



# BLUE MOOSE CONSULTING NEWSLETTER

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## Talking Business: Realignment

Smart is good. Business needs vibrancy: it takes a wiliness and desire to survive. Nigerian novelist Chinua Achebe brought forward the poetry of Irish poet William Butler Yeats in circling the awareness: “Things fall apart: the centre cannot hold.” What is going on? We are in some strange times.

Poor BMC, I could say. Forces conspired to take away from me all the fields where I had laid good seed, and worked harvest with dedication: capitalism stumbling to strangle me as it thrashed forward. The long-repeated historical tale of working hard; to have fruits of labor stolen away! But I choose not to say that.

I realign. I grow stronger and smarter and commit daily to my job of being a solid part of the natural foods movement. You have to do the same, too.

My concern is to assist in your ability to survive and thrive. My concern is my BMC co-workers and their livelihood and their families. My concern is my friends and my service in life on this planet. You know where I am; now let me tell you where Blue Moose Consulting is going.

We all need to change. The real, actual, not-fake-news, not name-theft Amazon is a beautiful vibrant place; not some aberration of opulence and tricky/false savings hidden behind blank-walled fulfillment centers (where people die on the assembly line, and no one is allowed to stop to help, to give honor). Amazon is a passing disruption—it will live shorter than the railroad monopolies (though longer than Uber!) Amazon is not a boogiemer. The Amazon company is just another threat; and we have survived many of them. This Amazon is filled with many digital dangers and viruses. We will survive: stay alert. Smart is good.

As the gatekeeper to the local community resource center of your community (which Amazon will never be), you choose the products that you carry. You are the place where only good

things are sold: we own that title! Be critical; don't be so utterly foolish as to drop companies that have not yet gotten to MAP-compliance: instead, ask companies to unify around the concept of MAP compliance. Instead, carry the best products for the health of your community. Siphon out the mediocre, and highlight the good.

On the other hand, this truly is no time for business as usual. Changes are going on everywhere—most precipitate

and fall into place before you are even alerted that change is happening: an unusual time where long-time assumptions are not always as trustworthy as they used to be.

Our industry has problems, which should be expected as so much of our Manufacturers have been subsumed by big business and their tricky, so-called ethics. Stay alert: things are not always

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### GIFTS: + NEWS TO HELP YOU MARKET THEM .1

**HOLIDAY GIFTS are everything to the Holiday Shopper**  
**Two gorgeous season holiday skus available + a gift with purchase item:**

#### **Trilogy is a beautiful way to say Love!**

##### • Rosehip Skin Treats Mini Celebration Set

Contains: Cream Cleanser\*, Hydrating Mist Toner^, Vital Moisturizing Cream^ .  
Item#: 18087 Wholesale: \$8.25/ Retail: \$15.00 [\* 1 oz.; ^ 0.67 oz.]

##### • Rosehip Beauty Trio

Contains: Cream Cleanser\*, Certified Organic Rosehip Oil^, Vital Moisturizing Cream^  
Item#: 18086 Wholesale: \$17.60/ Retail: \$32.00 [\* 1 oz.; ^ 0.67 oz.]

**PROMOTE Holiday Gift sets + OFFER customers a Special Gift with Purchase!!!**

The parameters for the GWP are as follows:

**Order 6 holiday sets plus 6 other units (of any Trilogy skus), GET 6 GWP FREE**  
**Order 12 holiday sets plus 12 other units (of any Trilogy skus),**  
**GET 12 GWP FREE etc...**

The GWP item is: **FREE with the purchase of two (2) Trilogy® products**

A Deluxe Cleansing Set, which contains a Trilogy Bamboo Cleansing Brush + a deluxe size Cream Cleanser. The free Gift is already marked with the verbiage “Free when you purchase two or more Trilogy products”.

Holiday sets subject to free-shipping minimum of \$300, so order now!! While supplies last.

#### **Trilogy Rosehip Seed Oil: IN THE NEWS: STAR POWER**

Market now as Perfect for the Holidays

**Did you know the secret to Kate Middleton's glowing skin has been reported to be our Certified Organic Rosehip Oil?**

[www.trilogyproducts.com/us/trilogy-talk/kate-middleton-uses-trilogy-rosehip-oil-for-a-flawless-complexion.html](http://www.trilogyproducts.com/us/trilogy-talk/kate-middleton-uses-trilogy-rosehip-oil-for-a-flawless-complexion.html)

“Everything Duchess Kate Middleton touches turns to gold—or, at least, a best-seller. Such was the case with Trilogy's Rosehip Oil, a reported skincare favorite that the royal started using when she was pregnant with Princess Charlotte. It's become so popular that one bottle is sold every 20 seconds. What makes rosehip oil such a special ingredient? We turned to three top skincare experts to break down everything you need to know, ahead.”

**Elle.com November 2018 (current!)**

“Everything You Need to Know About Trendy Skincare Ingredient Rosehip Oil”  
[www.elle.com/beauty/makeup-skin-care/a25049558/rosehip-oil-benefits-uses/](http://www.elle.com/beauty/makeup-skin-care/a25049558/rosehip-oil-benefits-uses/)

#### **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

**Integrating Trilogy®—the best in bodycare brings in a new customer. more money from other places!!**

## Realignment *continued from page 1*

what they seem. Our food distributor freighters and their subsidiaries continue to be a greater threat to your store than Amazon; don't be deflected from the truth. When distribution courts mass-placement and rigs prices to compensate: we all suffer—the independent retailer, and the consumer. Pricing for products in our industry has been taken over by cunning accountants and their algorithms. It is truly “rob Peter to pay Paul”. We are largely handcuffed here (unless you choose to get into “natural manufacture”). Actually, everyone is subjugated: the insidious act is that when forces play with prices for things that make one healthy, then we are just being screwed!!!!

This is not a public complaint: it is just my Martin Luther moment: my

nauling my intentions on the door of 2018 as we all begin to move into 2019. We have to be awake, and concerned and participatory—and willing to change. I learned some tough lessons in the last few years: I learned that loyalty is not spoken in words: it is proven in action. I learned that companies can be strong for a good deal of time, and that they can then change, quickly. From this and most importantly, I learned that the promise of investment in the cause of the natural foods independent retailer (and NCG and INFRA) has to be more than words—it has to be visible action.

From the changes that we have endured in the last three years, I learned—above all else—that what Blue Moose Consulting has built and brings to your store is more than the wonderful companies we work with: it is our service to you. I have learned that the

power of BMC has never been in which lines we represent: it is about the co-belief that BMC has that your space is the sacred place—the local community health resource center—and that we want to bring to your store those things that will keep your business strong, natural and healthful. I have never bought to you lines that were untrustworthy: I choose my partners carefully (after some beginners luck!), but I have been molded by the streets and I am still molding the philosophy of BMC to be always better in servicing those stores that want to be part of the natural health movement.

