



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: The Brain is an Ecosystem

The human brain may be the greatest puzzle in our cosmology, but it is not that hard to understand. Feed best nutrition. Wherever one stands on the spectrum of the State of the World, we can all agree that if our brains were healthier and happier, then we would have the best opportunities to handle our problems and heal our society. I truly have fear when I consider that most of the world's leaders banter back and forth between extreme caffeine and Ambien, with little time for rest, focus and reflection. While we worry about them, we have great power over our own brain, and how the fellow-brains in our local communities understand their opportunities to attain brain health.

The outside world is out there: the brain is inside: one of our most precious gifts. Maybe we just take the brain for granted (it will probably reply in a more clever way than Siri if you ask it!). The best way to gain an appreciation of the brain (our brain) is to observe its magnificence; to see and applaud its capabilities in action every day. I am constantly thanking my brain, "why did I put that there?," "I remember that sequence and this should be next!" Are you thanking your brain every day? (have you ever thanked your brain: ask it—it will answer you!) It is hard to build self-esteem if one never looks in the mirror; it is wonderful to be constantly noticing and marveling at the landscape and power of our own, personalized magnificent brain.

Good health is more than giving the brain a present every year on its anniversary. Good health actually means leading life with a fat, healthy, hydrated, well-fed brain. Think about your community: are you offering best choice options to your friends and neighbors- and are you guiding them to this question and its natural solutions? Where else are they going to turn? The commercial talks about a product in a bottle originally found in jellyfish. We need to be smarter! Brain health is an interesting and fruitful exploration. There is no one-pill solution. Rather, Brain Health is about purposeful multi-pronged nutrition, and other brain-supportive health protocols.

Feed the brain, and the brain can do a lot of the heavy lifting on its own: thank you brain!

The brain is a great mystery to most of us: like the most awesome science fiction book that we are too unconfident to explore. Those of us who are religious will understand the statement that our time here on this plane includes coming to terms with the quality of the gift of the brain that we have been given, and how we develop, nurture and love that gift! Where to start? Well let's identify the measure of the task that we are trying to achieve: I suggest that we start here: the brain is an ecosystem.

What do we do with the term Brain Ecosystem or Brain Ecology? My thought is that we can first investigate both of these words. Let's stretch the brain a little, like a neuron taking on additional data. Ecosystem: "a complex network or interconnected system; a biological community of interacting organisms and their physical environment." Mission accomplished. If you understand that the brain is part of the ecosystem of our body (wholism), and that the brain proper is the site of tremendous synchronized activity—constant construction, deconstruction, energy production and waste removal—then we can start to work on support and improvement. By establishing a mental picture of brain activity, we can better consider the vast potential prescriptions of natural brain aides.

The Brain should be understood more as an Ecosystem, than as an Organ or a Machine. This will be the future understanding of how to approach the brain for healing and for evolutionary advancements on getting the individual brain to work optimally for a lifetime. Brain imagery does not include flora and fauna, but rather trees and rivers and electricity. If we play with these building blocks of understanding, we can uncloud the topic and get closer to that brain gift of intuition that is the greatest attribute we have in unravelling the purpose and function of a healthy brain!

Let's apply the term ecology. Ecology: "the branch of biology that deals with the relations of organisms to one another and to their physical surroundings." A new book by Thomas Fuchs, *Ecology of the Brain*, posits the theory that the human body is a collective, a living being which uses the brain to mediate interactions. Sounds fascinating, huh! (Oxford University Press, February 2018). The brain obviously is part of the ecology of that which is you: and the more we think about it, we will probably realize that the brain has its own ecology. Obviously then, we should be willing to strengthen the ecology of the brain through best nutrition so that this body mediator can thrive and pulse smoothly—and self-correct—in developing to become the best that it can be at what it does.

Out here on the perimeter: did I lose you, or are you becoming more fascinated?

Of course, we all know that I do not have the answers, and you do not have the answers and the chief neurologists and neuro-researchers and theoretical systems thinkers do not have the answers. There are really only best options in the moment. And today, we should humbly be willing to take on the challenge to make our business the storehouse of best brain health tools. The hardware store for our brain hardware: the electrical retailer for our brain's electrical system; the plumbing supply store for

our brain and body's nervous system. Yes, the solutions available today are amazing!

First things first: doing nothing will leave things as they are. (no judgements here). Second, I predict that pharmaceutically-directed brain drugs will prove to do more long-term harm than good. Of course, for some situations, the patient has to consider that risk assessment. My belief is that you can achieve great heights of brain health through natural nutrition, wholistic lifestyle and dietary choices; choosing to live in as clean an environment as possible; and regular health brain exercises.

The natural health food retail store has already taken the first steps, as most of us have benefitted healthfully from the research on the benefits of the Good Fats, the Omega-3s, and EPA/DHA nutrition. The crazy story is that many stores have forgotten the business success and health benefits of promoting Omega-3 Nutrition bounteously; too many store decision-makers have been taking for granted the amazing scientific promise of Omega-3 supplementation. While the research implores—higher dosages are safe and effective—the retailer is saying, no need to grow that section or shout that health message, as a mild to moderate fat-health complacency has set in. Ah, the patterning of following the most recent shiny objects: the brain knows better!

How stridently have we been proclaiming this foundational brain health truth: "your brain is mostly fat, and it needs fat from food to survive."

Get Fat: Brain Fat. For your Brain. A brain without fat is sickly. If this is not clear to you, then ask your BMC Rep for a copy of the September 2018 BMC monthly newsletter article called, "Brain Beauty." So, first things first: the human brain needs good fats. Everyone who comes into your store should hear this message, loudly. How well are you getting that message across to your local community right now? The math is simple: "I have 250/500 customers shop at my store every week/month, and therefore I should be selling more than 500 bottles of high quality, natural triglyceride form Omega-3s every month!!" If you want to increase customer count and be the font of good fat, lead with Nordic Naturals®

Let's imagine that the brain is a friend. And of course, we want to help that friend, encourage the friend to develop healthy habits, get proper rest and do the best things like exercise to be healthy, and always be improving. To that friend, we should say, "Feed your brain." And so, the brain is not only fat—therefore as we inch towards 2019, we should begin to grow our Health Brain section, to express the current

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understandings that the brain is an ecosystem that requires a varied, healthy diet.

Let's talk totality and consider the large umbrella of nutrients that can all be considered as potentially beneficial for a beautiful brain ecosystem: because that is how the imagination comes up with great things.

Imagine there is a brain walking down the street that is being fed Lion's Mane and natural triglyceride Ultimate 2X—bigger/stronger/better Omega-3 nutrition. Or, a brain being refueled with subtle effects of Sage essential oil; or by Longvida® Optimized Curcumin and herring roe phospholipids. Keeping the inflammatory response in allostasis while improving basic cellular function. Now that is one hip brain, wearing some cerebral fancy threads! Do you know anyone, or can you entice anyone to consider that cosmic neuronically healthy outfit? What are you doing yourself to express your brain beauty?

