



BLUE MOOSE CONSULTING NEWSLETTER

Volume 14, No. 9 • September 2017

Talking Health: Introducing Abigenol®: Your New Favorite Antioxidant

Tree, tree, thank you tree. Science points to the obvious in contending that human health is neatly intertwined with our interactions with trees: that when people are out and among trees in nature, a profound healing action can be observed. Trees have offered great utility to human history, but it is our future understanding about trees—and their lessons about adaptation and survival and health—that will bring us to a point of greater thanks and admiration. Trees are teachers, and yet we sometimes view them as fashion accessories!

Tree Immune Health offers a natural and successful blueprint of how to survive and be healthy a very long time. Trees create their own resins and polyphenols, and other self-healing agents, to protect against the gamut of challenges they have encountered for centuries. The tree immune system is powerful, and we would be wise to study its magnificence. The elder trees have hardy 300 million year lineages; so they have seen a thing or two.

Around the world, trees do their thing: creating little communities or big nations—and each stand or forest has its own health, based upon its surroundings and the soil and air, water and sun that feeds it. Today we are so fortunate to be able to experience the tree medicine of other lands, whether it be the Olive from the Mediterranean, or the bark of Pau d'arco from South American rainforests, or the mushroom growing on a living Birch tree in the middle of Siberia. Tree Medicine is now available as another valuable World Medicine to help us to heal: and each of these natural medicines has something valuable to offer to those who search for whole health.

As the Winter months approach, we will move indoors for warmth and safety, but the trees will remain settled and strong in their home soil watching time and talking to the Sun. For many, the great Christian Holiday of Christmas will be celebrated around a Christmas tree, or some facsimile of a real tree. The Fir tree family is a favorite choice for the perfect Christmas tree. The story "Fir Tree" by Danish author Hans Christian Andersen catches a 19th-Century glimpse of the role a living tree could bring to the family spirit during the Holiday season. It is accepted today that the type of tree referenced in that story was the European Silver Fir, and this splendid tree is emerging even more famous today as the source of an intriguing and powerful new nutraceutical called Abigenol®.

Today, the nutraceutical application of an extract of the bark of this Silver Fir Tree is being understood as one of the most powerful, multi-tasking antioxidants we have found in nature. This tree bark may just be the next big thing.

Rather than isolating a key active from a food (lycopene from tomatoes for example), this raw material is a tree extract that condenses a very broad spectrum of those nutrients this plant has used to maintain a health that can easily reach 500+ years. Tree medicine!

Abigenol® is a name that will quickly enter the lexicon of those sought-after and appreciated best-sellers asked for in your store. (read it with the emphasis on "big:" a-BIG-a-nal). After you get the name, everything is easy: people try it, they experience it and they feel it, and they want to use it more! Move over more expensive alternatives, this nimble silver fir is here with affordable, noticeable tree support.

The best protocol for the intake of food antioxidants is to choose as wide a range of nutrients as possible: each category of antioxidant offers exquisite value.

The colors of the rainbow, we educate: and that is correct. The yellows and blues and blacks and reds manufactured by the plant world as part of their dynamic immune systems can be a smorgasbord of free-radical scavenging heroes that help manage oxidative stress for human health too! ("Oxidative Stress is essentially an imbalance between the production of free radicals and the ability of the body to counteract or detoxify their harmful effects through neutralization by antioxidants"). The diverse gifts of plant nutrition. No single isolated active can do it all.

We understand the concept of nutrient-density too, so a single isolated antioxidant is excellent but a whole food complex that contains a profile of important antioxidants is even better (yes, in the truth of the natural world, six is better than one). If a plant has high polyphenol content, then its antioxidant capacity may be greater than any research has so far been able to fully measure. Give me a nutrient dense antioxidant-rich food and I will remain healthy naturally!

It is interesting to note that antioxidants have unique characteristics too, and they display somewhat differently in different folks (a biochemical individuality of action, even if the actual chemical function occurring is similar in different people). One person may respond more favorably to a specific protocol while another person does not have identical reaction. We know this already through the complementary application of adaptogens for stress reduction and systems' restoration. Adaptogens are always safe, but they act differently to each situation/environment—they modulate. We have also begun to understand that some adaptogens have different energetics, and therefore affect different situations accordingly: eleuthro works better for a frail, recovering person, and rhodiola shows marked benefits with energy and focus for

a person with a stronger constitution. Herbalists and Clinicians have been observing this for decades. For dependable antioxidant support, whole plant extracts and nutrient dense whole foods often become the recommendation of choice, because the outcome is more predictable. Wholism.

White fir trees from the Kočevje forests of Slovenia contain a combination of high-quantity and high-quality polyphenols that make them more effective and potent than any other conifer studied today. Abigenol® European Silver Fir tree extract contains one of the largest concentrations of polyphenols ever found in nature. Abigenol® is not an isolated nutrient, or class of nutrients: it contains a wide array of polyphenols along with powerful plant resins and essential oils—it is a well-studied tree bark extract that has its own US FDA approved with GRAS status. Abigenol® is an antioxidant complex in one food, and it affects the body like any superfood would: positively! Abigenol® is new to our market, but it arrives in our natural channel as a known, scientifically-lauded and awarded nutrient. Now, to gain a clientele in your store!

