



BLUE MOOSE CONSULTING NEWSLETTER

Volume 15, No. 1 • January 2018

Talking Health: January IS Hawthorn—Herb of the Year

Ya gotta have heart in 2018. Since the Hawthorn tree represents hope, let's dedicate this year to the magnificent gift of Hawthorn tree health! Throughout the Euro-Mediterranean world, the Hawthorn tree has found use in ceremonies from birth and marriage to death. Today, it has an appeal as a food nutraceutical that may have greater promise than any fruit for cardiovascular wellness. How do you grow business: one medicinal at a time! Have you ever wanted to make an herb famous, just for one year? This year, we at BMC hope to grow your Hawthorn sales. Why? Because in these frightful and anxious times, we all need to educate on the practical merits of heart health: and herbally, that centers on the Hawthorn. In February—the Heart Health month, through the day of celebrations in May of Herb Day, let's emphasize this powerful and comforting heart adaptogen as part of our health food store marketing agenda. The Hawthorn tree has earned the respect of the herbalist, and now let's

share that message with your communities. Heart health is a year-long pursuit, as the heart keeps it going. Spend the year learning about Hawthorn: the benefits will manifest outward and your mission of service will produce amazing rewards!

Herb Pharm® makes the best Hawthorn extract in the world: a blend of the leaf, flower and berry producing an extract that optimally concentrates Hawthorn's bioactive compounds. Their **Hawthorn Blend** liquid extract blends Certified Organically-Grown and Sustainably-Wildcrafted leaf, flower & berry into an exceptional formula where each component is individually extracted to ensure a broad spectrum of therapeutic plant compounds. You can also highlight these Herb Pharm® products that contain Hawthorn: **Blood Pressure Support**, **Cholesterol Health™**, **Heart Health™**, and **Soft Tissue Soother™** (formerly **Connective Tissue Tonic™**). Can you see how you can magnify your Healthy Heart and Circulatory section this

year by clearly demarcating exceptional herbals as a part of this important structure-function category? (More on some other new and creative additions later in the article). Any of these heart-centric categories that don't need help with sales? Maybe by learning the benefits of the compounds, and the quality differentiation, you can build a smart group of hawthorn adherents, as the herbalists of old did by story, and teaching and inspiration.

Hawthorn (*Crataegus oxycantha*) is a member of the rose family. The "thorn" in hawthorn is easy to understand; and the "haw" in hawthorn is easy to understand; and the "haw" is a small, dark red, berry-like fruit that is actually structurally a pome with a single seed and not a berry (in botany, a "pome" is a type of fruit produced by a flowering plant from the apple tribe of the Rose family, *Malinae*). Other pomes: apples, pears, loquat, quince, aronia. Hawthorn haws are found around the world and the species readily cross-breeds, so there are at least 250

continued on page 2

Talking Business: Olympic Opportunities for Sports Nutrition

Winners seize opportunities. There are two types of stores: those that *don't* compete with a viable Sports Nutrition section in their stores, and those that *do*. Most often, the stores that *do* gain more business, which is obvious. The question is: why would you NOT try to build your Sports Nutrition business with a marketing push every Olympics' period? As I have suggested during every Olympics-season for years: America does stop in some manner with non-stop coverage of the Olympics; with TV broadcast and news coverage; watercooler and social media conversations; and mass-market branding saturations for cross-merchandising big name products—and products that appeal to the Athlete. Capitalism playing its course. A two-week extravaganza of downhill marketing opportunities, where everyone feels like they are a skier, skater, bobsledder, ski jumper, speed skater, biathlete, or Curling world champion. Ah, the dreams, that the natural channel can and should capitalize upon. Take the challenge: can you make your store one of medalists in the 9-States that BMC services next month, with the effort, coordination and tenacity needed to seize the opportunities that The Games provide?

For you, the question is: where are you at this time in your store development, and how can you make the most of what you have—and what resources you have available to make a move now—the best time for Sports Nutrition in 2018. This can be launch-point for future 2018 growth. And, how and where do you want to grow your business in 2018 and beyond? Glory only comes to those who participate!

The Winter Olympics 2018 in South Korea. February 9- 25. PyeongChang County, South Korea. Be involved or shutter up and hibernate; which is a bad business gameplan. Even a blasting Cold/Flu season—the flu bug is in full bloom almost everywhere that the BMC Moose roam right now—cannot deter the opportunities from these Olympics. Think about it: this is the perfect way to build on, or to still catch the crowd who wants to change habits (now) before their New Year's Resolutions are forgotten. Get them to jump to it with exercise and clean nutrition to help them perform, endure and make the most of their workout efforts. The center of these dreams can be your store! People want to make changes in their health. BMC is coordinating a super effort to get your customers to consider a simple mantra of "The 4 Steps of Essential Wellness" (ask your BMC Rep how to participate): more on that next month!

Think about this as a perfect time to have new discussions about quality protein, and clean energizers, and best recovery products. This Sports Market has amazing advancements every 12-18 months. You know that what is in the corner jock shop is 95% unclean product with insane claims. You can be the library of cogent suggestions that advance health objectives, rather than the place that leads down a bad path. You can be that place in the neighborhood!

Look now: can you imagine a growing section in your store demarcated as "Fitness/Exercise/Athletes"? Can you add to your store ad-copy, website banner and business cards the term "Sports Nutrition" in 2018? That will gain new phone calls, which everyone wants: "what

do you sell?" —"I have a limited selection, but we only carry the best stuff!"

The two most plausible reasons that you will not take advantage of this two-week sprint of a world event are: you don't have the cash flow: or you don't know how to make the first steps. First, you can hit the slopes and be seen with a limited capital expenditure, and most of the products you might want to highlight are already in your store: you just have to lift the muscle to strategically merchandise. Bring in 12+ new SKUs, carefully selected as the first wave, and make fanfare from them. Consider as well, that everything discussed in the January BMC article on Heart Health also doubles as core ideas and products that every athlete should consider. So, you transform your store in February into a store promoting Heart Health as a primary concern for every athlete, exerciser, exorter of energy! The second part is easy: BMC is here to help. Think quick and act: January is slipping by right now—call your BMC Rep today: we want to help!

Instant ideas? You have to consider these products as a focus on your February Olympic Highlight endcap or off-shelf placement. Protein is where it's at: so offer the highest-quality Whey Protein Isolate [WPI], and a trustworthy Vegetarian Protein option. **JUVO Raw Green Protein** is the Gold Star choice. This product offers veggie protein along with an amazing and diversified high-ORAC score Certified Organic (and non-GMO) blend of freeze-dried fruits, vegetables and other superfoods. The most whole-foods based of any Veggie Protein on the

continued on page 7

known Hawthorn species today). For Herb Day, see if you can find a Hawthorn tree growing somewhere near you. Forget that commercial; Hawthorn is the real Pome-wonderful! So, world medicine: hawthorn berries evolved with a commonality like apples and roses!! The actual haw of the hawthorn plant resembles a rose hip; sometimes the wonders of nature are so obvious before us!

We thank the hawthorn tree for providing us such an evident and efficient heart tonic. No complete healthy heart protocol would be sufficient without a “tonic” in the prescription. The heart/circulatory system—like the nervous system—is a body system that benefits from the actions of a true tonic. Tonics are about restoring and improving, in a gradual and long-term manner. In these difficult times, good use of tonics leads to greater overall health: so tonic away!

Hawthorn is a favorite of the herbalist: it “nourishes and protects the heart”, and “strengthens the heart tissue, eases angina and heart palpitations due to anxiety or hormonal response,” and “in tea or tincture, hawthorn lowers blood pressure, brings vitality and efficiency to the circulatory system. Her berries, stems and thorns are high in antioxidants,” (brigitsgarden.com). The poetic Christopher Hobbs describes the tree this way: Hawthorn is recognized as a safe Cardiotonic!

