



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 14, No. 7 • July 2017

## Talking Health: History of Aloe Vera

**A**loe barbadensis is a beautiful plant. I cannot personally remember the first time that I saw the green armored sun-reaching plant and I am not sure if I saw it as inherently exotic: but it is not like the other plants I saw growing up in the mid-Atlantic USA. Aloe vera is probably one of the most recognized words in the natural healing lexicon: my Mom can identify an aloe, and people with or without healthcare can correlate the word “aloe” as a good and positive herbal. My four beautiful grand-nieces and nephews (Michael, Maelin, Bell and Miles) will grow into a world where aloe vera is a common addition to everyday drinks and the first choice for skin care needs. Aloe’s acceptance and dominance is a major success of the natural foods movement: its mainstream acceptance ranks up there with organic milk, unpasteurized yogurt, probiotics and avocados.

The natural bodycare and herbal medicine movements around the world have embraced aloe vera as a premier superherbal. Aloe vera is one of the top 10 harvests that we use for herbal and natural nutritional health: and—quite frankly—all of us are underutilizing Aloe Power! The use of aloe vera in places like Europe and Korea makes it seem as if we here do not fully understand the magic and science and power of aloe: like we take for granted this superfood, and we sleep-walk from fad to fad without realizing that aloe vera has been the

most steady of sellers in our stores for the past 50 years. Constant.

Future business starts with vision. How many roadblocks have you built in the highways of your brain’s reasoning that slow down smart business conclusions? You should be able to quickly realize: if you make your store an Aloe Oasis—and present it fairly as one of the most versatile panaceas we can take for nearly everything—then you can immediately start making more money from other places while doing good. The knowledge is out there and you just have to help people connect the dots. With simple persuasion, you can direct aloe vera to people as a daily tonic essential. The results could become pallets of therapeutic aloe and big new sales. Can you imagine that business?

With **Aloe Life**® Aloe vera products—the industry’s therapeutic aloe option—you get the best value, and you make the most money per sale. The first actionable is to learn all that aloe vera does: chances are you are under-representing the spectrum of health aloe offers! The second task is to become a storyteller who shares the history of aloe, and the reverence it has had since time immemorial: teach understanding about the best plant juice. The inevitability is that you—or someone in your store or your community—will become a healthy Aloeholic. Health expands, the fire of truth spreads. Aloe opens its leaves, and offers its juices; and natural health prevails.

So what is your Aloe IQ?

We are lucky for those things that are preserved and found in history: it is hard to know what were the prescriptive health blockbusters of the schools and mash units and empires and states and tribes and societies of our unified human past. We can only guess sometimes. Snippets of the continued use of aloe for health are found all over history already, and we have to acknowledge that ethnobotany has just begun and will continue to comb through the remains and continue to find more and more about our history of so-called “natural medicine”.

There is very little in the recorded histories of the monasteries, which makes sense since aloe primarily rimmed the southeastern corner of the Mediterranean World. Aloe is recorded in the Arabic texts and the preserved wisdoms of Ayurveda teachers and healers. Aloe made it to China long before it arrived in the New World here, and yet, the full history of what aloe has done—and where it has been—has yet to be fully written. Aloe has been useful all over history. Aloe World Medicine.

The many aloe species seem to have originated in an adaptation with its lifelong duet with the Sun somewhere in southern Africa on that bounteous continent’s two coasts. And soon in the planetary timeline, aloe moved around and adapted to its surroundings,

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## Talking Business: Hysteria! Wait, it is better to remain focused and balanced

**W**ho could blame one? The only way not to consider some momentary hysteria is if one has one’s head in the sand. Now, what one does on their vacation is one’s own prerogative, but it is not smart business to have your head in the sand. So, it is unavoidable to ask, “what the heck is going on?”

We can all agree that being a small business entrepreneur is a difficult endeavor. I have yet to see anyone who predicted some of the recent things that have occurred in the American business place, in the global world of retail, or in the natural products marketplace. Forget politics (for this conversation), the pace of disruption and big news that has us shaking our heads to the point of dizziness is bordering on unnerving. Are people not getting enough sleep or making rash decisions that they will later regret: or is their game-plan to unravel

everything with the hope that the quickest thieves will grab the biggest buckets before anyone notices? Can we all remember a day when truth and honesty were things that we expected to come out of people’s mouths? Is there some DNA that has bloomed in certain people where they feel that they can just do some bad and/or stupid things, and that everything they will do will come out rosy? (I do believe delusion is on the rise!)

Business has always had a fundamental element of competition to it: whether one likes it or not, business involves “chance”—and winners and losers. So, maybe modern business has forgotten the pencil and paper, and handshake and good relationship-building; and it is stered-out on excel files and best-guess projections, and forecasting and pleasing investors and “Wall Street.” (Wall Street is a mirage!) Things have gotten nuts, and all we

can say is this: we acknowledge present circumstances; we are going to maintain our own personal integrity; we are gonna stay aware and prepared, but we are not going to over-react; and we hope all this nonsense ends soon.

What am I talking about? More importantly: what do you think that I am talking about as you read this?

First things first: people in charge of organizations (and the various sub-divisions of the economy) need to take some reality pills. High salaries don’t mean you can disengage from reality and chop and cut and expect no consequences. Second: most importantly we are talking about people’s lives and people’s jobs here (+ the environment with all its other living beings, of course!); there is a moral and ethical expectation. Whether it be Amazon or Macys

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and made new families with new relatives and—over time—new species. Aloe flourished in its many manifestations from where two oceans meet, and the warm-water Agulhas current meets the cold water Benguela current at Cape Agulhas, the southernmost point of Africa. Here, Cape aloe (*Aloe ferox*) has flourished in that plant wonderland since long songful years before any human language was ever spoken. Evolving.

We do not sell Cape aloe in our stores today, but Cape aloe is a magnificent species, one “of the many strange and wonderful plants that are endemic (restricted) to the Cape Region of South Africa. Within 470 square miles in the vicinity of the Cape of Good Hope there are other endemic plant species (157) than any other region of comparable area in the world.” [www.floridata.com/Plants/Liliaceae/Aloeferox]

Today, there are over 500 varying species of the aloe family [Liliaceae (lily family)], and it always needs to be said that aloe has no relation to the agaves from Central/South America: agaves have fibrous leaves as opposed to the juicy, succulent leaves of aloes. Aloe crops dominate many areas of Mexico today, but that is after aloe hitched a ride to the Americas.

Aloe has long been established up the eastern side of Africa. It can grow in many soils, and can thrive in salt tolerant, sandy, rocky, gravely and seemingly inhospitable soils. Born drought resistant, its nemesis is saturated soil. It found homes near deserts and along shorelines. One fascinating story of aloe’s travels is how it colonized the Socotra Island archipelago in the Arabian Sea. On this isolated landmass, 150 miles east of the Horn of Africa and 240 miles south of the Arabian Peninsula, aloe vera found a paradise. Before the Disney franchise, explorers told yarns of travels where they encountered the most mind-blowing terrains imaginable, and word surely spread about the plant life found on Socotra: called the most alien-looking place in the world with 1/3 of its plant life being found nowhere else on earth! Another intriguing breeding ground for aloe, like going to the best schools. Socotra, name derived from Sanskrit meaning “island that provides bliss,” was also a famous home to frankincense, myrrh and dragon’s blood. What perky-eared healer would not be keen to learning of the magic found on this isolated, exotic pharmacy island?

