

BLUE MOOSE CONSULTING NEWSLETTER

Volume 14, No. 3 • March 2017

Talking Health: Chlorophyll: Green Superhero

Like a swath of migratory birds, it returns every year. Green appears everywhere, along with new life. It is surprising that early humans would worship the Sun and Volcano and Wild Animals that evoked primal fears, but that they never orchestrated a social rapture for the seasonal replenishment of green that was the rejuvenating return of life in the Plant Kingdom every Spring and Summer. They had to see it: all around them!

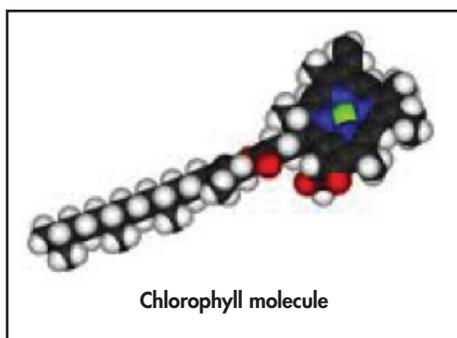
What have we not learned about their early understanding of this marvel: was there some appreciating and respectful acknowledgement of the wonders of Green? Some seasonal ceremonies must have existed.

The evolution of chlorophyll-producing plants transformed our planet to make it the most lush garden in the universe. Chlorophyll takes the power of the Sun, and transforms sunlight into an edible energy that maintains life. Chlorophyll sustains, nourishes and heals. Yet, even today—in the maelstrom of modern knowledge—chlorophyll is still taken for granted and not given the magnificent respect it deserves. We should not make the mistake of looking beyond chlorophyll: every protocol needs green. We should honor, respect and use green in the manner intended, and we should revel in the fact that we are able to use this captured sunlight-turned-green, all year round.

Chlorophyll is the translator of sunlight energy through plants to the planet. Plants use this critical pigment to drink in energy from the sun. Plants convert this light energy into photosynthesis, which allows them to survive, live and flourish. Plants share this energy with us: a green currency of life, when we eat green plants in our diet. Plant power for life.

The health food movement needs to better understand the power of chlorophyll. We need to embrace it more! We need to convince people that Green is the answer; that too little green in the diet is dangerous, and that more green is the possibility for more pure whole body health. Chlorophyll is a Green Superhero, and we need to get more green into the shopping bag; onto the menu of today's smart eater. Time to chant Green Chlorophyll for Health!

It is as if some cunning, underhanded, anti-green world cabal was scheming to keep greens out of the modern diet (which would be impossible to do), yet reality shows that most people have developed a mild aversion to greens. Grapes and mangos are reached for with zest, and carrots are dutifully chomped on; but zucchini and cucumbers and iceberg lettuce are



the first green choices of people on the all-you-can-eat food bar. Everyone has now heard that kale is a superfood, but they pass the plate with the superfood down the table to the next person as they await the pudding. If greens are the way to get healthy, people seem comfortable being weak and lifeless. Where is the world where deep luscious greens of every kind are the greatest gift shared, and the most sought-after commodity in the food world? {paleo should be green with envy!}

I have been studying chlorophyll this whole month: fascinating subject. While I have dealt in the natural marketplace with chlorophyll now for 35 years, I am feeling that I have not given it enough focus or respect. I am certainly no expert, but I am now more interested and willing to be fascinated. Chlorophyll is pretty simple on some level: more green for health. When you get below the surface, you are in the land of marvel and amazement: chlorophyll.

Most kids wince and reject green foods: we need more health-based coloring books. It is confounding to watch so many teens turn to veganism, but they look at green foods as something too powerful for their embrace. (Give me the faux-meat sticks and fried fries). Greens make up a small part of the produce area in most stores, relative to their importance: (if the trees and vines were not pumping chlorophyll, then we would not have the rainbow of fruits and vegetables we healthfully consume). And those greens are usually salad greens.

The market is there. Three of the health food stores that I managed had juice bars, and every one of them had loyal daily or weekly customers who came in for their wheatgrass with their other fresh-squeezed juice blend. It should never be taken for granted that those health aficionados would have travelled to the health food store and ordered a shot of green

every day if their circumstances and budgets allowed. The ultimate perfect customer.

Dark greens are health gold. And it is clear from market buying patterns that some people are willing to get their dark greens—properly handled—in a canister or glass jar. So stores have to cater to these true-blue health food shoppers and make your Greens Department a necessary destination. When I managed my stores, I always rotated sales on the superfood Greens that we carried, so that the green-buyer would find excitement each time they came to our local community greens' oasis. That customer should be locked up with allegiance: the question then should become, how do we get others to see the light?

Nature is painting green everywhere right now: and we should reciprocate seasonally.

Buyers need to pay attention to the consumer, and their needs: and not get lost on the woods of marketing spin and confounding details. Give me some truth: give me some greens. Springtime, every year: think aloe vera and bitters and the best greens you have to offer. Blue Moose Consulting offers Greens that are good for your store: Organic, proven quality, and choices that will keep people coming back to your store once they see the value of Daily Greens! May I be adamant that you review your greens section, and see if you have the selection that is good for your business? Consider starting a yearly promotion that accentuates the PH-goodness of Springtime Green Nutrition. The market needs to be made, and you can make the market. Daily Greens!

Bluebonnet Nutrition® deserves the full stretch of a shelf on endcap this Springtime. With the recently-launched **Super Earth**® **Organic Greens stick packs** (#1270, 14-pack box. \$9.90/\$16.50) [or \$1.19 per serving by the register], their **Super Earth**® **Organic Super Greens** family is now six (6) mighty Skus wide and reputable. Bluebonnet entered this market by store demand: "why can't you give us a Greens product that satisfies, and yet is sold only in the health food store?" The request is fulfilled. Thanks again, Bluebonnet!

The Most Certified Supplement Brand makes it easy: there is a Super Greens product and a Wheatgrass Juice powder product. Sold to the health food retail market, with a solid M.A.P. Policy, in loyalty to the stores, these products are Organic and non-GMO verified, K-of-K Kosher certified, sustainably-sourced, soy and gluten free and of course, vegan. Those of us who wear the green know that not all greens taste alike. And these two products are

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Chlorophyll: Green Superhero

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cleanly delicious. Nothing added; every green food perfectly harvested. THIS is the way to introduce people to green superfoods.

