



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 15, No. 6 • June 2018

## Talking Health: There can be no Peace unless we address Pollution

**T**hank you for sharing June with the rest of us on Planet Earth. Let's see what good we can do together. What strings do you pick up to be most constructive, and how do you devise a to-do list when life is so out-of-balance? As Memorial Day's messages resonate forward and we feel the loss of those gone who won't be experiencing this summer because of misplaced battles that most often never had to happen, we owe it to the deceased to make sure that we are generating and recycling good energy to make the future positive for those whose lives are yet to be enjoyed. Being alive, we have the obligation to do good! Caring for the planet and our own local environments is the most patriotic thing that we can do.

Peace and health have always gone together. If one is searching for health, one must strive for peace within oneself as well (and often with one's family and workplace, and with the entire world around them). As it is often said that "our bodies are our temples" so our temples must be active in peaceful neighborhoods. Clean, healthy communities devoid of toxins: clean neighborhood, clean temple, clean community, optimal health! Otherwise, the body-temple is never going to resonate with the vibrance that we all should be seeking for our lives. Replicating this among our peers, we can create the critical mass to end the itch for war forever! Wholism is the complete picture: self, community, world around us. Which strings to pick up to start to fix this thing?

The June newsletter is usually the month where I take a little liberty, and speak beyond the product and natural health business, and try to remind and rejoin people to consider the message and importance of Peace as part of the healing equation of natural health that is our mantra. Peace is more than the absence of war though, and our project is bigger than we sometimes acknowledge: compounding daily!! Peace cannot exist in a polluted world. So, to ask the proverbial Peace-egg question: can we achieve Peace and Health before we de-clog and address all the toxins in our environment? Or, can our focus on stemming the tide of pollution in our community assist us in our mission to bring Peace to Earth... letting it begin with me?

In this month's Peace newsletter, I have chosen to honor my Mother (yes, I have now had that unique first Memorial Day after losing Mom: it is all inter-related), and to start a new initiative of challenging every health food store to prioritize the need to become a focal point in the war against pollution: there can be no peace {health} unless we address the pollution.

The original title for this Peace-issue article was the Health of the Oceans. I was motivated to challenge and activate stores to alert and educate their communities about the degradation of our Oceans, and how we all had something to do

with that one way or another. We are all surrounded by oceans, afterall! Well, I had not finished proofreading a final draft when the day's news intervened again: "Europe plans bans on plastic cutlery, straw and more" (hey, that was my thunder!) Excellent, the forces of good are working together!

Along with everything else that is our mission, we can lead the charge and stay relevant and be profitable educating people about products that have a direct influence on whether our oceans get more polluted or not. Big oceans affected by a series of small choices: and the human brain has to be trained to filter in such a manner as to both keep the oceans clean and help us to optimally heal. Yes, we (all) are just one person, and one community but we are part of the accumulating (group) calculation: we do not want to add to the polluting (poisoning) of the living ecosystems of our oceans, or the galaxy of life that depends upon ocean health. My article notes where to go beyond the plastic bags (and OMG, I am the most adamant environmentalist against plastic bags—but that issue is so big you would have to put a bag over your head to not understand the issue in 2018!), but instead I chose to concentrate on the smaller but as dangerous ocean toxins of plastic straws and plastic microbeads that are found everywhere in mass channel bodycare products and every glass held in public. The European consciousness gets the same idea: all those plastic forks/knives/spoons with one-time-use multiplied by all those people and all those meals and the weight of that plastic is crushing! Their governmental intention is admirable (like it was with Roundup®)—so we will see what actually happens. And here in America, we have an election coming up. Peace, health, education—with every step of life.

As I changed plans, I decided to address that larger picture, the biosphere of all toxins affecting our health. I decided to go above the details and concentrate on the overall assault. At BMC, we will be talking a lot in the immediate future about making your health food store a resource center for healthy items, because—the world needs you.

Plastic microbeads and plastic straws can do damage and be punishing to planetary health, but the news starting to come over the wires was that the oceans and the human body were experiencing similar assaults. Indeed, everything was getting sicker because of the polluting ways of the human species. So, I decided to frame the issue as global and immediate, though I kept the focus on the health food store and what we need to do. We are important heroes in this story: if we remain aware and we act! This will mean that over the next 5-10 years, you will have to reinvent your store. So you know, for the health of the planet, BMC is here to help you!

Researchers, scientists and Universities are all understanding the dilemma: we are sick more because of the polluted environment than we are from genetics or anything else. It is the terrain: it is nature. No protocol will resolve the diagnosis if we continue to ingest and live in world pollution! Humans will continue to degrade—killing ourselves—unless we stop the pollution. Big negative things could still be triggered, as our evolutionary trajectory is both being stunted and may be labeled for eventual extinction, because our poor immune systems will not be able to keep up. Tidal waves of new, untested chemical substances and the continued production of existing noxious artificial-systems' building-blocks proliferated by aggressive market saturation are leading to daily exposure to the varied toxic chemical soups that we are eating, breathing, walking on, sitting on—literally swimming in. Toxins are invading our lives, and 99% of the world is oblivious. It is a dawn of the dead and people do not know where to go.

Actually, people have been convinced to actually buy the toxins that are destroying our families and communities. The cesspools of danger are not down dead-end streets, or at the end of some dead-end poorly-lit, isolated road: they are stacked like poisons in a ghoulish laboratory all over our kitchen and bathroom and on our couch and bed, and in our sheds and closets and even on our clothes. We are swimming in poison: and ahead is a floating mass of noxious plastic, bobbing on the water, in patches twice size of the state of Texas: suffocating our biosphere. Ocean health is also us!

We are in danger. Find your focal point-center—it is important that we all act smartly right now. Where to go? Well, one of the least toxic places in your area is actually your health food store!

And everyone is looking for a focal point where like-minded people can congregate, find safe products and even rally for the cause of stopping this insidious market toxification. Maybe health food stores are a marked-target because of what they represent: a place in commerce where people can find the truth and avoid the poison traps placed all around us.

Microbeads: how did they become an old, 2014 issue? Every minute, plastics are draining from our sinks and showers into a water flow that is poisoning our oceans: leaving residues of danger everywhere they go. People are encouraged to buy products that are filling the oceans with the smallest particulate matter of plastic, and this may be more heinous than the plastic bags that currently are choking ocean and air into a dangerous, slow death. We have to be savvy about the importance of the products that we sell. How do some products become cheap?

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## There can be no Peace Unless we Address Pollution *continued from page 1*

Every product has certain fixed costs, from labor and management and label and transit; and the rest of the stuff (generally speaking) comes in different grades of cost. You can buy plastic, or you can buy plant and food: you can buy uncertified, or you can buy quality-assurance. And you can buy visible plastic or you can buy micronized plastic (but we all nod our heads, we know the plastic is always bad for our body, gut, blood and skin, etc.). You have to be the filter of this dynamic with everything that you do.