So, we all move our businesses forward into 2019. I have made my gameplan, and I am committing entirely to your stores. The hardworking and

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## GIFTS: WAYS TO OFFER THE SPECIALNESS OF THE HOLIDAYS.2

### AROMA LAND® FACIAL SERUMS

Elegant, naturally enhancing with pure essential oils. A whole new section for your bodycare set. Bring youth back to your skin  
1 oz. w/dropper serums for seven (7) Skin Types:

### HOLIDAY SEASON PROMOTION

**NOW through January 15th 2019 (in eaches)  
reg. wholesale \$12.49 On sale for \$9.99 MSRP- \$24.00**

- Cleansing • Dry Skin • Mature Skin • Oily Skin
- Sensitive Skin • Problem Skin • Moisturizing

A superb blend of jojoba, macadamia + olive oil; beautiful new silver foils + silver labels

**^ PLUS! Facial Serum Skin Repair for men + women**  
reg. wholesale \$24.99; on sale for \$19.99; MSRP- \$49.99

**HOLIDAY deals are here: Holidays are for Aroma Land**  
*Great Gift Idea promoting clean, natural Aromatherapy environmental  
fragrancing 10% OFF 3 each select items listed below*

**ROOM SPRAYS** 80 ml (2.67 oz.) recyclable container  
Natural Aroma Mist with Pure Essential Oils in a convenient mister to bring scents from Nature into your life.

- **Aroma Mist EVERGREEN:** Spruce, Pine and Fir needle essential oils are as rejuvenating and inspiring as a walk in the forest.
- **Aroma Mist HOLIDAY:** 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
- **Aroma Mist PEACE:** beautiful Essential Oils of Lavender, Orange, Geranium, Cedar and Frankincense are blended to bring the blessings of Nature as a gift anytime. The message for the season is enhanced with a beautiful stylized dove holding an olive branch – symbol of Peace.
- **Aroma Mist ANGEL:** delightful citrus Essential Oils Grapefruit Lemon and Lime are blended with exquisite flowers Jasmine and Ylang Ylang and grounded with Cedarwood.
- **Aroma Mist GODDESS SPIRIT:** pure Essential Oils of light citrus notes of Orange Tangerine and Grapefruit blended with rich floral of Jasmine the warmth of Ginger and deep resinous Muhuhu reflect both beauty and complexity
- **Aroma Mist BUDDHA:** an enlivening richness with the citrus note of Orange + the rich scents of the forest Pine and Ho Leaf combined with the rich resinous oils of Frankincense, Patchouli and Cistus Labdanum.

**Special deals on Environmental Mist Sprays with orders placed through  
BMC Sales Rep. Just Ask!**

**Open an Aroma Land account today!**

Aromaland founded in 1985 creates exquisite bath and body care products utilizing 100% pure therapeutic essential oils. Our complete line of Essential Oils are premium selected for Aromatherapy use. We meet the best EWG Cosmetic Safety standards.

*Bliss in Every Bottle™*

### ESSENTIAL OILS FOR THE SEASON

All glass bottle 1/3 oz. (source listed)

**10% OFF 3 each select items listed below**

- **Frankincense (Oman)** wild growing plants, Boswellia carterii
- **Frankincense 10%** - blended with jojoba oil. Probably the most introspective oil
- **Myrrh (Somalia)** Very thick, needs to be warmed to turn more liquid.
- **Myrrh 10%** -blended with jojoba oil. Uplifting and revitalizing while soothing nervous tension
- **Spruce Needle (Canada)** Very popular in an Aromatherapy bath to revive tired muscles
- **Pine Needle (Finland)** Refreshing, invigorating, stimulating, strengthening
- **Fir Needle (Siberia)** The typical aroma of the Christmas tree
- **'Evergreen Blend':** Essential Oils of evergreen trees. Fir Needle, Pine needle, Spruce needle
- **'Celebrate Blend':** smells like Christmas! Freshly cut evergreen branches & Christmas cookies. Essential oils of Orange, Cinnamon, Spruce, Patchouli & Clove

**MORE Holiday Deals (new placement deals apply!)**

**Beautiful label Massage Oil made from therapeutic essential oils!** Aroma Land® has just upgraded & repackaged its Bodycare Collection!!

**Massage Oils:** 12 oz.

- **Ylang Ylang & Ginger** • **Jasmine & Clementine** • **Lavender**
- **Tea Tree & Lemon** • **Lemongrass & Sage** • **Rosemary & Mint**
- **AromaFREE®**

Created exclusively from cold pressed plant oils – rich in vitamins & unsaturated acids – and pure Essential Oils. Grapeseed, Rosehip, Sweet Almond, Avocado, Safflower and Sunflower Oils are enriched with Vitamin E and C, providing smooth and nourished skin. Supports smooth glide and easy grip for deep massage

**BodyCare Collection: protect your business, and buy direct**

New labels for 45 of the best-priced, best-value, health store-quality bodycare products @ 50%-margin, including:

**The exceptional AromaFree® category of products** for those who want to customize their own scent, or whom are scent-sensitive!

- NEW an entire selection of Bodycare Collection Hand Soaps!
- Quality at every step.
- Tincture and essential oils bottles all from Germany...
- ALL bottles Bodycare Collection- made in America. BPA-free



# NEWTON homeopathics

Nurturing Naturally Since 1987

## December Promotions:

### 20% OFF select OTC formulas

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

#### • Blues~Mood~Emotions • Hangover Help

#### • Jet Lag • Tobacco Withdrawal

~ shelf tags announcing the sale included with your order

### December Promo Items:

How should a health food store present natural options for the rather common experience of a "hangover"? Homeopathically, and holistically, of course. Once you hear that "this product works," it could become a popular little secret, found only in your store! Make it a fun conversation starter at the register this Holiday Season! People will imbibe certainly, and we have the answers! Hangovers have been around a long-time: homeopathy has found many proven remedies for the many symptoms. **Hangover Help** is the best holistic choice. Safe & effective. A great stocking stuffer for you-know-whom!

### Homeopathic OTC Formulas 1 fl. oz. liquid or pellets

**Blues~Mood~Emotions** (N035) for associated symptoms such as grief, despondency, difficult concentration, irritability, oversensitivity and prolonged sadness. Learn more: [www.youtube.com/watch?v=ba2\\_qIKQ4PE](http://www.youtube.com/watch?v=ba2_qIKQ4PE) (2 mins, 30 seconds)

**Hangover Help** (N215) for symptoms associated with intoxication including nausea, dizziness, discomfort + headache.

**Jet Lag** (N221) for symptoms associated with travel & time-change such as fatigue, sleeplessness, headaches, vomiting, cramping + other related symptoms.

**Tobacco Withdrawal** (N030) for associated symptoms such as anxiety, cravings, irritability, labored breathing, cough, headaches + stress.

^ cannot be combined with other discounts

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

### Why Homeopathy? BECAUSE IT WORKS!

**Why Choose NEWTON?** ~ Expertise & Experience ~ Quality & Safety  
~ Variety & Selection ~ Environmental Awareness ~ Economical & Efficient

### PRODUCT NOTES:

NEWTON Complexes for Adults are specially-formulated combination homeopathic remedies for a wide variety of self-limiting conditions. All remedies are safe for use by people and pets of any age. Carry the pellet options of the best-sellers: (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

### People asking for products for leg cramps?

**Newton Leg Cramps-Swelling** is the best value, best formula [N048 liquid and/or pellets] and most effective. Formulated for associated symptoms such as pain, cramping, swelling, inflammation and stiffness in the legs and feet.



