



BLUE MOOSE CONSULTING NEWSLETTER

Volume 14, No. 6 • June 2017

Talking Health: Every Man Needs a Saw

Imagine an endcap, for Father's Day. Promote herbal food medicine. The foraged foods of the 1st Americans: berries like cranberry and saw palmetto, that originated on our home soils—North and South—and which can provide nature's power and energy. Tonifying elixir fruits in small packages, that can nurture and protect the fountains of youth! Wise gifts for the man who wants to age happily! Saw Palmetto is the plant for June and July; it is the berry for the merry man; it is the daily strengthener that offers an ultimate optimal health: man food. It is summer talk, and an impressive, educational profitable endcap.

"Saw palmetto is North America's most abundant palm species." This low-growing woody palm is a safe tonic that is used by wise men as they age; recommended by herbalists as the best available remedy for prostate health and by the European pharmaceutical industry for kidney issues. The plant's secrets came to light as a result of an amazing story of salvation from the published notes of a lucky Philadelphia Quaker. It is an herbal that should be first choice for Men's Prostate Health: your go-to recommendation!

This Palmetto, *Serenoa repens*, should be considered one of the blessings of the Florida landscape: it grows in poor soil, is drought resistant, and does not require pesticides. This small palm has traditionally been found in Florida pinelands, hammock, sand dunes and savannas, and it covers millions of acres in dense thickets in what used to be even denser thickets throughout the state. It may have once acted like a prickly, palm-blade fence that ran the East Coast sands from Florida to Georgia.

"Saw Palmetto are propagated by seeds that form in the Fall inside attractive black drupes." Saw Palmetto berries!

Steven Foster comments that much of the land now cleared for citrus production used to be saw palmetto thickets. He also relates the daunting task of harvesting the berries, which are always found in bunches: fighting humid Florida summer sun, the harsh blades of the palmetto leaves that can easily cut, and the reality that North America's largest rattlesnake—the eastern diamondback—enjoys nesting in the safety of cover that the strong and unrelenting wild palmetto offers. Three potential "ouches," and a herculean

effort to get those palmetto berries to your shelf!!!

Saw Palmetto may have just been the name on a bottle in your store till now, but this palm species has long acted as a keystone plant, being used as either food or cover, for at least 100 bird species, 27 mammal species (including horse, cattle, panthers and bears), 25 amphibians, 61 reptiles, the Florida box turtle, and a host of insects, including the palmetto skipper butterfly, especially in the remaining pine flatlands of the far SE United States.

The Saw Palmetto is as fascinating as the aloe plant, but is strictly an American plant (and it offers nutritious berries). The stems are slow growing and hearty—developing from a short trunk that develops from a creeping root stalk—and can survive on coastal sand dunes and swampy wetlands. The leaves, though, grow quickly—and can regenerate swiftly after forest fires. In the wild, the plant—with its powerful bladed leaves—can grow up to 25 feet high and 25 feet across (imagine that): they are great to hide behind, to avoid detection or to plan an ambush! The leaf stalks (petioles) contain small, sharp "saws" that can cut the skin or rip clothes. Saw Palmetto is a powerful plant!

Saw Palmetto is blooming now (April through July) with the fertilized flowers that produce a fruit that ripens in August-September into a black-bluish berry the size of a small natural grape or olive. These berries are something most of us would choose to eat only when other foods were scarce. One could say their oily, soapy, peppery flavor are an acquired taste, but I find the flavor to be as intriguing and similar to the equally powerful schisandra berries; though not as sour. Everyone must taste these tropical palmetto berries once in their life, and the best way to hear the taste—pungent and sweet—is by embracing the flavor from the best saw palmetto extract being made today, from **Herb Pharm**®.

Saw Palmetto is a wild kingly palm—with powerful fruit—that stands out to people who notice plants. Early herbal tribal medics would have found the Saw Palmetto as exotic as I do today, but they would have done their own exploring on its use. Here is another berry that had a long history of use by Native American Indians. Philadelphian John Dickinson—who had an unexpected

encounter with the plant in the late 17th Century—recorded in journal entries that the berry was used by the older male members of the tribes to maintain physical power. Saw Palmetto is big business today, especially in central and north Florida, but its journey to premier herbal medicine was rather fortuitous: as it is doubtful that the Seminole would have shared their power medicines with the invading colonialist explorers the way the Inca shared Maca with the Conquistadors.

Dickinson was a merchant by trade, but he never imagined future sales of the berries he witnessed in his harrowing journey of captivity on a 240 mile trek with his family, including his breast-feeding wife: from shipwreck to captivity; to freedom, and a finished journey to a new home. His family survived, and—as a man of his times—Dickinson did later record all that he had seen in a book reprinted many times in the early 1700s.

