the years, but this adventure has never ceased to inspire me.

I have met many amazing people as I circumnavigated our country, from hundreds of tradeshows and symposiums, to countless health food stores. Every trip has meant meeting the store owners, managers, staff and customers of our great Health Food stores and this has been a real joy and highlight to my life. I found a clear commonality in many of the same stories -or themes to those stories—shared by each of us...we all love helping each other help our health! Through my 17 year tenure, I have enjoyed the company of many wonderful people within our industry. I am thankful to many of these people—companies and brokers—who gave constant support and diligence. Essential Formulas[®] would not be as successful as we are today without their collaborations. Blue Moose Consulting has been one of our greatest and longest partners for nearly 15 years.

I am incredibly grateful for the trust and confidence given to me by each and every customer, store owner/manager, employee—and our dedicated team of brokers—in their working to educate and recommend Dr. Ohhira's Probiotics. That trust has been well earned and expanded to reflect the enthusiasm in our newest line of Probiotic products, Reg'Activ[®] featuring *Lactobacillus fermentum ME-23*."

Essential Formulas Incorporated (EFI), the sole U.S. distributor of Dr. Ichiroh Ohhira's award-winning probiotic formulations and the newly introduced REG'ACTIV[®] brand, announced the appointment of William J. Schoor from Executive Vice President, to President. Based at the company's Dallas headquarters, Mr. Schoor will be responsible for leading EFI's daily operations.

Michael Schoor, who founded EFI in 2000 with his son William and daughter Marty Schoor, has been President since its inception and will continue to serve as the Chairman and CEO. "I am proud and happy that William is accepting an increasingly important role in the overall operation of EFI," said Michael Schoor.

William Schoor helped build EFI from a small family-owned business to a leader in the area of probiotic dietary supplements. "EFI was founded on the philosophy of providing high-quality preventative and comprehensive pro-health products, education and customer services," said William. "I look forward to my new role in guiding the company as we continue to grow and evolve."

though uninformed expert commentary is not derogatory and notes the promise of this product for human health.

Cordyceps Cs-4 is liver-protective and provides kidney support. It is used for heart health, to maintain cholesterol and assist HDL, and it lowers blood sugar levels; Cordyceps increases sexual vigor. In three separate double-blind placebo-controlled studies with over 200 men, it increases sperm count; increases sperm survival rates (65% success vs 25% placebo²). Halpern notes that, "every study to date has concluded that Cordyceps can be of great value to men suffering from erectile dysfunction" In similar studies on libido and elderly

women the results speak for themselves (90% vs 0% placebo). In the elderly, Cordyceps counters fatigue, feelings of cold, and dizziness in published studies. Cordyceps is recommended for optimal aging.

Some of the culturally-creative health food stores have started selling insect snacks and insect protein: maybe they are on to something? That said, this is not some peculiar insect-based food, after all you are not eating the actual "ghost moth"— this is historically and scientifically-validated medicinal mushroom food medicine: a trend you should embrace!

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Blue Moose Consulting

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

The Medicine of Insect Fungus, Plant Worm

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In Nature, the Cordyceps eats the mushroom, and then we eat the mushroom: the circle of life. Cordyceps is a complex, beneficial, beautiful food medicine. Cs-4 is the most studied Cordyceps in the world, and it is DNA-verified, consistent and safe (tested for heavy metals and arsenic, for example). Cs-4's versatility allow it to be cross-merchandised in the Immune, Energy, Sports, Adaptogen and Stress, and Sexual Energy sections. Customer research and investigation will entice them to make this fungal food extract a part of their daily health protocols. Once a high mountain ecosystem stabilizer, Cordyceps is now part of health protocols of people worldwide. Thank you highlands, for this amazing natural gift!

September is National Mushroom Month. Ready to gain some new health business with the best-selling medicinal mushroom in the world?

(1) Huffington post.com/entry 854566 (2011, Dr Malibu Chilkov)

(2) www.mushroomcompany.com/bookreviews/Halperncordy

* 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.

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.*

How to Reach Blue Moose Consulting

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

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