In attempting to understand nuance and effect, we could categorize some antioxidants as protective and others as energy antioxidants. Lutein (and the carotenoids) are some of the most important antioxidant discoveries of our time. They should be nutrient staples for the work they do to counter the damage to the eyes caused by our digital reality and that overstimulation of visual information that pollutes our world. Rarely, though, will anyone feel an energy boost from lutein supplementation: it is just good for our body maintenance and it is protective!

Other antioxidants are considered more energizing. This effect may just be a reward of allostasis: a body, less taxed by the demands of constant oxidative stress, will quite often perform more efficiently with optimal antioxidant support. That engine hum of the body performing better may just give you some torque.

Energy—flow unblocked—is natural energy: give thanks! Regardless: people will always gravitate to a nutrient that they can feel. That said, the most intriguing antioxidants are those that deliver noticeable tangibles; and, a nutrient-dense whole food complex antioxidant has the greatest potential of being one of these nutritional superstars. Good for people, good for business! For daily natural antioxidant support, people might get very excited about **Rev'Up Wellness!**

The good science is there! Studies show that the powerful antioxidant properties of Abigenol®

continued on page 2

NEWTON homeopathics

Nurturing Naturally Since 1987

SEPTEMBER Promotions:

20% OFF select OTC formulas

Liquid or Pellet complexes listed below^ (Qty 4+ per SKU)
~ Shelf tags announcing the sale included with your order

- Aches~Pains • Bowel~Digestive Care
- Edema~Fluid Retention • Pets Inflammation

Aches~Pains (N019) for symptoms associated with bruises, strains + overexertion such as pain, stiffness & inflammation

Bowel~Digestive Care (N029) for digestive health + for associated symptoms such as weak digestion, burning, bloating, nausea, cramping + pressure.

Edema~Fluid Retention (N065) for associated symptoms such as skin discoloration, discomfort + swelling due to fluid retention.

Pets Inflammation (P009) for associated symptoms such as swelling, redness, congestion, discomfort + increased sensitivity..

Why Choose NEWTON?

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

Celebrating 30 Years

Want to share in the Celebration? October 12-13th

Oct. 12 from 3-7 pm. tours, prizes, education & lots of good organic food.

Oct. 13, a condensed seminar from 9 am to 5 pm in the Newton Labs classroom.

Ask your BMC Rep for details: must register for the seminar...
1987-2017 • 30 Years of Excellence

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

SEPTEMBER Specials—

These are Perfect summertime Promos

Mix & Match Selected items

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

- Superfruit Aloe Vera 16 oz.
- Superfruit Aloe Vera 32 oz.
- Multivitamin & Mineral 120 tabs
- Multivitamin & Mineral 40 tabs
- Herbal Aloe Ear Wash 1 oz.

EXTENDED

To get those ears working optimally....Herbal Aloe Ear Wash 1 oz. deal is extended through September 30th too

Aloe Life Super Fruit Juice: tastes delicious + is the perfect complement to Aloe Vera's health action in the body. Superfruit contains 17 extracts including; Grapes, Berries (Wild Blueberry, Black Currant, Bilberry), Pomegranate, Resveratrol, Acai, and Quercetin that bring an approximate ORAC value of 2400 in every serving to support body wellness for the whole family. Also, contains 82% Whole leaf Aloe Vera Concentrate: Activ Aloe-Certified made from Certified Organic Leaves. Safe for children, adults, seniors and athletes! 1 oz. daily

Body Heat Vanilla Rub 7 oz. supports penetrating, lubricating, warming actions - soothing tired and sore muscles. Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica, Horse Chestnut and White Nettle support the relief of tension and soreness due to: athletic exertion, gardening, arthritic aches, shoulder, neck and back tension, old injuries, sore feet, daily stress and fatigue.

Aloe Life #1 Herbal Superfood
aloe vera: the 1st Step in Digestive Support

HERB PHARM™

Get Serious About Immune Season PROMO

Great Deals + possible deep-discounts on many items through Dec. 31st it is easy to get **25% OFF** items & even easier to get **20% OFF** now!
(see sales promo parameters below)

HOW TO BUY AND SAVE

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

GROW BUSINESS with these items:

FEATURED PRODUCTS: Get Serious About Immune Season PROMO

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

NEW ITEM: Part of a new line of herbal extracts coming out this Fall

Herbs on the Go: Immune Season™ liquid extract 1 oz.

All ingredients are Certified Organic or sustainably wildcrafted: Black Elderberry, Astragalus, Echinacea, Eleuthro and Ginger. Enjoy this fun intuitive Spray option featuring Black Elderberry + Ginger All of the herbs in this formula are individually extracted to ensure a broad spectrum of therapeutic plant compounds.

BONUS PRODUCTS: Get Serious About Immune Season PROMO

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

- Black Elderberry 1 oz. + 4 oz.
- Black Elderberry Glycerite 1 oz. + 4 oz.
- Herbal Respiratory Relief™ 1 oz. + 4 oz.
- Lung Expectorant™ 1 oz. + 4 oz.
- USDA-certified Organic Formulas with Organic Glycerin for Kids of all ages
- Kids Black Elderberry 1 oz. + 4 oz. alcohol-free
- Best choice formula for cough! • Kids Cough Crusader™ 1 oz. + 4 oz. alcohol-free
- Kids Immune Avenger™ 1 oz. + 4 oz. alcohol-free
- Kids Immune Fortifier™ 1 oz. + 4 oz. alcohol-free
- Kids Throat TLC™ 1 oz.
- Soothing Throat Spray 1 oz.
- Super Echinacea® 1 oz. + 2 oz. + 4 oz.
- Super Echinacea® veggie cap 60 ct.
- Viratack™ 1 oz. + 2 oz. + 4 oz.