Somewhere, people are snickering about their genius in repackaging inexpensive left-over oil and plastic materials (often under the guise of the con-words "science") in a rebrand for the beauty industry. Yeah, there is a lot of karmic evil floating around in those UPC codes fading on the ocean's surface just above where the fish are dying. On the other hand, it is hard and more expensive to make products from real, natural

### **SMART BUSINESS: RAINFOREST BOTANICALS® BRING THE BUSINESS HOME!**

**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          | \$7.11/\$11.85 |
| Lavender (French) | \$8.97/\$14.95 |
| Eucalyptus        | \$5.25/\$8.75  |
| Peppermint        | \$6.57/\$10.95 |

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

|               |                 |
|---------------|-----------------|
| Jobba Oil     | \$11.25/\$18.75 |
| Almond Oil    | \$4.17/\$6.95   |
| Grapeseed Oil | \$4.50/\$7.50   |

#### **Rainforest Botanicals®: built and priced to help you gain a bodycare botanical rainforest in every home**

- Wooden display rack available with filled display: Ask your BMC Rep for parameters
  - Encourage home DIY projects for hair, nails and body revitalize, relax and renew with these wonderful aromas....
  - Quality-guarantees: Aromaland® checks product purity with high tech GC/MS cold pressed carrier oils; natural-distilled essential oils. 4 oz. carrier oils—better for new customers or smaller projects
  - Packaged at discount pricing to compete: this line is a 40% margin!
  - Aromaland® donates a portion of profits to foundations which support indigenous tribes in the Amazon region of South America
- BMC represents lines that want to keep the independent health food store alive + vital!!

#### **Grow your Aroma Land® +**

#### **Aromaland Wellness® selections**

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.



herbal plantfoods. We should look to our bodycare stars and pioneers as true heroes, and we should support their missions!

Probably 95% of the people reading this article right now have more than five products at home with microbeads in them: unknowingly. I strive to not make dumb purchases, and I believe I am one of that 5% that does not. How about you? Your employees? Your family? Your friends? Microbeads sit in liquids in every Walmart and CVS in the country: microbeads have largely remained out of the doors of the health food store: but most people know nothing about the issue. Ask your BMC Rep how you can take some basic information, and share it with your community, and alert them to the dangers lurking in many products they are tempted by in the mass channel. Wanna increase your bodycare sales by 5-15% this year? Do the legwork and educate. Time now to play "What's in the box?"! People do care, when they are fully educated.

We always wonder what we can do! What you can do is adamantly support natural and Organic bodycare. People are not making informed choices when they grunt that natural hair, skin and nails products are too expensive. They are not aware of what the cheaper alternative really means today. Yes, modern plastic microbeads are just one of many issues of dangerous and untested ingredients that are often secondary allergens triggers, but microbeads are something that just should not be in commerce. Spend the summer promoting this movement: **Beat the microbeads**, (<http://www.beatthemicrobead.org/results-so-far/>).

Microbeads are a new condiment in the plastic toxic soup that is what we have been brewing (and the ocean life is getting sicker from this microplastic than from the big chunks of plastobags and the straws and spoons that are ruining the ocean beauty of nature). Pollution and health: they are both intertwined. Learn from the work of the Environmental Working Group ([www.ewg.org/](http://www.ewg.org/)).

You should market in CAPITAL LETTERS the options that you sell in your store: you should educate on the principle that for skin health—a little truly goes a long way when you use the good stuff; you should make it your project to make best-sellers of the products that are made correctly and do better good for skin health than products sold in big bottles at cheap prices with bad ingredients. This is elementary of differentiating your store, and elementary for feeling good about your vocation. Realize that most people do not know how to care for their skin: it is actually more like explaining the natural basics to kids who would never think about best approach unless you were educating them (and most of those kids are older than 50—so good luck. You will be rewarded!)

The health of our oceans is a community concern: and it starts with...Everything. This Ocean Day, highlight natural exfoliants that use jojoba microbeads as opposed to plastic microbeads: think about it: how hard can it be to win that conversation? You won't win if you do not speak: have a conversation with your BMC rep today!

The oceans seem very far way sometimes, and the ocean shores are not yet filled with washed-ashore trash. People will sunbath on the sand this summer and they will think everything is hunky dory: funny how danger can creep up on you. More immediate danger is right in front of us all—in our modern conveniences, and souped-up tech toys, and clothes and furniture, and on the ground we walk on. Again, this conversation has evolved well beyond toxic household cleansers: it is a modern toxic plague.

## **WHERE ARE YOU ON THE NATIONAL ALLERGY MAP?**

<https://www.pollen.com/>

Grass Allergy Season is highest in June + July!  
45 Million Americans are seeing a Doctor for their Allergies

Are you signaling to your community that you have excellent resources?

We are being lulled into sleep as toxic colorings are being slopped all over the avatar mannequins of what we can be. Human potential is being encased with coat after coat of a toxic paint: we are becoming a shell of a human being, programmed to watch the commercials, buy and believe. Meanwhile, a war is raging—spurred by money and greed and profit (often coated with the word science)—and we are being poisoned: it is mass market store chemical-warfare. We need a Memorial Day for all the citizens (and innocent children) who have been laid to rest because of the toxins we are being encouraged to self-administer. ("it is the environment: it is the toxic environment"). Meanwhile there is an assault on natural, calling it "maybe" safe and effective: but not "proven." We need better lawyers and politicians who want to make our world cleaner! Time to say giddyup and get into gear, and reject that shot of Roundup®: time to speak up!

The common poppy (*Papaver rhoeas*), is considered to be an "agricultural weed" to some: but to those who have experienced the intensity of war, they recognize this beautiful flower as a symbol of life returning after war.\* There is another layer of symbolism that we can add to this story when we consider the toxic war that will terminally infect countless neighborhoods this summer as people share the gossip at cookouts that Roundup® is now available for them to gleefully spray on their lawns, all around the entranceways to their houses, and where their children play and their elders saunter. Yes, poison is knocking ever close to our front doors. "Did ya see the commercial? (store at the mall is having a sale...)"

The commercial says that Roundup® for Lawns is a formula that "kills weeds without harming the lawn & is especially effective on hard to kill weeds like crabgrass & dandelion." To most of America, a Grass Friendly Lawn Weed Control Spray that "kills weeds without harming the lawn" may seem like a dream come true (which is exactly what the commercial wants to portray), but Roundup® [herb killer] is not really a cheery name, but one of the most pernicious environmental toxins a person could ever be exposed to: and science is now starting to point the arrow to this irrefutable fact. Roundup® for Lawns is a patented herbicide formula with the active ingredients MCPA, quinclorac, dicamba and sulfentrazone: it is patented for profit, not for safety! For many, it is considered wise home-management to kill dandelions—which have known medicinal value and have historically been eaten as food—by adding a probable carcinogen (as identified by the International Agency for Research on Cancer) to their home improvement strategies: don't you wish you could stop them?