When the 1692 Jamaican Earthquake hit Jamaica's unofficial capitol, Port Royal, the city was one of the busiest and wealthiest ports in the West Indies. The disruption must have tried the souls of everyone in this frontier port town that included pirates, privateers, merchants and plantation owners, Taino Indians and a captive working class. The city lived more off booty from the piracy of ships moving through the Spanish Main than the growing sugar cane industry on the island. A large part of the city actually fell into Kingston Harbor from the destruction of the earthquake, and a tsunami followed that killed even more people. History records that over 5000 souls died in those early days of June.

Merchant Jonathan Dickinson suffered great losses in the natural disaster; and, at 33, he decided to move his family to the newly founded American city, Philadelphia (1682). The voyage did not go well, and the ship's party survived a shipwreck off the coast of Florida—washing to shore near Jupiter Island—only to be quickly captured by the local Jobe Indians. Dickinson and his family—with fellow Quaker, clergyman Robert Barrows—experienced a harrowing trip up the Atlantic coast of what is now Florida, before being rescued by Spanish soldiers who moved them to Charleston, SC before being transporting to their original destination in September of

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that year. Dickinson eventually served as Mayor of Philadelphia and wrote what has been referenced as one of the greatest captivity accounts in the English language: Jonathan Dickinson's Journal, published in 1699.

It is in this story that the berries of the saw palmetto entered modern written history. The Jobe Indians subsisted on a diet of fish, and berries (palmetto, coastal Paradise plum fruit and seed, and purple clusters of seagrape). Dickinson only caught a glimpse of this food, but when the captives were thrown food—between being mistreated—they ate with a need similar to the many animals that subsisted off these fruits for millenniums of unrecorded history. Saw Palmetto was known Indian medicine wherever it grows, from Florida to southern Georgia and even north into the coastal Carolinas.

Palmetto berries may have crossed the cultural divide in the next 170 years, and early colonial doctors may have heard about its use from local inter-modality information-shares (doctors understood the value of herbal medicine more intelligently in those days), but it took until 1877, back in Savannah, for Saw Palmetto to make its way into the modern medical texts. Doctor James Bond Read, one-time Anti-Duel Association member and City Alderman, published an observation in an article titled "A New Remedy" in the publication *Medical Brief* (St. Louis) stating that many local people, noticing that animals who ate the berries got "sleek and fat" started to add it to their own diet. Pharmacists, doctors and healers of the time were fascinated with the potential medicines around them, and so the commerce of saw palmetto berries began.

It was not until the 1920s, in a forward-thinking comment on the potential use of Saw Palmetto, that its current most famous use for BPH was first suggested. While cocaine and morphine were regular prescriptions from pharmacy and drug companies at the time, many druggists were also following the trend of making their own patent medicines within their establishments, and selling them to the public. Herbs, and their use, were the rage. This was also a time when the Eclectic Physicians practiced and promulgated a form of medicine that incorporated herbal medicine use for prevention, clinical use and cure. They placed a large emphasis on herbs indigenous to America, and herbology learned from the Indians. Harvesting plants and wildcrafting became a useful career. Saw Palmetto was sold by Eli Lilly, and most of the pharmaceutical companies of the day (though they have worked diligently to hide that part of their history). The entire American medical establishment—which was soon to dramatically change—was aware of the benefits and parameters of use for Sabal, which was the name Saw Palmetto berries where most often marketed under at the time! An informative and authoritative book

to have in your store is *Saw Palmetto: for Men and Women* (Medicine Herb Guide. Storey Publishing LLC., 1999) by David Winston.

The observations by the Eclectics are profound, and show a very broad use of this plant's berries for human health. The early uses were to soothe the stomach and for intestinal problems. Dr. Ellington suggests "to use in situations of congestion, so useful for both men and women for urinary tract congestion. For men, very popular in situations where nighttime trips to the bathroom are becoming too common, or when urination becomes more complicated for men as they age." In a Lloyd Library Bulletin [I am going to visit the Lloyd Library for the second time this summer!], it is exclaimed that Saw Palmetto was "practically unknown in medicine before 1879!"

How swiftly the word on good medicine can travel, though! By 1895, the Eclectic physicians were discussing the plant's possible medicinal actions. Ohio Eclectic physician and Chair at Ohio Wesleyan University, Lyman Watkins, MD said it was a nutritive tonic that controlled irritations of the mucosal tissue. The assumption of the day was its effect on the prostate was more on reducing prostatic irritation and relaxing tissue than a direct action on the hypertrophied prostate. (Later modern research would conclude differently: but this secondary action was indeed accurate): wholism. Californian Eclectic, Fred J. Peterson (1905) would identify its actions for normalizing the function of all mammalian glands [prostate, testes, ovaries, mammae, etc.], and for impotence in young men. Again, a precise conclusion!

