



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 14, No. 12 • December 2017

## Talking Health: The Science of Aloe

**I**n your store is a plant that humans have kept around them for over 3500 years. Why?

When the Spanish missionaries came to the New World, they brought aloe vera plants with them—obviously showing that they considered this plant beneficial for their journey and new life—and they planted this East African plant around their Churches and communities. Its function was no mystery to them. The indigenous people accepted this gift, and aloe had a new home! At the same time, Muslim traders were moving the aloe plant as a point of commerce to every port and trade route they travelled. In this manner, aloe spread around the world.

Religions, trading and science. Aloe vera is a spectacular plant, and amazing healing agent. After 3500 years, humans are still somewhat curious, and yet still not able to fully comprehend the complete value of aloe vera as a medicine for human and animal use. We seem to be hesitant to learn about this powerful plant—to investigate its parts and understand its actions. In the old days, the leading scientists of the day—in many cultures over millennia—considered the aloe vera plant to be a treasured and valuable tool for many differing modalities and applications. Today, with the amazing abilities of measurement and study that we have developed, we actually have the wherewithal to finally be able to size up, and understand, and apply aloe vera's value as a healing agent to health issues that we are encountering in these very modern times. Science, I reintroduce you to Aloe. I challenge you to find the wonder for observation that you have lost—oh cold and smug science—with an artistic proclamation to start your journey. I yodel to science the descriptive, "WOW!"

The health food store has been the true home of aloe vera for generations. Now, though, Aloe is expanding into mainstream commerce. Aloe was waiting for us, but we surprisingly hesitated, and aloe vera is quickly becoming a world's food: today, many people worldwide are following the suggestions of commerce and they are starting to drink aloe as the new gatorade, the green and slippery superfood—a word on a bottle. One benefit of this is that more aloe fields will spring up, and more valuable aloe will be made available. But, we in our stores still seem hesitant to get into that lab and do the study: to follow the research.

Consider this statement from one of the people who first started the research in the mid-1980s on the polysaccharides found in aloe vera: in investigating the nutrient profile of aloe vera when he started one of the first pilot studies on the polysaccharides found in aloe vera, H. R. McDaniel, M.D., B.S., pathologist, was part of a team of 50 scientists who went beyond treating

aloe as a historical anomaly and actually took on a serious study of the plant: "The use of aloe vera will be the most important single step forward in the treatment of diseases in the history of mankind." Today, modern science is just starting to catch up with this affirmation.

Are you willing to consider this? Have you looked behind the curtains to consider what is being understood about the potential of polysaccharides for human health and nutrition? Have you ever wondered why aloe companies now all tout the presence of polysaccharides on their labels? Do you believe enough in natural medicine to even consider that a single plant—aloe vera—can offer so much nutritional support that it should be considered a prime plant essential for every protocol that you can consider? Maybe this is too big of a leap of faith for you at this time!? My conclusion, based on natural products channel sales of aloe vera, is "no." In this second decade of the 21st Century, aloe vera is yearly one of the 5 best-selling herbals in our country, but most retail stores continue patterns of selling a handful of aloe products a week. Generally speaking, we don't know how or when to recommend aloe vera—maybe we are unconsciously inhibited by some unknown (planted) fear? Do we not understand aloe vera, or are we just reluctant to recommend it? At the end of this article, I ask you to imagine how many bottles of **Aloe Life®** whole leaf organic aloe vera juice concentrate you believe that you can sell a day. New business. Best prescription. Underutilized superfood? This year, I have written three articles on Aloe vera: "A is for Aloe," "The History of Aloe," and here I present an article, "The Science of Aloe." So, maybe we all just need to find and investigate the research on the science of aloe that is out there. Then, maybe we will better appreciate this miracle plant that is in our stores.

Where do you put aloe? OK, let me be a bit more clear. Where do you put aloe on your own body? Do you use it on your feet; on your scalp, on your face or in your ears? Do you brush your teeth with it, or gargle...or even drink the aloe yourself as food? While I am at it, do you have any doubt that aloe vera can be taken orally as a food? Do you have a fear of aloe? Do you hold a hesitation about aloe vera when you recommend it—and why? And can you find a way to overcome that fear and speak with full confidence about aloe vera—both internally and topically—because you have taken the time to understand it?

Second question: where do you put aloe vera in your store(s)? Having spent 35 years walking the aisles of health food stores, I will suggest that many people put their liquid aloe in the digestive set, or even the basic bottled juice set (what a mis-statement!). The good news is that today many stores have created superfood sets. It

is without a doubt that aloe vera was the original natural product superfood, long before we even considered the concept. The other place that people put their aloe vera products is in the first aid set: as if that is the place that aloe should reside: for topical use. Once you check out the massive research on the topical use and benefit of aloe vera, you will cross-merchandise this product in many areas beyond the oft-overlooked first aid care section. But where do you put a product that has credible research on wound healing, and can offer a mild benefit for pain relief: especially when none of this can be put on a product label anymore? Aloe is an incredible secret for reducing wrinkles while bathing the skin with a full spectrum of pH-balancing nutrition.

Truthfully, we do not know where to put our aloe vera products and we do not know the gamut of what aloe offers human health: internally and externally. Science has been in the dark, and has been unwilling to have a change in philosophies—for a long time too. But the search for truth that science claims to own as a mission has been moving forward over the past 50 years in laboratories, and with doctors and researchers and clinicians all looking carefully at aloe vera—and the research is there for you to find and share! Have you not been looking at the growing research on aloe vera from the last 25 years? The conclusion statement is aloe vera daily!

In researching the volumes of research studies on aloe vera, one must remember that a lot of research done after the early 1990s was done studying product that had not been considered worthy of exploration before then. Pre-1990, most aloe investigated was the aloe inner leaf or a pasteurized product, as until then most people ignored the whole leaf. The latex of the plant was an obstacle to wild animals and to the earliest researchers. It was the inner gel that people had learned to use: and this part of the plant has created a mystique that survived generations: even the most dilute part of the aloe plant is beneficial.

Educate people on the updates: the scientific research conducted on the aloe plant in the last twenty five years was able to identify what makes aloe vera so beneficial for human physiology. Until now, many people could doubt aloe because they were not presented good evidence on specifics of what might make aloe work. (ah, those people blinded by science!). Newsflash: aloe is amazing, and we now better understand that than at any time in human history. If you look and want to see it, you can now understand what makes aloe a nearly unbelievable healing agent. (believing: how unscientific!). Aloe went into the doctor's office, and the doctor did the check-up—and came out and exclaimed, "Wow!"

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Well, at least some doctors. Many dedicated scientific minds have spent their lives studying aloe vera. Some of them pursued gaining a patentable discovery from the so-called miracle plant. Many also followed aloe clinically, and hailed it as a primary protocol addition for cancer therapies; others specialized in studying aloe vera for very specific applications; and others yet still just studied all to measurements of its antioxidant and polysaccharide contents, or to measure the amino acid profiles, or to chase the curious substance called gibberellins. This year, I have explored the stories of these scientists. It was interesting to observe these somewhat stoic and non-hyperbolic scientists reporting what they observed. Many of them were characters and eccentrics, and I am sure that this has worked against them even as they accumulated published works on their research. But the truth is that anyone who has studied aloe vera has not walked away saying that they have wasted their time. Rather, they all spoke in unscientific terms about “potential” and “safe actives,” and many superlative words that always stopped short of miraculous. It is the aloe polysaccharides that bring the promise that led to this quote by modern scientific researcher Dr. H. R. McDaniel: “The use of Aloe vera will be the most important single step forward in the treatment of diseases in the history of mankind.”