## 'TIS THE SEASON

### The official Nutrient of Christmas-time Health: the Silver Fir Tree nutrient, ABIGENOL®

First, The European tree that inspired the story + tradition of the Christmas tree: and now, a nutrient powerpacked for human health.

**RevUp Wellness®: getting a new powerful nutraceutical to the people!** Silver Fir Extract

- Rev • Up Wellness® DEFENSE with Wellmune®
- Rev • Up Wellness® ENDURANCE
- Rev • Up Wellness® VELOCITY with Wellmune® (all w/) European Silver Fir Bark extract: Abigenol® (an affordable option to pycnogenol)

### Abigenol® found exclusively in Rev•Up Wellness products!

~ packed with 6 phenolic acids, three flavonoids + four lignans.

New bottle/repackaging coming soon (estimated launch date Dec. 15th)

Ask your BMC Rep about BOGO deals for the original box packaging; and other generous sampling programs

### ^ Rev•Up Wellness® DEFENSE with Wellmune®

Abigenol (50 mg), Wellmune® (200 mg) + C, D3, Selenium + Zinc

### ^ Rev•Up Wellness® ENDURANCE

Abigenol (150 mg), Vitamin C, D3, Selenium, Chromium, Zinc + Iron

^ Rev•Up Wellness® VELOCITY with Wellmune® Abigenol (100 mg), Wellmune® (250 mg) + C, D3, E, Magnesium, Selenium, Zinc and Copper

### Immune Health Basic® "IF/Then Sale"

NEW FOCUS: put the WGP® on sale [60 ct.] for the next three months @ 20% OFF (Dec., Jan. + Feb.) by participating in this excellent 3-month "IF/Then" sale. IF you want to keep strong against any dangerous intruders + protect your community, and family and friends; THEN, maintain a strong inventory of preventative healthcare tools!

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., 60 cap size on reorders** through February 28, 2019 @ 20% OFF wholesale.

The needed 5 immune-supporting items:

**Wellmune WGP® in many dosages for every need:**

- 125 mg 60 ct. • 250 mg 30 ct. • 250 mg 60 ct. • 500 mg 60 ct.
- + a product perfect for the little ones... **Children's Chewable** 25 mg 60 ct.

GROW NEW BUSINESS with scientifically-proven nutritional support



## WE ARE HERE: Immune season

Don't get locked out in the cold Be the source of health solutions  
2-ways SAVE UP to 25% OFF Through December 31

HERBS FOR IMMUNE SEASON 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: ten (10) featured items!

- 1 oz., 2 oz. + 4 oz.: • Daily Immune Builder™ liquid extract
- Rapid Immune Boost™ liquid extract • Black Elderberry Glycerite liquid extract
- 1 oz.: • Herbs on the Go™ Sprays: Immune Season

### PROMO PARAMETERS for two (2) promo brackets

Featured Products + Bonus Products: 2018 Immune Season 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**

**BONUS ITEMS: liquid extracts:** 1 oz.: • Soothing Throat Spray • Mullein Garlic Oil

1 oz. + 4 oz.: • Black Elderberry • Immunatack™

1 oz., 2 oz. + 4 oz.: • Virattack™ • Lung Expectoran™ • Super Echinacea™

• Herbal Respiratory Relief™ • Super Echinacea™ caps 60 veggie caps

Herb Pharm® KIDS products are all Certified-Organic with organic glycerin

1 oz. + 4 oz.: • Kids Black Elderberry • Kids Cough Crusader™ • Kids Immune Avenger™

• Kids Immune Fortifier™ • Kids Throat TLC™

**BONUS ITEMS:** Meet the discount levels by ordering the necessary number of Featured Items from the 2018 Immune Season Promo - and you can order any number of 2018 Immune Season Bonus Products that will also qualify for the same discount as the Featured Items on your order.

No minimums, after the initial buy-in is accomplished through DECEMBER 31

**NEW PROMO ALERT:** what happens when you take the #2 best-selling product you make + you offer an alcohol-free version of that item? Well, Sales swell and smiles widen!!!!

### ALCOHOL-FREE Ashwagandha

One-time Purchase; initial placement: Alcohol-free Ashwagandha. Promo through 12/31/18

**Buy 3 (per Sku) + Save 20% Buy 6+ (per Sku) + Save 25%**

1 oz., 2 oz. + 4 oz. liquid extract Ashwagandha Glycerite. Carry all three sizes

• Certified Organic Ashwagandha root extract (*Withania somnifera*)

servings: about 42 per 1 oz. glass bottle • Non-GMO & Gluten-free

• Ashwagandha Glycerite is from root being sourced from southern Oregon, USA

BUY IN BIG for a less-stressful Holiday Season!!!!

**PRODUCT HIGHLIGHT** It seems like it is gonna be one of those seasons!

**Virattack™ liquid herbal extract:** Supports Healthy Function of the Immune System\*

Ingredients: Proprietary extract blend: Lomatium root, St. John's Wort flowering top, Echinacea root, Olive leaf, Lemon Balm leaf & flower.

Consider this **GOOD NEWS:** all Herb Pharm® retailer wholesale orders now ship 3-Day Air!!!

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



Don't miss your omega-3 sales this month;  
EPA + DHA are as important as any other shopping choice!  
**DISPLAY COUNTER HAPPINESS**

with Powerful Health Statements

• **12-BOTTLE COUNTER DISPLAYS: 30% OFF** (+ an additional 5%-off for RPP)

Reorders **25% OFF** For items purchased on initial sale

Choose up to 3 products from 70 items (minimum 12 units). Get the list + order

One deal-per-month through January 15th. Place displays throughout the store

like filling a tree with bounteous health-directing ornaments

### Showcase top sellers or NEW ITEMS:

• **Nordic Naturals 24 pc. displays** Customizable 24-bottle Display^

**30% OFF** \*^^ (and an additional 5%-off for RPP)

Reorders **25% OFF** for items purchased on initial sale

^ Base measures 12" x 14". Small footprint for efficient additional selling space

Holds 24 units of select 60 ct. 90 ct. + 120 ct. Skus Get the list + order

one of each display allowed per ship-to location each month

(24-pc display sold out quickly: back in December. Options? Speak w/BMC Rep)

Supportive Header Display Options: • BRAIN POWER • Expertly Formulated FOR YOU

• Essential nutrients of optimal health

• **Nordic Naturals 24 pc. 180 ct. displays** Customizable 24-bottle Display^^

**30% OFF**\*^^ (and an additional 5%-off for RPP)

^ Base measures 16" x 16". small footprint for efficient additional selling space

Holds 24 units of select 180 ct. Skus Get the list + order

One of each display allowed per ship-to location each month

Supportive Header Display Options: • smiling, laughing faces • #1 Omega-3s in the US

\*^^ all deals through January 15th

### • Omega Memory with Curcumin

\* Nordic Naturals-quality EPA/DHA fish oil (DHA -560 mg; EPA-280 mg)

with Phosphatidylcholine (Norwegian herring roe);

Longvida® Optimized Curcumin extract and Huperzine A

• **Omega Curcumin:** concentrated Omega-3s + potent antioxidants

Nordic Naturals natural triglyceride fish oil (490 EPA, 350 DHA) with Longvida® Optimized

Curcumin extract, Reduced Glutathione and NAC (N-Acetyl-L-cysteine)

**2X the next generation of fish oils: Ultimate Omega® 2X**

• **Ultimate Omega 2X** 60 ct. + 120 ct. • **Ultimate Omega 2X Mini** 60 ct.

