



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: How BRIGHT is the Light Bulb? *Presenting a Menu to the Hungry Mind*

People just want to feel good. Makes sense. Don't you want to feel good too? In this world today—which is the best of times and the worst of times—we are blessed with being at that stage of evolution that will learn the mysteries and gifts of the endocannabinoids, and terpene health and Postbiotic Metabolites. Those of us who are thinking are experiencing some amazing advancements for human health. Enjoy the ride.

I love the human conversations about herbal medicine. Mostly, like a universal see-the-goodness-delivered-from-the-herbal-world optimism that most of us go through on our personal journeys to understand natural health, we get excited about a certain herb at a certain time (see CBD above) but eventually we see the open oceans of amazing healing potential that is the Universal World Herbal Medicine Cabinet. (Thank you for helping our industry consider this concept early, Michael Tierra!)

Are the herbals from Amazonia better for healing than the weeds discovered in the American Great Plains: is plants-woman Maud Grieve any less brilliant than Shen Nong the Divine Farmer; or Charaka, or other Acharya of the University of ancient Taxila? (or the keepers who left the Badianus manuscript, or the heritage of the Academy of Gondishapur)? Do Kava and Bacopa really want to fight? The stable beauty of the plant world teaches a humbleness to all who study its teachings.

I remember those early days on the western train of learning about herbs from Indian and Southeast Asian countries: how naïve most of us were. We believed every new herb that was revealed to us was the biggest thing ever; just like earlier herbal merchants and explorers, from the promise of Fo Ti-Tieng to the mad pursuit for cinnamon and black pepper and cloves. Holy Basil: blessed herb was presented as the cure-all. Currently, Ashwagandha and Turmeric are all the rage. A couple of years ago, Shatavari was queen of cure-alls. I embraced and studied them all as I received them. Personally, I am as

impressed with Amla as I am with all of these: as perfect and beneficial as the village Neem tree! Each of these herbs is an absolute treasure—and yet it is worth commenting that they were revealed in an isolation that might sometimes have caused us to over-react.

Then, Bacopa snuck in. Our brains were already filled with chapters labelled the best herb of the Ayurveda tradition, and then—what took you so long—Bacopa became the newest-bestest. Ah, the humbleness of the learning experience.

“OK, (Omar tells me), there are two herbs that are called ‘Brahmi herbs,’ and these two herbs are considered the sole herbs to pursue if one is looking for enlightenment!” And why did it take a quarter of a century for me to learn this (no Michael-jokes here: most of us apparently were not invited to the enlightenment). And I say that because beyond Bacopa, the other herbal that is a Brahmi herb is Gotu Kola. I must report that Gotu Kola has been in every health food store I was ever involved in since 1981: enlightenment, sitting there right before our uncurious eyes all that time!

Last month, I spoke of Gotu Kola and how wonderfully it works with the cerebral circulation herb from China, Ginkgo leaf. Gotu Kola and Bacopa seem to be brain cousins: so, let's see what we have learned as of today about Bacopa monierri. Bacopa is good for the brain!

What new have I learned about Bacopa in the last few years? Bacopa is already established as a neural tonic and memory enhancer. What I did not realize is that as Bacopa is famous for sharpening the intellect, it has an equally long history of being used for mental diseases and brain dysfunctions. Add to this, Bacopa can be a good choice for anxiety!

Bacopa—like many of the plant treasures on our planet—has more than one use: it has been shown to be anti-inflammatory, antimicrobial, and an antioxidant with hepatoprotective properties.

Considering adding Bacopa to the families' back-to-school protocol? The

immune system would benefit. Bacopa will also bring value to protocols for sleep and pain management. One exciting recent observation is that while Bacopa performs so many “cognitive enhancing actions,” the herb does not create a lot of damage—burn or trash—in the brain as it does its thing: Bacopa is efficient. (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3746283/>. Excellent summary). Some brain stimulants flog the brain until it is exhausted. Another joyful observation is that, unlike potentially addictive and powerful psychostimulants, Bacopa appears to “nourish rather than deplete neurons” with short term high dosages or long-term moderate dosages. The term Neuropharmacological adaptogen might fit: and Bacopa may help with blood pressure imbalances too. The more you look at the scientific inquiry, the more you note the safety of this herb.

Bacopa is naturally found in warm wetlands and is considered a weed as it grows in rice fields. Sourcing is a paramount concern when judging the human benefit of Bacopa. Where was the plant grown or found, and what water was feeding it?! There is too much sub-quality bacopa on the world market. Quality whole plant Bacopa extract will probably provide better results for the recommended long-term use than high-potency, standardized formulas, but of course you will also want to know that the principle studied actives are present in the product you proudly offer on your shelves.

Yes, I am now more excited to offer Bacopa, and to make it a top-choice herb. Bacopa works well with my mind: give it a try yourself. As the field of health retail changes, we should realize that we are the storehouse of the best products for the natural mind. The best that the drug store wishes to offer was originally found in jellyfish (not that there is anything wrong with that). Think about it, though: we have so many good things available through our natural apothecary that we can truly better the Human Mind.

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How Bright is the Light Bulb?

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It is all about perception, after all. The healthiest mind will settle into a correct mental speed zone of comfort, luxury and confidence. It would be wonderful if we could “enlighten” people to think about trying on brain foods and nootropics the way that they seem to have become acculturated to trying on shoes or feeling comfortable in the bucket seats of a new car. The 21st Century perception can find a way to keep the mind in its happy-place; to feed the brain with the best to achieve optimal brain happiness! Of course, if we put our mind to this, we could probably create an environment where people would be excited to learn and experiment: because for many mind foods, the energetic is noticeable.

CBD is a good start. People come back to the store because this herbal mellows the perception and calms the mind, and improves the human condition by making many people feel better. (Ignoring the fact

that maybe people are actually afraid to feel better—another topic), CBD also helps the mind in its functions with Anxiety and Pain. We are nearing that stage of the integration of wholistic medicine and Complementary Care protocols where the allopathic forces are going to have to accept the truth that some of these natural things are incredibly essential tools for the maintenance of good health.

Yet, as with the intense hope we had when all the herbs of India entered the American market, we should wonder if maybe we have not yet hit the jackpot of fully understanding what is happening with CBD. Is CBD gonna be the next big thing? Will the terpenes be the “big score”—like the advance in understanding that we had in moving forward from the true value of Probiotics and their function being actually being governed by the Postbiotic Metabolites that they produce? CBD study is in its infancy: and I hope the government doesn't mess everything up again.