A number of these modern research pioneers—including many Americans—have died as this Century begins. Some of the biggest scientific explorers are still at it: finding truth outside the hollow halls of biochem patents and monoclonal antibody, stock-optioned wonderdrugs and rare and unduplicatable nutrigenomic specialty items. Studying plant food natural medicine. These doctors push forward, repeating results and expanding understanding on the humble and very available aloe vera plant!

For all of them—the whole time—they were in battle against both the American medical establishment, and the controls of the U.S. Government. They saw, and realized and dreamed: they worked against the tide and in the face of obvious scientific adversities. They realized that the status quo spoke with closed eyes and ears against the power of a natural plant medicine. They lost faith in their contemporaries’ willingness to seek truth, and they worked aghast at the stupidity of those who cast aspersions with little to no actual investigation. “What if aloe vera were able to do all these things that we have discovered?” Several heroes of the aloe movement are still researching and publishing. Meanwhile, outside the U.S., the research continues to accumulate: aloe is unique, it is medically wondrous; it is powerful, it is medically relevant: it is a superfood.

Along with Dr. McDaniel, Dr Ivan E. Danhof, M.D. PhD and Dr. Robert H. Davis, PhD are two American researchers who have been following the trail of the polysaccharides for decades. Their research observes that there are different grades (sizes) of natural polysaccharides in a well-handled aloe vera. Danhof delineates their action by small chain, medium chain, large chain and very large chain polysaccharides. These discoveries should lead to a renaissance of study on the effects of these plant-sugar foods on human physiology: but science seems to be captured and drugged, in a sterile lab somewhere! Get an aloe with these

plant nutrients in abundance, and you have a critical natural health helper. Following the science, therapeutic aloe should anchor your immune section!

Dr. Davis—whom I have studied the most of these three modern aloe champions—speaks of the “symphony” of action of the nutrients in aloe vera, led by the conductor—the polysaccharides. “The Conductor-Orchestra concept” was developed to better define the relationships that exist among over 200 biologically active compounds within Aloe vera. The Polysaccharides molecule acts as the conductor that leads a symphony composed of these 200+ biologically active compounds.” (“Aloe Vera: A Scientific Approach. Robert H. Davis. Vantage Press, Great Barrington, MA (closed). 1997. ISBN-13: 978-0533121373. 321 pages). How to describe the interconnected actions of a plant as found in its influence on human physiology as found through scientific inquiry? It is as if an astronomer is trying to explain the concept of galaxies: these actives—and the entire nutrient spectrum present in a well-manufactured aloe juice (grown and handled properly)—work in an orchestration that will fascinate the clinical researcher who observes the beneficial cause and effect that occurs in treating patients. Intelligent minds that explore aloe vera become aloeholics. A world of dynamic promise from one simple plant: well-studied. **Aloe Life®** provides the product that most accurately mirrors the natural nutritional profile of an organic aloe vera plant (*Miller barbadensis*). Compare labels: nothing compares! So, my ideal store would invest in a well-stocked, highly visible entire shelf of Aloe Life® juices! Wall of Aloe!

Or, Aloe everywhere: immune section, digestion section, detox section, sports section, beauty section, skin care section, energy, heart, protein, multivitamin booster!

These latest advancements in knowledge are probably as significant as when ancient physicians traded and administered a black aloe paste created by boiling the aloe. It scared off death on the battle field: it was a miracle for many things: it was the power amulet around the neck (pre-Renaissance science). It is notable that every way that humans have tried to apply aloe vera for human health has worked. Today, we can benefit from the best aloe ever made, a cultivated organic aloe—harvested with precision and handled intelligently in a manner to preserve all that aloe has to offer. With Aloe Life® you get all that superfood goodness to offer to your community.

If there is ever to be a scientific consensus on the promise of the aloe vera plant, then a language for study has to be established: and that is yet to happen. People are discussing aloe vera in the scientific discourse as if it is a common ingredient. Aloe vera is a complex living plant, and too much science is invested in studying a specific part of the plant: and too many meta-analyses and opinionated discussions toss these dissected terms around as if they were all the same. It is the true aloe-scientists who have put their fingers into the soil of the study, and they are the ones who are finding all the marvelous things!

Fact: most aloe on the market today uses a dilute part of the plant, and—while the inner gel is beneficial—a well-made whole leaf extract is at least 200x more complete and powerful than an inner gel product. Even better, in a concentrate—most of the water is easily removed from the juice so that one ounce is perfectly efficient for daily optimal supplementation for almost everyone! That is

## MORE GREAT DEALS FROM HERB PHARM

More NEW Herb Pharm® choices:

### Herbs on the Go Buy-in Promo:

liquid extract 1 oz. sprays  
[not combined with other promotions;  
through Dec 21, 2017]

**Buy 3 each of these 4 Skus for 20% OFF**

**Buy 6 each of these 4 Skus for 25% OFF**

Four tasty new spray technology Formulas.

- **Immune Season™** Black Elderberry, Astragalus, Echinacea, Eleuthero + Ginger.
- **Daily Stress Balance™** Eleuthero, Holy Basil, Ashwagandha, Rhodiola, Licorice, Rose, Ginger
- **Not Now Nausea™** Ginger, Orange Peel, Anise, Lavender, Peppermint
- **Bed Time™** California Poppy, Ziziphon, Lemon Balm, Passionflower, Chamomile, Lavender, Cardamom

### OTHER NEW ITEMS:

(new placement discounts apply)

### 2 new extracts backed by centuries of Ayurvedic use

Ancient herb traditions, now in liquid extract form:

- **Boswellia liquid herb extract** 1 oz.
- **Coleus Forskohlii liquid herb extract** 1 oz.

### Name changes:

- **Oral Health now Gum Guardian**
- **Willow Minor Pain now Willow Blend**
- **Connective Tissue now Soft Tissue Soother**

### Best-selling Breath Refresher™ now in two sizes:

.47 oz. + 1 oz. for every pocket

- **Cinnamon Breath Refresher™**
  - **Spearmint Breath Refresher™**
  - **Peppermint Breath Refresher™**
- Is Your Breath Certified Organic?*

why Aloe Life® whole leaf plant juice concentrates are so popular with people who truly understand how to use aloe vera for health.

Second, most aloe today still uses arcane heat-processing, which degrades nearly all of the most beneficial nutrients. Few companies even claim to handle the aloe in a manner that retains the full panoply of goodies! Almost all of Aloe Life's better competitors compensate for over-processing and excess filtration by adding back in nutrient concentrates of things they earlier removed: no whole plant there!? In defining a truly therapeutic aloe vera juice, one must be able to produce lab results to substantiate that a finished manufactured product has been processed to capture optimal amounts of polysaccharides, mucopolysaccharides, enzymes and the full spectrum of the plant. Ask your BMC Rep to go over the independent lab analyses of Aloe Life's aloe products, which show that this product actually provides the highest amount of all the good stuff of any product on the market.

