

BLUE MOOSE CONSULTING

NEWSLETTER

Volume 15, No. 8 • August 2018

Talking Health: Kava: Beautiful Pepper and Modern Muse

“We all need to chill more,” Kava said from its totem. Real-chill; health-restoring chill. Deep mind-body gliding in for a healthy-landing chill. It is the second decade of the 21st Century and Kava is fast becoming a primary tool for handling life. Is your store a resource center for the growing Kava market?

Quite literally: are you experienced, or have you ever been experienced? Does your home have Kava at the ready by your bed or around the kitchen table for the bad days? Have you developed the habit of a little Kava after work instead of that beer or wine? Have you ever played with Kava to learn how it turns your amp dials down when the noise is too disconcerting? Do you have good memories of Kava aiding to mellow nervous tension? If you or someone you know has never used Kava when needed, then maybe you are living in a very balanced community!? Once you find how Kava helps people, you may just find your store to be one of the many nationally where Kava is the number one selling herbal. You have seen all those pharmaceutical commercials where the actors all seem happy taking their drugs: in reality, they all need Kava. Living with your head not buried in the sand? Then you are short-wired to find support for anxiety: let me introduce you to our friend, Kava!

Let me create a little ceremony here for you now. Sit down and open your mind: the Kava story will put you in a good space. And when you see the extract turn to milky smoke in water (tea), you will know that the folk tradition wisdoms of magic are indeed true; and maybe you will have found a mindful, allheal friend to help your mind and muscles through difficult times. Now, we all know that this is something to share!

In many stores on the East Coast, people still don't want to talk about Kava, because they have been “legally scared away”—like with ma huang/ephedra, comfrey, chaparral and pennyroyal. We as an Industry have to trust the science of our reputable and talented herbalists, and know that Kava is as safe and legal in the United States as is THC-free CBD, and that store owners should know the protocols, follow the best presented advice and always lead and recommend with caution and intelligent dexterity. It's easy to get misdirected in the legal saga that Kava is tangled up in (the legal machinations of modern science, and its legal jurisdiction), but Kava is legal in the United States; has been sold (with consumer cautions) since the first bottle was served in this land of the free, and is legal for use in almost every country in the world. Don't be shy about offering Kava in your store: be obvious, bold and positive!

Kava was a major herbal in our industry in the late 1980s through the start of this Century. By consumer choice, Kava—the root of the beautiful pepper—is becoming a big Kahuna again! Kava is rockin' the West Coast: it is a mainstay. Interest in Kava is peeking at your store from everywhere outside your store: Kava bars are opening in urban centers from NYC/Brooklyn (since 2015), Miami, Asheville NC and Greenville SC. Popular for centuries in Polynesia, Micronesia, Melanesia, and now available here. What have you been missing? In the last 2+ years, *Forbes*, *Rolling Stone*, *Business Insider*, *vinepair.com* and even a slightly neurotic piece in *The Verve* have all reported on the rise of Kava in the stressed-out Western world. Most articles are very clear on the plant's actives, actions and popularity (something the herbal experts and healthfood stores have to almost reference and allude to.....) and “its ability to relax drinkers without affecting their mental clarity.”



Kava's story in the 21st Century is amazing: “with the evolution of Kava from a ceremonial drink to a cash crop.” Kava has become popular, and quality Kava is in demand. Anyone who delves deeply into Kava eventually finds themselves looking for the best pure plant material available, and that inevitably leads them to **Herb Pharm®** Kava.

Kava has not become a best-selling herb in the natural health channel or in social media communities because of its amazing phytochemical profile and potential—or because of its undisputed positive clinical application: it has become “a thing” because it makes people feel good. Probably 85% of America is looking to feel good, and most of them want to do it legally and without contraindications. Kava makes a person feel good in ways different than the commonly-accepted drugs—and the illicit drugs—that currently circulate in our civilization. Caffeine, alcohol, illegal stimulants and narcotics: Kava has something over all of these,

because Kava allows a person to maintain a clear mind. Even when muffling the screeching, it allows for that calm mind—like a trustworthy calm in the eye of the hurricane! In whatever manner the shamans, healers and Chiefs found this miracle plant in the underbush flora of their tropical world thousands of years ago, they found something good. Good for their primitive island wars and for the peaceful negotiation of living in local tribal societies, and good for us now today!

Kava use is very practical today. Fun uses include: before a massage or meditation; after extreme exercise where regular persistent strain causes discomfort; where cramps cause unhappiness; when dividing or paying the bills; when preparing to handle a difficult conversation with a good friend (or before staff meetings). Kava works best in community, and when there is an open conversation; where everyone is willing to hear the other's perspective. Kava is a tool between friends: or, an aid in controlled situations where separate groups are willing to “come to the table.” Have you been using Kava in all the appropriate situations? How high up on the totem of your herbal recommendations does Kava stand?

Anyone who is popping around the internet can easily find the published clinical studies: Kava is described as an effective anxiolytic. Let's try to follow the story backwards, and see how Kava got noted as an herb to deal with this greatest of modern stressors, anxiety.

How does one find the kava leaf (a plant part not used) in the forest? When mature, the green shrub Kava leaf looks like a bright smiling heart-shaped elephant emoji. Just smiling, saying: ‘guess what I have!’ That said, you would have to travel a really long distance to find this powerful health aide. To get good Kava, you also have to dig. And the wise ones tell us that you only use older root and rhizome – 3-5 years of patience! Good Kava is hard to find.

First, the modern history of Kava. At the turn of this Century, Kava was double-faced in every store from every company (the market was too young for counterfeit kava). In the retail stores I ran, I had 40-60 bottles of Kava on a display up front at all times. The people of Washington DC found Kava quickly, and I observed some stressed-out folks buying 6-10 bottles at a time. (I worried: “maybe they travelled a lot?” One guy did say that he gave it to friends as gifts). It was good business.

Outside our stores, there was even greater interest in Kava coming from the pharmaceutical market. Companies were making plans or adding Kava to their beverages (Snapple: Snapple Moon, SoBe/South Beach Beverage Co., Vitamin Water)[getkavafied.com], and companies were projecting how to get enough product to meet demand! Supply and demand for a 3-year root

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Kava: Beautiful Pepper and Modern Muse *continued from page 1*

from a product being grown on ocean islands: this was not cane sugar or soybean oil! Before 2001, Kava sales in Fiji spiked 500% in two years.

2001 brought legal challenges and troubles for the kava market. Ironic, that as the 21st Century begins and we really need Kava, it hits a roadblock. Quickly, the EU, UK and Canada banned Kava after poorly-drafted research concluded that Kava may cause liver concerns. Today, we understand that those 2000-era assertions were made on what amounted to one concern for toxicity in over 50 million cases (I wish the actual investigations of pharmaceuticals could make that claim.) It was argued, and has seemingly been determined, that the problem was not the Kava, but manufacturers using the wrong plant and manufacturing it improperly. A whole lot of consternation ran through our industry for the next decade: but we never backed down. Kava was good, and safe!

Finally, in 2014, the German Federal Administrative Court (Bundesverwaltungsgericht: think Supreme Court) declared that “the Kava ban was unlawful and inappropriate.” In the 40 page judgement, it is stated the incidence of liver toxicity would have to be rated “rare” or “very rare,” and the Court doubted that a pattern of toxicity could be derived from the data. The Court went so far as to say that it is wrong to describe the benzodiazepines buspirone of SSSI as being less harmful alternatives to Kava. This brought Kava back to the regulatory status of 2001, except it would only allow Kava into Germany as a prescription drug—although leaving it legal to consume Kava for personal use (yet, how to get it?). Forget the double standards evident here, all this meant for Germany was more legal battles. As of 2018, the only country that has a ban on Kava is Poland (where liver problems from alcohol abuse are non-existent!)