• **Ultimate Omega 2X D3** 60 ct. • **Ultimate Omega 2X Mini D3** 60 ct.

• **NEW! Ultimate Omega 2X TEEN** 60 ct.

**BACK IN STOCK:** Nordic Flora Probiotic Daily 60 ct., Nordic Flora Probiotic Comfort 30 ct.

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





Holidays are the worst time of the year for Healthy Diets!

**Be Kind**

+ offer opportunities for quick, delicious nutrition

**JUVO® Raw Meal packets**  
(10 packets)

- JUVO® Raw Meal Green Apple
- JUVO® Raw Meal Vanilla Chai

Ask about new product placement deals

**ReJUVOnating Benefits:  
Certified Organic Raw, Whole,  
Non-GMO Ingredients means:**

- Support a healthy immune system
- Improve digestion with plant-based probiotics & enzymes
  - Increase Energy
  - Help balance blood sugar levels
- Rich in antioxidants, dietary fibers, and phytonutrients
- Convenient: perfect for a quick meal on the go
  - Formulated by an oncologist
  - Unbeatable taste that's organic

Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives.

No Artificial Flavors, Colors, Sweeteners & Stevia.

Raw, Organic, Whole, Non-GMO.

**ReJUVOnate Yourself!**



DRINK OXYLENT BREATHE LIFE™

**DECEMBER LINE DRIVE 20% OFF**

\* \$200 minimum order for discount independent retail stores only  
*Immune Oxylent® is here for you now, on sale because fast nutrition is always an asset*

**THREE 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)

**Why Immune Oxylent®?**

Immediate effectiveness when you need it with a superior, high-quality Vitamin C Formula- [without sugar]- providing vitamins, minerals + raw coconut powder to boost, maintain & support your immune system\*

- 1000 mg. of Vit C as Acerola Fruit + Calcium Ascorbate
- 2000 IU of Vit D3 (lanolin-based) as cholecalciferol
- Albion® Chelated Minerals including Selenium + Zinc
- Raw Coconut Powder + Pink Himalayan Salt for added hydration
  - NO Gluten, dairy, soy, caffeine, GMOs or sugars; sweetened with pure stevia

**OTHER DEALS**

**OXYLENT®: 2019 is the time  
Make Oxylent a New Year's Resolution**

- Invest in the **pre-fill Oxylent display**, while supplies last
- **30% OFF** 5-in-1 Multi prepacked Shipper 24-box order **NEW:**

**Oxylent® '5-in-1 Multi' Dumpbin Display\*:**

- Invest in a new Oxylent® Dumpbin: 200 packets for \$100  
^ both prefilled: set price (no further discounts)

\*Free shipping @ \$200

We've moved, please note new address:

111 Jennings Drive | Watsonville, CA 95076

Tollfree: 877.OXYLENT (699.5368)



**ACT NOW:**

Today through December 10th ONLY

**EARLY SEASON SALE\***

- 5% OFF** mix and match 12 items^
- 10% OFF** mix and match 24 items^
- 15% OFF** mix and match of 36 items^

\* Does not include the 10 ct. boxes or sample packs

**Complimentary Shipping**

Not valid with any other discounts/promotions  
For Independent Retail stores only

**SOHO attendees:** special discount for all stores who attend + place their order at the show!

**Dr. Ohhira's Probiotics: IN THE NEWS: STAR POWER**  
*Meghan Markle takes Dr. Ohhira's Probiotics*  
Market now as Perfect for Travell!!

**RIISING SUPERSTAR—Tis the Season**

**Dr. Ohhira's Propolis PLUS®** is a unique whole food superfood, combining potent Brazilian Green Propolis; the antioxidant keto-carotenoid, Astaxanthin; Vitamin E, Flax Seed Oil, with a supportive addition of the prebiotic-probiotic-postbiotic, whole food superstar, Dr Ohhira's Probiotic® for year-round, multi-faceted and balanced health. 30 caps, 60 caps, 120 caps

*"There is simply no other single-product combination like this on the market today."* AVA Vegetarian-certified

**Discover the Dr. Ohhira Difference™  
The Probiotic of Choice**

Complete your Probiotic section: promote all 7

**Dr. Ohhira's Probiotics® Original Formula:** a 3-year fermentation whole food with LAB; a most unique natural prebiotic, probiotic, postbiotic.

10 caps, 30 caps, 60 caps, 100 caps

**Dr. Ohhira's Probiotics® Professional Formula:** offering an additional 2-years of anaerobic fermentation  
30 caps, 60 caps, 100 caps



**December Promotions  
10% OFF**

Must mention BMC Promotional Deal to get discount  
Direct orders: independent stores only thru 12/26

**"Personal Gifts" for a healthy lifestyle**

- Yeast Rescue® Soap Soother, 6 oz.
- Skin to Skin Intimate Lube, 2 oz.

**Great Gifts for Teens, Students + the Guestroom** 8.45 fl. oz.

- Body Wash Foamers™ Tempting Turmeric
- Body Wash Foamers™ Minty Mischief
- Body Wash Foamers™ Lavender Lunacy

**Great Gifts for Parent, Young Ones & the Whole Family!**

- Sea Bath Kiddie Calmer™ 20 oz

**~ Yeast Rescue® Natural Soap Soother, 6 oz.**

Those holiday cookies feed yeast in our bodies. When yeast manifests on our skin, it can drive us up a wall. It can appear in intimate areas, in scalps, or anywhere there is skin. Men, women, and babies in diapers suffer from yeast symptoms. This herbal and aromatherapy blend is specifically designed to soothe and cleanse intimate areas without burning irritated skin. 2 fl. oz. spray bottle.

**~ Body Wash Foamers™ Face & Body Wash**

Good. Clean. Fun. that foams without environmental worry for a truly clean, refreshing shower. Mild Castile soap, organic and wildcrafted herbs, and pure essential oils - never any synthetic foaming agents. Tall, narrow bottles are easy to hold + fit comfortably onto any sink or shower ledge. Students love them! Convenient pump dispenser top creates a Natural Foam, Smiles with a delightful scent!



**THREE GIFTS + DONE**

- Women & men love Trilogy® Natural Products
- Rosehip Seed Oil is the hot topic of natural skincare
- Award-winning international superstar; you can introduce:

*"one bottle of Trilogy sold every 22 seconds somewhere around the world."*

**The perfect gift says  
I LOVE YOU**

*cleanse repair nourish*

**Trilogy says that skincare should be simple:**

Cleanse & exfoliate • **SIMPLE**  
(creams, gels + masks)

Repair & restore • **PURE** (oils + serums)  
Hydrate & nourish • **VITAL** (moisturizer)

**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

**NEW ITEMS, Best-sellers  
+ Holiday Gifts**

Holiday-Sleigh has arrived from New Zealand filled with great new GIFTS TO SHARE

- Age Proof CoQ10 Eye Recovery Concentrate
- Rosehip Transformation Cleansing Oil
- AGE-PROOF Overnight Mask



The best lip balm for the world

**Lip Loving Stocking Stuffers**

Shared Gifts means new Customers

Highlight Eco Tints + Lip Scrubs for the Holidays!!