It is the research on the polysaccharides that led me to reconsider how I looked at aloe vera, when I was introduced to this information 15 years ago. Before that, I had spent 18 years stocking aloe in the wrong place, (stocking less powerful products) and recommending it for minor situations rather than seeing it as the best

*continued on page 6*



# NEWTON homeopathics

Nurturing Naturally Since 1987

## Last chance to celebrate 30 years of Excellence HAPPY 30TH ANNIVERSARY NEWTON LABS! DECEMBER 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

- Appetite~Craving Control • Hangover Help
- Tobacco Withdrawal • Kids Tummy Upset

**Appetite~Craving Control:** for symptoms associated with appetite control such as overeating, cravings, fatigue + emotional discomfort. (N027) • not a quick fix weight loss product: remember, homeopathy brings the body to balance. • also good for people who have low appetite: so consider where needed for the Elderly

**Hangover Help:** for symptoms associated with intoxication including nausea, dizziness, discomfort + headache. (N215)

**Tobacco Withdrawal:** for symptoms associated with tobacco use such as anxiety, cravings, irritability, respiratory conditions + stress caused by abstinence (N030) • a major New Year's Resolution: help your community QUIT!

**Kids Tummy Upset:** for symptoms associated with digestive discomfort such as nausea, "spitting up," vomiting, cramping, pain + gas. (P020) • have in the medicine chest, for the inevitable! Tummy Upset: because the Holidays can be tough on kids...

### CONSIDER THIS: Health Food stores sticking together: every store should reward loyalty by bringing in Newton this year!

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

### NEW YEAR COMING! TIME TO ENCOURAGE Jump~Start Your Health!

**Multiple symptoms, but not sure where to start? New Year's Resolutions need a focus?** 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.

### NEW ITEM RELAUNCH: Newton Homeopathic Creams

- Arnica Lotion (N226) • Bee-Bug Bite Cream (N224)
- Hemorrhoid Lotion (N223) • Trauma Lotion (N222)

### 30% OFF Mix & Match 4+ of all 4 lotions through Dec. 12

~ sanitary, airless pump dispenser ~ for external use only: for ages 2+  
~ Price: wholesale \$9.50 MSRP \$19.00m Sale price through 12/12/17 \$6.65. All 1.1 oz.



INTERNATIONAL  
Health Education • Health Products • Aloe Vera

## December Monthly Specials: Mix & Match Sale items listed below 12 items min for 15% OFF 24 items max for 20% OFF Flavored Aloe Juice Concentrates: Holiday Health necessitates Aloe

Whole leaf unfiltered concentrate with no water added  
one (1) oz. daily!

ActivAloe Certified from Certified Organic Leaves

- Cherry Berry Juice Concentrate 16 oz.
- Cherry Berry Juice Concentrate 32 oz.
- Orange Papaya Juice Concentrate 16 oz.
- Orange Papaya Juice Concentrate 32 oz.
- Animal Aloe topical aloe gel 4 oz.

~ Delicious Aloe! Two flavors for a delicious Whole Leaf Aloe Vera Juice Concentrate experience: the highest-quality Aloe Vera in a bottle, providing maximum health benefits + 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 pasteurized, so the essential actives, including polysaccharides, are present for optimal health.

~ Everyone knows Orange, + we get them to like Papaya too.

~ Cherry Berry was the 1st product: for compliance—and Kids Love it!

~ Animal Aloe, 4 oz. is 100% safe, edible, multi-purpose product.

Why would you leave this out of the Holiday stocking?

Soothing to minor skin eruptions and irritations, hair loss, skin abrasions, scarring. Brush on gums for tooth/gum treatment. Squeeze on food to support: pet's digestion, gas, constipation, allergy symptoms, colds, + overall wellness.

**Aloe Life # 1 Herbal Superfood • Aloe Vera is FOUNDATIONAL TO HEALTH**  
Whole Leaf Aloe Vera Juice Products



## Smart Buyers stock-up on sales during Immune Season: When something strikes, inventory gets depleted quickly too THIS DEAL IS THROUGH DECEMBER 31st It is Immune Season: Herb Pharm® is Here: Get Serious About Immune Season PROMO

Great Deals + possible deep-discounts on many items  
it is easy to get **25% OFF** items + even easier to get **20% OFF** now!  
(see sales promo parameters below)

### HOW TO BUY AND SAVE

PROMO PARAMETERS for two promo brackets ~ Featured + Bonus products  
**MIX & MATCH any 12-24 'Featured Products' for a 20% DISCOUNT**  
**MIX & MATCH any 25 + 'Featured Products' for a 25% DISCOUNT**  
**BONUS:** Meet the parameters from the Featured Products and you can then choose from a selection of Bonus Products (listed below) that will qualify^ for the same discount as the Featured Products on your order. No minimums. Applies to 1, 2 + 4 oz. sizes. All month!

### GROW BUSINESS WITH THESE ITEMS:

#### FEATURED PRODUCTS: Get Serious About Immune Season PROMO

- Daily Immune Builder™ liquid extract 1 oz., 2 oz., 4 oz.
- Rapid Immune Boost™ liquid extract 1 oz., 2 oz., 4 oz.
- Herbs on the Go: Immune Season™ liquid extract 1 oz.

**NEW ITEM:** Part of a new line of herbal extracts coming out this Fall portable, convenience + formulation with taste in mind!

~ Herbs of the Go! Will satisfy people looking for an herbal spray option!

Enjoy this fun, intuitive Spray option featuring Black Elderberry + Ginger  
**Herbs on the Go: Immune Season™ liquid extract 1 oz.**

All ingredients are Certified Organic or sustainably wildcrafted:

Black Elderberry, Astragalus, Echinacea, Eleuthero and Ginger.

Enjoy this fun, intuitive Spray option featuring Black Elderberry + Ginger.

#### BONUS PRODUCTS: Get Serious About Immune Season PROMO

WOW, look at ALL the sale items + a deal through December 31st!

\* Liquid extracts, extract Formulas and capsules:

- Black Elderberry 1 oz. + 4 oz. • Black Elderberry Glycerite 1 oz. + 4 oz.
- Herbal Respiratory Relief™ 1 oz. + 4 oz. • Lung Expectoran™ 1 oz. + 4 oz.
- USDA-certified Organic Formulas with Organic Glycerin for Kids of all ages
- Kids Black Elderberry 1 oz. + 4 oz. alcohol-free

Best choice formula for cough! • Kids Cough Crusader™ 1 oz. + 4 oz. alcohol-free

• Kids Immune Avenger™ 1 oz. + 4 oz. alcohol-free

• Kids Immune Fortifier™ 1 oz. + 4 oz. alcohol-free • Kids Throat TLC™ 1 oz.

• Soothing Throat Spray 1 oz. • Super Echinacea® 1 oz. + 2 oz. + 4 oz.

• Super Echinacea® veggie cap 60 ct. • Viratuck™ 1 oz. + 2 oz. + 4 oz.

Help Your Customers get the drop on Immune Season with Herb Pharm's liquid herb extracts

Not represented by BMC in NJ



## KIDS ARE IN SCHOOL. LET'S KEEP THEM HEALTHY! How to have the best Q4 Children Nutrition Promo EVER in your store? Use the Promotions to buy big, discount and gain new business Case stack the largest selection of healthy options for Kids + bring in the whole school

### ALL 25-30 HEALTHY CHILDREN'S PRODUCTS:

One (1) order per ship-to location per month.

