



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 15, No. 7 • July 2018

## Talking Business: Turmeric Tempest (or Turmeric Tirade)

**B**uzzzz. It is time to cut through the words turmeric and curcumin, and put this plant in its place. Yes, the rhizome turmeric—root of the decade to be sure<sup>1</sup>—needs to be held in very high esteem. But not so high as to go overboard! Turmeric is certainly a loud, colorful almost boastful rhizome, and like all the identified medicinal roots, it should be studied to seek the benefit that this humble plant and its root system can offer. Yet, turmeric has been blushing lately, with all the hodgepodge hype being tossed around about it. (Turmeric saves the world. Turmeric unites the tribes. Turmeric for President!). Turmeric just wants to be included in a good healthy diet: it does not seek the fame that is being thrown at it. Quite simply; add turmeric to the diet often—even, daily. It is good food. But, look for organic turmeric and if looking for the added benefits of an extract, then insist on product that never uses hexane or other harsh chemical solvents. Don't throw your morals out with the profits. Note: almost all turmeric today is perversely overpriced (shame, shame!!) and you are doing harm when you push a product marked up by hype that does nothing more than take money from the general foundational nutritional protocols that we should always be educating upon. Truthfully, turmeric is not one of the top-5 or top-10 most important nutrients that we should be recommending to people as long-term daily prescriptions for optimal health!

Turmeric is brilliant. Turmeric is special. Turmeric is versatile: as important as a bitter, as a liver support, as a digestive support, and as a superior anti-inflammatory and plant food antioxidant superstar. So, don't surmise—when you finish reading this article—that I am saying anything negative about turmeric. Rather, I want to be true to this colorful underground friend, and find the many, many, many perfect places for its use in our herbal and nutraceutical medicine cabinet. That said, if I had \$3.00 to spend per day on my well-being and health, I would not spend a dollar plus for turmeric and expect to achieve homeostasis. That is false direction. If I had \$5.00 a day to spend for progressing toward personal allostasis, I would not spend 1/5th of that investment on a common herb, over-hyped and bottled at a ridiculous profit buoyed by strange and prejudiced “research”. Modern natural health knows better.

Don't get mad. I love turmeric. I want to have turmeric in my diet every day. If I am dealing with pain, creakiness, aching—then I am adding turmeric to my Omega-3s, and CBD. Concerned about the entire gamut of intestinal function? Turmeric is one of the best herbs to consider (though a balanced digestive formula will succeed better), but the proper investment is on a quality Probiotic and high EPA/DHA as the primary protocol choices. Cholesterol issues? A Bitters formula will outperform the famed turmeric, and save money for investments in best health elsewhere! Even brain health: an extra dollar on Omega-3s will bring aid more than turmeric: though, by all means, add turmeric as the prescription monetary investment allows. I stake this claim in the ground: these statements will stand the test of time for one decade or 100 decades. We need to always be wise as to what we recommend as foundational nutritional support.

So, turmeric is hot in the marketplace, and now is the time to educate properly on the benefits of Turmeric. Let's look to herbalists who don't thrive on momentary hype. **Herb Pharm**<sup>®</sup> uses turmeric in four (4) of their many herbal formulas: **Inflamma Response**<sup>™</sup>, **Intestinal Soother**<sup>™</sup>, **Calm Breathing**<sup>™</sup> and **Cholesterol Health**<sup>™</sup>. Could turmeric bring added benefit to 20-30 more formulas? Of course! Should it be added because it is the herb du jour? Well, the profiteers will have a different opinion here than the principled herbal clinicians: and when the dollar/cost-benefit analysis is being made, herbal history does not warrant turmeric as what may be defined as a cardinal herb.

I start and rest my case by learning from the many leading herbalists in America today: turmeric is effective in solutions for stabilizing and improving inflammatory-pathway imbalances: the herb has proven its worth. Turmeric provides a multifaceted and brilliantly complex herb food antioxidant option for people building their optimal health diet. Food antioxidant, and possible nutrigenomic superstar!

Future research will prove that turmeric's action extends from the gut to the lungs to the circulatory system and joint function, and in the case of isolated curcumin actives, to the brain. Turmeric performs admirably as a primary choice in countering the insane health crisis of bowel inflammation brought

on by bad dietary choices. Finally, turmeric is another valuable bitter: an aromatic, pungent bitter (but by no means a health-transforming bitter) that does provide another food bitter to aid in proper digestion, which is the start of all good health and corrective rebalancing. Turmeric: general inflammation, digestive health restoration, optimal respiratory function and a general cholesterol-balancing tonic. I rest my case right there! I learn from the professional herbalists!

Turmeric is a food proponent's dream: the agriculture of turmeric is well-developed, old, precise and large. From the time that turmeric was mainly used in mustards in the Western World until today, we have not had a shortage of turmeric. Turmeric became big business because of its use as a dye, and the desire for that color in both religious cloth and commercial textiles. It can be grown in the same massive capacity as potatoes. So, awesome: bring it on. Turmeric blended spice shakers on tables instead of Mr./Mrs. Salt + Pepper, so far as I am concerned. Creative spice blends (that are low sodium) that encourage the sprinkling of turmeric on food. This will not provide the health benefit of a fine turmeric extract, but it is a cultural shift: southern states can plant turmeric (which grows magnificently in the Caribbean) next to their crops of hemp!

But note, you don't see potatoes selling for \$100 a pound: nor should they! With turmeric, it is not about the so-called laws of supply and demand: with turmeric it is about mis-directed marketing hype!

Inflammation, in cases where warming/spicy are beneficial—turmeric to the rescue. That means that turmeric is actually not recommended everywhere! But if turmeric is gonna be hype-steroided to be 2x more expensive than ginger—then toss the ginger over here. Extra costs should be accommodated and understood for the less-bountiful herbs, or the herbs where ecological care warrants a more labor-intensive approach for long-term stewardship that may raise the costs. Not here though. Turmeric is an everyday crop staple in India and many more tropical climates (though it is also easy to grow turmeric anywhere with a little gardening ingenuity!). Ginger is not a substitute for turmeric, and well-grown and well-extracted turmeric are a better choice in many instances than ginger: but pay

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## **Turmeric Tempest (or Turmeric Tirade)** *continued from page 1*

attention to the pragmatic differentiators. (turmeric is a member of the Ginger family!). Turmeric is not the golden panacea; and it does not need to be priced as if it were! The guiding principle is that the cornucopia of proven herbal medicines are all our panacea!

Digestive care: we have learned a lot in this Century, and we now know fully that turmeric is exceptional for digestive health. So, if more and more people need digestive support, then do we unnecessarily raise the price of turmeric? Questions have to be asked!

The kicker is curcumin. In the constellation of curcuminoids, the press has chosen that curcumin sing solo. I personally disagree with this assumption in most instances. First, when we proposit to standardize and isolate a unique, active and important chemical compound, then we have to prove that it alone is the chemical worth focusing on. As herbalists have learned perennially since modern science has attempted to define the world of plant food, this premise is flawed. It nearly every occasion, it is the whole plant that is the treasure. And with turmeric, naturally-occurring curcumin is only about 3% of the profile of the turmeric rhizome. Turmeric's nutrition—contrary to leafletted consumer advertisements—is not poorly absorbed into the bloodstream: curcumin is! Hmmm, has scientific investigation backed itself into a corner. (“*and in the other corner*”...whole plant Turmeric, that has helped and healed for 4000+ years!). Don't be fearful of betting on the veteran, simple turmeric whole rhizome extract!