John William Fyfe, M.D., practitioner in New York and Connecticut, College Chair in Medications, Medical Board Member and author of a *Materia Medica* (1911), identifies its use for the prostate, but also as an "invigorator of the nervous system." The unofficial motto of the Eclectic physicians, adopted from John Lloyd, holds just as true today as when Herbal Medicine was the beneficial, earth-sourced pharmacy of the United States 100 years ago: "Sustain the Vital Forces." Saw Palmetto is a safe nourishing herbal tonic food—from this country's American Palm—that can help both Women, but especially Men, to do that—especially as they confront the challenges of Age.

Of course, modern corporate pharmacy has little interest in pharmacognosy, and has no interest in pursuing these potential benefits recorded by astute physicians and scientists. But the plant keeps on producing berries, every season (God willing!): and the word for its safe and effective benefit in the natural products movement keeps on growing!

Mercenary American science is a one-way, off-limits, closed-minded endeavor that refused to share the commonality of the road with anyone but its associations. With the advent of modern money-making, patentable pharmaceutical drugs, the wisdom and merit of naturopathy and eclecticism was shuffled to the side, with a the vociferous amen-

chorus of the scientific elite constantly misaligning any attempts to accurately investigate the treasure available in an easily harvested plant: America put up a not-interested sign in regards to Saw Palmetto. But Europe did not. The accumulating research on the benefits of Saw Palmetto proved so "provable," that Saw Palmetto began to be used as a trustworthy medicine around the world.

My modern day heroes are the leaders and early teachers of the American Herbal Renaissance: and Herbal Ed Smith and David Winston both drew from the early American writings and from the modern advancements in precise manufacture and steady clinical research.

Ed Smith's intense attention to detail led to a Saw Palmetto liquid extract that became the choice of the growing regiments of wholistically-trained herbal medicine practitioners. Ed's book, *Therapeutic Hand Manual*, is still the most precise and concise book I turn to when looking to dive deep into the wisdom an herb has to offer. Ed often speaks about the concern to get Saw Palmetto berries that are fully-ripe: and the demands he established, and the herb-business relationships he sought with the most responsible harvesters led to the **Herb Pharm**-Quality that people use for best results today.

Other acknowledged uses for Saw Palmetto include: cystitis, for low sperm motility and as an urinary antiseptic. There is also a large and satisfied market for the sale of Saw Palmetto berries for mild to moderate male pattern baldness, for hair loss for men and women, and for symptoms of hirsutism in women. This plant berry seems to have some balancing advantage to the hormonal system. Scientific observation suggests that saw palmetto berry extract "may block 5-alpha-reductase, an enzyme that converts testosterone to DHT. DHT is the molecule responsible for hair loss and also is (also) involved in the enlargement of the prostate."

Recent research (2016) has shown a well-made Saw Palmetto berry extract standardized to 85-95% fatty acids and active sterols through Co2-extract to be credible or superior to the leading drug on the market for benign prostatic hyperplasia (BPH): an enlargement of the prostate gland caused by a benign overgrowth of chiefly glandular tissue that occurs especially in some men over 50 years old and that tends to obstruct urination by constricting the urethra.

In the marketplace today—which is why the health food store has to be the moral gatekeeper of quality stuff—there are problems with the sale of useless, poorly-made adulterated or counterfeit saw palmetto products: markets always arise to cheat on the most popular products. You should understand that the market for Saw Palmetto extracts (in liquid and capsule form) should and will grow [or return] because people get results. But have you fallen asleep on this market?

Regardless, the saw-toothed palm with the berries keeps on growing, unstoppable.

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Herbs for Women's Health

Great Deals + possible deep-discounts on many items through July 31st
it is easy to get **25% OFF** items & even easier to get **20% OFF**
GROW BUSINESS with these items:

FEATURED ITEMS: seven (7) Featured items Awaken your Inner Wellness

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* Maca - Herb Pharm®-quality: reliable-sourcing

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 - **Maca powder** 7 oz. glass bottle

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BONUS PRODUCTS: Women's Health Promo

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- 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.
 - PMS Comfort™ liquid herbal extracts 1 + 4 oz.
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MUST HAVE: Female Libido™ 1 + 2 oz. + 4 oz. liquid herbal extracts

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* these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.
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Super Earth® Organic VEGGIEPROTEIN™ powder^ NON-GMO, USDA-Certified, Organic, Kosher. Organic sprouted whole grain brown rice protein concentrate, Organic yellow pea protein isolate, Organic chia sprout protein, Organic instantized quinoa seed protein.
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- **Insomnia**
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- **Pets Doggy Breath**

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~ While the Liquid Homeopathic Extracts are the best-sellers, consider Pellets too!
PELLETS: the amount of pellets in a 1 oz. glass bottle of pellets. 625-675 pellets by weight (they are not all exactly uniform in size)

~ Learn + get free product

* Go to Newton Homeopathics Education website <http://learning.newtonlabs.net>; * scroll down to the "Learn Stuff-Earn Stuff."

