



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: The Perfect Food

Such a simple food. A lab grown food that captures the microbial essences of the soil from plants fermented to maximize their effect in human nutrition. Lactic acid bacteria farmers growing food nutrients in a clean environment: purposeful food for the human gut. The best recipe ever made. Harvested with music and daily exercise: intentional food. As the 21st Century moves forward from its infancy, I am making the challenge that we have the world's first Perfect Food available for our stores! It is not genetically-modified, but rather it is fermented. Well-chosen, whole food, fermented for a minimum of three years (and yes there is a five-year fermentation version if you really want some good stuff) that was purposefully created to realign the human gut so that it effectively can run as intended. Best health, naturally.

There are stores in the USA that carry **Dr. Ohhira's Probiotics**® by case-stacking the familiar green boxes on endcaps, as a statement that this product is considered one of the best products sold in the store. Now, truth be told, these are stores that often have Doctors recommending this Probiotics+ product in most of their medical modalities; or they are stores that are fortunate to get sales from from high volume radio audiences influenced by programs from professionals who rave about Dr Ohhira's. Experts LOVE this nutrient-dense, whole food probiotic that **Essential Formulas**® offers to the North American markets. What is so exciting to me is that these devoted professionals have most likely not heard the latest ascriptions regarding Dr Ohhira's Probiotics® as the research continues to bring light about how the human microbiome works, and how we can naturally assist the body to wildly beneficial allostasis!

As I prepare to unveil to you the next wave of quantum leap science—and the epiphany that I had about two months ago when finally I was able to connect the dots in my head, and to “get it” about how Dr. Ohhira's Probiotics® is able to transform health in a manner that no other product or food can, I want to speak to you as a business man fully dedicated to the natural food movement. Your store has somewhere from 12 to 144 different bottles of Probiotics that you offer to the good people of your community. None of those products can do what Dr. Ohhira's has been designed to do, and which it does—if people use it!! Take this article as you walk over to your Probiotics

section, and analyze what you are selling. How many of these products are sold in the mass market? Dr. Ohhira's has long been committed to the health food stores: and now they are finally able to begin the process of better enforcing their M.A.P. Policies.

Dr. Ohhira's is the best product for your health recommendations, and it is one of the best products for your store's business health.

I love when I hear about the trainings of other Probiotics products, when someone raises their hand and asks the trainer, “and what about Dr. Ohhira's?” and the competent trainer concedes that “Dr. Ohhira's is a different product”; (it is a different class!). Ah, how refreshing honesty is!

[That out of the way], what are you getting at, Michael?

“Dr. Ohhira's is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics”. Learn this statement: it needs to be communicated, and it will put you on the front-lines of teaching on the evolving world of probiotic health. Speak it, learn it, repeat it. Dr. Ohhira's was intentionally built to solve the challenges that have existed with a poorly-tended gut biome, and a completely misdirected culture of corporate-directed food choices. World-class microbiologist Dr. Ohhira saw the problems, and over a couple of decades created the solutions. If you are not aware of Dr. Ohhira's marvelous life, then ask your BMC Rep to tell you the story or set a time for Michael to give you and/or your staff a thorough training!

The story has now advanced even further: understanding has evolved, as expected. Research and understanding are always advancing ideas and it was inevitable that the decades of research by Dr. Ohhira would continue after his passing in March, 2016. Now, this well-constructed whole foods product is being understood to be the single best food that a person can and should take every day. Dr. Ohhira's mission continues: he once stated, “Each capsule is filled with our passion and hope for bringing health and long life to all 7 billion people on the earth. We make our product with not only proven scientific protocol but tender care through the power of fermentation, inspired through nature's blessings and the mighty lactic acid bacteria.”

Dr. Ohhira received the Gusi Peace Prize in 2004, [an international award for achievement with the advancement of peace and human progress (as a microbiologist)] for

his ability to understand and harness the power of a unique strain of lactic acid bacteria which is only found in these Essential Formulas® products: *E. faecalis TH10*.

“Dr. Ohhira intrinsically understood and respected nature's timeline and was driven by the passion of developing a methodology for fermentation that would allow him to contribute to a global level, that would bring good health and long life to all of humanity. For his process, he only selected domestically grown vegetables and fruits as ingredients that were at the peak of their nutritional values. He checked various combinations of lactic acid bacteria and went through many repetitions of trial and error.” One of the many beauties of good science is that strong foundations will always lead to further advancements and understandings.

Dr. Ohhira left this planet taking his research as far as he could: and now we are understanding the value of the products he developed even further, as we begin to understand Postbiotic Metabolites.

I inform you that this is the new direction in human-biome/probiotic research. This is the sensational break-through that has me so excited. Postbiotic Metabolites are the new frontier; and Dr. Ohhira's Probiotics are the Perfect Food that provide and develop the conditions for Postbiotic Metabolites to thrive. We have found the “eureka moment!” that explains the complete role of how probiotics, the good bacteria, perform their actions affecting positive human health. The thing that has always differentiated Dr. Ohhira's—the long, intentional fermentation in a whole foods' matrix of the product—is now seen as that part of the mystery of the unmatched benefits that Dr. Ohhira's Probiotics® provides: we can now understand. The probiotics are not the star player, they are actually just a tool (living bacterial workers, actually); and the real star is the fountain of health that is the Probiotic Metabolites that the Probiotics can make, if fed the best foods!

I am thinking about this now every day. I am holding this phenomenal whole food, fermented, living bacterial Rubik's Cube in my mind every day, and I request that you do too. The Rubik's Cube puzzle was originally called the “magic cube,” and one day in the future, when the intellectual foundations that Dr. Ohhira and his talented crew of research partners (he always acknowledged and applauded the work of this team) expands

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The Perfect Food *continued from page 1*

into world production of Perfect Food, his original model may be looked at as a virtual magic food.

Are you ready, willing and interested in learning about the massive potential of Dr. Ohhira's Probiotics for human health? Well, first: there is no other product even remotely built and grown like this. The supply chain has literally been perfected as best it can be up to this time: (I have faith that there will continue to be advancements!) Second, the purpose and benefit of the product are user-friendly. To achieve the maximum effect of this product, the process is simple. (1) take Dr Ohhira's Probiotics® every day, as the best food that money can buy (sorry Kobe beef, spirulina and bee pollen, but you truly pale in comparison!). (2) combine this perfect food with a daily prescription of nutrient-dense, organic, raw, high-fiber and preferably freeze-dried whole foods. Ya gotta do it. This simple 1-2 punch involves adding the best food possible to the probiotic prescription: the most colorful array of real foods possible. We are back to the truth that will set us free: it all begins with

food, and the quality of the food matters. So, a colony of Probiotics manufacturing Postbiotic Metabolites from real good food is that simple complexity that you have to understand and master. Many other good things can be built upon this foundation. Without this foundation, we are like salmon trying to swim upstream with our tails lopped off: we are choosing a self-limiting health construct! Postbiotic Metabolites are the future: they are either churning healthfully, or sputtering along haphazardly.