Finicky curcumin: can this awesome polyphenol be controlled and manipulated? (can we go to Mars on a tricycle?). At one time, explorers looked for the land of spices and riches, and they sailed the seas, and they found many things including turmeric and allspice and galangal. Turmeric was not considered as exceptional medicine in any surviving western medicinal herbal books. It was not worth its weight in gold at the time: it was a runt herb that travelled with the star herb medicines of the time. Turmeric was more valued as a dye for clothing than major needed medicine; but it was on the boats and caravans and trade routes coming west, as it was a major harvest herb in the foods and advanced medicines of the East. It was necessary and relevant: it was just not sold into the marketplace as primary. Medieval and Renaissance Europe got it wrong; and yet, Ayurveda and Traditional Chinese Medicine were near-bullseye on the basic uses of whole plant rhizome turmeric. These advanced medical systems identified the plant, the part of the plant that was beneficial, and the way to harvest turmeric exceptionally. Yes, the wisdom of the simpler times of greater listening!

Bless modern science, though: it produces a few gems itself. The findings of the turmeric rhizome's curcumin are incredible,

and valid and real. The problem—as it often is—is replicating quality, and identifying and isolating the critical chemicals. (Look at all the damage modern synthetic and patent-driven pharmacy has done). Curcuminoids and curcumin are starring under the flashes of modern-science's equipment cameras. The current research quagmire is how to effectively unleash these fat-soluble, polyphenolic pigments known as curcuminoids. But the researchers are not looking closely enough: they are not looking “naturally” enough!

Why is modern manufacture so expensive? Research! Research driven by the interest of provable differentiation, and bottom-line potential profitability! The actual turmeric costs pennies compared to the salaries and medical complex rents and research-degreed base salaries. No complaints here, but any high school accountant can plot the costs out. We are leading people to products top-heavy in profit and that secondary thing: Research & Development. Come on: think it through. Common sense tells you this. Sad thing is that the first curcumin researchers found a good nutrigenomic fact; but their career survival instincts reminded them that you cannot stay in the white lab coat community if you go around saying that simple humble everyday turmeric—properly grown and extracted—could be a trustworthy benefit for heart and joints and digestive wellness, and as a preventative against the proliferation of cancer conflagrations in the human body during the life-cycle. That “discovery” would be immediate heresy!

So does isolated curcumin work better with black pepper extract or unicorn faerie dust?<sup>2</sup>

The research should be more properly directed to these questions: does a properly-grown, properly handled and dried, properly-extracted (and, if put in a formula, properly-blended) turmeric perform well in standard clinical studies (double blind or not); and, does the complicated standardized turmeric with the modern, human razzmatazz perform any better in identical tests?: and if so, by how much? Steel cage match inquiry! That is the manner in which scientific advancement should be prioritized: not profit and marketing first.

Well, two things we know before the competition. (1) thousands of years of human use show the humble turmeric rhizome to be absolutely marvelous; and (2) each research team proffering their research and intra-company findings are cannibalistic in going after their curcumin compatriots, tearing apart any scientific evidence of proof that says anything beyond what foresaid researchers say about the product they produce being The Best Ever. And the published numbers on percentage of improvement of bioavailability that they know will awe us: a bookie's smiling joke. OH!

Peacemaker interlude. What are y'all arguing about, gang? Oh, you say that

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## **BECOME MORE KNOWLEDGEABLE ON HOMEOPATHY** The last two 2018 Seminars have been resounding successes!! Take the time to learn more about homeopathy.

*August road-trip, to Conyers Georgia, just outside Atlanta*

**One-day: Basic Principles in Homeopathy Seminar + Continuing Education Event**

**Thursday, August 9, 2018 9 AM – 5 PM**  
6 sessions, light organic breakfast + lunch, and fun networking

**Presenter:** Homeopathic Educator Marge Roberts MSHP, BSN, DAHom

**Ask your BMC Rep for details, and register before August 02**

## **HAVE AN OXYLENT® SUMMER**

**Let's Make a Deal: talk to your BMC Rep about how to start this new business**

**Oxylent® Capsules: 4 exciting new Formulas: time to upgrade**

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

CREATE YOUR NEXT CUSTOMER by regaining that Multi Customer

ALL 4: veggie caps, NON-GMO, Gluten + Dairy-Free. Magnesium Stearate FREE with super Oxylent® support: brochures + shelf tags

^^  
**^ Let's Make a Deal: talk to your BMC Rep about how to start this new business**

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**Immune Oxylent®: because 'fast nutrition' is always an asset**  
FOUR delicious Immune Oxylent® formulas:

- Blackberry-Lemon BOOST
- Raspberry-Lemon BOOST
- Tangerine Lemon BOOST
- Immune Oxylent® BOOST Variety Pak

^^  
**EASY WIN PROMO**  
**Summer Display Promo:** super deal for summer hydration

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

'24' means: 6 Sparkling Berries, 6 Sparkling Mandarin, 6 Blackberry-Pomegranate, 6 Variety paks

Great natural taste, No Sugar: on-the-go convenience  
Normal wholesale \$503.28;  
30% off = \$352.30

**+ ANOTHER AWARD**

**Taste for Life® 2018 Women's Essential Award Winner;**

**Oxylent® 5-in-1 Multivitamin Effervescent Drink**  
www.oxylent.com/aste-for-life-announces-its-2018-womens-essentials-award-winners

**DRINK OXYLENT BREATHE LIFE™**



# NEWTON homeopathics

Nurturing Naturally Since 1987

## July 2018 Promo: **20% OFF** select OTC formulas

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

- **Stage Fright-Fear**
- **Kids Hypercalm-Mental Focus**
- **Kids Vaccination-Illness**
- **Pets Scoot Stopper**

The best time to address children's concerns is during the off-season **Kids Hypercalm-Mental Focus** (F059) for associated symptoms such as impulsiveness, lack of focus, irritability + emotional or disruptive behavior. **Kids Vaccination-Illness** (F098) for vaccinations + viral-related symptoms such as fever, inflammation, pain, fatigue & skin discomfort.

**Stage Fright-Fear** (N032) for symptoms associated with performance anxiety such as apprehension, nausea, restlessness, trembling + over-sensitivity.

**Pets Scoot Stopper** (P011) for associated symptoms such as anal itching, inflammation, scratching, gnawing & scooting.

^ Cannot be combined with other discounts

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

### Why Choose NEWTON?

~ Expertise & Experience ~ Quality & Safety  
~ Environmental Awareness ~ Variety & Selection ~ Economical & Efficient

### About Newton Homeopathics™

Family-owned business built upon the expertise of Belgian-born Dr. Luc Chaltin, a homeopathic practitioner for over 40 years and the leader in the field of Clinical Homeopathy. The Conyers Georgia Laboratory prepares all its remedies in strict accordance with the Homeopathic Pharmacopoeia of the United States (HPUS) + in compliance with FDA

Made in America ~ Family-Owned • 1987-2018: 31 Years of Excellence  
Newton Labs is an official service-connected, veteran-owned business.