* Store staff members who participate in 4 videos/quizzes will receive a FREE Newton Complex product

Eye Care (N041) - for symptoms associated with eye conditions such as eye strain, itching, pressure, redness, styes, swelling, twitching + sensitivity.

Insomnia (N071) - for associated symptoms such as the inability to fall asleep as well as return to sleep after waking, frequent waking + restlessness.

Swimmers Support (N214) - for symptoms associated with swimming and exposure to pool chemicals such as cramping, dry skin, fatigue + muscle soreness.

Pets Doggy Breath (P023) - for symptoms associated with improper diet, digestive imbalance + periodontal conditions resulting in offensive breath.

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

Another perfect way to highlight Homeopathy during Newton's 30th Anniversary:

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bristle in, the handle is hand-finished to bring out the
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**Q: which Lip Balms will YOU
highlight for Father's Day?**

- **Classic SPF 30 Sport with Eco-Clip?**
- **Hemp with Hemp seed oil?**
- **Bee Free Unscented?**
- **One World - Relax?**

PRODUCTS NOTES

(1) check out the new website:

<https://ecolips.com/>

understand: <https://ecolips.com/pages/why-eco-lips-this-summer-realize-POGO-is-MODERN-FREEDOM>

(2) Please prepare for an Ecolips price
increase on the Mongo Kiss starting June
12th. Ask your BMC Rep for details

Mongo Kiss Convertible Displays

Large .25 oz. tubes.

wholesale: \$1.38. MSRP \$2.49

- 15 ct. convertible display
+ NEW 12 ct. hanging cartons
 - Fair Trade, Organic, NON-GMO
~ Peppermint ~ Pomegranate
~ Unflavored ~ Vanilla Honey ~ Acai Berry
 - Fair Trade Certified™ Cocoa Butter
infused with Mongongo Oil, a nutrient-rich oil
from Zambia, Africa.
- REMEMBER: Mongo Kiss is now available in
convertible displays and NEW Hanging cartons**



bodyceuticals

BMC June Promo
15% OFF Summer Essentials!

SALE ITEMS

- Essential Calendula Salve with HONEY
- Essential First Aid Skin Relief Oil with HONEY
- Body Cocktail - Organic Coconut Chi Chi
 - Coconut Aloe Body & Tan Oil
- Organic Coconut + Calendula Lip Balm

HOT BUY! BEACH ESSENTIALS TRAVEL SET

5.95 wholesale /9.95 retail
(reg \$9.95 whls)

Includes travel size **Essential Calendula Salve with Honey;**
After Sun Relief Oil, & Coconut Aloe Body + Tan Oil

MUST USE CODE: SUMMER2017 to receive discount pricing.

NEW! My Mane Love - Silk Hair Ties!

"Silk hair ties that are gentle on your mane & keep your luscious locks in place! Pair it with our BodyCocktail serum to help tame flyaways and mend split ends!" Includes 4 hair ties in black, grey, tan and crème. Wholesale 4.75/Retail 7.95.
Hurry! Limited supply!

www.calendulaskincare.com
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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

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- ~ Always THC-Free ~ Legal hemp
- ~ Environmentally-friendly extraction process
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- ~ Non-GMO CBD ~ Company Ethics of Fairness
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- ~ CBD Micro Extracts 1 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
 - all products sold 6 per case

15% OFF Opening Order Discounts

Ask Your BMC Rep for info, price list + how you can enter the CBD Market: the Next Wave is here

AROMA LAND

Two Month Bodycare Promotion June - July

Two-month sale of the perfect products for the season. 50%-margin bodycare line!

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% OFF
Tea Tree Essential oil 10% OFF

Aroma Land: supplying the world with Essential Oils since 1986. A Leading Source for Quality Aromatherapy & Body Care Products. The largest selections of aromatherapy products in the world

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

Bliss in Every Bottle™

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Two-Month Opportunity June - July Wellmune®

by Immune Health Basics
BUILD Your Immune Shelf now

10% OFF

75 mg, 125 mg, 500 mg
"must mention BMC Discount when placing order"

The Single Most Important thing you can do for your health is Strengthen your Immune System!