PLAN AHEAD: *Most customers take a "wait & see attitude". This is bad Public Health.

YOU need to educate! *Health Care can support immune health before a crisis occurs
Educate *Encourage a full natural immune care cabinet before problems arise. Best Health Strategy. Immune Season is serious business!

That's correct!! THIS DEAL IS THROUGH DEC. 31

Not represented by BMC in NJ Made of plants and ethical choices™

NORDIC NATURALS

KIDS ARE IN SCHOOL. LET'S KEEP THEM HEALTHY!

How to have the best Q3 Children Nutrition Promotion EVER in your store?

Use the Promotions to buy big, discount and gain new business

Case stack the largest selection of healthy options for Kids + bring in the whole school

ALL 26 HEALTHY CHILDREN'S PRODUCTS:

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

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

- Baby's DHA 2 oz.
- Baby's DHA Vegetarian 1 oz.
- Baby's Vitamin D3 Drops .37 oz..
- Children's DHA™ 90 ct. + 180 ct. + 360 ct.
- Children's DHA™ 4 oz. + 8 oz. + 16 oz.
- Complete Omega™ Junior 90 ct. + 180 ct..
- Complete Omega Junior™ 4 oz.
- Complete Omega-D3 Junior™ 90 ct..
- Ultimate Omega® Junior 90 ct.
- Omega Boost™ Junior - Paradise Punch 6 oz.
- Omega-3 Fishies™ 36 ct.
- Omega-3 Gummies™ tangerine 60 ct. + 120 ct.
- Nordic Omega-3 Gummy Fish™ 30 ct.
- Omega-3 Gummy Worms™ strawberry 30 ct.
- Nordic Probiotic Gummies- Kids 60 ct.
- Probiotic Gummies KIDS yummy berry punch 60 ct.
- Nordic Berries® Multiple citrus 120 ct. + 200 ct.
- Nordic Berries® Multiple cherry berry 120 ct
- Nordic Vitamin C Gummies tangerine 60 ct. + 120 ct.
- Nordic Vitamin D3 Gummies Kids wild watermelon splash 60 ct.

OTHER KIDS, BIGGER KIDS

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

NORDIC DISPLAYS SELL PRODUCT through every economy

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

NORDIC Floor Displays: a perfect complement to the Q3 Focus on Children & Omega-3!

- 'American Pregnancy Association' display (APA) ~ 6 items to choose from; (1) Sku per shelf.

Ask Rep for list ~ only one (1) Sku per shelf: fits 30-80 units

~ border language: "Pure Omega-3s for Mom & Baby" **25% OFF***

"2017 reality": nurturing products for healthy Mothers + Children

- 'Gummies Floor Display' ~ mix & match from eleven (11) items. one (1) product per shelf, 20 minimum, 60 maximum including Nordic Berries® - citrus 120 ct. + Nordic Berries- 200 ct.~

25% OFF* The best-tasting Gummies, ever. The easiest way to encourage compliance.

Clean ingredients, made in Nordic Naturals® dedicated gummy facility

Expo trade show deals for show attendees + New Item launch promos for all stores!

Introducing Nordic's enhanced Children's line including Kids Nordic Flora™ Probiotics Pixies

must see: Booth #8412 Nordic's Hot New Products booth.

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



JUVO™

SEPTEMBER EXPO CELEBRATION LINE DRIVE Entire line 3 + 1 per Sku

PROJECT: Build a Wall of JUVO for
Community Health

GOAL: JUVO every day for Health

- Natural Raw Meal Canister
- Raw Green Superfood Can
- Raw Green Protein Can
- Raw Meal Fantastic Berry
- Raw Green Grass Bottle
- Raw Meal Green Apple
- Raw Meal Vanilla Chai

JUVO Raw Meal packets (10 packets)

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

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

oxylent®

DRINK OXYLENT BREATHE LIFE™

*Benefit from an Oxylent® Hydration
Station year-round*

NEW Immune Oxylent®

*Immune-Boosting Effervescent Supplement Drink.
Boost, Maintain & Support your Immune System[^]*

• Vitamins C (calcium ascorbate + acerola fruit
juice powder), Vitamin D, Zinc Albion® Minerals
+ Raw Coconut Powder!

• 30-single serving stick packet boxes;
MSRP \$25.95 • Three (3) delicious flavors:

- ~ Blackberry-Lemon Boost
- ~ Raspberry-Lemon Boost
- ~ Tangerine Lemon Boost

August deal extended through September 15th:
must mention "BMC Deal" when placing order
for discount

**BUY 3 ea. of each flavor
(9 total minimum + max of 9 each)
+ receive 25% OFF
Immune Oxylent®**

LOOK FOR more New Items – 4 - Launching at
Expo East. Expo East deals will be announced
for special 09/11 – 09/22 Promo

Oxylent® Rebrand: Exciting Oxylent® label
REBRAND. SAME great Award-winning Formula with
a Brand New Look. Superior multivitamin & mineral
content, including Methyl Folate

* high-quality Albion® Chelated Minerals

* optimal bioavailability via effervescent delivery
* NO gluten, dairy, caffeine, soy, GMOs or sugar
0 total carbohydrates: 0 sugars

[^] these statements have not been reviewed by the FDA,
and are not intended to diagnose or treat any illness or disease.
* Standard shipping structure applies. Discounts are not given
automatically.