# AloeLife.

INTERNATIONAL  
Health Education • Health Products • Aloe Vera

## JULY Monthly Specials Mix & Match, sale items listed below 12 items minimum for **15% OFF** 24 items maximum for **20% OFF**

- **Stomach PLUS Herbal Aloe Formula 16 oz.**
- **Stomach PLUS Herbal Aloe Formula 32 oz.**
- **Skin Gel & Herbs 4 oz. + 8 oz.**
- **Animal Aloe Gel 4 oz.**

**Aloe Skin Gel & Herbs** Ultimate Skin Treatment. Best topical aloe product available today! The golden yellow color shows the presence of the yellow sap used traditionally for skin support. Safe for putting on any skin condition. Concentrated from fresh Organically Grown Whole Leaf Aloe Vera leaves with skin nutrients of Vitamin E, A, C and Azulene (Chamomile) + Allantoin (Comfrey). The value of Skin Gel is unmatched by any other topical Aloe Vera today.

**Stomach PLUS Herbal Aloe Formula** works fast to soothe + calm digestive upset, occasional indigestion, bloating, nausea + gas with 11 healing herbal extracts: suitable for Children & Adults

**Animal Aloe** 4 oz. as many uses as the love for your companion 100% safe: an edible, multi-purpose product.

- Laboratory-tested for Quality & Potency. Satisfaction Guaranteed
  - Wanna save everyday? \$\$ buy smart.
  - 72-piece orders always **15% OFF**
  - You should know: not all aloe vera is alike.
  - Therapeutic aloe is Foundational to Health.
  - Aloe Life® the big differences are taste and results

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

# HERB PHARM®

## 50 items on sale that you can promote in July

Easy-to-reach deal parameters. **SUMMER HERB SALE FIREWORKS!**

- \* Focus on new technology: Herbs on the Go™ Sprays ~ a front-counter new-purchase highlight
- \* Marketing & educational focus on Ginseng, the Adaptogens + the Better Bitters™!
- \* Provide health solutions for our massive stress & anxiety!!
- \* Healthy sleep and nervous system, anyone?

**Herbs on the Go™ Sprays:** New exciting technology, inviting flavor without compromise will bring in new customers for quick-spray support. For stress, sleep, immune support, focus and digestion. formulated with taste in mind!

- Herbs on the Go™ Daily Stress
- Herbs on the Go™ Bed Time
- Herbs on the Go™ Not Now Nausea
- Herbs on the Go™ Immune Season

The winning options are the counter display + cross-merchandised  
Three new choices: with another way to save Intro Discount (ask your Herb Pharm® Rep)

- Herbs on the Go™ Anxious Moment™
- Herbs on the Go™ Everyday Focus™
- Herbs on the Go™ Ready for Pollen™

Herbs on the Go™ — because taking herbs can be easy! Starting with appropriate herbs, find a good flavor and offer in a spray format; in every way, as clean as possible with no added flavors or sugars, always non-GMO, from a Certified-B Company! Afterall, we want to encourage people to take herbal products!

### THREE SIMULTANEOUS DEALS to make business BIG in July (and August)!!

Ask your Herb Pharm® Rep the combination to get **20-25% OFF** in July  
Easily-absorbed liquid extract blends all available on some deal: Consider the LARGER SIZES too!

- **Inflamma Response™** 1 oz. 2 oz. + 4 oz.
- **Ashwagandha liquid extract** 1 oz. + 4 oz.
- **Turmeric Organic whole root liquid extract** 1 oz. + 2 oz. + 4 oz.
- **Adrena Soothe™** 2 oz.
- **Adrena Nourish™** 2 oz.
- **Adrena Uplift™** 2 oz. (<https://aviva.herb-pharm.com/adaptogens> blends by Aviva Romm, MD)
- **Asian Ginseng** 1 oz. + 4 oz.
- **Eleuthero** 1 oz. + 4 oz.
- **Eleuthero Glycerite** 1 oz. + 4 oz.
- **Rhodiola** 1 oz. + 4 oz.
- **Rhodiola Glycerite** 1 oz. + 4 oz.
- **Better Bitters™ Bittersweet** 1 oz.
- **Better Bitters™ Classic** 1 oz.
- **Better Bitters™ Orange** 1 oz.
- **Better Bitters™ Absinthium** 1 oz. (All Better Bitters™ are Certified organic extract blend)
- **Anxiety Soother™** 1 oz. + 2 oz. + 4 oz.
- **Anxiety Soother™ capsules**
- **Kava capsules** (Kava & Anxiety Soother™ caps: couldn't be better!)
- **Kava** 1 oz. + 2 oz. + 4 oz.
- **Passionflower** 1 oz. + 4 oz.
- **Lavender** 1 oz. + 4 oz.
- **California Poppy** 1 oz. + 4 oz.
- **Nervous System Tonic™** 1 oz. 2 oz. + 4 oz.
- **Albizia** 1 oz. + 4 oz.
- **Bacopa** 1 oz. + 4 oz.
- **Good Mood™** 1 oz. + 2 oz. + 4 oz.
- **Trauma Drops™** 1 oz. + 4 oz.
- **Relaxing Sleep™** 1 oz. 2 oz. + 4 oz.
- **Valerian** 1 oz. + 4 oz.
- **Valerian glycerite** 1 oz. + 4 oz.
- **Kids Lemon Balm Calm™** 1 oz. + 4 oz.
- **Kids Fast Asleep™** 1 oz. + 4 oz.

^ Herbs on the Go PROMO through JULY 31st

Mix & match options to get between **20-25% OFF**. Ask me how

\* Herbs for Anxiety & Sleep PROMO through SEPTEMBER 30th  
Mix & match options to get between **20-25% OFF**. Ask me how + a buy-in for the three NEW Herbs on the Go Sprays!

Not represented by BMC in NJ

# NORDIC NATURALS

## NORDIC HAS SOME GOOD BUSINESS NEWS

**DISPLAYS are back....and they were Built for YOU**

Smaller display [24-pc]. Smaller store-floor imprint

**Customizable 24-pc displays 25% OFF**

^ Small footprint for efficient additional selling space

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

**2 Display Options—Essential Nutrients for Optimal Health:**

- **Mix-&-match Display:** holds 24 of select 60, 90 + 120 ct. Bottles  
Manageable footprint: 16" x 16" base
- **180-ct. Display:** holds 24 of select 180 ct. Bottles  
New smaller footprint: 12" x 14"

Ask your Nordic Naturals® Sales Rep which products can ship with each display

**Mix-&-Match Display options:** [display base # MKT-RDO47]

Items for this display must be ordered in units of 4 each.