For many stores, Bluebonnet's **ORGANIC GREENS** have become the stores' favorite green foods product. Why? They are a great, fair price with no sliding discounts; they are sold in health food stores: and quality-wise, they are all certified organically-grown and they are just greens: pure and simple. Bluebonnet lets the flavors of the GREENS speak for themselves; nothing added to nature's "healing green." **Super Earth® ORGANIC GREENS powder** is: USDA-certified Organic Wheatgrass, Barley Grass, Spirulina, Green Kamut, Alfalfa Grass, Chlorella + that's all!! In three sizes: 7.4 oz. [# 1266] and 14.8 oz. [#1268] and now the travel-friendly. 14- stick pack Box [#1270]. Bluebonnet's Organic Greens can be presented to the consumer as a complete bouquet of enzyme-rich Grass Blend from the Land, and a nutrient-dense Grass Blend from the Sea: a chlorophyll smorgasbord. The color spectrum represented with the inclusion of Spirulina and cracked wall Chlorella leans blue and provides an energetic that is sure to be noticed by anyone looking for antioxidant-rich, anti-aging, good clean fun. {Cheers!}

The market is there for clean refreshing greens blends, without any razzle-dazzle of blinding and confusing special discount big buy-ins. And with Bluebonnet, the customer will return to your store for the green refill!

Another all-green winner that Blue Moose Consulting supports is the 100% Raw Young Energy Green Grass Juice powder from **JUVO**. This product sticks to the land greens with Wheat Grass, Barely Grass, Oat Grass, Kamut Grass and Alfalfa Grass, for those who may not want those beneficial, green cyanobacteria or single-celled algae that I have been indulging in for over 30 years! Variety is the spice of life, and sometimes the health-goer may like a change to their tastebuds with a green grass-only drink. Can you tell the difference of a blend with spirulina versus a blend with Oat Grass? **JUVO's Green Grass Juice powder** is USDA-Organic and non-GMO, Kosher and gluten free. I am partial to this green goodness because it is available in a glass jar. That eco-consumer is out there, and JUVO pleases their preferences.

The final BMC Greens that you must carry is the Daily Greens from **Aloe Life®**. This is my favorite for taste, and if I ever become a civilian customer again, this is the one that I would buy the most, because of the taste. Aloe Life's **Healthy & Slim Daily Greens** formula is a lot more than just greens. First of all, it provides the value of the best superfood in the world, Aloe vera.

This tasty product offers the highest concentration of gluten-free greens per serving of any product on the market, and at a price to help anyone meet their health objectives. At a tablespoon a day, the 11 oz. glass jar is a two-month's supply of greens and other vegetables. Aloe Life® differentiates from many other green-blends because three of their greens are sprouted (Sprouted Barley Grass Juice, Sprouted Wheat Grass, Sprouted Alfalfa) along with Parsley, Chlorella, Hawaiian Spirulina and Whole Leaf Aloe Vera' and they are more

HERB PHARM® NOW SHIPPING

Be the 1st to offer these exceptional new liquid extract formulas that represent the goodness of the joined forces of Aviva Romm, M.D. + Herb Pharm®

Three (3) highly-anticipated 2 oz. formulas: formulated by Aviva Romm, M.D.

• **Adrena Nourish™** • **Adrena Soother™** • **Adrena Uplift™**
all Certified Organic, non-GMO + Gluten free

• **Adrena Nourish™** 2 oz. *enriching adaptogen blend for daily adrenal support*^
Eleuthero root, Turmeric rhizome, Holy Basil leaf, Maca root, Schisandra berry

• **Adrena Soothe™** 2 oz. *calming adaptogen blend replenishes and restores the adrenals*^
Ashwaganda root, Reishi mushroom, Ziziphus seed (jujube), Albizia bark, Motherwort leaf & flowering top

• **Adrena Uplift™** 2 oz. *adaptogen blend promotes focus, stamina and health stress response*^.
Asian Ginseng white root, Eleuthero root, Maitake mushroom, Rhodiola root, Licorice root and stolon

All 2 oz. wholesale: \$13.75 MSRP \$27.50

Awaken your inner Wellness. An easy-to-understand approach to give women more personalized control of their health, starting with the adrenals

Offer solutions for the Growing Adrenal category, which is growing rapidly + is dominated by herbal formulas.

Adaptogenic herb sales continue to rise, especially when you are offering Herb Pharm-quality® products. New item placement deals available: ask your Herb Pharm® Rep

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

BMC GREENS ARE GOOD FOR YOUR STORE

Aloe Life® Healthy & Slim Daily Greens Formula™ powder	4 oz.	\$11.69/\$20.15
Aloe Life® Healthy & Slim Daily Greens Formula™ powder	11 oz.	\$25.38/\$43.75
JUVO Raw Green Grass powder	4.23 oz.	\$17.97/\$29.95
Bluebonnet® Super Earth® Organic Greens powder	7.4 oz.	\$15.90/\$26.50
Bluebonnet® Super Earth® Organic Greens powder	14.8 oz.	\$28.50/\$47.50
Bluebonnet® Super Earth® Organic Greens powder	14 pak	\$9.90/\$16.50
Bluebonnet® Super Earth® Organic Wheatgrass powder	5.6 oz.	\$16.17/\$26.95
Bluebonnet® Super Earth® Organic Wheatgrass powder	11.2 oz.	\$29.37/\$48.95
Bluebonnet® Super Earth® Organic Wheatgrass powder	14 pak	\$9.57/\$15.95

complete because of the other added core whole foods (Kale, Watercress, Dandelion Greens, Broccoli Sprouts, Beets, Green Papaya). The sweetness is more palatable and enjoyable to more people because of the perfect blending of 100% natural papaya and pineapple juice concentrates and stevia. This was the first product that I ever "enjoyed" that had stevia added, when I first tasted it 13 years ago when Daily Greens hit the market: and still nothing competes with this delicious and well-rounded flavor, power and health!