JOIN THE MOVEMENT

Rev•Up Wellness

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

NEW PRODUCT PLACEMENT DEALS:

3 of each SKU 15% OFF

6 of each SKU 20% OFF

12 of each SKU 25% OFF

Rev•Up Wellness products exclusively contain Abigenol®! ~ Abigenol® isolated from the bark of the Fir Needle (Abies alba)

6 phenolic acids, three flavonoids + four lignans

- Rev•Up Wellness DEFENSE with Wellmune®
 - Rev•Up Wellness ENDURANCE
 - Rev•Up Wellness VELOCITY with Wellmune®
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Immune Health Basics® • Rev•Up Wellness® are brought to you by Portals Pharma, Inc

MushroomScience®

BUILD Mushroom Sales + Healthy Skin

BEAUTY starts with Healthy Skin

JUNE-JULY two-month Promotion

Tremella

deals offered per Sku

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

Tremella mushroom extract caps
Immune Support* + Liver Health*

Organic Tremella mushroom
(*Tremella fuciformis*)

300 mg. hot water extract

20% polysaccharides 90 veggie capsules

THINK SKIN: besides being a natural food tonic and immune-supporter,* the Tremella mushroom has enjoyed popularity for centuries by the women of China and Japan, who believed it had value because of its ability to help improve the complexion and overall appearance of the skin.* Tremella may help maintain the production of hyaluronic acid in the body which, among other things, binds to water and helps lubricate the joints - while also helping maintain the suppleness and structure of the skin. The production of hyaluronic acid normally declines with age.*

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

* 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

Men's Health June Promotion

SAPIEN MEN by Surya Brasil

20% OFF

June 01-June 30th

Sapient Men® is Surya Brasil's men's cosmetic line, and the Ecocert® organic certification makes it perfect for the caring modern man. With ingredients, fragrances and textures that suit men's skin, hair and taste, these body, face and hair products perform with a convenience that combines personal care and esthetics.

Sapient Men® is made from ingredients gathered sustainably from nature and blended in a manufacturing process that maintains a respect for natural resources and the environment. Many men are looking for bodycare free of ingredients of animal origin and not tested on animals. Sapient is an intelligent and modern choice for those who care about beauty, well-being and planetary conservation.

Sapient Men®

Shampoo & Conditioner 2-in-1 10.14 oz.

Hair Styling Gel 3.04 oz.

Facial Scrub 3.38 oz.

Shave Cream 6.7 oz.

After Shave Cream 3.38 oz.

Shower Gel 10.14 oz.

Detoxify your Beauty™



Florida malls have tried to kill it off. Saw palmetto occurs in every county of Florida.

Coastal strands of saw palmetto occur in narrow bands on well-drained sandy soil paralleling the waters of both the Gulf of Mexico and the Atlantic Ocean, with human conservation efforts consistently battling the life-killing blinded advances of concrete buildings. "Coastal scrub communities ("strands") are becoming vanishing ecosystems due to developmental pressures in the coastal zone. Most of the coastal habitats from Cape Canaveral in Brevard County, to Miami in Dade County have been highly fragmented due to development. In Brevard County alone, it has been estimated that the natural scrub community was diminished by 69% during the period between 1943–1991." Bad soil: saw palmetto pops up. Sinkholes: saw palmetto says we grow here!

There are also two prairie lands that cover much of the mid-section of Florida, and saw palmetto has fared better there since sun-worshippers and retirees invaded. Saw Palmetto will ultimately endure, thanks to the Everglades!

In the middle of the State of Florida is a 150 mile sand ridge called the "Mid-Florida Ridge." Throughout much of the Pliocene and early Pleistocene, this area was under 50 yards of water: nearly all of Florida was underwater at one time. "All that stuck out above the water were a series of small islands. These islands served as refugia for flora and fauna pushed south by repeated glaciations. Once sea level receded to its current level, these islands were left high and dry, thus forming the ridge in question. Because of its history as a refugium, the Mid-Florida Ridge is home to a staggering array of plant species, some of which are endemic to this relatively small area of Florida. Because of its relative stability through time, the Mid-Florida Ridge is a haven for long lived plant species. Thus, it was a prime location for trying to understand the longevity of the charismatic and ecologically important saw palmetto." Oh, the stories that Saw Palmetto can tell of earlier times!

The landmass that is now Florida picked up coral, shellfish, and fish skeletons, created a layer of limestone hundreds of feet thick. "As the Appalachian Mountains eroded, sand and clay were deposited over Florida's limestone layer. Much of the quartz sand covering the state today came from the rocks of that mountain chain." People have found it hard to grow Saw Palmetto with the attributes of the palms found in the Southeastern United States: Saw Palmetto is our unique, national treasure.