In the 1980s, I had a lot of people shopping for the most intense neuro-stimulants, but that market never developed in the retail market and we should give thanks. The more that we look at it, we do not want the brain shocked and on-edge, we want the brain rolling along humming quietly. Best brain health is a moderate (and phat) allostasis. A brain on fire in any manner is not healthy. A brain should be a cool room in a large, capable data storage center with the predictable buzz of clicking activity, all seamless. How do we make that happen? Think about how much we have to learn, and how much we have learned about good nutrition: did you know that the photosynthetic plant pigment chlorophyll is a natural stimulant that helps to bring mental clarity? So, more greens, more **JUVO!**

What we should be reading to children in Natural Children's Books

"What does the brain eat?," the child asks of the teacher. "The brain is mainly water, then fat. It lives off these foods, as well as sugar, and amino acids from proteins, and micronutrients, especially minerals. Base your future health on quality of water, quality of fats; and quality of sugars and quality protein. In this manner, foundational brain health is very simple!" Thank you, teacher. I will improve.

Omega-3s certainly changed everything. We have all followed the leadership of good science that **Nordic Naturals®** has continuously presented. The research continues. Make sure that you have bookmarked www.omega-research.com, and have it available. Foundational is absolutely set: Good fats.

So first, we gotta get this accomplished. As I tried to inspire in the September 2018 BMC newsletter article, "Brain Beauty," getting fully focused on this mission is critical. Now, let's expand the view of the best brain garden possible.

Where would I start if I was educating? Well, we cannot get more elemental than water; but I would not make the mistake to understate this important fact. The brain needs to be hydrated like the body has to be hydrated. Since your brain is mostly water, drinking more of it certainly helps keep the brain optimally healthy. "Our brains depend on proper hydration

LOVE + THE EXTENDED FAMILY

The Blue Moose Consulting Family has been recently affected by the loss of two family members this September; and, for both Families and their close friends and neighbors, a loved and familiar Spirit has moved on. We share our consolations and wishes that the pain of loss is tempered by the love of friends!



Buddy



Lola

BMC western PA Sales & Education Rep Lori McElroy

and her family lost their cherished friend, Buddy, after 11.5 years of family togetherness (from when the kids were little). Jim & Lori have taken in another waggley young pup already. My dear friend, confidante and occasional legal counsel, Dan Conti and his wonderful Family lost their 12.5 year old American bulldog, Lola a week later. Empty spaces in the favorite sitting places in the room.

Doggie Heaven welcomed a new loyal and wonderful male and female dog last month, and we survivors are grateful for their radiant presence!

Pet Health is a major part of many Families today. Pet Stores have popped up faster than radio shacks, but most are not working on the philosophy of 'Natural.' It is your opportunity to let your community know that your store is the local community health resource center for the entire family (well, maybe not at this point for birds, and snakes and hamsters). Offer Natural Health Support tools loudly and year round: so people know.

See box on page 5 for products for your pet brought to you from Blue Moose Consulting

to function optimally...Dehydration can impair short-term memory function and the recall of long-term memory". (Joshua Gowin, Ph.D., www.psychologytoday.com/us/blog/you-illuminated/201010/why-your-brain-needs-water). Sell good clean water like Mt. Valley Water in glass bottles: people care!

Hydration: what other word beside water should be synonymous with hydration to you and your business expertise? Yes, **Oxylent®**: **DRINKOXYLENTBREATHELIFE™** This is wholism: if the whole body is appropriately hydrated, then the noggin will be smiling! Simply natural: drink your Oxylent® with superior, vibrant, clean/pure water (not in plastic bottles). Where can the people in your community get water in glass bottles: hmmm...

Pure oils. Let's realize that there are many good oils that will help keep the brain well-oiled. What matters is the purity of the oils that you ingest, so look at Organic Olive oil, possibly Coconut oil, many more. Want to run an experiment? Check out the **Essential Formulas® Essential Living Oils**, a properly-proportioned seed oil blend offering Rice Bran, Sunflower Seed, Borage Seed, Avocado Seed, Perilla Seed, Flax Seed, Olive Seed, and Tea Seed oils. Vegans will certainly love this product, and again—it brings all the nutrients that benefit the brain (including a nice blend of plant-based essential Fatty Acid Omega-3s and Omega-6s).

After Omega-3s and water, the next most important nutrient for Brain Health is Endocannabinoids, or CBD. Since the 1980s, there has been abundant research mapping that the brain is awash in endocannabinoid receptors. Undeniable. Nothing will resonate with what natural nutrition can promise more than the effect that most people will feel when they experience an appropriate level of CBD. Simply, CBD will create a natural (non-high) experience, especially if the person is supplementing with a non-THC product like the new leader in the category, **Essence of Well Being®**. No possibility of confusion that the feeling is possibly psychotropic: just the obvious feeling of a neuro-soothing effect that a properly-extracted

hemp oil extract can provide. As the market changes and the rift becomes clear between mass-oriented marketers, and health channel agricultural-hemp products, stores that invest in **Aromaland Wellness®** newly-labeled Essence of Well Being® products will be happy

Ask your brain: "would you like to feel happy" By providing the body (and brain) with endocannabinoid support, you will probably be giving your brain a wonderful present. And it is beyond just feeling good (and we all want to feel good)—CBD supplementation is truly an ecosystem-balancing basic nutrient. One day soon, CBD will sit in the same best nutritional supplements panel as C, B and D!!

Take a look at this BMC-supported line: Essence of Well Being® wants to show great appreciation for those stores riding this new better wave—offering shelf space to these well-made THC-free, American Grown, American Made, USDA Certified-Organically Farmed Agricultural Hemp products. Essence of Well Being® has their roots in an essential oil company that has been handling plants since 1986. And Essence of Well Being® is a product brand happy to service the natural health food retail store channel, long-term! Brain essentials, Omega-3s, CBD and water!

The distance between a well-made hemp extract CBD product and an essential oil is very short: terpenes are a next new dimension of wholistic health care. That nose is nearly a direct portal to the brain, and the effect of essential oils on brain health is undeniable. We all need to recommend essential oils for brain health. We should be recommending some of the known essential oils for calming an overactive brain—lavender, chamomile, frankincense, vetiver—as a way to get the brain realigned, which is something we should consider doing several times a week, like a good soothing bath (with these oil-rich herbals in them).

If the brain needs a pick-me-up, we can always depend upon the olfactory response of a "safe and mild bit of energy": and, while that may not please the 5-hour-energy, jolt/Monster/Full-throttle/Red Bull crowd, it is the proper health that we should be promoting. What they

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NEWTON homeopathics

Nurturing Naturally Since 1987

NEWTON HOMEOPATHICS IS HERE FOR YOU

with Homeopathic-loving BMC support! Time to GO NEWTON!

October 2018 Promos: 20% OFF select OTC formulas

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

- **Cough-Airway**
- **Dust-Mold-Dander**
- **Sick Stopper**
- **Kids Tummy Upset**

~ shelf tags announcing the sale included with your order

October Promo Items: What are you selling for the recent Lung assaults?