“According to a 2010 discussion paper prepared for the Codex Alimentarius Commission: “kava has had at least a 1500-year history of relatively safe use, with liver side effects never having arisen in the ethnopharmacological data. (...) Clinical trials of kava have not revealed hepatotoxicity as a problem. This has been confirmed by further

studies evaluating the toxicology of kava drink. Based on available scientific information it can be inferred that kava as a traditional beverage is safe for human consumption.” [Wikipedia].

Outside governmental strictures, a 6-point protocol was submitted in 2011 by leading Kava experts (Dr. Jerome Sarris [Australia], Dr. Rolf Teschke [Germany] + Dr. Vincent Lebot [Vanuatu]) to “assist in the re-introduction of Kava to restricted countries”. [https://eurekalert.org/pub_releases/2011-02/uom-epg022711.php]. The proposed rules of the road where: use at least 5 year-old plants (with the Noble variety cultivar preferred); use the peeled rhizome (not the leaf or aerial parts); water-soluble extract; daily use of less than 250 mg kavalactones per day for therapeutic use; investment in future research and clinical trials; a Pan-Pacific quality-control system enforced by strict policing. Noble intent: progress.

Back in 2002, the US FDA issued a Consumer Advisory warning about safety, which we are all familiar with, but they never stopped the US market sale of Kava (thank you, 1994 DSHEA laws: though in honesty, the data was just not there). We, the American people, were free to make our own health-choices, and we chose herbals to help alleviate mild stress and anxiety! Companies that stopped selling Kava did so because of the insurance costs. The herb industry, led by the American Herb Products Association (AHPA), responded with advice to add a Kava caution statement to product labels, which the industry has done ever since. Industry responsibility reads like this: plans for label advisement, 1997; formal recommendation, 2002.

In August 2002, Health Canada recalled kava supplements [even though products had been appearing in Canadian commerce with the approval of the required NPN number after passing govt. safety approvals]. Knee-jerk backtracking? On the other side of the world, Samoa's export of Kava to Europe was a disrupting force to the economy there (where it is called 'ava): real life human consequences from government interdictions. Science floundering to speak truth!

Back to 2008, the World Health Organization stated that Kava is non-toxic in a 90-page report titled, “Assessment of the risk of hepatotoxicity with kava products.” Overall summary (page 70): “The incidence of hepatotoxicity with kava is unknown. Published

AROMA LAND®

Women-owned company making healing scents since 1986

- Multiple deals monthly
- Great margins!
- QUALITY YOU CAN PROMOTE
- Aroma Land® is NOT in distribution!

Smart Business:

A Collection of the best-selling Essential Oils & Body Care Oils

Rainforest Botanicals®

bring the business home!

Top-quality, available in YOUR store

Top-4 selling essential oils

1 oz. glass bottles

- Tea Tree • Lavender (French)
- Eucalyptus • Peppermint

Top-3 selling topical carrier oils

4 oz. plastic bottles

- Jojoba Oil • Almond Oil
- Grapeseed Oil

Rainforest Botanicals® by Aroma Land®

~ Built + priced to help you gain a new bodycare customer

~ Wooden display rack available: Ask your BMC Rep for display parameters: intro deals through September

~ Priced to compete: Rainforest Botanicals® is 40%-margin!

~ A portion of Rainforest Botanicals® profits support tribes in Amazonia.

PLAN AHEAD: You can grow your Aroma Land® sales

Bodycare Collection Oct-Nov.

Rosemary & Mint

Bliss in Every Bottle™

Aroma Land: supplying the world with Essential Oils since 1986

A Leading Source for Quality Aromatherapy & Body Care Products

the largest selections of aromatherapy products in the world

estimates are unrealistically low. Nevertheless, the incidence is likely to be uncommon or rare.” Definitive statements!

Conclusion, after 15+ years of research and investigation, Kava has been rigorously studied and, at this point, the root of the plant in question does not seem to have known concerns—though as retailers we all must still keep the signs up! Research accordingly resumes on the benefit of Kava because now that the safety of properly-grown and manufactured plants has been confirmed, the fascination with Kava can continue. (Is that the pharmaceutical companies coming back in the room again?)

Legality placed carefully back in its cupboard, we next have to deal with the issues of taste. The word, Kava [and its other island accents (“awa”, Yaqona, etc.)—as the plant was shared by boat to village]—means bitter; and so, the first term handed down to us as the medicine was shared with the outside world—“kava-kava” probably means, “bitter-bitter.” Kava the plant, of course, goes even further, as it creates an initiation before we receive its herbal facilitations: it blankets the tastebuds with a unique experience of numbness: saying, listen, I can relieve! So, magic swirl of cloud when introduced to water, numbing sensation to the tongue and then a flat earthy mudlike bitter: “Surely”, the shaman wondered, “there must be something here!”

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DRINKOXYLENTBOOSTLIFE™ • DRINKOXYLENTFUELLIFE™

Hot weather is Oxylent-time! HYDRATE!

Oxylent® Shippers are Shipping + they are Beautiful

5-in-1 Multivitamin Supplement Drink Shipper. 24 boxes-per-shipper with a small floor footprint

Summer Display Promo: super deal for summer hydration

24 ct. 5-in-1 Multi Effervescent: pre-loaded @ 30% OFF

'24' means:

6 Sparkling Berries, 6 Sparkling Mandarin, 6 Blackberry-Pomegranate, 6 Variety paks

Great natural taste, No Sugar: on-the-go convenience

Normal wholesale \$503.28; 30% off = \$352.30

Oxylent's Hydration offers you the Best FLOOR DISPLAYS of summer—the Effervescent Nutrition Revival of 2018

+ ANOTHER AWARD

Product NEWS

Taste for Life® 2018 Women's Essential Award Winner

Oxylent® 5-in-1 Multivitamin Effervescent Drink

[www.oxylent.com/aste-for-life-announces-its-2018-womens-essentials-award-winners/]

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

DRINKOXYLENTBREATHELIFE™



NEWTON homeopathics

Nurturing Naturally Since 1987

August Promos: 20% OFF select OTC formulas

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

- **Candida-Yeast** • **Fungus Fighter**
- **Hives-Rashes** • **Vitality**

~ shelf tags announcing the sale included with your order

August Promo Items: Warmth + dampness create ideal environments for fungus, which is especially why fungal infections are so common in the summer. Strangely, fungal infections on one part of the body can cause rashes on other parts of the body that are not infected. example: a fungal infection on the foot may cause an itchy, bumpy rash on the fingers. These eruptions (dermatophytids) are allergic reactions to the fungus.

Homeopathic OTC Formulas

Candida-Yeast: for associated symptoms such as gas, bloating, fatigue, mental fogginess, itching, discharge + related symptoms. (N016)

Fungus Fighter: for symptoms associated with ringworm, athlete's foot + other fungal conditions of the nails, scalp & skin. (N067)

Hives-Rashes: for symptoms associated with hives + other allergic skin reactions such as burning, itching, redness, swelling & discomfort. (N043)

Vitality: for symptoms associated with low energy, mild stress + weakness. (N085)

^ cannot be combined with other discounts

^ monthly promos will be advertised through the newsletter = website/social media pages

Newton Homeopathic™ Candida-Yeast (N016) should be a yearly protocol for everyone!