The berries—also known as hawberries and thornberries—should be considered a Tree Fruit that offers the nutrient density of a superfood! They can be grouped with those many antioxidant-rich foods that we appropriately call superfruits. (They are also enjoyed by many birds and are very important for wildlife). They are high in the Vitamin C, B1, B2, and calcium, iron and phosphorus. The berries of the Hawthorn are collected in the fall when they have matured from a bright red to a nearly purple color. Herbalists always look for mature fruit, and the berries have a long use as food for porridge and syrups; jams and tea. Humans have eaten the mature berries (not the immature berries) for centuries. The fruit is sour and astringent, and has been used for sore throats! Many cultures have made liqueurs using the berries: mostly famously in South Korea (can anyone get excited about a celebratory Olympic beverage to introduce the community to Hawthorn?)

Exceptional manufacturers like Herb Pharm® therefore harvest the foods from this tree at different times of the year: flowers and leaves first, and the berries in a Fall harvest. What differentiates Herb Pharm® (Herb Pharm-quality) is that their product is a blend, while most companies provide either one or the other of the gifts from this tree. Sourcing matters, and Herb Pharm always searches the world for the best plant material. And so this blend sources the flowers from Europe, while the berries are harvested in the US and extracted dry. Berries, flowers and leaves make a perfectly complementary tonic, as nature intended!

Hawthorn's flowers—which have a slightly unpleasant smell and a somewhat bitter taste—are very beautiful, producing white flowers that look like roses and add to the scenery whether as a distinguished tree, a gnarly bush or a trained hedge used to define human boundaries in the countryside. The berries were the first to make it to the early European Pharmacopeias, though modern research notes that each plant part—berries, flowers and leaves—possesses unique

NEWTON HOMEOPATHICS™

Sign up now/ROADTRIP:
next Newton seminar

January 25, 2018
9 am – 5 pm in Conyers, Georgia

\$100 per person; get \$150 per person
credit; must attend the entire seminar
to get the credit

Deadline to Register: January 11, 2018

American Academy of Clinical Homeopathy
Basic Principals in Homeopathy Seminar +
CE Event

Newton Homeopathics www.newtonlabs.net

chemical attributes and offers a wide range of antioxidant support. Historically, all three were used together. In supporting the circulatory system, hawthorn berries, flowers and leaves are a perfect adjunct to any protocol for preventative healthcare.

In modern Pharmacopeia today, Hawthorn is an official drug in many countries: Switzerland, France, Belgium, Portugal, Germany, the Czech Republic and Slovakia, Albania, Brazil, China and Russia. We here sell a lot of hawthorn, but we must temper education on the scientific data available, with the hope that people will research on their own the markedly beneficial uses of Hawthorn as presented in any current published scientific journals. Good news is that doctors are not actively restraining its use, with the progressive practitioners easily integrating it into their protocols. In Traditional Chinese Medicine (TCM), hawthorn (“shan zha”) is prescribed for digestion (“strengthening spleen to whet the appetite, promoting digestion to relieve food retention”), though this was with a different species (*Crataegus pinnatifida*) which is more tart, redder, and larger—resembling crab apples. It was probably used for protein digestion in the earlier texts. Today, there is a vibrant market in Asia for “Haw flakes” which are a common Chinese candy made from hawthorn berries, pounded flat and sold in round cylinders that resemble red, fun fire cracker packages. Again, it traditionally was marketed as a common sweet treat given to children with the intended effect of deworming the digestive system. Hawthorn is considered a relative sweet, to balance other sometimes bitter herbs. In modern Chinese herbal pharmacognosy, which resiliently investigates plants for medicine, hawthorn has found great potential in weight management, and reducing cholesterol and triglyceride levels. Modern research suggests the fruit presenting both anti-inflammatory and anti-tumor properties, probably due to its polyphenol content. Today, Asian doctors use hawthorn primarily for heart issues, as it is used in Europe and the Americas. Maybe our modern research is missing something big (again)? In Homeopathy, Hawthorn has many incredible reported clinical results.

The science researcher identifies a high phenolic activity in the Hawthorn fruit with flavonol glycosides (over 50 identified flavonoids), phenolic acids and procyanadins. Procyanadins are considered valuable in plants due to their biochemical interactions with proteins, their chelation of metals and their antioxidant properties. This natural plant defense in nature seems to also have a natural value to humans through our diet as well. “The

identification of constituent groups such as bioflavonoids and proanthocyanidins has shed light on some of the beneficial effects of *Crataegus* on the cardiovascular system, bioflavonoids now being well established as possessing significant antioxidant activity. Berries, leaves, and flowers of hawthorn are phytochemically similar in composition, differing primarily in the ratio of specific flavonoids and procyanidins present.” (NIH <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3249900>).

The herbalists of today and yesterday have always had a natural affinity to the powerful medicine and energy of the Hawthorn tree. The modern research is strong, but history proves the common sense use of “food as medicine.” Even casual research shows that Hawthorn makes a strong case to be considered an adaptogen, with its safe and restorative tonic effect on the circulatory, cardiovascular and digestive system. While not an adaptogen, it can be a safe everyday food for anyone concerned about their heart!

HAWTHORN BLENDS FROM HERB PHARM®

Blood Pressure Support liquid extract

Benefit: Helps Maintain Established Normal Blood Pressure*. Proprietary extract blend: Hawthorn berry, leaf & flower, Olive leaf, Linden flower and bract, Coleus Forskollii root, Mistletoe herb [Blood Pressure Support is available in a 2 oz. liquid extract as well 1 oz., 2 oz., 4 oz.,]

Cholesterol Health™ liquid extract

Benefit: Helps Maintain Established Normal Cholesterol Levels*
Proprietary extract blend: Artichoke leaf, Hawthorn berry, leaf & flower, Turmeric rhizome, Fennel seed

Heart Health™ liquid extract

Benefit: Supports Healthy Function of Heart & Circulation*. Proprietary extract blend: Hawthorn berry, leaf & flower, Cactus stem, Motherwort leaf & flowering top, Ginger rhizome

Soft Tissue Soother™ liquid extract

Proprietary extract blend: Gotu Kola herb, Hawthorn berry, leaf & flower, Echinacea root, Horsetail herb

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

As you plan to build out your heart section to include hawthorn, and possibly cross merchandise it (sports nutrition, circulation, eye health; etc.), consider the curiosity raised by knowing some of the stories of the long folk and early medicine uses of this tree medicine.

Hawthorn inhabits our temperate zones with us, and likes to live in communities near Ash, Oak and Poplar trees. Since trees were given great respect, especially for their utility and commerce in earlier societies, it is not surprising all the many stories that have built up around Hawthorn, especially in the European-Mediterranean cultures. Consider these easily found historical notations: Teutonic lore: preference for funeral pyres; Greek weddings: wreath on head and in bouquets of wedding party; Romans: symbolized family + fertility. England: boughs were cut, and stood outside houses where they were covered with wild flowers and called May bushes—the May Pole was traditionally made of hawthorn; Celtic folklore identified the hawthorn as the home of, or resting place of fairies (and they most certainly

continued on page 6



NEWTON homeopathics

Nurturing Naturally Since 1987

JANUARY Promos: 20% OFF select OTC formulas

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

~ Shelf tags announcing the sale included with your order

• Throat Care • Thyroid Care

• Kids Sniffles • Pets Bowel ~ Digestive Care

Throat Care for symptoms associated with throat conditions such as dryness, irritation, inflammation, pain + hoarseness. (N025)

Thyroid Care for associated symptoms such as rapid or sluggish metabolism, weight fluctuation, fatigue and hair loss. (N074)

Kids Sniffles for symptoms such as congestion, runny nose, post-nasal drip, sinus pressure and irritated throat. (F003)

Pet Bowel ~ Digestive Care for digestive health + for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping + pressure. (P014)

PRODUCT NOTES: NEW YEARS IS HERE! TIME TO ENCOURAGE Jump~Start Your Health! in 2018

Multiple symptoms, but not sure where to start? New Year's Resolutions need a focus?