- **Ultimate Omega-D3 SPORT™** 60 ct.
- **Omega Joint Xtra™** 90 ct.
- **Omega LDL™** 60 ct.
- **Ultimate Omega®** + **CoQ10** 60 ct.
- **Omega Blood Sugar™** 60 ct.
- **Omega Memory w/Curcumin** 60 ct.
- **Omega Curcumin** 60 ct.
- **Omega Vision™** 60 ct.
- **Omega-3 Phospholipids™** 60 ct.
- **Omega Woman®** 120 ct.
- **Postnatal Omega-3** 60 ct.
- **Prenatal DHA, strawberry** 90s
- **Prenatal DHA, unflavored** 90 ct.
- **Omega-3s for every need:**
- **Ultimate Omega® Fish Gelatin** 60 ct.
- **Omega-3 Fish Gelatin** 60 ct.
- **Ultimate Omega®** 60 ct.
- **Ultimate Omega® 2x** 60 ct.
- **Ultimate Omega® 2x MINI w/D3** 60 ct.
- **Ultimate Omega® 2x MINI** 60 ct.
- **Ultimate Omega® 2x w/D3** 60 ct.
- **Ultimate Omega® D3** 60 ct.
- **Omega-3** 60 ct.
- **Omega 3D** 60 ct.
- **DHA Xtra™** 60 ct.
- **DHA, strawberry** 90 ct.
- **EPA Xtra** 60 ct.
- **EPA** 60 ct.
- **Omega-3 with GLA**
- **Complete Omega™ Xtra** 60 ct.
- **Complete Omega™** 60 ct.
- **Complete Omega™ D3** 60 ct.
- **Cod Liver Oil (CLO) softgels + Vitamin D3 softgels**
- **Vitamin D3 120 ct.** (olive oil)
- **Vitamin D3 5000 IU** 120 ct.
- **Cod Liver Oil, lemon CLO** caps 90 ct
- **Children's Products + GUMMIES**
- **Children's DHA™** 180 ct. softgels
- **Complete Omega™ Junior** 90 ct. softgels
- **Ultimate Omega® 2x TEEN** 60 ct.
- **Curcumin Gummies** 60 ct.
- **Melatonin Gummies** 60 ct.
- **Nordic CoQ10 Gummies** 60 ct.
- **Vitamin D3 Kids Gummies** 60 ct.
- **Nordic Vitamin D3 Gummies** 60 ct.
- **Nordic Vitamin D3 + K2 Gummies** 60 ct.
- **Omega-3 Pet™** 90 ct. softgels

**180 ct. Display options:** [display base # MKT-RDO49]

Items for this display must be ordered in units of 6 each.

- **Ultimate Omega®** 180 softgel caps
- **Complete Omega™** 180 softgel caps
- **Omega-3** 180 softgel caps
- **Cod Liver Oil (CLO), lemon softgels**
- **Omega-3 Pet™**, 180 softgels

^Both these displays are available at an additional **5% OFF** for RPP

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







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

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

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

**ReJUVOning Benefits:**

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

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



**Oxylent®: a leader  
in best nutrition  
Hot weather is Oxylent-time!  
HYDRATE!**

Oxylent's Hydration offers you the Best FLOOR DISPLAYS of summer

*The Effervescent Nutrition Revival of 2018*

**Oxylent® Shippers are Shipping + they are Beautiful**  
5-in-1 Multivitamin Supplement Drink Shipper  
24-boxes per shipper with a small floor footprint

**JULY SPECIALS  
Sport Oxylent®  
canisters + 15 ct. boxes  
15% OFF**

(\$1.50 minimum<sup>^</sup>)

- Sport Oxylent® Blueberry
- Sport Oxylent® Lemon Lime

**HEALTHY & HYDRATED  
with an Electrolyte Focus**

- **Energy:** Citrulline Malate + Creatine MagnaPower®
- **Stamina:** Sustamine® (Glutamine & Alanine) + SOD (superoxide dismutase)
- **Recovery:** Powerful antioxidant enzyme SOD + Superfruit AuroraBlue® Blueberry

*Gain new customers:*

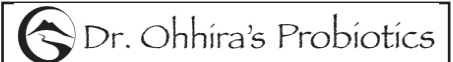
*the Athlete LOVES Sport Oxylent®*

Grow sales with The Natural Athlete, for muscular Summertime sales!

**HAVE YOU TASTED THESE?**

Get samples from your BMC Rep

**DRINK OXYLENT BOOST LIFE™  
DRINK OXYLENT FUEL LIFE™**



**Postbiotic Metabolites  
the New Frontier in Microbiome Science**  
a Fermentation-Produced Probiotic that is a COMPLETE MICROBIOME SYSTEM

*Time for a truly healthy profit-center endcap!*

**START with a beautiful new display**

\* Two [2] shapes to choose from:

Bowl Display & Arch Display

\*Three [3] opportunities:

- Basic • Optimal • Value deals,

**All @ Super Savings all July at 15% OFF**

Educate your Customers on the PREMIER PRODUCT to support digestion and immune health + promote a healthy microbiome.

**Basic display: colorful, informative, attractive new displays:**

4 ea. of the 30 ct. Dr. Ohhira Probiotics®

4 ea. of the 60 ct. Dr. Ohhira Probiotics®

4 ea. of the 100 ct. Dr. Ohhira Probiotics®

**New Packaging:** the Original Trusted Formula with a refreshed look!

this an excellent time to show all three sizes to your community

**EQUALLY INNOVATIVE + ESSENTIAL**

ALL 3 Reg'Activ® Formulas are perfect new business

**Reg'Activ® Cardio & Wellness™**

perfect for summer activity

**Reg'Activ® Detox & Liver Health™**

perfect for anytime detox

**Reg'Activ® Immune & Vitality™**

perfect for pre-season prevention



**July 2018 Promotions**

Buy in 06/27 to 7/25

**10% OFF**

direct orders/independent stores

**Oak & Ivy Rescue™ Spray** 2 oz.

**Oak & Ivy Rescue™ Soap** 6 oz.

**Sea Bath Oak & Ivy Rescue™** 20 oz

**Therapy Oil Cobalt** (Glass Bottle) 2 oz.

**Herpa Rescue™ Treatment - Spray** 2 oz.

**Herpa Rescue™ Treatment** contains Creosote Leaf, Calendula, Red Clover, Evening Primrose, Bloodroot Extracts, and pure antiseptic essential oils of Tea Tree, Lemon, Thuja + Melissa in an organic apple cider vinegar, vegetable glycerin + olive oil base.

**Poison Oak & Ivy Rescue:** The reaction is called urushiol-induced allergic contact dermatitis + can occur from direct or indirect exposure with the plants. BE SMART: soon as you suspect you have been near a patch of the plants, remove and wash all the clothing shoes and shoelaces that might have come in contact with Urushiol and thoroughly wash with Wellinhand's Oak & Ivy Rescue™ Soap Soother + follow with Oak & Ivy Rescue™ Spray. Contains no anesthetics, yet it helps with the pain. Contains no antihistamines, yet shrinks the rash.

**Therapy Oil™ Cobalt** (Glass Bottle) 2 oz.

Recommended for the gym, the jungle, the bed, the beach, the kitchen, the kennel, the woods, the weeds, the hotel, and hospice, too!