Min 5 cases, Max 15 cases, full cases = 25% OFF

- Baby's DHA 2 oz. • Baby's DHA Vegetarian 1 oz.
- Baby's Vitamin D3 Drops .37 oz.
- Children's DHA™ 90 ct. + 180 ct. + 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-3 Fishies™ 36 ct.
- Omega-3 Gummies™ tangerine 60 ct. + 120 ct.
- Nordic Omega-3 Gummy Fish™ 30 ct.
- Omega-3 Gummy Worms™ strawberry 30 ct.
- Nordic Probiotic Gummies - Kids 60 ct.
- Probiotic Gummies KIDS yummy berry punch 60 ct.
- Nordic Berries® Multiple citrus 120 ct. + 200 ct.
- Nordic Berries® Multiple cherry berry 120 ct.
- Nordic Vitamin C Gummies tangerine 60 ct. + 120 ct.
- Nordic Vitamin D3 Gummies Kids wild watermelon splash 60 ct.

### NEW items for Local Community Children's Health

- Children's DHA™ Xtra 2 oz. High potency omega 3 concentrate Ages 1-3
- Children's DHA™ Xtra 90 count minis High potency omega 3 concentrate Ages 3-6
- Ultimate Omega® 2X Teen minis Ultra concentrated omega 3 Ages 12-18
- Omega Focus Jr. Concentrated fish oil plus synergistic nutrient Ages 6-18
- Nordic Flora Kids Probiotic Pixies Tasty, melt on your tongue probiotic powder Ages 3+

### Other Kids, Bigger Kids

- Arctic Cod Liver Oil strawberry 8 oz. + 16 oz. • Omega Vision™ 60 ct.
- Omega Memory with Curcumin 60 ct. • DHA strawberry 90 + 180 ct softgels
- DHA Xtra™ strawberry 60 ct softgels • Omega-3 Phospholipids™ 60 ct.
- Algae Omega 100% vegetarian 60 + 120 softgels
- Nordic GLA™ 4 oz. - non-GMO New Zealand-grown borage seed oil

Talk about a complete + veritable Children's Health Center!

Not represented by BMC in NJ, NC, SC, VA, WV & Philadelphia area





**Holidays are the worst time of the year for Healthy Diets!**  
**Be Kind + offer opportunities for quick, delicious JUVO Raw Meal packets**  
 (10 packets)

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

Ask about new product placement deals

**ReJUVOning Benefits:**

**Certified Organic Raw, Whole, Non-GMO Ingredients means:**

- Support a healthy immune system
  - Improve digestion with plant-based probiotics & enzymes
    - Increase Energy
    - Help balance blood sugar levels
  - Rich in antioxidants, dietary fibers, and phytonutrients
  - Convenient: perfect for a quick meal on the go
    - Formulated by an oncologist
    - Unbeatable taste that's organic
- Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives  
 No Artificial Flavors, Colors, Sweeteners & Stevia

**Raw, Organic, Whole, Non-GMO.**  
**Oncologist Formulated. ReJUVOrate Yourself!**



**OXYLENT® EXCITEMENT**

*Looking for a new Bestseller?*

An effervescent everyone will understand is perfect for the occasion: immune boost immediately with

**Immune Oxylent®**

- Immune-Boosting Effervescent Supplement Drink Boost, Maintain & Support your Immune System
- Vitamin C (calcium ascorbate + acerola fruit juice powder), Vitamin D, Zinc Albion® Minerals + Raw Coconut Powder!
  - 30-single serving stick packet boxes; MSRP \$25.95
    - three (3) delicious flavors
    - ~ Blackberry-Lemon BOOST
    - ~ Raspberry-Lemon BOOST
    - ~ Tangerine Lemon BOOST

**Immune Promotion 25% OFF**

25% Off with the Purchase of 3 of each Immune SKU  
 Minimum 3 of each or 12 total to receive the discount  
 Maximum 9 of each or 36 total – NO EXCEPTIONS  
 Free Shipping at \$200

Offer can be combined with another promotion to achieve free shipping, discounts cannot be combined  
 Valid until 12/31/17

**NEW ITEMS: Oxylent Capsules**

**December Intro Offer: Buy 2, Get 1 Free**  
 offer valid on capsules only. free shipping at \$200  
 4 exciting Formulas: time to upgrade

- Oxylent® Memory Formula + Cognizin
  - Oxylent® Restorative Formulas + Antioxidants
  - Oxylent Women's® Multivitamin & Minerals + Superfood
  - Oxylent Men's® Multivitamins & Mineral + Superfoods
- With typical super Oxylent® support Brochures + Shelf tags, all coming soon!  
 Discounts are not given automatically.



**HOLIDAY SPECIAL!**

now through December 31st  
 Must use promo code: Holiday17  
 Promo orders include complimentary shipping

**10% OFF^ mix & match 12 items**  
**15% OFF^ mix & match 24 items**

^ discounts DO Not apply to 10 ct. Ohhira boxes + samples

**Stock-up on Favorites: new items can be placed:**

- **Dr. Ohhira's Propolis PLUS®**  
 30, 60, 120 capsules Whole food complex combining Brazilian green propolis with probiotic support, flax oil, and astaxanthin
- **Reg'Activ™ Detox & Liver Health™**  
 (60 veg caps)
- **Reg'Activ™ Immune & Vitality™**  
 (60 veg caps)
- **Reg'Activ™ Cardio & Wellness™**  
 (60 veg caps)
  - Dr. Ohhira's Probiotics® (30 veg caps) Original Formula
  - Dr. Ohhira's Probiotics® (60 veg caps) Original Formula
- **Dr. Ohhira's Essential Living Oils™**  
 (60 capsules) \* Vegan
- **Dr. Ohhira's Probiotic Kampuku Beauty Bar™** (2.82 oz. bar)  
 and more.....

**Dr. Ohhira's Probiotics®**



**December Promotions 15% OFF\***

Buy-in dates through 12/26/17

\*Direct orders/independent stores

Help everyone stay healthy these holidays, and if people have needs, let them know there are natural, effective solutions

- Yeast Rescue Soap Soother 6 oz.
- Yeast Rescue Intimate – Spray 2 oz.
  - Sea Bath Yeast Rescue 20 oz.
  - Sea Bath Itch Witch 20 oz.
  - Skin to Skin Intimate Lube 2 oz.
- Body Wash Foamers™ Tempting Turmeric
- Body Wash Foamers™ Minty Mischief
- Body Wash Foamers™ Lavender Lunacy
  - Sea Bath Kiddie Calmer 20 oz.

**Looking for a great gift for teens, and those who are away at College?**

**Body Wash Foamers™** 8.45 fl. oz.

\$7.20/\$11.99 sale price \$6.12 ea.

fun, sanitary, vegan + full of foam!

Foam without compromising foaming agents!

Body Wash Foamers™ for a truly clean, refreshing shower: no synthetic foaming agents or sodium laureth/lauryl sulfates. Convenient pump dispenser top creates a rich, creamy foam: for shower, shaving. The tall, narrow bottles are easy to hold + fit comfortably onto any sink or shower ledge. Certified vegan and cruelty-free. 100% natural. Free of preservatives, chemicals, and synthetic ingredients. Handcrafted in small batches for freshness & effectiveness.