**DECEMBER DEALS 15% OFF^**

- Eco Lips® Lip Scrubs
- Bee Free® Vegan Lip Balms
- Eco Lips® Eco Tints
- Specialty Lip Balm (Gold, Hemp, Medicinal)

• **Bee Free®** - many flavors: lemon lime, superfruit, sweet mint + unscented. Great performance, ethical gratification with candelilla wax, and Organic, Fair Trade™ Cocoa Butter + Coconut oils

• **Specialty Lip Balms:** 36 ct. Convertible displays.  
**Gold** - The Ultimate Lip Moisturizer, with Baobab seed oil (unflavored)  
**Hemp** - with Manitoba Harvest Hempseed Oil. Vanilla flavor

**Medicinal** - all-purpose balm with a reputation for cold sores with Organic Tea Tree oil + Camphor, Lemon Balm + Calendula, and Peppermint oil. Purposeful!

• **Be an eco-beauty! Eco Tints by Eco Lips®** moisturize lips & provide a sheer tint in six shades. Perfect for that switch from work to evening, or any time to freshen up. Box of 36:

6 pcs. of each color tone. Flavor: vanilla mint

**ACHIEVE BABY SOFT LIPS NATURALLY!**

• **Lip Scrubs** - USDA Organic, Fair Trade Certified Lip Scrubs.

3 flavors: mint+ vanilla bean + brown sugar. (Yummy) 0.5 oz. glass jars. 6-pc display SRP. \$9.99/ea.

^ direct, Independent accounts only

**The Best Lip Balm for the World**



# bodyceuticals

**December deals:  
SAVE UP TO 25% OFF  
NEW LOOK LIP BALM DISPLAYS!**

12-count Organic Calendula Lip Balm displays:  
Vanilla, Dark Chocolate & Raspberry

**15% OFF 1 display  
20% OFF 2 displays  
25% OFF 3 displays**

Limited to in-stock supply

\* MUST use 'CODE: HOLIDAY' to receive discount pricing\*.

[Not valid on spearmint or unflavored lip balm].

**FREE lip balm for buyer with every order!**

\*\* Assorted flavor\*\*

Chocolate Lip Balm: the ultimate stocking-stuffer?

**BODYLOVE SET 25% OFF**

**when you buy 4 ea. of all 4 flavors!**  
(\$150 sale price. \$200 reg price).

- Almond Bodylove • Cherry Bodylove
  - Chocolate Bodylove • Coconut Bodylove
- Includes free testers*

\*MUST use 'CODE: HOLIDAY' to receive\*

## What is BodyLove?

Bodyceuticals BodyLove Flavored Massage Oils help you feel the love with this all-natural, fun and flirty, edible massage oil. Warm, inviting and exotic scents you'll love on your skin - or on someone else's! Feels silky, and leaves you lightly moisturized without feeling heavy. Made with 100% Vegan food ingredients and no propylene glycol, artificial colors or flavors, this is an edible massage oil you can feel good about using!

**FREE SHIPPING ON ALL ORDERS \$100+**

\*discount pricing. Expires December 31st.

# THE ESSENCE<sup>®</sup> OF WELL BEING

**End 2018 with CBD Excitement  
DECEMBER PROMOTIONS<sup>^</sup>**

**4 ea. = 10% OFF**

**8 ea. = 15% OFF**

**12 ea. = 20% OFF**

**Per Sku from these 3 items:**

- **EWB liquid tinctures** 1600 mg/53 mg serving

**Unflavored** in 1 oz. dropper

Full Spectrum CBD Hemp Oil/zero THC

- **EWB CBD caps**, 10 mg 30 ct. Full Spectrum CBD Hemp Oil/ zero THC

- **Warming Topical Creme** 2 oz. Full Spectrum CBD Hemp/50 mg per oz. Premium CBD from Organic Hemp

- State of the Art Extraction from seed designated as Food Crop
- Colorado Hemp is grown short and bushy, with full aerial parts
- Independent 3rd Party Analysis. Zero THC
- Providing Native Terpenes

**COMING SOON; expected in December**

- The return of **EWB CBD Hemp Oil caps**. 25 mg **EWB CBD Massage Oils: two**
  - ~ AromafREE<sup>®</sup> unscented
  - ~ CBD oil blend scented with Tranquillite essential oil blend
  - **Pet Supplements**
- ~ CBD for Cats (125 mg CBD), + small dogs
- ~ CBD for Dogs (250 mg CBD)

# AROMA LAND

**December-January  
Bodycare Promotion \***

Two months to promote & save: 50%-margin bodycare line!

**The Bodycare Collection:  
Ylang Ylang & Ginger**

12 oz. bodycare. Clean & affordable  
(+ not through distribution)

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

~ including Pure Therapeutic Grade Essential Oil Blend: scented & enhanced by Ginger, Ylang Ylang, Cedarwood, Rosewood, Lavender, Lavandin, Vetiver, Basil, Cedar Himalayan, Nutmeg, Green Myrtle, Patchouli for a rich, warm and spicy aromatherapy experience.

**Buy 3 ea. per SKU = 10% OFF**

**Buy 6 ea. per SKU = 15% OFF**

**Buy 12 ea. per SKU = 20% OFF**

Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines, Cruelty Free

**DECEMBER CANDLE SALE**

**ALL Tin Soy Candles on sale in December**  
6 oz. **10% OFF** in eaches

- Vanilla Bourbon • White Peach • Lemon Verbena
- Citrus Blossom • Petitgrain & Lily

**More deals!**

~ **Ylang Ylang & Ginger Glycerin bar soap**  
4 oz. **10% OFF** in units 6 ea.

**Aromaland<sup>®</sup> Essential Oil Promotion:**  
**10% OFF** in units of 3 ea. 10 ml bottles

- ~ Ylang Ylang & Ginger blend
- ~ Ylang Ylang #3 Essential Oil (Cananga odorata)
- ~ Ginger root Essential Oil 10

~ see more essential oils in the Holiday Promo deals!!

# AloeLife<sup>®</sup> INTERNATIONAL

Health Education • Health Products • Aloe Vera

**EVERY STORE needs some Aloe Life!**

BIG NEWS: December deals have changed:

Cherry Berry (the juices) decided to be late for Christmas, + still we all win because ... we are rewarded with more Aloe Detox + Aloe Stomach!!  
**DECEMBER PROMOS, MIX & MATCH<sup>^</sup>**  
the stock-up sale with Aloe Stomach for the Holidays and Aloe Detox for New Year's Resolutions

- **Aloe Herbal STOMACH PLUS formula**  
16 oz. + 32 oz.
- **Aloe Herbal DETOX PLUS formula**  
16 oz. + 32 oz.

- **Animal ALOE** with whole leaf Aloe 4 oz. topical  
*All the aloe is certified organic + Activ Aloe Certified*

**15% OFF 12-23 items minimum  
20% OFF 24 items maximum**

~ From Certified Organic Aloe vera leaves to Superior products worldwide ~ Aloe Vera Concentrates with herbal extracts: **Super Effective**

**Herbal Stomach Plus Formula** - 16 + 32 oz. liquids soothe + calm digestive upset, occasional indigestion, bloating, nausea + gas\* with 11 herbal extracts in an Organic fresh Whole Leaf Aloe Vera Juice concentrate

**Herbal Aloe DETOX Plus<sup>®</sup> Formula** Michael's Favorite Aloe formula! Aloe you can feel; + the taste of the organic extracts become familiar & enjoyable. Whole leaf aloe vera accelerated with the Ojibway herbs made famous by the Canadian Nurse, Rene M. Caisse. A perfect foundational formula for every New Year's cleansing protocol.