Some people will gravitate to this statement: (no other pills needed). Like many truths, that is not what you should hear: what you should hear is that there is nothing that will deliberately advance the potential of your human health more through nutrition than this whole food, fermented marvel that gets you to replenishing Probiotic Metabolites through the simple perfection of its whole food lactic acid bacteria food. Dr Ohhira's Probiotics® deliver viable Postbiotic Metabolites, and that is where it is at—and where the research will advance in microbiological, probiotic science for the next decade. The google searches and research grants on the study of Postbiotic Metabolites

will soon explode! Actually, to phrase it properly, that is where the research will venture into studying "Postbiotic Metabolite Health" (because the probiotic is just the tool, the worker, the factory!) Continuing to learn from the Dr. Ohhira message—to be fair, and to see how complete his wholistic approach developed—he does say that the gut needs good plant oils (possibly fish oil too) for the fountain to grow and proliferate optimally.

Done, you have just built a constantly-regenerating fountain of health in the main nutrition quadrant of your body: your gut. The benefits are universal.

You will be hearing more about this, especially as science catches up with the discovery, and clinicians observe and report on the many uses of this critical 1-2 punch of Dr. Ohhira's Probiotic® whole food complex, and the complementary essential food that the Probiotics need to continually make Postbiotic Metabolites. Ideally, you feed the probiotics the best foods in at least one supplement of superfoods daily. Basically, the probiotics are only as good as the food they eat. I strenuously suggest the equally well-designed whole foods from **JUVO**®.

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MAKE THE MOST OF SMALL BUSINESS SATURDAY

The world certainly has changed in the last few years. Business is harder. Very few people we know have received an increase in pay. The cost of everything continues to rise. And yet, people still care. We all know that in our hearts. People want the small, the local, the person-owned businesses to continue: they want them to survive, and they want them to thrive.

Make a situation where they can show their appreciation. Bring attention to your role in the community so that they can enjoy the reality that you are there for them. If you are not reminding (educating, one might say) then their consciousness may not make the connection. Everyone will benefit when the relationships are fully understood. Reminding your customers that shopping in your store will help you—a member of the community—and will keep the community strong (we all frown, and feel bad when a local store fails), is all part of YOUR RESPONSIBILITY of keeping the community healthy, and of being an integral part of the fiber of your local community's business health.

What to do? Well, first embrace the opportunity. Despite the fact that this is an American Express®-created event, it is actually designed to get people to go to local stores (not chains), and buy stuff. It is the counter to the ridiculous post-Thanksgiving shopping bloodbath. It is an intentional act, and a way to "shop" leisurely... to provide civility to the Holiday Season.

Create an inviting atmosphere. First, alert people that you are participating! Add a sign to the front door or near the cash register saying, "Come by on Small Business Saturday." Use your social networking, your website – and send out two email reminders this month: the occasion warrants some noise! Talk it up!

Make it worthwhile! Sure you can have a whopping big sale, but maybe you should highlight unique ideas, saying to your community: (a) we are a store where you can buy thoughtful and healthful gifts: (b) and/or, we offer incredible bodycare products that you can love and want to share!

Personally, I think Small Business Saturday® should be your own creative and marvelous Winter Wonderland of natural things that are perfect gifts and marvelous stocking stuffers. I would take my best bodycare off the shelves, and have show & tell. Show and try: Try & feel. This is the time of year to have people touch and try those products that you are most excited about. Consider a spread highlighting **Trilogy Natural Products**®, and "telling the story" of the beautiful biodynamic wholeness of **Bodyceuticals**. Let people sample and gush admiration for the products by **Paul Penders**® (and the lifelong dedication to cosmetics without animal testing). Use this as an opportunity to introduce the exquisite line of **Yoanna's Skincare!**

Check out the new labels from **Aroma Land**®. Remember that this women-owned company offers a 50%-margin bodycare line (that meets EU Directives) and is created to be sold in health food stores!

Take the essential oil testers from this aromatherapy pioneer and have a discussion about the products as you encourage people to learn the role of their nose in wholistic health. Suggest that they buy a scent that they believe their friend or loved one would like as a Holiday Gift.

That personalization is the veritable definition of what we all hope will be accomplished: "Hey," the shopper should say, "I know that this brick & mortar local location is the resource-center where I can buy 'the good stuff'. And I am glad that you are here." Smile with appreciation when they put their products on the counter, and share that moment where we provide healthy and beautiful natural supplies and our neighbors turn to us for these services. Let the moment glow with the treasure of good commerce: from field and well-intentioned Manufacturers—our industry—to you (local community health resource center) to the enlivened or needing people of your neighborhood. That is good energy!

Want to spread the word on a superior present that will surely bring topical interest at gift-giving time when presents are opened? Encourage people "gift" CBD to family and loved ones as stocking stuffer-gifts or even that big expensive treat. Truth is, that when people try a (THC-free) high potency CBD product and they feel the easy-living open calm awareness, then they will know that there is a de-stressed and happy place that they can go to. An essential nutrient that offers Peace. That is Holiday Greetings! Advertise an awesome "one-day" **Essence of Well-Being**® Hemp oil extract sale on Small Business Saturday®. Offer 4 little, one-minute taste-tests and mini-educational presentations: advertise these mini-events, and then encourage people to linger. Bring your crock pot to the store, and mull some organic cider: chill some sparkling apple juice. Share some little treats and have a conversation. Trim a little tree (and highlight Abigenol® Silver Fir bark extract, the official nutrient of Christmas-time). Choose a local social cause, and donate a portion of that day's sales to a cause that people will appreciate supporting [Big Brothers/Big Sisters of America is a wonderful cause: www.bbbs.org]

That is a way to get people in-store to try your bodycare goodies. Sure, you want them to embrace your store as the place where they buy the best organic produce and the weekly groceries (and we never want to underestimate toothpaste and ginger beer, and Pet Homeopathics and Omega-3s). Suggest a natural gift for every child in every person's life: offer Kid-pak gift sets! This Small Business Saturday®, try to open your doors and make another new step to succeed at new business Saturday. The opportunity is at the end of this month.