*Michael's Favorite! Therapy Oil – limitless applications!*



**Bring a "Welcome to Trilogy®" to your community**

\* **LIMITED TIME OFFER:** Trilogy® offers an enticing Try-me-size of the **Rosehip Oil Antioxidant+ in a 15 ml. glass bottle**

Start your local & loyal Trilogy® community with this "Little Beauty," **\*Half-Price Full Power**

perfect for travelling + a great way to attract new customers. Rosehip Oil Antioxidant+ "improves brightening and skin tone by up to 75%"

**Returning in August:**

**The best-selling CoQ10 Eye Recovery Concentrate is returning soon!**

Newly USDA-certified organic, this blend of pure plant oils is formulated with our latest innovation Glycablend™ for supple, healthy, radiant skin at any age. Intensely nourishing, CoQ10 Booster Oil helps recharge and revitalize the appearance of skin by reducing the aging effects of glycation (OR...by protecting the skin from collagen breakdown).\*

**Age Proof CoQ10 Eye Recovery Concentrate reformulation highlights:** Advanced L22 ingredient. (<http://www.lipids22.com>). Contains hyaluronic acid + caffeine, Tamanu, macadamia and black caraway seed oils plus antioxidant co-enzyme Q10 help feed and renew skin with Glycablend™, a potent blend of chia, blueberry, strawberry + pomegranate oils, keeps skin supple and youthful.

NEW UPC: 942101776557 6

NEW Item Code: 18041

\*No change in pricing

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**



The best lip balm for the world

**SUMMER FUN  
15% OFF invoice  
MONGO KISS™  
ONE WORLD™**

**ONE WORLD™**

**15 pc. Convertible Display large .25 oz. tube**

Organic Fair Trade-certified, Non-GMO

ONE WORLD™ **Renew** Lavange Spice/Morocco

ONE WORLD™ **Relax** Lavender/Lemon/

Mediterranean

ONE WORLD™ **Restore** Coconut Ginger/South Pacific

**MONGO KISS™** Eco Lips® is the first company to use African Mongongo Oil in lip balm, offering an organic, fair trade certified product called Mongo Kiss™.

featuring certified organic ingredients and Fair Trade Certified™ Cocoa Butter infused with Mongongo Oil, a nutrient-rich oil from Zambia, Africa.  
<http://www.ecolips.com/mongo-kiss>

**15-pc. convertible Mongo Kiss™ displays .26 oz. tubes**

- Acai Berry\* • Banana • Blood Orange
- Peppermint\* • Pomegranate\* • Unflavored\*
- Vanilla Honey\* • Yumberry

\*Also available in 12-pc. Mongo Kiss™ hanging cartons .26 oz. tubes

**ECO LIPS IS MOVING!**

July 2nd thru 6th: office moving

July 9th thru 13th- shipping department moving

**The week of July 9th there is no shipping.**

Contact information stays the same. [orders@ecolips.com](mailto:orders@ecolips.com).

New address 1199 44th St Marion, Iowa 52302

**GET YOUR ORDERS IN EARLY**



# bodyceuticals

## July Bodyceuticals Promos: SUMMER SAVINGS ON LIP BALMS!

NEW everyday low price! \$35.40

12 count display; \$2.95 each!

Save up to **30% OFF**

12 count lip balm displays!

5 Vanilla, Spearmint, Dark Chocolate,  
Raspberry and Banana

**10% OFF 1 displays**

**15% OFF 2 displays**

**20% OFF 3 displays**

**25% OFF 4 displays**

**30% OFF 5 displays**

\*MUST use CODE: JULY18 to receive discount pricing.  
Not valid on unflavored lip balm. July 01- July 31st

## WE'RE GIVING OUR BODYLOVES A FRESH LOOK!

Grab our current labels for \$6.25  
while supplies last!

\$6.25 ea for all BodyLove flavors +  
Pineapple Kukui Body + Tan Oil!  
(reg. \$12.5)

\*MUST use CODE: SUMMER to receive  
discount pricing

[www.calendulaskincare.com](http://www.calendulaskincare.com)

[www.bodyceuticals.net](http://www.bodyceuticals.net)

[www.facebook.com/Bodyceuticals](https://www.facebook.com/Bodyceuticals)

[www.instagram.com/bodyceuticals\\_calendula/](https://www.instagram.com/bodyceuticals_calendula/)

[www.pinterest.com/bodyceuticals/](https://www.pinterest.com/bodyceuticals/)

<https://twitter.com/bodyceuticals>

# AROMA LAND WELLNESS®

## WOW: Line Drive on the Very Best CBD 10% OFF in July THC-free is what people want!

All CBD liquid extracts, caps, and bodycare ...  
everything

All Aromaland Wellness® orders  
identified as "Summer of CBD"

### THE WAVE IS COMING

32 years of service to the natural channel  
put your faith in veterans with the best intention

\* Blue Moose Consulting, C-Verified Hemp

Extract™ + Aromaland® Wellness

• Correct legal counsel on the market

• Strong, integrated supply chain

• Solid, trustworthy reputation

**Aromaland® Wellness:**

**no-T + verified levels of C**

### COMING IN JULY

**Aromaland® Wellness honey stix:**

box of 100

This is new: CBD honey stix with no THC!

Colorado hemp extract

Find Your Aromaland Solution at

[www.aromalandolutions.com](http://www.aromalandolutions.com)

Discover the most powerful herb ever

investigated

[www.CVHemp.com](http://www.CVHemp.com)

# AROMA LAND

## July Bodycare Collection Promo Tea Tree & Lemon

12 oz. bodycare. Clean, affordable + 50%-margin line

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

~ Pure Therapeutic Grade Essential Oil Blend:

Essential Oils of Tea Tree, Eucalyptus, Lemon Tea Tree,  
and Lavender: a clean, cooling & lively  
aromatherapy experience

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

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

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

• 100% Pure Plant-Based Ingredients,

Exceeds EU Cosmetic Directive Guidelines.

### JULY ESSENTIAL OIL PROMOTION:

**10% OFF** in units of 3 ea. (10 ml.)

~ Lemon essential oil: Country of Origin: Italy

~ Tea Tree essential oil: Country of Origin: Australia

Steam Distilled from the leaves, conventionally-grown

~ Lemon Verbena Blend essential oil: Essential Oils of

Lemon, Petitgrain, Lemongrass, Lemon Myrtle,

Wild Verbena. All those lemony notes are perfect for

the hot Summer seasons, Brighten up

### JULY CANDLE SALE:

Lemon Verbena Candle tins 6 oz.

**10% OFF** per 4 candles per order

**Lemon & Tea Tree blend glycerin Bar Soap**

**10% OFF** with 6 units each. Long-lasting 4oz. size.

**PLAN AHEAD:** You can grow your Aroma Land®

sales with these 2-month promos on the Bodycare

Collection in 2018.

August- September Lemongrass & Sage

October-November Rosemary & Mint

December- January 2019 Ylang Ylang & Ginger

# Immune HEALTH BASICS®

## July Promotions

Immune Health Basics with

Wellmune WGP® 250 mg. 30 caps

**Buy 12 bottles, get 2 bottles FREE**

**one-a-day support for every need**

Wellmune® safely activates the largest population of  
immune cells such as Natural Killer cells and neutrophils  
that keep the body healthy^

For all ages: clinically-proven immune support

<http://immunehealthbasics.com/research/>

**LOOK FOR THE BRIGHT NEW LABELS**

**RevUp Wellness™: the intersection of  
Immune Health + Sports Nutrition!!**

**Rev • Up Wellness™ DEFENSE with Wellmune®**

**Rev • Up Wellness™ ENDURANCE**

**Rev • Up Wellness™ VELOCITY**

with Wellmune®

Rev Up Wellness® Selected Among Top Multivitamins at  
SupplySide® West CPG Editor's Choice Awards.