Glyphosate, the active ingredient in Roundup® [herb killer], has been classified as a synthetic compound that is a nonselective systemic herbicide. Jumble those words in the truth machine and the descriptive "poison" plops out! Even the most sterile scientific panels [ECHA, IAERC] will agree that it is "a substance causing serious eye damage and being toxic to aquatic life with long-lasting effects." (lucky

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# NEWTON homeopathics

Nurturing Naturally Since 1987

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

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

- **Ear Wax Build Up**
- **Muscle Ease**
- **Prostate**
- **Swimmers Friend**

### June Promo Items: consider stocking liquid and pellets for summertime travel

**Ear Wax Build Up** (N072) - for associated symptoms such as dryness, itching, hearing difficulties + excess wax accumulation.

**Muscle Ease** (N037) - for associated symptoms such as bruising, pain, soreness, stiffness, spasms & weakness

**Prostate** (N022) ~ Formulated for associated symptoms such as discomfort, frequent, incomplete, or difficult urination, performance issues and other related symptoms.

**Swimmers Friend** (N214) - for associated symptoms such as cramping, dry skin, fatigue, muscle soreness on the exposure to pool chemicals. Unique formula created by Dr. Luc Chaltin: the 1st homeopathic complex designed for health support for Swimmers.

Something that everyone can take who takes to the pool. Just a daily good thing!

<sup>^</sup> 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

NEWTON Complexes for Adults are specially-formulated combination homeopathic remedies for a wide variety of self-limiting conditions. All remedies are safe for use by people and pets of any age. Sprayers or plastic droppers are available to replace glass droppers on any liquid homeopathic in the NEWTON line. They are sold as a separate item in the Miscellaneous Department.

### Product NOTES:

~ Carry the pellet options of the best-sellers: (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

**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

## Allergy Responds Great to Aloe Life Juices + Tablets!

### JUNE Monthly Specials

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

- **SG Aloe Mist Spray 2 oz. + 4 oz.**
- **Body Heat Vanilla Sports Rub 7 oz.**

### Aloe Mist: Ultimate Skin Spray Treatment

<sup>^</sup> 99% Certified ActivAloe Whole Leaf Aloe Vera + Vitamins A, C, E; Alpha Lipoic Acid, L- Proline & Herbs.

Topical Skin Gel Aloe Mist Spray is a Skin Conditioner Formula for the whole family: it works fast to soothe and condition skin with the Organic Whole Leaf Aloe Vera Juice Concentrate base, but without a thickening agent. Unlimited applications from summer hydration to quick herbal first aid action for children!

### Body Heat Vanilla Rub:

Supports penetrating, lubricating, warming action - soothing tired and sore muscles. Concentrated topical formula with Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica & other herbal extracts support the relief of tension and soreness. 100% natural Vanilla scent.

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

# HERB PHARM<sup>®</sup>

## EXPLODE SUMMER HERB SALES

with marketing & educational focus on Ginseng, the Adaptogens + Herbs on the Go!  
**NEW Herbs on the Go Promotion Now through July 31**

**Up to 25% Off! Two ways to SAVE over 2 months!**

PROMO PARAMETERS for two promo brackets Feature Products + Bonus Products:

**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**

THROUGH JULY 31st. GROW BUSINESS with these items:

**FEATURED ITEMS:** Best-sellers, and the new hot Herb Pharm-quality Sprays. New exciting technology, inviting flavor without compromise will bring in new customers for quick-spray support for stress, sleep, immune support and digestion. Afterall, we want to encourage people to take herbal products! **Herbs on the Go™** because taking herbs can be easy! Start with appropriate herbs, find a good flavor and in a spray format; in every way, as clean as possible with no added flavors of sugars.

Always non-GMO, from a Certified-B Company! 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-merchandising!

### ADDITIONAL FEATURED ITEMS: SUPER-SELLERS

Herb Pharm<sup>®</sup> offers you dominant sales performance in the category for

- **Ashwagandha liquid extract 1 + 4 oz.**
- **Turmeric Organic whole root liquid extract 1, 2 + 4 oz.**

**Mix & match 12-24 of items above, and the Promo is 20% OFF**

**Mix & match 25+ of items above and the Promo is 25% OFF for over 2 months**

**BONUS ITEMS:** Meet the discount levels by ordering the necessary number of Herbs on the Go items AND Turmeric AND Ashwagandha and you can order any number of Bonus Products that will also qualify for the same discount as the Feature Items on your order. No minimums after the initial buy-in is accomplished! Easily absorbed liquid extract blends. Consider the larger sizes too!

**Inflamma Response™ 1 oz., 2 oz. + 4 oz.**

• **Adrena Nourish™ 2 oz.**

• **Adrena Uplift™ 2 oz.**

<https://aviva.herb-pharm.com/> adaptogen blends by Aviva Romm, MD

- **Asian Ginseng 1 + 4 oz.**
- **Eleuthero 1 + 4 oz.**
- **Eleuthero Glycerite 1 + 4 oz.**
- **Rhodiola 1 + 4 oz.**
- **Rhodiola Glycerite 1 + 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 blends)

**Stock all these Skus and be rewarded for saving the world!!**

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

A personal favorite, because of quality of herb, manufacture, and quality-certitudes:

**Inflamma Response™** - three (3) sizes, for the practitioner + savvy health fan

1 oz., 2 oz, 4 oz. Herbal Support, as the name says!

Proprietary extract blend: Turmeric rhizome<sup>^</sup>, Chamomile flower<sup>^</sup>\*, Meadowsweet leaf & flower<sup>^</sup>, Licorice root + stolon<sup>^</sup>, St. John's Wort flowering top<sup>\*</sup>

**Why I Love Herb Pharm:** (1) <sup>^</sup> means Certified-Organic; (2) \* means Fresh root, which makes a huge difference; (3) ~ means sustainably-wildcrafted.]

Not represented by BMC in NJ

# NORDIC<sup>®</sup> NATURALS

## JUNE PROMOTIONS

**Remember to utilize your Monthly Promotional Calendars**

**Forget what sales are available to you?**

- Talk to your Nordic Naturals<sup>®</sup> Rep
- Take advantage of your monthly Nordic endcap buy-in
- Floor displays and counter displays
- Nordic Naturals<sup>®</sup> has excellent marketing materials
- Ask about Coop-advertising opportunities

### THEMES to educate + sell Nordic Naturals<sup>®</sup>

- **The Ultimates**
- **Gummy Goodness**
- **Every Family Needs Omega-3's**
- **Every Body Needs Omega-3's with a focus on the Complete Omegas<sup>®</sup>**

### Exciting product notes:

**BACK IN STOCK:** • **Algae Omega 60** • **Algae Omega 120 count**

#1 Vegetarian Omega-3 in America!