Begin with NEWTON's Jump-Start Your Health! Clear the path for your body to heal naturally through detoxification, digestive balance + 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. Three (3) unique formulas complement each other to assist the body to start health anew.

• Bowel-Digestive Care • Rheumatic-Joint Care • Detoxifier

Buy Jump Start-kits in units of 6 each + always 20% OFF

NEW ITEM RELAUNCH Newton Homeopathic Creams

• Arnica Lotion • Trauma Lotion • Bee~Bug Bite Cream • Hemorrhoid Lotion

~ sanitary airless pump dispenser. All 1.1 oz. approximately 115 doses per container
~ for external use only: for ages 2+ ~ Price: Wholesale \$9.50 MSRP \$19.00

Arnica Lotion: for symptoms associated with trauma, surgery, strains & sprains such as bruising, swelling, pain & stiffness. N226

Bee-Bug Bite Cream: for symptoms associated with bites & stings such as pain, burning, itching & swelling. N224

Hemorrhoid Lotion: for symptoms associated with hemorrhoids such as itching, inflammation, engorgement & stinging, burning pain. N223

Trauma Lotion: for symptoms associated with injury, trauma or surgery such as pain, stiffness, swelling, bruising & inflammation. N222

OLD LABEL end-of-the-year discounts still available

ASK your Newton Rep for deals on these exceptional formulas

^ cannot be combined with other discounts

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

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

January 2018 Starting Over Monthly Specials:

Mix & Match Sale items listed below

12 items min for 15% OFF

24 items max for 20% OFF

• Herbal Aloe Detox PLUS[®] Formula Juice Concentrate

16 oz. + 32 oz. whole leaf unfiltered concentrate with no water added
ActivAloe[®] Certified from Certified Organic Leaves

• **Daily Greens[™] Powder** 4 oz. + 11 oz. [2-month supply] the highest concentration of Gluten Free, Certified-Organic Greens + Vegetables of any blend today! [per tablespoon- 2 servings] blended in a whole leaf aloe matrix

• Daily Greens[™] Tablets 120 tablets

• Body Heat Vanilla Sports Rub 7 oz.

Herbal Aloe DETOX Plus[®] Formula Michael's Favorite Aloe formula! You can feel it + the taste of the organic extracts become familiar & enjoyable. The whole body tonic effect of whole leaf aloe vera is accelerated with the Ojibway herbs made famous by the diligent Canadian Nurse, Rene M. Caisse. This is a perfect foundational formula for every New Year's cleansing protocol.

Delicious Aloe! - Experience: the highest-quality Aloe Vera in a bottle. Stronger than a 3:1 concentrate, containing yellow sap with solids averaging 14,500 mg per bottle; with 3rd-party tested proof.

Aloe Life Healthy & Slim Daily Greens[™] Barley Grass Juice[^], Wheat Grass[^], Barley Grass[^], Parsley juice[^], Alfalfa[^], Chlorella-Cracked Cell[^], Spirulina, Certified Organic Whole Leaf Aloe Vera. Vegetable Herbal Blend: Kale, Asparagus, Watercress, Dandelion Greens + Roots, Broccoli Sprouts, Beet Root powder, Green Papaya, Carob, Nopal Cactus, Bamboo, Atlantic Kelp, Amlaki (Amla, Indian gooseberry), Sesame Seed Husk, 100% Pineapple & Papaya Juice Concentrate + Stevia.

Discount must be requested when order is placed

Aloe Life #1 Herbal Superfood • Whole Leaf Aloe Vera Juice Products
Aloe Vera is FOUNDATIONAL TO HEALTH

HERB PHARM[®]

1st Quarter 2018 What are people gonna be saying in 2018? Trust Your Gut! Mind & Body Health begins with good digestion!

Jump Start Your Digestive Category: Herb Pharm[®] Better Bitters[™] expertly formulated with an excellent per-dose value + Herb Pharm-Quality herbs Bitter flavors rev-up the digestive process the moment they touch the tongue
<http://betterbitters.herb-pharm.com/> free webinar: January 18th "Herbs for Digestive Health"

3-month Quarterly Promo

Great Deals + possible deep-discounts on many items Jan 1-March 31 it is easy to get 25% OFF items & even easier to get 20% OFF now! (see parameters below)
HOW TO BUY AND SAVE PROMO PARAMETERS for Two (2) promo brackets

Feature Products + Bonus Products: (1) TRUST THE GUT! PROMO
MIX & MATCH any 12-24 of the 'Featured Products' for a 20% DISCOUNT
MIX & MATCH any 25 + of the 'Featured Products' for a 25% DISCOUNT

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

FEATURED ITEMS: two sizes of these easily-absorbed liquid extract blends. 1 oz. + 2 oz.

Better Bitters[™]: • Classic • Bittersweet • Absinthium • Orange

BONUS ITEMS: meet the discount levels by ordering the necessary number of Better Bitters[™], you can order any number of Bonus Products that will also qualify for the same discount as the Better Bitters[™] on your order. No minimums! Same discount structure applies to reorders. 1 oz. + 4 oz.

• Gastro Calm[™] • Herbal Detox[™] • Intestinal Soother[™]
• Kids Tummy TLC[™] • Liver Health • Neutralizing Cordial • Peppermint Spirits

TRUST THE GUT: *Jump start your digestion *Bitters: the key to Mind-Body Health

* Engage your senses in your healthcare * 4 fantastic flavors in 1 oz. + 2 oz. glass bottles

Better Bitters[™] CLASSIC: Certified organic extract blend: Orange peel; Burdock root; Anise seed; Artichoke leaf; Ginger rhizome; Gentian rhizome with root

Better Bitters[™] ABSINTHIUM: Certified organic extract blend: Wormwood leaf & flower; Anise seed; Fennel seed; Hyssop leaf & flower; Lemon Balm leaf & flower; Cardamom seed with pod.

Cautions: Not for use in pregnancy or nursing. Not for long-term use, do not exceed recommended dose. Keep Out of Reach of Children

Better Bitters[™] BITTERSWEET: Certified organic extract blend: Orange peel; Anise seed; Burdock root; Allspice fruit; Ginger rhizome; Cardamom seed with pod; Gentian rhizome with root

Better Bitters[™] ORANGE: Certified organic extract blend: Orange peel; Burdock root; Artichoke leaf; Ginger rhizome; Angelica root; Gentian rhizome with root; Orange essential oil. Additional

Ingredients: Certified organic cane alcohol, distilled water & certified organic vegetable glycerin. Non-GMO & Gluten-Free

PRODUCT NOTES: ~ Immune Season is in FULL-SWING. Two Steps to Wellness

www.herb-pharm.com/blog/boost-your-immunity-this-season-with-two-steps-to-wellness/

~ NEW ITEMS: • Boswellia liquid herb extract 1 oz. • Coleus Forskohlii liquid herb extract 1 oz.

Not represented by BMC in NJ

NORDIC[®] NATURALS

DISPLAYS SELL PRODUCT Take Advantage of these GREAT DEALS ONLY while supply lasts

LIMIT: one display-per-month, per retail door. Promotions available to brick & mortar Independent stores for in-store sales only. Retail Partners receive an additional 5% OFF.

Ask your Nordic Naturals[®] Rep for sales details.

You won't likely see these types of discounts for quite some time!

• 24 ct. Nordic Best-seller Display #MKT-RDO15

EVERY BODY NEEDS OMEGA-3 displays MIX & MATCH from these best-sellers

3760 Omega-3 180 ct. lemon-flavor softgels

3770 Complete Omega-3[™] 180 ct. lemon-flavor softgels

#57885 Arctic Cod Liver Oil[™] 180 ct. lemon-flavor softgels Made from 100% wild Arctic cod (Skrei) [—no other fish oils or synthetic additives are ever used].

ALL non-GMO Certified + in a natural triglyceride form

The Greenest Fish Oil on the Planet[™].