### OPENING ORDER FOR NEW STORES

**Rev • Up Wellness™** (30 blister-pak tablets in a box)

**INTRO DEAL: 2+2 for any/all of the 3 SKUs**

for new accounts or new Sku placement only

Ask your BMC Rep for ways to get other discounts with  
Promotions!

The Newest powerful antioxidant

featuring Abigenol® European Silver Fir Bark extract

Rev•Up Wellness™ products exclusively contain

Abigenol®!

~ contains 6 phenolic acids, three flavonoids and  
four lignans

~ Abigenol® - isolated from the bark of the Fir Needle  
(Abies alba)

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

# MushroomScience®

## JULY PROMOTION\* GET ENERGIZED + STAY ENERGIZED Cordyceps Cs-4

90 vegetarian capsules • 400 mg each

1 capsule Cordyceps sinensis mycelium

Hot water extract 24% polysaccharides, 0.25% adenosine

Mushroom Science® Cordyceps Cs-4 contains the  
active compounds that make the Cordyceps mushroom  
unique, because they use the Cs-4 strain. It took years  
of research and the analysis of 100's of strains of  
Cordyceps mycelium to find one that contained the  
same actives as the fruit body: the adenosine + other  
nucleosides. **Best Value + Best Results.** Cordyceps  
Cs-4 extract may be the most versatile of all medicinal  
mushrooms. Hot-water/alcohol extracts provide the  
immune health benefits normally associated with the  
medicinal mushrooms, but also provide a host of other  
important health benefits including balancing the HPA  
axis + improving energy, stamina + endurance.\*

**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

Cs-4 no hype, just 30 years of constant + advancing science  
and clinical use. To date, Cordyceps Cs-4 is the only strain of  
Cordyceps mycelium that has been independently confirmed to  
produce all of the active compounds found in the wild harvested  
fruit bodies used in Traditional Chinese Medicine. This includes  
the secondary metabolites essential to providing the full range of  
health benefits attributed to Cordyceps extracts in the herbal and  
scientific literature.\*

Not combined with other specials.

**Must mention 'BMC Summer 18 Promotion' when placing order**  
Mushroom Science manufactures and distributes the only complete  
line of guaranteed potency mushroom supplements  
in North America.

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



# SURYA Brasil

**Surya Brasil is closed July 4-6  
for the holiday weekend  
GET YOUR ORDERS IN EARLY  
Don't run out of Henna Cream + Henna  
during summer sun haircare season**

## NEW PRODUCTS arriving in Q3

**Natural, organic + vegan; incorporating exotic  
botanical ingredients from the Amazon**

**New Hair Care Launch - Cacheou! Curlz**

Cacheou! Curlz contains pequi oil, known as "gold  
of Savannah" which has Vit. A + Vit. E to help aid  
healthy hair growth as well as reduce frizz and leave  
hair more moisturized & healthy.

Curlz — a vegan line, totally focused on curly hair,

Pequi Oil from Brazil

Nicole Kidman, Sandra Bullock, Amy Adams,  
Gwyneth Paltrow all rave about Pequi Oil for vibrant,  
manageable hair

A new shampoo to make hair smooth & silky,  
moisturizing hair while removing split ends effectively.  
Rich in essential fatty acids that help make hair soft,  
shiny & radiant.

**New colors coming soon to the very  
popular Exotic Animals non-toxic  
Nail Polish Collection**

• Inspired by nature's wonderful colors to leave your  
nails beautiful and healthy.

• All 7-Free, certified Cruelty-Free, Vegan  
& Leaping Bunny.

**Your BMC Rep will let you know  
when these are available!**



## Turmeric Tempest (or Turmeric Tirade) continued from page 2

isolated turmeric needs help. That the polyphenol curcumin removed from its natural food cofactors is hard to absorb. Hmmm!? Let's look at that mathematical equation, and that baseline assumption of science's irritable dominance—"the premise"—in a moment.

Two things first. Herbalists all seem to agree that a well-made whole rhizome is kick-ass, dependably beneficial ("watch your mouth, and what's the fuss all about, then?" the wise old matriarch chides), and powerful. Snide commentators like me would say, bet

your money on the next curcuminoid now—the market is saturated and the next big thing will be another different curcuminoid peak on the HPLC songsheet (this "Active" is the real, most-important constituent, the press and media will loudly shout as fact). So, tonnage of turmeric extract will be tossed away and portions of the plant food will be processed in the search for the next Holy Grail, that is, simply put, "found" inside that simple underground root, unearthed.

Second, why don't you just investigate Longvida® Optimized Curcumin? This is where to invest your recommendation credentials. Longvida® is isolated curcumin, created for the unique and specific action of

crossing the blood brain barrier in the brain. No hopscotch herbal dowser here: actually, Neurosurgeons at UCLA Medical School.

They said, if you are looking for a therapeutically-relevant dosage of curcumin for big medicine, then absolutely isolate the chemical and shed all the other nonsense. It is what lab coat modern medicine does: and truthfully, it has its place sometimes!

So, as we move on into the brave new world of tomorrow, and our relationship there with turmeric, you know how I feel. Many of the Structure Function sets of your store should offer turmeric: but I challenge you to consider the veracity of where you have staked your claim on your recommended current best sellers; and on each health focused shelf. I suggest that you offer two other options (and see if they do not in effect become your best sellers)!

Manufacture matters most! So offer a product you actually know something about. Herb Pharm® direct sources their turmeric, and IT IS ORGANIC. Herb Pharm® trusts nature and tries to get an extract that provides the curcuma longa rhizome exactly as nature intended. Captured strength, not manipulated concentration. Try it, you may just remind yourself to have faith in nature and conscious agriculture more often. In truth, the market is saturated with non-organic root that is machine harvested en masse—and then extracted with harsh chemical solvents that damage the food and wound the planet. Studies have shown that the application of pesticides on spice plants is often inappropriately administered: you do not have that concern with organic!

Without fanfare, without free-placement or SPINS data manipulation, without special guest stars, Herb Pharm® dominates the liquid herb extract category of Turmeric. Why, because people in the know understand that Herb Pharm® is all business about manufacture and that they will always make the best product possible. They don't need special magic ingredients, just good old-fashioned extraction, testing, comparison, repeat. Finished product: trustworthy! Smart shoppers also love that Herb Pharm® is certified organic by organic certifiers, and that they treat the farmers (and wildcrafters where appropriate) better than any competition on the playing field. Their reputation for fair labor and land ecology is golden. This is the best place to introduce 2 oz. and 4 oz. liquid extracts into your inventory: there is a brisk market out there today for organic turmeric liquid extract.