Active Ingredients: Equal parts of Echinacea 6x, Ginkgo biloba 6x, Juglans regia 6x, Lappa major 6x, Thuja occidentalis 6x, Antimonium crudum 10x, Baptisia tinctoria 10x, Berberis aquifolium 10x, Bryonia 10x, Calcarea phosphorica 10x, Cinchona officinalis 10x, Helonias dioica 10x, Hydrastis canadensis 10x, Iodum 10x, Iris versicolor 10x, Kali carbonicum 10x, Lachesis mutus 10x, lycopodium clavatum 10x, Mercurius vivus 10x, Natrum carbonicum 10x, Natrum phosphoricum 10x, Nitricum acidum 10x, Phosphorus 10x, Podophyllum peltatum 10x, Pulsatilla 10x, Sepia 10x, Adrenalinum 15x, Arsenicum album 15x, Candida albicans 15x, Thyroidinum 15x, Torula cerviseiae 15x, Triticum repens 15x, Ustilago maidis 15x.

Directions: Ages 12 and up, take 6 drops or pellets by mouth (ages 0 to 11, give 3 drops or pellets) one to four times daily or as directed by a health professional. Under age 2, crush/dissolve pellets in purified water. Sensitive persons begin with 1 drop or pellet and gradually increase to full dose.

REMEMBER these Newton best-sellers: "we got 'em!" new item discounts apply
• **Lymphatic Care** (N079) • **Kids Teething-Colic** (F026)

Newton Homeopathics™ is the champion of the natural products store! Support Newton!

Made in America—Family-Owned • 1987-2018—31 Years of Excellence

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

New August Specials – Detox Plus, Daily Greens & Fiber Mate – The Perfect DETOX TRIO!

AUGUST Monthly Specials

Mix & Match, sale items listed below

12 items minimum for 15% OFF

24 items maximum for 20% OFF

- **Detox PLUS Herbal Aloe Formula 16 oz. + 32 Oz.**
- **Healthy & Slim Daily Greens 11 oz. powder**
- **Healthy & Slim Daily Greens 120 tablets**
- **Fiber Mate 160 small tablets**

August DETOX focus: three-part Aloe Life® program

(1) **Daily Healthy & Slim Daily Greens Formula:** in powder + tablets. Higher concentration of Gluten-Free, Certified Organic Greens + Vegetables per tablespoon (2 servings) than other products. A super value. 6,850 mg of greens per 2 tablespoons from 12 Daily Greens. 11 oz. size is 2-month supply.

(2) **Detox PLUS Herbal Aloe® Formula** 16 + 32 oz. liquid extract juices whole body tonic with Organic Essiac-identified herbal extracts and more Organic Whole Leaf Aloe juice concentrate, Ginseng, Pau d'Arco, Burdock + Astragalus, Chamomile, Red Clover, Sheep Sorrel, Turkey Rhubarb, Milk Thistle, Cat's Claw. Lemon lime fruit juice concentrate, apple juice (9%) + stevia.

(3) **Fiber Mate tablets:** the best Natural Stool Softener in the natural channel: vegetables, herbs, (DDS-1 strain) probiotics; including beets, apple pectin, carrot fiber, whole leaf Aloe Vera, sprouted wheat grass, alfalfa powder, black walnut husk, kelp. Gluten Free & Dairy Free. NO psyllium, cascara, senna, oat, wheat bran or ground flax seeds

PRODUCT NOTES:

~ Wanna save everyday? Buy smart. 72-piece orders always **15% OFF**
~ Creating a Collagen-support section? Add Vit. C + Aloe Vera. Studies show aloe vera alone can increase Type-1 Collagen in 30-90 days!

Did you know? 25 lbs. of aloe vera leaves are used to make up one quart of Aloe Life® Juice Concentrate: whole leaf - no water added

HERB PHARM®

GROW with Herb Pharm®: BUY DIRECT!™

• Through Sept. 30: (more) New!!! Spray placement Promo and: Herbs for Anxiety & Sleep Promo
WOW: make room for profits/Herb Pharm® is a 50%-margin line!!

EXPLODE SUMMER HERB SALES

with marketing & educational focus on **Herbs on the Go! Kava + Anxiety Soother™ to the Rescue GROW BUSINESS with these items:** Herbs on the Go™ have become best-sellers, and here are new, exciting, Herb Pharm-quality Sprays for today's needs. New SPRAY technology: an inviting flavor, without compromise will bring in new customers for quick-spray support for stress, sleep, immune support and digestion. Afterall, we want to encourage people to take herbal products!

NEW "FEATURED Items": New Herbs on the Go™ Spray launch

• **Anxious Moment™** • **Everyday Focus™** • **Ready for Pollen™**

Get 20% OFF: Buy 3 each of each of the 3 new Herbs on the Go™ Sprays

Get 25% OFF: Buy 6 each of each of the 3 new Herbs on the Go™ Sprays

Anxious Moment™: Cacao, Kava, Lemon Balm, Lavender, Licorice, Ginger.

Everyday Focus™: Bacopa, Asian Ginseng, Rhodiola, Gotu Kola, Holy Basil, Ginger, Licorice

Ready for Pollen™: Stinging Nettle, Eyebright, Goldenrod, Reishi, Astragalus, Ginger.

* Offer valid for new placement through September 30, 2018

Herbs on the Go™: because taking herbs can be easy!

~ through September 30th: buy in on either platform (20-25%) and get the items in this Promo as reorders on that discount for the duration of the Promo!

The winning options are the counter display + cross-merchandising!!

ANOTHER DEAL: Herbs for Anxiety & Sleep 2-month Promotion now through September 30
Stock all these Skus and be rewarded for saving the world!!

Do yourself a favor with this 50%-margin line + pass along the discounts!

FEATURED ITEMS: • **Anxiety Soother™** liquid extract 1 + 2 + 4 oz.

• **Anxiety Soother™** 60 veg capsules • **Kava capsules** 60 veg capsules

• **Kava liquid extract** 1 + 2 + 4 oz.

PROMO PARAMETERS for two (2) promo brackets: Feature Products + Bonus Products:

HERBS FOR ANXIETY & SLEEP PROMO (see list directly above)

MIX & MATCH any 12-24 of the "Featured Products" for **20% OFF**

MIX & MATCH any 25+ of the "Featured Products" for **25% OFF** through SEPTEMBER 30th

BONUS ITEMS: liquid extracts of: • **Passionflower** 1 + 4 oz. • **Lavender** 1 + 4 oz.

• **California Poppy** 1 + 4 oz. • **Albizia** 1 + 4 oz. • **Relaxing Sleep™** 1 + 2 + 4 oz.

• **Valerian** 1 + 4 oz. • **Valerian glycerite** 1 + 4 oz. • **Trauma Drops™** 1 + 4 oz.

• **Kids Lemon Balm Calm™** 1 + 4 oz. • **Kids Fast Asleep™** 1 + 4 oz. • **Bacopa** 1 + 4 oz.

• **Nervous System Tonic™** 1 + 2 + 4 oz. • **Good Mood™** 1 + 2 + 4 oz. • **Bacopa** 1 + 4 oz.

BONUS ITEMS: Meet the discount levels by ordering the necessary number of items from the Herbs for Anxiety & Sleep Promo and you can order any number of Herbs for Anxiety & Sleep Bonus Products that will also qualify for the same discount as the Feature Items on your order. No minimums, after the initial buy-in is accomplished! through SEPTEMBER 30th. CONSIDER THE LARGER SIZES too!

Not represented by BMC in NJ ^ All Herb Pharm® orders now ship 3-Day Air!!!

NORDIC NATURALS

AUGUST NATIONAL PROMO Back To School | Back to Essentials Campaign Brain Health is everything

Nordic Naturals® consumer marketing is designed to help your store another year to get that important FAMILY BUSINESS—let's work together!
ACT NOW to make your August Sales exceptional.....