 Dr. Ohhira's Probiotics

Expo East September Promotion

all month long, so STOCK UP & SAVE

Show specials: mix & match

5% OFF on 12 units

10% OFF on 24 units

15% OFF on 36 units

Complimentary shipping/handling
Discounts are not applied to 10 ct boxes
or samples

Dr. Ohhira's Propolis PLUS®

(30, 60, 120 capsules)

whole food complex combining Brazilian
green propolis with probiotic support, flax oil,
and astaxanthin

Reg'Activ™ Detox & Liver Health™

(60 veg caps)

Reg'Activ™ Immune & Vitality™

(60 veg caps)

Reg'Activ™ Cardio & Wellness™

(60 veg caps)

Dr. Ohhira's Probiotics®

(30 veg caps) Original Formula

Dr. Ohhira's Probiotics®

(60 veg caps) Original Formula

Dr. Ohhira's Essential Living Oils™

(60 capsules) * Vegan

Dr. Ohhira's Probiotic Kampuku Beauty

Bar™ (2.82 oz. bar) and more.....

Promo good through September

Must mention "BMC deal" to get discount

www.essentialformulas.com/regactiv
Dr. Ohhira's Probiotics®

OXYLENT® EXPO EAST SHOW SPECIALS!

*We will be offering 4 Packages
at this year's Expo East!*

1. Package 1 – 15% OFF

any \$200 Order
and 25 Samples

2. Package 2 – 20% OFF

any \$300 Order
and 50 Samples

3. Package 3 – 25% OFF

any \$400 Order
and 75 Samples

4. Package 4 – 30% OFF

any \$600 Order
and 100 Samples

**5. Intro Special for
New Accounts or Initial
Placement:**

**Buy 3 of Each Immune
Oxylent® flavors
(9 boxes total)
+ Receive 25% OFF!**

One time offer: free shipping @
\$200/no exceptions

BASS®

Brushes

The Hair Doc Company

*since 1979, the oldest + largest provider
of Finest Quality Natural Hair, Body &
Skin Care Products!*

**NOW is the time to GROW your
hair-care section; to give the
bathroom a natural overhaul
EXPO EAST DEAL 25% OFF**

*orders placed at the Baltimore show, September 14-16
Free shipping for show order for attendees.*

**The Bass® Premier + Elite World Class Hair
Brush Collections**

- 100% Wild Boar Brush Collection
- The Green Brush® by Bass Brushes®
- Natural Bamboo pin + wire bristle Collection
 - The Nylon Bristle Collection
- The Wet Shampoo/Conditioner + Color Brush
 - The Professional Styling Brush Collection
- The Natural Bamboo & Acrylic Tortoise Comb Collection
 - Salon/Spa Displays
- Bass natural & nylon bristle Toothbrushes from Italy
 - Natural Bristle Cosmetic Brushes
 - R.S. Stein Men's Brush Collection
 - R.S. Stein Military Collection
 - The Shaving Brush Collection
 - The Bass Baby Collection, infants to toddlers including the Kids Happy Brush
 - The Bass Bath & Body Care Collection
 - Loofa Collection
 - Sisal Collection: 100% natural plant fibers
 - Wood or Acrylic handle Body Brush Collection
 - Professional Personal care implements
 - #1-seller in the collection: #35 Flower Bath Sponges

ECOLIPS®

The best lip balm for the world

September LINE DRIVE

20% OFF invoice

Enjoy Expo East

**We are Eco Lips, and this is
our love story.**

We are the original organic lip balm,
but we also are so much more.
We were founded because of love, we
sell our products because of love,
and we innovate because of love.
It is the core tenet of our entire story.

Follow us on social media:

www.facebook.com/ecolips/

<https://twitter.com/ecolips>

www.instagram.com/ecolips/?hl=en

[www.pinterest.com/](http://www.pinterest.com/ecolips/?etslf=5455&eq=eco%20lips)

[ecolips/?etslf=5455&eq=eco%20lips](https://ecolips.com/pages/brand-ambassadors)

**Become an Eco Lips Kiss & Tell
Brand Ambassador!**

<https://ecolips.com/pages/brand-ambassadors>

<https://ecolips.com/blogs/news>

<http://www.pogobalm.com/>

[https://www.youtube.com/](https://www.youtube.com/watch?v=ePpLfaaQ33I)
[watch?v=ePpLfaaQ33I](https://www.youtube.com/watch?v=ePpLfaaQ33I)

*To ensure timely processing, please send Eco
Lips Orders to orders@ecolips.com*



bodyceuticals

SEPTEMBER HOT BUYS!

First Aid products

15% OFF!

Salve + Oil: 2 ways to save

- Essential First Aid SALVE with Honey 2 oz jar.

Our award-winning calendula salve with Honey from the Bodyceuticals Apiary.

- Essential First Aid OIL with Honey 2 oz.

Our best-selling calendula oil with Honey from the Bodyceuticals Apiary.