• **CUSTOMIZABLE NORDIC GUMMIES displays fits up to 60 bottles^ MIX & MATCH** featuring the popular + growing Nordic gummy line to achieve optimal compliance!

30120 Nordic Berries[™] - Original

120 ct. (4 per shelf)

30126 Nordic Berries[™] - Cherry Berry

120 ct. (4 per shelf)

30130 NORDIC Omega-3 Gummies[™]

120 ct. (4 per shelf)

30140 NORDIC Omega-3 Gummy Fish[™]

60 ct. (4 per shelf)

30161 NORDIC Vitamin-C Gummies

120 ct. (6 per shelf)

30130 NORDIC Omega-3 Gummies[™]

60 ct. (8 per shelf)

30150 NORDIC Omega-3 Gummy

Worms[™] 30 ct. (8 per shelf)

30170 NORDIC Probiotic Gummies Kids

60 ct. (9 per shelf)

30160 NORDIC Vitamin-C Gummies

60 ct. (9 per shelf)

31143 NORDIC Vitamin-D3 Gummies Kids

60 ct. (9 per shelf)

31130 NORDIC Omega-3 Fishies[™]

60 ct. (12 per shelf)

Make your store a complete + veritable

Children's Health Center!

^one product SKU per shelf (20 bottle minimum/60 bottles max).

Discounts to consumers cannot exceed 30%.

NOW SHIPPING NEW item: Children's DHA Xtra 90 ct. Item #2721

• High-potency omega-3 concentrate for children ages 3-6

• 636 mg omega-3 per serving • Natural berry punch flavor

• Supports healthy brain, eye, and nervous system development*

• Promotes healthy cognitive function and social development*

• non-GMO certified + in a natural triglyceride form

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

Bookmark Favorites: www.omega-research.com • <http://efaeducation.org/>

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





Certification is Finally here

JUVO products are already USDA-Certified Organic, and now two products are shipping with the Non-GMO Project Verified seal:

- **JUVO Protein** • **JUVO Superfood**
Always has been: now with the logo! NON-GMO Project Verified!

START 2018 with a Wall of JUVO

^ **JUVO Raw Green Protein** USDA Organic Certified + Circle-K Kosher-Certified, NOW, also Non-GMO Project Verified label on canister. mix with water or other beverage of your choice. 23 grams of high-quality plant protein per serving 480 Grams. (12 servings). All 22 essential amino acid in one powerful serving. Brown Rice Protein, Hemp Protein, Spirulina, Quinoa, Millet, Amaranth + Flaxseed.

33 blended, powerful & organic ingredients
• **MORE THAN PROTEIN: a delicious, whole foods protein formula**
• a blend of powerful Organic Raw Ingredients - Freeze-Dried to preserve enzymes, vitamins & minerals. • High in phytonutrients & antioxidants from a blend of 10 berries (ORAC = 3100)

^ seven (7) Alkalinizing Green Sprouts, plus Grasses + Veggies
• Absolutely No soy, Gluten, Yeast and Whey • SUITABLE FOR VEGANS: all plant ingredients. No Animal products or Byproducts

Kosher Certified Organic Green Protein Blend 32,000 mg
All Kosher Certified Organic: Sprouted **Brown Rice Protein**, **Raw Brown Rice**, **Spirulina**, **Hemp Protein**, **Raw Millet**, **Raw Quinoa**, **Raw Amaranth**, **Raw Flaxseed PLUS Kosher Certified Organic Raw Antioxidant Blend** 7,320 mg Agave Inulin, Raw Broccoli Sprout, Raw Beet, Raw Pineapple, Raw Carrot, Tomato, Acerola, Lycii (Goji) Berry, Black Currant, Grape, Pomegranate, Blueberry, Cranberry, Raspberry, Maqui Berry, Acai, Blackberry, Raw Alfalfa Sprout, Raw Mustard Sprout, Raw Barley Grass, Raw Kamut Grass, Raw Oat Grass, Raw Wheat Grass, Raw Mango with Kosher Certified Organic Apple Flavor, Kosher Certified Lo Han Guo Extract, Kosher Certified Organic Acacia Gum, Kosher Certified Organic Guar Gum, Kosher Certified Xanthum Gum.

Raw Green Protein Canister 480 grams.
\$23.99/MSRP \$39.99 with a M.A.P. Price of \$35.99



DRINK OXYLENT BREATHE LIFE™

Oxylent®: a leader in best nutrition

DRINKOXYLENTBOOSTLIFE™
DRINKOXYLENTFUPELLIFE™

January Promotion: NEW ITEMS

Oxylent® Capsules
Buy 2, Get 1 Free

Offer valid on capsules only. intro purchase
Reorders @ 20% OFF for month
free shipping at \$200

4 exciting Formulas: time to upgrade

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

With typical super Oxylent® support:
Brochures + Shelf tags, all coming soon!
Discounts are not given automatically

Gain new customers:

Grow sales with The Natural Athlete, before the February Winter Olympics
the Athlete LOVES Sport Oxylent®!

- Sport Oxylent® Lemon Lime Burst
 - Sport Oxylent® Blueberry Burst
- both available in **30-day supply canisters** [7.8 oz.] - for the avid Oxylent® lifestyle + **15-count single-serve boxes**
- Energy • Stamina • Recovery
- new item placement deals apply
Seen the FLU recently? case-stack Immune Oxylent®

DRINKOXYLENTBREATHELIFE™



Dr. Ohhira's Probiotics

EMPOWERING HEALTH IN 2018

1. **NEW LABELS:** Dr. Ohhira's Probiotics® celebrating this fermented whole foods probiotics
2. **NEW SIZE:** Dr. Ohhira's Probiotics® because this product should be taken daily. Learn how to sell to every customer, for every need.
10 + 30 + 60 + 100 ct. vegetarian capsules.
Dr. Ohhira's Probiotics® is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics.
3. **Reg'Activ® category so HOT it is "outta stock".**
Don't miss the hottest product of 2018

PROMO IDEAS:

February focus: **Cardio & Wellness™ Reg'Activ®**
heart health + Olympics Sports

March focus: **Immune & Vitality™ Reg'Activ®**
strengthen for allergies + before detox

April focus: **Detox & Liver Health™ Reg'Activ®**
detox seasonally with an immune potentiating whole foods probiotics complex

Have you been watching the interest in Reg'Activ® + Lactobacillus fermentum ME-3?

[one webinar + all 3 Skus sold out:

place your pre-orders now]: inventory back 01/25

Reg'Activ® Detox & Liver Health™

Reg'Activ® Immune & Vitality™

Reg'Activ® Cardio & Wellness™

A Probiotic Strain that Makes Antioxidants
Discover Lactobacillus fermentum ME-3: Powerful Effects
for Cardio, Detox + Immune System Wellness.*

Marketing Opportunities

Ask your BMC Rep how you can save on orders for 3 months by participating in the **Four Steps to Essential Wellness Promotion**. Endcap 4 stellar lines + you can save on Essential Formulas [with endcap pics]

Dr. Ohhira's Probiotics® A company committed to discovering and distributing groundbreaking, scientifically advanced dietary supplements from around the world



January 2018 Promotions

12/22/2017 - 01/24/2018

10% OFF

*Direct orders/independent stores

Sleep Rescue® Cobalt (glass bottle) 2 oz.

Sea Bath Sleep Rescue® 20 oz.

Sea Bath Ginger Detox™ 20 oz.

Sea Bath Chicken Pox & Shingles 20 oz.

Chicken Pox & Shingles Gentle Mist 2 oz.

Sleep Rescue® is a quieting botanical and aromatherapy blend of organic and wildcrafted Arnica, Calendula, St. Johnswort flower oils, Ho shou Wu, Betula, Vitamins E + pure essential oils including Hops, Valerian, Sea Kelp, Lavender, Rosemary, Chamomile in a base of Olive + Grapeseed oils.