- Made from microalgae. The original source of marine omega-3 a unique combination of EPA along with DHA

• Sustainably-sourced; non-GMO and Hexane-free smaller softgels for Teen Veggies 585 mg EPA/DHA per 2 caps. American Vegetarian Association™-verified

**GET THEM BACK ON YOUR SHELVES TODAY:** #01618 - 120 count #01606 - 60 count

~ **A MESSAGE THAT WILL BRING NEW SALES!**

**Advertise the Nordic Naturals<sup>®</sup> Marine Collagen along with an endcap of the Algae Omega:**

**call the display "Gifts from the Sea"!** Nordic Naturals<sup>®</sup> Marine Collagen Peptides;

Type 1 Bioactive Peptides. **Collagen holds everything together.**

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**^Ask about the New Nordic Naturals<sup>®</sup> Easelbacks for the new Curcumin Gummies:**

**these products are FLYING**

"Zero Sugar has never tasted SO Good" + Turmeric's Curcumin never tasted so good!

200 mg. Longvida<sup>®</sup> Optimized Curcumin. NON-GMO, 3rd-Party Purity tested. #30186

Delicious natural Mango flavor. NO added sugar: sweetened with xylitol

Vegetarian - pectin based and gelatin-free. **Draw attention: make sales: BE HAPPY**

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**ANIMAL LOVERS are the happiest customers in the world**—brighten your store during the Dog

Days of Summer and keep those cool cats healthy too!

Stock. Highlight + Advertise sales on: • **Omega-3 Pet 90 ct. + 180 ct. softgels**

• **Omega-3 Pet 2 oz. + 8 oz. + 16 oz.**

• **Pet CLO 8 oz. + 16 oz.**

Nordic Naturals<sup>®</sup> Pet Products are specifically formulated for dogs and cats

**Get Started:** add • **Nordic Omega-3 Pet - unflavored** • **Pet Cod Liver Oil - unflavored**

come in cases of 6 ea so save then advertise by adding to you care stack deals!

Strengthen pet's coats and mobility for summer activity

**Bookmark Favorites:** [www.omega-research.com](http://www.omega-research.com) • <http://efaeducation.org/>

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

**Committed to Delivering The World's Safest, Most Effective Omega Oils™**

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





## PEACE Project

### Build a Wall of JUVO for Community Health

Myriad colorful, Organic, Raw, Whole Foods

**GOAL: JUVO every day for Health**

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

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

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

### The best way to ReJUVOdate Health

Raw, Organic, Whole, Non-GMO  
Oncologist Formulated

**ReJUVOdate Yourself!**



DRINK OXYLENT BREATHE LIFE™

### HYDRATION STATION SUPPORT Oxylent® LINE DRIVE 20% OFF\*

Such a HOT & Sunny Deal

1. place an order of the wide range of Oxylent® products; hydrating, sugar-free effervescent for summer energy + health
2. request a Hydration Station when placing order
3. Happily, you ALSO get a **20% OFF** monthly sales discount on your order
4. set up your inviting Hydration Station, and let people taste!
5. people love Oxylent® + healthy summer sales GROW!

#### CONSIDER:

##### • Allergy Season Essentials

Immune Oxylent® in 4 flavors: 30-stick packets

~ Blackberry-Lemon BOOST ~ Raspberry-Lemon BOOST

~ Tangerine Lemon BOOST ~ Immune Oxylent® Variety Pak

SRP for packet - .99; box SRP = \$25.95

(UPC on box + on packet)

• Oxylent® Effervescent Multivitamin - 30-day 6.3

oz. canisters + 30-ct pak boxes

Use this award-winner to promote Summer Hydration.

~ Sparkling Mandarin ~ Sparkling Berries

~ Sparkling Blackberry Pomegranate

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Let them taste, and BUY-on-Sale

Oxylent® Shippers are Beautiful

5-in-1 Multivitamin Supplement Drink Shipper

24 boxes per shipper (small floor footprint)

Spring 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

Tag IT! Taste for Life 2018 Women's Essentials Award Winner:

Oxylent® 5-in-1 Multivitamin Drink

\*on \$200 orders, also includes free shipping



Dr. Ohhira's Probiotics

## SHIPPING NOW

a great time to stock up on  
ESSENTIAL FORMULAS!

**A) ALL three Reg'Activ Formulas  
are back in stock,**

but order now, there are massive  
backorders to fill!

- Reg'Activ® Detox & Liver Health™
- Reg'Activ® Immune & Vitality™
- Reg'Activ® Cardio & Wellness™

**A+) Dr Ohhira's Probiotics®  
have two (2) new displays** to  
help get the message across!

**BOTH now shipping at 10% OFF  
for a full display**

both colorful, informative, attractive new  
displays stock:

**4 ea. of the 30 ct. Ohhira Probiotics**

**4 ea. of the 60 ct. Ohhira Probiotics**

**4 ea. of the 100 ct. Ohhira Probiotics**

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

Ask your BMC Rep to show you the new  
merchandising tools

**BOWL Display** Dr. Ohhira's Probiotics  
with DEAL

(4) ea. 30 ct. + (4) ea. 60 ct. + (4) ea. 100 ct.

**ARCH Display** Dr. Ohhira's Probiotics  
with DEAL

(4) ea. 30 ct. + (4) ea. 60 ct. + (4) ea. 100 ct.

It is not a question of which one you like better, but  
rather, where you will put each one: probiotics benefit  
EVERYTHING everywhere.



## June 2018 Promotions

Buy in 05/28 to 6/25

**10% OFF**

direct orders/independent stores

- Nit Kit 4-pc Kit
- New Mama® Tush Soothing Bath 2 lb.
- Sea Bath Kiddie Calmer™ 20 oz.
- Skin to Skin Intimate Lube 2 oz.
- Body Wash Foamers™ Tempting Turmeric  
8.45 oz.
- Body Wash Foamers™ Minty Mischief  
8.45 oz.
- Body Wash Foamers™ Lavender Lunacy  
8.45 oz.

**Nit Kit™** is a fast-acting, pleasant-smelling, child-friendly formula  
that scares lice and their eggs (often called nits). Leaves hair  
shiny and gorgeous. Each Nit Kit includes a bottle of Nit Kit™  
solution (2 fl. oz.) along with detailed instructions for use, a fine-  
toothed Medi-Comb for catching lice, and a 5x magnifier to help  
you find each and every nit. Complete kit; bestvalue. Non-toxic.  
**Summer is a busy time for head lice.** The frequency of head lice  
increases in the warm months, culminating in the Fall and Back to

School. Stock up and market your solutions now!

**Kiddie Calmer™ Sea Bath** contribute to your kids' fantastic days  
and blissful nights. For a bedtime mindset, this bath is uniquely  
designed to transition the kids from their raucous, silly, stressful  
day into their peaceful, sweet, blissful evening and a quiet  
night. Directions: Into warm water, pour and play/soak 20  
minutes before bedtime

**Wash Foamers™ Face & Body Wash** is Good. Clean. Fun.  
that foams without environmental worry for a truly clean,  
refreshing shower. The mildest Castile soap (saponified oils of  
coconut, olive, + jojoba), organic and wildcrafted herbs, and  
pure essential oils - never any synthetic foaming agents (no  
sodium laureth/lauryl sulfate, artificial color or fragrance, or  
other toxins). Tall and narrow bottles an easy fit on any sink  
or shower ledge.