Here, it is imagined, aloe grows mightily wild, and it can be thought up that when travelers saw the powerful uninhibited aloe spreading its green wings and dominating landscape, they had to consider it a plant treasure. Socotra was a major stop for early sea trade: a place without a city to stop in the middle of nowhere. The only land choice for a long time. Cave inscriptions are traced to South Arabian, Ethiopic, Greek, Palmyrene and Bactrian languages, and (250) texts written in the Indian Brahmi script dated between 1 BC to 6 AD prove that travelers of the Indian Ocean trade network knew Socotra. No doubt, aloe’s reputation spread far and wide from its presence on this remote island. Aloe vera’s influence spread by sea trade!

Proof? Aloe vera was a topic of conversation between Alexander the Great and his teacher, Aristotle. Alexander, Aristotle and Aloe: not small talk, but discussions of

## TOPICAL OILS FOR TOPICAL SUMMER HEALTH

Each with a purpose: HIGHLIGHT all three.

**Herb Pharm** (on sale, see ad on page 3)

- **Joint & Muscle Rub** – Proprietary extract blend: Arnica flower, Cayenne pepper, St. John’s Wort flowering tops, Wormwood leaf & flower, Horse Chestnut seed, Rue fruiting tops, Yarrow flower, Menthol crystal. Topical use only.
- **Trauma Oil™** – Proprietary extract blend: Calendula flower, Arnica flower, St. John’s Wort flowering top in a base of Certified organic olive oil. Non-GMO. Topical use only

### Bodyceuticals Calendula Skincare

Classic Premium Calendula Collection (new store placement deals apply)

- **Organic Calendula Oil** – pocket size refillable
- **Organic Calendula Oil** – 12 count pocket size with FREE dispenser [note 12 ct.]
- **Organic Calendula Oil** – pump bottle 3.5 oz. BEST-SELLER
- **Organic Calendula Oil** – pump bottle Value size 6.7 oz.
- **Organic Calendula Oil** – professional/backbar use 16 oz.
- **Organic Bioactive Salve** – for most skin types 2 oz. jar
- **NEW! Organic Bioactive Calendula Salve** – stick .5 oz.

commerce and healing and military advantage! Alexander the conqueror (356-323 BC) was advised by scientist Aristotle, who learned of medicine from his father who had previously been court physician, to capture the Socotra Islands to control the aloe plants there, which seem to have become famous for their healing attributes, especially for wound healing. Known use in western history: 323 BC.

One legend is very specific, where during a siege of Gaza in 300 BC Alexander was wounded by an arrow, and the infection persisted. As troop movement continued through Egypt into Libya, Alexander’s condition worsened. Alexander met with an emissary from Aristotle at the oasis of Siwa in western Egypt near the Libyan border, who brought an amulet containing a gel from the aloe of Socotra. The application of the topical healing agent worked miracles, and Alexander came to believe in aloe vera. Later, armed with this medicine, legends grew that aloe made his conquering Army unbeatable. Whether this is all myth or not, aloe did enter the military dispensary as a necessary essential for topical first aid and more!

Aloe vera was no new find at this time, but it was considered worthy of military action to secure supply (oil would sit underground for another 2000 years, jealous of the attention...). The aloe plant at this time began its travel with conquering militaries, and it was also used as a travelling pop-up plant along the trans-Saharan trade route caravans of the time too. How many oases came and went with aloe sitting poolside, enjoying the sun and water and occasional pluck for use for human and camel benefit? By the time of Alexander, aloe was

known and used by Bedouins in North Africa who learned the skill of uprooting their aloe when they moved, so that their healing medicines could go with them, for fear that someone would steal their aloe before they returned again or there would be no aloe at future stops!

Let’s envision the scene and the conversations when a troop of Alexander’s famed military (which would conquer most of the known ancient western world, around 2 million miles) onboards on the island with instructions to get the aloe! They did not find neat plantations of aloe fields growing in rows, but they probably did find almost scarily primordial and truly exotic unique species of aloe plants, evolved over time on this lone island stuck in the middle of the Indian Ocean south of Yemen. Their mission was to capture this wild aloe, that probably looked like a powerful city of green stalks crunched into broad bunches, splaying out like an upside-down octopus with 100s of jagged arms reaching up in focused reverence to the sun which gives it life. They were told this was the substance that could heal them in battle, and allow them to continue to life after nearly being killed. The plant energy of those early encounters was probably more vivid than we can imagine: as the aloe lives long, and it had never probably had a haircut until the army came to enlist it! Another patch of majestic aloe being harvested for future cultivation. (Maybe the soldiers just cursed their mission and began digging under the mercilessly hot island sun?) They would not know that aloe had been called the plant of immortality by earlier cultures not too far away, but just to have been able to observe and appreciate that version of the plant with the marvelous strength and resplendent beauty of its succulent power 2300 years ago!! My guess is that those grandpappy and grandmammy aloes made powerful pups with an energetic that could heal anything!

It has been reported in the flawed news sources of our times (ah, Google: you do actually allow harm) that two wars have been fought over control of land where aloe was found. We do not know the resistance Alexander met with gaining his aloe supplies, but we do know his army benefited from the battlefield availability of aloe vera. In the scalp, copy-paste of modern marketing, there is poorly researched fanfare about North African Carthaginian General Hannibal fighting for access to aloe too, though there is no proof that I can find on this. Successful war medicine does gain renown, so this is plausible: as in 150 years, aloe’s fame was sure to have influenced the entire Mediterranean rim. We make a grave and limited mistake when we consider history solely as the effect of war on society: we have little recorded history of the use of aloe vera for peace and healing at this time, but there is no doubt in any mind that aloe was used more often than guns and other weapons in daily living for hundreds of millions of people since humans began using aloe for practical use. The Phoenician sailors had established aloe on the sandy North African shores of Carthage long before the great Punic Wars of the Mediterranean and Hannibal. The Phoenicians were just moving and probably trading the plant product and medicine they were familiar with from a long history dating to the cities of Nippur and Babylon.

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## DOUBLE THE DEALS: DOUBLE THE FUN 2 Super Promos for July:

HOW TO BUY AND SAVE for each individual promotion

PROMO PARAMETERS for the two promo brackets ~

**Feature Products + Bonus Products: Herbs for Women's Health AND/OR Turmeric and Inflammation Response™ Promo**

**MIX & MATCH any 12-24 of the 'Featured Products' for a 20% discount**

**MIX & MATCH any 25 + of the 'Featured Products' for a 25% discount**

Each Promo is distinct + deals apply to each promo's parameters!!

it is easy to get 25%-off Promo items & even easier to get 20%-off

**BONUS:** Meet the parameters from the Featured Products and you can then choose from a selection of Bonus Products (listed below) that will qualify<sup>^</sup> for the same discount as the Featured Products on your order. No minimums. Promo applies to 1, 2 + 4 oz. sizes

### A. Herbs for Women's Health

Great Deals + possible deep-discounts on many items through July 31st

**FEATURED PRODUCTS: Women's Health Promo**

• Adrena Soothe™ • Adrena Nourish™ • Adrena Uplift™

\* Certified-Organically grown MACA-set: 4 choices

• Maca 1 oz., 4 oz. liquid extract • Maca 60 veggie caps • Maca powder 7 oz. glass bottle

**BONUS PRODUCTS: Women's Health Promo**

• Black Cohosh liquid herbal extracts 1 + 4 oz. • Chaste tree liquid herbal extracts 1 + 4 oz.  
• Motherwort liquid herbal extracts 1 + 4 oz. • Female Libido™ 1 + 2 + 4 oz. liquid herbal extracts  
• Mother's Lactation™ liquid herbal extracts 1 + 4 oz.  
• Menopause Health™ liquid herbal extracts 1 + 4 oz.