The entire East Coast is dealing with: the air quality effects of a continent on fire; the burgeoning effects of fungus/mold aftermaths of Hurricane Florence, and the natural challenges of Fall Hayfever season!
WOW.. educate on healthy options

Cough-Airways for symptoms such as wheezing, shortness of breath, congestion, coughing, dryness and painful breathing. (N002) Active Ingredients: Equal parts of Echinacea 6x, Lappa major 6x, Antimonium tartaricum 15x, Arsenicum album 15x, Bryonia 15x, Chelidonium majus 15x, Cinchona officinalis 15x, Drosera 15x, Eucalyptus globulus 15x, Histaminum hydrochloricum 15x, Hydrastis canadensis 15x, Kali bichromicum 15x, Kali carbonicum 15x, Kali iodatum 15x, Myrrha 15x, Natrium sulphuricum 15x, Nux vomica 15x, Phosphorus 15x, Pulsatilla 15x, Rumex crispus 15x, Sambucus nigra 15x, Spongia tosta 15x, Tussilago farfara 15x, Verbasicum thapsus 15x, Influenzinum 30x.

Dust-Mold-Dander for associated symptoms such as labored breathing, congestion, sneezing, runny nose, watery eyes and skin irritation (N056)

Sick Stopper for symptoms associated with colds and infections. Begin at the onset of symptoms. (N216)
KIDS Tummy Upset formulated for associated symptoms such as nausea, "spitting up," vomiting, cramping, pain and gas. (F020) How many times will neighborhood kids need a product like this before New Years?

^ cannot be combined with other discounts

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

Why Homeopathy?: BECAUSE IT WORKS!

Breathing issues, Digestive Upset,, the issues of Dust & Mold & Animal Dander allergies? Or, at the first sign of any illness? Homeopathy brings a unique, quick wholistic approach

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

Newton Homeopathics™ the champion of the natural products store!
Support Newton!

Disclaimer: NEWTON product claims are based on traditional homeopathic practice.

The products have not been evaluated by FDA and have not been evaluated for medical evidence. Information, statements and reviews regarding products have not been reviewed or evaluated by FDA. These products are not intended to diagnose, treat, cure, or prevent any disease

HERB PHARM®

**October, November, December
SUPPORTING YOUR IMMUNE SEASON
3+ 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. + 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™ • 1 oz.: Kids Fast Asleep™

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

Easily-absorbed liquid extract blends: CONSIDER THE LARGER SIZES too!

NEW PRODUCT BUY-IN ALERT NEW alcohol-free version of Herb Pharm's #2 best-selling product

Ashwagandha Glycerite One-time Purchase: promo buy-in available through DEC 31st

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

liquid extract Ashwagandha Glycerite 1 oz. + 2 oz. + 4 oz

Ashwagandha root extract (Withania somnifera) ^ Certified Organic root

dry herb/menstruum ratio: 1:4. ^ Certified organic vegetable glycerin + distilled water

0.7 ml = 175 mg herb (extraction rate). servings: about 42 per 1 oz. glass bottle.

^ Non-GMO & Gluten-free ~ differentiating point. All of this new crop of Ashwagandha Glycerite is from root being sourced from southern Oregon, USA

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

All Herb Pharm® retailer wholesale orders now ship 3-Day Air!!!

BUY Direct: you cannot afford to pass up all these amazing deals

MARK Your Calendar Webinar on "Herbs for the Immune System" November 1 • 2 + 7 PM

Not represented by BMC in NJ

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

October Promotional Specials (mix & match^)

THE BIG PROMOTION

The stack-up sale on Aloe Gold before the Holiday Food Season

ALOE GOLD Whole Leaf Aloe Concentrate 16 oz. + 32 oz.

ALOE GOLD Whole Leaf Aloe Tablets 30s + 90s

FIBER MATE 160 Tablets.

All the aloe is certified organic + Activ Aloe Certified

15% OFF for 12 items 20% OFF for 12-24 items

From Certified Organic Aloe vera leaves to Superior products worldwide

Supports occasional indigestion, bloating, regularity, energy and optimum health*.

~ 1 oz. daily provides so much from this concentrate

~ safe for children, adults, seniors, athletes, and even pets!

No matter which other aloe-based products you carry, there is no other product like

Aloe Life® - Therapeutic Aloe Concentrate at a great value!

Support Health; Educate on best choices; promote optimal health!

^ you should know: not all aloe vera is alike **Therapeutic Aloe is Foundational to Health**

DID YOU KNOW? 25 lbs. of aloe vera leaves are used to make up one quart of Aloe Life® Juice

Concentrate: whole leaf - no water added Aloe Life® the big differences are taste and results

Expand your Aloe Life® set and find ways to drive extra business to earn that extra margin:

ask your BMC Rep how!

The highest polysaccharide count from aloe vera? Aloe Gold Tablets are dried differently, and are the ideal choice for Immune Support during this Immune Season. The research is there: whole leaf aloe is an immune superfood. Aloe Gold Tablets are unmatched, Preservative-free true!!

Fiber Mate Tablets - the best Natural Stool Softener in the natural channel. Fiber Mate tablets are a wholistic blend of vegetables and herbs, friendly intestinal probiotics (DDS-1 strain) providing whole food chlorophyll and healthy food fiber for healthy intestinal tract regularity. Fiber Mate includes: Beets, Apple Pectin, Carrot Fiber, Whole Leaf Aloe Vera, Sprouted Wheat Grass, Alfalfa Powder, Black Walnut Husk, Kelp, Jerusalem Artichoke. Gluten Free & Dairy Free.

The formula is free of psyllium, cascara, senna, oat, wheat bran or ground flax seeds: shoppers will gravitate to this non-irritating formula. When taken with Aloe Life juices, Fiber Mate supports detoxification and tissue cleansing that may lend support for a healthy liver and optimum health. 3 tablets of Fiber Mate are approximately 1/4 cup of green vegetables: so this perfect companion to the Aloe Life® Organic Whole Leaf Concentrates

PRODUCT NOTES:

~ wanna save everyday? \$\$\$ buy smart. 72-piece orders always 15%-OFF

~ creating a Collagen-support sections? Always stock vitamin C and Aloe Vera with your collagen products. Studies show that aloe vera alone can increase Type-1 Collagen in 30-90 days!

~ place orders via: email: orders@aloeLife.com • fax: 619-258-1373 • contact your BMC Rep

^ discounts cannot be combined ^ discount good 10/01 through 10/31/2018

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

NORDIC NATURALS®

NORDIC NATURALS® EXPANDS

Nordic Naturals® began with a single goal: to deliver the highest quality, freshest fish oil on the planet, and it soon grew into the bold idea to eliminate the global omega-3 deficiency. Now, as we branch into more essential nutrients for optimal health, such as vitamin D3, probiotics, curcumin formulas and more, we are answering the call from our customers who want to see more from us. Nordic Naturals® was born out of a pursuit of health by what science makes possible, and science will always inspire our newest products! With each new product, we offer our customers a more complete and customized approach to health.

NEW FOR YOU!

This vegetarian enzyme formula is designed to work across a broad pH range to support digestion in both the acidic stomach and the more pH neutral environment of the upper intestinal tract, so it is going to be a hit with a large range of consumers.