Karen Masterson Koch, the Clinical Nutritionist who started Aloe Life® 25 years ago, "gets greens". This assessment says it all, "Aloe Life® Healthy & Slim Daily Greens Formula powder for adults, children and seniors contains certified organic greens and is blended with a whole leaf aloe vera matrix. Daily Greens is a low-calorie, energizing, pH balancing, detoxifying formula that is rich in fiber." Here is health food! Daily Greens can fit anyone's initial interest with two size powders (4 oz., 11 oz.) and a popular 120 tablet size. This Expo West, bring in all sizes for the Spring Detox/Energy season and see how easy it is to talk to your customers about such a well-compounded food formula. (Many stores are now getting the extra value and profit afforded the Aloe Life® whole leaf organic juices when they buy in larger amounts—see the Price List, or speak with your Aloe Life® BMC Rep about smarter buying in 2017): stocking these

products along with the whole leaf aloe-juice based Aloe Life® bodycare products can make this line a bigger health outfitter for your shelves, and bring in a nicer profit each month for your educational health-supporting efforts.

With Aloe Life's Healthy & Slim Daily Greens, you are getting more than just green goodness, you are easily helping to attain that venerable 5-11 servings of daily vegetables in one serving. The ease of use of all three of these products listed above is how easily they blend into water, smoothies or foods. Sure, add some turmeric if you want, but here is where the real, life-changing energetics take place: chlorophyll!

This should be the Investment that we are educating on in our stores every day. Tell an adult that this is the green path to optimal health, and walk them through their possible preconceived misconceptions that may have been building up since childhood; (we always have to meet people where they are!) Enlighten them to the promise of better health through more green foods. Take the colorless blinders off their understanding, and show them the bounteousness of green life all around them. Allow them the opportunity to invite this greenness in! Encourage the produce case, but teach them the potential results found with at least one serving of these green powerhouses every day. And, first, lead by example. We sell a lot of things in our stores, but the faucet of wellness that chlorophyll can provide needs to

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IMMUNE SEASON CONTINUES:

Take a broad spectrum approach to your Immune Health
Two Steps to Wellness: • Daily Immune Builder™ • Rapid Immune Boost™

TWO Promotions, overlapping Yes, things are good with Herb Pharm®

Q1 2017 Promotions: two distinct Promos, each with their own parameters

* through March 31 Herbs for Gastrointestinal Health

* starting March 01 through May 31st Herbs for Stress & Anxiety

Promo parameters for each bracket:

MIX & MATCH any 12-24 of the Featured Products: 20% discount

MIX & MATCH any 25 + of the Featured Products: 25% discount

A. through March 31: Herbs for Gastrointestinal Health

FEATURED PRODUCTS: four (4) useful formulas; 2 sizes: 1 oz. + 2 oz.

BETTER BITTERS™: • ABSINTHIUM • BITTERSWEET • ORANGE • CLASSIC

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

Gastrointestinal Health Promo BONUS PRODUCTS: 1 oz., 4 oz. options

• Tummy TLC™ • Intestinal Soother™ • Peppermint Spirits • Herbal Detox • Liver Health

B. starting March 1 – May 31: Herbs for Stress & Anxiety

FEATURED PRODUCTS: four (4) useful formulas

• Anxiety Soother™ liquid extracts 1 + 2 + 4 oz.

• Stress Manager liquid extracts 1 + 2 + 4 oz.

Meet the parameters from the Featured Products and you can then choose from a selection of Bonus Products (listed below) that will qualify^ for the same discount as the Featured Products on your order. No minimums.

BONUS PRODUCTS: Stress & Anxiety Promo

• Kava liquid herbal extracts 1, 2 + 4 oz. • Lemon Balm liquid herb extract 1 + 4 oz.

• Kava 60 veggie capsules • Lemon Balm Glycerite liquid herb extract 1 + 4 oz.

• Good Mood™ liquid herbal extract 1, 2 + 4 oz. • Nervous System Tonic™ 1, 2 + 4 oz.

• Kids Lemon Balm Calm Glycerite™ 1 + 4 oz. • Lavender liquid herb extract 1 + 4 oz.

• Anxiety Soother veggie caps 60s

Best use of register space: Organic Breath Refreshers™

THREE delightful flavors: Peppermint, Spearmint + now another organic flavor Cinnamon
12 ct. display .47 fl. oz. single \$3.00/MSRP \$5.99

EXPO Booth #1759

^ these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease
Not represented by BMC in NJ



NEW ITEM: Already flying off the shelves. FLYING

Bluebonnet Nutrition® is excited to announce to its line of whole food-based, structure-function formulas, **Targeted Choice® Blood Pressure Support**

Vegetable Capsules. Vascular Defense^

~ scientifically substantiated potencies ~ Kosher-Certified: non-GMO verified

~ Soy, Gluten, Milk-free

[2 vegetable capsules] with Vitamin B-6, Magnesium (aspartate), L-Arginine, Taurine, Hawthorn Flower Leaf extract, Onion and Pumpkin extract (OPtain120™); Hibiscus Flower powder, Olive Leaf extract, Grape Seed extract, CoQ10 (ubiquinone).

Promote the most exciting new products to stay essential to your health community!

Nutrition 21 Press Release on the raw material, **Nitrosigine®: the branded material in Extreme Edge® NITRO Powder.**

<http://nutrition21.com/nitrosigine-asi-demonstrates-33-percent-boost-in-cognitive-performance/>

"Nitrosigine (ASI) demonstrates 33% cognitive performance boost in healthy, active adults Long-lasting results occur with a single dose, in as quickly as 10 minutes"

David Stouder says "endcap now, and invest in tasting this experiential product!"^

RECENT LABEL CHANGES

Bluebonnet products now sporting the non-GMO label.

~ Natural Omega-3 Vegetarian DHA 200 mg vegetarian softgels (# 908/ 909)

~ CoQ10 100 mg vegetarian softgels (#811/809)

~ Super Earth® OrganicGreens USDA-Organic, non-GMP logo

Grass Blend from Land: Wheatgrass, Barley Grass, Alfalfa Grass and Green Kamut.

Grass Blend from Sea: Spirulina and Chlorella (#1266. 7.4 oz. pdr.)

~ **Bluebonnet Expo West Promo: 1 order-identified as 'Expo Show Deal'**

between March 06 – March 17th. **Show discount: 18% OFF one order**

~ **THINK AHEAD Bluebonnet April Super Earth® Month Promo** from March 27 to May 5th. Bluebonnet celebrates This Planet & the Good People on it with their annual health-promoting **Earth Day Promotion**

REMINDER: Bluebonnet has a new Price List that went into effect Feb. 1

EXPO Booth #1917

^ These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Not represented by BMC in NJ, SC

NEWTON homeopathics

Nurturing Naturally Since 1987

March Promos:

20% OFF select OTC formulas

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

~ Shelf tags announcing the sale included with your order

• **Fungus Fighter** (N067) • **Pollen~Weeds** (N055)

• **Sports Injury** (N218) • **Kids Ear Care** (F006)

Fungus Fighter – for symptoms associated with ringworm, athlete's foot + other fungal conditions of the nails, scalp & skin.