DOUBLING COLLAGEN SALES

Knowing the Market

Intrinsic aging, also known as chronologic aging is an unavoidable part of skin aging. "After the age of 20, a person produces about 1 percent less collagen in the skin each year. As a result, the skin becomes thinner and more fragile with age." The solution would be to support Collagen production. The most important nutrients for collagen production are: high-quality protein (not quantity, but quality); Vitamin C, and whole leaf aloe vera (which helps with the efficient utilization and conversion of proteins to usable amino acids). Copper, Manganese and Zinc are also cofactors in collagen production. Interestingly, studies show that aloe vera alone can increase Type-1 Collagen in 30-90 days!

Know your Collagens! Type 1 collagen is found in skin and bones: Type II collagen is more for cartilage. Skin, tendons and ligament: Type 1 collagen. Collagen is a fiber in the connective tissue in the body, and collagen peptides are not synonymous with ‘complete proteins.’ Collagen is a structural protein created in the dermis of the skin from the taut winding of primarily glycine, proline and hydroxyproline; and arginine and lysine. While collagen makes up 30% of all body proteins and can be considered the structural glue that holds the body together, Collagen is still just the raw material. The science is still developing on best protocols to assist collagen production and collagen peptide absorption, but nothing can replace the raw materials!

Invest in the best Collagen. Bovine (beef) collagen is from cow hides and is very inexpensive. While it sounds better because it provides Types I & III collagen, Bovine collagen is less good than Marine (fish) Collagen, which is made from fish skin and scales, and provides more relative Type I collagen. The customer should always be informed of the best choices: highlight Marine Collagen, noting as well that not all Marine Collagen is equal!

Cross-merchandise Collagen in the Sports Nutrition section, the Heart-Circulatory set, the Anti-Aging section, and of course, endcapped in front of your Bodycare aisle. "When collagen levels are high, the skin is soft, smooth and firm. Collagen helps the skin cells renew and repair themselves. Collagen also helps keep the skin moist." Vitamin E, Astaxanthin, Green Tea and the Omega-3 fatty acids work to prevent the breakdown of collagen, as well as the foods Amla (Indian gooseberry) and Mangosteen. Collagen homeostasis requires proper moisture, so Hyaluronic Acid, preferably from natural sources like the hot water extract of the Tremella mushroom (*Tremella fuciformis*), are the best way- and the vegetarian way- to wholistically support optimum skin collagen synthesis. Reiterating, one of the most foundational superfoods for optimal collagen synthesis is quality (therapeutic/well-made) aloe vera: "Aloe sterol stimulates collagen and hyaluronic acid production in human dermal fibroblasts".

The herbs to offer near your Collagen set would be plant sources of silica-, Horsetail and Bamboo (which contains biotin) extracts; and extracts of fresh Nettle, Gotu Kola, Gingko, fresh St Johnswort, and Calendula. A versatile formula is Herb Pharm's Soft Tissues Soother™, as all these herbs are beneficial: Gotu Kola herb, Hawthorn flowering herb, Echinacea root, Horsetail herb and Hawthorn berry. You have just built the most complete Collagen supportive set your community has ever seen!

Collagen is foundational to every skin-care protocol. If 2019 is your year to get more rings from your Bodycare aisle, now is the time to educate on supplemental collagen: People trust Nordic Naturals® Build around the two Nordic Naturals® Marine Collagen products!

www.scientificamerican.com/article/why-does-skin-wrinkle-wit

PACK SMART

Short trip? - 10 Pak; or, nice long-trip? 30 Pak

Pack Dr. Ohhira's Probiotics every time you travel! According to statistics, about 10 million people a year experience digestive issues while traveling. Don't risk ruining your trip by neglecting to protect your digestive health.

Dr. Ohhira's Probiotics helps re-balance the good vs. bad bacteria in your intestinal tract with the added benefit of POSTBIOTIC metabolites. Convenient portable blister packs need no refrigeration.

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But when we are speaking brain health, mental aptitude, mind allostasis and best performance unabated by stress, inflammation and misfires—the omega-3s are actually the biggest Brain Essential.

How can it be that the foundational building blocks of cellular health can be forgotten so easily sometimes by some people in the constant study of brain and body health? Sometimes, I feel like I want to start a support group for some stores to remind them about that seemingly forgotten essential fatty acid dynamic duo, EPA + DHA. The easiest thing that every store should be able to do is sell an Omega-3 to every customer who visits their store. This should be the given!

It is all about the cell. "All Living cells and many of the organelles internal to cells are bounded by thin membranes. These membranes are composed primarily of phospholipids and proteins and are typically defined as phospholipid bi-layers." These lipid bilayers surround every cell in the human body: THAT is a lot of real estate!

Optimal health is about making sure that the cell membranes can continuously build those components that make a strong and functional, properly permeable and yet stable, lipid bilayer. Nutritionally, the best thing that we can do is to provide the identified raw materials. Clinical research seems to suggest that the addition of these nutrients increases many brain functions, and so clinicians and experts are always recommending these building block nutrients: choline, phosphatidylcholine and phosphatidylserine. Better structure, better function!!

While these nutrients have had a constant market with the optimal aging crowd, they are now being understood as foundational nutrients for proper brain health. Since research shows that phosphatidylserine, phosphatidylcholine and acetylcholine all decrease in the body with age, it is intelligent to replenish these nutrients with supplementation.

Cell signaling: cell fats. Cell structure: cellular fats. Cell protection and cell immune function: cell fats. Phospholipids

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NEWTON homeopathics

Nurturing Naturally Since 1987

AUGUST Promotions

20% OFF Discount select OTC formulas

~ Liquid or Pellet complexes listed below^ (Qty. 4+ per SKU)^
~ shelf tags announcing the sale included with your order

- **Candida~Yeast** • **Fungus Fighter**
- **Hives~Rashes** • **Vitality**

Candida~Yeast formulated for associated symptoms such as gas, bloating, fatigue, mental fogginess, itching, discharge + other related symptoms. (N016)

Fungus Fighter formulated for symptoms associated with ringworm, athlete's foot and other fungal conditions of the nails, scalp & skin. (N067)

Hives~Rashes formulated for associated symptoms such as allergic skin reactions, burning, itching, redness, swelling & discomfort. (N043)

Vitality formulated for symptoms associated with low energy, mild stress and weakness. (N085) not available in pellets

^ Cannot be combined with other discounts
^ Monthly promos will be advertised through the newsletter = website/social media pages

DETOX DAILY

Consider a daily dose on a regular basis: we believe it is important to take Detoxifier along with any other remedy

- **OTC Homeopathic Detoxifier** [1 oz., 1.7 oz. liquids + 1 oz. + 1.7 oz. pellets]
- **KIDS OTC Homeopathic Detoxifier** [1 oz. liquid + 1 oz. pellet]
- **PETS Homeopathic Detoxifier** [1 oz. liquid + 1.7 oz. liquid]

Why Choose NEWTON?