NORDIC FLORA Digestive Enzymes

Supports digestive system function and optimizes nutrient availability*

Features: • works across a broad pH range*

• formulated by unites of activity, not weight • non-GMO and certified Vegetarian

~ providing: Pancreatin, Amylase, Protease, Lipase, Papain, Amylase, Glucoamylase,

Peptidase, Lactase, Acid Protease, Invertase, Diastase

~ targets: Carbohydrates: Amylase, Glucoamylase, Invertase, Diastase;

Protein: Protease, Papain, Peptidase; Dairy: Lactase; Fats: Lipase

~ one capsule during each meal (1-3x daily)

~ 45 count capsule item # 01678 UPC code: 7-68990-01679-0

15-45 day supply as directed wholesale: \$17.97; MSRP: \$29.95

• Supports digestive system function* • Optimizes nutrient bioavailability

• Works across a broad pH range • 3rd-Party Tested Purity

• Includes papaya enzyme (papain), vegetarian pancreatin analog and lactase

ON THE HORIZON: Nordic Naturals® Omega Focus Junior

Omega Focus Junior is a unique blend of nutrients that benefits attention and learning by supporting overall brain health.* This powerful formula combines the

Omega-3s^ EPA and DHA from fish oil, Phosphatidylcholine, Magnesium glycinate, L-Carnosine, and Zinc glycinate, each in a form the body can easily recognize and use. These nutrients work synergistically throughout the brain to help support the optimal structure and function of brain cells, and promote effective communication between neurons.*

For children and teens ages 6-18 years. Unflavored. 120 small, easy to swallow softgels

4 caps contains: 100 mg phosphatidylcholine; 240 EPA + 520 DHA. ^ natural triglyceride form

*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



JUVO™

AMAZING 1 + 2 = Health FEEDING YOUR PROBIOTICS

What is MOST IMPORTANT for the success of the Probiotics that you recommend is THE FOOD THAT THEY EAT!! Probiotics work best when they can create POST-BIOTIC METABOLITES that are lively and beneficial from nutrient-dense, fiber-rich foods. And the Probiotics make better beneficial Postbiotic Metabolites from colorful, varied Organic Foods

THE PARADIGM HAS CHANGED
Foundational Health is food + fermented whole foods + lactic acid bacterias

RECOMMEND

**JUVO® + Dr Ohhira's Probiotics®
CHANGE YOUR DIET, CHANGE THE
WORLD**

JUVO® Raw, Freeze-dried, USDA-Organic whole food meal replacements + Raw Superfoods have chosen to support the health food stores!!

Your BEST Choice
ReJUVOdate Yourself!

oxylent®

DRINK OXYLENT BREATHE LIFE™

**OXYLENT® Introductions
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 October: Immune Oxylent®
ways to save up to 25% OFF**
free shipping @ \$200

Allergy Season/Winter Essentials
turn to Immune Oxylent® because fast nutrition is always an asset

THREE delicious Immune Oxylent® formulas:
~ Blackberry-Lemon BOOST ~ Raspberry-Lemon BOOST
~ Tangerine Lemon BOOST
~ Immune Oxylent® BOOST Variety Pak
SRP for packet 99¢; box SRP = \$25.95
(UPC on box + on packet)

- Why Immune Oxylent®?** Immediate effectiveness when you need it with a superior, high-quality Vitamin C Formula- [without sugar]- 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
We've moved, please note new address:
111 Jennings Drive | Watsonville, CA 95076
Phone: (831) 724.6300 ext. 502
Tollfree: 877.OXYLENT (699.5368)

Dr. Ohhira's Probiotics

Protect your immune system with Dr Ohhira's Propolis PLUS® and Dr Ohhira's Probiotics®
Get your gut back in check with Dr Ohhira's Probiotics® and bring luster to the skin with Dr Ohhira's award-winning Kampuku Beauty Bar and Skin Lotions

'Tis the Season

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

"There is simply no other single-product combination like this on the market today." AVA Vegetarian-certified
30 caps, 60 caps, 120 caps

**October Dr Ohhira Probiotics®
LINE DRIVE SALE^**
**5% \$275-\$449 10% \$450-\$749
15% \$750**

- \$250 shipping minimum required
- Use the code - "OhhirasOCTPromo"
- All Essential Formulas® Products

**Discover the Dr. Ohhira Difference™
complete your Probiotic section**

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® (30 capsules) Professional Formula offering an additional 2 years of anaerobic fermentation. 30 caps, 60 caps, 100 caps

- ^ not valid with any other discounts/promotions
- ^ does not include sample size packet boxes
- ^ buy-in dates September 30-October 31st

Wellinhand

**October 2018 Promotions
10% OFF**

Must mention BMC Promotional Deal to get discount
direct orders: independent stores only
Buy dates: 09/26 to 10/25

ALL FungiFree™ Nail Rescue Products

FUNGI FREE™ Kit

- **FUNGI FREE™ Program 4 Step Kit**
Step 1 Prepare - Soap
Step 2 Penetrate - Spray
Step 3 Protect - Oil
Step 4 Prevent - Powder

Sold individually as well!

- **FUNGI FREE™ Prepare:** Soap 6 fl. oz.
- **FUNGI FREE™ Penetrate:** Spray 2 fl. oz.
- **FUNGI FREE™ Protect:** Oil 2 fl. oz.
- **FUNGI FREE™ Prevent:** Powder net wt. 4.5 oz.

FungiFree™ is designed to address fungal finger and toe nail beds, without using any nasty drugs that require liver toxicity testing - just pure, natural ingredients applied topically. You'll want to celebrate with rings on your fingers & bells on your toes!

* Ask your BMC Rep for turnover discounts for orders w/ Threshold or Select

Disclaimer: Have your situation diagnosed by your qualified health care professional. The information herein is not meant to substitute for the advice of your physician and has not been evaluated by the F D A. These products are not intended to diagnose, treat, cure, or prevent any disease.

trilogy®

NEW PRODUCTS Age Proof CoQ10 Eye Recovery Concentrate

Newly USDA-certified organic blend of pure plant oils formulated with our latest innovation Glycablend™ for supple, healthy, radiant skin at any age. Intensively nourishing, CoQ10 Booster Oil helps recharges and revitalize the appearance of skin by reducing the aging effects of glycation (OR... by protecting the skin from collagen breakdown)* Reformulation includes: advanced L22 ingredient. <http://www.lipids22.com/>; hyaluronic acid & caffeine; tamanu, macadamia + black caraway seed oils; plus CoQ10 and Glycablend™, a potent blend of chia, blueberry, strawberry and pomegranate oils, keeps skin supple and youthful.

**Glycablend™ - scientifically shown to reduce the
breakdown of collagen by up to 88.9%**

Rosehip Transformation Cleansing Oil
^ frosted plastic amber bottle with pump 3.72 fl. Oz.
^ for all skin types. Melts away make-up, leaving skin soft + perfectly clean.