Pollen ~ Weeds – for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure.

Sports Injury – for workout recovery + for symptoms associated with injury, overexertion + emotional distress.

Kids Ear Care – for symptoms associated with ear conditions such as redness, pain, congestion, hearing difficulty, inflammation + irritability.

Product NOTES:

~ **Learn + get free product**

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

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

~ Newton 30th Anniversary Celebration Giveaway:

NEWTON Homeopathics is giving away prizes throughout 2017 to celebrate our thirtieth anniversary. The giveaway is open to retail customers in the United States. Ask your BMC Rep for details: winners every month

Book release: 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]. a perfect way to highlight Homeopathy during

Newton's 30th Anniversary

1987-2017 • 30 Years of Excellence

NORDIC® NATURALS

Nordic Displays Sell Product through every economy

Highlight America's #1 Omega-3 with these eye-catching displays:

Q1 2017 Floor Displays: effective marketing

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

1. 'Generic' Nordic Naturals® floor display:

~ a beautiful + versatile display, awaiting your creativity

~ only one (1) Sku per shelf: Eighty (80) Nordic products to choose from

2. 'American Pregnancy Association' Display (APA)

~ 6 items to choose from; (1) Sku per shelf; Ask Rep for list. 2017 reality: we need to nurture the category of products for healthy Mothers and Children

3. NEW 'Gummies Floor Display'

~ **Mix & match from eleven (11) items listed below**

one (1) product per shelf, 20 minimum, 60 maximum

• **Nordic Berries** 120 ct. + 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.

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

Clean ingredients, made in Nordic Naturals® dedicated facility

NEW ITEMS! The Nordic Flora Probiotics Family!

* dairy-free * vegan * stable * non-GMO

• **Nordic Flora™ Daily** 12 billion/with FOS/4 strains, 60s

• **Nordic Flora™ Comfort** 15 billion CFU/13 probiotic strains, 30s

• **Nordic Flora™ Probiotics Woman** 3:1 ratio of Lactobacilli - Bifidobacteria

15 billion CFU/6 strains with DDS-1 + Prebiotic FOS w/whole cranberry powder, 60s

NEW improved dosage, high-potency "Bigger, Stronger, Better"

Omega Oils means more EPA/DHA!

• **Omega Memory®** (60 ct.) • **Omega Curcumin®** (60 ct.)

• **Prenatal DHA Fish Gels** (180 ct.) • **Omega Woman®** (120 ct.) higher EPA/DHA

• **Ultimate Omega® + CoQ10** (120 ct.) ~ new larger size

• **Nordic Berries®** – cherry berry (120 ct.) new flavor

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Ask your Nordic Naturals® Rep about Gap-O-Mania: A great opportunity to fill your shelves with the best-selling products in the Natural Channel

Not represented by BMC in NJ, NC, SC & Philadelphia **EXPO Booth #1843**



JUVO™

Who can JUVO Benefit?

- Seeking a well-balanced healthy meal?

Juvo is perfect for you! Whether you are young or old, an athlete, dieter, or just seeking a healthier life style, Juvo provides a variety of over 55 organic nutritious ingredients formulated to perfection.

- Have a fast paced lifestyle?

Juvo is perfect for professionals, travelers, fitness trainers, students, etc.

- Always on the go with little time to eat?

Juvo is a perfect quick meal. Travelers, are you sick of airline food? Take Juvo on your carryon or take it wherever you go. It's a convenient meal-on-the-go!

- Need to manage your weight?

Replace a meal or two with a serving of Juvo. It's a low-calorie, low-fat, well-balanced nutritious meal replacement.

It's perfect for controlling and maintaining your weight.

- Working out?

Take Juvo before, during, and or after your workout

Raw, Organic, Whole, Non-GMO.

Oncologist Formulated • ReJUVOdate Yourself!

oxylent®

DRINK OXYLENT BREATHE LIFE™

Coming Soon: Oxylent® package re-brand
New Item launches at Expo West: **EXCITING!**

What makes Oxylent® unique to other supplements?

Oxylent is unique both because of its blend of essential ingredients, and its highly absorbable delivery system.

The minerals used in Oxylent® are sourced from Albion® Minerals. These superior, innovative mineral forms are universally recognized for their superior bioavailability.

Albion® Human Nutrition is the most established and globally recognized leader in the chelate industry. Albion is the first bis-glycinate chelate manufacturer to be approved by EFSA, European Food Safety Authority.

In addition to several essential vitamins, Oxylent® provides the unique ingredients, SOD and catalase, which are naturally occurring enzymes that protect cell membranes from oxidative damage. Superoxide Dismutase and catalase work together to promote the conversion of toxins into beneficial oxygen and water. Catalase's powerful anti-aging action also works in harmony with the potent antioxidant, CoQ10, and the amino acid, L-Arginine. Together, they support healthy circulation and metabolism, to synergistically oxygenate, hydrate, circulate, and rejuvenate every cell in your body.*

Oxylent's effervescent powder form also sets it apart from other supplements, providing a delivery system that is quick and effective compared to other delivery forms. **Perfect for people on the go: just add water!**

Oxygenate. Hydrate. Circulate. Rejuvenate.
Let's make this a good year! Keep your Hydration Station flowing

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EXPO Booth #1961

 Dr. Ohhira's Probiotics

ESSENTIAL FORMULAS

Bringing you superior formulations from around the world

GET YOUR EXPO WEST DEALS EARLY

Order as many times as you want

March 1- 15

5% OFF 12 items mix or match SKUs

10% OFF 24 items mix or match SKUs

15% OFF 36 items mix or match SKUs

Shipping for Expo West 2017 deals

(03/01-03/15) are complimentary.

Just ask for 'the show deal!'