### B. Turmeric and Inflammation Response™ Promo

Great Deals from July 1st through September 30th

(see sales promo parameters above. Deals apply to each promo separately)

**FEATURED PRODUCTS: Turmeric and Inflammation Response™ PROMO** [through 9/30]

• Turmeric liquid extract 1 + 2 + 4 oz. • Inflammation Response™ liquid extract 1 + 2 + 4 oz

**BONUS PRODUCTS: Turmeric and Inflammation Response™ PROMO** [7/1-9/30]

• Arnica Oil 1 + 4 oz. liquid extracts/topical • Trauma Oil 1 + 4 oz. liquid extracts/topical  
• Joint & Muscle Rub 1 + 4 oz. liquid extracts/topical • Cayenne extract 1 + 4 oz. liquid extracts  
• Ginger extract 1 + 4 oz. liquid extracts • Turmeric vegetarian softgels 60s  
• Pollen Defense 1 + 2 + 4 oz. liquid extracts • Kids Sinus Samurai 1 + 4 oz. liquid extracts  
• Stinging Nettle extract 1 + 4 oz. liquid extracts • Stinging Nettle glycerite 1 + 4 oz. liquid extracts

**Turmeric vegetarian softgels** – Each vegetarian softgel contains 200 MG of water-extracted, Certified Organic Turmeric (Curcuma longa) root providing 20 mg of curcuminoids, 25 mg of Certified Organic Turmeric root supercritical extract providing 12 mg of tumerones, and 5 mg of Certified Organic Black Pepper (Piper nigrum) supercritical extract.

Not represented by BMC in NJ



## AWARD-winning company with exciting new products.

The Most Certified Supplement Company • industry-loyalty with a principled M.A.P.-policy

KofK Kosher manufacturing facility: core line non-GMO certified. Largest selection veggie caps

**NEW ITEMS Now Shipping (new item discounts apply)**

• **Extreme Edge® BCAA Powder plus Glutamine Strawberry Kiwi flavor #1870.** 4:1:1 ratio (leucine: isoleucine: valine) of fermented branched chain amino acids plus 1000 mg of free-form L-glutamine, naturally occurring electrolytes from coconut water (sweetened with stevia)  
• **Ashwagandha Root extract 60 veggie #1306 Standardized Ashwagandha \$10.98/MSRP \$21.95.** 2.5% Withanolides [10 mg] from 400 mg of extract ~ K ofK Kosher, non-GMO. Gluten free. Sustainably-harvested ~ water-based extraction method

• **Targeted Choice® Blood Sugar Support** vegetable capsules – a unique whole-foods based blend of herbal extracts and potent antioxidants. Non-GMO, vegan, kosher-certified + free of most allergens [Gluten-free]  
~ veggie caps 60 ct. - #2016 + 90 ct. - #2018 Chromium (nicotinate glycinate chelate), Alpha Lipoic Acid. Bitter Melon Fruit extract, Gymnema Leaf extract. Cinnulin PF® Cinnamon Bark extract  
\* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**Remember: Summer savings means PROFIT: BUY NOW, BUY BIG Savings through July 7th, 2017 18% OFF these top-selling products**

**Super Earth® Single Daily® Multiple caplets<sup>^</sup>**

(iron-free) 30s + 60s + 90s

(with iron-free) 30s + 60s + 90s

**Calcium Citrate Magnesium PLUS Vitamin D3**

caplets<sup>^</sup> 90 + 180s

**CellularActive® CoQ10 Ubiquinol**

all vegetarian softgels\*

25 mg + 50 mg + 100 mg + 200 mg

**Age-LESS® Trans Resveratrol 500 mg vegetable**

capsules\* 30 + 60s

**EarthSweet® chewable Melatonin tablets**

(raspberry flavor)<sup>^</sup> 6 dosage/sizes

**Skinny Garcinia™** vegetable capsules<sup>^</sup> 60 + 90s

**Ultimate Hair & Nail Formula®**

vegetable capsules<sup>^</sup> 60 + 90s

**Glucosamine Chondroitin Plus MSM**

vegetable capsules<sup>^</sup> 60, 120, 180s

**Age-LESS Skin Formula®**

veg capsules<sup>^</sup> 60 + 120s

**Standardized Ashwagandha Root Extract**

vegetable capsules<sup>^</sup> 60s

<sup>^</sup>Kof K Kosher certified \*non-GMO verified

Not represented by BMC in NJ, SC

**GROW PROTEIN, with the best supply, working to your store's profits**

~ 100% Natural Dual Action Protein powders

All sizes: many flavors: original flavor<sup>^</sup> vanilla flavor<sup>^</sup> chocolate flavor<sup>^</sup> strawberry flavor<sup>^</sup>

~ **Extreme Edge® Post Workout powder<sup>^</sup>**

vanilla flavor + chocolate flavor

~ **Super Earth® Organic VEGGIEPROTEIN™**

powders<sup>^</sup> original flavor

**Targeted Choice™ Wellness Formulas<sup>^</sup>**

**Wellness Support<sup>^</sup> caplets 30 + 60**

**Sleep Support<sup>^</sup> veg capsules 30 + 60**

**Blood Pressure Support<sup>^</sup> veg capsules 30s**

**Stress Relief<sup>^</sup> veg capsules 30**

• **Advanced Choice® Single Daily™ Probiotics 30s**

10 billion, 30 billion, 50 billion veg capsules<sup>^</sup>

high-potency, multi-strain, scientifically

substantiated probiotic formulas containing

twenty (20) DNA-verified strains of friendly

bacteria, including ten (10) whole food-sourced

strains from Bulgarian yogurt and Kefir starter

cultures

• **Advanced Choice® Ladies Single Daily™**

Probiotic 10 billion + 50 billion veg caps<sup>^</sup>

## NEWTON homeopathics

Nurturing Naturally Since 1987

### July Promotions:

## 20% OFF select OTC formulas

Liquid or Pellet complexes listed below<sup>^</sup> (Qty 4+ per SKU)

~ Shelf tags announcing the sale included with your order

### Homeopathic OTC Formulas

- **Ear Wax Buildup Care** • **Leg Cramps~ Swelling**  
• **Stage Fright ~ Fear**  
• **Kids Vaccination ~ Illness Assist**

#### Product NOTES:

~ while the Liquid Homeopathic Extracts are the best-sellers, consider Pellets too!

**Ear Wax Buildup (N072)** ~ for associated symptoms such as ear discharge, dryness, itching, hearing difficulties + excess wax accumulation.

**Leg Cramps ~ Swelling (N048)** ~ for associated symptoms such as pain, cramping, swelling due to inflammation, stiffness and numbness in the legs & feet.