Most importantly, embrace this day as a treat, knowing that every year the interest and impact will grow: if you make the event a 'happening'!

Participate: Small Business Saturday is a national event: November 24, 2018.



NEWTON homeopathics

Nurturing Naturally Since 1987

Newton Laboratories, Inc. is an official service-connected, veteran-owned business. Veterans Day is an official United States public holiday, observed annually on November 11, that honors military veterans; that is- persons who served in the United States Armed Forces. This year the observation will be November 11th + Monday the 12th.

Remember the efforts of our Service Members this year

November Promotions: 20% OFF select OTC formulas

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

- Acne • Appetite-Craving Control
- Bladder-Kidney • Shingles

~ shelf tags announcing the sale included with your order

Homeopathic OTC Formulas

Acne (N015) for symptoms associated with acne + other skin conditions such as boils, pimples, pustules + sebaceous cysts.

Appetite-Craving Control (N027) for symptoms associated with appetite control such as overeating, cravings, fatigue + emotional discomfort.

Bladder-Kidney (N010) for associated symptoms such as frequent or difficult urination, burning, pain, urgency & the sensation of a full bladder.

Shingles (N073) for associated symptoms such as pain, burning, itching, swelling & skin eruptions.

^ Cannot be combined with other discounts

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

Why Homeopathy? BECAUSE IT WORKS!

Why Choose NEWTON?

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

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

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

EVERY STORE needs some Aloe Life!

BIG NEWS: shipping minimum has been lowered to \$100

November Promos Mix & match^ the stack-up sale with Aloe Stomach for the Holidays

- Aloe Herbal STOMACH PLUS formula 16 oz.+ 32 oz.
 - ALOE BOOST with whole leaf Aloe 30 + 90 tablets
 - Aloe Life® Healthy & Slim Daily Greens 11 oz. powder + 120 tablets
- All the aloe is certified organic + Activ Aloe Certified

15% OFF 12-23 items

20% OFF 24 items maximum^

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

NEW Q4 Promo Opportunity a 10% DISCOUNT on orders over \$200

from November 1st through December 31!

Multiple discounts cannot be combined!

Discount must be requested at the time of ordering

[+ 1 oz. topicals do not apply to minimums or discounts]

Stomach Plus Formula – works fast to soothe + calm digestive upset, occasional indigestion, bloating, nausea + gas with 11 healing herbal extracts + Organic fresh Whole Leaf Aloe Vera Juice,
~ 1 oz. daily provides so much from this concentrate

There is no other product like Aloe Life® Therapeutic Aloe Concentrates

~ Best Value too! ~ you should know: not all aloe vera is alike
Aloe Life® - the big differences are taste + results
Therapeutic aloe is Foundational to Health

^ Wanna save everyday? -

\$\$ buy smart. 72-piece orders always 15% OFF

^ discounts cannot be combined. ^ discount good 11/01 through 11/31/2018

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

HERB PHARM®

November, December IMMUNE SEASON is NOW: Support Health, Savings + Profit 2 months to SAVE UP TO 25% OFF

Two-ways to save. Promotion now through December 31

HERBS FOR IMMUNE SEASON Stock all these Skus and be rewarded for saving the world!!

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

FEATURED ITEMS: ten (10) featured items!

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

PROMO PARAMETERS for two (2) promo brackets

Featured Products + Bonus Products: 2018 Immune Season PROMO (see list directly above)

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

MIX & MATCH any 25 + of the 'Featured Products' for 25% OFF

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

1 oz., 2 oz. + 4 oz.: • Black Elderberry • Immunattack™

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

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

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

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

• Kids Immune Fortifier™ • Kids Throat TLC™

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

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

NEW PROMO ALERT

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

Shipping now: ALCOHOL-FREE Ashwagandha

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

Buy 3 (per Sku) + Save 20% OFF

Buy 6+ (per Sku) + Save 25% OFF

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

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

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

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

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

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

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

Not represented by BMC in NJ

NORDIC NATURALS

Don't miss your omega-3 sales this month;

EPA + DHA are as important as any other shopping choice!

DISPLAY COUNTER HAPPINESS Save, Display, Sell: repeat

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

refills for display 25%/30%* ask Nordic Rep for details

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

• **Nordic Naturals 24 pc. displays** – Showcase top sellers or NEW ITEMS

Customizable 24-bottle Display^ **30% OFF** ^^^ (+ an additional 5%-off for RPP)

Refills for display 25%/30%* ask Nordic Rep for details

^Base measures 12" x 14" holds 24 units of select 60 ct. 90 ct. + 120 ct. Skus

Get the list + order. small footprint for efficient additional selling space

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

• **Nordic Naturals 24 pc. 180 ct. displays**

Customizable 24-bottle Display^^ **30% OFF** ^^^ (and an additional 5%-off for RPP)

Refills for display 25%/30%* ask Nordic Rep for details

^ base measures 16" x 16". Holds 24 units of select 180 ct. Skus Get the list + order

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

^^^ all deals now through January 15th

Any store can qualify for the Nordic RPP Let's grow more business together in 2019

PRODUCT HIGHLIGHTS

^ **Omega Memory with Curcumin**

* Nordic Naturals-quality EPA/DHA from fish oil [2 caps] *DHA -560 mg EPA -280 mg natural

triglyceride form * Phosphatidylcholine (from Norwegian herring roe) 100 mg

~ standardized, purified high potency herbals * Longvida® Optimized Curcumin Extract 400 mg

* Huperzine A 25 mcg

^ **Omega Curcumin** ~ concentrated Omega-3s + potent antioxidants

* Nordic Naturals natural triglyceride fish oil 490 EPA, 350 DHA (per 2 caps)

* Longvida® Optimized Curcumin extract 400 mg * Reduced Glutathione 150 mg

* NAC (N-Acetyl)-L-cysteine) 200 mg

~ Omega Curcumin: "the best antioxidant formula today!" a unique synergistic formula with Nordic-

quality Omegas, + foundational nutrients for cellular + metabolic health

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

Ultimate Omega 2X – 60 ct. + 120 ct. Ultimate Omega 2X Mini – 60 ct.

Ultimate Omega 2X D3 – 60 ct. Ultimate Omega 2X Mini D3 – 60 ct.