It has long been noted that Saw Palmetto patches that have 500 year old plants are all over Florida today, but recent research notes that since many of these plants actually consistently self-clone, many of these *Serenoa repens* fan palms are alive today, inching across the ground and growing fine, sharp teeth petioles every year—along with a Fall bounty of berries—can have been growing in

their unique environment for 1000 to 5000 years. (Ancient Saw Palmettos in the Heart of Florida. January 25, 2017 ~ www.indefenseofplants.com/blog/2017/1/25/ancient-saw-palmettos-in-the-heart-of-florida). This would make them some of the oldest living species on the planet! (Slow down the vacuous and redundant, air-conditioned Mall-Subdivision encroachment now!) Those Indian tribes knew what to feed their elders!

Today, dry prairie occurs inland on south-central, west-central and central peninsular of sub-tropical Florida mainly on the Okeechobee, Osceola and Desoto plains: these areas are typically treeless, [with occasional families of Slash Pine and Cabbage Palm (*Sabal palmetto*)]. and dominated by various ground cover, grasses and shrubs especially stunted *Serenoa repens* (Saw Palmetto). This is a prime Saw Palmetto berry-picking area. As the Slash Pine gets more abundant, the system grades into the Pine Flatwoods of South Florida. Saw Palmetto serves as critical and resilient (happy) underbrush here too.

While there are threatened palm and plantlife in Florida's hardwood hammocks and rocky pinelands (the brittle thatch palm, buccaneer palm, Florida thatch palm, silver thatch palm, Krug's holly, lignum-vitae (*Guaiacum sanctum*), manchineel (*Hippomane mancinella*), and tree cactus (*Cereus robinii*)), the saw palmetto remains resilient. Harvesting may have challenged the plants as human consumer interest peaked in the 90s and through the recent New York Attorney General's ludicrous press hype, but today the only concerns once again are hurricanes and strip malls. And the endangered Florida Panther den and sleep in the drier palmetto patches around the freshwater marshes

And, so Saw Palmetto offers us strength and good health. Think of Saw Palmetto berries as an antioxidant berry tonic. The research on its benefits covers the gamut, with animal studies even suggesting that they inhibit the growth of tumor cells.

Saw Palmetto is often used by women too, especially if manifesting the physical symptoms of too much testosterone (falling hair, acne, the unusual growth of facial or body hair). Many women take Saw Palmetto during menopause, and herbalists find it a valuable tool in working with the delicate balances for hormonal issues with women. Saw Palmetto is good for men and women for urinary tract concerns; hair loss (associated with DHT), hair thinning and baldness; and acne from excess sebum with oily skin.

Anthroposophic physicians and homeopaths use Saw Palmetto to clear out excess uric acid (**Newton Homeopathics** has a 10x in their best-selling "Prostate" Homeopathic OTC Formula, listing the HPUS condition for using *sabal serrulata* as: "enlarged prostate; impotency; loss of sexual power; dull ache in prostate, extending into abdomen." (OTC symptom designation).

Homeopathically prepared mother tincture of saw palmetto is also in: **Newton for Kids Bedwetting** (15x); and **Bladder-**

Kidney; Fatigue Fighter; Libido, Prime +; Jet Lag; Incontinence, and Pets Kidney-Bladder. Clearly, Homeopath Dr. Luc Chaltin learned great clinical use of the amazing plant medicine!

Finally, Saw Palmetto is especially beneficial for older people. Ancient wisdom. While hormonal and urinary tract concerns are important as we age, Saw Palmetto berries are safe and they bring energy and maintain weight. A nutritively beneficial fruit: a nutrient-dense wild food.

The daily amount of saw palmetto berry extract that is supported by research for prostate health ranges from 160 to 320 mg, depending on the concentration of fatty acids and active sterols. It is not the amount of saw palmetto berry extract in each softgel that is significant, but rather the amount of the active constituents, fatty acids and active sterols.

Saw Palmetto has its detractors, of course. People who perniciously doubt the power of nature to heal—and the human ingenuity to discover it. This closed-minded team judges their interpretation that approved meta-analyses do not provide consensus on repeatable and verifiable results: while they disregard the concern for quality of raw material used in the studies. One interesting investigation into products on the market showed that the liquid saw palmetto berry extracts had the highest amount of the studied actives, and most agree that the berries ground into a powder do not provide adequate active compounds – the fatty acids and sterols. Fresh, fully ripe berries provide the highest nutrient value when making an extract. This is why most of the premier products on the market are extracts in a liquid or liquid softgel to provide a better product with better bioavailability. Not all saw palmetto is correctly harvested, properly manufactured and optimally delivered.

In late 2015, Euromed USA announced the opening in Central Florida of a new Saw Palmetto berry processing plant with new State-of-the-art berry drying technology, becoming the first major European extract producer to vertically integrate into berry drying and processing [<http://okeechobeenews.net/crime/local-saw-palmetto-berries-are-big-business-in-august/>]

Even extracting can be done in various ways achieving more potent results. For example neither Bluebonnet Nutrition® nor Herb Pharm® use ever use environmentally-harmful hexanes or other chemical solvents at any point in their manufacturing process, which many large extract companies do!