**Topically Applied Herbal Answers.**



## MAKE an Impression

Your store can be the home for Truly  
100% Natural Beauty

### Best-seller Alert

Trilogy® CoQ10 Eye Recovery Concentrate

is undergoing a reformulation and  
packaging change.

Unfortunately, Trilogy® is temporarily out of  
stock on this item with new product return  
ETA in late June.

Note a new UPC with this newly  
reformulated + packaged product.

**Age Proof CoQ10 Eye Recovery  
Concentrate  
reformulation highlights:**

- Improved applicator
- Advanced L22 ingredient.  
<http://www.lipids22.com/>
- Contains hyaluronic acid and caffeine
- Brightens, energizes and tones area  
around the eyes

**Key Ingredients:** L22, hyaluronic acid,  
CoQ10, Caffeine, Glycablend™

NEW UPC: 942101776557 6

NEW Item Code: 18041

\*No change in pricing

**Trilogy: High-performance, certified  
natural skincare products**

[www.trilogyproducts.com/us/category/how-tos.html/](http://www.trilogyproducts.com/us/category/how-tos.html/)



The best lip balm for the world

## JUNE SPECIAL

**FREE Shipping on all orders**

**NEWLY LAUNCHED LIP FOOD  
FOR WELL-FED LIPS**

A nutrient-dense Organic Lip Balm  
from Eco Lips®

**3 SKUs:**

**NOURISH, PROTECT, and PLUMP**

| Name    | Flavor           | Feature                       |
|---------|------------------|-------------------------------|
| NOURISH | Lemon            | Spirulina Blue-Green Algae    |
| PROTECT | Vanilla Lavender | Pumpkin Seed Oil              |
| PLUMP   | Rosemary Mint    | Chamomile<br>Mushroom Extract |

**Nourish Lip Food:** with spirulina blue green  
algae; Detoxifies & hydrates to soothe the lips  
**Plump Lip Food:** with chamomile mushroom  
extract; Invigorates & moisturizes for a smooth,  
full look

**Protect Lip Food:** with Vitamin C-rich Kakadu  
Plum oil; Fights free radicals that age the skin

Lip Food by Eco Lips® .15 oz. net wt.  
wholesale \$2.09 SRP \$3.09

- New and beautiful satin .15 oz. lip balm  
tubes with large "overcap"
- 20-ct. Gravity-feed display for each  
individual flavor.

**The Best Lip Balm for the World**



# bodyceuticals

## HELLO SUMMER!

June Promotions: Your GLOW-to-SUMMER oil in a new larger size  
**BUY 3 GET 1 FREE!**

larger 3.5 oz. bottle (this size only)

- COCONUT + ALOE BODY OIL  
Moisturizing Body/ Hair Oil
- VANILLA + AVOCADO BODY OIL  
Moisturizing Body/ Hair Oil

Luscious and pure moisture for knockout, healthy skin! Full of essential fatty acids, vitamins and antioxidants, these luxe oils quench dry skin and pamper even the most sensitive skin. Nutrient-dense oils light enough to use every day as your go-to moisturizer. When you use nourishing oils, you need to apply moisturizer less often.

New name, but these are still truly BodyCocktails!

Show your support as the tats are proudly worn everywhere

Bodyceuticals INK POTTS + INK STIX

- INK POT Balms • Calendula Tattoo Balms  
5 jar point-of-purchase display  
\$40.00 on sale" regularly \$60.00
- INK POT Sticks • Calendula Tattoo Balm INK STIX  
5 jar point-of-purchase display  
\$40.00 on sale" regularly \$60.00

Keep your ink looking vibrant and fresh for life! Made with our award-winning bioactive calendula salve formula

**Ingredients:** Current harvest, Organic, Vegan, Kosher, Extra-virgin, Unrefined, First cold-pressed oil from olives, Organic farm-grown calendula flowers, fresh local Pacific Northwest beeswax, High potency Vegan, non-GMO mixed tocopherol Vitamin E

Superb for scalp, piercings, men's grooming, and moustache care too!

Register highlights before Father's Day + see them fly!  
**HOT DEAL!**

**\$20 BANANA LIP BALM DISPLAY (12 STICKS)**  
- regular price \$42!

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

# AROMA LAND WELLNESS®

**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**

Lotions, Creams, Bodycare, CBD Extracts,  
Concentrates, Vapes + soon Edibles

SolBEE honey, CBD honey + soon, honey stix  
CBMicro as our 99% isolate CBD line

- correct legal counsel on the market
- strong, integrated supply chain
- solid, trustworthy reputation

Aromaland® Wellness: no-T + verified levels of C  
**BMC will help you: we have it all**

**Coming Soon: Aromaland® Wellness**  
**honey stix** box of 100

**This is new: honey stix with no THC!**

Aromaland Wellness® full spectrum CBD honeystix

COMING SOON: pre-order for every register now!

wholesale \$1.25/retail \$2.49

box of 100 straws \$125.00

**Intro deal: first order, new placement**

[through Expo East]: (one order per store) \$80.00

**Exceptional quality:** • contains 15 mg of full-spectrum CBD

- guarantees of no T • product uses natural, raw High Desert Wildflower SolBee honey.

• energetics matter: put a little bee-energy in your life, touched with CBD

SolBee Honey Company is a family-owned enterprise created out of a love for the sun, nature, and honey bees. Brian Long's soul has found peace working in the midst of millions of buzzing bees, each dedicating their life to the survival of the hive. No better honey, no more trustworthy CBD: no better company with this product!

# AROMA LAND

Women-owned company making healing scents since 1986. Take advantage of this refreshing 2-month Promo as things HEAT UP

**June-July Bodycare Promo\***  
**Tea Tree & Lemon**

12 oz. bodycare. 50%-margin line

Clean affordable + not through distribution.

- 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.

**JUNE-July Essential Oil Promotion:**  
**10% OFF in units of 3 ea. (10 ml)**

~ Lemon essential oil ~ Tea Tree essential oil

~ Lemon Verbena Blend essential oil

Essential Oils of Lemon, Petigrain, Lemongrass, Lemon Myrtle, Wild Verbena. All those lemony notes are perfect for the hot Summer seasons, Brighten up

**June-July CANDLE SALE**

**Lemon Verbena Soy Candle tins 6 oz.**

**10% OFF** per-4 candles boxed in one set

\* **Lemon & Tea Tree blend glycerin Bar Soap 10% OFF** with 6 units of each.