**Topically Applied Herbal Answers. Action Remedies®**



**ORDER NOW**

**Holiday Gift Sets 2017/three. GIFT TIME**

- **Rosehip Essentials "Botanical Beauties"**  
 retail \$25  
 Rosapene™ Serum 1 oz.  
 Make Up Be Gone 1 oz.  
 Vital Moisturizer 2 oz.  
 in a beautiful cotton pouch
- **Body Care "Botanical Beauties"** retail \$30  
 Pure Plant Body Oil 3.71 oz.  
 Ultra Hydrating Hand Cream 1.69 oz.  
 in a Deluxe Keep-sake Box
- **Rosehip Radiance "Botanical Beauties"**  
 retail \$52  
 Rosehip Antioxidant+ 1 oz.  
 Rosapene™ Serum 1 oz.  
 Cream Cleanser 1 oz.  
 in a Deluxe Keep-sake Box

**NEW ITEMS: AVAILABLE NOW**

- **Sensitive Range by Trilogy Natural Products**
- **Very Gentle Cleansing Cream** 200 ml/6.76 fl. oz.
- **Very Gentle Calming Serum** 30 ml/1 fl. oz.
- **Very Gentle Restoring Oil** 30 ml/1 fl. oz.
- **Very Gentle Moisturizing Cream** 60 ml/2 fl. oz.
- **Very Gentle Eye Cream** 25 ml/.84 fl. oz.
- **Very Gentle Hydra Mask** 60 ml/2 fl. oz.

**Trilogy says that skincare should be simple:**

cleanse & exfoliate **SIMPLE** (creams, gels + masks)  
 repair & restore **PURE** (oils + serums)  
 hydrate & nourish **VITAL** (moisturizer)

**Trilogy: High-performance, certified natural skincare products**

[trilogyprouducts.com/us/category/how-tos.html/](http://trilogyprouducts.com/us/category/how-tos.html/)



The best lip balm for the world

**Stocking Stuffer message:**

**"Sun Protection Factor" all year round December Promotion 15% OFF OI\***

**Best sellers: two ways to protect the lips**

- ~ Classic SPF Fair Trade
- ~ Zinc Sunscreen SPF 15 Fair Trade
- ~ Zinc Facestick SPF 30

**Five (5) different Classic-SPF displays for every size + space**

- Convertible Displays 36 ct. 0.15 oz. tube
- Reach-in Displays 48 ct. 0.15 oz. tube
  - Reach-in Displays w/ Eco-Clip: Lip Balm with Eco-Clip 30 ct.
- ~ Berry SPF 15 ~ Mint SPF 15
- ~ Sport SPF 30 ~ Classic SPF assorted 30 ct.

\* Hanging Cartons 24 ct.

\* Hanging Cartons w/Eco-Clip 12 ct.

~ Berry SPF 15 ~ Mint SPF 15 ~ Sport SPF 30

**NEW Zinc-SPF 15**

Rich, emollient, organic, fair-trade Certified™ Cocoa Butter + Coconut Oil combined with non-Nano Zinc Oxide ensures a safe, effective Lip Protection solution for your Eco-Active Lifestyle

- Convertible Displays 24 ct. 0.15 oz. tube
- Hanging Blister paks 12 ct. 0.15 oz. tube
- ~ Zinc SPF 15 Berry ~ Zinc SPF 15 Mint
- ~ Zinc SPF 15 Vanilla

**SPF 30 Zinc Face Sticks**

For the LOVER of the outdoors: skiing, collecting pine cones; work. Fair Trade Certified™, organic cocoa butter + organic coconut oil combined with organic tamanu oil, sea buckthorn oil & red raspberry seed oil leave skin incredibly soft, moisturized and protected.

- Reach-in Bin Displays Vanilla Lavender 18 pc.

\* direct orders only \* Not to be applied to other discounts



# bodyceuticals

## December Deals! Last Minute Holiday Gift Ideas! \$5 Stocking Stuffers

- **\$5 Bodycocktails** – Coconut, Vanilla, Pink Grapefruit and Almond (reg. whls. \$9.5)
- **\$5 Body + Tan Oil** – Coconut Aloe and Pineapple Kukui (reg. whls. \$10.75)
- **\$5 Beach Essentials Travel + Gift Set:** includes 4ml After Sun Relief, 4 ml Coconut Aloe Body + Tan Oil & .25 oz. Essential Calendula + Honey Salve (reg. whls. \$11.90)
- **\$5 for 3 ea. Calendula + Banana Lip Balm** (no display box) (reg. whls. \$8.85 for 3 ea.)
- **\$5 for 3 ea. Calendula + Coconut Lip for Balm** (no display box) (reg. whls \$8.85 for 3 ea.)

**FREE shipping on orders \$75 & up!**

A 15 year history of using premium Certified Organic & kosher ingredients  
Non GMO. Soy Free. Gluten Free.  
Wheat Free. Cruelty Free

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www.calendulaskincare.com



*Sure CBD companies are arising a dime a dozen  
but one is truly gaining traction*

### BMC is your best CBD company!!

- Enter the CBD market with a company trusted through 31-years of business in the natural channel to health food stores.
  - Offer the best, called C-Verified Hemp!
- A website to base your CBD business on: <http://cvhemp.com/>
- **C-Verified Hemp™ the VeryBEST CBD**
  - Always THC Free [no-"T"] • State-of-the-Art Laboratory
  - Batch verified levels of non-GMO CBD ["C"-Verified]
    - Legal hemp, grown in America (Colorado)
    - Environmentally-friendly extraction process
    - Full Traceability through every step of the process

#### C-Verified Full Spectrum C Hemp Extracts

1 oz. dropper bottles  
Five dosages: 125 mg; 250 mg; 600 mg; 1000 mg; 1600 mg.  
Three flavor varieties: Unflavored; Orange; Peppermint

#### C Verified Hemp Balm – jar

50 mg CBD per glass jar • 100 mg CBD per glass jar  
6 options: Balm–Cool Balm–Warm Balm–Soothing

#### C-verified Daily Caps 30 softgel capsules

• CV Hemp 10 mg • CV Hemp 25 mg

#### C-Verified Hemp Cream tubes: 3 sizes

• 0.25 oz. • 2 oz. • 4 oz. C-verified is full spectrum CBD: No-T.

*They are back: Aromaland Wellness once again is selling. Two types of products Full-spectrum Hemp extract (above) and now CBD Micro extracts*

Ask your BMC Rep to explain how you can sell this product too!

#### • CBD Micro Extracts 1 oz. dropper bottles

Five dosages: 125 mg; 250 mg; 600 mg; 1000 mg; 1600 mg.  
Three flavor varieties: Unflavored; Orange; Peppermint

#### • CBD micro-infused Cream tubes: 3 sizes

\* 0.25 oz. \* 2 oz. \* 4 oz.

#### Aromaland CBD Cream 2 oz. + 4 oz.

*Discover the most powerful herb ever investigated*  
[www.CVHemp.com](http://www.CVHemp.com) [www.aromalandwellness.com](http://www.aromalandwellness.com)



**A whole new section for your  
bodycare set: Facial Serums**  
*Elegant, naturally enhancing with pure essential  
oils. Bring youth back to your skin*

1 oz. serums for nine (9) Skin Types:

- INTRO PROMOTION** Through Jan. 15 (in eaches)  
Reg. wholesale \$12.49; on sale for \$9.99; MSRP- \$24.00
- **Cleansing** • **Dry Skin** • **Mature Skin** • **Oily Skin**
  - **Normal Skin** • **Sensitive Skin** • **Moisturizing**
  - **Toning** • **Problem Skin**
- **NEW! Facial Serum Skin Repair** for men + women  
Reg. wholesale \$24.99; On sale for \$19.99; MSRP- \$49.99

### December Bodycare Promotion\* The Bodycare Collection Ylang Ylang & Ginger

12 oz. bodycare

- **Shampoo** • **Conditioner**
  - **Hand & Body Lotion** • **Shower Gel**
  - **Massage & Body** • **Bath Salts 20 oz.**
- ~ including Pure Therapeutic Grade Essential Oil Blend: scented & enhanced by Ginger, Ylang Ylang, Cedarwood, Rosewood, Lavender, Lavandin, Vetivert, Basil, Cedar Himalayan, Nutmeg, Green Myrtle, Patchouli for a rich, warm and spicy aromatherapy experience.