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

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





Health Food Stores are the **ONLY** place to get seriously-good food

The Promise of JUVO™ is Certified-Organic, Raw, Freeze-dried whole foods

ReJUVOnate your sales
November LINE DRIVE
10% OFF

ALL Canisters, bottles and 10-pak single-serving boxes

Free shipping on 6 bottles minimum

PROJECT: Build a Wall of JUVO for Community Health

GOAL: JUVO every day for Health

- **Natural Raw Meal Canisters** flavors: ^ Green Apple ^ Vanilla Chai ^ Fantastic Berry ^ Original
- **Raw Green Superfood Can**
- **Raw Green Protein Can**
- **Raw Green Grass Bottle**
- **JUVO™ Raw Meal packets** (10 packets)

- ^ JUVO™ Original ^ Fantastic Berry
- ^ Green Apple ^ Vanilla Chai
- ^ Raw Green Protein packets

ReJUVOnate Yourself!

oxylent
DRINK OXYLENT BREATHE LIFE™

OXYLENT® Intros made easy:
Invest in a New Oxylent®
Dumpbin or the great Intro-deal
of the pre-fill Oxylent display
while supplies last

- **30% OFF** 5-in-1 Multi prepacked Shipper 24-box order^^
- **NEW Oxylent® '5-in-1 Multi' Dumpbin Display**^: Prefilled: set price (no further discounts) = 200 packets for \$100 (ask about shipping details)

On sale in November:
Immune Oxylent®
ways to save up to 25% OFF
free shipping @ \$200
Winter Essentials

turn to Immune Oxylent®: fast nutrition—always an asset
THREE delicious Immune Oxylent® formulas:
~ **Blackberry-Lemon BOOST** ~ **Raspberry-Lemon BOOST**
~ **Tangerine Lemon BOOST**
~ **Immune Oxylent® BOOST Variety Pak**
SRP for packet 99¢; box SRP = \$25.95 (UPC on box + on packet)

Why Immune Oxylent®? Immediate effectiveness when you need it with a superior, high-quality Vitamin C Formula. [without sugar] that provides vitamins, minerals and raw coconut powder to boost, maintain and support your immune system*

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

*new placement
*Standard shipping structure applies



Dr. Ohhira's Probiotics®—
The Probiotic of Choice

Discover the
Dr. Ohhira Difference™

You will expand business in a direct relationship to how often you say the words Postbiotic Metabolites each day!
Make your store the gateway to the best education on Probiotic Health

Postbiotic Metabolites

The New Frontier in Microbiomes
Postbiotic Metabolites are health-regulating compounds produced by the probiotic material; compounds produced by bacterial metabolism when the probiotics digest/ferment fiber rich foods & non-digestible carbs. This is really a big story. This is the health difference!

Complete your Probiotic section

Direct them to the best: expand your Ohhira Probiotics selections

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

10 caps, 30 caps, 60 caps, 100 caps

Dr. Ohhira's Probiotics® Professional Formula offering an additional 2-years of anaerobic fermentation

30 caps, 60 caps, 100 caps

Follow on Twitter: @DrOhhiras and @It_Takes_Guts

Dr. Ohhira's Probiotics®

Wellinhand

November Promotions
10% OFF

Must mention BMC Promotional Deal to get discount
direct orders: independent stores only
Buy dates: 10/29 to 11/23

SEA BATHS
for many Reasons

- **Chicken Pox & Shingles™**
- **Ginger Detox™**
- **Kiddie Calmer™**
- **Oak & Ivy™**
- **Rump Relief™**
- **Scabies Mites™**

net. wt. 20 oz.
\$10.20 MSRP- \$16.99

6 Ways to a Better Bath

Rely on your relief with naturally soothing
SEA BATHS
www.wellinhand.com

SEA BATH Kiddie Calmer™

Bathing has a powerful effect on our bodies + our outlook on life - let Wellinhand's Sea Baths™ contribute to your kids' fantastic days & 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 + a quiet night.

Topically Applied Herbal Answers

trilogy

NOVEMBER 2018 Trilogy®
20% OFF Line Drive
or Gift with Purchase (GWP)

^ Buy in dates NOW through 11/27
^ Sign up required & Discount must be requested!
Offer Trilogy in 2018
& gain new truly-natural bodycare sales

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

- The best-selling **Age Proof CoQ10 Eye Recovery Concentrate:** Intensively nourishing, CoQ10 Booster Oil helps recharges + revitalize the appearance of skin by reducing the aging effects of glycation. Newly USDA-certified organic, this brightening eye concentrate blend of pure plant oils is formulated with our latest innovation Glycablend™ for supple, healthy, radiant skin at any age. Relaunched & improved

- **NEW Rosehip Transformation Cleansing Oil:** frosted plastic amber bottle with pump 3.72 fl. Oz. (110 ml) for all skin types. Melts away make-up, leaving skin soft and perfectly clean.

- **NEW + Shipping NOW: AGE-PROOF Overnight Mask** Firm, nourish & deeply hydrate. Results that fully-satisfy: WHAT A GIFT!! With Glycablend™. scientifically shown to reduce the breakdown of collagen by up to 88.9%
Key Ingredients: L-22® (Jojoba Oil, Macadamia Seed Oil Esters, Squalene plant) Glycablend™ (Blueberry, Strawberry, Pomegranate and Chia Seed Oils), Vitamin C, Co-enzyme Q100

Integrating Trilogy®: The best in bodycare brings in a new customer. More money from other places!!
MADE IN NEW ZEALAND & loved everywhere
all Trilogy rose hip products are 80% minimum fatty ac
The world's most-awarded beauty oils: 182 awards

ECO LIPS

The best lip balm for the world

USE THE OPPORTUNITY
FREE SHIPPING on all orders in November
give your store a gift + bring in that item you have wanted to carry small indulgences + inexpensive treats

- Try new flavors- **MONGO KISS + ONE WORLD LIP BALMS**
- New ways to avoid losing your lip balm!
Eco Lips® ECO-CLIPS
- Merchandising for the season: find new places for the Hanging blister Pak of Lip Balms best-sellers
- Don't forget the Medicinal Lip Balms & let's masterfully provide the perfect stocking stuffer
 - **HEMP LIP BALMS** • **ECOTINTS**
- **BEE FREE VEGAN** • **Luxurious LIP SCRUBS**

HOT New items

LIP FOOD a nutrient-dense Organic Lip Balm from Eco Lips®

3 new SKUs: NOURISH, PROTECT, and PLUMP

- **Nourish Lip Food:** w/ spirulina blue green algae; Detoxifies & hydrates to soothe the lips
- **Plump Lip Food:** w/ chamomile mushroom extract; Invigorates & moisturizes for a smooth, full look
- **Protect Lip Food:** w/ VIT C-rich Kakadu Plum oil; Fights free radicals that age the skin
20 ct. display .15 oz. \$2.09/SRP \$3.09
New & beautiful satin lip balm tubes with large "overcap"

The Best Lip Balm for the World



bodyceuticals

November Calendula deals[^]

• **15% OFF NEROLI**

Neroli + Calendula Firming Creme
Neroli + Calendula Aloe Hydrating Facial Mist
• **50% OFF**

CALENDULA + SPEARMINT LIP BALM

12-count display. Limited to in-stock supply

[^]Deals end November 30th

MUST use CODE: GREEN15 to receive discount pricing.