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

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

Made in America ~ Family-Owned • 1987-2019: 32 Years of Excellence
Newton Labs is an official service-connected, veteran-owned business.

trilogy

NEW! Trilogy Natural Skincare Products as sure as SHAKE, POP + GLOW

- **Vitamin C Booster Treatment** 0.42 oz.
- **Vitamin C Moisturizing Lotion** 1.7 oz

2-week short-cut to Radiance, featuring:

• **Vitamin C Booster Treatment** 0.42 oz Vitamin C, naturally-derived Hyaluronic Acid, Organic Daisy Flower extract + Certified Organic Rosehip Oil, an intense brightening treatment that helps all complexions glow with that 'lit from within look.'

Vitamin C Moisturising Lotion 1.7 oz.

lush, light lotion for daily hydration, created to be paired with the new Trilogy® Vitamin C Booster Treatment to help extend + maintain skin brightness and glow.

Two NEW glorious Trilogy® Bundle-sets

- **Age Proof Bundle**
- **Rosehip Top Sellers Bundle**

LIMITED EDITION Age Proof Bundle

Two Age-Proof clean beauty products in one, ready-to-go kit – at a great price.

- **Active Enzyme Cleansing Cream** 6.76 oz +
- **Line Smoothing Day Cream** 1.69 oz

LIMITED EDITION Rosehip Best Sellers Bundle

- **Cream Cleanser** 6.76 oz • **Vital Moisturising Cream** 1.69 oz

Ask your BMC Rep for an updated Order Form
Ask your BMC Rep to assist your social media messaging with the new Vitamin C 'Digital Launch Pack'

High-performance, certified natural skincare products
www.trilogyproducts.com/us/category/how-tos.html

HERB PHARM®

August Herb Pharm® BIG VALUE Promotion Powerhouse Products are a natural sell in LARGER SIZES Through August 31 — 20% OFF Promo Discount when you mix & match 20 or more units (selected items)

Reorders will receive the same discount throughout the 2-month promotional period.
Discount applies to select 2 oz. + 4 oz. sizes from this month's promo, so expand your selection + GROW business

PROMO items: 2 oz. + 4 oz. sizes unless noted

- **Anxiety Soother™** • **Ashwagandha** (4 oz. only)
- **Ashwagandha Glycerite** (alcohol-free) • **Brain & Memory™** • **Kava liquid extract**
- **Relaxing Sleep™** • **Super Echinacea liquid extract** • **Turmeric**

Consistent consumers go for LARGER sizes! & these are truly best sellers.

Discounts are not automatically applied. Must request discounts when placing initial order.

Thank you for supporting our promotions by offering reduced pricing to shoppers!

4 truly-famous Herb Pharm® products!

- **Ashwagandha:** calming Ayurvedic herb traditionally used to promote a balanced response to stress^[^]. Traditional support for energy and vitality^[^]. Certified Organic root. Shade dried.
 - **Echinacea root:** (purple) foundational immune support herb to provide complex, deep support over both the short-term and the long term^[^]. Fresh extract; Pharm-grown and Certified Organic: the best
 - **Turmeric:** promotes healthy liver and digestive function^[^]. Remedy in Ayurveda for skin, digestive and liver support^[^]. Certified Organic. Fully mature rhizome; imported whole turmeric fingers and rhizomes are milled immediately before extraction for a superior extract that retains the herb's taste and aroma
 - **Kava:** promotes peaceful relaxation, reduces stress and frustration^[^]
- Prepared from the rhizome and root of noble varieties of Piper methysticum plants 4-6 years old.
Herb Pharm Kava has always been grown and harvested in the islands of the South Pacific.

NEW PRODUCT INTRO EXTENDED: Cramp Care™ liquid herbal extract

1 oz., 2 oz., + 4 oz. Cramp Bark bark; Corydalis; Jamaica Dogwood root bark; Black Cohosh rhizome with rootlet; Wild Yam rhizome; Ginger rhizome.

System Restoration: traditional support for a healthy menstrual cycle^

INTRO DEAL through extended through August 31st

Buy 3 ea. of any Cramp Care™ SKU = 20% OFF

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All the herbs in this formula are individually extracted to ensure a broad spectrum of therapeutic plant compounds

PRODUCT NOTES: Happy 40th Birthday Herb Pharm®

The Herb Pharm® farm Pharm & facility: Doing right from the soil up. Working with the best, certified USDA Certified Organic, Oregon Tilth, Bee Friendly Farming, Salmon Safe United Plant Savers, Monarch Watch. Org, Certified B Corporation
America's #1 best-selling Liquid Herb Extract Company

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
Not represented by BMC in NJ

NORDIC NATURALS

National Back to School Promotion: Nordic Naturals®, a Grade Above Balanced nutrients for growing minds

It's time once again for parents and their kids to hit the stores to stock up on school supplies. That means it's also time for retailers to get ready for the second-highest spending event of the year. As the premier essential nutrient brand that's a grade above the rest, Nordic Naturals® helps your store capitalize on this peak selling season with our full line of safe, pure and effective products customized for kids and teens. Give your customers what they need to support a successful school year by making Nordic Naturals® an essential part of your store's back to school strategy.