Nordic's August Back to School/Brain Health Promo is an "opt-in" Promo, so you must sign in to receive deals. Promos must be set up 2-weeks before the Promo start date so contact your Nordic Rep immediately for end of month deals

Your commitment: • promote Promo off-shelf (even if a small display)

• use the striking Nordic Naturals® marketing collateral

• featured products on sale (at least **15% OFF** passed on.)

The Back-to-School Promo mix features vital omega-3s, probiotics, and other daily nutrient essentials that can assist any Family to keep their young ones Healthy!

PROMO selection:

- **Children's DHA 90**, 180 ct., 8 oz. strawberry
- **Children's DHA Xtra 90** ct., 2 oz. berry punch
- **Ultimate Omega® 2x 60** ct. mini softgels strawberry
- **Ultimate Omega® 2x MINI 60** ct. mini softgels strawberry
- **Ultimate Omega® 2x TEEN 60** ct. mini softgels strawberry; ages 12-18
- **DHA 90** ct., 180 ct.
- **Nordic Berries™ Original Citrus Gummy Multis 120** ct. + 200 ct.
- **Nordic Berries™ Cherry Berry Gummy Multi 120** ct.
- **Vitamin D3 Gummies Kids 60** ct. wild watermelon splash 40 IU D3
- **DHA XTRA 60** ct.
- **Probiotic Gummies Kids 60** ct. merry berry punch 1.5 billion live cultures
- **KIDS Nordic Flora Probiotic Pixies 30** pk Red Berry-flavored vegan powder easy-to-use stix - 3 Billion CFU dairy-free. melts on your tongue

CAMPAIGN MATERIALS THAT DRIVE SALES August National Campaign will showcase attention-grabbing imagery highlighting the back-to-school lifestyle with product-focused concepts all created to support sales of Nordic Naturals' Back to School Featured Products.

Work with your BMC/Nordic Naturals® Rep to utilize:

~ **25% OFF case stack orders:** one order per ship-to location per month

minimum order 5 cases/max order 15 case. mix & match/full case packs

Targeted Marketing Materials: • "Back to School * Back to Essentials"

• Endcap Header (35" x 17") [or Permanent Display headers (14.75" x 12.5")]

• Easel Backs (8.5" x 11") • Floor Decals (hop-scotch) (37.5" x 15")

• Table Tents; two-sided (5" x 7") - 2 options

Promotional Items: • Branded pencils, t-shirts; assorted buttons • Backpacks (limited quantities)

Co-op Giveaway • Advertisements • 24-bottle Display header, "Brain Power" (22" x 11")

OPPORTUNITY!

Children & Mothers!!

Nordic Naturals® - the official omega-3 the American Pregnancy Association

• **Postnatal Omega-3** • **Prenatal DHA - strawberry**

• **Prenatal DHA - in fish gelatin 180 unflavored softgels**

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





**Reclaim a new, healthier, slimmer you:
JUVO Fantastic Berry Slim
Organic Raw Meal**

55 premium ingredients comprised of whole grains, fruits, vegetables, sea vegetables, mushrooms, protein, and plant-based probiotics and enzymes. JUVO Slim Berry is high in phytonutrients, dietary fiber, vitamin/minerals, and bursting in antioxidants from a powerful blend of 12 kinds of berries. Key functional ingredients to help weight management, support detoxification, and increase energy.

- Higher fiber contents from (all Organic) Jerusalem Artichoke Inulin, Agave Inulin + Flaxseed
- Ingredients known to curb appetite with: (all Organic) Goji berry, Orange Peel powder, Green Tea, Yerba Mate leaf, Cactus Nopal, Hibiscus flower, Red Pepper (Cayenne) + Red Clover

ReJUVOning Benefits:

- Certified-Organic • Weight Management
 - Raw, Whole, Non-GMO Ingredients
 - Supports Detoxification • Increases Energy
 - Supports a healthy immune system
 - Help balance blood sugar levels
 - Rich in antioxidants, dietary fibers, and phytonutrients
 - Improve digestion with plant-based probiotics & enzymes
 - Anthocyanidin-rich Ingredients
 - 9 grams of food fiber per serving for digestion + satiety
 - Unbeatable taste that's organic, Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives No Artificial Flavors, Colors, Sweeteners & Stevia
- Serving size: 2 scoops. Servings per container: 15
7 grams protein. 9 grams dietary fiber. 2 grams sugar

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



Oxylent®: a leader in best nutrition

AUGUST SPECIALS:

Back to School

- Children's Oxylent®: Multivitamin Supplement Drink 30s
 - Oxylent®: 5-in-1 canisters + 30 ct. boxes + 7 ct. boxes
- 15% OFF***

(\$150 minimum; \$200 minimum for fr ee shipping^)

Combine with your Nordic Naturals®

Back to School/Back to Essentials Campaign!

About the product: Children's Oxylent®

- Superior vitamin + nutrient content, recommended by doctors for kids ages 4+ up
- Vitamins A, C, D3 & E • Albion® Chelated Minerals
- Contains Methylated Folate & B12
- Great Bubbly Berry Punch flavor that kids love!

OTHER EXCITING NEWS:

NEW BUSINESS FOR YOU

Ask your Oxylent Rep about new placement deals!

BACK TO SCHOOL ESSENTIALS

Let people know you carry Immune Oxylent® because fast nutrition is always an asset

FOUR delicious Immune Oxylent® formulas:

- **Blackberry-Lemon BOOST • Raspberry-Lemon BOOST**
- **Tangerine Lemon BOOST**
- **Immune Oxylent® BOOST Variety Pak**
SRP for packet - .99; box SRP = \$25.95
(UPC on box + on packet)

OXYLENT® CAPSULES

- Oxylent® Memory Formula + Cognizin® Citicolone
- Oxylent® Restorative Formulas + Antioxidants
- Oxylent Women's® Multivitamin & Minerals + Superfood
- Oxylent Men's® Multivitamins & Mineral + Superfoods



Dr. Ohhira's Probiotics

**A Dr. Ohhira's Probiotics®
POP Display in every store!
The ONLY 3-year Fermented Food Probiotic!**

Postbiotic Metabolites

the New Frontier in Microbiome Science!

Dr Ohhira's Probiotics®

a fermentation-produced Probiotic: that is a COMPLETE MICROBIOME SYSTEM

Time for a truly healthy profit-center endcap

START with a beautiful new display* two [2] shapes to choose from: Bowl Display & Arch Display
Three [3] display opportunities:

- Basic • Optimal • Value deals, all
- Super introductory-savings initial purchase right now at 15% OFF**

Educate your Customers on the PREMIER PRODUCT to support digestion and immune health + promote a healthy microbiome. An organic, living fusion: prebiotics, probiotics and postbiotics.

Basic display: colorful, informative, attractive new displays:

- 4 ea. of the 30 ct. Dr. Ohhira Probiotics®
- 4 ea. of the 60 ct. Dr. Ohhira Probiotics®
- 4 ea. of the 100 ct. Dr. Ohhira Probiotics®

Initial display purchase price through August 15% OFF

This is an excellent time to show all three sizes to your community

NEW INFO:

Great video on the new BIOBANK Manufacturing Facility and Research Labs that opened in 2018 in Okayama Japan
Know your probiotics: Dr Ohhira's is fully vertically-integrated. Dr. Ohhira's Fermentation Facility: where science and nature merge
<https://vimeo.com/278861802> 4 minutes, 26 sec.



August 2018 Promotions

Buy-in 07/27 to 08/24

10% OFF

direct orders* /independent store

- Sea Bath Rump Relief™ 20 oz.
- Rump Relief™ Drying Powder 4.5 oz.
- Rump Relief™ Serum 2 fl. oz.
 - Nit Kit 4 pc Kit
- Cut Rescue Herbal Styptic Duster 1 oz.
- Sea Bath Chicken Pox & Shingles 20 oz.
- Chicken Pox & Shingles Gentle Mist 2 oz.