- **Dr. Ohhira's Probiotics®** (30 + 60 capsules) (10 capsules sizes sold as 10 box- counter display)

- **Dr. Ohhira's Essential Living Oils™** (60 caps) * Vegan

- **Dr. Ohhira's Propolis PLUS®**

(30, 60, 120 caps)

Dr. Ohhira's Probiotics - Beauty Products

- **Probiotic Kampuku Beauty Bar™**

(2.8 oz. bar)

- **Probiotic Magoroku Skin Lotion™** (1.7 oz. tube)

- **Probiotic Hadayubi Lavender Moisturizer™** (1 oz. jar)

Reg'Activ™ featuring Lactobacillus fermentation ME-3 the patented new Probiotic powerhouse proven to boost Glutathione levels & support a healthy GI tract. ^ 60 caps

- **Reg'Activ™ Detox & Liver Health™**

- **Reg'Activ™ Immune & Vitality™**

- **Reg'Activ™ Cardio & Wellness™**

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EXPO Booth #1659

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

March Specials*

Mix & Match, sale items listed below

12 items min for 15% OFF

24 items max for 20% OFF

- **Fiber Mate** 160 tabs

- **Ear Wash**

- **SG Aloe Mist** 2 oz.

- **SG Aloe Mist** 4 oz.

The best Natural Stool Softener in the natural channel. Fiber Mate tablets are a holistic blend of vegetables and herbs, friendly intestinal probiotics (DDS-1 strain), whole food chlorophyll and healthy food fiber for healthy intestinal tract regularity. ^

Fiber Mate offers Beets, Apple Pectin, Carrot Fiber, Whole Leaf Aloe Vera, Sprouted Wheat Grass, Alfalfa Powder, Black Walnut Husk, Kelp, Jerusalem Artichoke; and avoids psyllium, cascara, senna, oat, wheat bran or ground flax seeds. Gluten Free & Dairy Free.

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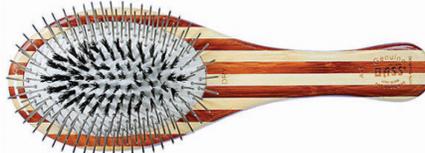
EXPO Booth #1780

Whole Leaf Aloe Vera Juice Products
Aloe Life # 1 Herbal Superfood

BASS®

Brushes

Introducing The World's
Greatest Pet Brushes
Awarded 3 Patents for
Superior Function



Bass Fusion® Groomer

natural bristle + alloy pin

detangle + shine at the same time
amazing results ALL medium to long hair breeds

The Bass Fusion Groomer® is the world's first brush designed to fuse the polishing power of natural bristles with detangling alloy pins on the same brush pad, with a luxury-grade bamboo handle.

Less Work. One brush does it all

EXPO Booth #4333

**The Hair Doc Company: makers of
The Green Brush® by Bass Brushes®
Finest Quality Hair, Body & Skin Care
Products since 1979**

ECO LIPS®

The best lip balm for the world

**EXPO WEST Camaraderie
LINE DRIVE 20% OFF***

Every lip balm!

NEW ITEMS: available March 1

**Two (2) new flavors in our Certified

Organic Pure & Simple lip balm line!

Launch Promo on these two items

@ 35% OFF through March 31st *

• **Raspberry:** a mouth-watering taste sensation, this raspberry lip balm will please your pucker & will keep your lips moisturized with the simple blend of organic sunflower oil and beeswax. Pure & Simple

• **Vanilla:** Sometimes a Pure & Simple vanilla lip balm does the trick to comfort your dry, chapped lips! Apply this delicious & edible lip balm whenever you want super moisturized lips.

- **1% of sales will be donated to Pencils of Promise.**

Promise. www.pencilsofpromise.org

(this is communicated on packs + on each lip balm label)

• New .15 oz. lip balm tubes contain 30% less plastic than regular lip balm tubes helping us all to reduce our plastic footprint on the environment

AVAILABLE NOW ~

Eco Lips® Mongo Kiss™ Acai Berry convertible display

Lip balm with a Kiss of Bliss. Large .25 oz tube

20% OFF Fair-Trade Certified ingredients

+ USDA-Certified Organic with Organic Mongongo Oil. Gluten Free

* Not to be combined with other deals, For Independent stores only. Direct orders

EXPO Booth #4114



bodyceuticals

organic bodycare

Known to be *THE BEST* by Skin care experts
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NOW, AWARD-WINNING Bodyceuticals best-selling Organic Calendula Bioactive Salve

distinguished with:

Delicious Living 2017 Beauty & Body
Award – Best Hand Care!

- Perfect for everyday use + for a variety of skin issues
- Pure + gentle enough for all ages & skin types
- Highly effective & soothing on dry, cracked, extremely sensitive skin
- Ideas for use: dry skin on hands, knees & heels; sunburn; tattoo and piercing care, nail & cuticle care.

We use our same special recipe organic calendula oil with this season's freshest local dark beeswax from healthy beehives to bring this soothing, nutrient-dense salve to your skin. Wheat Free/Gluten Free. Pocket & travel friendly 2 oz. size jar

Organic Bioactive Calendula Salve

Display: 5 pack, wholesale: \$50.00
2 oz. jar wholesale: \$10.00/MSRP \$16.95

NEW! Our award-winning Organic Calendula Bioactive Salve

now available in a convenient .5 oz. STICK!
also available in a stick display: 6 Calendula
Salve sticks in free display
Free UPS Ground Ship on orders of \$125

EXPO Booth #4108

bodyceuticals

organic bodycare

More from Bodyceuticals: Early Buy Special

15% OFF your ENTIRE ORDER
when you place your Show Order EARLY
from Wednesday, March 1st -
Wednesday, March 8th!

- MUST use code "EARLYEXPO"
to receive deal

Only March 1st - March 8th
please no exceptions

- Do not need to attend Expo to
receive discount!

Deal includes ALL Bodyceuticals
products!

- No double discounts

Also...

Purchase both displays of our award
winning Calendula Bioactive Salve
for only \$96!

- Includes **20% OFF**

- A FREE Calendula Bioactive Salve Stick

- FREE shipping

- Must use code: **NEWSALVE** to receive
offer.

not to be combined with any other order.

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including Pure Therapeutic Grade Essential Oil
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Oil, Sweet Basil Oil, Chamomile Roman Oil.

- **100% Pure Plant-Based Ingredients,**
Exceeds EU Cosmetic Directive Guidelines.