Buy 4 each of BOTH First Aid products and receive 20% OFF!

Almond Body serum HOT DEAL!

\$5 EACH! Moisturize your skin with this yummy Fall flavor!

Tropical Collection: All 30% off!

Keep summer going with these exotic favorites

- After Sun Relief • Beach Essentials Travel Set • Pineapple Kukui Body and Tan Oil

Promo Code: SEPTEMBER2017

Ask your BMC Rep about the "Early Bird" Expo East Deal!

Buy-in dates 09/09 - 09/12, 4 days only ALL ORDERS:

**Free UPS ground shipping on all orders of

\$125 or more AFTER DISCOUNTS

**MUST USE DEAL CODE, discounts not automatically applied without code.

**No double discounts

www.calendulaskincare.com



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

AromaLand now presents Aroma Land Wellness

A website to base your CBD business on: <http://cvhemp.com>

Introducing C-Verified Hemp™ the VeryBEST CBD

by Aroma Land Wellness

- Always THC Free ["no-T"]
- Batch-verified levels of non-GMO CBD [C-Verified]
- Legal hemp, grown in America (Colorado)
- Environmentally friendly extraction process
 - State-of-the-Art Laboratory
- Quality Assurance via 3rd Party Analysis Company Ethics of Fairness
- Full Traceability through every step of the process

C Verified Full Spectrum Hemp Extracts

1 oz. dropper bottles

3 flavors: Unflavored, Orange, Peppermint 125 mg., 250 mg., 600 mg., 1000 mg.

C Verified Hemp Extract Cream tubes: 3 sizes ~ 0.25 oz. ~ 2 oz. ~ 4 oz.

C Verified Hemp Extract Balm jar, 6 options

~ 50 mg Verified C per glass 1 oz. jar

* 50 mg CBD per glass jar

- Balm-Cool • Balm-Warm • Balm-Soothing

* 100 mg CBD per glass jar

- Balm-Cool • Balm-Warm • Balm-Soothing

C Verified Daily Caps 30 softgel capsules

• CV Hemp 10 mg • CV Hemp 25 mg

C-verified is full spectrum CBD: No-T.

AROMA LAND

September Bodycare Collection Promo Enjoy the smells of late Summer 50%-margin bodycare line!

The Bodycare Collection

Lemongrass & Sage

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 an exclusive blend of pure therapeutic-grade Essential Oils of Lemongrass, Sage, and Vetiver that offers a clean, slightly spicy, invigorating 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!

- Lemongrass & Sage Glycerin bar soap 10% OFF in units of 6 ea.
- Sage Dalmatian essential oil (10 ml. 1/3 oz.) 10% OFF

- Summer Candle Sale 10% OFF in units of 4 each style.

Lemongrass & Sage soy Terracotta candles

Cup 7.6 oz. • Amphora 7.4 oz.

Classic 7.1 oz. Elegance (2 wicks) 8.1 oz.

Terracotta candle container hand crafted in our ceramic workshop in Santa Fe, NM.

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

Bliss in Every Bottle™

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

SEPTEMBER Promotion: Wellmune® by Immune Health Basics®

BUILD Your Immune Shelf Now With Back to School, Kids Wellmune® is back in stock!

10% OFF

12 bottles+

a product perfect for the little ones....

Same formula as before that is now an

Orange Flavor instead of lemon.

Immune Health Basics® Children's Chewable Beta Glucan with Wellmune WGP®

Immune support for the family, peace of mind for you

25 mg. - 60 chewables

wholesale- \$11.99.- SRP \$19.99

"My Family took our Immune Health today!"

^must mention BMC Discount when placing order

NEW Opportunity: Rev'Up Wellness

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

Rev'Up Wellness DEFENSE with Wellmune®

Rev'Up Wellness ENDURANCE

Rev'Up Wellness VELOCITY with Wellmune®

<https://revupwellness.com/>

Ask your BMC Rep for 'excellent' opening order discounts

www.wellmune.com | [facebook.com/Wellmune](https://www.facebook.com/Wellmune) | [youtube.com/Wellmune](https://www.youtube.com/Wellmune) | [twitter.com/Wellmune](https://www.twitter.com/Wellmune) | [immunehealthbasics.com](https://www.immunehealthbasics.com) • Rev'Up Wellness® are brought to you by Portals Pharma, Inc.

MushroomScience®

September Promotion

Best deals of the year: deeper discounts Chaga + Shiitake

deals offered per Sku

The best-margin mushroom line (50% margin) with GREAT SAVINGS: both are 90 veg caps

4 ea. = 15% 8 ea. = 20%
12 ea. = 25%

- Chaga mushroom extract caps Immune Support* + Antioxidant Support*

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

- Shiitake mushroom extract caps Immune Support* + Liver Health*

Organic Shiitake mushroom (Lentinula edodes) 300 mg hot water/alcohol extract 5% polysaccharides 90 veggie capsules Shiitake (Lentinula edodes) was the 1st mushroom ever cultivated in Asian history: maybe even in human history. Shiitake was the 1st medicinal mushroom to be scientifically studied for its immune support properties.* Shiitake was also the source of the first beta glucan isolate used for immuno-modulation in human clinical studies and medical practice; Lentinan.

Mushroom Science®: best quality, best price, best value!!

~ not combined with other specials

~ must mention 'BMC Summer 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.