Your day begins the night before. When sleep eludes us, we feel and look like zombies. Insomnia causes mistakes, poor judgment, and results in low quality interactions with other people. Don't be an insomniac!

www.wellinhand.com/products/sleep-rescue

Ginger Detox Sea Bath™ Let's separate ourselves from toxins, stress, aches, pains, cramps + skin issues in 2018! The point of regular Ginger Detox baths is to positively affect joints, soft tissue, & circulation. Baths can promote sweating + alleviate symptoms of colds & flu. Only pure ingredients: sea salt, baking soda, Kelp, Ginger + pure Ginger essential oil.

Disclaimer: Have your situation diagnosed by your qualified health care professional. The information herein is not meant to substitute for the advice of your physician and has not been evaluated by the F D A. All Wellinhand products guarantee satisfaction.

Topically Applied Herbal Answers.
Action Remedies®



NEW ITEMS: Sensitive Range by Trilogy Natural Products

Very Gentle Cleansing Cream 6.76 fl. oz.

Very Gentle Calming Serum 1 fl. oz.

Very Gentle Restoring Oil 1 fl. oz.

Very Gentle Moisturizing Cream 2 fl. oz.

Very Gentle Eye Cream .84 fl. oz.

Very Gentle Hydra Mask 60 ml/2 fl. oz.

Trilogy says that skincare should be simple:

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

Repair & restore **PURE**
(oils + serums)

Hydrate & nourish **VITAL**
(moisturizer)

A way to give your community clean products that perform!

- Rosehip Range
- Age Proof Range
- Sensitive Range
- Very Gentle Range
- Everything Balm
- Body Care Range

Trilogy: High-performance, certified natural skincare products
<https://www.trilogyproducts.com/us/category/how-tos.html/>



The best lip balm for the world

Organic & Fair Trade Lip Care Tis' the season for the Lips

Share the news: tell the story
The Best Lip Balm FOR the Planet

Eco Lips: from Cedar Rapids, Iowa

- Our large .25 oz. lip balm tube is made with over 40% recycled material.
- Our .15oz tubes contain 30% less plastic than a standard lip balm tube, manufactured in the USA and contain post-industrial recycled plastic
- * we offset 100% of our manufacturing with renewable energy wind credits.

* we use food grade manufacturing processes to ensure cleanliness at every step. From our low batch temperature, slow-fill manufacturing process to our lot coding and labeling lines, we are acutely focused on the details of the entire process.

* we do not test our products on animals and our suppliers have all verified that no animal testing has been performed on our ingredients.

* we only source raw materials that have not been genetically modified

* we do not use any gluten-derived ingredients in our products.

• Our chemical-free zinc sunscreen products are made with certified organic ingredients that meet NSF/ANSI 305 Organic Standards.

• Our facility is approved to produce and label USDA, and our products are certified to the gold standard of the USDA's National Organic Program

CARRY THEM ALL

- **Lip Balm with a Kiss of Bliss: MONGO KISS**
• **Medicinal Lip Balm 0.15 oz. 36 ct.**

The powerful effects of organic tea tree oil, camphor, lemon balm and calendula are known to aid in the healing of cold sores. Organic, Fair Trade, non-GMO
Keep this all-purpose balm on hand at all times.



bodyceuticals

GET READY FOR VALENTINE'S DAY
January Promos offer a world of gift ideas

20% OFF all BodyLove flavors! Almond,

Chocolate, Cherry or Almond

20% OFF our NEW Neroli + Calendula Firming Crème

^ Face ^ Neck ^ Décolleté

Firming Crème with DMAE + Hyaluronic Acid

10% OFF 4 sku's of Berry Beauty Drops

(Raspberry or Blackberry) + **free** 4 ml sample

Berry Beauty Drops - DAY

Pacific NW Raspberry Seed Illuminating Beauty Drops

Berry Beauty Drops - NIGHT

Pacific NW Blackberry Seed Restorative Beauty Drops

SUPER DEALS

\$5 Treats for your sweet! Last chance!

• **\$5 Bodycocktails** – Coconut, Vanilla, Pink Grapefruit and Almond (reg. whls. \$9.5)

• **\$5 Body + Tan Oil** – Coconut Aloe and Pineapple Kukui (reg. whls. \$10.75)

• **\$5 Beach Essentials Travel + Gift Set:**

includes 4ml After Sun Relief, 4 ml Coconut Aloe Body + Tan Oil & .25 oz. Essential Calendula + Honey Salve (reg. whls. \$11.90)

World's finest hand crafted healing oils and freshest ingredients for your skin care.

Nourish + protect your skin with Calendula-based skin care products.

Promo CODE for items above: **NEWYEAR**
valid 01/1/18 -01/31/18.

Ongoing intro promo: 20% OFF deal with Bodyceuticals Tattoo Balms

How CLEAN can You GO!?

Bodyceuticals is Special: USDA Certified Producer/Grower AND Processor/Manufacturer.
www.calendulaskincare.com



Sure CBD companies are arising a dime a dozen but one is truly gaining traction

BMC is your best CBD company!!

• Enter the CBD market with a company trusted through 31-years of business in the natural channel to health food stores. • Offer the best, called C-Verified Hemp!

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

The VeryBEST CBD • Always THC Free [no-"T"]

• Batch verified levels of non-GMO CBD ["C"-Verified]

• Legal hemp, grown in America (Colorado)

Hemp Extracts 1 oz. dropper bottles, balms, caps + creams

Introducing CBD honey from Aroma Land Wellness

Solbee Wellness Honeys—honey with integrity

• **Solbee Wellness HEMP-infused Honey**

* 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

• **Solbee Wellness HERB Infused-honey**

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

carry all 6 flavors (12 per case)

~ infused, High Desert Wildflower honey:

^ original ^ Lavender ^ Vanilla Bean ^ Red Chile ^ Jalapeno + larger size original: 24 oz.

<http://solbee.com> <https://www.facebook.com/SolbeeHoney/>

~ Rocky Mountain honey, USA (no China: no Mexico)

~ the proprietary techniques for infusing honey accentuate the experience!!

~ Squeezable plastic (PET) bottles. ALL ship Fed Ex Ground

Discover the most powerful herb ever investigated



January Bodycare Promotion*

The Bodycare Collection

Ylang Ylang & Ginger

12 oz. bodycare. 50%-margin line

Clean affordable + not through distribution.

• Shampoo • Conditioner • Hand & Body Lotion • Shower Gel • Massage & Body • Bath Salts 20 oz.

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

Essential Oil Promotion:

10% OFF in units of 3 ea. 10 ml

~ Ylang Ylang & Ginger Essential Oil

~ Ylang Ylang Essential Oil ~ Ginger Essential Oil

Soy Candle Sale

all 4 styles of the Terracotta Ylang Ylang & Ginger candles **10% OFF** in units of 4 ea. per style

~ Cup Terracotta 7.6 oz. ~ Amphora Terracotta 7.4 oz.

~ Classic Terracotta 7.1 oz.

~ Elegance Terracotta 8.1 oz. (2 wicks)

A whole new section for your bodycare set:

FACIAL SERUMS:

Elegant, naturally enhancing with pure essential oils

1 oz. serums for nine (9) Skin Types:

whls: \$12.49; MSRP: \$24.00

• Cleansing • Dry Skin • Mature Skin

• Oily Skin • Normal Skin • Sensitive Skin

• Moisturizing • Toning • Problem Skin

• **NEW! Facial Serum Skin Repair for men + women**

whls \$24.99; MSRP: \$49.99

Aromaland: established 1986

30 Years, 963 Spas, 12,748 Massage Therapists.
an oil blend that delivers on all counts. Find Your Aromaland Solution at www.aromalandsolutions.com



The Season is HERE NOW

- **Wellmune WGP®** 250 mg 60 ct.
Buy 6 each, get 10% OFF
- **Kids Wellmune®** 25 mg 60 chewables
Buy 12 each, get 10% OFF

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

Immune Health Basics® Children's Chewable contains Wellmune WGP®, a natural food ingredient which published and peer-reviewed research demonstrates an ability to mobilize billions of innate immune cells that are part of the body's natural defenses and safely enhance the immune system. Patented, GRAS under US FDA Regulations. Kosher, Halal, non-allergenic + GMO-free + safe to take every day.