**Swimmers Support (N032)** ~ for symptoms associated with performance anxiety such as apprehension, nausea, restlessness, trembling + over-sensitivity

**Kids Vaccination ~ Illness Assist (F098)** ~ for vaccine preparation & for vaccination, and viral-related symptoms such as fever, inflammation, pain, fatigue + skin discomfort.

### HAPPY ANNIVERSARY!! A Time to Celebrate Homeopathy Newton 30th Anniversary Celebration Giveaway details:

NEWTON Homeopathics is giving away prizes throughout 2017 to celebrate our 30th anniversary: open to retail customers too

"Learn Stuff-Earn Stuff:"

\* Go to Newton's Education website <http://learning.newtonlabs.net>; \* store staff members who participate in 4 videos/quizzes

1987-2017 • 30 Years of Excellence

## NORDIC NATURALS



### Q3 2017 Retail Promotional Focus: July-September 30, 2017 Every Kid Needs Omega

#### Back to School means Back to Essentials

Back to School is the 2nd highest spending holiday period of the year.

Nordic Naturals' new Q3 retail program is built to educate and motivate parents to buy the #1 Omega-3s and Essential Oils brand in the US!

**Time to message:** This 3-month campaign will highlight children aspiring to five (5) professions: a pilot, a teacher, a doctor, a chef and an architect.

The idea is that with hard work, determination and the nutritional benefits of omega-3s, there is nothing a child cannot achieve. Details soon: sale items include:

**Children's DHA™, Complete Omega™ Junior, Ultimate Omega™ Junior, Nordic Berries™, Vitamin D Gummies, Vitamin C Gummies, Probiotic Gummies Kids,** and more. The Smart Retailer will begin early: deals start July 01

#### PRODUCT NOTES:

New placement deals apply!

**THIS FAMILY MEANS BUSINESS: THE ULTIMATE 2X FAMILY EXPANDS**

**NEW! Bigger Stronger Better has gotten better**

The 2x LINE offers 80% concentrate + 90+% natural-triglyceride form

Nordic Purity & Freshness: the best fish oil in the world

• **Ultimate Omega® 2x with D3** 60 softgels strawberry flavor

• **Ultimate Omega® 2x mini** 60 softgels; natural lemon flavor

• **Ultimate Omega® 2x mini with D3** 60 softgels; natural lemon flavor

• Larger size of best-seller: **Ultimate Omega® + CoQ10 softgels:** now in 120 + 60 ct.

• **Vitamin D3 + K2 Gummies**

\* **VIT D3** 1000 IU + 45 mcg K2 (menaquinone-7) pomegranate flavor,

pectin-based + gelatin-free

• **CoQ10 Gummies\*** 60 ct. strawberry-flavored gummies

#### Best-in-category:

**Omega Memory®** (60 ct.) 2 caps = natural triglyceride fish oil; Phosphatidylcholine

(herring roe); Longvida® Optimized Curcumin Extract: Huperzine A

**Omega Curcumin®** (60 ct.) ~ concentrated Omega-3s + potent antioxidants

\* natural triglyceride fish oil: \* Longvida® optimized Curcumin extract

\* Reduced Glutathione: \* NAC (N-Acetyl-L-cysteine)

\*\* **Nordic Naturals®** -- a trusted name, for Probiotics with science-based dosages

The Nordic Flora Probiotics Family!: Nordic Flora™ Probiotics (shelf stable + in boxes

w/plenty of info); MAP-compliant. Dairy-Free, Vegan (AVA-certified) \* non-GMO verified

• **Nordic Flora™ Daily** • **Nordic Flora™ Comfort** • **Nordic Flora™ Probiotics**

Not represented by BMC in NJ, NC, SC & Philadelphia



# JUVO™

## Go JUVO

**Healthy summer reJUVOnation!**

*You cannot have optimal health or restore your body to its ideal unless you incorporate raw foods into your diet*

### ALIVE NUTRIENTS

JUVO selects 55 natural raw materials from five (5) food groups: whole grains, vegetables, fruits, sea vegetables, mushrooms with strict quality controls.

#### The JUVO Raw Meal Freeze-Dry Process

Freeze Drying retains over 98% of nutritional properties. Freeze-drying food is the best way to preserves nutritive properties, flavor, color + aroma. [when vegetables & grains are flash-frozen, their moisture instantly freezes: lowering atmospheric pressure at the freezing point vaporizes the moisture, allowing the food to dry. Quick freeze drying costs more, but minimizes the loss of nutrients, flavor & aroma.

### SUMMER FUN

**JUVO packets by the register: a true Happy Meal**

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

Kids can find fun with the Fantastic Berry + Green Apple. Tell Mom cereal taste in a superfood formula! try one today!

**Raw, Organic, Whole, Non-GMO  
Oncologist Formulated • reJUVOnate Yourself!**

# oxylent®

DRINK OXYLANT BREATHE LIFE™

If you are expecting any hot weather this summer, then you have to know you can sell oceans-worth of Oxylent®.  
Call your BMC REP today and ask about creating a Summer Hydration Station

**JULY Promotion:  
Summer Hydration!  
LINE DRIVE 20% OFF  
\$200 minimum\***

### Introducing Immune Oxylent®

Immune-Boosting Effervescent Supplement Drink.

Boost, Maintain & Support your Immune System  
\* Vitamins, Minerals + Antioxidants to Support Immunity^

\* Vitamins C & D, Zinc + Raw Coconut Powder!  
Albion® Minerals!

Vitamin C, as calcium ascorbate + acerola fruit juice powder

\* 30-single serving stick packet boxes; MSRP \$25.95  
\* available in three (3) delicious flavors

- Blackberry-Lemon Boost • Raspberry-Lemon Boost
- Tangerine Lemon Boost

REMEMBER! Everyone needs new customers,

the Athlete LOVES Sport Oxylent®!

Sport Oxylent® Blueberry Burst

Sport Oxylent® Lemon Lime Burst

both flavors available in 30-day supply canisters

[7.8 oz.] for the avid Oxylent® lifestyle!

+ 15-count single serve boxes

- Energy • Stamina • Recovery

Ask your BMC rep about opportunities with the Oxylent® Water Bottle clip-Sampling Programs.

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

\* Standard shipping structure applies.

Discounts are not given automatically.

# Dr. Ohhira's Probiotics

**GLUTATHIONE IS NOW  
TRULY THE OPERATIVE WORD  
"The Master Antioxidant"  
REG'ACTIV™**

3 functional probiotics: all 60 veg caps featuring the revolutionary probiotic strain *Lactobacillus fermentum ME-3*

ME-3 is proven to produce glutathione naturally in the human body. Working as a glutathione-activating agent via three different mechanisms, Reg'Activ™ is set to impact the future of preventative + restorative health on a cellular level.