September Promotion SAPIEN MEN by Surya Brasil 20% OFF

September 01- September 30th

Sapien Men® is Surya Brasil's men's cosmetic line with an Ecocert® organic certification for today's caring man: where else should they look but YOUR store? Ingredients, fragrances & textures that suit men's skin, hair + taste* and perform! Many men are looking for bodycare free of ingredients of animal origin + not tested on animals. Sapien is an intelligent and modern choice for those who care about beauty, well-being and planetary conservation.

Sapien 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.

About Surya Brasil

Created with ingredients from the Amazon Rainforest and natural botanicals from around the world, Surya Brasil is passionately committed to creating the best natural, organic and vegan lifestyle products that promote health, wellness and sustainability.



research and the exclusive extraction process; and manufactures and sells Abigenol® in Europe and now America through Portals Pharma®, a New Jersey-based pharmaceutical company with emphasis on natural products. I think you will feel confident selling Abigenol®.

The forests where Abigenol® comes from are in Slovenia which is part of the ecosystem defined by the World Wildlife Fund® as the East European Temperate Mixed Forests: an area bordered by the Carpathian Mountains, Alps, and Dinaric Mountains. The area is rich in Beech, Fir and Spruce.

While the Silver Fir tree family inhabit the area we know as "Europe," trees that grow in each area have their own species differentiations due to historical genetics, topographies, growing zones and soils. Why would the Slovenian Silver Fir prove so novel? The geography of Slovenia provides many ideal conditions and the "plant's zone of influence" creates a Silver Fir family that has ample unique characteristics that science finds exceptionally intriguing!

Slovenia is a country of 2 million people. 50% of the land mass of Slovenia is forests. For much of human history, its rugged terrain was considered uninhabitable. Their definition of virgin forests is quite truthful: much of the landmass has had more bear prints (or lynx) than human footprints. The beautiful splendor of the wildflower blooms in the valleys is reported to be spectacular. The water is clean, and the forests are not sprayed with herbicides or subject to human interferences: nature is in control of the primordial health in much of the countryside. The soil is a storybook of millions of years of trees (living and) falling and decomposing, and the layered canopy of the dominant forest trees creates a forest floor that is less complicated but as pure as the jungles of Amazonia: the soil is an ideal nursery for new tree saplings. Trees form communities in a healthy environment, where the family has room to grow: we have a lot to learn from the living patterns of the tree world!

Slovenia is the lesser-known alpine wonderland. The Julian Alps (*Julijske Alpe*) are part of the Southern Limestone Alps that roll over from northeastern Italy: named after Julius Caesar. The Dinaric Alps runs across southern Slovenia down towards Albania, and these include the most extensive example of Limestone Mountains in Europe. These "Southern Alps are a distinct physiographic section of the larger Alps province, which in turn is part of the larger Alpine System." They are not only a watershed of pure mountain water (with many dripstones and ice caves), but they are also rugged mountain ranges of limestone and dolomite!

European White Fir likes to stand at the upper edges of the mountain. It is a fast growing tree. It often creates wild art by growing on the edges of mountaintops and crags. While the trees are always trying to keep things in place, mountains will be mountains, always arm-wrestling up and falling down.

Slovenia is the birthplace of a geological term called a Karst. "The Karst Plateau (Slovene: *Kras*) is a limestone plateau region extending across the border of southwestern Slovenia and northeastern Italy". "Karst topography is a landscape formed from the dissolution of soluble rocks such as limestone, dolomite, and gypsum. It is characterized by underground drainage

systems with sinkholes and caves. Subterranean drainage may limit surface water, with few to no rivers or lakes."

The families of the European White Fir tree (*Abies alba*) live in the mountains of Slovenia. These tree families have seen more mountain sinkholes form than Florida has seen concrete sinkholes after a heavy rain. Mountains cave in after the underground water has hollowed out the soft rock core. New valleys are formed where 200 years later, a new White Fir family has taken hold. Water goes deep, and the mountain soil is unique: trees learn to adapt. They inhabit high mountains with goats, and they stand tall next to the home of the village shepherd and the suburban botanist and the urban student. Coniferous trees thrive where the summers are short and cool, and winters long. Temperature, elevation and sunlight, soil, water... and the absence of humans and our pollution. White Fir trees are everywhere including the Kamnik and Savinja Alps, the Velika Planina and the Kamniška Bistrica and the Logar Valleys, with the Rinka Waterfall. It is as if the trees genealogy was born on a Pilates Mat of destruction and muscular rebuild, in the most pristine gym in the world. The trees that have meandered downhill to meet the humans are from the same stock, and their wood holds the same energetic!

As the travel guide says: **I Feel SLOVENIA**. "The Rajhenav virgin forest in Kočevje Rog is approximately 50 ha large (123 acres) virgin forest which has been over a century excluded from the management operations. Not far from the Rajhenav virgin forest there stands a fir tree called the "Queen of Rog" which is with its 51

meters in height (167 feet) considered as one of the most magnificent firs in Slovenia. There are several similarly striking giants growing nearby. A fir can live even for 500 hundred years in this kind of conditions. The Kočevje forests are a part of the largest single complex of forests in Europe, extending from the Trnovo forest to Gorski Kotar in Croatia". I want some of that medicine.