Now, I also do suggest that you can make ten times more profit by focusing on the 5 things you deem most critical to foundational health protocols, and train your educational persuasions to foster community health in this manner. No one is denying that customers are entering your doors for the first time these days in search of turmeric or curcumin—"whatever that is?!" (and of course, if you don't differentiate and explain your selection, then they will be refilling their prescription with amazon-delivery, or elsewhere). At that point, you have lost the opportunity to educate on quality, and

continued in box on page 7

### RE-EVALUATING FIRST-CHOICE HEALTH FOOD STORE TURMERIC:

#### Health Food store: the first choice is Organic.

If a customer seeks Certified-Organic Turmeric Root, what options are you showing them? Herb Pharm® offers Certified Organic Turmeric rhizome whole plant extract! Spot quiz: how many organic turmeric's do you have on your shelves?

#### IF YOU ARE RECOMMENDING Turmeric, recommend Herb Pharm®

**Made with plants and ethical choices:** Herb Pharm® grinds their certified-organic turmeric rhizome on the farm right before the extraction process: root ground into smaller pieces at the last-minute to avoid oxidation, and retain the aroma and flavor.

To assure optimal extraction of Turmeric's bioactive compounds, the rhizome is hand-harvested (most is machine harvested) when fully mature; is carefully processed and dried to retain its full color and aroma; and is then thoroughly extracted. I cannot think of a more reliable, superior-quality Turmeric extract! **Quality matters**

**Liquid Turmeric:** encourage the usage of liquid extract—very absorbable with minimal processing. Looking for new customers? Liquid Turmeric is also very versatile for Golden Milk or Golden Milk Latte's, a properly-made extract is the easiest way to add turmeric to a beverage. Versatile enough for external use too!

**Doing it right from the soil up:** farm and manufacturing area are both Certified Organic and therefore non-GMO; supporting Bees on the farm; certified Salmon-Safe water streams on the farm; leader of United Plant Savers (a nonprofit on educating and protecting North American medicinal plants: Medicinal Plant Conservation).

Herb Pharm® products with whole plant Organic Turmeric (*Curcuma longa*) NEVER any harsh chemical extractives used!

- Turmeric liquid extract – system restoration: 1 oz. + 2 oz. + 4 oz.
- Turmeric softgels – 60 veggie softgels
- Inflammation Response™ 1 oz. + 2 oz. + 4 oz. • Intestinal Soother™ 1 oz. + 4 oz.
- Calm Breathing™ 1 oz. + 4 oz. • Cholesterol Health™ 1 oz. + 4 oz.
- Adrena Nourish™ by Aviva Romm, MD 2 oz.

Half the natural food shoppers want a whole plant turmeric; but they ALL would choose organic if offered

#### IF YOU ARE RECOMMENDING Curcumin, recommend the Nordic Naturals® products with Longvida® Curcumin.

Recently, science is showing that specific compounds found in turmeric actually have distinct and profound effects for overall health. Curcumin is one of the key curcuminoids, with powerful anti-inflammatory effects. This antioxidant superstar ingredient is found in turmeric in varying levels; and - for those looking for substantial dosages, they must look beyond the spice turmeric. Many are searching for guaranteed levels of curcumin in higher dosages than those found in food. Curcumin today is being sold as a separate and promising functional food.

Longvida® Optimized Curcumin is a proprietary formula containing the natural antioxidant curcumin, that is optimized for maximum targeting of curcumin into blood and tissues to keep the body operating in top shape. One small dose, 19 published clinical trials, 95X more bioavailable (credible research); an incredible 7-hour half-life for increased potential absorption: clinically-supported dosages: 400 -2000/day

Longvida® is optimized to deliver free curcumin into target tissues through the critical bioavailability requirements of permeability, solubility, and stability. Developed in collaboration with elite neuroscientists at UCLA, Longvida® carries a strong safety profile and is self-GRAS. [https://vs-corp.com/longvida/ - website not intended for consumer use]

#### Making every Turmeric section BETTER:

- Nordic Omega Curcumin 1000 mg Omega 3 + 400 mg Optimized Curcumin
  - Nordic Curcumin Gummies 200 mg Longvida® Optimized Curcumin
  - Nordic Omega Memory + Curcumin 1000 mg Omega 3 + 400 mg Optimized Curcumin
- ! Half the natural food shoppers want a standardized dosage of a research-produced nutraceutical. Longvida® stand above. No malarkey here!
- No huge, intrusive buy-ins • Instead, Quality companies that people trust!
  - No worrisome internet threats • Best-quality that you can be proud of!
  - Turmeric and Curcumin Healthy Inflammatory Response Support





## Turmeric Tempest (or Turmeric Tirade) *continued from page 6*

wholism and best foundational health protocols: you have resigned that customer-store relationship to just satisfying the latest craze—and that will not keep your doors open.

Make the turmeric section inviting, and large, to match the trends; and make sure that you provide options, and that you exude confidence in being willing to present and differentiate your wise choices; the turmeric and its actives that you sell. Certainly, having one brand (from a contract manufacturer) with their menu of twenty different curcuminocentric options is the definition of putting all your turmeric-orange colored eggs in one basket. No matter where your investment is now:

- Add the Herb Pharm® formulas that highlight their organic turmeric (and be willing to educate on the benefits of liquid extracts!)
- Add the liquid Turmeric extract to vital places where turmeric should be offered
- Carry all of the **Nordic Naturals®** Curcumin formulas with Longvida® Optimized Curcumin
- Take advantage of the summer intro deals on the new, exciting **Oxylent®** capsules and bring in and highlight the **Restorative Formula + Antioxidants** veggie caps, that delivers turmeric extract standardized to 95% active curcuminoids along with other food antioxidants, and the amazing superoxide dismutase (SOD). Here, you have an antioxidant complex capsule choice that provides turmeric and its curcuminoids.

Since these fine brands don't demand huge buy-ins to be relevant in selling their marvelous products, you can expand your Turmeric/Curcumin set by 8-10 Skus (two deep to start: how novel!) and you could now be a Turmeric/Curcumin destination. That is good business.

Turmeric survived for centuries as a high demand coloring dye, that was also an everyday family crop that was found to be useful for many health needs: prevention and treatment. Today, Farmers in India—which produce an estimated 40+% of the world's spices—are either laughing at us and our current clinical obsession on turmeric; or believing that they have won the lottery. Regardless, they continue to grow tonnages of turmeric for food spice and the demands of traditional health prescriptions. The export of turmeric to the rest of the world had been dropping this decade with concerns of agricultural contaminants, but the mighty commerce of health hype may have recently turned that around. A concern with turmeric has been the observed residues of the pesticide class of chlorinated hydrocarbons. You don't see anyone expounding on the sophisticated testing they are doing on their expensive turmeric: as they need room for generous discounts and brash marketing campaigns. It is mostly, don't ask, don't tell.

The other uncool pollutant being hidden in the product with the word on the bottle is

## AVOID MIS-STEPS: ALIGN WITH THE EXPERTS AND RESIST THE MARKETEERS

**Aroma Land®—aromatherapy ethically since 1986**

### **Aroma Land® essential oils: quality from experts**

- Carry a line that cares about YOUR long-term business
- No tricky sales gimmicks: instead, The Essence of Well-Being®.