SMART CHOICES TO SUPPORT LEARNING

Nordic Naturals® national August promotion features great-tasting omega-3s, fun to eat probiotics, and nutritious gummy vitamins that work together to support learning, social development, optimal digestion, and strong immunity – just what students need to thrive at school.*

Sale Items for August Back to School Promo: 25% OFF CASE ORDERS

One order per ship-to-location per month. minimum order 5 cases- maximum order 15 cases, mix & match full case packs (Existing Retail Partners qualify for an additional 5%)

- Children's DHA 90 ct. (ages 3-6) • **Nordic Omega-3™ Gummies, tangerine** 60 ct.
 - Children's DHA 180 ct. • **Nordic Omega-3™ Gummies, tangerine** 120 ct.
 - Children's DHA 8 oz. • **Kids Nordic Flora Probiotic Pixies, rad berry** 30 pk.
 - Children's DHA Xtra 90 ct. (ages 3-6) • **Probiotic Gummies Kids, Merry Berry Punch** 60 ct.
 - Children's DHA Xtra 2 oz. • **Omega Focus Junior** 120 ct. (ages 6-18)
 - DHA, strawberry 180 ct. • **Omega Memory with Curcumin** 60 ct. • **DHA, strawberry** 90 ct.
 - DHA Xtra™, strawberry 60 ct. • **Ultimate Omega® Junior** 90 ct. • **Omega Focus** 60 ct.
 - **Nordic Berries™ original citrus** 120 ct. • **Ultimate Omega 2x® Teen** 60 ct.
 - **Nordic Berries™ original citrus** 200 ct. • **Vitamin D3 Gummies Kids, watermelon** 60 ct.
 - **Nordic Berries™ cherry berry** 120 ct. • **Nordic Omega-3™ Fishies, tutti frutti** 36 ct.
- Get your Marketing Materials (work with your BMC Rep ASAP):** • Endcap headers
• Floor decals (28" x28") • Table Tents • Easel Backs • T-shirts • Stickers

NOW SHIPPING: Nordic Naturals® Marine Collagen Stick Packs:

convenient single-serving packets; per serving, 1.5-servings per box
^ 4200 mg Hydrolyzed Collagen Peptides + 45 mg Vitamin C
^ Type I collagen from sustainably wild-caught Arctic Cod
^ mild natural strawberry flavor: no fishy taste ^ dissolves easily in warm or cold liquids
^ helps stimulate the body's own collagen-producing cells*
^ with acerola juice concentrate, stevia glycosides + beetroot extract (for color)
New item placement parameters apply.

[note: individual sticks do not have UPCs at this time, so they are not packaged for individual sale].
Expand your cleanest Collagen selections with Nordic Naturals®: sell the best + gain from the trustworthy MAP-compliance support. **Collagen holds everything together.**

Why Nordic Naturals®? Customer confidence: a name everyone trusts

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

Nordic Naturals® Expo booth #3144

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





**AUGUST Promotion: BE READY
10% OFF**

Nit Kit™ scares Lice – NOT People
a non-toxic, 100% natural aromatherapy
preparation as a completely natural solution

Must mention BMC Promotional Deal to get
discount. Direct orders: independent stores only;
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Nit Kit™ is a fast-acting, pleasant-smelling,
child-friendly formula that scares lice + their
eggs (often called nits). Leaves hair shiny &
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Each Nit Kit™ includes: a bottle of Nit
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instructions for use, a fine-toothed Medi-Comb
for catching lice; + a 5x-magnifier to help you
find each+ every nit. Complete kit: best value.

Non-toxic, 100% natural aromatherapy
preparation as a completely natural solution for
head lice. 2 fl. oz.

*Would you use dangerous pesticides on your
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- Easy to use • Happy scent
- Metal lice comb + 5x magnifier included

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Keep Immunity High
**INVEST in Immune Health Basics® WGP® +
SAVE, ways to Promote + \$ave**

**Stock up in August
Buy 12 bottles
of the 250 mg/60 ct. caps
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**Immune Health Basics®- Boost
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Safe – activates key immune cells without
overstimulating the immune system
Effective – mobilizes billions of innate
immune cells that are a major part of the
body's defenses

Natural – Beta Glucan 1/3, 1/6
derived from cell wall of highly purified
proprietary strain (Saccharomyces
cerevisiae)

Immune Health Basics® named
**'Best Immunity' Dietary Supplement by
Delicious Living Magazine ~ 2013**

**GROW NEW BUSINESS with scientifically-
proven nutritional support**

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www.wellmune.com/what-is-wellmune

Powerful. Natural. Innovative
Immune Health Basics® + Rev•Up Wellness®
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ESSENTIAL FORMULAS

**August Back to School
Bundle**

BUY

**8/Dr. Ohhira's Probiotics®
8/Dr Ohhira's Propolis PLUS®
+ save 15% OFF on the bundle**

*Combining Dr. Ohhira's Probiotics® is the
only whole food probiotic that supports the
entire microbiome
with prebiotics, probiotics, and postbiotics.*

*with
Dr. Ohhira's Propolis PLUS® - the only
Bee Propolis product with Probiotic +
Antioxidant Support
Brazilian Green Propolis + Probiotic
Extract + Astaxanthin + more*

NEW SKU

Stand-alone ME-3® - A highly
concentrated source of patented strain
Lactobacillus fermentum ME-3®: each
capsule contains more than 8 billion
micro-encapsulated bacteria.
a wonderful synergistic pair
Dr. Ohhira Probiotic® + ME-3®

Essential Formulas® Expo booth #3025

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*A company committed to discovering and
distributing groundbreaking, scientifically
advanced dietary supplements from
around the world*



by Portals Pharma

**NEW Powerful Tree
Antioxidant!!!**

*Selected among the Top multivitamins for
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Exclusive to Rev•Up Wellness® is Abigenol®
(European Silver Fir bark extract),

one of the most powerful antioxidants in the market
today. Scientific studies show the health benefits
of the European silver fir tree bark, which ancient
generations have long discovered.

The Rev•Up Wellness innovation combines Abigenol®
with other naturally derived and clinically-studied
ingredients to target lifestyle needs on Stress, Immunity
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Abigenol® ~ contains 6 phenolic acids, three flavonoids
+ four lignans

**RevUp Wellness: getting a new raw
material to the people! Silver Fir Extract**

~Rev•Up Wellness DEFENSE
with Wellmune®

~Rev•Up Wellness ENDURANCE

~Rev•Up Wellness VELOCITY
with Wellmune®

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

**Feel the difference with these award-
winning products!**

**GROW NEW BUSINESS with scientifically-proven
nutritional support**

rev•up wellness. Targeted Approach to Wellness
Powerful. Natural. Innovative

<http://immunehealthbasics.com/revupwellness/>
Immune Health Basics® + Rev•Up Wellness® are brought to you
by Portals Pharma, Inc.