Sea Bath Rump Relief™ 20 oz. with Sea Salt, Kelp seaweed, Horse Chestnut, Witch Hazel, Baking Soda, Aloe, Neem, Sage, Garlic, Menthol and Chlorophyll.

Rump Relief™ Drying Powder 4.5 oz.

It is important to keep the area comfortably dry, with Bentonite clay, Baking Soda, Sage, Lavender and Myrrh.

Rump Relief™ Serum 2 oz. relief for sore seats!
Olive Oil, Kelp, Horse Chestnut, Witch Hazel, Sea Buckthorn, Sodium Bicarbonate (Baking Soda), Aloe, Neem Seed Oil, Garlic, and pure essential oils of Sage, German Chamomile, and Myrrh.

Bath, then Serum, then Powder

Support for hemorrhoids and anal fissures^
Offers soothing relief for your inflamed tissue^

* Ask your BMC Rep for turnover orders for Threshold or Select

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

Topically Applied Herbal Answers



AMAZING

**your customers will love this product!!
The best-selling CoQ10 Eye Recovery Concentrate returning soon! Place pre-orders now!**

Newly USDA-certified organic, this blend of pure plant oils is formulated with Trilogy's latest innovation, Glycablend™ helping to recharge + revitalize the appearance of skin by reducing the aging effects of glycation (or... by protecting the skin from collagen breakdown). * Intensively nourishing, Age Proof CoQ10 Eye Recovery Concentrate is for supple, healthy, radiant skin at any age

Reformulation highlights:

Advanced L22 ingredient. <http://www.lipids22.com/> contains hyaluronic acid + caffeine, Tamanu, macadamia and black caraway seed oils, plus antioxidant co-enzyme Q10 help feed & renew skin with Glycablend™, a potent blend of chia, blueberry, strawberry + pomegranate oils, keeps skin supple & youthful.

NEW UPC: 942101776557 6 NEW Item Code: 18041 *No change in pricing

LIMITED TIME OFFER

Trilogy® Try-me-size of Rosehip Oil Antioxidant+ 15 ml. glass bottle

Half-Price Full Power perfect for travelling + a great way to attract new customers

Rosehip Oil Antioxidant+ "improves brightening and skin tone by up to 75%"

MADE IN NEW ZEALAND & loved everywhere
all Trilogy rose hip products are 80% minimum fatty acids. The world's most-awarded beauty oils: 182 awards. **One bottle of Trilogy sold every 22 seconds somewhere around the world.** Trilogy: High-performance, certified natural skincare products
www.trilogyproducts.com/us/category/how-tos.html/



The best lip balm for the world

August Promotions

15% OFF invoice^

Back to School

- Lip Scrubs • Bee FREE
- Specialty • EcoTints

• **Lip Scrubs USDA Organic 6-pc display**
Exfoliate + polish: 60% Fair Trade Certified™ sugar Condition + protect: Organic coconut + olive oil; jojoba 0.5 oz. glass jars. SRP. \$9.99/ea.

3 flavors: Mint, Vanilla Bean, Brown Sugar.

• **Bee FREE: 5 options for vegans & bee lovers!**

.15 oz. tube convertible displays

~ **Lemon-Lime Lip Balm** 36 ct. + 24 ct.

3 more 24 ct lip balm displays

~ **Superfruit ~ Sweet Mint ~ Unscented** candelilla wax w/ organic, Fair Trade Certified™ cocoa butter + coconut oil.

• **Specialty: 36 ct. convertible displays**
Organic, Fair Trade, NON-GMO

~ **Gold lip balm** - w/ baobab oils (unflavored)

~ **Hemp lip balm** - Manitoba Harvest® hemp seed oil. Vanilla

~ **Medicinal lip balm** w/ tea tree, camphor, lemon balm + calendula. A versatile, all-purpose stick balm: tea tree-peppermint flavor

• **Eco Tint: mineral-tinted lip balms**
6 shades for eco-beauty: ~ **Rose Quartz** ~ **Plush Red** ~ **Mocha Velvet** ~ **Moonstone** ~ **Coralyte** ~ **Sugar Plum**
box of 36: 6 pcs. each color tone. Flavor: vanilla mint
^ direct orders; Independent retail accounts only

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bodyceuticals

**END OF SUMMER SALE
15% OFF^A**

Stock up on these essentials for end-of-summer adventures

- **After Sun Relief**
 - **Essential Skin Relief Balm**
 - **Aloe Skin Soothing Spray**
- PLUS: a pack of 10 calendula oil samples included in every order for your customers
- **After Sun Relief** – Bodyceuticals' amazing organic Calendula oil, organic Olive Oil, Non-GMO/soy-free mixed tocopherol Vitamin E. 2 oz.

- **Essential Skin Relief Balm** – aka 'Calendula Salve & Honey' our popular salve formula made from organic calendula, organic olive oil, with this season's freshest local dark beeswax from healthy beehives, with the power of honey 2 oz. salve
- **Aloe Skin Soothing Spray**: the soothing power of aloe and calendula, together in a handy face + body mist! Contains freshly distilled Organic calendula flowers from our farm. Excellent for sensitive skin, use to freshen during air travel and daily as a facial hydrator.

Product Tip: Chill in the beach cooler or fridge for an incredibly refreshing mist anytime!

Ingredients: Aloe barbadensis (Organic aloe vera), Neroli blossom hydrosol, Organic & Biodynamic Calendula Officinalis (flower distillate). 2 oz. in glass bottle

^AMust use sales code: SALE15
Deal expires August 31st



The Summer of CBD continues New lower prices for Aromaland Wellness®

Hemp-extract products with CBD

- **Liquid extracts** • **Caps** • **Bodycare**
- **C-verified levels of CBD***
- **No THC*** • **Full-spectrum CBD**

*All 3rd-Party tested with assays per batch available!

**16 extracts and caps
12 topicals: made at Aroma Land®**
including the AromaFREE CV-Hemp Topical Crème

CBD Micro Extracts: 18 options
from 125 mg to 1600 mg liquid extracts
- Unflavored - Peppermint - Orange

Enjoy the new Price Lists, and build new business from a company you can trust!

Clean out, clean up + make two shelves for Aromaland Wellness® Effective August 01.
Ask your BMC Rep to get you the news!

NEW Hemp honey sticks

in POP display box: box of 100
(\$150.00)/50% margin

- 15 mg CBD per stick. WOW
 - Using SolBEE Colorado-harvested honey
 - Colorado cultivar hemp: (no machine-cut stalks)
- Giving new meaning to healthy impulse item!**

Aromaland Wellness: CBD products for the health food stores



August–September 2-month Promo*
50%-margin bodycare line! • Enjoy the smells of late Summer

The Bodycare Collection: LEMONGRASS & SAGE

12 oz. bodycare. 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.

- Shampoo • Conditioner • Hand & Body Lotion
 - Shower Gel • Massage & Body • Bath Salts 20 oz.
- Scented & enhanced with an exclusive blend of pure therapeutic-grade Essential Oils of Lemongrass, Sage + 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 6 ea.
- **Sage Dalmatian essential oil** (10 ml. 1/3 oz.)
10% OFF
Salvia officinalis. Country of origin: Dalmatian Islands
- **Summer Candle Sale 10% OFF in units of 4 ea. Scent: Lemongrass & Sage soy candles**
~ Cup Terracotta 7.6 oz. ~ Amphora Terracotta 7.4 oz.
~ Classic terracotta 7.1 oz. ~ Elegance Terracotta: 2 wicks 8.1 oz.
Hand-crafted in our workshop in Santa Fe, NM
Hand-poured, USA soy wax, lead-free, cotton wick

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

Aroma Land® Facial Serums:

For nine (9) Skin Types: bring youth back to your skin

INTRO SALE through September 10th
1 oz. - new placement wholesale: \$9.99

- Cleansing • Dry Skin • Mature Skin
 - Oily Skin • Normal Skin • Sensitive Skin
 - Moisturizing • Toning • Problem Skin
- Reg. wholesale \$12.49; MSRP \$24.00



SPECIAL pre-Season Sale
3 months: August, September, October
three-month "IF/Then Sale"

IF the retailer continues to stock all five (5) Skus of Immune Health Basics® Wellmune WGP®

THEN the store shall receive the Wellmune WGP® 250 mg. 30 cap size

on reorders for the entire 3-months @ **20% OFF** wholesale.