"My Family took our Immune Health today!"

Stay in the know: new training module about Immune Health Basics for store personnel: two videos: about 7-8 minutes.

Attendees can receive a free 250mg/30ct bottle.
<https://immunehealthbasics.thinkific.com>

Rev•Up Wellness opportunity extended through January 31st

BUY 2, Get 1 FREE
of any RevUp Wellness SKU:
order more than once!!

featuring Abigenol® European Silver Fir Bark extract
Rev•Up Wellness DEFENSE with Wellmune®
Rev•Up Wellness ENDURANCE
Rev•Up Wellness VELOCITY with Wellmune®
(30 blister-pak Tablets in a box)

GROW NEW BUSINESS

with scientifically-proven nutritional support

MushroomScience®

January Medicinal Mushroom Special

REISHI

Immune Support^ Liver Support^

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

~ on the following items: not combined with other specials ~ must mention 'BMC January Promotion' when placing order

Reishi Super Strength extract caps are the most potent Reishi supplement available in North America through Mushroom Science's diligent manufacture

Reishi Gano 161®

Certified Organic* • 90 veggie capsules

400 mg hot water extract

12% polysaccharides

Reishi Gano 161® has 4% triterpenes

Called the mushroom of immortality in ancient

China, Reishi is the most revered herb in all of

Classical Chinese and Japanese medicine: the

premier tonic/longevity herb.

Mushroom Science's proprietary strain, Reishi Gano

161®, uses HPLC analysis of the triterpenes as

the criteria for strain selection resulting in a strain

containing a much broader spectrum of the naturally

occurring triterpenes compared to other strains.

Recommend the best!

Hot Water Extraction • Guaranteed Potencies of actives

Best Value • Best Price

Most Mushroom Science® products retail at \$26.95 to

\$27.95 for 90 capsule bottles, significantly less than

what others charge.

Setting the standard for quality in medicinal mushrooms since 1994!



Get those toxic nail polishes away from your customers & their families
GROW YOUR NAILS Section in 2018

Exotic Animals 7Free Nail Polishes

Surya Brasil's experience with vegan cosmetics, now in an exclusive line for nail beauty and care. **Exotic Animals Nail Care** collection includes the Organic Nail Polish Remover, as well as

14 polishes, base coat, top coat and a nail oil dryer

7Free Nail Polishes in 14 beautiful shades of color each represented by an exotic animal

Exotic Animals Nail Polish Anteater

Exotic Animals Nail Polish Chameleon

Exotic Animals Nail Polish Coral Snake

Exotic Animals Nail Polish Dark Blue Angelfish

Exotic Animals Nail Polish Eclectus Parrot

Exotic Animals Nail Polish Flamingo

Exotic Animals Nail Polish Gold-Faced Lion Tamarin

Exotic Animals Nail Polish Jabiru

Exotic Animals Nail Polish Orangutan

Exotic Animals Nail Polish Pampas Cat

Exotic Animals Nail Polish Peacock

Exotic Animals Nail Polish Red-and-Green Macaw

Exotic Animals Nail Polish White Tiger

Exotic Animals Nail Polish Wolf

all ~ 0.32 fl. oz.

7-FREE: free of toxins; products preferred for use by vegans

NO Camphor NO DBP NO Formaldehyde NO Parabens

NO Toluene NO animal testing

NO ingredients of animal origin

Exotic Animals Nail Polish Base Coat

Exotic Animals Nail Polish Extra Shine Top Coat

Exotic Animals Oil Dryer

all ~ Volume: 0.32 fl. oz.

Exotic Animals Organic Nail Polish Remover

Volume: 3.38 fl. oz.

Detoxify Your Beauty <http://suryabrasilproducts.com>



are!); in Catholic France, hawthorn tree is called *l'epine noble* (the noble thorn, because it was considered the thorn use in Jesus' crown of thorns).

In North American history, Native Americans survived on haw during rougher winters, and history shows Colonists followed this example: the One Lake Huron tribal people are called "Hawaters"... when in a cold northern climate, and on an island in winter—the haws are delicious nutrition for survival. One adapts a taste! In the southern US, indigenous mayhaw trees (*Crataegus aestivalis*, or eastern haws)—found on riverbanks and bayous—were harvested by families (in May), who used the berries to make regional jellies that are considered local delicacies today. Mayhaw Festivals are enjoyed yearly in Texas, Louisiana, Arkansas and SW Georgia. In the Spirit of the Hawthorn, why don't you start a tradition of a yearly May jelly making class from fresh or dried hawthorns (Herb Pharm® makes their Hawthorn products from dried material, and always recommends mature berries). This preserving was one way to fill winter storage cupboards which is where earlier peoples placed their pre-refrigerator winter fruits and foods! The Mexican Hawthorn is called *tejacotes*, and are eaten cooked, raw and in jams; they are spiced with chilis in a well-known candy called *rielitos*, and are added to Christmas punch and even a major color and treat in the Christmas version of the famous papier-mache pinatas!

Go off-shelf sometime from mid-January till March first: and yell the importance of real food for health. Alert your community that YOU have the good stuff for optimal heart wellness. (The destination is not somewhere else; it is in your store!) In 2018, we need to address the most serious of health issues. We know this, but let's get the information across to your shoppers, and their friends—and so on.

The Facts, globally: The World Health Organization (WHO) lists cardiovascular disease (CVD) as the #1 cause of death, accounting for 30% of all deaths. Nationally, the American Heart Association cites heart disease as the #1 killer of American adults. Number of adults with diagnosed heart disease: 28.4 million (2017). Americans with some form of CVD: 80,700,000 (2005) and this includes most ethnicities in the United States (especially African Americans, Hispanics, and whites) and men and women. (That is a large market that needs to consider natural health options!)

- Every 42 seconds, someone in the United States has a heart attack, and every 4 minutes, someone dies of stroke.

- About half of US adults have at least one major risk factor for cardiovascular disease (CVD).

- 1 in 3 deaths in the United States in 2014 were due to CVD.

- CVD cost the United States an average of \$317 billion annually during 2011–2012.

(<https://www.cdc.gov/chronicdisease/resources/publications/aag/pdf/2016/aag-heart-disease.pdf>). The Heart keeps it all going!

Build out! You have a market for CoQ10 and the Omega-3s, and now is the time to build that foundation larger—everyone buying in your store! Share this site this February, as **Nordic Naturals®** launches a national promotion to bring people to your store: https://www.nordicnaturals.com/en/General_Public/The_Heart/366. Make use of this info:

Products for the Heart: There is more scientific evidence behind the cardiovascular benefits of fish oil than any other nutritional supplement. Thousands of clinical studies have shown that increased intake of EPA and DHA—the omega-3 essential fatty acids in fish oil—enhance overall cardiovascular function.*

The research-backed benefits of fish oil include:

- Supports circulation and healthy blood vessel function*
- Promotes the metabolism of dietary fat and cholesterol*
- Supports a healthy heart rhythm*
- Promotes healthy triglyceride levels in healthy individuals*
- Omega-3s are safe for long-term use.

Politely, I say that you would be foolish to not endcap these four (4) best-selling items in your store this Heart Health month:

1. Nordic Naturals® **Ultimate Omega® +CoQ10**: this formula combines the concentrated fish oil found in the **Ultimate Omega®** formula, with the important heart nutrient Coenzyme Q10 (Ubiquinone).

2. Nordic Naturals® **Omega LDL™**: this formula combines the concentrated fish oil found in our **Ultimate Omega®** formula, with the important heart nutrients Red Yeast Rice and Coenzyme Q10 (Ubiquinone).

3. Nordic Naturals® **EPA**: this concentrated fish oil formula contains one of the industry's highest concentrations of the omega-3 EPA.