DRINK OXYLENT BREATHE LIFE™

Hot weather is Oxylent-time! HYDRATE!

Oxylent® Shippers are a great profit Summer Highlight +
they are Beautiful

5-in-1 Multivitamin Supplement Drink Shipper
24 boxes per shipper with a small floor footprint

**Summer Display Promo: super deal for
summer hydration**
24 ct. 5-in-1 Multi Effervescent:
pre-loaded @ **30% OFF**

'24' means: 6 Sparkling Berries, 6 Sparkling Mandarin,
6 Blackberry-Pomegranate, 6 Variety paks
great natural taste, No Sugar: on-the-go convenience
normal wholesale \$503.28; 30% off = \$352.30

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

The Effervescent Nutrition Revival of 2019

AUGUST SPECIALS: Back to School Essentials

• **Children's Oxylent®:**

Multivitamin Supplement Drink 30s

• **Immune Oxylent®:**

3 flavors + a register-friendly variety pak

15% OFF!

Children's Oxylent® Multivitamin:

- Superior vitamin + nutrient content recommended by
doctors for kids ages 4+ up
- Vitamins A, C, D3 & E • Albion® Chelated Minerals
- Contains Methylated Folate & B12
- Great Bubbly Berry Punch flavor that kids love!
- No Gluten, Dairy or Sugar. Non-GMO. Stevia-flavored

Let people know you carry Immune Oxylent®

because fast nutrition is always an asset!

Offer the best: offer immune effervescent immediacy
FOUR (4) delicious Immune Oxylent® products:

~ **Blackberry-Lemon BOOST**

~ **Raspberry-Lemon BOOST ~ Tangerine Lemon BOOST**

~ **Immune Oxylent® BOOST Variety Pak**

^ (\$150 minimum) (\$200 minimum for free shipping)



The best lip balm for the world

**August DEALS Sales Promo
15% OFF**

- Classic SPF lip balm
- Eco Lips® GOLD lip balm
- Hemp lip balm • Medicinal lip balm
- bee free® vegan lip balm

PROTECT your LIPS

Classic SPF: a combination of organic oils + aloe
leaf extract to protect your lips under the harshest
conditions., keeping the sun out + the moisture in.

Flavor choices/sale: Berry, Mint,
Sport and Assortment net wt. 0.15 oz.

- Convertible displays: 36 units
 - Reach-in displays: 48 units
 - Reach-in with Eco Clip display: 30 units
- BLOCK harmful Sun rays, while moisturizing and
healing dry skin

ALL these are: Certified Organic, Certified NON-
GMO Project-verified + all Fair Trade certified

Convertible displays: 36 units 0.15 oz.

- **GOLD** lip balms with Baobab seed oil*,
• **HEMP** lip balms Vanilla.

Not made with CBD or THC.

- **MEDICINAL** lip balms: tea tree, camphor,
lemon balm + calendula

Convertible displays: 24 units (0.15 oz.)

- **Eco Lips® bee free®** lip balms

Flavor choices/sale: Lemon Lime, Superfruit,
Sweet Mint, Unscented
all Eco Lips lip balms are gluten-free!

Eco lips® offsets its manufacturing with 100%
renewable energy + is a certified B Corporation
The Best Lip Balm for the World



bodyceuticals

Here are our August Deals!

Save up to **20% OFF** on
flavored Organic Lip Balms

Three (3) delicious flavors

Dark Chocolate, Raspberry + Vanilla

10% OFF 1 display, **15% OFF** 2 displays +
20% OFF 3 displays

20% OFF After Sun Relief Skin Soothing Oil

Free mini 4ml Raspberry Seed Beauty Drops & Purifying Face Crème sample with all orders! While supplies last.

THE SUN IS HERE + SO IS THE SUN RELIEF

put dynamic-goodness CENTER in your sun-fun + sun skincare sections

Highlight this famous, USDA Certified Organic Calendula Oil now, available in a travel, carry-on + beach-friendly size!

This organic calendula skin emulsion is a must-have for post-sun and wind exposure. Helps prevent peeling and calms redness. The handy, no-spill pump bottle is perfect for travel. For all ages + face, body and baby care.

Ingredients: Current harvest, USDA-certified Organic, Kosher, Vegan Extra-virgin, unrefined, first cold-pressed oil from olives; USDA-certified Organic farm-grown whole calendula flowers grown using Biodynamic methods; High potency Vegan, non-GMO, mixed tocopherol Vitamin E (soy free).

- Free shipping on all orders \$100+ (after discounts)
- Must use code AUGUST19 to receive discounts + free shipping.
- Valid August 1st - August 31st.

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THE ESSENCE[®] OF WELL BEING

AUGUST PROMOTION: HIGH DOSAGE STOCK UP TIME

1000 mg tincture/33 mg per serving
Full Spectrum CBD Hemp Oil
in a 1 oz. glass dropper

Buy (4) 1000 mg tinctures
(mix & match) get **10% OFF**
Buy (8) 1000 mg tinctures
(mix & match) get **15% OFF**

[Three flavors to choose from]
Natural. Peppermint, Orange

Must ask for deals at time of placing order to receive
monthly promo

Aromaland offers THE BEST-TASTING CBD products
Flavored + Unflavored Natural: this therapeutic dose, broad-spectrum extract offers fast and effective results. The rich natural flavor of American grown hemp is enhanced with peppermint essential oil or orange essential oils (unflavored has no added flavoring). This extract is expertly processed to be THC-free yet preserve beneficial native terpenes. Simply use the dropper and place under the tongue.

PREMIUM CBD EXTRACTS

It begins on the farm. Essence of Well Being CBD begins with certified organic hemp. Expert extraction is done via advanced ethanol processes which guarantee native terpenes remain intact. The Denver, CO extraction partner has developed an industry-first extraction that maintains detectable levels of CBG. We finish the product with a choice of flavors in a stable MCT oil base.

Premium CBD Extracts. Tested THC-free per batch.
No-T CBD from EWB!! 50%-margin line. Highest-quality! Super Value! Healthy Margins!

Essence of Well Being Expo booth #3959

AROMA LAND

August-September two-month Bodycare Collection Promo*

Enjoy the smells of late Summer
50%-margin bodycare line!