Simple sale: good for the store; excellent for your local community health BMC Sales Rep will authenticate, and sales records will confirm purchases
Deals will end if the store does not maintain full selection of product.

GROW NEW BUSINESS with scientifically-proven nutritional support

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

MushroomScience®

August **MEDICINAL MUSHROOM Sale**

Maitake 90 Vcaps
MaitakeGold® liquid

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

Best price on the market for the most product, the highest quality with an excellent margin

MaitakeGold 404® 1 oz.

4 drops 2x daily: 1 oz. bottle equals 210 servings

Patented extract derived from maitake mushrooms

Maitake caps Organic, full spectrum, 300 mg per serving. 90 Vcaps. 25% polysaccharides
This full-spectrum Maitake extract delivers all the immune benefits Maitake has to offer: leaving the Maitake fractions in their naturally-occurring mix of beta glucans, minerals and amino acids

MaitakeGold 404®: • Self-Affirmed GRAS

- Low Dose • Water Soluble • Stable: three-year shelf life
- Not genetically modified through the use of modern biotechnology

MaitakeGold 404® is a potent Maitake mushroom extract developed by Dr. Hiroaki Nanba, PhD., the inventor of Maitake nutraceuticals. MaitakeGold represents such a significant improvement in Maitake formulations that it was granted a U.S. Patent (U.S. Patent # 5,854,404). MaitakeGold 404® is extracted from Maitake mushrooms grown by the Yukiiguni Maitake Company of Japan.

Maitake (*Grifola frondosa*) contains polysaccharides in a unique beta-1,6 1,3 glucan structure. Research shows that these beta glucans stimulate the macrophages + have the ability to directly enhance the activity of Natural Killer (NK) cells, & to change NK precursor cells into activated NK cells^A.

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

~ Not combined with other specials

Must mention 'BMC August Promotion' when ordering

Mushroom Science® manufactures + distributes the only complete line guaranteed potency mushroom supplements in North America.



Raise those eyebrows in thought

Have you seen any eyebrow-painting or eyebrow tattoos lately???

What are these products made out of? Look around: more + more eyebrows are being altered.

Offer Henna Eyebrow Tattoos!
Surya Henna for Eyebrows.
Dyes the skin, not the hair.

Check out the 'how to use' video:
<https://vimeo.com/215703627> (1:21 minutes)

- 5-10 drops, and 30-45 minutes
- Dermatologically-tested: can be applied as often as you like!
- Beautiful & naturally-shaped eyebrows.
- Vegan + Natural-certified. No PPD!
- Exclusive plant-based formula for a totally natural look + excellent performance

Use to design, thicken + even-out your eyebrows
ALL 4 Henna for Eyebrows Colors will sell:

- Light Brown • Medium Brown
- Dark Brown • Black

Kit contains: \$13.20/\$22.00 (no intro discount)
-1 vial of Henna Powder for Eyebrows (3 gms.)
-1 bottle of Developer Fluid (0.51 fl. Oz.)
- 1 spatula - Instructions

Detoxify Your Beauty™



People outside the natural health movement will usually initially make fun of Kava: they look at it as strangely as Captain Cook must have looked at an army of palm-skirted men rowing small boats toward his canon-protected frigate on his voyages of discovery. (We keep the story of the traditional use of chewing the root and spitting it into a community bowl as our little historical ethnobotanical family secret). People gotta try new things: and so Kava is now on the modern bucket list! Today, there is a small modern sociological phenomenon occurring, that should be recorded, as to how kava bartenders at Kava bars try to convince the initiate customer on how to drink their first Kava cocktail (coconut shell, or hip goblets or clay mugs)! More like a swashbuckling pirate than a ceremonial server announcing kava kuo heka, the bartender usually coaxed the person to gulp down the first round (how primitive!). It is not about the fear factor of the first drink, they entice—it is about the effect! (and yet would this be any different from trying to get a child to drink coffee, or alcohol; or when a teen inhaling their first mismanaged gulp of nicotine?). Maybe we should get these bartenders as demo people?

Kava offers an earthy flavor that can shake the taste buds like a quick earthquake jolting an unsuspecting island: it is strong on the palate with a doctor's office numbing aftertaste. It is best gulped, as it has been for millennia: as Kava expert Lebot states so wisely, "Kava is not consumed for its taste, but for its effects" (something many would say about coffee or tobacco: acquired tastes!!). I found and then lost an interesting cocktail recipe for a Kava drink made with lavender syrup, thyme and chai. There is massive internet chatter about kava out there these days: where are they buying their stuff? Kava blogs are certainly humorous, if not occasionally inventive.

Kava has found its place in an effective recipe with the new **Herbs on the Go™ Anxious Moment™** Spray by Herb Pharm®. Kava blends well with an organic formula of Cacao, Lemon Balm, Lavender, Licorice and Ginger. (ever been to a kava bar? This is a far cry from a kava bar!) This is pleasurable on your own terms.

Herb Pharm® has solved the riddle of providing convenience without compromise. This product leads with a universal favorite—chocolate: certainly, Anxious Moment™ is formulated with taste in mind. It was also created to deliver an effective dose, and was made without sugar or any added processing. With this convenient spray-technology, no water is needed. Just spray and go; because taking herbs should be easy. Kava bars will continue to spring up, and they will get maximum press as a clever cultural anomaly (and they do serve an important social function for people avoiding bars, or looking for social outlets in recovery for other addictions. Kava bars may become fun, or they may sit in the pecking order near juice bars as a destination location!) Good Kava bars are a great place for a group of the socially shy to meet out!

I wondered as I researched, what was The Kava Ceremony like before the Tourists? Pre-tourists, Kava was a serious component of ritual, hierarchy and chieftain power in many cultures: like secret medicine from the bush that provided power and possibly a recognized higher awareness. Even as western colonialism changed the fate of these cultures, Kava remained a steadfast link, even as some ceremonies

eventually became choreographed tourist events; or the culture-share for visiting dignitaries or business people: island diplomacy.

Today, the story is different, as a pageantry has evolved (even with a fear of insulting the locals by backing out: fear of kava) that involves chugging ceremonially-prepared Kava from coconut shells (a bilo bowl). Some people might get the desired effect; but remove all the cameras and snickering laughter and remove 90% of the noise; and replace with ocean waves and chattering insects (and perpetual heat), and you will know more what the real Kava Ceremony used to provide. The essence of early majesty.

It was neighborhood-share food. The lesson for today is that Kava was the tribal mediating tool. Indeed, the very nature of the power on opening the mind predisposes it to ceremony. Agriculture was familial, and people grew their own stash, and knew when to use it and when to share it. It had a respect as the tool to get all parties out of an aggressive mode: and that is Kava's eternal gift to the world. "Let's talk this out over some Kava."