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

Aromaland Essential Oil Promotion:

beautiful new labels! 10 ml

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Jojoba oil
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Jojoba oil

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1986 + offering one of the largest selections
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branded consumer sizes, as well as a huge
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immune

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CLINICALLY PROVEN IMMUNE SUPPORT

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NEW Opportunity:

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New product placement deals:

3 of each SKU 15% OFF

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Immune Health Basics® + Rev•Up Wellness® are brought to you
by Portals Pharma, Inc

MushroomScience®

Immune System Support Continues: March Medicinal Mushroom Special REISHI

Immune Support* Liver Health*

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

12 ea. = 20%

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other specials. Must mention 'BMC Monthly
Promotion' when placing order

Reishi Super Strength extract caps

Certified Organic*

400 mg hot water extract;

12% polysaccharides;

Reishi Gano 161®, 4% triterpenes

90 veggie capsules

*Reishi Super Strength extract is the most potent
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Mushroom Science® quality ensures this.

Four (4) reasons Mushroom Science® products are better:

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- Current Prices: best price on the
market for the most product, the highest
quality with an excellent margin
90 caps \$14.60 MSRP \$27.95

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

EXPO Booth #2112



SURYA
Brasil

Encourage a Happy Moment: up there, on the head, with the hair Pamper your Hair!

We have the perfect way to relax you! It is
a **COMPLETE** hair treatment and we put it all
together in one set. It comes in four easy steps
to relax all those stressful thoughts and give you
beautiful, healthy, & stronger hair.

STEP 1. Color Fixation Shampoo is excellent for
restoring health to damaged or colored hair. Wash
your hair and dry it with a towel, leaving it damp.

STEP 2. Apply the Surya Neutral Henna Powder
to damp hair according to package instructions. It
coats the strands and makes hair stronger and fuller,
aids healthy growth, and helps reduce hair loss and
dandruff. It will not change your hair color.

STEP 3. Rinse the Surya Henna Powder and apply
the Color Fixation Conditioner, which contains a
heavy concentration of moisturizing botanical and
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Rinse and flaunt your soft, shiny hair!

Happiness. Find the time to Relax & Be Happy
EXPO Booth #4534

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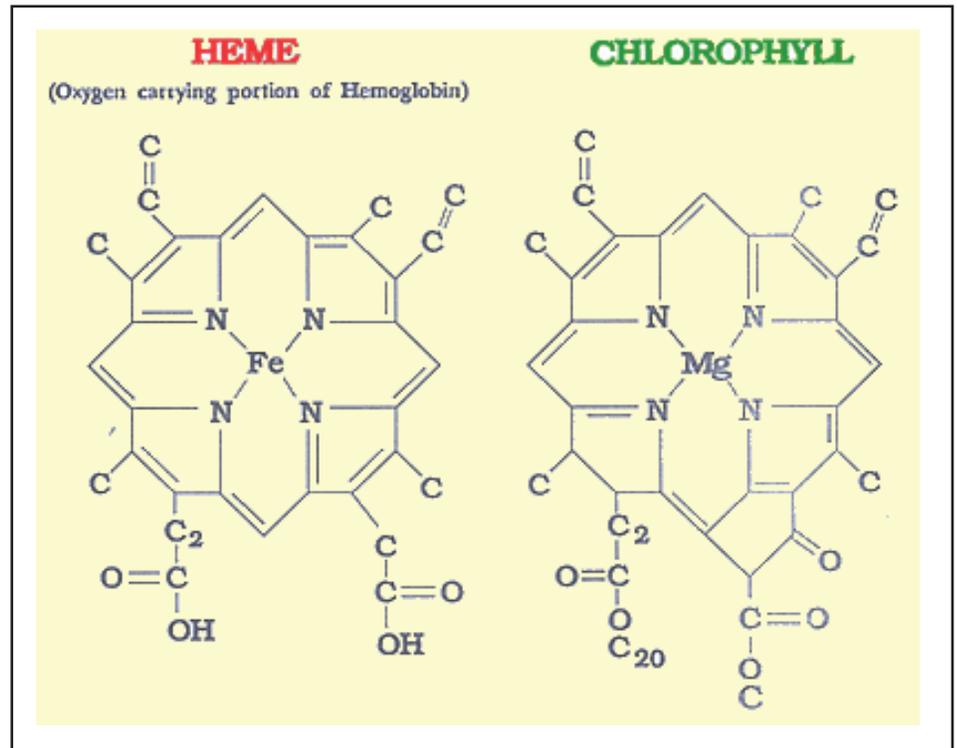
Chlorophyll: Green Superhero

continued from page 2

be turned to maximum if we are gonna turn today's health problems around and make people well again!

I list **Bluebonnet Nutrition's** Organic Wheatgrass powder last, because it deserves a special focus. Wheatgrass is understood by the healer: it holds a place of its own. It is the holy grail of chlorophyll, and anyone who takes up its promise learns to cherish their daily dose of wheatgrass health. Drinking an ounce of wheatgrass juice is the greatest single joy I have experienced on my 35-year vocation (and I say that with the dearest respect for ginseng!) Time for me to return to the source too! Whose Chlorophyll do you sell? Have you looked under the hood, and checked out what's inside that which you offer to your community? Bluebonnet has the best source, the best certification, the best taste, the best label and the most loyal business mission. Whose Organic Wheatgrass are you putting front and center, and marketing? Are you selling product that competes with the mass channel; a battle you will lose? Or, a product that is sadly over-discounted on the internet? Let's get more kharminally aligned with our wheatgrass choice: Bluebonnet was made for the health food store!

Bluebonnet's **Super Earth® Organic Wheatgrass powder** is USDA-Certified Organic, non-GMO and Kosher wheatgrass with no added sweeteners, flavors or colors. It is gluten-free because it was cut before the grain formed. Wheatgrass is one of the most nutrient-dense foods in the world. It contains mostly chlorophyll, which helps transport these nutrients throughout the body thus providing its rejuvenating and energizing properties. Wheatgrass is also composed of essential vitamins, minerals, enzymes and protein, which contribute significantly to its energy and life-giving qualities. This product is cultivated



without chemical fertilizers or pesticides, sustainably harvested at its nutritional peak, cautiously dried at low temperatures and meticulously milled into a fine powder. This fastidious farm-to-table process is important because it preserves the inherent chlorophyll, trace minerals and phytonutrients responsible for the energy revitalizing and free-radical scavenging properties of wheatgrass. The fact that Bluebonnet's Super Earth® Organic Wheatgrass has been carefully cultivated as though you grew, cut and milled it yourself is why it is the perfect addition to any healthy

diet. Plus, it provides the opportunity to meet the recommended five servings per day of fruits and vegetables in just one naturally delicious scoop.