4. Nordic Naturals® **EPA Xtra™**: this concentrated fish oil formula contains the highest concentration of EPA available in triglyceride form without a prescription.

Nordic will continue to be money in the bank in 2018! But we can never rest in this relentlessly changing market! Let's expand further the options that should be presented to EVERY customer who is looking for the best in Heart Health.

Time to Build: **RegActiv®**. (<https://essentialformulas.com/products/reg-activ>)

If there were a perfect quartet for heart health it would be Omega-3s, CoQ10 or Ubiquinol, Glutathione and Hawthorn. Cellularly, Glutathione may be more important than CoQ10 (but that would be foolish to argue!). What is clear is that the market for bioavailable-Glutathione is in its infancy: AND, it is just as important as CoQ10! This February, bring the best Glutathione out into the forefront with **RegActive® Cardio Wellness™**. More on this treasure next month!

Discover *Lactobacillus fermentum ME-3*: Powerful Effects for Cardio, Detox, and Immune System Wellness.* "Probiotic research is fast transforming our understanding of human health. Probiotics in general are invaluable for maintaining good health. We're also learning we need certain strains that produce highly specified health benefits.* One of these strains is *Lactobacillus fermentum ME-3*. The startling probiotic breakthrough of ME-3 began in 1995. That's when award-winning microbiologist Marika Mikelsaar, MD, PhD and her team of research scientists isolated the probiotic strain called *Lactobacillus fermentum ME-3*. This unique strain is able to produce the super antioxidant glutathione. Since then, Dr. Mikelsaar has dedicated herself to researching the numerous benefits of this revolutionary probiotic.*

This year will be the year of **Dr. Ohhira's Probiotics®** and **RegActiv® Cardio Wellness™** from **Essential Formulas®**. Sales are definitely jumping for both these superlative nutrients.

The future will include less overpriced kombucha, but provable protocols where many

people are ready to take two probiotics a day: that time is here with these products from Essential Formulas®! Endcap and educate.

February should be **RegActive® Cardio Wellness™**, with a national focus on heart health, and the time to grow Sports Nutrition sales in conjunction with the marketing gift provided by the Winter Olympics. **RegActiv® - Cardio Wellness™** pairs this powerhouse probiotic strain with additional, more familiar heart health nutrients: B vitamins, including Pantethine (B5) that help maintain healthy cholesterol levels already in the normal range* and Coenzyme Q10 (active form, Ubiquinol) – Supports healthy energy production in heart muscle tissue*.

Time to Build. Even newer and equally exciting is a new and very bioavailable (and affordable) antioxidant: Abigenol®. **RevUp Wellness™ VELOCITY** features Abigenol® the European silver fir (*Abies alba*) bark extract which is rich in plant nutrients (natural polyphenols) that are powerful antioxidants or free radical scavengers, which help the body against oxidative stress, promoting healthy circulatory system, joints, arteries and veins.*

The **RevUp Wellness™ VELOCITY** formula also contains MicroActive® CoQ10, the coenzyme Q10 that offers superior bioavailability and enhanced absorption with a 24-hour sustained release feature. It helps support healthy heart, muscles and cellular energy production throughout the day.* Take **RevUp Wellness™ VELOCITY** daily to boost energy, enhance athletic performance and recovery with its efficient blend of powerful natural antioxidants, coenzyme Q10, beta glucan, Abigenol® and other essential vitamins and minerals. More on this exciting new advancement in February!

Time to Build: Herbalists consider hawthorn to be the world's best heart tonic. Hawthorn helping humans!

Would you like to make new music in your store, to offer a quintet of exceptional nutrients that will work for every adult to help them achieve the greatest optimal heart health that they nutritionally can? This is a flawless endcap opportunity: time to build:

1. Hawthorn, from Herb Pharm® with all its targeted liquid extract formulas—carry all the options in several sizes as you grow your heart health section

2. Glutathione-options that perform, from the three exceptional probiotic antioxidants from **RegActiv®** from Essential Formulas®—as well as the glutathione-supporting antioxidant formula **Omega Curcumin** from Nordic Naturals® (which is a superior combination of foundational nutrients—concentrated omega-3s EPA+DHA, the powerful antioxidants curcumin, L-Glutathione, and N-Acetyl-L-cysteine (NAC)—that work together deep within a cell's metabolic machinery)

3. CoQ10—and Nordic Naturals® has you covered there, with a name consumers know and trust: (4) **RevUp Wellness® Abigenol®** which gives pycnogenol a run for its money: (4) and Nordic Naturals® many formulas with natural triglyceride-form EPA + DHA from fish and algal oils! In offering credible options, and explaining how they all can work for optimal health results, you will maintain the trust that the natural health food stores have gained through years of innovation and honest education. Heart Health: learn to be the master of the best nutritional options for optimal supplementation. February is the best time of the year to gain new healthy business! Call your BMC Rep today! ☘

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



Olympic Opportunities

continued from page 1

market. Create an intriguing and exciting Wall of JUVO this February, and gain new vegetarian customers: (JUVO is a vegetarian company), people wanting whole foods with their protein, and people looking for change. Since most of the vegetarian protein companies have sold out to mass or with disappointing internet discounts, it is good to know that JUVO is health food store oriented, with a MAP-Policy, and they are exceptional people (a rarity in manufacturing these days). BMC is offering a new fantastic poster that presents JUVO, along with other fine lines, as a way to shake up the norm and bring something new in 2018 to the Protein set.

A sports essential is the super-selling **Sport Oxylent**®—a 3-in-1 performance drink that promotes energy, stamina, and recovery—your pre, during and post supplement all in one great-tasting drink. Made for the natural athlete, this unique formula combines well-known sports ingredients with cutting-edge ingredients you can't find anywhere else. As advertised: **energy, stamina, recovery**. Place the order, make the sign, sample the flavor and watch the sales rise on the scoreboard: a Perfect 10. You don't have to be a sports nutrition authority (just yet): they

drink and they see the results. You will too. An excellent product from a company that brings you **Immune Oxylent**® and the new Oxylent caps. Vitalah. Oxylent®: a leader in best nutrition—**DRINKOXYLENTBOOSTLIFE™ DRINKOXYLENTFUPELLIFE™** All Athletes LOVE **Sport Oxylent**®! Two flavors, 4 SKUs, and excellent company support. **Sport Oxylent® Lemon Lime Burst** and the best-selling **Sport Oxylent® Blueberry Burst** both available in 30-day supply canisters + 15-count single-serve boxes. **Energy** (Citrulline Malate & B vitamins in effervescent form for quick release and absorption to enhance energy & blood flow; Creatine MagnaPower® from Albion®, which boosts ATP in muscles); **Stamina** (Electrolytes & minerals promote hydration; Sustamine® to sustain energy) and SOD (superoxide dismutase) which inhibits muscle fatigue & breakdown*) + **Recovery** (SOD, Superfruit AuroraBlue® Blueberry (in Blueberry Burst flavor), Vitamins C + D). A WINNER!