Kava has some religious significance in many traditional island cultures, but everywhere it has been an important part of the communal activities from weddings to funerals to even political events. (Coke + Pepsi would love to claim that cultural imprint!). It is actually hard for us to understand: Kava offered a sociological comfort beyond the physiological benefits for centuries. Kava was and is a bigger part of traditional society than perceiving it as their everyday soda or market crop. I am sure that all Islanders thought that all people knew of and used Kava: it was currency, ritual, powerful gift.

FAMOUS PEOPLE FORTUNATE TO EXPERIENCE KAVA

Queen Elizabeth, Pope John Paul II, Hilary Clinton, India's Prime Minister Narendra Modi, Chinese President Xi Jiping, French President Francois Hollande, New Zealand Prime Minister John Key, UN General Secretary Antonio Guterrez, Prince Charles, (Prince Phillip and the Duke of Edinburg who both got special 'Royal Kava' in Vanuatu); that famous Tongan Olympic Athlete, Pita Taofafua, Arnold Schwarzenegger and of course, the late Anthony Bourdain.

~~~~~

Kava has its historical reputation because earlier people observed it provided spiritual power: maybe that was just an intuitive observation of the plant's ability to create clarity under pressure; and amicability in tense situations? Leadership traits!

Kava is the new Kahuna: it is taking the lead as the preeminent herb to guide us in these trying times. During a big project, at the end of the day, as we start a weekend, people are actually thirsting for what Kava provides!

Today, meeting "to do kava" is a regular thing—a night out like the Tongan kalapu bars. Some Kava gatherings can last 8-9 hours. In some cultures, Kava is the appropriate polite welcome when anyone visits your home, like we would offer tea or coffee! Today, it is cool to be photographed drinking Kava (think about an "I drank Kava" photo booth at your next health fair, or on Herb Day). Google Kava Culture for a good snapshot of the religious, cultural and

ceremonial importance of Kava in 8 Pacific Island cultures.

Let's take a quick tour. Over 2000 miles northeast of Australia and slightly west and due north from New Zealand (3000 miles away) in the deep and powerful Pacific Ocean are the Melanesians Islands of Fiji and Vanuatu. They are roughly 750 miles apart. In Vanuatu, where Herb Pharm® sourced their Kava, it is an important agricultural commodity as well as being "integral to cultural, economic and social life." Kava is the 3rd largest export commodity, and Herb Pharm® unsurprisingly has had the best connections for decades! Approximately 18,000 rural households (32% of the countryside) in Vanuatu grow Kava (some islands in the chain are identified as kava-growing islands). Efforts have long been underway to protect the reputation of Vanuatu Noble-variety Kava, and to make sure only high-grade Kava is exported. Biosecurity Vanuatu (can't make this stuff up) inspects processing-plants and exports to assure only Noble-varieties are exported! Vanuatu has also introduced a nursery system to maintain the best seedlings for farmers, especially to replenish crops after devastating weather events. The Vanuatu Kava Industry Association is farmers and families trying to preserve their way of life. Vanuatu, Fiji and Samoa are all developing top-notch national Kava quality-standards to comply with international food safety standards.

In Vanuatu, Kava is part of the everyday experience, from drinks at local community clubhouses called nakamals to Kava bars in urban areas where lanterns posted at the door signal that Kava is served here. People have evolved to make Kava their national drink, and their way of life seems to benefit from it (and interestingly murders, crime and violent crime are among the lowest of any country in the world in Vanuatu according to all current measurements). The nakamal is a traditional meeting place found in every community in Vanuatu. While most nakamals are still only for men, most nakamals today also have no lockable doors. A nakamal is different than a Kava bar, as while drinking Kava is the primary activity in both places, no money exchanges hands in the traditional rural nakamals! (March 27, 2015 Herb Pharm blog by Ed Smith, "Kava Revisited" <https://www.herb-pharm.com/blog/author/ed-smith/>).

In Fiji, Kava is called yaqona and it is considered the national drink. Once the drink of the Chiefs (you would also bring a gift of Kava when visiting a village), Kava crops were part national security and part family pride. Kava, as the west knows it in the last three hundred years, is the result of the genius of island agriculture, and we should only seek cultivated Kava. Kava was not some magic elixir found in the wild (like rhodiola or ginseng); wild kava can still maintain powerful and potentially dangerous compounds. There was a very unique and familial symbiosis between this pepper plant and the people of the islands that brought us the Noble varieties of Kava that are in commerce today. That said, the rural growers of the good stuff have been growing their tropical garden stashes for their families and communities through long generations. The local Chief that HerbalEd met when he visited Vanuatu the first time said his people had been cultivating and drinking Kava since the beginning of time (for thousands of years). It has been said that Kava is a delicate plant, and that it takes special care, especially when new plants are being

*continued in box on page 7*





propagated. As the market gets more industrialized (even in a small Pacific island way), the expert families will continue to produce their exceptional garden medicine.

The people of Hawaii were very happy before westerners brought them alcohol as our powerful social drink. Actually, Hawaiian priests drank Kava in ceremonies to help them speak to the gods. Kava was one of the plants that accompanied Polynesian settlers when they traveled to the islands around 300 AD. Later, "the first Christian missionaries arrived in 1820. The most powerful person in the nation, Ka'ahumanu, did not convert until 1825. But it was not until 11 years after missionaries arrived that she proclaimed laws against hula, chant, 'awa (kava), and Hawaiian religion." It is interesting history to follow the Kava-(vs.)-Booze clash when those two beverages eventually met during imperialist expansion. Bring in a military base, and nothing will ever be the same again!

On other islands, Kava is still that substitute for an alcohol in the local community watering holes in the 36 inhabited "Friendly Islands" of the Kingdom of Tonga. In some measure, there are 270,000 square miles where Kava is still the drink of choice as it probably was before we colonized Hawaii's island paradise, bringing our boozy alcohol culture! Kava was its own category at the time—a local liquid buzz that relaxed the body and positively influenced the mind to experience a happy time! The proverb exists (a wound of western modernity) "The man who drinks Kava is still a man, but the man who drinks liquors becomes a beast".

Our contribution to modern Kava commerce was science, and modern science is all about the Kavalactones (there are six identified kavalactones, with kavain currently experiencing the greatest interest). Here, we are talking about the standardization of provable actives which of course does have a provable merit when discussing therapeutic applications. Pharmacy wants to pull those constituent parts out and play with them, while credible modern herbalism wants to get the plant grown well and then optimally harvest the whole plant part (here, only the rhizome and root are used). At the same time, it is certain flavokavains that make "tudei Kava" so unpleasant and undesirable. As you begin to discuss the salient points of Kava, know that Noble-variety Kavas are good, and tudei Kavas are not good for human consumption. Know as well that local industry growers, exporters and even those who sell Kava internationally know the difference, and that there are actually simple tests to readily discern which plants provide happiness, and which plants bring the hangover effect! Buy from trustworthy companies, who test their manufacture, and finished product.

What makes Kava so sensational is that it creates relaxation and a gentle, manageable euphoria without directly affecting the brain or the central nervous system^ (Dr. Vincent Lebot, as reported in *Rolling Stone* magazine). As such, it is a tool that corporate America should encourage that we develop a taste for! Kava is the "Chill" root beverage! Dr. Lebot is a good research source on the science of Kava. Author of the Book, "Kava: Pacific Elixir," he is a PhD botanical geneticist and researcher who has authored 15 published research papers: 7 on Kava.

## BALM SEASON

- **Bodyceuticals Calendula Body/Face BioActive Salve** 2 oz.
- **Bodyceuticals Essential Skin Relief Salve with honey** 2 oz.
- **Trilogy Natural Products® Everything Balm** 45 ml (1.52 oz.)
- **Trilogy Natural Products® Everything Balm** 95 ml (3.21 oz.)
- **Herb Pharm® Original Salve** 24 gms. .085 oz.