While I am a big fan of carrying many green foods product blends for different consumer preferences—and BMC has the finest class of options available—there is really no reason to carry any other wheatgrass but the three sizes from Bluebonnet Nutrition®: they have your back!

When sun hits a living plant, there is no resistance. The plant's intrinsic intelligence knows that this radiation light energy is its source of life, and it accepts the sunlight, soaks it in, utilizes it through photosynthetic conversion and uses the nourishment to make the plant healthy and perfect. Are plants smarter than us, or do they not have any choice?

Everyone talks about how Chlorophyll assists the circulatory system of the human body: a similar function to how it works for the plant. Plants could almost seem like our lucky avatar planet cousins: they need chlorophyll as we need blood. Green and red, with two similar molecular structures; hemoglobin centered around iron, and chlorophyll centered around magnesium. Look at the two constructs side by side, and then give the baffled look when misanthropic scientists say there is no proven correlation or actual similarity. The core shapes of life here are very similar. Since chlorophyll is good for conditions of anemia, there is only win-win. Fascinating!

How can we encourage these teaspoons of green delight? How can we reverse the human tendency to prefer lazy illness over enlivened health, vigor and strong body function? It is peculiar how hard it is to persuade people to increase the green octane in their diet's fuel supply; it is as difficult for adults as it is difficult to interest children in green food health.

"Magnesium is the powerhouse behind photosynthesis in plants. Without magnesium, continued on page 7

Product Spotlight: Why Newton Pollen~Weeds?

Pollen~Weeds ~ for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure.

Works like nothing else! • fast acting! • Safe to dose till symptom relief • whole body support: essential for optimal action • contains homeopathic nosodes for various pollens: Grasses, Trees, Shrubs, and other Spring- early Summer Pollens

Satisfied Homeopathic Customers: Homeopathy Works!

* *"This is my go-to in the spring! Nothing else I've used has helped alleviate seasonal allergies."*

* *"These drops really work! I have severe allergies every spring due to pollen. It was to the point that it was debilitating and my doctor had me on several OTC and prescription drugs. The medications made me drowsy and/or loopy and I hated taking them because I couldn't function while on them. I stumbled on Newton's drops in a health food store and figured it couldn't hurt to try them. I am so glad I found this product!! The effect was immediate— I mean, as soon as I took the drops, I could feel my nasal passages clearing. My eyes would stop watering/itching and I felt back to normal. I'm talking within SECONDS of taking the drops! I'm still amazed after using these drops each spring for 2 years now! I completely stopped all other allergy medications and now use Newton's drops and my neti pot as the only treatments for my allergies."*

Active Ingredients: Dioscorea villosa 3x, Ginkgo biloba 3x, Hydrastis canadensis 3x, Taraxacum officinale 3x, Adrenalinum 15x, Alfalfa 15x, Allersodes 15x, Histaminum hydrochloricum 15x, Juniperus virginiana 15x, Populus canadensis 15x, Thyroidinum 15x, Trifolium pratense 15x, Ustilago maidis 15x, Kali iodatum 10x, Antimonium tartaricum 10x, Arsenicum album 10x, Baptisia tinctoria 10x, Berberis vulgaris 10x, Bryonia 10x, Chelidonium majus 10x, Euphrasia officinalis 10x, Gelsemium sempervirens 10x, Kali bichromicum 10x, Kali iodatum 10x, Lachesis mutus 10x, Lycopodium clavatum 10x, Pulsatilla 10x, Sabadilla 10x, Xerophyllum asphodeloides 30x.

Allersodes 15x: Pollens - Grasses (Bent, Brome, Cocksfoot, Crested dogtail, Meadow fescue, Meadow foxtail, Meadow grass, Oat grass, Rye grass, Timothy, Vernal, Yorkshire fog); Tree (American Aspen, Ash, Beech, Elm, Hazel, Oak, Poplar, Plane, Silver Birch, Willow); Flowers (Carnation, Daffodil, Daisy, Lily, Primrose, Rose); Shrubs (Broom, Gorse, Hawthorn, Heather) Spring~Early Summer pollens - Aletris farinosa (Stargrass); Artemisia vulgaris (Mugwort); Lycopodium virginicum (Bugleweed); Phytolacca decandra (Pokeweed); Ptelea trifoliata (Wafer Ash); Sambucus nigra (Elder); Trillium pendulum (Lamb's quarter); Wyethia helenioides (Poison weed); Yucca filamentosa (Silkgrass)



WE ARE HEALTH FOOD PEOPLE

Rachel Carson

Scientist, Writer + Pioneer in the American Environmental movement



Rachel Carson, (May 27, 1907 – April 14, 1964) an American marine biologist and conservationist whose book *Silent Spring* and other writings are credited with advancing the global environmental movement.

As the natural products movement congregates in Anaheim for the community gathering that is Expo West and we watch as the progress made by the EPA and Environmentalists is garishly dismantled by billionaires, it is time for us all to remember the interconnectedness of all our health-generating and peace-generating social movements. Recently, I watched a TV program, because there was a new documentary produced by PBS and American Experience on the early proponent of environmentalism; the marine biologist and conservationist, Rachel Carson. I bought *Silent Spring* in College but never finished reading it; though I

got the message and understood its importance. From this recent 2017 documentary, I learned of her intellectual development towards those fierce and scientific stands that she took against pesticides; the severe and close-minded resistance that she received from the unenlightened powers that be that held control at that time; of her ability to get her message out because of the power of the press and television. Things are different today, (though maybe worse in the global perspective) but in the United States, we made some of the most important and admirable changes to how we handle and understand our environment because of activists and good planet custodians like Rachel Carson.

Silent Spring. What a chilling and appropriate book title to wake people up. In the documentary, you can see how blind the people of the day were in mindlessly using science's newest untested chemicals to supposedly make their lives easier, as they were poisoning everything around them. (Financial investors were probably all advising to invest in Union Carbide, Shell Chemical Company, DuPont Chemical, Velsicol and American Cyanamid Company).

This new, two-hour documentary on the influential writer and scientist is engaging and brings recent scholarship which illuminates the public and private life of the woman whose writings revolutionized how we understand our relationship with the natural world. [<http://www.pbs.org/video/2365935530/>]

Today, we need reminders of these heroes of the movement that we all are still involved in today.