~ 1 oz. daily provides so much from this concentrate No matter which other aloe-based products you carry, there are no other products like Aloe Life<sup>®</sup> Therapeutic Aloe Concentrates ~ Best Value tool ~ You should know: not all aloe vera is alike Aloe Life<sup>®</sup> - the big differences are taste and results Support Health; Educate on best choices: promote optimal health! therapeutic aloe is Foundational to Health

<sup>^</sup> Discounts cannot be combined. Buy-in 12/01-12/31/2018

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

# MushroomScience<sup>®</sup>

**December/January Promotion**

**2-month Medicinal Mushroom Deal**

**Agaricus + Shiitake**

**IMMUNE SUPPORT\***

Guaranteed actives in the nutrition panel: hot water extracts

**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  
90 veg caps wholesale \$14.13/MSRP \$26.95

**Proper extraction is everything**

<sup>^</sup> **Agaricus Mushroom Extract** 90 veg caps. 400 mg  
Agaricus blazei is also called the Royal Sun Agaricus, and native culture in Brazil refer to it as "The Mushroom of the Gods". In addition to the beta 1-3 glucan of most medicinal mushrooms, the Agaricus blazei mushroom also contains a unique beta 1-6 glucan; which may explain the profound immune supporting health benefits documented in the published research.

<sup>^</sup> **Shiitake Mushroom Extract** 90 veg caps. 300 mg  
Immune Support\* + Liver Health\*. Organic Shiitake mushroom (Lentinula edodes) 15% polysaccharides [hot water/alcohol extract]. Shiitake was the 1st medicinal mushroom to be scientifically studied for its immune support properties. \* Shiitake was also the source of the 1st beta glucan isolate used for immuno-modulation in human clinical studies + medical practice; Lentinan. \* Shiitake extracts are also used to tonify the liver + modern research suggests that extracts of Shiitake mushrooms may also help to maintain healthy cholesterol levels that are already within the normal range.\*

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

**BACK IN TIME FOR WINTER + HOLIDAY SKIN CARE-GIFTING**

**Tremella mushroom extract caps \*<sup>^</sup>**  
**Antioxidant Support\* + Healthy Skin\***

THINK SKIN: besides being a natural food tonic and immune-supporter, \* the Tremella mushroom has enjoyed popularity for centuries by the women of China and Japan, who believed it had value because of its ability to help improve the complexion and overall appearance of the skin. \* Think hyaluronic acid when you think Tremella mushrooms.

\*<sup>^</sup> New placement deal will apply for 1st-time purchases

# HONEY TIME SolBEE<sup>®</sup> Wellness from Aroma Land Wellness

Aroma Land Wellness is now in the honey business + so BMC is now in the honey business  
We could not possibly be happier

**SolBEE<sup>®</sup> Wellness: mind body  
earth: honey with integrity**

- **Hemp-infused honey (THC-free)**

**3 flavors:** • All Natural Hemp

- Citrus Blossom Hemp • Lavender Hemp

Wholesale/retail: \$20.00 retail: \$40.00

6 jars per flavor to the case: sold by case only  
Size 6.1 oz. 500 mg CBD (21 mg. per teaspoon)  
in glass standard honey jars

• **HERB Infused-honey**

SolBEE's hand-crafted infused honey is part of America's epicurean foodie movement.

**Carry all 6 flavors:**

- High Desert Wildflower • Cinnamon infused
- Lavender infused • Vanilla Bean infused
- Red Chile infused • Jalapeno infused

full case only: 12 each per flavor

12 oz. each. Wholesale \$6.00 - retail \$9.95

**+ larger size: 24 oz.:** High Desert Wildflower honey  
<https://solbee.com/our-story/>

~ Rocky Mountain honey, USA (no China: no Mexico)  
~ Founder Brian Long has been in the honey business since 14 years old and he is now settled in Santa Fe, New Mexico. Partnering with Aroma Land! Introducing SolBEE<sup>®</sup> Wellness

~ The proprietary techniques for infusing honey accentuate the experience!!  
~ Squeezable plastic (PET) bottle

ALL ship Fed Ex Ground

**"Intro Deal" on first honey orders received through  
01.01.19**

**10% OFF per initial order  
THINK Holiday endcap!!**



## SUSTAINING QUALITY + PRODUCT AVAILABILITY IN A GROWING MARKET

### Example: Herb Pharm® Goldenseal

Goldenseal is one of the premier cardinal herbs in the Healing herb Pantheon. All good herbalists are fluent with its value. Most are also familiar with how powerful this root medicine is: as most use is in formulas. Facts are, goldenseal is critical and hard to replace in a balanced formula: and—on the other end—many people overuse this wonderful herb by thinking if they read a good article, then they should dose up with this herb and everything will be better.

The natural herb community (not your casual interest, tabloid insta-experts) has known that Goldenseal has been an “at-risk” herb since the 1990s. Sustainability concerns. It is almost the poster-herb for senseless and irresponsible overharvesting. “Sad humans,” the chatter goes in the underground root community, “they can never be satisfied with a good thing. They seem to always abuse, misuse and forget respect!” [roots are so smart!]. Goldenseal is on the uphill battle for survival. While overharvesting and irresponsible harvesting are despicable, loss of habitat actually places the blame more directly on the “progress” of sprawl and suburban overbuild. This used to be Goldenseal’s home, but now it is a parking lot.

There are many leaders in the movement to preserve herbal medicine, but the stewardship presented by **Herb Pharm®** since the early kitchen conversations of Sara Katz, Ed Smith and friends has been noteworthy and admirable. Herb Pharm® has been active and aware of this concern, understanding it is a year-to-year consideration with *Hydrastis canadensis*, goldenseal. Herb Pharm® has been loud in speaking against the encouragement of wildcrafted goldenseal for commercial sale, and they have supported the cultivation and harvest of organic goldenseal as a way to meet human demand.

Save the date: June 15, 2019 Herb Pharm® is sponsoring the west coast celebration of United Plant Savers at their Pharm. Ed Smith and Sara Katz helped found UpS specifically to offer protection to the survival of this plant. Interestingly enough, Herb Pharm® has been a longtime sponsor of efforts at conservation for this plant (<https://unitedplantsavers.org/goldenseal-hydrastis-canadensis/>)

Today, there is a clear goldenseal shortage that everyone must face. As with many liabilities that are the result of poor human stewardship, we are

going to have to be smarter in the future: and work together for short-term and long-term solutions: we are going to have to face the facts.

Herb Pharm® just announced their decision to temporarily halt the production of their single, stand-alone goldenseal products. Prepare to be out of all sizes of these items: Goldenseal liquid extract: Goldenseal Glycerite, and the blend Golden Echinacea™ All have been loved industry best-sellers, and all will return, after a period of patience and understanding. When they return, we should all rejoice and sing high praises again! The good news here is that you will still be able to get those formulas from Herb Pharm® that employ the good virtues of Goldenseal. From Rapid Immune Boost™ to Neutralizing Cordial!