Kavapyrones, kavalactones, kavain, flavokavains: it is fun to get caught up in the promise of what these unique plant compounds may provide. The research is growing. Preliminary research on cancer prevention is intriguing (lung cancer); it is worth noting the encouragement of further research for the pharmacotherapy of using Kava with HIV/AIDS and certain antiretroviral drugs. (draxe.com). That is drug therapy, and I wish them well.

I do want to thank recent American research which brings forward these observations: "Both Ohio State and the South Dakota State University College of Pharmacy conducted animal studies and found that not only was kava non-toxic to the liver, but may even protect the liver" (globalhealingcenter.com); and the Duke University Medical School affirms that Kava neither creates a dependency nor adversely affects heart rate, blood pressure or sexual function. For the moment, we got that cleared up!

Other research worth investigating; for mood swings with PMS; as an option to consider with cravings during drug withdrawal; for reconciliation conversations after a dispute; for the anxiety of the second date, or before a presentation or test (have a knowledge of how your body responds to the planned dosage-use first); as an anticonvulsant and analgesic; for prostate health, sleep, aggressiveness and anxiety, anxiety, anxiety!!!

Where you should focus your marketing support is on anxiety. If stress and inflammation are the modern killers, then anxiety is the noose around our necks. The center cannot hold and things are falling apart, and that is at least dissettling. Sentient beings can tell that there is something unnatural happening here, though what it is ain't exactly clear. Worry is normal: but chronic anxiety can become debilitating. People need to gently modify the release valve occasionally, and Kava may be a perfect little remedy.

How to get the message across? Tell the story. Kava is for the noble intentions (sleep, relaxation, meditation) and those rancorous things that can tear apart our humanity. Kava is peacefulness; and maybe even euphoria for some (specifically with occasional use). Bring Kava to prominence in the conversation, and maybe you will get everyone to give it a try (create signage: "has Kava been on your bucket list forever? Now is the time!"). The WWII American GIs who returned from fighting in the Pacific Theater became obsessed with Polynesian culture, and the 1960s saw many excursions into recreating mellow island living and what we define today as Tiki Culture. The imagery that dominates in the US today is that of Hawaii (Tiki was the mythological "Adam" of the Polynesian creation stories; and the totem carvings found on many Islands relay these stores, with quite an interesting history. For a short info piece on the

"tiki culture" of Vanuatu, check out <https://kustomkultureaustralia.com/2011/03/21/vanuatu-tiki-carvings/>). That island mystique is in itself relaxing.

In America, Tiki things (things Tiki?) eventually morphed into the ubiquitous and kitschy Tiki Bars found near rising malls and tourist attractions. Funny, how alcohol invaded the spirit of the Polynesian culture even here. I love Tiki bars [long may the cheesy décor and cheap rum survive!], and if there are any near your store, let me know. My parents had a "tiki" salt and pepper shaker set that I cherish. But when the furniture fad faded and moved to the sunroom and then the children's dorm rooms, Polynesia just became another distant part of the world again. Kava can reunite us again! That era of Americana is fully part of our 20th Century DNA. Use this memory (with some respect of course) and bring the exotic to your stores—a recurrent theme even. A simple tiki-carving drink mug, or hula pa'u skirt, or a couple coconuts sets a theme to build around. Pre-Baby boomers might just remember that time when America was looking West.

Melanesia is even more far out than our 50th State, and—when you investigate—you will see that it is truly amazing that today we can easily and safely imbibe with a beverage from a root of a plant (the upper part of which is inedible) that missionaries outlawed, but before that was the Brahmi herb of that culture and those people! And, usable money, and perfect gifts too!! Vanuatu wood carvings (<https://www.pinterest.co.uk/6b9cfe3370bf7f/vanuatu-woodcarvings/>) The wood carvings represented spirits, and those spirits obviously drank Kava!

Reeling Michael back into the eastern seaboard of America, we finish up by asking: is Kava a sedative or a euphoriant? Is Kava a nootropic? The answer for all three questions is: yes, today it is, for some. The footnote is that it is safe in all these instances, and more. The contraindication of Kava excess? Scaly, flaky skin: so, as with all good things, use in moderation and take responsibility for your own health! Note I said resulting from excess.

As with all things herbal, quality is supreme! Today, HPTLC assays of the acetone extracts of the root can easily identify and differentiate between Noble-varieties and "tudei" kava and between the preferred *Piper methysticum* and other varieties (*Piper wichmannii*) and wild kava. (Noble varieties elicit a faint yellow color!) It will become a capitalist inevitability that nursery-raised kava seedlings will produce a higher yield, less expensive product (which the mass channel will suck up), but industry founders are still offering product with a story and a fingerprint of a Kava culture that still exists today, producing what connoisseurs consider the impeccable best of the best.

One term for Kava *methysticum* is intoxicating pepper. With its beautiful broad heart-shaped leaves, I prefer to call Kava the beautiful pepper. Captain Cook, after years at sea, must have been happy to have a mental day off when he drank his first gulp of that early Kava potion—he compared the experience to being intoxicated—but I will bet that he had a fine, clear high. Lost in the translation was the use of plants as the most cherished gifts for the chiefs, the use of herb roots as a trustworthy form of local currency exchange.

We know that it is best to buy from a trusted and reputable source—an herbal authority—with a direct supply chain that can guarantee that only the root/rhizome is used and

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## Blue Moose Consulting

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### GOT EMAIL?

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

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

### Kava: Beautiful Pepper and Modern Muse *continued from page 7*

not the leaf or bark; that manufactures and tests for quality, actives and the absence of environmental contaminants and deleterious compounds; and that makes a tested (non-standardized) whole plant extract. That is what you should promote in your store. This is why Herb Pharm® is the #1-selling Kava in America!

Herb Pharm's Kava is sustainably-grown and harvested in the remote Vanuatu Islands in the South Pacific. This Kava is prepared from the whole rhizome & root (never peel, stem or leaf) of 4 to 8 year-old Piper methysticum plants, and is extracted using only pharmaceutical-grade, certified organic alcohol (never industrial solvents). Available in 1 oz, 4 oz. liquid extracts and Kava caps (200 mg of Kava extracts providing 60 mg of kavalactones): 60 veggie caps, all in glass bottles.

Yes, today Kava may be drunk in plastic cups on the weekend in Vanuatu (as Southerners used to smoke tobacco everywhere, because it was their primary agricultural crop of choice); and Kava bars in urban centers in the US may be mimicking the style of traditional island cultures (plastering faux-facts about Kava all over their presentation) as they try to sell Kava as the new millennial night-out; but Kava the root knows what it is doing. Kava is creating large, inter-connected peace circles everywhere, and helping the culturally-shy and societally-anxious to become more involved and inclusive; and helping the worn soul to regroup and recover—with a natural, relaxing happy hour—anywhere, anytime anyone wants to experience a Kava moment! Kava may never rival caffeine and alcohol as big-time, everyday life choice for the majority, but Kava and CBD are the 21st-Century contributions the US healthfood movement is bringing to support we people living in this time! Neither caffeine or alcohol bring this noticeable sense of euphoria!. Become informed: this is truly a natural and healthy way for more money from other places. Time to stir some interest in Kava in your community now. Ask your BMC Rep, or your Herb Pharm® Rep how to make quality Kava something that needy people in every category of shopper will seek—and associate with your store. Let them know the Kava lantern is located in your store with the best: Herb Pharm® Kava. ☺

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

#### Newton Homeopathics

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

#### Aromaland, Inc.

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

#### Vitalah, LLC

www.vitalah.com  
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#### Mushroom Science

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#### Trilogy Natural Products

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#### Herb Pharm

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