The Nordic Naturals® black bottle line is unique in the Omega-3 Category as all the products in that series are NSF-Certified for Sport®. Explain this to the sports aficionado, and you have changed the habits of a very dedicated nutritionally-oriented consumer: (<https://www.nordicnaturals.com/en/consumers/energy-&->

fitness-support/1237). Place the Nordic Naturals® Sport products near the proteins and you have a fool-proof sales upsell. Highlight the **Ultimate Omega®-D3 Sport** which has been used in clinical trials with professional athletes. Free of athletic banned substances, and Certified for Sport by the NSF, Nordic Naturals **Ultimate Omega®-D3 Sport** provides all the benefits of highly concentrated omega-3s (EPA+DHA), without the fishy repeat. **Ultimate Omega®-D3 Sport** promotes cardiovascular and respiratory function, supports focus and concentration, and supports fat metabolism and body composition.*

Repeat the facts on optimal Heart Health Nutrition (mentioned in the other article), and you have a winning combination. **RegActive**®—probiotic-sourcing for natural Glutathione; Abigenol® Silver Fir tree extract, Hawthorn – every athlete understands the merits of a heart adaptogen; and products that add-on quality CoQ10 and Ubiquinol—one cannot get enough of the currency of clean and natural energy. Re-study the importance of Omega-3s for performance and recovery here with the good science at www.omega-research.com/research at “Fitness/Exercise/Athletes” and Inflammation/“Joint Flexibility & Mobility”

continued on page 8

ROOT OF THE MONTH: ECHINACEA ROOT

It is beautiful how we use herbs-flowery, leaves, seeds, roots—even tree bark—for human and animal health. It is truly magical and spectacular how we have used human ingenuity to learn how to find, choose and use roots for human health. One could call this natural science: and people have benefited for millenniums from these intellectual advancements. Let's celebrate medicinal roots this 2018! January: Echinacea

Echinacea is truly one of my favorite medicinal plants. Maybe because I have been around long enough to have twice dipped into human knowledge of this plant. I was learning of Echinacea sometime around 1984 when I—to this day—believe that I spoke to Ed Smith on the phone to place an order. The American plant medicine that most people have heard of today was an exotic and foreign-sounding name to me then. The word was not exotic—or is found root medicine actually one of the most exotic natural phenomenon in history, or one of the most common and humble presents from the garden?

What we now consider the American Herbal Renaissance was expanding, and Ed Smith and Sara Katz where doing their part to help America remember one of her most valuable herbal medicines. I have maintained a fascination and admiration for Echinacea through these 12,000 days and nights of my sharing the earth's ground with this living, vital and powerful plant species: one of the joys of living this natural food movement is sharing a mission with the Echinacea plant!

Echinacea is without a doubt the most recognizable and famous of all the plants indigenous to this continent, primarily the ecosystems that include the Great Plains States. Echinacea was a gift from many Native tribes who chose to share this medicine with us. That communication in turn helped catapult Echinacea's magic around the world: a good trade. The next generations learned to grow the plant, and today Echinacea is harvested worldwide to help with human health.

I have watched Echinacea become one of the most traded herbs in the world, and I have witnessed a fearful modern orthodox hegemony try to kill the plants healing message through targeted faux science and political misinformation. I never fell for the distraction and have seen Echinacea work with a consistency that would lead any smart individual to recommend the plant with confidence.

The Eclectic Physicians – the finest medical doctors in our history—used Echinacea for everything: it is that versatile. Modern parlance

highlights Echinacea as an immune potentiator that excels in times when maintaining health necessitates quick action, but Echinacea has many other talents. It can be used long-term, it is an Allergy-season essential capable of achieving a proper inflammatory response with a measurable antioxidant profile. Along with First Aid and circulatory support, Echinacea exhibits activity that exceeds the immune system. Echinacea is a quintessential alternative and depurative: it is an ally of lymphatic homeostasis: it is New Year's Resolution, and protective armor, and cleaning house all in one. Most industry veterans have not reached below the surface long enough to appreciate Echinacea's versatility. This lack of inquiry has actually contributed to Echinacea's loss of prestige in the natural channel marketplace nearly as much as the hit job from the scripts of modern media's talking heads and pseudo-journalists

After an incredible rise in sales in the 1990s, where supply could not meet demand, and the mass channel got involved and there was not enough good stuff to go around, and new actors started peddling inferior and false material, through a low point around 2010 (where international sales still had Echinacea as a multimillion dollar natural medicine food commodity and one of the best-selling herbs in the world), through today, Echinacea is now established and accepted as a health food essential. A flaw-proof gift is a box of Echinacea tea: a household essential. One good thing that came out of these challenges was a movement to preserve wild echinacea and to move to perfecting the cultivation for health demands

.9% of US Adults use Echinacea: 2.3 million consumers (NIH numbers). In 2002, that number was 5 million—talk about targeted press crushing a root's sale). Another change in the attitude about Echinacea occurred with the development of a cheap import market of Echinacea from China and India (not all echinacea is alike). Today, the best Echinaceas come from Europe and the USA. Interestingly, the largest growth of the market has been in mass channel sales: every Walmart and

CVS and Harris Teeter now sells echinacea: we have almost abdicated our role as Echinacea advocates, but it is clearly purchased everywhere today as a familiar word on a box or bottle. We have not lost the market, but we have sadly taken it for granted. A nice big slice of the pie is there to take back if we want to highlight quality. Echinacea is rebounding nicely with or without us.

Understanding the market

1. Echinacea sales have left are market, but they are still there, and growing.
2. There is an amazing mass-market recognition of echinacea, especially for cold/flu
3. Amazon is asleep at the wheel with echinacea (their best-seller list is undecipherable and ridiculous: but then again, if the internet is saturated with sales (turmeric), you should NOT be focusing on that category. Only one echinacea in the top 100 at amazon: #52.
4. The natural food stores own the quality story with Echinacea: and quality Echinacea works best!
5. Echinacea is one of the safest herbs we sell: most people under-dose. At the onset of an immune challenge, we should consider high dosages often. As such Echinacea is a first-line defender that should be in every home beforehand. How do you communicate this message in your store? The history of the echinacea root diggers—snakeroot diggers—is fascinating. A seasonal social phenomenon that was a family activity in many Plains States. As echinacea rose in prominence, peaking in the 1990s, this plant search and harvest has largely become a thing of the past. A wholly new and better exercise is the harvesting of properly planted and tended echinacea fields, like at **Herb Pharm**® which grows its own Echinacea. Fresh roots were unimaginable in bygone eras, but today it is morning-harvested roots in the initial steps of extraction before noon in the non-GMO county that is the home of Herb Pharm's Echinacea –the best Echinacea in the world. Herb Pharm® leads the category in Echinacea sales in all 10 of their products that offer Echinacea: try and recommend some good echinacea today!



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GOT EMAIL?

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

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

Olympic Opportunities

continued from page 7

Grow your Gold Medal antioxidants even farther with **Omega Curcumin** by Nordic Naturals® and **Inflamma Response** by Herb Pharm®: the best herbal solution for immediate action – (liquid extracts of turmeric rhizome, Chamomile flower, Meadowsweet leaf & flower, Licorice root & stolon, St. John's Wort flowering top). Other products that will gain an instant clientele include: **Willow Blend** (Jamaica Dogwood root bark, St. John's Wort flowering top, Meadowsweet leaf & flower, Willow bark); **Male Vitality™**, and Maca. You may have many of these products in your store now, and this would be an excellent time to offer larger sizes of some of these items, like the 2 oz. bottle from Herb Pharm® of **Liver Health**, **Nervous System™ Relaxing Sleep™** and **Turmeric**. Worried about something bad happening at the Olympics? Add **Stress Manager™** and **Anxiety Soother™** to the gymbag toolbox!

Aloe Life® is whole leaf aloe vera is perfect and essential for protein absorption, and their topical **Aloe Skin Gel** is a must for after workout body surface topical relief, as well as the **Body Heat Vanilla Sports Rub**, which is on sale this month!

Get the work-out crew to know the benefits of the C-Verified Hemp extract products from **Aromaland Wellness**—which have zero-T (which athletes mightily care about) and you will see your sales rise in February the way everyone would like to see their sales rise in February. We will see a couple of stores see record sales just by putting these two ideas together in outreach during the Olympics: C-Verified Hemp Oil and the modern athlete. It can be like hitting the natural products lottery. And the good news is: you have started a new 2018 project; a more vital category and a new, info-hungry clientele for your store.

No Sports Nutrition set would be complete without **Mushroom Science's Cordyceps Cs-4**—a product made legendary by its nutritional performance at an Asian Olympics; and **Immune Health Basics® Wellmune WGP®** to protect the immune system of the striving athlete.

Sophisticated: possibly!? Cutting-edge: definitely! Pertinent: without a doubt! Trustworthy: absolutely! Line up at the starting line and begin. You are in The Olympics: Good luck! 🍀

How to Reach Blue Moose Consulting

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

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

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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.