Neroli Orange Blossom plus Aloe Facial Hydrating Spray 2.25 fl. oz.: Refreshing & soothing effect to be used anytime! Excellent before or after exercise; to set or refresh makeup; during or after sun exposure for instant skin refreshment.

Ingredients: Neroli blossom Citrus aurantium hydrosol, Organic aloe vera, Organic calendula flower distillate.

[^] **Neroli + Calendula Firming Crème Face/Neck Decollete** 3.5 fl. oz. Pump dispenser: A pure, fresh and exquisite moisturizer for results you can see. Helps to plump & tone delicate skin on the face, neck and Decollete.

Ingredients: Organic Aloe Leaf juice, Organic Coconut oil, Organic alcohol, Rose flower water, Organic Olive oil, Organic Calendula flowers, emulsifying wax, stearic acid, Vegetable Glycerin, Organic Jojoba oil, Hyaluronic acid, MSM, DMAE, Neroli Orange blossom oil, Organic Rooibos leaf, Pomegranate seed extract, Xanthan gum, Sunflower seed oil, Tocopherol (NON-GMO Vitamin E).

Bodyceuticals means products with the freshest quality
The Bodyceuticals family supports organic farms, organic ingredients + organic environmental causes.

Vegan. Non-GMO. Small batch blended.

free UPS ground shipping on orders of \$150.00

Be a #bodyceuticals insider by following Bodyceuticals on social media! Find out what's new, exclusive + behind the scenes on the farm!

THE ESSENCE[®] OF WELL BEING

End 2018 with CBD Excitement NOVEMBER PROMOTIONS[^]

4 ea. = 10% OFF

8 ea. = 15% OFF

12 ea. = 20% OFF

• EWB liquid tinctures 1600 mg/53 mg serving

Orange in 1 oz. dropper
Full Spectrum CBD Hemp Oil/ zero THC

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

• **Soothing topical Balm** 2 oz.
Full Spectrum CBD Hemp/50 mg per oz.
Premium CBD from Organic Hemp Extract

• State of the Art Extraction from seed designated as Food Crop

• Colorado Hemp is grown short and bushy, with full aerial parts

• Independent 3rd Party Analysis. Zero THC

• Providing Native Terpenes

COMING SOON; expected in November

• The return of EWB CBD Hemp Oil caps. 25 mg

• **EWB CBD Massage Oils**

~ AromaFree[®] unscented

~ CBD oil blend scented with Tranquillite essential oil blend therapeutic essential oil blend of Lavender, Lavandin Super, Orange, Geranium, Cedarwood, Wild Marjoram, Omani Frankincense.

• **Pet Supplements**

~ CBD for Cats (125 mg CBD), and small dogs

~ CBD for Dogs (250 mg CBD)

[^] EWB Premium Partners can add this discount to their EDVs. Time for everyone to become a Premium Partner!

<http://www.ewbhemp.com>

AROMA LAND

November Bodycare Promo*

Promote & save: 50%-margin bodycare line! **The**

Bodycare Collection: ROSEMARY & MINT

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

• Shampoo • Conditioner • Hand & Body Lotion
• Shower Gel • Massage & Body • Bath Salts 20 oz.
~ including Pure Therapeutic Grade Essential Oil Blend: scented and enhanced by Rosemary, Clary Sage, Cedarwood, Juniper Berry, Peppermint, Bay Laurel, Lemon Myrtle and Vetiver.
~ 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

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

Aromaland CANDLE* SALE: Terracotta 4 Terracotta-styled Rosemary & Mint Soy-wax candles

10% OFF in units of 4 ea. per style

~ Cup ~ Amphora ~ Classic ~ Elegance (2 wicks)

• Hand-crafted in our workshop in Santa Fe, NM
Rosemary & Mint brings inspiring freshness with its blend of Rosemary, Peppermint and Spearmint along with a wonderful blend of Cedarwood, Juniper, Sage, and Bay.

MORE DEALS!

• **Rosemary & Mint glycerin bar soap**

10% OFF in units 6 ea.

• **Rosemary & Mint Essential Oil** 10 ml

10% OFF in units of 3 ea.

* must mention "BMC Special Discount" to get discounts with every order placed

Aroma Land[®]: supplying the world with Essential Oils since 1986. A Leading Source for Quality Aromatherapy & Body Care Products the largest selections of aromatherapy products in the world Aromaland Wellness[®] is now in the honey business

HONEY TIME

SolBee Wellness honey with integrity
from Aroma Land Wellness

~ Rocky Mountain honey, USA (no China: no Mexico)
~ founder Brian Long has been in the honey business since 14 years old + he is now settled in Santa Fe, New Mexico, partnering with Aroma Land!

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

[^] **HONEY + CBD: hemp-infused honey**

3 flavors: ~ All Natural Hemp

~ Citrus Blossom Hemp ~ Lavender Hemp

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

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

[^] **HONEY Infused-honey**

SolBee's hand crafted infused honey

A tasty part of America's epicurean foodie movement.

* 6 flavors (12 per case) 12 oz. size

~ High Desert Wildflower ~ Cinnamon infused

~ Lavender infused ~ Vanilla Bean infused

~ Red Chile infused ~ Jalapeno infused

wholesale \$6.00 - retail \$9.95

~ Squeezable plastic (PET) bottle

+ larger size: ~ High Desert Wildflower honey: 24 oz.

"Intro Deal" on the first honey orders

received through 01.01.19

10% OFF per initial order

THINK Holiday endcap!!

PRODUCT NOTES: Aroma Land[®] is upgrading and repackaging its Bodycare Collection!!