**Buy 3 ea. per SKU = 10% OFF**

**Buy 6 ea. per SKU = 15% OFF**

**Buy 12 ea. per SKU = 20% OFF**

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

~ Ylang Ylang & Ginger Essential Oil 10 ml (1/3 oz.) beautiful new labels! ~ Ylang Ylang Essential Oil 10 ml (Cananga odorata) ~ Ginger Essential Oil 10 ml

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



### December Promo: 15% OFF

Minimum purchase 8 bottles per SKU

- **250 mg./60 ct.** • **500 mg./60 ct.**

#### Immune Health Basics

Wellmune® is a natural food ingredient that is clinically-proven to safely enhance the immune system to help keep your body healthy. Patented. Kosher, Halal. GRAS under US FDA Regulations.  
non-allergenic + GMO-free

### STOCK up for the Kids!

Promote, for health

#### Kids Wellmune®

**10% OFF\* 12 bottles+**

for a healthy school & family!

Chewable Beta Glucan with Wellmune WGP®

25 mg. per tabs 60 chewables. orange flavor

whls \$11.99. SRP \$19.99. Sale per 12: \$10.80

*"My Family took our Immune Health today!"*

### Rev•Up Wellness

(30 blister-pak Tablets in a box)

featuring Abigenol® European Silver Fir Bark extract

**Rev•Up Wellness DEFENSE with Wellmune®**

**Rev•Up Wellness ENDURANCE**

**Rev•Up Wellness VELOCITY with Wellmune®**

**BUY 2, GET 2 FREE of any RevUp SKU: through December 31**

\*must mention BMC Discount when placing order

Immune Health Basics® by Portals Pharma  
<http://immunehealthbasics.com/index.cfm>

RevUP by Portals Pharma:

<https://revupwellness.com/pages/abigenol>  
[www.wellmune.com](http://www.wellmune.com) | [facebook.com/Wellmune](https://www.facebook.com/Wellmune) | [twitter.com/wellmune](https://twitter.com/wellmune) | [youtube.com/wellmune](https://www.youtube.com/wellmune)

## MushroomScience®

December Medicinal Mushroom Special

### REISHI

*Immune Support^ Liver Support^*

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

~ on the following items: not combined with other specials ~ must mention 'BMC December Promotion' when placing order

**Reishi Super Strength extract caps are the most potent Reishi supplement available in North America through Mushroom Science's diligent manufacture**

#### Reishi Gano 161® 90 veggie capsules

Certified Organic. 4% triterpenes

400 mg hot water extract 12% polysaccharides

Called the mushroom of immortality in ancient China, Reishi is the most revered herb in all of Classical Chinese and Japanese medicine: the premier tonic/longevity herb. Reishi [Ganoderma lucidum] is also one of the most widely researched supplements in Asia. All of the scientific references have Reishi prepared as a hot-water extract - or a hot-water/ethanol extract: with no scientific references that use or examine the effects of unextracted mycelium powder, unextracted mushroom powder or tinctures (ie. cold water extracts). Mushroom Science's proprietary strain, Reishi Gano 161®, uses HPLC analysis of the triterpenes as the criteria for strain selection resulting in a strain containing a much broader spectrum of the naturally occurring triterpenes compared to other strains. Mushroom Science® manufactures and distributes the only complete line of guaranteed-potency mushroom supplements in North America. Mushroom Science® offers you and your customers the best possible value for effective, research validated mushroom supplements

#### Recommend the best!

**Hot Water Extraction • Guaranteed Potencies of actives**  
**Best Value • Best Price**

Most Mushroom Science® products retail at \$26.95 to \$27.95 for 90 capsule bottles, significantly less than what others charge.



**Get those toxic nail polishes away from  
your customers & their families**  
**HEALTHY HOLIDAY NAIL OPTIONS**  
**Exotic Animals 7Free Nail Polishes**

Surya Brasil's experience with vegan cosmetics, now in an exclusive line for nail beauty and care. **Exotic Animals Nail Care** collection includes the Organic Nail Polish Remover, as well as 14 polishes, base coat, top coat and a nail oil dryer

**7Free Nail Polishes in 14 beautiful shades of color each represented by an exotic animal**

- Exotic Animals Nail Polish **Anteater**
  - Exotic Animals Nail Polish **Chameleon**
  - Exotic Animals Nail Polish **Coral Snake**
  - Exotic Animals Nail Polish **Dark Blue Angelfish**
  - Exotic Animals Nail Polish **Eclectus Parrot**
  - Exotic Animals Nail Polish **Flamingo**
  - Exotic Animals Nail Polish **Gold-Faced Lion Tamarin**
  - Exotic Animals Nail Polish **Jabiru**
  - Exotic Animals Nail Polish **Orangutan**
  - Exotic Animals Nail Polish **Pampas Cat**
  - Exotic Animals Nail Polish **Peacock**
  - Exotic Animals Nail Polish **Red-and-Green Macaw**
  - Exotic Animals Nail Polish **White Tiger**
  - Exotic Animals Nail Polish **Wolf**
- all ~ 0.32 fl. oz.

**Animal Nail Polishes outta stock till 2018:**

**Amazon River Dolphin + Hummingbird**

**7-FREE: free of toxins; products preferred for use by vegans**  
**NO Camphor NO DBP NO Formaldehyde NO Parabens**  
**NO Toluene NO animal testing**  
**NO ingredients of animal origin**

**Exotic Animals Nail Polish Base Coat**  
**Exotic Animals Nail Polish Extra Shine Top Coat**  
**Exotic Animals Oil Dryer**

all ~ Volume: 0.32 fl. oz.

**Exotic Animals Organic Nail Polish Remover**  
Volume: 3.38 fl. oz.



## The Science of Aloe

continued from page 2

multivitamin plant to anchor almost every nutritional protocol. Aloe is good for immune homeostasis: I found this phrasing accurate: polysaccharides work "by interacting with the immune system, enhancing rather than overriding it" (Bruce Eric Hedendal).

But aloe does so much more. Depending on how one defines distinct nutrients, a whole leaf

aloe vera offers between 200-300 beneficial compounds. When you look at one ounce of an aloe concentrate, you have to marvel that this product is a compacted nutritional shot of nutrition with 75 potentially active nutrients; 20 minerals [including copper, iron, sodium, calcium, zinc, potassium, chromium, magnesium and manganese]; 12 vitamins (including Vitamin A (beta carotene), B1, B2, B6, B12, folic acid and Niacin; Vitamins C and E); 19 of the known amino acids; 200 active

enzymes (including amylase, carboxypeptidase, catalase, peroxidase, cellulase, lipase, aliase, alkaline phosphatase); and polysaccharides, mannans and other plant sugars; anthraquinones, lectins, lignins, saponins, salicylic acids, sterols (cholesterol, campesterol, lupeol, sitosterol); and hormones (gibberellins and auxin). These whole food, plant-based nutrients can do dramatic good at one ounce a day, if people are educated to drink aloe daily! As important, they are so

continued on page 7

## GIVE THE PEOPLE WHAT THEY WANT: HOLIDAY GOODIES GIFT ME

Consider Aromaland. Bodyceuticals, Nordic Naturals®. Newton Homeopathics, Pet Gifts and CBD Honey!