Rich vegetable glycerin base with Shea butter + Vitamin E, scented & enhanced with the Tea Tree & Lemon Essential Oil Blend, containing pure Essential Oils of Tea Tree, Eucalyptus, and Lavender. Long-lasting 4oz. size.

# Immune HEALTH BASICS®

## June 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®

**JUNE-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 Summer18 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

## LOVE YOUR HAIR

**Back in stock: Henna Powders**

- Brown • Ash Brown • Mahogany
- Golden Brown • Red

The Cleanest Formula with the Best Results  
Coloring grey on first application: one bottle, many applications [for shorter hair]

**Henna Creams back in stock**

- Light Brown • Golden Blonde • Chocolate
- Red • Light Blonde • Silver Fox

**Does NOT contain ammonia, PPD, parabens, peroxide, resorcinol, heavy metals, artificial fragrance, mineral oils, GMO's or gluten.**

16 shades of beauty: highlight a new hair color.

**ADD the Surya Brasil**

**Marsala Henna Cream**

**to your selection**

**DON'T MISS THIS COLOR**

(introductory discounts apply)

Cruelty-free, certified Vegan

Achieve a sophisticated, earthy red with Surya's newest, antioxidant-rich, semi-permanent hair color.

Sustainable Lifestyle from Brazil

Every shade of Surya Brasil's sophisticated natural color contains vegetable extracts including herbs & fruits from Brazil + India, which offer simultaneous coloration + deep conditioning treatment for the hair as well as intense treatment for the scalp. Coloring gray on first application, without the undesirable ingredients above. 100% vegan + cruelty free.



## IN MEMORIAM: TO THE SACREDNESS OF MOTHERHOOD THE STORY OF NANCY HENNESSEY



I want to tell you all about my Mother. I have a lot of good friends in this reading audience, and this is a personal liberty I hope you will allow. My Natural Foods Family is my chosen tribe: we have all selected or been guided to a way of life and a philosophy. Sharing emotion and grief is a binding force to community.

The first thing that I want to tell you—from my perspective—is that my Mom did her best work from her twenties through her forties, when she was raising her three children. That is the part of her life, though, where she got her least recognition. Let's honor the devotion of motherhood. It is one sad fact that our society treats the most critical of all roles—motherhood and guided child-rearing—with such little regard, except the occasional quick praise. That bond is

actually the center of the Universe. To most people who knew our family until my Father died, my Mother's story was always overshadowed by my father, Frank—the man who captured her heart in some 1950's romance that might be the greatest cinematic love story ever lost now to history. In some way, she gave herself over to him: and yet it is her story that is the center of it all.

And if you had ever met my Father, you would understand: he was such intense energy in one human, always engaging and sometimes explosive in a way a man who grew up in the streets of post-Depression poverty had to be. Frank was charm and strength and charisma: and woman look for that in a partner. They were two better halves: my Mom was very good for my Father, and, if you were to watch closely, you would see that he was so romantic to her, in a way that is actually truly alien to his very romantic, middle-child son. He wrote her two notes that I have now found, in his broken script, left-handed print: one on her first day returning to the workforce after a long, 28-year parenting sabbatical—“just be yourself;” and, at another time—“I love you cupcakes”. Whatever he did, he won her over, and this is the core story of both their lives: Nancy and Frank.

His truckdriver, fellow-Teamsters of course never saw this side of him: neither did his children. I know she admits in Heaven now, though, that she chose the right man to be hers: because she chose him. Nancy was a pretty, tallish and slender, reddish-haired girl—sister of three from West Philly, in an enclave along Lancaster Avenue that was largely Catholic, mostly Irish and German and Italian, and poor—with a real strong, cleaned and bleached steps, lower middle-class dignity. Frank won Nancy over her parent's mild objections. My Father honored his spousal commitment, and he provided for our family in a way such that most others thought we had a little money: we did not. My parents were an amazing team at making a life. The Hennessey children were raised well, and lacked nothing.

But, do you see how the conversations about him (he loved the Irish concept of 'Tis Himself) usually tended to overshadow the pretty and kind and smiling Nancy Hennessey. I have learned to see the truth behind that veil. Nancy was a Mackey first (yes, my Grandfather was John Mackey: my Grandmother was another quiet heroine—Nanny!): a lineage of beautiful and courageous Irish women.

I want to spend a lifetime imagining her childhood. Two secrets that matter when you try to understand a person's soul: one, her Father raised German Shepherd dogs for the Police Department, and after she was bitten once, she had a mild fear of most dogs (though she never said it). A second story: young teen Nancy followed the excited line up the long ladder at the new, famous swimming pool in pre-WWII Fairmount Park one weekend day during a family picnic: all the way to the top of the high dive she moved, a confident young girl. Then—she realized she could not go back down the long line—and so she had to jump. She dove, and almost drowned. After that she had a fear of water. It was not until I got to know my Mother after my Father died, that I realized she was more than these unshared fears: she was actually quite courageous and fearless. Maybe her whole life, people typecast her as a pretty woman, and never stopped to appreciate the many strong steps she made, or the powerful decisions and actions she that took: maybe her greatest strengths were at times when she actually restrained from acting. From the perspective of her son, I can only guess: but I was blessed later in life to consider all these things, and my appreciation of what I did learn is profound and a solace now. In the post-Frank relationship that we had, I met the real Nancy Mackey Hennessey—and she was such a beautiful, fun and funny, smart and caring person. Her parents raised her well. My father, whom I also dearly love, was lucky—and his devotion of her, even in challenging times—was deserved.

Mid-20th Century America generally raised women a certain way—HomeEc, and the women-stay-at-home and raise-the-children—and I pay

tribute to my Mother, because she was smart, and clever and capable—and in a different world—she would have been more of a leader. The respect for woman who chose to follow this path will never match the power this institution had on shaping our society: mothers have always seemed to be underappreciated cornerstones. What now intrigues me is my Mother's unfulfilled skills. Nancy wrote every paycheck for BMC until she could no more: she was my best worker, and she was the best employee in all her work jobs. She did not dawdle: she got things done and perfectly followed directions. She was early to work, friendly and conscientious all day, and never left work early: her reputation was one of complete respect from her fellow workers. Her three children all learned from her example.

Nancy was the oldest of three, and she kept her sisters together. She loved riding horses in the park as a young girl, and she was the best at wall-ball and she was fast. Curious to those who knew her later, she was more into sports than study. After marriage, she never threw a ball or competed again: what was that all about? Have you ever wanted to fill in these stories about your own, older relatives? Take the chance! I share these stories of childhood because for many, these were the best years of one's life: I know she grew up happy. That young person ended soon after my Father took her on their first date, and she sat at the head table with him at the VFW Post dinner: a new person was born. Nancy changed from girl to woman—a happy, clean Cinderella story. Frank and Nancy became an item. She became a wife and then a new homeowner and then a Mother: and being a Mother was where she achieved her Sainthood.