The Bodycare Collection LEMONGRASS & SAGE

100% Pure Plant-Based Ingredients, Exceeds EU
Cosmetic Directive Guidelines. 12 oz. bodycare

- Shampoo • Conditioner • Massage & Body
- Hand & Body Lotion • Shower Gel
- NEW! Hand Soap • Bath Salts 20 oz.

Scented & enhanced with an exclusive blend of pure therapeutic-grade Essential Oils of Lemongrass, Dalmatian Sage + Vetiver that offers a clean, slightly spicy, invigorating aromatherapy experience.

Buy 3 ea. per SKU = **10% OFF**
Buy 6 ea. per SKU = **15% OFF**
Buy 12 ea. per SKU = **20% OFF**

Lemongrass has a bright citrus smell + is a natural insect repellent with strong antibacterial & antifungal properties. Sage is a skincare powerhouse. Great for the scalp and healthy hair, sage is considered an essential for optimal circulation. A dependable antimicrobial that has long used as a deodorant.

More deals!

- Lemongrass & Sage glycerin bar soap
10% OFF in units 6 ea.
- Sage Dalmatian essential oil 1/3 oz.
10% OFF
- Summer Candle Sale **10% OFF**

in units of 4 each scent. Lemongrass & Sage Soy candles
~ Cup Terracotta 7.6 oz. ~ Amphora Terracotta 7.4 oz.
~ Classic terracotta 7.1 oz.
~ Elegance Terracotta (2 wicks) 8.1 oz.

* Must ask for "BMC monthly deal" when placing order

JUVO[™]

PEACE PROJECT

Build a Wall of JUVO for Community Health
Myriad colorful, Organic, Raw, Whole Foods

GOAL: JUVO every day for Health

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

Best way to ReJUVOinate Health: Go raw in 2019

Ask about new product placement deals
ReJUVOinate Yourself! ReJUVOinating Benefits: Certified Organic Raw, Whole, Non-GMO Ingredients means:

- Support a healthy immune system
- Improve digestion with plant-based probiotics & enzymes
- The best food for the probiotics: superhero postbiotic metabolites
 - Increase Energy
 - Help balance blood sugar levels
- Rich in antioxidants, dietary fibers + phytonutrients
- Convenient: perfect for a quick meal on the go
 - Formulated by an oncologist
- Unbeatable taste that's all organic

JUVO: Free of Gluten, Soy, Whey, Yeast, Nut, Dairy
and Preservatives. No Artificial Flavors, Colors,
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Since 1999, JUVO Raw Whole Foods has been a product-leader in raw whole food meals. Convenience in health food, the JUVO Raw Replacement Meals are freeze-dried, fine powdered mixes of over 40 ingredients; fruit, berries, vegetables, rice, vitamins, minerals, fibers, sea vegetables and more. Juvo has developed 3 focused full meals; for slimming, for healthy convenient meals and a protein meal for sport.

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MushroomScience[®]

Smart Ideas: hydrate the Skin, while aiding
the Immune System + the Mind & the Nervous
system. How Wholistic!

August PROMOTION*

Lion's Mane

IMMUNE SUPPORT[^] • MEMORY and
CONCENTRATION[^]

90 vegetarian capsules 300 mg each

1 capsule Organic Lion's Mane mushroom
[*Hericium erinaceus*]. Hot water/alcohol extract 20%
polysaccharides—proper extraction is everything

More than Brains: think Nervous System too:

Recent studies also show that hot water/alcohol extracts of Lion's Mane mushroom may strengthen memory and concentration and enhance cognitive abilities.*

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

*Must mention BMC August Promo when placing order
for discount.

Tremella

ANTIOXIDANT[^] HEALTHY SKIN[^]

90 vegetarian capsules 300 mg each

1 capsule Organic Full Spectrum Tremella fuciformis
mushroom extract. Hot water extract 20% polysaccharides.
Tremella has enjoyed popularity for centuries by the women
of China and Japan who believed it had value because
of its ability to help improve the complexion and
overall appearance of the skin.*

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

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

Mushroom Science[®] Expo booth #3054

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

EVERY STORE needs some Aloe Life!

August Promos

mix & match[^] Summer Favorites

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concentrates 16 oz. + 32 oz.
- DAILY GREENS powder + tablets
- Herbal ALOE Ear Wash with whole
leaf Aloe! 1 oz. topical

15% OFF 12-23 items minimum
20% OFF 24 items maximum

- From Certified Organic Aloe vera leaves to Superior
products worldwide; all the Aloe is all certified
organic + Activ Aloe Certified
- Aloe Vera Concentrates with herbal extracts:
Super Effective. 1 oz. daily provides so much from this
concentrate

Therapeutic aloe is Foundational to Health.

Aloe Life[®] Therapeutic Aloe vera Herbal Concentrates
organic liquid herbal extracts: not powdered herbs
~ Best Value too!

~ You should know: not all aloe vera is alike
Aloe Life[®] - the big differences are taste and results

PRODUCT NOTES:

Wanna save every day? \$\$ Buy smart.
72-piece orders always 15% OFF*

[^] discounts cannot be combined

[^] must mention Promo to get deal

[^] discount good 08/01 through 08/31/2019

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

Aloe Life # 1 Herbal Superfood
Aloe Vera is FOUNDATIONAL TO HEALTH



How Bright is the Light Bulb?

continued from page 2

are composed of fatty acids, glycerol and phosphorous. Phosphatidylcholine is a phospholipid attached to a choline molecule, which we often describe as a B-Vitamin. Since choline is a precursor for the neurotransmitter acetylcholine, then it is only natural that phosphatidylcholine would be found in formulas geared for memory. **Omega Memory with Curcumin** by **Nordic Naturals**® is one of their best-selling items. It smartly joins premier good fats—EPA, DHA and phosphatidylcholine—with a premier form of curcumin, Longvida® Optimized Curcumin, and the plant-based, cognitive-enhancing nootropic, Huperzine-A. Low choline levels contribute to high homocysteine levels, which can contribute to arterial damage and even blood clots.

“Regulation of the cell cycle is of critical importance to the aging process”. Add in antiaging. Phosphatidylcholine is utilized for healthy liver function too. Remember, these compounds are found in every cell of your body.

Phosphatidylserine is found in all cells, but in its highest concentration in the membranes of the brain cell walls. The two most interesting functions of this fatty substance are that it increases acetylcholine availability which is so essential for both the action of learning and the capacity of memory; and it assists in how the brain uses glucose, which is the fuel that runs brain operations. BINGO. Phosphatidylserine contributes to the main functions we desire for the brain (learning and memory), and the efficiency of the use of the glucose that fuels brain physiology.