- **REG'ACTIV™ Cardio Wellness™**

*Lactobacillus fermentum ME-3* with Vital Cardio Nutrients + CoQ10. Vegan

- **REG'ACTIV™ Immune & Vitality™**

*Lactobacillus fermentum ME-3* with *Lactobacillus brevis* KPO8 and Essential Nutrients. Vegan

- **REG'ACTIV™ Detox & Liver Health™**

*Lactobacillus fermentum ME-3* with Milk Thistle (silymarin 80%) + L-selenomethionine. Vegan

**Reg'Activ™ was created from two words "Active Regeneration."**

This expresses what occurs when the patented probiotic, *Lactobacillus fermentum ME-3*, remarkably produces and recycles Glutathione, the "Master Antioxidant," resulting in higher levels of active glutathione functioning in the body for a longer period of time.\*

- [www.essentialformulas.com/efi-cgim?template=regactiv\\_index](http://www.essentialformulas.com/efi-cgim?template=regactiv_index)

L. Fermentum ME-3, a patented lactic acid bacteria strain, is used under an exclusive license agreement with the University of Tartu, Estonia.

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

# AloeLife.

INTERNATIONAL  
Health Education • Health Products • Aloe Vera

## July Specials\*

**Sun! Meet Aloe, Plant Doctor for the Skin**

Mix & Match Selected Items

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

- Aloe Gel & Herbs 4 oz. + 8 oz.
- Aloe Boost 30 tablets + 90 tablets
- Bug Beware Spray Concentrate 1 oz. + 2 oz.

Summer Feels Good w/ the famous Aloe Life® organic whole leaf aloe vera Skin Formula: its uses are limitless. Stock high now + let them fly all summer ~ ~ Aloe Skin Gel & Herbs: The value of Aloe Life's Skin Gel is unmatched by any other topical Aloe Vera today. Concentrated & made from fresh-juiced Organically Grown Whole Leaf Aloe vera leaves; + thickened naturally w/ Xanthan Gum. The Value is in the quality of the aloe, minimally-processed. 100% edible. Contains 1% skin nutrients of Vitamin E, A & C combined with herbal extracts of Azulene from Chamomile + Allantoin (from Comfrey). Gluten Free. Best, most versatile choice for First Aid + super effective for face care too.

Stock both sizes: one for travel + one for home!

#### Bug Beware Repellent Spray Concentrate:

Concentrated active ingredients naturally discourage mosquitoes + other pests from biting children, adults & pets too! Proprietary Herbal Blend of Organic Whole Leaf Aloe Vera Barbados Juice, Nepeta Cataria + Rosmarinus Officinalis. No water added.