**Bring a "Welcome to Trilogy®" to your
community * LIMITED TIME OFFER**

Trilogy® offers an enticing Try-me-size of the Rosehip Oil Antioxidant+ in a 15 ml. glass bottle start your local & loyal Trilogy® community with this "Little Beauty," * Half-Price ~ Full Power Perfect for travelling + a great way to attract new customers

**Rosehip Oil Antioxidant+ "improves brightening & skin
tone by up to 75%"**

MADE IN NEW ZEALAND & loved everywhere
All Trilogy rose hip products are 80% minimum fatty acids
The world's most-awarded beauty oils: 182 awards
One bottle of Trilogy is sold every 22 seconds somewhere around the world. Trilogy: High-performance, certified natural skincare products www.trilogyproducts.com/us/category/how-tos.html/

ECO LIPS®

The best lip balm for the world

October Promotions
(Independent retailers only)
15% OFF invoice

- **Mongo Kiss™ • One World™**
• **Pure & Simple**

• MONGO KISS™ Lip Balms

Lip Balm with a Kiss of Bliss

large .25 oz. tubes available in

^ 15-pc. Convertible Display

+ 12-pc. Hanging cartons*

Acai Berry* Banana Blood Orange

Peppermint* Pomegranate* Unflavored*

Vanilla Honey* Yumberry

(*also available in 12-pc. Hanging cartons)

Mongo Kiss™ lip balms feature certified organic ingredients and Fair Trade Certified™ Cocoa Butter infused with Mongongo Oil, a nutrient rich oil from Zambia. A natural humectant (attracts and retains moisture), Mongo Kiss™ contains essential fatty acids necessary for your skin to create a flexible barrier that can prevent and repair skin damage.

• ONE WORLD™ Lip Balms

15 pc. Convertible Display large .25 oz. tube

Organic Fair Trade-certified, Non-GMO

~ **Renew** Orange Spice/Morocco

~ **Relax** Lavender/Lemon/Mediterranean

~ **Restore** Coconut Ginger/South Pacific

- **PURE & SIMPLE** 24 ct. convertible display
Coconut Raspberry Vanilla

USDA Certified-Organic and 100% edible formula made from food grade ingredients
Yes, edible! Great for kids too. Packaged in tubes that contain 30% less plastic than a regular lip balm tube.

ECO LIPS® HAS MOVED:

1199 44th St., Marion, Iowa 52302.

Contact information still: orders@ecolips.com.



bodyceuticals

Offer the Most Perfect
Holiday Gift Season Possible in 2018!

VANILLA + BERRIES

Bodyceuticals Celebrates
Calendula for the fall season

October 2018 Deals

15% OFF NEW FACE CARE

- Charcoal + Bamboo Facial Cleanser
- Calming Herbal Facial Steam
 - PNW Raspberry Seed Illuminating Beauty Drops
 - PNW Blackberry Seed Restorative Beauty Drops
- * Free testers for new SKUs

25% OFF Vanilla Set

25% off when you buy the set:

4 ea. **Vanilla + Avocado Body & Hair oil**
2 oz + 4 ea.

Vanilla + Calendula Lip Balm 12-count display

* MUST use CODE: OCTOBER2018 to receive discount pricing

- **Berry Beauty Drops** 1 fl. oz.
- ~ **Berry Beauty Drops - DAY**

Pacific NW Raspberry Seed Illuminating Beauty Drops
Lightweight, absorbs quickly, for daytime use

~ **Berry Beauty Drops - NIGHT**

Pacific NW Blackberry Seed Restorative Beauty Drops
Ideal for areas that need extra moisture & plumping
Berry Beauty Drops made with local Washington State, fresh pressed berries: this Bodyceuticals's style is so unique: Share the stories and make new friends!

Vegan. Non-GMO. Small batch blended. Wheat-free, Gluten-free. Soy-free

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

FEEL BETTER

Premium CBD Extracts

It begins on the farm, in Colorado with
USDA-certified hemp.

Made for the demands of the health food store, these products are extracted vi advanced ethanol processes which guarantee native terpenes (like CBG) remain intact, naturally. Tested THC-free

- American Grown. American Made.
- Organic Farming. Agricultural Hemp

~ Premium liquid Extracts

- ~ **Affordable caps** – 10 mg (25 mg soon)
- ~ **CBD Cream**, naturally-crafted in Santa Fe
- ~ Long-lasting CBD balms

October "Essence" Sales

Full Spectrum CBD Hemp Oil

- **1600 liquid extract Unflavored**
(53 mg/serving) 1 oz.
 - **1600 liquid extract Peppermint**
(53 mg/serving) 1 oz.
 - **Full Spectrum CBD Hemp Oil in a cream**
50 mg/ounce
 - **Full Spectrum Cooling topical creme** 2 oz
- 4 ea. = 10% 8 ea. = 15%
12 ea. = 20%**

Essence of Well Being®:

full spectrum, organic CBD from hemp
<http://www.ewbhemp.com/>

AROMA LAND

October Bodycare Promo*
2 months to promote & save: 50%-margin bodycare line!

The Bodycare Collection: ROSEMARY & MINT

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

100% Pure Plant-Based Ingredients,

• 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

CANDLE* SALE: Terracotta Rosemary & Mint Soy candles

10% OFF in units of 4 ea. per style

~ **Cup Terracotta** ~ **Amphora Terracotta**

~ **Classic Terracotta** ~ **Elegance Terracotta (2 wicks)**
Hand-crafted, hand-poured in our workshop in Santa Fe, NM, Burns for approximately 50 hours

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

Immune HEALTH BASICS®

TIME TO ANNOUNCE
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. The Silver Fir Bark tree extract is the perfect nutrient to highlight in your Christmas marketing: new packaging and marketing materials for this end-of-year initiative soon!!

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 Basic® SPECIAL pre-Season Sale: "IF/Then Sale"

IF you want to keep strong against any dangerous intruders + protect your community, and family and friends; **THEN**, maintain a strong inventory of preventative healthcare tools!

IF the retailer continues to stock all five (5) Skus of Immune Health Basics® Wellmune WGP® **THEN**, the store shall receive the **Wellmune WGP® 250 mg., 30 cap size on reorders** through October 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

MushroomScience®

October PROMOTION*

Lion's Mane

IMMUNE SUPPORT* MEMORY +
CONCENTRATION*

90 vegetarian capsules 300 mg each

1 capsule Organic Lion's Mane mushroom
[Hericium erinaceus] hot water/alcohol extract
20% polysaccharides

**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**

proper extraction is everything

<https://mushroomscience.com/lions-mane/>

Recent studies also show that hot water/alcohol extracts of Lion's Mane mushroom may strengthen memory and concentration and enhance cognitive abilities.* Research indicates that the hot water/alcohol extract of Lion's Mane may stimulate the synthesis of Nerve Growth Factor (NGF) + may promote & accelerate the process of myelination.* In traditional Asian herbalism, Lion's Mane was always prepared as a tea or decoction, a hot water extract. The modern scientific research now tells us it was the beta glucans in the mushroom tea that were offering immune support and other health benefits.* It is thought that the fatty acids in Lion's Mane are responsible for the enhancement of cognitive function and the other neural health benefits.* These fatty acids can be concentrated through hot water extraction, and then further concentrated using alcohol as a solvent. This second step, using precipitation with alcohol, also allows a harvest and concentration of the fatty acids from the mushroom fruit body. The Mushroom Science® Lion's Mane mushroom supplement is the only guaranteed potency hot water extract on the market and the only Lion's Mane supplement that lists guaranteed levels of active compounds on the label.