So, this White Fir tree bark (*Abies alba*) is good stuff: the best. Abigenol® is conscientiously made; and the science is there. We are not cutting down the wise old trees in those old growth forests, but we are harvesting bark from trees felled as part of normal forest husbandry. To ingest this powerful tree from another land is to somehow gain mountain strength: and you get the full chemical composition too! "The bark and wood of silver fir are rich in antioxidant polyphenols. Polyphenols such as anthocyanin pigments are usually stored in plants in resin ducts" part of the plants' complicated and effective immune system. Six phenolic acids (polyphenols) have been identified in *Abies alba* (gallic, homovanillic, protocatechuic, p-hydroxybenzoic, vanillic and p-coumaric), three flavonoids (catechin, epicatechin and catechin tetramethyl ether) and four lignans (taxiresinol, 7-(2-methyl-3,4-dihydroxytetrahydropyran-5-yloxy)-taxiresinol, secoisolariciresinol and lariciresinol). Silver Fir extract provides an arsenal of nutrients not found in many other places."

Which brings me to Pycnogenol®. I am a big fan of this other tree bark nutrient, "a water-

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JUST ANNOUNCED: THESE ANNOUNCEMENTS ARE HOT OFF THE PRESSES NORDIC NATURALS®

New products from Nordic Naturals® this year at Expo East will be centered on KIDS!

Childhood is a time when proper nutrition is critical to the optimal development of body, immunity and brain in children. As we are all aware, the diets of kids are at some of their poorest levels ever, so supplementation during this time is critical.

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

Fish Oil for the Next Generation

~ Ultimate Omega® 2X Teen minis

Triglyceride form for better absorption of essential omega-3s. For teens aged 12-18. delicious natural strawberry flavor

586 mg EPA/456 mg DHA #06110 60 softgels NON-GMO-verified

~ Nordic Flora Kids Probiotic Pixies—3 Billion Live Cultures

Tasty, melt on your tongue probiotic powder that melts in your mouth!

- * Dairy Free * Vegan * Stable yummy natural strawberry/raspberry flavor
- Lactobacillus rhamnosus GG + Bifidobacterium lactis BL-04
- 30 packets #01678 Sugar-Free: erythritol, xylitol 0 sugars/0 carbs

~ Children's DHA™ Xtra 2 oz.

Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies and sardines

natural berry punch flavor measured dropper for easy dosing
255 mg EPA/535 mg DHA #02725 NON-GMO-verified

~ Children's DHA™ Xtra 90 count minis

Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies and sardines

natural berry punch flavor in small chewable softgels
165 mg EPA/375 mg DHA #02721 NON-GMO-verified

~ Omega Focus Junior 120 mini softgels

Aged 6-18

Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies & sardines + herring roe extract easily-absorbed chelated minerals

EPA/DHA, Phosphatidylcholine. Magnesium, Zinc and L-Carnosine
240 mg EPA/520 mg DHA #027885 NON-GMO-verified





Introducing Abigenol®
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soluble flavonoid extract from the bark of the French maritime pine tree, called Pycnogenol®.” Whether the first patent for what has become Pycnogenol® happened in 1947 in France or in 1965 is an argument that I will let lawyers and marketers decide, the thing for health is that this natural tree bark extract is a health superstar. It entered the American market around 1987 and I remember its launch in the health food store market (as does our local BMC health guru David Stouder). Lovely product, good stuff: good science. And then it was expensive relative to other antioxidants on the market. Now, well, check the prices on your products today, and think about the lessons of economics! Pycnogenol® boasts over 400 published and clinical studies, and that is powerful and noteworthy science. Unfortunately, I have now heard over 20 years of people telling me that they cannot afford Pycnogenol® even though they find it extremely interesting.

Look at all the health applications of this super product. Pine is a coniferous tree. They use the bark. They have a wealth of tree actives in their product, and Doctors and Healthcare Practitioners love the results.

Enter Abigenol®. Mountain European Fir bark extract compared to maritime French Pine bark extract: different energetics. Numerous chemical appraisals have noted that they have similar chemical makeup: all the published clinicals so far have concluded that White Fir bark extract so far appears to have a more powerful nutritional portfolio. The similarities here are very appealing, as are the differentiating points. Abigenol®—isolated from the bark of the Fir Tree (*Abies alba*)—is a substance very similar to Pycnogenol, with similar active ingredients, such as low molecular weight polyphenols—and the natural bioflavones, proanthocyanidins + oligophens. It is noted that “while Conifers contain very high molecular weight polyphenols that have many healing properties for our body,” Abigenol® “is not only the richest source of natural polyphenols, but also acts where other substances don’t. Our body can’t absorb and utilize polyphenols with high molecular weights. For this reason, Abigenol® contains almost exclusively polyphenols with low molecular weights, which are easily absorbed by the body.” So Abigenol® acts in places where the vast majority of other antioxidants fail. In many of them, the molecules are so big that they act only locally, in the digestive tract.

The three products that are available now for your store with this amazing and affordable new tree bark extract, Abigenol®, are in the **Rev’Up Wellness** line by Portals Pharma. We will have a newsletter article in 2018 to further educate on the impressive dynamics of these three products, **DEFENSE**, **ENDURANCE** and **VELOCITY**. What is important to know here is that these products are the only products in the USA that have this tree bark extract from the land of Slovenia!