**Aloe Life # 1 Herbal Superfood**

**aloe vera: the 1st Step in Digestive Support**

# BASS®

Brushes

## Shower FUN. Beach FUN

The Bass Brushes SHOWER BRUSH perfect for the pool, beach, bath & shower

- Wet/dry
- Detangler Brush
- Conforms to the scalp
- 100% water-friendly
- Non-slip, rubber grip handle
- Shampoo, conditioner & color brush
- Heat-resistant nylon for blow-drys
- Shipped in assorted colors

~~~~~  
**Summertime: REMEMBER  
new customers for Bass Quality**

**~ THE BASS COMB CLAMP**

The most powerful hair clamp ever made!!

Stock + sell; hair will add to the shopping cart. Hair Loves this clamp!  
wholesale

**HC1 Small Hair Clip Tortoise/Black \$5.40**

**HC2 Medium Hair Clip assorted colors \$7.80**

**HC3 Large Hair Clip assorted colors \$9.00**

**The Bass Pet Groomer Collection**  
earth-friendly bamboo. Award-winning & long-lasting

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

# ECO LIPS®

The best lip balm for the world

## July Promotion

direct orders only

**15% OFF invoice:**

on these best-sellers

**15 piece displays**

(large 0.25 oz. size)

- ONE WORLD Renew Lip Balm
- ONE WORLD Relax Lip Balm
- ONE WORLD Restore Lip Balm

**15 piece displays**

(large 0.25 oz. size)

Carry all 7! Mongongo oil is a natural humectant which attracts and retains moisture

- Mongo Kiss Peppermint
- Mongo Kiss Pomegranate
- Mongo Kiss Unflavored
- Mongo Kiss Vanilla Honey
- Mongo Kiss Banana
- Mongo Kiss Blood Orange
- Mongo Kiss Yumberry

Featuring certified organic ingredients, Fair Trade Certified™ Cocoa Butter infused with Mongongo Oil, a nutrient-rich oil from Zambia, Africa.

Used for centuries by the !Kung bushmen of the Kalahari to cleanse and moisturize their skin, Mongongo Oil is high in Vitamin E. Our Mongongo Oil is sourced from a small rural village, helping a group of women create self-worth while increasing their net-worth.

#### PRODUCTS NOTES:

Here is our new website! Enjoy! [ecolips.com](http://ecolips.com)  
Reminder: Mongo Kiss price increase (started June 12) Ask your BMC Rep for details



# bodyceuticals

## Summertime July Promos

Save up to **30%\* OFF**  
flavored Organic Lip Balm  
6 displays: 12 count per flavor

- Raspberry • Vanilla
- Spearmint • Dark Chocolate,
- Coconut & Banana

**Buy 2 get 10% OFF**  
**Buy 3 get 15% OFF**  
**Buy 4 get 20% OFF**  
**Buy 5 get 25% OFF**  
**Buy 6 get 30% OFF**

### \$5.00 HOT BUY

all Organic BodyCocktails Flavors!  
while supplies last.

Regular wholesale = \$9.50

Perfect for the Summer Skin season

- Organic Almond Marzipan
- Organic Coconut Chi Chi
- Organic Pink Grapefruit
- Organic Vanilla Crème

[www.calendulaskincare.com](http://www.calendulaskincare.com)



Enter the CBD market with a company  
trusted through 31 years of business in  
the natural channel to health food stores.

**Aromaland now presents:  
Aromaland Wellness**

### Introducing

## Very BEST CBD by Aromaland Wellness

- ~ Always THC Free ["no-T"]
  - ~ Batch-verified levels of non-GMO CBD ["C-Verified"]
  - ~ Legal hemp, grown in America (Colorado)
  - ~ Environmentally friendly extraction process
  - ~ State-of-the-Art Laboratory
  - ~ Quality Assurance via 3rd Party Analysis
- All products packed 6 per case  
You can start with ordering by eaches

### ~ CBD Micro Extracts

1 liquid oz. dropper bottles

### ~ CBD micro-infused Cream tubes:

3 sizes: • 0.25 oz. • 2 oz. • 4 oz.

### ~ CBD Native Balm - jar: 6 options

- 50 mg CBD per glass jar
- Balm-Cool • Balm-Warm • Balm-Soothing
- 100 mg CBD per glass jar
- Balm-Cool • Balm-Warm • Balm-Soothing

Aromaland Wellness specializes in a variety of CBD  
products (extracts, creams, balms, vapes). We are  
branded as Aromaland Wellness, which is a division  
of Aromaland. Aromaland has been a fine purveyor of  
essential oils & essential oil-based  
bath + beauty products for 31 years.

# AROMA LAND

## July Bodycare Promotion Perfect products for the season. 50%-margin bodycare line!

The Bodycare Collection

### Tea Tree & Lemon

12 oz. bodycare

100% Pure Plant-Based ingredients

Exceeds EU Cosmetic Directive Guidelines

- Shampoo • Conditioner • Shower Gel
- Hand & Body Lotion • Massage & Body
- Bath Salts 20 oz..

Scented and enhanced with beneficial therapeutic-  
grade Essential Oils of Tea Tree, Eucalyptus, Lemon  
Tea Tree, and Lavender that offers a clean, cooling  
and lively aromatherapy experience

**Buy 3 ea. per SKU = 10% OFF**  
**Buy 6 ea. per SKU = 15% OFF**  
**Buy 12 ea. per SKU = 20% OFF**

### More deals!

- Tea Tree + Lemon Glycerin bar soap  
**10% OFF** in units 6 ea.
- Lemon Essential oil (10 ml. 1/3 oz.)  
**10% OFF**
- Tea Tree Essential oil (10 ml. 1/3 oz.)  
**10% OFF**

*Eucalyptus Globulus*, Wild. Country of origin: Australia  
*Eucalyptus Radiata*, Wild. Country of origin: Australia

\* must ask for "BMC monthly deal"  
when placing order

**Bliss in Every Bottle™**

# immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

"I took my Immune Health today!"

2-month opportunity extended  
to July + August

## Wellmune® by Immune Health Basics

**BUILD Your Immune Shelf  
now: 10% OFF**

- 125 mg • 500 mg

Must mention BMC Discount when placing order

### NEW Opportunity: Rev•Up Wellness

(pack of 30 Tablets in a box) featuring  
Abigenal® European Silver Fir Bark extract

### New Product Rev Placement

RevUp deals: per SKU

**3 ea. = 15% OFF**  
**6 ea. = 20% OFF**  
**12 ea. = 25% OFF**

- Rev•Up Wellness DEFENSE  
w/Wellmune®
- Rev•Up Wellness ENDURANCE
- Rev•Up Wellness VELOCITY  
w/Wellmune®

The Single Most Important thing you can do for  
your health is Strengthen your Immune System  
Immune Health Basics® • Rev•Up Wellness® are brought to  
you by Portals Pharma, Inc

# MushroomScience®

## JULY Promotion

best deals of the year: deeper discounts

### Tremella + Chaga

deals offered per Sku

the best-margin mushroom line with  
**GREAT SAVINGS: both are 90 veg caps**  
**4 ea. = 15% 8 ea. = 20%**  
**12 ea. = 25%**

**BUILD Mushroom Sales + Healthy Skin  
BEAUTY starts with Healthy Skin**

Tremella may help maintain the appearance & texture of  
the skin by helping the body maintain the production of  
hyaluronic acid. The function of hyaluronic acid in the  
body is, amongst other things, to bind water + to lubricate  
moveable parts in the body such as joints & muscles\*

### Tremella mushroom extract caps

Immune Support\* + Liver Health\*

Organic Tremella mushroom (Tremella fuciformis)  
300 mg. hot water extract 20% polysaccharides

### Chaga mushroom extract caps

Immune Support\* + Antioxidant Support\*

Organic Chaga mushroom (Inonotus obliquus)  
300 mg. hot water extract 15% polysaccharides  
Chaga is unique: along with other like medicinal  
mushrooms, Chaga contains the beta glucan-rich  
polysaccharides for potent immune supporting properties\*.  
However, Chaga also contains other active compounds,  
betulinic acid + polyphenols, providing powerful anti-  
oxidant properties with a high ORAC score if manufactured  
properly!

~ not combined with other specials. ~ must mention 'BMC  
July Promotion' when placing order

Out of stock: Coriolus PSP, Immune Builder® + Agaricus back  
in stock before August

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



SURYA  
Brasil

## July Lip Balm Line drive

### 20% OFF

0.15 oz. 24-pc, displays  
Five moisturizing  
Lip Balms

- \* Açai Berry
- \* Cinnamon & Cupuacu
- \* Strawberry & Buriti
- \* Chocolate
- \* Chocolate & Mint

Vegan (beeswax free)

+ KOSHER!

\$2.09/MRSP \$3.49

Sale wholesale \$1.69/per unit  
display = \$40.46

**Detoxify Your Beauty™**

<http://suryabrasilproducts.com>



The great Arab traders would eventually spread aloe to India and China (Aloe's medicine is mentioned in the books of TCM 2000 years ago). Aloe from Zanzibar—a remote, one-time paradisaical archipelago off the coast of Tanzania on East Africa's coast—was prized by traders and healers for centuries too. Aloe traveled the length of the Indian Ocean and future evidence will probably show that aloe was prized in many of the less-inhabited areas, far from primary trade routes, from Saudi Arabia all the way to Cape Verde.

Going back further in recorded human history, we find aloe vera very much bound up in use for religion and ritual as well as healing. (Of course, Aristotle knew of aloe vera, because it was a major plant used in earlier Egyptian cultures across the pond!) The lands of Ethiopia, Sudan and present day Egypt were perfect for garden aloe growing. The history of the Nile probably holds countless stories of the use of aloe vera by people from every strata of society. We are certain that aloe loved the Nile River, and Nile people used aloe for health!

We interpret that Egyptian theological philosophers saw aloe gel as similar to our own human blood. Aloe was found to be a major plant in ancient Egyptian funerary practices, whether as a mixture for mummification or for preparing the clothing of the deceased.

It is said that the extent of the wealth of the deceased could be measured by the amount of aloe delivered to your funeral for preparation for the journey to the afterlife. Egyptian pharmacy understood the value of elimination and purgatives in protocols for healing action; and most likely aloe had a place there too. Our translation of the language of the time suggests that aloe vera may have been called "miracle plant," probably for its connection to contemporary beliefs in the afterlife, and its successes in early medicine.