### AROMALAND

**Spruce up your Holiday Sales: make your store enticing GET THESE HOLIDAY SALES NOW through December 30th**

**Room Sprays 80 ml/2.7 oz. ALL on sale**

\$2.99/\$6.99 wholesale sale price: \$2.69

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

### Essential oils for the season

**10% OFF** open stock items listed below

All glass bottle 1/3 oz. (source listed)

- **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

### AROMALAND Candle\* Sale

All four (4) styles of the Terracotta Ylang Ylang & Ginger 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 WELLNESS

**The sweet Health of HONEY this Holiday season everyone will LUV these new choices**

**NEW from Aroma Land Wellness: Introducing Solbee Wellness**

**"Intro Deal"** on the first honey orders received through 01.01.18

**10% OFF** per initial order. THINK Holiday endcap!!

**Solbee Wellness HONEY + CBD \* hemp-infused honey**

\* 3 flavors:

- All Natural Hemp honey
- Citrus Blossom Hemp honey
- Lavender Hemp honey

Wholesale/retail: \$20.00 retail: \$40.00

6 jars per flavor to the case: sold by case only size 6.1 oz.

500 mg CBD (21 mg. per teaspoon) in glass standard honey jars

### ^ Solbee Wellness HONEY Infused-honey

& the famous original Solbee honey should be on your shelves

full case only: 12 each per flavor

Carry all 6 flavors 12 oz. each wholesale \$6.00 - retail \$9.95

SolBee's hand crafted infused honey is part of America's epicurean foodie movement. 6 flavors (12 per case)

- High Desert Wildflower honey
- Lavender infused honey
- Red Chile infused honey
- Cinnamon infused honey
- Vanilla Bean infused honey
- Jalapeno infused honey

+ **Larger size: ~ High Desert Wildflower honey 24 oz.** larger size

<http://solbee.com> • <https://www.facebook.com/SolbeeHoney/>

• Rocky Mountain honey, USA (no China: no Mexico) honey with integrity

• Founder Brian Long has been in the honey business since 14 years old + he is now settled in Santa Fe, New Mexico.

### Partnering with Aroma Land!

• The proprietary techniques for infusing honey accentuate the experience!!

• Squeezable plastic (PET) bottle

ALL ship Fed Ex Ground

## Bodyceuticals STOCKING STUFFER:

Show you care + get people giving beautiful, functional health presents this year.....

**Bodyceuticals best-selling Organic Calendula Bioactive Salve winner of Delicious Living 2017 Beauty & Body Award for Best Hand Care!**

Perfect for everyday use + for a variety of skin issues. Pure + gentle enough for all ages & skin types. Highly effective & soothing on dry, cracked, extremely sensitive skin. Great for all outdoor enthusiasts. Helps soothe tired, blistered feet, rashes, chafing & insect bites. Use everyday for dry chapped skin. For dry skin on hands, knees & heels, sunburn, tattoo and piercing care, nail & cuticle care.

ASK about the beautiful Bodyceuticals Winter Paws flyer for reminding people to have petcare products at hand all winter long!

**Ingredients:** Current harvest, Certified Organic, Vegan, Kosher; Extra-virgin, Unrefined, First cold-pressed oil from olives grown in volcanic soil; whole, golden calendula flowers which are Kosher, Organic/Wildcrafted-grown using Biodynamic methods. Fresh, local, organic beeswax. High potency; Vegan; non-GMO. Vitamin E (d-alpha tocopherol & mixed tocopherol).

100% all-natural, Wheat Free/Gluten Free. Pocket & travel-friendly 2 oz. size jar. **New item placement applies**

## Nordic Naturals® for Pets

Making those Christmas stockings magical this year

- Omega-3 Pet™ – 90 ct. + 180 ct. softgels
- Omega-3 Pet™ – 2 oz. + 8 oz. fl. liquid
- Pet Cod Liver Oil – 8 oz. fl. liquid

Nordic Naturals® is committed to bringing exceptional products to not only humans, but our canine and feline friends as well by using 100% wild caught fish for all of pet care products.

Our pets are a part of many local families, and they also need natural healthcare. Make a Stocking stuffer endcap now to promote Nordic's pet care options and Newton for Pets homeopathic health aides. New item placement applies



## The Science of Aloe

*continued from page 6*

powerful when all working together for health in one drink a day.

For a long time, there has been an undiscussed fear of aloe vera. As with every food, too much can possibly cause issues. Anthraquinones are one nutrient class found in aloe vera that have caused some nutritionists pause (primarily because they have not investigated the research fully). Aloe vera contains twelve (12) known anthraquinone compounds that are only found in this superfood (aloe emodin, aloetic acid, aloin, antracin, antranol, barbaloin, chrysophanic acid, emodin, ethereal oil, cinnamonic acid ester, isobarbaloin, resistannol). We should really be studying these cofactors as potentially-incredible 21st Century nutrigenomics! The word most often associated with anthraquinone is laxative. That is not a complete picture of this complex class of nutrients. There has been a lot of laboratory research on isolated anthraquinone compounds for toxicology focusing on their application as drugs. Of course, the direction of those studies will lead to a complicated, if incorrect, suggestion about contraindications. No one feels aloe vera juice is dangerous, but some nutritionists hedge their bets without investigation, by failing to recommend aloe as a foundational food, with the gusto that the food deserves.

Anthraquinone glycosides are nutrients found in plants, and the presentation of anthraquinones in the aloe plant cannot be compared to these same nutrients found in senna, cascara sagrada or yellow dock root (for example). They all are different. How these nutrients are biosynthesized by the body are also different in each case. Another fact is that the plant glycosides in aloe vera are found in natural proportions affected by that orchestration of the polysaccharides and enzymes present in a properly made aloe vera. No one has sufficiently studied how these glycosides act in the body; but the people who have studied them do say that they are influential and not worrisome. Bottom line is that the experts in aloe vera do not see a concern for toxicity—and actually consider the plant anti-allergenic. But bad press is the gnawing rash of our society, and you should be well-versed in concerns that people may hear and question about aloe vera. Indeed, there are too many qualified clinicians who agree that the aloe vera plant is both safe and without known side-effects to have any fear of normal amounts of aloe vera juice.

I look at the issue herbally, and I trust the observations of natural doctors from every continent and from centuries of use. I say, study the anthraquinones more! Maybe they are an active that is perfectly tempered by the polysaccharides, (and maybe that is why aloe vera performs so many miracles that the limited mind of the allopathic stops paying attention because they cannot see/believe the exceptional!)? First, maybe we should listen to the practical logic of earlier cultures that accepted the benefit of mild cleansing? And maybe some people with certain health issues do just need a bit of a jolt?

That said, (fear not!) The anthraquinones in a whole leaf aloe vera that were previously cautioned about are now easily removed by charcoal and other simple filtration methods to get them down to a conservatively over-cautious 1 ppm (many expert clinicians believe we are weakening aloe's greatest healing agent here, but lawyers do have their say in health commerce!)