Your BMC Rep has a superb Intro discount available for you where you can really get this product moving out of the gate, so ask for this 2 + 2 deal (for a limited time only). The hope is to get Abigenol® into your stores and selling before the winter cold season, and this deal should be an enticing opportunity to form a fantastic partnership. **Rev’Up Wellness DEFENSE with Wellmune®** is the perfect way to increase the availability of the #1 immune supportive nutrient that I promote which is the

scientifically-proven Wellmune® WGP beta glucan that is part of this **DEFENSE** formula.

Your BMC Rep wants to plan ahead with you on how to get this products into people’s shopping baskets, because if they try it, they will feel it. Abigenol® can be very BIG for you. If Pycnogenol® is priced out of range, this product gives more nutrition, at a significantly better price, with a nutrient dense whole food antioxidant profile that is actually unrivaled. Abigenol® in the energy section. Abigenol® in the sports nutrition section. Abigenol® for immune support and for helping to moderate the natural inflammatory response. Abigenol® tidying up for better homeostasis. Tree bark extract for the human condition.

Rev’Up Wellness featuring Abigenol®

European Silver Fir Bark extract

Rev’Up Wellness DEFENSE with Wellmune®

Rev’Up Wellness ENDURANCE

Rev’Up Wellness VELOCITY with Wellmune®

Let’s give some thanks to the Fir tree for the rest of 2017. Let’s bring that tree inside and put some of its Spirit on the shelves! What a great marketing vehicle to lead up to the Christmas Holiday season. On September 1, there are only 104 days left until December 25th: let’s start and gradually amplify our Holiday spirit by finding consistent ways to communicate on the potential for Abigenol® for the health of the whole family: a daily powerpacked tree bark multiple. As I promised, this product provides antioxidants and it can be felt: a single tablet contains a large enough dose of polyphenols to feel the response. Fatigue, burnout, energy—people are looking for things that will rev-up their wellness

So let’s bring the essential oils into the festivities! **Aroma Land®**, supplying the world with Essential Oils since 1986 and a leading source for quality Aromatherapy & Body Care products and the largest selections of aromatherapy products in the world, is the perfect complement for you to build a sales table, and then an endcap and then a December push on products from the Fir tree! First, the single note essential oil: Fir Essential Oil. This is the typical aroma of the Christmas tree—subtler than the Pine Oils, yet more spicy than the Spruce.

It is a top note perfumery scent, with a strong balsamic, resinous odor with fresh turpentine notes. The Aromatherapy properties of Fir essential oils are refreshing, invigorating and stimulating, with a long history for use in the sauna or steam bath or added to bath or massage products targeting sore muscles and strengthening the nervous system. It is also nicely energizing, This Fir (*Picea vulgaris*) is harvested from wild-growing plants in Siberia.

Two perfect cold-weather Essential Oil Formulas by Aroma Land® that are like the menu marketing accompaniments to Abigenol® are: “Evergreen” and “Forest Rain”. Evergreen is an essential oil blend of Fir Needle, Pine Needle, and Spruce Needle: “rejuvenating and inspiring like a walk in a vibrant sun-drenched forest of evergreens, with crisp, green notes found in the essential oils of evergreen trees.” Forest Rain is an essential oil blend of Spruce Needle, Pine Needle, Fir Needle, Cedarwood, Omani Frankincense, and Ylang Ylang. With a fresh and clean scent like the air in a forest after a summer rain, this blend brings inspiration and joy. I feel it is like after rain smells conjured from a bottle whenever you want.

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IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Introducing Abigenol®

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To expand the interest in these Fir-based essential oils, you can use Aroma Land's Carrier Oils and Unscented (AromaFree®) range of products to customize all your Aromatherapy and Personal Care needs. [Recommended dilution for Essential Oils and Blends is 1% (9 drops per 1oz. of base product) for general applications, or 0.5% (4 drops per 1 oz. of base product) for facial and sensitive area applications].

As we look ahead to the Holiday gift-giving season, you can add the seasonal best-seller of the Aroma Land® "Holiday" Elegant Aroma Spray from the Natural Aroma Mist with Pure Essential Oils line. While this product does not have Fir tree oil, it is the perfect stocking-stuffer for every household (even for Scrooge!). Everyone soon should be enjoying the traditional scents of the holidays—Cinnamon, Clove, Orange and Spruce—with a touch of Patchouli. A cheerful blend that brings the joy and warmth of the holidays with natural scents. With its message of Happy Holidays in over a dozen languages, and the image of a vintage Santa Claus on its festive label, Holiday Aroma Mist makes a great gift and stocking stuffer.

What exactly is Kočevje's White Fir? Abigenol® is the newest present that you can offer to your local community. In 2017, the American natural channel has been introduced to Abigenol®. The product is phenomenal; it will disrupt and advance the category—Tree Medicine—quickly: the research and differentiation are that impressive! Abigenol® will bring more people to the antioxidant section; the application is noticeable enough to spur that valuable word of action. Friends will tell friends. I suggest that you embrace Abigenol® as your favorite plant antioxidant now, and teach on European Silver Fir extract from now until the end of the year. The motif of the original Christmas Tree should make your marketing ideas very fun and easy. Add Aroma Land's evergreen essential oils, and you will find your stocking may fill with great new business these next two Quarters, through 2018, and beyond. Bring in all three of the new Rev'Up Wellness products and meet some powerful trees. Welcome Abigenol®! 🌲

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