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

Mushroom Science manufactures and distributes the only complete line of guaranteed potency mushroom supplements in North America.

Consider offering a full & complete line of Pet Care!

NEWTON Homeopathic OTC FOR PETS

- Skin Care
- Cough ~ Airway
- Detoxifier
- Nervousness ~ Fever
- Rheumatic ~ Joint Care
- Injury ~ Rescue
- Eye Care
- Ear Care
- Bladder ~ Kidney
- Bowel ~ Digestive Care
- Diarrhea ~ Gas
- Flea ~ Bug Bite
- Parasites
- Scoot Stopper
- Doggy Breath
- Pets Energy ~ Vitality
- Fever ~ Infection
- Inflammation

Newton Complexes for Pets: specially-formulated combination homeopathic remedies for a wide variety of self-limiting conditions for pets of all ages. Because our liquids are preserved with alcohol, some animals, such as rabbits and some bird species, may be sensitive to alcohol. Check with your vet regarding any question on whether the tiny amount of alcohol will be harmful to your pet. Consider dissolving the "human" version pellets, which are alcohol-free, in some water. Liquid homeopathics may be put in some warm water to allow the alcohol to evaporate and then added to the pet's water bowl or administer with a dropper. Sprayers or plastic droppers are available to replace glass droppers on any liquid homeopathic in the Newton line.

Nordic Naturals® Pet Products for Dogs and Cats: essential Fatty Acid Supplements

Omega-3 Pet – unflavored 90 ct. + 180 ct.

Omega-3 Pet – unflavored 2 oz. , 8 oz. + 16 oz.

Pet Cod Liver Oil – unflavored 8 oz. + 16 oz.

Aloe Life Animal Aloe should be in every pet household. The most versatile Skin Care topical, with Organic Whole Leaf

Animal Aloe 4 oz: 100% safe – edible, multi-purpose product. Soothing to minor skin eruptions and irritations, hotspots, hair loss, skin abrasions, scarring. Brush on gums for tooth and gum treatment. Squeeze on food to support: pet's digestion, gas, constipation, allergy symptoms, colds, and overall wellness.



are doing to their brain is sin-full, and you will be helping them pick up the pieces later, with calming and balancing essential oils, CBD and other healing tools after those foolish speed freaks crash. Be confident in the benefits of mint and rosemary and sage essential oils: as these will keep the brain natural enlivened. Note as well that Green Tea Leaf provides more natural caffeine to support energy and alertness, and **Herb Pharm's Green Tea liquid extracts** (alcohol and glycerite options) are one of our industry's best unearthed secrets. Try them on your brain and see how they look for some natural antioxidant-rich jump.

Consider the quality of therapeutic-quality oils that you offer in your store(s); realize that there are many ways to get the benefits of essential oils, including by recommending clean bodycare products. Know that if you ever try the **Aroma Land®** Bodycare Collection of products, they smell delicious. The last two months were a way to introduce their full line of Lemongrass & Sage products. Sage is a #1 choice for brain health. Sage bodycare products are soulfood for the brain. Looking for products to add to morning energy, so you can cut that coffee consumption from 12 oz. in the morning to 4-6 oz. a day? Simple solution? Aroma Land® Rosemary & Mint everywhere: listen to your brain saying, "Thank you so much".

Want to get daily pick-me-ups for the brain, explore the Aroma Land® Collection: Shampoo, Conditioner, Hand & Body Lotion, Shower Gel, Massage & Body (super wondrous), and Bath Salts. Business-wise, this is a 50%-margin bodycare line not sold in the mass channel or through distribution. ("that makes them your friends", your brain says). Look for the attractive new labels for this complete EU-Cosmetic Directive Guideline product line, and when they re-launch this month, they will have new Lemongrass & Sage and Rosemary & Mint Hand Washes (your brain giggles with anticipation). Brain food in bodycare: ah, the beauty of the amazing Brain Ecosystem!

Note how high up aromatherapy ranks in this equation. Do you know who you have available to you as a source with the world's largest selection of aromatherapy products; and who is one of the two oldest aromatherapy companies in America? Yes, Aroma Land®.

After these brain essentials—and remember all the products that were mentioned in the first Brain Beauty article last month in the BMC monthly newsletter. Cognizin® Citicoline is the big new player that we all need to understand, study and stock in our Healthy Brain section. A smart way to champion this product is with the new, mag-stearate free, veggie cap Oxylent® **Memory Formula**. Be proud to offer a product with Cognizin® Citicoline, Phosphatidyl Choline, L-Theanine, Huperzine A, with Extracts of Yerba Maté, Asian Ginseng Root, Gingko Biloba + Green Tea Leaf. Brain food buffet, would you not say?

There are 1000 reasons people should add CBD to their individualized nutritional prescription: so—ADD. If you were looking for a way to get the Brain upgraded and happy, then we should start with two nutrients, and the easy choice (a best choice) is to get some Omega-3 product partnered with Oxylent® **Memory Formula**. The more EPA/DHA daily for the brain, the better. If we want to find the best value for the investment, the best-choice Oxylent® partner is the Nordic Naturals® Omega-3 structure-function products with the

Longvida® Optimized Curcumin product. Longvida® is not turmeric, it is a pure, isolated Curcumin, extracted sustainably from turmeric—and its absorption levels trump all the nonsense we have been presented in the last 5-6 years. The beauty of Longvida® is that it was created to get the beneficial curcuminoids across the blood brain barrier—and that is a significant game-changer.

Nordic Naturals® **Omega Curcumin** offers quality, natural-triglyceride, concentrated Omega-3s with Optimized Curcumin, l-Glutathione + NAC (n-Acetyl Cysteine). Nordic Naturals® **Omega Memory** offers science-substantiated concentrated Omega-3s, Phosphatidyl Choline, Optimized Curcumin and Huperzine A (from Club Moss Extract). If you are working to guide clients to Brain Health essentials, these products will ensure that the healthseeker gets the Omega-3s into their diet; as this is probably the most essential brain supplement.

Which brings us to natural health wholism. Every nutrient that we value and promote is going to help the body, which helps the brain. We should never forget the essentials. Look at facts about Vitamin B deficiencies and diseases of the brain. B1, B12, Folic acid all need to be available all day long for the brain be properly catalyzed. Vitamin C is essential. Low Vitamin D levels are linked to a faster descent into memory loss in people as they age. Research shows that L-Acetyl Carnitine and Resveratrol

absolutely have to be added to the mix. We need to know the gamut of potential brain health tools, and find ways to work them into the protocol as much as possible.