Herb Pharm® uses USDA-certified Saw Palmetto berries and Certified organic cane alcohol and distilled water to make their non-GMO & gluten-free liquid herbal extracts.

This Saw Palmetto extract is prepared from the ripe berry of *Serenoa repens* palms that have been sustainably-wildcrafted in their natural habitat. Using only mature berry ensures the extract contains high levels of fatty acids and sterols that support prostate gland health.*

How is Saw Palmetto wildcrafted: slowly and carefully (especially because of the wild

continued on page 7



animals), but also because of the sharp palmetto saws. One recent report provides a picture of the yearly harvesting: one harvester said it took him about six hours over a period of three days to pick 610 pounds of berries from an area about 4 to 5 acres in size.

Saw Palmetto berry harvests are gathered in 20,000 lb. cargo loads for processing in the Fall all over the southeastern United States. The best product is made in the USA, though markets have developed in South America, in the Mediterranean, in Asia and the Middle East. Saw Palmettos are also harvested plantation-style in Florida to avoid much of the danger. (The Sabal Palmetto (cabbage palm) is also indigenous to the SE US, and - while it is the State flower of both South Carolina (the Palmetto State) and Florida—it does not provide the prized medicinal food berries of *Serenoa repens*, Saw Palmetto!)

Bluebonnet Nutrition Standardized Saw Palmetto Berry Extract also uses a sustainably-sourced, wild-crafted Saw Palmetto berry extract grown in Southern Florida that has undergone a super critical CO₂ extraction process that yields a standardized extract of 85% to 95% fatty acids and active sterols. These active constituents are characterized by a very specific and reproducible HPLC profile, which is defined as the “fingerprint” of the extract. Bluebonnet is one of the few products in the marketplace to standardize the scientifically-researched and relevant active components within saw palmetto, fatty acids and active sterols. Compare labels: Bluebonnet gives you numbers that match the research. For highest quality, you must carry Bluebonnet's **Saw Palmetto extract softgels**: non-GMO, Gluten-free and Soy-free—with MAP-pricing guarantees!

Look at what you are currently carrying: is it available on the internet at deep discount? Is it from a company with the highest credentials that you can be proud of? Time to shake it up. Consider starting with an endcap display for Father's Day, with the best choices on the market: (1) **Bluebonnet's** Standardized Saw Palmetto Berry Extract comes in two different dosaged sized softgels: 160 mg **Saw Palmetto Berry Extract**, standardized to 85%-95% (136 mg - 152 mg) fatty acids & active sterols in two size glass bottles (30s + 60s) for twice a day supplementation following the research; and the **Extra Strength Saw Palmetto Berry Extract** 320 mg (30s + 60s), standardized to 85%-95% (272 mg - 304 mg) fatty acids & active sterols, for those predisposed to want results but only want one softgel per day. With four (4) sizes. you can make your set stand out: and with the Most-Certified Supplement Company, that is loyal to the natural food retailer, you will have return customers.

At this point in time, there is no better deal than **Herb Pharm's** 50%-OFF Saw Palmetto softgel deal. Talk to your Herb Pharm® Rep about how to get this savings and pass along this amazing deal for Herb Pharm®-Quality product in softgels at an

WE ARE HEALTH FOOD PEOPLE

IN MEMORIUM: Eugenia M. Macris

The purpose of We Are Health Food People is to honor the many people who have worked for and been dedicated to the advancement of The Natural Foods Movement, designed to bring people to optimum health in the most natural way. In this case we honor a wonderful woman, whom I will now have to meet in Heaven: the Mother of the equally wonderful Angelique Saffle, who - along with her Mother - founded Bodyceuticals. What a joy to spend your life in business with your Family, and to have two successful businesses, both dedicated to the betterment of the world around us and the people that we share life with on this Earth. I am Happy to share this Memorium, as an inspiration to us all to gracefully carry out our mission of health with a radiant and regenerative heart in Love. In Peace, Eugenia. God Bless

Reprinted from the Bodyceuticals blog: <http://calendulaskincare.com/blog>

In memory my mother, Eugenia M. Macris



Since her passing just two months ago I reflect more than ever on her influence in my life.

One of my mom's greatest joys was helping people thru the Natural Products Industry. She had a retail health food store in North Bend, Washington with a career of 51 years in business which also included the bakery she ran with my dad, George. She pioneered bringing natural products to the Valley long before it was popular and had possibly the longest running woman-owned business in the town's history to date.