### **Aroma Land® Facial Serums:**

- A whole new section for your bodycare set: elegant, naturally-enhancing with pure essential oils 1 oz. serums for nine (9) Skin Types: bring youth back to your skin

### **Best blends for all skin types + skin therapies!! INTRO SALE extended through September 10th, 2018**

New placement wholesale: \$9.99. Reg. wholesale \$12.49; MSRP: \$24.00

- **Cleansing** • **Dry Skin** • **Mature Skin** • **Oily Skin** • **Normal Skin**
- **Sensitive Skin** • **Moisturizing** • **Toning** • **Problem Skin**

Redsigned labels silver foil now with an added blend of jojoba, macadamia + olive oil

**NEW! Facial Serum Skin Repair for men + women** Reg. wholesale \$24.99; MSRP: \$49.99

**Bring the business home!** Smart Business: Rainforest Botanicals®. Top-quality, available in YOUR store. A Collection of the best-selling Essential Oils & Body Care Oils

### **Top-4 selling essential oils** one (1) ounce glass bottles

- **Tea Tree** • **Lavender** • **Eucalyptus** • **Peppermint**

### **Top-3 selling carrier oils** four (4) ounce plastic bottles

- **Joboba Oil** • **Almond Oil** • **Grapeseed Oil**

### **Rainforest Botanicals® by Aroma Land®**

**Built and priced to help you gain a bodycare botanical rainforest in every home**

- **Wooden display rack available with filled display:** display promo through September 10th, 2018

Ask your BMC Rep for display parameters

- **Merchandise for Back to School:** all kids should have healthy solutions on hand
- **Encourage home DIY projects** for hair, nails & body revitalize, relax & renew with these wonderful aromas....
- **Quality-guarantees:** Aromaland® checks product purity with high tech GC/MS; ex. - cold pressed carrier oils; natural-distilled essential oils. 4 oz. carrier oils - better size for new customers, or smaller projects
- **Packaged at discount pricing to compete:** Rainforest Botanicals® is 40%-margin!
- **Aromaland® donates a portion of profits** to foundations which support indigenous tribes in the Amazon region of South America

### **Grow your Aroma Land® + Aromaland Wellness® selections**

- Dedicated to keeping the independent health food store alive + vital!!
- Direct from Santa Fe, New Mexico... Aromaland, a woman-owned company.

Brought to you by Blue Moose Consulting & Delicious Bodycare!

Since 1986 Aroma Land has been committed to bringing the world the very best in Aromatherapy. We strive to provide products of the highest quality and purity. At Aroma Land we are dedicated to bringing you The Essence of Well-Being®. With a guiding principal to create safe and effective personal care products using aromas that are 100% nature made.

the solvent being used by most companies to gain those elevated levels of curcuminoids or curcumin. Common extracts (the dominant share of the market) to capture the turmeric oleoresins are acetone, ethylene dichloride and ethanol: more like items in an auto parts store, or an artists paint supply store or a photo processing company than a health food store! We have chosen a path that commands certain natural principles, and we should always strive to stay true to that path. Your store is what it sells!

We are not gonna win a game of "my turmeric is better than your turmeric", no matter how colorful the hat of the dude selling his brand. The questions have to be: what is the soil quality where my turmeric grows? Is the turmeric being used certified organically grown and tested for pesticides and other environmental contaminants? Is there dignity in the human toil of the turmeric harvest? And, is it a spice, or an extract—and, if extracted, how was that process achieved (water extraction, CO<sub>2</sub> extraction, etc.). That is how we deal with and judge herbal medicine in the natural channel. Let's leave all the elaborate commercials to the mass brand hypsters. If

we provide the good stuff in our stores, and educate on the best differentiators, we can not only ride the spicy orange wave, but we can lead the positive development of the market, as we always do!

There is only great joy in turmeric, the plant. Constantly-spreading turmeric rhizome: medicinal root abundance! Turmeric harvest and use: there is much dignity in that. Throw in the simple knowledge that daily consumption of the rich and colorful, flavorful array of chemical phytonutrients found in this rhizome are judged to fare very well in long term studies as a safe anticancer agent, and there is every reason to rejoice that we can harvest tons of this stuff and make it salt and pepper for our future-health diet. After more research, conjure up a Turmeric Appreciation Day as a pop-up herb day celebration for your community, as you bring consumers home after their summer vacations. Before then, add these new items now and highlight the best Omega-3 manufactured with Nordic's Omega Curcumin products; and highlight the best made turmeric extract on planet

*continued on page 8*



## 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."*

### Turmeric Tempest (or Turmeric Tirade) *continued from page 7*

Earth, brought to you by the people with the Monarch Butterflies on their farm, the good folks at Herb Pharm®.

There is less joy, truthfully, in the marketplace for the food and medicine derived from turmeric. Be that as it may, and the realities of the choices that we have to make. Money is good for business, and more money from other places is even better! Raise up your Curcumin/Turmeric section, and share the love! Every store can add an Organic turmeric option to their store set, and Herb Pharm® is the industry leader here. And every store should stop being persuaded about the "true scientific breakthroughs" of curcuminoid bioavailability. It would be better that you were being fed dirt, but mostly, you are being fed price-gouging marketing hype. Buyer beware. If you want to promote curcumin, address the issue with the products offered by Nordic Naturals®—exceptional formulas and tasty Gummies—that provide truly isolated and scientifically-determined pure curcumin. With these two options, no matter what else you choose to sell, your set would now be perfectly complete. The Turmeric Spirits will kindly now smile more generously on your store. Turmeric rhizomes shimmer underground in appreciation, and jostle forward—"we are finally understood"—as they seek new life and greater evolution! ☘

*Great read, and possible website link:  
MARCH 27, 2014 BY DAVID BUNTING  
Turmeric, From Ancient Dye to Modern  
Medicine ([www.herb-pharm.com/blog/turmeric-from-ancient-dye-to-modern-medicine](http://www.herb-pharm.com/blog/turmeric-from-ancient-dye-to-modern-medicine))*

- 1 Roots extend down into the soil like an anchor. Generally vertical, they often look like fibrous hairs. They pull moisture and nutrients up from their tips to hydrate the plant above, and digest nutrients from the soil. Rhizomes are underground stems, mostly growing horizontal- perpendicular to gravity, just under the soil. They sprout roots and shoot up new vertical stems as they go, and store energy.
- 2 A thankful acknowledgement to the colorful image I learned from my friend Ryan

## 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

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PO Box 557 • Falls Church, VA. 22040-0557

### COMPANIES REPRESENTED:

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#### Aromaland, Inc.

[www.aromaland.com](http://www.aromaland.com)  
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#### Vitalah, LLC

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#### Mushroom Science

[www.mushrooms-science.com](http://www.mushrooms-science.com)  
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#### Trilogy Natural Products

[www.trilogyproducts.com/us/](http://www.trilogyproducts.com/us/)  
supported by Kestrel Sales & Marketing  
Trilogy US Office:  
503.695.6533  
[sales@kestrelmarketing.us](mailto:sales@kestrelmarketing.us)

#### Herb Pharm

[www.herb-pharm.com](http://www.herb-pharm.com)  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
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#### Aloe Life International

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fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

[www.EssentialFormulas.com](http://www.EssentialFormulas.com)  
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fax: 972-255-6648  
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fax: 516-328-0760  
New Hyde Park, NY 11040

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800-558-Juvo (5886)  
fax: 714-562-1516  
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#### Bodyceuticals

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[info@wellinhand.com](mailto:info@wellinhand.com)  
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