High on this list is Glutathione. Again, if we can elevate glutathione levels in the body then we have the greatest opportunity possible for optimal brain health. Glutathione is present in every cell of the body, and its highest concentration is in the organs (like the brain). This endogenous master antioxidant is critical for detoxification, and consider that the brain is combusting tremendous amounts of energy every minute of every day. Massive oxidative stress. Glutathione is the superstar of body system detoxification "The cells of the human brain consume about 20% of the oxygen utilized by the body but constitute only 2% of the body weight. Consequently, reactive oxygen species which are continuously generated during oxidative metabolism will be generated in high rates within the brain." Keep glutathione levels high in the body, and the brain benefits. As I have alerted over and again, the amazing **Reg'Active™** products by **Essential Formulas®** provide a natural probiotic that generates fountains of glutathione: this is an essential to future health, and there is no product like the the Reg'Active™ line—anchored by 20 years of research on the efficacy of Lactobacillus fermentum ME. My choice would be the **Reg'Active™ Detox and Liver**

continued on page 7

SUPPORT THE ESSENCE OF WELL BEING®

Good things are worth extending



Talk about stores responding to a new message!!!

The key stores at NPA Expo East® heard the full message on the developing CBD-hemp extract oil marketplace, and they readily signed up to become an **Essence of Well Being® Premium Partner through the 2018 trade show intro deal.**

Essence of Well Being® wants to show great appreciation for those stores riding this new better wave—offering shelf space to these well-made THC-free, American Grown, American Made, USDA Certified-Organically Farmed Agricultural Hemp products. Essence of Well Being® has their roots in an essential oil company that has been handling plants since 1986. And Essence of Well Being® is a product brand happy to service the natural health food retail store channel, long-term!

Interested? Well, this deal is being extended to the entire Blue Moose Consulting territory for opening orders (or large line extensions that reach the required SKU placement) with any agreements reached through October 31st. This is a show deal, extended.

Expo bills being paid, this is your next investment: talk to your BMC Rep today to set a meeting, or learn how this could work to your advantage!

BUY in deals available through October 31st

Sign up to become a Premium Partner:

- **40% OFF** your opening order;
- **10% OFF** Essence of Well Being® products** for the first year from this initial Partnership order;
- **20% OFF Line Drive** for a month of your choosing in this first year;
- **Special store-tailored Promotion: one item: Buy 2, Get 1 FREE** available 4x-a-year in first year;
- and a **'special present'** with first order, after sign-up + order.

The Agreement:

Store (single location) places an initial order to accomplish:

- Placement of 25 Skus** minimum;
- Initial placement of a minimum 3 ea. deep of all items;
- Offering a minimum of 4 feet of shelf space.

Yes, it is an investment: + yes, it is future business success!!

{** new Gummies and Edibles or Honey stix not included in this deal. Ask for other new placement deals for these as they arrive!!! Yummy!}

Essence of Well Being® blends their own formulas & makes their own creams in-house: Impeccably created

- **Premium liquid Extracts** • **Affordable caps – 10 mg**
- **CBD Cream, naturally-crafted in Santa Fe** • **Long-lasting CBD balms**

The category has a new leader: full-spectrum CBD

From Colorado Organic Hemp, grown as food crop! (no stalk; no added terpenes)

From a company loyal to the Natural Food Retail Channel—YOU!

NO THC, and an industry 1st - Full Spectrum CBD, with natural CBG Native Terpenes

Become an Essence of Well-Being® Premium Partnerships Retailer—It is easy + profitable!



Health formula, because that other important organ—the liver—loves glutathione, and its substantially important precursor, N-Acetyl Cysteine. If the Liver is happy, the Brain usually feels less stress too! All three of the Reg'Active™ products contain this most powerful antioxidant that the brain needs to keep the trash from not building up on the side-streets of Neuron Town! Plainly spoken, glutathione is more important than turmeric every day of the week!

Why have to choose? The world of nutrition has recently expanded by eons with the emergence of Longvida® Optimized Curcumin and Reg'Active™ with the Glutathione-producing Lactobacillus fermentum ME-3 probiotic. Speak boldly, as if the customer does not have an option but to buy both: the brain is that important. Now, of course, it will be hard to sell these products if you do not have them in your store!

So, we now open the dialogue about the herbals for Brain Health. We all know the primary herb for brain health because for most stores it is the only herb that we have been recommending for a decade. While this is a shame, Ginkgo continues to be studied, and the studies continue to impress. Foremost it is about circulation. So, if we are building an ecosystem, anything that improves circulation, especially in getting oxygen to the brain, is like the sprinkler system for this garden.

Unequivocally, the best Ginkgo on the market is by America's #1 herb makers, **Herb Pharm®**. Ginkgo (like turmeric and saw palmetto) is one of those herbs that has become crudely mass-produced with harsh chemical solvents, and there is too often little concern for the quality of the harvest. I was speaking to one of my herbal heroes at Expo East—one person whose observations I truly respect—and he said to me: "Michael, the quality of herb material in the marketplace is crap." (OK, not elegant; but honest, and he was commenting on the sad truth that a rush to mass acceptance has lowered the standards for what is acceptable in the herbal market). He also commented that Herb Pharm® is still and always has done it right! This is why we need the health food store, and the vigilance of gatekeepers in the store who understand the value of sending their local customers to the best products possible

The herbalists at Herb Pharm® direct on what Ginkgo can be expected to do: "promotes blood circulation, enhances memory and concentration."* Exceptional Ginkgo is the best path to get the best results! Herb Pharm® direct sources Certified Organic, domestically-grown leaves, and they insist and prove through inspection that they are getting whole green mature leaves plucked from trees before they yellow (no ground picking here). These leaves are milled at the last minute before extraction to provide the most impeccable Ginkgo on the market. Whether you carry one Ginkgo cap/tab, or whether you have 7 Ginkgo options, you must always stock Herb Pharm's Ginkgo liquid extract and their perfectly formulated products with Ginkgo: **Brain & Memory™**, **Eye Health™** and **Warming Circulation™**.

The Herb Pharm® **Brain & Memory™** formula is a best-seller, and you may want to carry it in a larger size: 2 oz and 4 oz may just bring you loyal, regular, brain-happy customers.

Brain & Memory™ features Ginkgo leaf extracted from domestic, Certified Organic whole green mature leaves of Ginkgo biloba trees. It also features Gotu Kola extract,

prepared from the whole herb of Certified Organic *Centella asiatica* plants. The herb is hand-harvested at its optimal potency, carefully shade-dried, then thoroughly extracted. Rounding out the formula are known brain herbals, Sage, Rosemary (leaf tips) and Skullcap flowering herb; and each herb in this formula is extracted separately and then later blended together. This product supports the nervous system and supports healthy brain function, memory and concentration.*

Herbs have a lot to offer, and in 2019 we will have an entire article just on the herbal superstar Bacopa. Remember that the two herbs considered Brahmi herbs in Ayurveda—tools to bring one to Nirvana—are Bacopa (*Bacopa monnieri*) and Gotu Kola (*Centella asiatica*). With both these herbs, you have to be careful of sourcing—which is the reason that these two herbs should always be available to your community as Herb Pharm® liquid extracts.