We are what we eat, or rather what we ingest. The name of the game in brain health is healthy fat intake. This is the primary objective: to become a Phat-head. The brain should be fed with buckets of delicious usable fats throughout its life. Infants need brain good fats; developing bodies need brain good fats; students and figurers benefit from good fats; people under stress need good fats; and we all will benefit if we keep good fats replenished as we age. The brain will take whatever quality of fat that gets to it: so smart health is to feed it superior fat food. It is worth noting that the Omega-3 fats EPA + DHA provide anti-inflammatory support in this fatty environment, both resolving damage and providing protective actions to the nervous system. Fatty nutrition is something that you certainly need to pronounce more clearly in the marketing of your Brain Health section. If the lightbulb is to stay lit, you need the figurative oils that will keep that lamp lit.

Phospholipids are the primary building blocks of cellular membranes. Phosphatidylcholine and Phosphatidylserine are major constituents of brain tissue. Acetylcholine production

and release is one brain function goal, but there are not supplements for this holy grail, so we look for supplements that boost neurotransmitter acetylcholine levels. Acetylcholine assists the actions that spark the coding that imprints memories in our brain: that is the best way that I can describe it. Think the old Kodachrome cameras bringing the photograph to life. The human spirit is partially defined by our very human ability to create and then retain and use memories. Important stuff. Nutritional science has made some amazing discoveries, and all this benefit can be done naturally. So, let's make it happen!

This is all about retraining the brain. The best food for phospholipid optimization is probably fish roe. One of the most underutilized Nordic Naturals® products is their **Omega-3 Phospholipids**. This product offers phospholipid gold, as it combines Omega-3 fish oil (anchovy and sardines) with phospholipid-bound omega-3s from sustainably-sourced herring roe. I consider this a supplemental form of herring roe: a historically-appreciated fish superfood. Fish eggs from herring harvested off the coast of Norway in a manner that keeps the fishery alive and vital, and the eggs fresh for use: the best fish egg roe choice in the world!

Consider all the many reasons that you must have this product on your shelves: phospholipid-bound omega-3s may be more easily digested by some people; phospholipids may increase the absorption of any Omega-3 supplement taken together with it, particularly if looking to get Omega-3s to cross the blood-brain barrier and be available for the noggin. This Omega Phospholipid product is so affordable, when/if someone comes to your store asking for Krill oil. First, it is double the amount of omega-3s as the average krill supplement. (2 caps provide 500 mg Omega-3s (190 EPA/200 DHA)). Second: Nordic's herring roe extract is sustainably-sourced, and there are identified grave concerns about the overharvest of this keystone crustacean species, Krill. Most krill oil from krill meal is extracted using solvents that the natural movement does not approve of, and solvent residues are common in krill oil products. Meanwhile, the spawning stock harvest for the Herring Nordic Naturals® sources from is robust. Herring Roe in; krill, out. Brain health: the Herring roe has more DHA attached to the phospholipids than is available from the other processed material.

The Nordic Omega Phospholipid product is also perfect for a person who dislikes larger softgels. And this product is unflavored, so it also serves well as an option for someone who wants an unflavored Omega-3 (the other option is the **Nordic Prenatal** unflavored with vitamin D3). I often recommend the Omega Phospholipids and the Nordic

Complete Omega Xtra® for teens and young student adults, where they are getting EPA, DHA, herring roe phospholipids and GLA during that young adult time where hormones are still sparking incessantly.

Omega-3s are still the famous stars in Fatville. Thanks to the near universal awareness of the need for Omega-3s, we are now provided a better way to upgrade the consumers' choices to include formulas that offer both omega-3s and other beneficial brain fats. People can choose to take one product that offers additional structure-function benefits, or they can use an Omega-3 based product to be a base for their overall health Good Fat natural protocols. Example: starting with Nordic Naturals® **Ultimate Omega 2x**, and then adding or rotating between two excellent omega-3 based products, **Omega Memory with Curcumin** (1000 mg Omega-3) and the Nordic Naturals® newer **Omega Focus** (1280 mg Omega-3). The most important things are compliance, which means taking one of these options daily.

Like with the herb Bacopa (Nordic's Omega Focus offers BaCognize® standardized whole plant Bacopa extract), I wanted to revisit the research on the Omega-3s, especially DHA, for the many perspectives that involve Brain Health. With a Wholistic perspective, it is apparent that the Omega-3s are well-known to assist Brain Health, and to benefit many of the ancillary systems that allow the brain to both survive and thrive. How much are we following the research on the importance of the Omega-3s for: inflammation and the brain; cell damage; metabolic disease; neuroprotection; gut microbiota homeostasis and its effects on mood, anxiety, depression (post-partum depression), PTSD and seasonal depressions; brain aging; brain circulation and cerebral blood flow; executive function; behavior and personality; cognitive function; mental balance; concussions; headaches; visual function and athletic performance. As you speak to your customers, always highlight the fact that DHA is quantitatively the most important Omega-3 polyunsaturated acid in the brain.

A current novel truthful way to reignite your Omega-3 sales: make it a clear educational statement that sufficient Omega-3 levels help with the absorption of the endocannabinoids. As we all advance our knowledge in natural health, I look forward to learning and sharing more as the next veil of perception is removed, and we learn to live in the world of understanding where the brain—our study today—and the nervous system—another article—are living in a perfect harmony. Nirvana.

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How Bright is the Light Bulb?

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Gotu Kola and Bacopa—the two Brahmi herbs—were identified as the tools to help with spiritual enlightenment. How many of your customers will get excited about Bacopa when you mention it in isolation? (or inversely, how can you creatively help improve intelligence?) One day Bacopa will be a common name in natural health here, (like the names that have been layered into our consciousness from the marketing implants of modern car name appellations!). Until then: get Bacopa into people's lives through solid Brain-supportive formulas: **Herb Pharm®**—all certified organic—Bacopa liquid extract: **Herbs on the Go™ Everyday Focus™**; Herbs for Kids, **Kids Captain Concentrate™**; and **Anxiety Soother™** liquid extract blend. **Nordic Naturals®**, **Omega Focus** softgels with Omega-3s and Citicoline.