Growing up mom worked hard to instill in us a feeling of community. Belonging did not stop at owning and operating a business. It involved visiting those that were sick or the elderly on a regular basis. Jean was key in

forming the first Alpine Days in North Bend—a yearly community event that has grown into the central valley summer event pulling vendors, arts and creative events into our home town.

She freely gave to countless customers giving time, health products and even personal funds to many needy folks who would providentially visit the store. She wanted to do God's work by providing meals and assistance to the homeless, visiting shut-ins and sending cards and notes of encouragement to those with illnesses.

A strong woman of faith; my mom worked tirelessly to promote the Greek Orthodox faith and their missionary and educational ministries. She operated the church book store and brought Orthodox Icons to the valley at Natures Marketplace. Mom believed strongly in passing on the heritage of her ancestors. Always promoting cultural events she encouraged all of us (and her grandchildren) to learn the Greek language and to become proficient in Greek dancing.

What mom instilled in my brother and I was a strong work ethic. She gave us the desire to create and operate profitable businesses that help people. Mom's touch is everywhere we look. She promoted our products in her store, she generously helped by providing space for operations and any moral support when needed. She understood the joys of working hard to achieve goals and always shared with anyone in need.

Many people miss her smiling face and giving soul. She lives on in our hearts, minds and through our business.

Angelique Macris Saffle, *Founder & Farmer, Bodyceuticals*

unbeatable price. You must set up the Promo to get the deal: and pass it along! Future business starts with smart marketing today!

At one moment, I am imagining wandering the dense understory of Florida's primordial wilderness, looking for wild saw palmetto berry patches; and the next moment I am transported to the static past of your herb saw palmetto set, which is just now being magically invigorated to be six glass bottles across: with the four (4) Bluebonnet European-standardized products, and Herb Pharm's whole plant berry extract softgel Buy One-Get One deal. And making the set extra special, you have both sizes of the Herb Pharm® wildcrafted Liquid Herb Extracts—1 oz. and 4 oz.—on your shelves. Cross-merchandise the other three Herb Pharm products that offer this exceptional Saw Palmetto—**Athlete's Power™**, **Prostate Health** and **Phytoestrogen Tonic™**—and you

are getting close to a Saw Palmetto SuperFood shelf, especially for your June endcap. Bring in the **Newton Homeopathic's** OTC Formulas that offer Saw Palmetto, and now you have something to talk about with everyone! Now, you are swimming in good health!

Bluebonnet Nutrition® adds their top-quality Saw Palmetto extract to a few products too! If we are re-addressing the Saw Palmetto market, and all those people who can benefit from this herbal: we can co-sell the unique and effective **MPX 1000® Prostate Support** veggie caps which is scientifically formulated with innovative and complementary nutrients to support men's prostate health, such as standardized Saw Palmetto berry, green tea leaf and stinging nettle root extracts, plus beta-sitosterol, pumpkin and flax seed powders with vitamin

continued on page 8



Blue Moose Consulting

P.O. Box 557

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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO
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VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Every Man Needs a Saw *continued from page 1*

B6 and the coveted 10:1 ratio of zinc and copper in the more bioavailable amino acid chelate forms. Talk about a powerhouse formula!! (available in a 60 and 120 size). 320 mg Saw Palmetto standardized extract (160 actives) per two caps: THIS is the best Father's Day Gift!

Finally, every man needs a Multi. Bluebonnet's **Men's Choice**® caplets and their **Age Less Choice**® for Men 50+ are both best-sellers for a man looking for value, and the best quality for their everyday multiple. These two USP-based Kof-K Kosher products provide CoQ10, critical amino acids (free form); and they define the best measure of a whole-foods based supplement with a cornucopia of herbal extracts, including turmeric, elderberry, marigold, green, white and black tea extracts; saw palmetto extract (30 mg); broccoli, rhodiola and American/Panax ginseng extracts and white willow bark extracts. There is no more complete herbal whole food Multiple for Men on the market with these dosages! Compare, believe and start to recommend. The results will be returning sales looking for quality—not cheap internet discount prices! A healthy win-win for everyone!

Saw Palmetto is the herb that you should never forget. It grows over the huge State of Florida, and even a bit farther: plant berries holding wise and evolved power from another era, as verified by modern science for many practical health uses today. Super Food!

If there is a man in your life, or if you are living a man's life, then the best tonifying foods for your manly health are maca and saw palmetto: roots & berries. Women can reach for this tropical palmetto fruit, and the hearty highland maca root for vitality with confidence too. There is no berry more primitive; nature's ancient tonic, Saw Palmetto. 🍓

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

How to Reach Blue Moose Consulting

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

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Newton Homeopathics

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Eco Lips, Inc

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Carnation, WA 98014

Support all the lines we represent: Independence, Quality, Strength

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