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

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

• **New Bodycare Collection Hand Soaps!**

Immune[®] HEALTH BASICS[®]

'TIS THE SEASON the official Nutrient of Christmas-time Health: the Silver Fir Tree nutrient, ABIGENOL

1st, The European tree that inspired the story and tradition of the Christmas tree: and now, a nutrient powerpacked for human health.

RevUp Wellness[®]: getting a new raw material to the people!
Silver Fir Bark Extract

• **RevUp Wellness[®] DEFENSE** with Wellmune[®]

• **RevUp Wellness[®] ENDURANCE**

• **RevUp Wellness[®] VELOCITY** with Wellmune[®]

(all w/) European Silver Fir Bark extract:
Abigenol[®] (an affordable option to pycnogenol)

Immune Health Basics[®] "IF/Then Sale"

IF the retailer continues to stock all five (5) Skus of Immune Health Basics[®] Wellmune WGP[®] **THEN**, the store shall receive the Wellmune WGP[®] 250 mg., 30 cap size on reorders through November 31st @ **20% OFF** wholesale.

Wellmune WGP[®] in many dosages for every need:

125 mg 60 ct. 250 mg 30 ct.

250 mg 60 ct. 500 mg 60 ct.

+ a product perfect for the little ones....

Children's Chewable 25 mg 60 ct.

GROW NEW BUSINESS with scientifically-proven nutritional support

<http://immunehealthbasics.com>

MushroomScience[®]

November PROMOTION*

THE BEST MUSHROOM PRODUCT FOR THE IMMUNE SEASON

Immune Builder[®]

Immune Support* 90 vegetarian capsules.
400 mg each

Proper extraction is everything

Immune Builder[®] is a beta glucan-rich synergistic formula that combines the beta glucans from five different medicinal mushrooms, resulting in an easy to use formula for daily immune support.*

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

12 ea. = 20%

Mushroom Science[®] Immune Builder[®]

Formula: Organic Maitake (hot water extract and Maitake powder), Agaricus blazei extract, Organic Coriolus versicolor extract, Organic Reishi mushroom extract, Organic Shiitake mushroom extract. (all hot water extracts). Mushroom Science manufactures and distributes the only complete line of guaranteed potency mushroom supplements in North America. Using the powerful MaitakeGold 404[®] as the base of the formula, Immune Builder combines super concentrated hot water extracts from Agaricus blazei, Coriolus, Reishi, Shiitake and Maitake into one concentrated immune support formula.* This formula can be used on a daily basis, as a preventative, providing year-round immune support. Just one capsule twice a day provides an easy to use but powerful immune tonic.* Immune Builder[®] is the only combination formula of medicinal mushrooms on the market made exclusively from hot water extracts. Hot water extracts are the only form of mushroom supplement ever used or studied in the scientific research, and the only type of mushroom preparation used in Traditional Chinese Medicine.

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



Intentional food with intentional food: and who said that the natural food movement was moving in the wrong direction? (until this becomes the healing mantra, I will continue to worry about what exactly people view as their mission!). **Dr. Ohhira's Probiotics® + JUVO® every day.** And don't forget to add the purest oils necessary for a constantly improving gut biome. Do you love your

community enough to embrace this concept and share it?

Ask your BMC Rep to help you build a Pyramid of Dr. Ohhira's Probiotics®—merchandise all the sizes with the new Dr. Ohhira's displays (and their opening order discounts). Build a Wall of JUVO® stating through your presentation that these two products need to be taken together. Why? Optimal generation of healing Postbiotic Metabolites. Share the idea to open-minded

health care professionals, and help them follow the unfolding evidence. The double-blind placebo-controlled studies will soon see, like taking blinders off an overly-controlled horse. The truth is now here. Human potential will be liberated: a perfect food will be found throughout the land (in every local community health resource center). Is your store ready?

Your other probiotics will continue to be important: but they will perform like a one-

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THE PERFECT FOOD FOR THE PERFECT FOOD

Whether you have been at this for 100 years or 30 days, we all would love to have a food-based foundational essential prescription. For 38 years, I have pursued the question "what is the best thing"? As expressed in the previous article, I do believe that **Dr. Ohhira's Probiotic®** is the perfect FOOD. More than a nutritional supplement, this product cultivates the soil in the garden of your body; this prebiotic-probiotic-postbiotic whole food realigns your body to be the fountain of internal supplementation, and natural immune defenses that it originally is and was always destined to be.

Thanks to the wonderful education of **Essential Formulas®** Scientific Director, Dr. Ross Pelton, the connection is now being made. Dr. Ross is educating doctors, nutritionists, researchers and specialists on the research that is now clearly suggesting that the probiotic is the conduit, and the real value of the good bacteria is the postbiotic metabolites that the probiotics create. Yes, bacteria is manufacturing good stuff in your body, that aids the bacteria's survival and existence—hey, maybe its happiness—and is designed to help your body function well. Because, as you can see—biology, science and chemistry finally catching up—the good probiotic bacteria has a vested interest in your body surviving. Bacteria making chemicals—not unlike, but actually exactly like, the chemicals that run that show that is you (and me)—and making other chemicals that actually govern the gameplans that are what make up a lot of what is the body that is you. Chemicals evolved from evolution: the word—symbiosis!

Listen to everything that Dr. Ross Pelton says: he has his finger on the pulse: (the good)—postbiotic metabolites and glutathione; (the bad)—glyphosates; and the ugly, the SAD American Diet.

Listen to Ross Pelton, and what does he say: take the best probiotic in the world, and it will bring about marginal benefit and realignment if a person continues to eat a horrible, typical big box store non-Organic diet. He is level-headed, calm and reasonable and unequivocating about this! Listen: did you hear that!

Well, the early pioneers of natural foods, and the petrochemical-free and anti-artificial preservative real-food advocates, and the Organic and Biodynamic farmers, and the generations of health food store owners, and progressive nutritionists and agrarian heroes, and enlightened doctors/naturopaths and healers and midwives ALL agree that it is food first. Good food first.

But not all of them are willing to be loud (are you?); and not all of them have attempted to understand the soil metaphor or the gut lining, or to study the behavior, activity and effect of the myriad of probiotic bacteria that live within us. Because, it is NOT the probiotic that is the roadmap; it is the Postbiotic Metabolites that they produce: it is the food that they eat.

So, another door of perception was just opened to you (ah, exhale with Joy at the profession that you have chosen!). It is about feeding the Probiotics the best food possible: the probiotic may be the key, the tool—but not the primary thing. Use these words everyday in teaching: postbiotic metabolites.