This temporary halt of production will allow Herb Pharm® to provide the Herb Pharm®-quality-goldenseal that is the best one can find in their formulas that contain goldenseal. The choice was necessary and correct. Personally, I applaud Herb Pharm®. This is not the time to stress the supply stream for basic business gain. The vibrancy of the Goldenseal yield necessitates restraint, and caring wisdom. Bravo Herb Pharm®. To the store, I ask that you take the time to explain this lesson of sustainability with care. This is not about in-stock/outta-stock: it is about how we care for our gardens and our wildlands into the future. We are the natural health movement, and we are all involved.

**“UPS Recommendations:** Possible alternatives include barberry, cultivated Oregon grape, cultivated yerba mansa, and other cultivated Berberis species. Use only cultivated goldenseal if possible”. One suggestion is to use this as a teaching moment: learning the differentiation of Goldenseal to Oregon Grape, and Yerba Mansa (both of which Herb Pharm® offers) and to create a small endcap, introducing or highlighting these products, explaining the story and benefit of Goldenseal, and deliberately teaching the nearly lost-art of patience and waiting: so one day those interested in learning will be wiser on three plants. What a great Herb Day 2019 idea!

Check out this Herb Pharm® blog on Goldenseal and the ethics of Goldenseal <https://www.herb-pharm.com/pharm-journal/pharm-ethics-goldenseal/>

## BETTER FOR YOUR HEALTH THAN THAT NEW YEAR’S EVE PARTY!!

Commitments? Don’t be afraid of commitments in 2019 Start with a thorough, mild, safe, wide-ranging full body adjustment! One (1) round of Newton Homeopathics’ Jump Start your Health Kits: better than a good fortune cookie or black-eyed peas!

### Jump~Start Your Health—Yes! Thank you! The best move you can make to start the year!!

#### Multiple symptoms, but not sure where to start?

Begin with NEWTON’s Jump-Start Your Health! **Clear the path for your body to heal naturally** through detoxification, digestive balance and joint support.

As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!, a unique trio of combination remedies formulated for balance and wellness, will help simplify the process.

Begin with NEWTON’s Jump-Start Your Health! **Clear the path for your body to balance naturally** through detoxification, digestive balance and joint health.

#### Three Keys to Wellness: Detoxifier + Bowel ~ Digestive Care + Rheumatic ~ Joint Care for a Tri-Homeopathic System™ response

As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!®, a unique trio of combination remedies formulated for balance and wellness, will help simplify the process.

**Rheumatic~Joint Care** is formulated for associated symptoms such as pain, stiffness and swelling. Proper assimilation (transformation of food into tissue) and efficient processing of metabolic toxins (uric acid and other free radicals) are dependent upon a well-balanced body. An out-of-balance body coupled with a diet that may be excessive, too rich or lacking essential nutrients can cause a build-up of toxins resulting in joint pain, inflammation and discomfort. Take control of joint health and clear the terrain for a well-balanced body. Standard adult dosage is 6 drops one to four times daily and as needed for acute situations.

**Detoxifier** is formulated for symptoms associated with toxicity such as fatigue, headaches and sluggish elimination.

Detoxifier has been NEWTON’s premier and best-selling product since 1987. This combination of single remedies focuses on the body’s ability to eliminate toxins. Our founder, Dr. Luc Chaltin, developed the technique of “clearing the terrain” to help people who exhibit multiple symptoms that are vague, complicated and difficult to diagnose.

As the terrain is cleared through proper elimination, underlying causes that have been masked by symptoms should become easier to identify. Since the liver rejuvenates during periods of sleep, we suggest taking Detoxifier at bedtime. The standard adult dosage is 6 drops taken before bedtime. For sensitive persons, begin with 1 drop taken in the morning and gradually increase to full dosage over a two- to four-week period to avoid a healing aggravation.

A healing aggravation is a harmless and temporary condition during which symptoms can intensify, appear or reappear. The symptoms should be mild and last no longer than a few days. Natural health professionals see this as a positive sign that a healing process has begun. Most people do not experience healing aggravations.

**Bowel~Digestive Care** is formulated for associated symptoms such as vomiting, burning, bloating, gas, nausea, cramping, pressure + other related symptoms.

Taking into consideration the shortage of clean, fresh, live foods in our diet, it is essential that we take control of our digestive health, clear the terrain and allow our bodies to become well-balanced. The standard adult dosage for this formula is 6 drops, 15 minutes before each meal and as needed for acute situations such as indigestion, nausea, vomiting or diarrhea.

Such an amazing System: subtle, safe + effective for everyone! The PERFECT January New Year’s Resolution. Market Prominently

**Newton Jump Start Your Health!® 3-Pack Kit** wholesale \$27.00/ MSRP \$46.00. Six (6+) or more 3-packs as a purchase, **always 20% OFF \$129.60 for six (6) Kits:** a part of Every New Year Health Toolkit

**Note:** All three complexes contained in the kit are available individually in pellet form at standard pellet prices.



equally dedicated team of Blue Moose Consulting is committed to this cause too. Note that we are not dropping any lines; we are very proud of the quality and the range of products that we bring to your door (your internet inbox and your fax machine.)

We ask you to realign your store a bit. To reject companies that have been using you: to drop fear that “people will buy those products somewhere else.” It is time that we all stop being played by companies enamored with big business philosophy. There are many other (and smaller manufacturers) who can provide you business. What have I learned in the past 18 years of running a successful big small-brokerage? One thing is, as the wonderful BMC General Manager Laura Kearns used to remind, “Energy flows where attention goes”. What YOU chose to sell to your people is the most important thing. Companies cannot strong-arm you to sell what their business plan relegates. You are in the driver’s seat: your pen, your order-wand; you decide what you choose to sell. That said, you can squeeze or push out those

**PERFECT PICK:**  
**Looking for a Gift you will love to talk about:  
want to give a Gift filled with love?**

Is there anything more satisfying than a dip into fragrant, soft and perfectly-harvested flowers? Is there anything more intimate than making the time & space to let deliciousness waft up to one’s open and relaxed face? A personal moment of sheer joy. Treat yourself to the action of wafting herb fragrance!

**Excite with the most personal of beautiful gifts:  
Organic Calming Herbal Facial Steam: Happy Holidays!**

**Rose + Calendula Calming Herbal Facial Steam by Bodyceuticals**  
Organic Facial Steam contains skin boosting, farm-grown herbs to gently detox, hydrate & soften skin to give one a satisfied, radiant glow. Facial Steam; and the whole body feels rejuvenated!  
\$14.25/\$25.00. For ALL skin types + everybody!!  
•Vegan • Non-GMO • Small batch • Wheat-free • Gluten free • Soy free  
Ingredients: organic Calendula, organic Lavender, organic Chamomile + organic Rose Petals. Perfect

**Create an endcap with this Gift List: Bodyceuticals His & Hers, Holiday Guide**

<b>HIS</b>	<b>HERS</b>
• Charcoal & Bamboo Facial Cleanser. 2 oz.	• Neroli + Calendula Firming Crème. 3.5 oz.
• The Essential Skin Relief Balm	• Calming Herbal Facial Steam. glass jar 0.71
• Calendula + Vanilla Lip Balm	• Calendula + Raspberry Lip Balm

**2019 is ahead: grow beautiful health with Delicious Bodycare + Bodyceuticals Calendula skincare. Marvel at rejuvenated skin**

companies that are not on your agenda: companies that are not working to service you. Companies that speak out of both sides of their mouths.