The herbal Crystal Star formula, Focus, provides a dried herb cap combo of Chamomile, Catnip, Skullcap, Bacopa (leaf), Gotu Kola (aerial), Hawthorn (leaf + flower), Licorice and Valerian roots, Wild Lettuce, Lobelia leaf and Passionflower. In your newly-expanding Brain Health section, you can display your products with Bacopa by adding a shelf-talker that identifies “Formulas with Bacopa”.

Other exceptional herbs to make your Brain, Mind & Mood set complete should include the **Herb Pharm® Brain & Memory™** which was highlighted in the last BMC newsletter; and these other Herb Pharm® liquid extract blends: **Good Mood™**, **Stress Manager™**, and the **Kids Captain Concentrate™** and the singles: Ginkgo, Gotu Kola, Bacopa, Sage, Eleuthero, Rhodiola, Green Tea, Holy Basil, Ashwagandha and Rosemary.

The most natural way to wholistically approach a functioning brain-centric section like this is to place the Nervous System items in close proximity: Herb Pharm's Kava, Milky Oat seed, California Poppy, Lemon Balm, Passionflower, Skullcap, Chamomile, Valerian and St. Johnswort. For the best there is, stock the Herb Pharm® compound **Nervous System Tonic™** (Skullcap, Oat “milky” seed, St. Johnswort, Celery seed, and Lavender flower).

The Brain and the Nervous System; the nervous system and the brain. Proper function is the healthy intertwining of these two distinct but inseparable systems: “the nervous system is like a network that relays messages back and forth from the brain to different parts of the body. It does this via the spinal cord, which runs from the brain down through the back. It contains threadlike nerves that branch out to every organ and body part.” When we think nerves, we think the supportive



protocols of good fats, antioxidants and circulation.

The research on the medicinal mushrooms and brain health is noteworthy as well. Lion's Mane is now found in most health store Brain Health sets. Lion's Mane (*Hericium erinaceus*) starts by exerting immune-supportive and anti-inflammatory benefits. **Mushroom Science®** offers one of the few medicinal mushroom products that gives guaranteed actives of the polysaccharide content on the label, and—with 90 veg-caps—is one of the best valued, most active products available anywhere. Beta glucans and polysaccharide supplementation can be considered foundational for the immune system and if your immune system is functioning properly, it will benefit every other body system to perform better. Lion's Mane extract, properly extracted, may assist brain health and enhance cognitive function more for the extra benefit it offers for promoting myelin sheath integrity which would promote the health and normal function of the brain and nervous system. People who study the brain and the aging process know that Nerve Growth Factor (NGF), a small protein important for the normal growth, maintenance and survival of neurons (nerve cells), is one of the earliest recognized natural tools we have for healthy natural brain aging strategies. In many stores, Lion's Mane sells as well as Turkey Tail (*Coriolus*) and Cordyceps mushroom hot water extracts!

There is no doubt that improved circulation improves body function in a way that elevates brain allostasis. Improved nitric oxide levels can create palpable clarity and brain performance. Pycnogenol supplementation has been well-documented for improved Brain Function. Here, we can see that superfood antioxidant complexes have beneficial effects on stress, circulation and therefore

better brains. The newest antioxidant superfood from Portals Pharma, Abigenol® from Silver Fir tree bark extract, brightens the energetics for people who need to perform, from workout to athletics to school studies. We must always include the versatility that these multi-antioxidants provide.

“Oxidative stress, caused by the imbalance between the generation and detoxification of reactive oxygen and nitrogen species (ROS/RNS), plays an important role in brain aging, neurodegenerative diseases, and other related adverse conditions, such as ischemia.” If we were looking for the best recommendation that we could make for the statement above, we would say that the whole-body benefits of high glutathione levels are probably the first critical foundational support suggestion that we can make to everyone (all ages!) Glutathione has risen to a front and center in the natural nutrition world now that bioavailable forms of Glutathione have been proven. The most cost-effective and the most useful of all this new class of glutathione-producing nutrients is the **Reg'Activ** probiotic offered by **Essential Formulas®**. We CAN clean out toxic metabolites from the brain. If we were going to pursue any protocol to do this, glutathione should be in that prescription!

Finally, if we want the brain to perform optimally, then we need good rest. Optimize sleep and you offer your brain the best opportunity to do its best.

The brain, even at rest, consumes 20% of the body's energy. As we know from our recommendations to prevent diabetes, you want your energy supply to be fired by the slow burn of good fats rather than the quick-fix, gasoline-to-fire effects of carbohydrates and sugars. The brain needs sugars; and the brain needs ample fats. Make them both the best available.

The brain consumes energy at ten times the rate of the rest of the body per gram of tissue. The average power consumption of a typical adult is 100 Watts and the brain consumes 20% of this making the power of the brain 20 Watts. Brain strategy should first make sure that the brain is wired correctly at a cellular level. The bulb must be able to function. The second strategy should be to find stimulants that are safe and not draining to the brain, but rather stimulating while supporting. Everyone should be first in line to experiment with the Brahmi herbs Gotu Kola and Bacopa. Time-tested: but make sure you are getting credible and safe products from quality-herb manufacturers. Antioxidant-rich Green Tea is also a nice pick me up.

Too many people have put their faith (and their nervous systems health) in the hands of that cup of coffee. Accepting the positives and negatives of the wasted time

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

How Bright is the Light Bulb?

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walking to the corner barista, people have been hypnotized into thinking that coffee helps them think better. HA! Coffee is like turning the light switch on and off in the house too many times in a day: it is bad for the energy bill. Summertime should be Coffee-download time anyway: vacations as coffee-free hiatuses. Vacations should be times for nervine-rich relaxants and tonics. Good for the brain tonics.

Everyone needs to find that way where they can revv up the brain's engine when they need it to be functioning at a high level. How are you powering those 20 watts that is the lit bulb of your brain?

Can we all agree that the world around us needs a little bit more intelligent thinking? But nootropic nutrition is not just for the wealthy or the studious: everyone needs a little good fire fueling their brain!

People have been seeking this single-minded paradise since they have been able to reason. The perception of happiness: sanity—it is all better realized when the brain is properly maintained.

Build that brain section now and champion optimal brain health: you just may save the world (or your community, or a life)! ☺

Terms we will hear and use:

neuropharmacology: the study of how drugs affect cellular function in the nervous system, and the neural mechanisms through which they influence behavior.

nootropic: improve cognitive function, particularly executive functions, memory, creativity, or motivation, in healthy individuals

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