We also postulate that both Cleopatra (30 BC) and before her, Nefertiti (1330 BC), used aloe vera internally and externally as part of a beauty protocol. This would make some sense with aloe's known ability to help the skin retain moisture, and its effectiveness as emollient to soften skin that would be challenged by the extreme sun and heat prevalent in the long hot and humid Egyptian summers. Queens of the day had their plant magic and plant medicine.

Of note, this is a long time period for one plant to be considered essential by the elite of any culture: over 1000 years! From Amenemhet III (1797 BC) to the Ebers Papyrus (1540 BC in the time of Pharaoh Amen-Hotep) to Ramses III (1151 BC), we have fairly good documentation of the early Egyptian pharmacy: and they all record the use of aloe vera.

Indeed, somehow somewhere someone had begun the cultivation and harvest of some early species of wild aloe around the time of some of the earliest settled human communities: as cities were first being conceptualized. Aloe was taken in as a friend and ally at the beginning!

History confirms that Aloe was grown (cultivated) for centuries along the banks of the Tigris and Euphrates Rivers by early Mesopotamian civilizations in the heart of what we today call the Middle East. Nippur, one the most ancient of Sumerian cities in the plains between these rivers located between Baghdad and Basra in modern southern Iraq, was founded around 5000 BC and built up by the

world's early master farmers. These were the people who first cultivated wheats and barleys as they become proficient in using canals to tame the flow of these two mighty rivers. History shows that Aloe was a principle crop of their culture. Cuneiform parchments and clay tablets (2200 BC) from this ancient temple town of Nippur—close to Babylon—mention the use of aloe for healing (including the purgative elimination of demons). Aloe was central to their culture.

If we tested today's good students to identify recognizable names in ancient history, I would presume that the names Aristotle, Alexander the Great, Hannibal, Cleopatra and Nefertiti would all be considered famous humans. Their connection with aloe vera has survived years, teachings and translations till today! If we referenced the Tigris-Euphrates and Nile cultures, and we informed these bright young minds that aloe vera has been used from these early times till now, our next generations would be heartily impressed—and rather surprised. Aloe has been healing humans as long as garlic and calendula and lavender! Aloe vera is our oldest superfood.

King Solomon of Israel (prophet, son of David; also known as Jedidiah, and Sulayman; 931 BC) grew his own aloe and speaks of aloe in "The Song of Solomon." We hear through the Christian Gospels that after Crucifixion, Jesus of Nazareth was treated with myrrh and aloe to prepare his body for Jewish burial. In Christianity, Aloe is considered a symbol of Resurrection, and it is associated with bringing life back from death. It has been called the lily of the desert because it represents succulent health and beauty in the sparse uninhabitable sands of the desert (the lily itself represents a restored innocence after death). Aloe vera can survive long periods without water, and when it goes dormant after its flowers bloom, it takes in very little water (over its winter). The presence of aloe throughout the Middle East became a symbol for many Judeo-Christian-Islamic religions of life, rebirth, resiliency and the promise of some form of spiritual, if not corporal, longevity.

There are five references to aloe in the Bible: John 19:39-40; Numbers 24:6; Psalms 45:8, Proverbs 7:17; and Song of Solomon 4:14. There is some uncertainty as to whether the true aloe is mentioned in the Mikrah or Torah, since it is usually mentioned along with myrrh. Our modern word "aloe" comes from either a Hebrew or Arabic word; both being similar. The Arabic word "Alloeh" means "shining bitter substance". Aloe plants have often been planted in Muslim graveyards. It seems that many religions—from ancient Sumerian religions, to the religious beliefs of ancient Egypt, to the Jewish, Christian, Muslim religions of today—all utilize aloe as some message that represents the healing benefits of the earth, and some symbol of longevity and eternity.

2000 years ago is a good place to stop this chapter in the history of Aloe. Another chapter, including the one where aloe vera becomes big business in health circles in the United States, along the Rio Grande River that is such a hot topic today, in a future issue of this newsletter. First, we wrote that A is for Aloe, and here is a part of the History of this plant and its use for optimal human health and broad-spectrum and efficient healing. Next is a piece on the Science of Aloe: more amazing stuff than even this fascinating and long History. The more that science honestly studies aloe vera, the more we

## NORDIC FLOOR DISPLAYS

**a perfect complement to the Q3 Focus on Children & Omega-3s!**

### 'American Pregnancy Association' display (APA)

6 items to choose from; (1) Sku per shelf. Ask Rep for list. "2017 reality": nurturing products for healthy Mothers + Children. A combination of any 5 of the following (may repeat choices)

- 16 units **Baby's Vitamin D3™ Liq.** #2732
- 12 units of **Baby's DHA™ Liq.** (2 oz.) #53787
- 12 units of **Baby's DHA Vegetarian, algal oil** (1 oz.) #1670
- 6 units of **Prenatal DHA** 90 ct. unflavored 90 + 180 softgels
- 6 units of **Prenatal DHA** 90 ct. strawberry #1753
- 6 units of **Postnatal Omega-3** 60 ct. #1758

~ only one Sku per shelf: fits 30-80 units ~ border language: "Pure Omega-3s for Mom & Baby"

**25% OFF\***

### 'Gummies Floor Display'

Mix & match from eleven (11) items listed below. One (1) product per shelf, 20 minimum, 60 maximum

- **Nordic Berries** – 120 ct. + 200 ct.
- **Omega-3 Fishies** – 36 ct.
- **Omega-3 Gummies** – 60 ct. + 120 ct.
- **Omega-3 Gummy Fish** – 30 ct.
- **Omega-3 Gummy Worms** – 30 ct.
- **Nordic Probiotic Gummies, Kids** – 60 ct.
- **Vitamin C Gummies** 60 ct. + 120 ct.
- **Vitamin D3 Gummies Kids** – 60 ct.

**25% OFF\***

The best-tasting Gummies, ever. The easiest way to encourage compliance. Clean ingredients, made in Nordic Naturals® dedicated gummy facility

know that people interested in health will be attracted to the plant and its use: and possibly that darker forces may not be excited about the unpatentable potential!

2017 is a celebration of the 25th year of **Aloe Life®** and the amazing products that they make and deliver to the health food market. Aloe Life makes the best stuff: organic whole leaf aloe extract, minimally filtered and with no added water. Aloe Life® doesn't disassemble the plant and offer a product that needs more disclosure than most labels provide about the products that they offer. Aloe Life® is the most natural, the least processed and the most whole of ALL the aloe veras currently on the market. In the future, aloe will be a word that universally means health, but it will also be a commodity added to mediocre products to increase the value of the sale. Aloe will survive this market-spin and deception with dignity. Go back to the source. A plant, raising its pups for 5000 years, in all soils—taking energy from the sun and molding a life that is most bountiful and giving, and truly magical. To find good aloe vera is a quest that leads the health seeker to the health food store: to your store and to your collection of the most recent crop of aloe juices, Goodness, truth, profit. Cheers!

☼



or Carrier: those in charge are the leaders and they were not put into that important decision-making position to make big moves that include blowing everything up. Calm down, seek balance, earn your pay: problem-solve, and be kind!!!

Oh, I forgot, we are talking about the American capitalistic model. Quick, to the bunkers: every person for themselves!!

Hysteria: it is the new normal. Stress, doubt, uncertainty and anxiety (the pillars of disruption): they have spread like candida through the tunnels and open spaces of our world. Look at the news that is being presented to us: coldly, the way all bad business news is communicated: news flash, America's retail is being downsized

Half-way through 2017, here is some of the news (delivered to us daily like a sports boxscore). Goodbye, and all that this entails (including the horrible waste of the hardware and inventories):

JCPenney (138 locations); Sears & KMart (265 stores); Ascena Retail Group (268)—the women's clothing retailer that owns the brands Ann Taylor, Loft, Dress Barn, Lane Bryant, Justice and several others; Macys (68 stores now with 100 of its 730 locations expected to close); RadioShack (1000 stores; around Memorial Day, though they will maintain 70 corporate stores and 500 dealer stores, down from 7,300 stores, for this 96-year-old iconic company); The Limited (closing all 250 stores); the group that owns Outback Steakhouse, Bonefish Grill and Carraba's Restaurants (43 locations); HHGregg (220 stores); CVS (closing 70 stores of its 9,500 locations); Payless Shoe Source (512 stores); Staples 70 stores.

In addition, Family Christian Stores (240 stores and 3000 employees in 36 states, after 85 years in business); American Apparel (all of its 110 stores); Abercrombie & Fitch (60 of 670 locations); BCBG (120 stores); Michael Kors (125 stores); Chico's FAS which runs Chico's, White House Black Market and Soma (150 stores); The Children's Place (200 stores with another 100 to follow); Guess (60 stores); rue21 (400 stores); Crocs (160 stores); bebe (gone: 180 locations); Gander Mountain (126 stores); GameStop (105 locations); Vanity (all of its 137 stores); Wet Seal (closing up shop, 171 stores); and Gymboree (450 stores).