I have learned that the value of a committed team of like-minded people makes Blue Moose Consulting one of the

*continued on page 8*

## HYSSOP, SAGE AND ST. JOHNSWORT: THROAT SUPPORT

What an interesting collection of herbs: where have I seen them before?

I was trained well in my early years working in a health food store. We used to turn the bottle around and mention brief description of the herbs in the formula, as a means of explaining through education to the customer, the “what” of how the formula was intended to work. I have learned a lot since those early days (though I feel saddened as to how little learning and education goes on in stores these days...). One of the lessons I have learned, as wisdom develops, is that products that become best-sellers with little marketing usually gain decades of re-buys *because they work*. One example would be **Herb Pharm’s Soothing Throat Spray™**. I am amazed at the longevity of dedicated allegiance to this product [even through a name change several years back].

So, I wondered: why do these three herbs—Sage, Hyssop and St. Johnswort—work so well together? As always, you only learn when you investigate! So, I took on the task of seeing what I could learn myself.

What are we trying to do: reduce inflammation, reduce pain while increasing immunity typically on the oral cavity (throat and inner mouth)!

Wisely, we will start with the plant Sage (*Salvia officinalis*). There are 900 species of Sage, which is a member of the same family as lavender, rosemary, thyme and basil: good spices and good medicine.

The aromatics found in Sage leaf have been used for centuries for sore throats, coughs and mouth inflammations. A recognized astringent, antiseptic and antibacterial, Sage also exhibits powerful antioxidant properties and is known as a carminative too. Sage is also rich in the antioxidant’s flavonoids and phenolic acids, so it is treasured for reducing throat inflammation, which torments some people all winter long; as

well as being the antidote to that primary bane of singers, overused vocal chords! Traditional herbalism recommended gargling with Sage for scratchy throats, so certainly the longer Sage remains present in the mouth, the better! Sages spray Sage!

Hyssop was a superstar in Biblical times, as the Hebrews, Greeks and Romans used it to clean things up. The bitter minty leaves of this small bushy aromatic plant were used for purification rites and for cleansing sacred sites. With religious, cultural and medicinal uses, Hyssop is mentioned in Psalms in The Bible: Psalm 51:7—“*Thou shalt purge me with hyssop, and I shall be clean.*” Hyssop (*Hyssop officinalis*), has historical use as an antiseptic that also performs as an antispasmodic and expectorant. While Hyssop has long been recommended as a gargle for sore throats, its reputation for astringent action goes beyond (deeper down) to other respiratory infections, bronchitis and chest congestions. Hyssop’s fame ranges from the common cold to use with asthma. The antispasmodic expectorant actions make Hyssop a wonderful Mediterranean-area one-two punch for use with Sage!

St. Johnswort: there are not enough words to explain the brilliance of this powerful plant! St. Johnswort blooms on or around St. John’s Day—June 24th, and “wort” is the common Old English name for “plant”. Herbal Ed Smith has said that he felt that St. Johnswort was one of the most versatile plants for every herbalist. In this combination, we note the respect that this plant has for the toolchest of ‘Antis’ actions. St. Johnswort is unquestioned as a solid antibacterial, antiviral and anti-inflammatory. If we had to rank St. Johnswort’s primary performance in this trio, it would be hard to choose: does it bring more for colds/flu, or for

inflammation? With superheroes, those decisions rarely have to be made! It is of course always about the quality of the plant harvested (and the quality of manufacture), but undoubtedly, St. Johnswort (*Hypericum perforatum*) is the better antiviral and anti-inflammatory of these three plant comrades. They seem made for a trustworthy and unifying 1-2-3, all bringing something necessary to the task of keeping the tonsil area tidy and clean, while aiding with immune support on both ends of the equation: warlike protection, and soothing inflammatory modulation. Herbal brilliance.

This is the season for sore throats and throat infections Throat protection: the primary body doorway, where we want to stop entry for any viral intruder. Everywhere you look when researching you will see recommendations for Echinacea/Sage teas [[www.ncbi.nlm.nih.gov/pmc/articles/PMC3351972/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3351972/)]. When you add the powerful propolis- and the handy benefit of propolis’ sticky nature [as the natural way to have the herbals ‘stick around’ on the throat] then you have the best that natural herbalism can offer. Quick support when the tonsil guardhouse notes the approach of danger? Well, the best tool and method is obviously an oral liquid extract spray: and, as we all are learning, **Herb Pharm Herbs on the Go Sprays** prove that we can expand the market with this newly appreciated delivery system! Place the best choice by the register, and everyone enjoys uninterrupted health!

Of course, if you combine these three important herbs with a quality Bee Propolis and the immune season superstar, Echinacea, then you have one exceptional product that people will seek out year in and year out!! Remember: most viral infections usually linger for up to two weeks, so Spray away!



## Blue Moose Consulting

P.O. Box 557  
Falls Church, Va. 22040-0557

### GOT EMAIL?

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

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

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

### Realignment *continued from page 7*

most respected brokerages in the country. We have a long history of walking the walk, and of staying true to principle. My mission statement, on our website, has been the same since day one, in late 2001. Our greatest asset is our team, and their work. As we end 2018, the Moose tribe of Linda, Lori, Kathy, Angi, David, Mary Kathryn, Paul and Michael is as dedicated to service as anyone could ever want: and they work for health food stores every day of their careers. They are amazing, and they are excited about 2019 too!

2019 is about change: the chance to realign. Don't be afraid of natural bodycare: don't be saddled by buying from the same warehouses that sell to the big box stores. As my good friend David quipped: "Independents: break your chains."

Fundamentally, it is about knowing what our industry intends to be. You are part of figuring that out in this slippery slope of today. Stay strong, and stay committed. First, carry the best products. Second: reward MAP as a priority—but be sympathetic to companies that are moving to that goal—it is much harder than people think.

BMC intends to help stores find a better selection. We have always placed a premium on education, and we will make sure you are well-versed and prepared to bring customers over to what the health food store of tomorrow is going to be. Blue Moose Consulting will be a foundational part of that upcoming remodel—that betterment: and we know where we are going and we ask that you join us for the ride. The future will be fun: it will continue to be fast, but it will begin to be fun again. 🍄



## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
cell: 202-236-3735

Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557

### COMPANIES REPRESENTED:

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
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  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Mushroom Science

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

#### Trilogy Natural Products

www.trilogyproducts.com/us/  
hello@trilogyproducts.com  
supported by Kestrel Sales &  
Marketing  
Trilogy US Office:  
503.695.6533  
sales@kestrelmarketing.us

#### Herb Pharm, LLC

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Portals Pharma, Inc.

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

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Marion, IA 52302

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

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

#### Surya Brasil

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

#### Erom, Inc./Juvo

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

#### Bodyceuticals

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

#### Wellinhand

434-534-6050  
info@wellinhand.com  
Forest, Virginia 24551

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Truth, Justice and the American Way*

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