Francis, Michael and Maureen: we could not possibly be more different: Winter, Summer, Fall. But we are all strong and brilliant in our own beautiful ways and we have become very good people, loved and respected in each way by our peers. This rearing and guidance success is an amazing feat in any era, but for my Mom—she gently guided us through the many obstacles that arise in any family—and we were all she cared about.

Nancy was the yin to Frank's yang, though she would never consider at all what the heck that meant. She never really took to geography or politics or other such nonsense, but she knew the price of every family grocery and when to buy, and she never missed a birthday or a season's decorations. She taught us how to read, so that we were ahead of schedule before school began: thank you for that most precious, life-defining gift, Mom. She bought clothes and furniture smart, and the house was the most impeccable home I ever went into until I moved away. Nancy loved her afternoon tv soaps when she was young, and always sitting out back with the neighbors; and the smell of clean clothes and bedsheets. Everything needed to be in its place, and she loved trash day! Nancy was a home perfectionist.

Frank and Nancy were wonderful social friends and we had parties and dancing, and a famous bar in the paneled basement: at her Funeral, so many people said that she knew how to have fun! Given the opportunity, she loved to dance, and—on rare occasions—she would sing (her favorite song: “There's a Kind of Hush”): listen, and you can imagine her swaying in classic dance swing—arm in arm—along the cool, clean tiled floor with close friends dancing contentedly in the 60s neighborhood peace around her. That was another happy time for my Mom. We grew up in a safe and innocent part of Northeast Philly. She made the meals on time for her family, and she experimented with the cooking ideas of the 60s and she took her children to Church to make sure we were given good moral compasses. If this refreshes memories of your Mother, give heartfelt thanks for your story. Please understand the amazing and perfect beauty of this vocation, and always give thanks for the happy times. If this is not your history: know that I feel blessed for what I was given, and I hope to make the world better so that every child can be nurtured in this familial way. I would love to see childhoods with this many blessings as the norm! Modern American culture, in its proper function, can create a strong social fabric.

I would only be guessing if I said that my Mother always wanted to be a Mom, or even a Wife. But she molded to these roles with a perfection that never showed one sense of doubt. It is breathtaking to realize how dedicated she was to her path. People often say—and I say it too—that I was her favorite. I think that our Mom spent her most energy and worry around my younger sister: funny how we judge a person's focus. These things said, she spent the most time with my older brother and his family, so I guess we all got our fair share from Mom as her always equal-love gift: I know that is what she intended. Yes—in the end—the love you take is equal to the love you make. Mom gave equally.

After Dad died, she was liberated. She was a care-giver in some manner for the decade before he died, as heart problems limited him just enough that their relationship changed just a bit: now, she cared more for him in his early retirement than he would like as the man he was. They had such golden-years' pleasure together just sitting around, the occasional meal out or backyard grill, or a trip to the shore—and being very much involved with the deepest-love solar system—their five grandchildren. Second time around in life is so much more fun with grandchildren: now, Nancy and Frank went from not having

*continued in box on page 7*



enough time for the initial progeny, to spoiling my nieces and nephews in the best way possible. Nancy loved being Nanny more than anything she had ever experienced before.

The largest tears now as I think about my Mom, when we became best friends after Dad died. Before that, I was the prodigal son—the one who went to College on scholarship, the one who got ruined with those liberal ideals from the Jesuits at Georgetown, the one who loved books and ideas and social justice. I had my own vagabond life going on in DC, work in “health food,” and I checked in often, but Frank and Nancy were RNA+DNA, and they did not really need anyone else. They had tons of friends, and I had left the nest first. I wrote many letters. Then, first my Father died and then my Mom’s best friend—her Sister Kay—died, and I stepped in. I became a new son, and I called her 4 to 7 times a day. I choreographed her day by timed phone calls: she would never be lonely. I made sure. Truthfully, Nancy became the matriarch: everyone turned to her for conversation, reportage and advice. Her leadership had been honed by experience for this moment: where she listened more than talked—she gave the spiritual medicine that many needed: someone to care and listen with unquestioning love. She became a mother to the world. She was keeping a very large extended family together.

In early April of this year, I lost the best friend I ever had. Who could ever love you more than your Mother? Who could you trust more than your Mother? I give thanks for these truths in my lucky story. For me, I found a new person, a Senior friend (everyone should cultivate Senior friends: they are silver and gold): a lively, caring woman who, unencumbered by the devotion of child-raising now that her three were older than 50, was developing strong and intellectually solid opinions. She showed her wisdom in a new way, and we had fun talking about every subject imaginable. She became very inquisitive and mastered Facebook, and even liked her iPad. She lived in a very full world: I called incessantly; my sister had her date with Mom at 8 PM every night; and my wonderful sister-in-law, who lived less than a mile away, lovingly did most of the basic necessary things as she became as close to my Mom as the three of us. And the love Nancy received from Grandkids and Great-Grandkids was deserved, and she was revered.

My Mom was not a healthfood person: she smoked every day of her adult life until the mild stroke that was her downfall. She always feared lung problems as an evil punishment, but she was just lucky. She cooked for her family, but when cooking for one, she lost interest and ate poorly: better than most Americans, but not as I would wish or request. She spent 1/5 of her life a widow, and she was so patterned and disciplined and

mentally active: her memory was super sharp about her family things, but she was so reluctant to talk about anything in her life: I was such a foiled historian who constantly tried.

Every meal was on time, but if she had eaten differently I could have shared life with her until she was 100. I got her first to take CoQ10 when I said it was good for her gums. Then she started taking Omega-3s, then her “immune pill”—Immune Health Basics®. first thing every morning and it worked. Maybe three severe colds in the 21st Century: she was a testament to this amazing product and she believed, and thank you Immune Health Basics®. Regardless of other choices, every late breakfast was a whey protein shake (first Bluebonnet and then PureVim Nutrition®) as she watched The View. She cut me off at three pills a day, and those she did reluctantly: she hated swallowing pills like a child and would only do the milk shake liquid.

Then the Doctors got involved. She was the obedient patient and she swayed between 4 and 8 pills every day as the pharmacy milked the system with prescriptions for her elder health. Nancy never took “anything” except Michael’s pills, because she did not need to, until she was about 75, and then she became that familiar, stupid, modern-health story. Calls from the drug store every week: “your prescription is ready!” Like with my Father, I had to watch; and modern medicine failed dramatically, and it made me sick to observe. Modern Love.

It was sad to watch, but I wanted her healthy as a loving Son would. I chose to support her belief system: she never cared to learn what my life’s mission was all about: that was OK—she was my Mom. She stayed strong through love. Her downfall—mild stroke to a tragic, small early-morning fall and dislocated hip—led to a bad 60 days, where—at my Sister’s house and not in her own home as she would have wished—she took her last breath on Greek Easter Sunday evening, as her most-loving Son sat by her side, saying Hail Marys with true belief and devotion, and feeling her energy as she transitioned, and staring at her beautiful countenance as she left this world. I watched the last breath; and then a breath no more. I turned to my Godson, Shawn Patrick, and my Sister and announced, she is gone.