It All comes back to food! It has always been about the Organic Food, and the magic in the organic soil: living soil. The health is from the food. (1) make sure the probiotics are there, and (2) feed them superior Organic food. They use the food to make Postbiotic Metabolites that govern the dimension of health that we want to live in. The quality of the food affects the quality of the Postbiotic Metabolites. And that food can be in little packets: as long as it is: Organic, whole foods; fiber-rich: colorful, and with a wonderful variety. The best easy packet (easy scoop) option would also be freeze-dried.

Dr. Ross Pelton, R.Ph., Ph.D., CCN. Pharmacist and author, insists that the food maximizes and completes the purpose of the Probiotics. Dr. James Hwang, world renown oncologist and author [M.D. Ph. D.], made this a basis of his dietary prescription for all his cancer patients. It was obvious: people eating real, superior, nutrient-dense and organically

grown foods could heal. This was the premise of **JUVO®** (how many other companies are you enamored with/supporting, that were started by a humble and religious man making a whole food product for the purpose of aiding in the prevention and treatment of cancer?)

Let's tie these two things together. I will use the word "epiphany" when I first made the connection. **JUVO®** organic raw whole food meals and superfoods + Dr. Ohhira's Probiotics® are the food foundation for optimal health. We can now start from there.

How to explain this to your community? Well, first we have to demystify them, and re-educate them (properly educate them), on the role of Probiotics. High numbers of bacteria are most often ludicrous: it is the vitality and activity of the Probiotics. It is relevant and undeniable that Dr. Ohhira's is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics. Inherent in the growth of Dr. Ohhira's probiotics—through either a 3-year or a 5-year natural-state fermentation—are the wonderful organic and wildcrafted foods that they are fed. A living organism with its own symbiosis!

But, back to Dr. Ross. The Probiotics need to be fed good foods. Not the clean label foods of Trader Joes or Whole Foods; not the clean packaged frozen foods with their dollops of massive organic sugars. The foods the probiotics working within you need to best evolve are: clean, basic, whole, fiber-rich, nutrient-dense, Organic (and preferably freeze-dried) fundamental foods. Foods most of us aren't eating!

Spend \$5.00 a day on the best probiotics money can buy, and eat a McDonald's diet—you have made a poor investment and will not maximize your health or your investment. Live off coffee and factory-made protein bars, and know you are devaluing your worth and function: you are as much a fool as a junkie. How much fiber is in Kombucha? Take your kombucha and coffee budget and convert it into Dr. Ohhira's Probiotics and a meal of JUVO® everyday and rise and shine!! Eat an omega-6 saturated, transfat-lenient diet—or eat out at restaurants like you never had to pay your credit card debts—and those probiotics are squandered. SQUANDERED!!

Add JUVO® to the diet and in one serving, your best probiotics—your Dr. Ohhira's Probiotics—are afforded the nutrients and nourishment that they can feed from to create the best Postbiotic Metabolites that they can. That is a game changer. Can't do the change-your-life-diet thing: 1-2 servings of JUVO® provides the food for the Probiotics, and helps you detox and lose weight and have energy as well: cause or effect?

This month, JUVO® is on sale: open stock—6 bottle order minimum, 10% OFF. For over a decade, I have been recommending that stores carry JUVO®, primarily because the people are so nice and the mission is so honest. These things have always mattered to me. Sure, other raw and organic products have bullied their way to the top and tried to destroy competitors as they profess to promote health (HA!). Sure they care about you as they fill the shelves of their mass market partners (and we can only guess what price they get the product for: fair trade?) (I have no one company in mind here, but rather many: I have only one company in mind with the best motivations: and that is JUVO®) I have asked you to Build a Wall of JUVO® in your stores, because JUVO® is not a major player on the internet discount circuit: because the nutrient profile of JUVO® is truly better.

Now, I understand why I have been so blessed to be associated with JUVO® (this is the Blue Moose Consulting Raw Foods line that we humbly represent). The intent of Manufacture and its effect on the Symbiosis of Food Nutrition. JUVO® provides the ideal, fiber-rich food that will feed the Probiotics in Dr. Ohhira's Probiotic fermented whole food complex that will naturally create the best Postbiotic Metabolites possible for the nutrition, nourishment and healing that your body desires to be healthy for you in this lifetime.

Yes, Juvo® is the Perfect Food to feed the Perfect Food, and that is 21st Century health. Try it!



handed juggler if the Postbiotic Metabolites are not nurtured and well fed. One final secret, Probiotics love fiber-rich foods and fermented carbs (so laugh at the Glucerna commercial: feeble, white coat marketeers). What do we want: colorful raw organic fiber; when do we want it? Now. What do we want? An understanding of the value and economy of spending our money on truly valuable foods. Forget Mercola and Weil and Sinatra and Axe until they get on the bandwagon. The truth is here: just do a minimum of research and use your common sense. (Growth: How much Dr. Ohhira's are you currently selling?)

The Perfect Food! Has Michael gone too far? (you tell me!) These naturally Postbiotic Metabolite-rich foods are the gift to the world from Dr. Ichiroh Ohhira. Nothing synthesized: everything fermented.

Constructed by a wise farmer, constructed by a scientist; constructed by a man with spiritual insight. Small parachutes of fermented whole food probiotics cleverly designed to get into the body and effectively colonize and proliferate. Such a simple food.

Perfect Food: can such a thing exist? Perfect Food: is there something that could possibly be for everyone? If there were (and I believe that there is now that food, because of the latest understanding of Postbiotic Metabolites) such a food, it would be a fermented whole food!

CELEBRATE THANKSGIVING WITH CONSCIOUSNESS

**We need to acknowledge that
Nature is Dying.**

There has been a 60% drop in wildlife in the last 45 years. It is our sinful stewardship that has influenced this. Time to act to save that planet that we love. That would show Thanksgiving!

LEARNING TO USE HOMEOPATHY EFFECTIVELY

'What could possibly make Newton Appetite~Craving Control their #11 Best-selling homeopathic formula? Its Wholistic approach!? Think about it: misguided appetite and its fall-out are governed by so many things beyond appetite suppression that need to be addressed for any protocol to be effective. What issues could those things include? Cravings (a mental bad habit), Fatigue (everyone knows eating when exhausted or when not fully mindful), and mood/depression/insecurity (and other emotional discomforts). #11 bestseller means satisfied results. Are you addressing every aspect of weight loss, weight balance, food imbalances? Homeopathic OTCs available in liquid and pellets. On sale for the Thanksgiving, Party, Holiday season.