What is more important here is that the processing techniques developed in the early 1990s allow an aloe production (that most employ) that can minimize this powerful nutrient while retaining the full-spectrum nutrient profile that a properly-produced aloe provides. Michael Murray and Joseph Pizzorno reference research on the anthraquinones in aloe as being important in reducing the development of urinary calcium crystals which lead to kidney stones. The emodin in aloe vera has shown through published studies to help stop the spread of some viruses. If we have to sell products that have filtered amounts of these nutrients, then I say: I want them. (and we can differentiate health food store aloe from mass market aloe because our products have varying degrees of all the good nutrients listed above). Aloe Life® is special because it is philosophically manufactured to include as much of the plant in its natural state as is possible to provide. Polysaccharides and enzymes are important, but so are the other glycosides. These powerful substances may indeed actually do much good, if consumed properly. Consider a well-made aloe juice concentrate: one ounce a day!

A thorough search will show that most of the clinicians who have used aloe vera for cancer consider the anthraquinones to be instrumental in the plant's effectiveness for all the accumulated experiences that they have all had/observed: but we cannot ever talk about that! Aloe vera daily: you bet!

The work that Dr. Davis has done on the steroids and growth factors of a topical aloe gel is fascinating. Trust me that if you had the time to investigate the accurate science on a whole leaf aloe's actions for topical wound healing, you would clear space on your shelves—front and center—for aloe vera gel as a topical miracle worker. We would be as clever as Cleopatra, and as trusted as Socrates—who recommended aloe vera for the battlefield—if we taught our communities the myriad uses of aloe vera in daily skin care. My mantra moving into 2018 is that the three best plants for skincare are: whole leaf aloe vera, calendula oil and rosehip seed oil! Present them together on your new and improved skincare shelf—and while recommending that all three be stationed at home for everyday use—be able to differentiate which works better for which purpose. Challenge yourself now: which is more appropriate for wrinkles: (a tough question); which for wound healing? which for burns? for scars? for pain relief? (they all could be appropriate for many of these concerns—and you should know the science!) How often do you turn to the versatile aloe vera plant for skincare needs? One answer would be to determine how many bottles of aloe vera skin gel you sell every day/every week? Unless your store is in an isolated tundra, you should be ringing up a minimum of 6-8 bottles of aloe vera gel for topical use every week. Are you missing opportunities to help people? Are you just not marketing and educating appropriately? Can you say that you have recommended aloe and that the customer says, “oh no. I don't want that!” But let's go further: are you ready to recommend for skincare and also ask for follow-ups on the results that people get? Aloe Life® makes the best aloe skin healing gel on the market. Learn to promote skin health. Go beyond the surface: study how a well-made aloe gel can do things that will make your store the center of many more types of healing that you ever imagined. Connect with the millions who have used aloe topically for centuries: they knew it: and your

community should know it too! Spread the word.

I will present an article on the topical use of aloe vera as we enter the Spring: for now, consider expanding the shelf space of your many Aloe Life® topical products, and certainly opening your mind to placing these products in more places than the first aid set!

Other magnificent benefits beyond the gamut of support from Aloe's polysaccharides? Get studying. Know that some of the categories listed below are deemed unscientific by today's allopathic majority, but all of them are tools in the healing toolbox. *Detox*: aloe is an essential in every detox protocol. An add-on necessity for your detox sales? *Tissue repair and regeneration*: the information is readily there to learn about. *The power of Bitters*: we need to realign the American dietary palate if we want to fix the gut, lower the weight, correct the sugar, clear the mind and bolster the immune system. Aloe is the royalty of bitters, with added extras like massive whole food nutrition and the best polysaccharide supplement you can offer (if the aloe is properly manufactured). *Elemental health*: daily aloe is Ph-balancing with prime anti-fungal, and anti-candida function. Whole body anti-inflammatory: you have it here! *Immune-enhancing*: the prime reason to consider aloe daily—and this is more than polysaccharides—it is the whole orchestra! *Antiviral*: toss it onto the scale as an important freebie with this plant panoply of health. So, which superfood are you putting your reputation behind?

Finally, aloe vera is essential for using your own digestive system to give you the best health you can get from the food that you eat. Aloe vera is the First Step to Digestive Wellness. If the stomach is doing its job, if HCL and bile are activated; if the body is ready to receive and break down food, then natural health is optimally attained. The science is there that aloe vera increases the absorption of water-soluble and fat-soluble nutrients—if of course you are taking the aloe daily. Aloe vera is the best protein-digesting plant that you can recommend for human health: a smart sports nutrition section recommends aloe in that blender drink. And aloe vera stimulates the digestion and helps with mineral and protein absorption for the health-seekers and the elderly. That research is published, accepted and important!

Aloe vera: Foundational to Health and the First Step to Digestive Wellness: people will listen when you present these concepts to them. Preventative solutions, and one remedy that does so much for the health basics.

OK. Let's step back out of science for a moment. Off with those white robes. Ah, the freedom to think outside the box. What is the best positive definition of panacea? From the Greek, it means “all healing” (“pan” = all: “akos” = remedy). We have seen hucksters promote things as panaceas for decades: but what is a true panacea? Something that is good for all things would be a panacea. The secret to Aloe vera is now understood, and it is the high polysaccharide content. Polysaccharides are the food that offers immune-homeostasis. There should be a special class of superfoods that are revered for their polysaccharide support. We now know that Astragalus is high in polysaccharides: plant root. We have known for 40+ years that there is undeniable value of the beta glucan and polysaccharide in both the medicinal mushrooms (properly-processed) and in the beta glucan products from yeast that are *Wellmune WGP*®.

*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 MICHAEL@BLUEMOOSECONSULTING.COM

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

### The Science of Aloe

*continued from page 7*

In all these cases, the shape of the sugars that are the polysaccharides in an aloe vera product must be harvested optimally and handled properly and presented in their natural form for the product to have the highest probability of providing the desired results that the science discusses. I found this phrasing accurate: polysaccharides work "by interacting with the immune system, enhancing rather than overriding it" (Bruce Eric Hedendal).

Let's look at these products (and any other products that will present themselves as we consider food phytotherapeutics into the future): only aloe vera provides the polysaccharide profiles along with all the other plentiful nutritional support available in this whole plant food. As Dr. Davis says, "the orchestra effect!" Two-three weeks, and the body is getting a bountiful array of nutrients, and a food so full of different-sized polysaccharides, that the body begins to work more naturally than it had before. Aloe vera is a marvel because it offers a wide range of polysaccharides—in what can only be defined as a nearly-complete plant food—that occur in a powerhouse of one of the largest profiles of complementary nutrients that we have ever seen. Thank you sun: thank you evolution: thank you aloe vera. Panacea.

Does any of this sound feasible to you? Is it worth investigating? With Aloe Life® whole leaf juices, compliance is one ounce a day. Food as medicine: now that is good modern medicine. Thank you Karen Masterson-Koch & Family and friends—and all the people responsible for providing such a powerhouse food with the Aloe Life® line of organic whole leaf aloe vera products; and for your stewardship of the story of the aloe plant; and for such a masterfully manufactured and tasty, constant and safe health food. Look yourself at all the science, and study the information that has been found—and spend the time to check out the clinical evidence. The aloe vera plant is absolutely one of the most healing plants on the planet, so make it more prominent in your store(s). Aloe is available to your communities today, and since Aloe vera is Foundational to natural health, you need to educate on health with aloe more! ❁

## How to Reach Blue Moose Consulting

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

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