Wow, that is a lot of stores. While I have not heard of about 4 of these chains, this speaks as well to all the small and family-owned businesses that have made the choice to shutter the windows, lock the door and move on. I count on this quickly-assembled news-press list: 5750 stores in 2017 (and this is just a partial list, focusing mainly on big and box-store retailers), Wow! That is not good for the economy, (but yet we are "told" that things are getting better). If we added plant closings, future health care layoffs, government layoffs and offered early retirements, we see that a lot of people are losing their sources of income. Bad.

We have to remember that the U.S. economy is big: bigger than any of us realize (big deals were just announced for new manufacturing plants in South Carolina today, for example). We have to remember that the most important health of any economy is your local economy; and that regardless of the chaos and disruption in the world around us, all that we can do is handle the things that we are

responsible for. The most important health is the health of the management of your enterprise.

One thing that we should be able to gain from this is that clothing is overpriced! Most of these were Publicly-traded companies that are giving up. (Has mass market retail become some huge ponzi scheme built to support the get rich endgames of the golden parachute?) Why are so many people intent on disruption? I stand strong and state largely: disruption is fools gold usually "engineered" by the short-sighted who have not yet gained wisdom; and disruption—like a house of cards—will inevitably crash in upon itself. Predictable. The wholistic approach, the way to build: cooperation and communication and co-existence. Whether that can ever happen or not: the best approach.

The optimist would look at this and say, "I wanna make my store more attractive to all the shoppers who will now need new places to wander and look." Hysteria would say, "Amazon is gonna eat us all"—but it will not.

Which brings us to Whole Foods® a flagship store of the modern notion of big health food stores. What does this news about Whole Foods being bought by Amazon for \$13.8 billion dollars mean for our industry? Should we hit the universal Hysteria button, or line up for a lemming stroll to the cliff?

Time to look at this rationally (and I worked at two independent health food retail stores no longer exist primarily because Whole Foods opened close enough in two separate occasions to close the stores that I had once worked at: and the chosen location was deliberate). So I know a thing or two about channeling negative energy as I confront it in my business career. We have to realize that they are good for our natural marketplace, as they exist today. They have been a part of the problem with our industry mainly involving warehousing, shipping issues and the

### BRING IN THE NEW OXYLENT® REBRAND: Enjoy the exciting Oxylent® label REBRAND

SAME great Award-winning Formula with a Brand New Look

- Superior multivitamin & mineral content, including Methyl Folate
- High-quality Albion® Chelated Minerals
- Optimal bioavailability via effervescent delivery
- NO gluten, dairy, caffeine, soy, GMOs or sugar. 0 total carbohydrates: 0 sugars

#### \$3.00-off COUPON EXTENSION

Oxylent® wants to work with you in the transition from Old Packaging to their New Look!

Based on feedback from stores, Oxylent® has EXTENDED the Expiration Date for the \$3.00 Coupons from 6/30/17 to 8/31/17. The Coupons are intended to tag on the old labels so that customers will take the deal—and you can swiftly move into the new labels designed to broaden your customer base for the best effervescent hydrating energizing multiple ever made.

More info: contact your BMC Rep.

DRINKOXYLENTBREATHELIFE™

## TRAININGS + SUMMER READING

Two trainings: Ask your BMC Reps for call-in info

• July 10th, 4:30 EST  
Join Aloe Life – 30-minute Health Talk: Why Aloe Life for Auto-Immune Support? \* Skin, Diabetes & IBS and more. \* Discussing Inflammation, Digestion and Diet.

• July 13th, two times Thursday  
Herb Pharm® presents Herb Educator Autumn Summers  
Topic: "Herbs for Inflammatory Response"  
Free 800-number, one-hour live trainings at 2 PM + 7 PM EST

Fill out the post-training form, and receive free product  
Ask your Herb Pharm® Rep for details

### Book release:

Another perfect way to highlight Homeopathy during Newton's 30th Anniversary  
Healing with Clinical Homeopathy: the Life, Vision, Genius and Legacy of Dr. Luc Chaltin, by Marge Roberts {2017} 200 pages print version. \$14.99, also available as an ebook: [\$7.00 wholesale in every format].

distribution companies that have so greedily catered to them (not Whole Foods' fault, just business). I blame the distributors as the worst culprits who have limited our ability for small store growth to success! Whole Foods was just a player on the chess board. Then, and now.

We are strong as an industry with a strong Whole Foods; and otherwise, let market competition determine winners and losers. BA-before Amazon. Today they have 440 stores across the country, and recently they said they were shelving their plans to open 1,200 stores.

AA- after Amazon: nobody knows. I have heard about a half-dozen clever scenarios as to what people think is going to happen. For people without a Whole Foods competing for market space in your community, it is just another piece of melodrama that is intriguing as long as you don't let it get in the way of your developing the best business model for your store to grow business, gain new customers, stay competitive and make your business an essential part of your local community's commerce. Ultimately, that is your challenge, and the clearest way for you to succeed.

If you have a Whole Foods near you, I am interested in hearing how you feel and what actions you are planning to take with this new apparent reality. Most likely, major changes would not occur in the Amazon Whole Foods dynamic for at least two years after the sale is actually approved and consummated. To your store, you are being given an early start—an alert—to do what you feel that you need to do. (the answer, of course, is not to close shop, sell the business or do nothing). You have an advantage of time, and you should use it!

In the last decade, the complex excuse was first Whole Foods, and then the internet and now Amazon and Whole Foods and the internet. One could say that things are

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

## VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

### Hysteria! continued from page 7

becoming clearer: you are the actions that control your fate and your success. You have to make your store become more attractive, and you have to give good service. Pure & Simple.

There is a battle out there for where money will be spent. There will always be that battle, and the competition has gotten more robust because we are selling the best things.

Amazon has already gotten in and they want more and they want to be disruptive. How predictable. (as noble—no doubt—as Google and Apple and Facebook). So, first—be thankful that you are selling the best things, and then find the best ways to sell these items so that people will desire to support your store. That has always been what business has been about. The personal relationship that is your open front door and your community!

Things NOT to do: don't cut staff. People want to engage when they shop in a health food store more than almost any other business. Second, ramp up your commitment to keep your team trained on the nuances and facts of best health and good nutrition; and be the educator you strove to be when you opened your business (or went to apply for a job in your health food store).

Don't stop offering good intriguing sales: rather increase the sales you make available to your community. The best use of social media is to announce your current sales. Make yourself competitive by saying, "if you shop here, you can also save money". There are many nimble ways to skin a behemoth!

Next, don't buy cheap stuff to compete. You have limited resources, and always upgrade to sell the best available and learn the ways to sell the best. Cheap stuff degrades your business and ruins the system like sugar in the blood or candida throughout the gut. Know that Blue Moose Consulting represents the best, and that we are completely interested in helping you reach maximum success.

A good retailer never whines that they have to work harder: we are the backbone of American commerce and we know when we have to roll up the sleeves and get to work. "Hysteria, yeah I heard about it, but I am doing good things and I don't have time for that nonsense!" ❁

## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30013

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
Chatsworth, CA 91311

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234

#### Portals Pharma, Inc.

www.PortalsPharma.com  
Ph: 651-5050-IHB  
fax: 267-695-5181  
Basking Ridge, New Jersey

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Cedar Rapids, IA 52401

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544  
831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Surya Brasil

www.suryacosmetics.com  
516-328-0021  
fax: 516-328-0760  
New Hyde Park, NY 11040

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### Bodyceuticals

Ph: (425) 333-5480.  
Orders & fax: (425) 491 8354.  
Carnation, WA 98014

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