Here is a message that needs to be repeated often and a lesson for every new generation to learn and never forget! In celebration of Earth Day this year, why don't you get the movie and show it in a group setting. Invite environmentalists to speak afterwards. Offer little earth-friendly simple gift baskets which promote the earth friendly products that you sell. Make the movie a centerpiece to your Earth Day 2017 Celebration, and have events all week or all month. Promote Bluebonnet's Super Earth® products and highlight the environmental initiatives from Herb Pharm® and Nordic Naturals® (she was keenly involved in the health of the world's waters!) Have a product spotlight on all that Bodyceuticals does to manufacture the best, most earth-conscious bodycare products you can offer. Let people understand the choices they have as consumers with the purchase of the Green Brush® from Bass Brushes®.

Your store stands for those standards of living that Rachel Carson brought forward: we should emulate these actions and honor her dedication, through highlighting this environmental pioneer and making people want to celebrate the intentions of Earth Day, Saturday April 22nd

Start to plan NOW: your BMC Rep is willing to help you create your event for your community!

Chlorophyll: Green Superhero

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chlorophyll cannot capture sun energy needed for photosynthesis. In short, magnesium is required to give leaves their green color. Magnesium in plants is located in the enzymes, in the heart of the chlorophyll molecule. Magnesium is also used by plants for the metabolism of carbohydrates and in the cell membrane stabilization.

The role of magnesium is vital to plant growth and health. Magnesium deficiency in plants is common where soil is not rich in organic matter. Magnesium deficiency appears on older leaves first as they become yellow between the veins and around the edges.

Purple, red or brown may also appear on the leaves. Eventually, if left unchecked, the leaf and the plant will die". [www.gardeningknowhow.com/garden-how-to/soil-fertilizers/fixing-magnesium-deficiency.htm]. Magnesium-rich soils can assist a plant's ability to perform photosynthesis: magnesium is vital for human and plant life.

Magnesium in biochemistry: "Magnesium is the fourth-most-abundant metal ion in cells; and, it is deeply and intrinsically woven into cellular metabolism. Indeed, Magnesium-dependent enzymes appear in virtually every metabolic pathway... much of nucleic acid biochemistry requires Magnesium including all reactions that require release of energy from ATP. In nucleotides, the triple-phosphate

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We will be offering 4 Packages at this years Expo West! Available to all stores

Show specials are valid Friday, 3/10 until Friday, 3/17

1. Package 1 – **15% OFF**
any \$200 Order + 50 Samples*
2. Package 2 – **20% OFF**
any \$300 Order + 75 Samples*
3. Package 3 – **25% OFF**
any \$400 Order + 100 Samples*
4. Package 4 – **30% OFF**
any \$600 Order + 150 Samples*
5. Buy 3 of Each NEW SKU
and Receive **25% OFF!**

moiety of the compound is invariably stabilized by association with Magnesium in all enzymic processes." Pass me that plate of super greenfoods, please!

A chlorophyll-rich diet is more than just a green juice diet. Green Foods offer so much more, which is why isolated chlorophyll is the less-optimal protocol. More proof that whole foods are best! Chlorophyll amounts vary in the myriad plants used in the human meal plan, and the chlorophyll levels in most of those foods is not significant. So while the more produce-section greens that we eat, the better (for the other nutrients and co-factors that they provide), it is still optimal to get that green-loving supplement into the diet, teaspoon by teaspoon at a time.

Chlorophyll is almost always going to be beneficial, primarily because it is so difficult for people to move away from the cooked, highly-processed western diet, that is so devoid of vegetables and fruits. Green superfoods can perform wonders for these people! Green is not always raw either. Raw green is certainly high-level nourishment, but some people have an initial reaction to raw foods that includes bloating, constipation or various forms of detox. Therefore, it is wise to advise that for people not used to nutrient-dense food to start with small increments and let the body adjust to green superfoods. That said, a teaspoon a day is a mighty and effective dosage: making Green Foods such an incredible health value!

Chlorophyll is "climate smart food." You grow these superfood greens in quick crops, and let the green of the early shoots with an early harvest provide supreme enzyme-rich foods, antioxidants and superoxide dismutase all of which can be captured close to the field and then shipped with small carbon footprint-powerpacked superfoods providing maximum nutrition in small serving sizes. Like all good greens, these antioxidant-rich and chlorophyll-abundant foods are measured in ounces. Make it Organic, and regenerate the soil, and you have Food First, and the planet healing with every harvest! Move outta the way industrialized farming, and choking gas emissions.

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Blue Moose Consulting

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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."

Chlorophyll: Green Superhero

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How to promote chlorophyll? Is it just a color lucky enough to be present wherever good nutrition is found? In some ways, we don't have to make claims about greens. Chlorophyll is truly paleo, it is primal: chlorophyll is cornerstone! We just have to convince people that green superfoods are enjoyable to ingest. If some people envision "aliens" as the green people, it is probably because those people have been green-averse their whole lives. For those people, chlorophyll superfoods may cause the discomforts that some people feel with good detoxes. Everyone knows green is good, some people just lack the imagination to color their foods a dark, rich green.

Chlorophyll is a rabbit hole that is deeper than the ocean; and, once I jumped into it, I found the thread that could be the source of research for a large portion of all plant life. For some people, we just know when we need some Good Greens. For others, we have to encourage them to look to greens for homeostasis. Maybe if we made green juice illegal and then tried to get it legalized for people's health, we could change the course of the planetary acid-alkaline imbalance.

By the time that you have read this, Expo West may be in the rear-view mirror; and Saint Patrick's Day—with its focus on the Irish and all things Green—may be right there: ready for some expression. Show your local world that Chlorophyll's Green is the best path to health, and that your store is the oasis for the best green foods available anywhere. Make the green by promoting the Green. For every forceful promotion, endcap, or in-store-marketing message, you will gain a couple of new customers. And their bodies' will gain optimal health and energy and clearer minds: and you will be sharing the message of natural health. The plants and trees around your store will grow more mightily in response, and greater balance will return to the world.

Just another day in the office for the friends of the Green Superhero, Chlorophyll.

Next stops: Earth Day and Herb Day, where every natural color can sing its purest optimal notes of life, abundance and health! The opportunities are limitless. Go Green! 🍀

How to Reach Blue Moose Consulting

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

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