Illustration by Jessica Yamamoto

What foods reign supreme in your life (I know I am asking health food people and health advocates)? Are you recommending bone broth (don't get me started!) The Probiotics must be protesting this over-hyped chicken soup: where is my fiber, they cry? Smart health advocates will query: what is the source? But hey, capitalism is keen on using every part of the animal: (poor thing!) Your Organic produce-section laughs at that bone broth canister all night long when the store is closed. That dollar-a-day protein mix cannot do a portion of the regeneration that Postbiotic Metabolites provide. A broken protein soup mix is not what our body needs to feed the probiotics so that they can actually make their own amino acids. Regenerative amino acid fountains in the gut: very possible. Bone broth doesn't make my top-10 most recommended foods: it is about 5 places lower than Whole Leaf Aloe vera!

Kombucha. HA! Like Bone broth, we have insta-experts formulating novel ideas and then going to someone and saying, "make this for me": "I will handle the story-line!" Ha. You don't see kombucha ever in my shopping cart: I'd rather drink pure water, and save my money to buy books. Kombucha is a principle and an idea: and its core message was—grow it yourself and share it freely with others (how is that going? Is the magic possibly lost somewhere on the production-line?) \$3.00+ a bottle for an alcoholized, and often pasteurized drink: a name on a bottle. Do we really tell people that this expensive soft drink will change their lives: are we really using our healthfood store budget on this homogenized trendy commodity?

Dr. Ohhira must have looked at the modern hype-machine in America and just laughed a gentle, forgiving laugh. Our industry will see these fads come and go, and—we will forget or we will laugh—as we did with acai and coral calcium and other heroes in that Hall of Fame of products that never materialized as truly essential. I should not bring Dr. Ohhira into this assessment, but I imagine him saying, they need to find a better, simple spirituality. I have always said, allocate \$1.00 of those \$3.00 to Dr. Ohhira's once a day, and get hundreds or thousands of times the better health benefits.

The biggest waste of money is an indictment of our socialized habit of coffee (and one day soon, our newly-carved habit of accepting marijuana into our spending habits: I am gonna stop driving a car—stoned idiots scare me, and everyone should realize that is what we are gonna soon be "creating"—good business!) Pot, superfood. Ah, the misdirected. Check with your clientele: how many spend \$25 or more a week on their comfortable coffee culture? Ever speculate on how that happened? People didn't evolve with these habits, like people did not evolve to put cancer sticks to their mouth and inhale. People were coerced and conned into developing these habits. Coffee is some people's god. Coffee is an addictive caffeine shock to the system: coffee may make you feel good, as every addictive habit does at some point—but it drains the body's Qi, and it challenges the liver and the nervous system (I need be careful when pulling the veil off some people's religion). Is there anything more pathetic than the monkey paying to shock itself? We have even made a culture (many international cultures) out of it. Peter Gabriel should write a song about it, The antidote to coffee is CBD, but that is another story.

Want real energy? Build a foundational protocol with Dr Ohhira's Probiotics® and JUVO® and **Nordic Naturals®** omega-3 fatty acids EPA/DHA and adaptogens and maybe a nitric oxide product! Take that Kombucha and Coffee money and then add **Aloe Life®** aloe vera, and **Oxylent®** effervescent as an afternoon pick-me-up Multi—and find the clarity of mind and energy that real nutrition brings!

What is your Perfect Food: black seed oil? (give me a break). A Health Food Store is expected to guide people to the best nutrition; the best foundational protocols. The necessary essentials. We need to constantly be learning, and we need to constantly update our understanding. So, I will continue to inform and educate and proselytize on the best of the modern health protocols. I will work to say the words Postbiotic Metabolites every day. My job here was not to explain the entire new paradigm: I am still learning. I wanted to share with you, as I have for the past 18 years, the information I am learning as I become informed. I am always studying and listening and learning and explaining and educating and informing. I want your store to be THAT PLACE in your community. Probiotics were the right direction, but Postbiotic Metabolites are the correct course. You have to evolve. Probiotics in isolation have been eclipsed: that story has ended. You need to get the probiotics into the body and you need to feed them. Otherwise, the protocol is incomplete.

Think about it: we have spent 10-15 years bragging about the benefit of Probiotics (most often not knowing fully what we were talking about) and we have blindly missed the point. Probiotics plus a McHappiness Meal means that those probiotics (a hefty investment to be sure) are spitting out nutritional chemicals and chemical messengers from the food base that is—well not recommended by anyone in the world as being nutrient-positive foods! I

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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."

The Perfect Food *continued from page 7*

ask you to stop for a moment and think about what this means, and the obvious ramifications!

An expensive gut loaded with isolated probiotic strains, and a diet of protein bars and coffee (or bone broth and kombucha; or Ensure® nutritional shakes and Glucerna® shakes) will never achieve what a diet of Dr. Ohhira's whole food, three-year fermented prebiotic-probiotic-postbiotic food complex evolved from real foods can accomplish. Add JUVO® for an internal health fountain of active, health-producing Postbiotic Metabolites! We are what our probiotics eat!

Many people in our industry have known that Dr. Ohhira's Probiotics® are the best products in the world in their class. Almost no one knew the full extent of this food. The people at **Essential Formulas®** have known this for many years now, but as science has caught up with the research of Dr. Ohhira and his team, the picture has become very clear. We now know how to explain the benefits. If Dr. Ohhira was twice as expensive as its current cost, it would still be the best investment you could make (along with a high fiber, organic meal replacement like JUVO®) Dr Ohhira's Probiotics® are the right food at a price lower than many of the outta-date probiotic products you stock now. Can you involve yourself in this advancement? (how much Dr. Ohhira's are you selling and how quickly can you gain the confidence to share the message?) Speak to your community with an Ohhira display and Wall of JUVO with the sign, ask me about the best food choices you can make! The BMC team will of course be with you every step of the way: we will all learn the messaging together. Essential Formulas® believes in the health food store. This family-owned company is ready to partner with you (not to play the discount game, but to loyally keep the best probiotic in the world a foundational part of every health protocol that you can provide). Supplement with a product providing a colony of fully-functioning postbiotic metabolites. Postbiotic Metabolites to the rescue: Perfect Food! 🍌



How to Reach Blue Moose Consulting

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

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

COMPANIES REPRESENTED:

Newton Homeopathics

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fax: 1-800-760-5550
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Santa Fe, NM 87507

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