And my life now is changed. And Mom is elsewhere, and everywhere—and with Eternal Peace. Nancy is Sacred and Immaculate again: she is Blessed. And that is the story of my Mother. Thanks for listening, Michael.

My Mother would never want me to talk about her, or to share secrets and open love, or to bring attention to her: she was a woman of that time. My Mom loved that I grew and raised my wings and became known and respected and literate and independent. Now she understands my poetry and my pursuit of truth: I will one day rejoice her. I know she will forgive me

*Memorial Day, 2018*

## There can be no Peace Unless we Address Pollution *continued from page 2*

oceans; preparing to receive millions of gallons of the mainlined poison....) These countries, (some governmental part of their government or provinces/local jurisdictions within these countries) have banned Roundup® [herb killer] in some capacity: (April 27, 2018): Argentina, Australia, Belgium, Bermuda, Brazil, Canada, Colombia, Denmark, El Salvador, England, France, Germany, Greece, Italy, Luxembourg, Malta, Netherlands, New Zealand, Portugal, Scotland, Slovenia, Spain, Sri Lanka, Sweden, Switzerland.

The commercials lie: fake news. What can you do? (Sign up for the Roundup® class-action lawsuit: it may help with some future health bills: <https://www.baumhedlundlaw.com/toxic-tort-law/monsanto-roundup-lawsuit/#contact>). The human gut and human brain (specifically) cannot healthfully co-exist with an environment with even trace amounts of this noxious killer present. The truth slowly rises. Until then, the human immune system is under assault—at war, being altered negatively—and cannot function healthfully. In November of 2017, Glyphosate (the world’s bestselling weedkiller) won a new five-year lease to spray food in Europe, after a very bitter fight. Yet, all those other sales were lost so marketing came up with the brilliant idea of diversifying, to lawns!

Somewhere someone without a conscience (some soulless hustler) directed the manufacturer (Monsanto) to market beyond the fields where we grow the food that we feed to our families, and they decided to market the product to put on

our lawns: bringing the toxic dangers right to the front door (and that means possibly every neighbor’s lawn too) where our children run barefoot, our animals run and our babies crawl, putting their hands to their mouths and eyes. Roundup® [herb killer] residue is moving in for the summer. Eventually the “weeds” will return (because it is ultimately all about the health of the terrain). The red poppies will appear, representing the ghosts of all the humans killed, before Roundup® [herb killer] is banished from America, at which time the suits will run the cycle and market the product at lower prices all over Mexico, South America, the Vietnams and

## ECO LIPS® NEWS + ALERT

### Summer 2018 brings some exciting changes for Eco Lips During July, 2018

Eco Lips® will be moving to a 35,000 square foot state-of-the-art facility in the Cedar Rapids area: doubling the warehouse space, streamlined shipping/receiving with multiple loading docks, and increased production capacity.

In order to make sure all Retailers have adequate inventory for July, **it is essential that Eco Lips® receive all purchase orders no later than June 15th, 2018.** Any PO’s received after June 15th risk of being shipped late.

Apologies for any inconvenience, and Eco Lips® truly appreciates your understanding. We’re very excited and look forward to growing with you in 2018 and beyond! The contact information will stay the same. [orders@ecolips.com](mailto:orders@ecolips.com). Our new address is 1199 44th St Marion, Iowa 52302.

North Korea, where it will poison other people’s food as well as the food that ultimately will make it to our shelves: contradicting the term nourishment. It is about production and profit, not health and happiness. Yes there is a war going on, and it is not about pushing up daisies: it is avoiding serious neurological and hormonal poisoning!

China is now the larger producer of Glyphosate in the world, and we know that our FDA looks like angels when compared to that wild-west. The one-two punch and the death knoll is that GMO-crops (glyphosate-tolerant crops) lead to an increase in the use of glyphosate. The governments are designed to suppress the information (as activists from Rachel Carson to Erin Brockovich all learned) and we are threatened with legal action if we challenge the friendly marketing bottom line (howdy neighbor: this is all-American). None of us can get healthy when all of us are being poisoned.

And of course Roundup® [herb killer] is in the water supply as well as our local stores, lakes, rivers and oceans!

What you can do is adamantly support Organic-agriculture and biodynamic farming. Educate, communicate, control where your money is spent, and be a local community health resource center. In every movement, people needed space—and the existence of your store is the best thing that you can do. never underestimate this—to help the cause!

There certainly is fake news out there in the world around us. The marketing line is so gentle: politely, and with scientific precision—we are

*continued on page 8*



## Blue Moose Consulting

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### 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."

### There can be no Peace Unless we Address Pollution *continued from page 7*

lied to that Roundup® alleviates our pain from weeds, those "low-down little scoundrels." Plastic straws in every glass and plastic stirrers dropped on the table like unneeded extra change—don't get me started. Styrofoam: my head explodes.

We need to elevate the conversation. Poisons are killing us. What we need is Truly Responsible Partnering. Our stores need more than ever to be the warehouses of the good stuff. But we need to do more. We need to ally with doctors and practitioners who are wakening to this reality: they are treating the symptoms, but missing the critical diagnosis. Trust me, the majority of the medical community is becoming aware of this right now. The question is, where will the first courage be shown? It is the poisons that are being sold to us; that are packaging our purchases, that we are putting on our face and even most gentle body parts. The Natural Products Movement is awakening: it does not need to be us versus them—but we have to more than just not become them. It is not a polite war: it is a very planned and treacherous—if somewhat unintentional—war. When your neighbor pours toxins into your water supply, you need to react. Yet, the status quo and the current profit makers will not give up without a fight. Either you stop your water from being poisoned, or you get sick and die. For quality of life, we need to form more Truly Responsible Partnerships. Everything that BMC sells is the good stuff. We are going to educate more: we are going to become more vocal. It is what needs to be done. We want to help you make your store a safe place. It will mean more effort all around: healthy, peaceful energy. We are all about a healthy day today, and a healthy tomorrow. Peace is Healthy. Believe in goodness. Peace. ☼

\* A temporary pop-up monument was placed at the side of the Lincoln Memorial Reflecting Pool on the National Mall this Memorial Day in remembrance of the more than 645,000 men and women fallen servicemembers who gave their life in service of the United States (since WW I). The poppy is a symbol of remembrance and there is one synthetic poppy flower to represent each of these American heroes. The remembrance poppy is an artificial flower that has been used since 1921 to commemorate military personnel who have died in war, and represents a common or field poppy, *Papaver rhoeas*. Inspired by the World War I poem "In Flanders Fields", they were first adopted by the American Legion to commemorate American soldiers killed in that war (1914-1918).

"Where flowers bloom, so does hope." —Lady Bird Johnson



## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

#### Newton Homeopathics

www.newtonlabs.net  
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770-922-2644  
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#### Aromaland, Inc.

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