Heart. Liver, Brain: all interconnected. Let's remember the Lungs. The Brain and the Lungs depend upon each other: "Breathing is usually automatic, controlled subconsciously by the respiratory center at the base of the brain." Breathing continues 24 hours a day, delivering oxygen when we are fully distracted and even asleep. The Medulla in the brain stem regulates "our involuntary, life-sustaining functions such as breathing, swallowing and heart rate. It also helps transfer neural messages to and from the brain and spinal cord." Proper lung function is completely intertwined with the health of the whole system. Good lungs, more oxygen.

As we begin to take stock of all the products that we should be carrying in our newly validated Brain Beauty section, we cannot and should not forgo the power that homeopathy brings as a system of medicine to help with brain health and management. Homeopathy is an essential foundational protocol for many of the emotional aspects of Brain Health: necessary primary therapy for a good Mind-Brain health connection. Homeopathy has been vibrantly and successfully utilized for increasing memory, concentration, brain healing and development.

Homeopathy is excellent for brain fatigue: and you talk about a natural support that does no harm!! The market is there for homeopathy for this common concern, and homeopathy has been investigated and used for many aspects of the traumatic experience of a stroke. You will be impressed when you start to investigate.

Newton Homeopathics™ offers a broad range of products that could strengthen the full potential of a complete brain health set: consider the benefits of adding these items, or cross-merchandising: **Hyperactivity~Mental Focus; Nervousness~Anxiety; Panic Button!; Blues~Mood~Emotions; Inflammation;** (award-winning) **Sciatica Nerve Care; Stress~Tension; Headache and Libido.** And, of course, if one is dealing with brain foggy from allergies, Newton excels in this category! Homeopathy Works!

Last but not least, we have to think about how all the future little gardens are being developed. First and foremost, a little child should never have a brain on fire. Therefore, it should be mandatory that every child is fed a generous DHA-rich diet from before birth. The actions of exploration and development of a child's brain must be fascinating to study. I think of those neurons like squid pulsating through the ocean; a new memory evolving on its way to being saved for a lifetime. A baby's brain is active and wildly receptive to all things that exist; and their miraculous brains are also still connected to heavenly dreams and memories. We want to preserve this continuity. One of the

saddest disservices I feel we can make as a natural retail store is to limit the shelf space, marketing and importance of nutrients for babies and little children. I beg stores to lose margin, stock product prominently and speak with passion about this critical health need. It is truly national security. A baby's brain should be fat and happy, and so should ours.

We need to make the next generations' brains more beautiful than ours: (and we need to understand the ecosystems to do this). Moving beauty forward, seven generations at a time with what we do with our shopping cart. Culturally, we have separated brains and beauty, as if the phrases "Beauty with Brains" or "Brains with Beauty" make sense. They actually show the sad confused disconnect we have on this brain matter (and speaking of sexism, this issue is always mentioned in reference to women). It needs to all be about the Beauty of the Brain.

Let's not forget: weary brain—we have to repair and heal this condition with adaptogens, and most of the tools above. Resting brain—who can deny the power of the nervines, and passionflower and ashwagandha and of course the brain-satisfying Kava?

We began this two-month etch of a new look at the Brain with the fine art of the early 20th Century Father of Modern Neuroscience and artist, Santiago Ramon y Cajal, as a manner of negotiating some truce between those right-brainers and those left-brainers (this intrepid writer cannot draw a picture worth a hoot!). Brain symmetry: what a beautiful thing! But dividing the brain into compartments is so—allopathic. The brain a potential island paradise; the brain is an asteroid in place: the brain is a whole. Your brain is a part of you!

And I would like to end with introducing you to the art of Greg A. Dunn. Check out his pictures, and one day when you are not crowding your brain with all the smoke and fluff of life, spend a quiet moment meditating on what the pictures represent and how amazing and beautiful your brain actually is.

Greg was commissioned by the Center for Neural Basis in Cognition, which is a joint venture of the University of Pittsburgh and the Carnegie Mellon University. Now while this group and the Ph.D. and Graduate Training Programs associated there may be more interested in artificial intelligence than in the natural steps that can optimize health through nutritional science, they are certainly cutting-edge on the matter far above my pay grade and I would love to be able to download some of that comprehensive contemporary knowledge! Super smart brains need to be redirected to optimal human health: not drug design.

I love how artist Greg Dunn presents himself here (edited) "I enjoy Asian art. I particularly love minimalist scroll and screen painting from the Edo period in Japan. I am also a fan of neuroscience. Therefore, it was a fine day when two of my passions came together upon the realization that the elegant forms of neurons (the cells that comprise your brain) can be painted expressively in the Asian sumi-e style. Neurons may be tiny in scale, but they possess the same beauty seen in traditional forms of the medium (trees, flowers, and animals). I admire the Japanese, Chinese, and Korean masters because of their confidence in simplicity. I try to emulate this idea. In October 2011 I finished my doctorate in Neuroscience at University of Pennsylvania. Since then I have been devoting my time to painting. When I'm not doing this I'm enjoying reading scientific

continued on page 8



Blue Moose Consulting

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

GOT EMAIL?

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

VISIT US AT OUR WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

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

Brain Beauty *continued from page 7*

papers, playing music and watching 'How It's Made'. (You can find more details about the artist and the art, at www.gregadunn.com, or www.cnbc.cmu.edu/about-us.)

Beyond art, we of course have to acknowledge that our diet—the food we eat—strongly affects our brain. Teach on the quality of the fat choices. Know that trans fats are killer for the brain. Offer as wide an array of best-manufactured nutrients known for brain health, and be able to express the ideas of brain-body wholism and brain ecosystems: the idea will continue to be advanced.

I like the idea of the brain as the mediating organ of our body ecosystem. I am happy that certain branches of science are going down this wholistic path. For us, it is really about both how we can get the message across to the shopper that brain health is more than good fats and ginkgo. The brain is a universe, and we have so many things in our store to nurture that universe: if we strengthen the body, we strengthen the brain. If we strengthen the immune system, then we strengthen the brain. If we correct and boost cellular allostasis, then we are proving ourselves good stewards of optimal brain health. If we moderate or eliminate the sugar and caffeine, then we strengthen the brain.

Beyond these facts of life (and the fats of life!), there are many nutrients that will bring extra ping to your brain if you pay attention and monitor the experimentation. We are talking good nutrients here: known/proven nutrients. And you thought you understood how to have good fun in life: study the brain humbly and there are new rewards awaiting you, all according to the realities of biochemical individuality. That is why your brain health section should be big and inviting. The two-product recommendation theory of sales is primitive. Brain health nutrition should be about exploration: that is the infinite universe that lies before us—in our brains.

Another reason to consider the widest breadth of Brain Health nutrients is the promise of what nutrition can do for those wide-range, growing brain illness issues. It is a shame that we cannot talk about that: I guess the laws are meant to protect us. We do our thing: we evolve. We grow in understanding: it is what we do. Clearly, there is a Radiant Beauty to a Healthy Brain! ☘

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



How to Reach Blue Moose Consulting

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