



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 16, No. 2 • February 2019

## Talking Health: Beyond Omega-3s: So Many Things for a Healthy Heart Protocol

**B**usinesses thrive with action and stories and excitement. In this regard, February is a blessed month. Your store should be a flurry of activity every February. Predictably, we will always have some measure of a cold & flu season crescendoing in this dark month of Winter.

February is also the acclaimed Valentine's Day, and we understand that most of the world wants Whitmans or Godiva, the smarter store plays the sweetheart notes of gifts for every level of love: partner, lover, date, family, Mom + Dad and teacher. Natural gifts can easily be made into the best choice: if we make a marginal attempt at seasonal marketing. How did you do this year? Well, next year can only get better! It was one year ago that BMC announced our intention to help any store willing to grow their natural bodycare set to make it a larger, and more profitable percentage of your daily sales. The mission will continue this year, and many stores are seeing nice results, even if they are moving slower than molasses in a downtown traffic jam. February should be a big bodycare month every year: skin is exhausted after all the challenges that started with indoor hibernation, a dry living space and the harsh winter weather temperatures, bone-chilling winds and cold, cold and colder. After the New Year's Resolutions have been made (and filed), stores should promote Delicious Bodycare with an emphasis that creates skin-health-friendly habits before the outdoor activities of Spring and Summer.

Make your stores that place someone wants to explore when the idea of fun is rummaging through the healthstore options as the best antidote to endless darkness and cold!

The crown jewel of February marketing, though, is Heart Health Month. Could that be more obvious! Remember that this is a public service announcement led by—well, everyone involved in concerns for the heart health communities of America. Did you know that "American Heart Month" is a month-long United States observance established by a Federal Law?

Yes, to participate is to agree with 36 U.S.C. § 101 (United States Code). As directed, the President is requested to issue each year a proclamation: (1) designating February as American Heart Month; (2) inviting the chief executive officers of the States, territories, and possessions of the United States to issue proclamations designating February as American Heart Month; and (3) urging the people of the United States to recognize the nationwide problem of heart and blood vessel diseases and to support all essential programs required to solve the problem. This is not a marketing opportunity: this is Patriotic Health Activity. So, there is no limit as to how far you can go crazy with this messaging: it is all legal!

At this point, I will now drive the conversation away from the mainstream: yes, I

am "going rogue" (in the way any peaceful and inquisitive pachyderm would!). Our natural understanding of heart health is becoming more fully realized, and the messages that we should be expressing; sharing education on, and marketing about are messages that concentrate more on the "vascular" of cardio-vascular health. Blue Moose Consulting has promoted greater emphasis on this less-emphasized aspect of Heart Health in many previous newsletters, radio programs, trainings and consumer talks, but our understanding of the options we have available for heart health problems is becoming more clear. Yes, we all should be speaking best healthy heart protocols—and the optimal paths to good living with a sparkling and trustworthy cardio-vascular system. How much have you looked at the advancements in nutritional science, and how closely have you listened to the new exciting advancements in our understanding of the key components to circulatory health? It is with the Circulatory System that we will start our 2019 Refresh!

The circulatory system is long, and we can expect it to change with age. Someone else did the measurements, and this is what they have concluded: "If you were to lay out all of the arteries, capillaries and veins in one adult, end-to-end, they would stretch about 60,000 miles (100,000 kilometers). What's more, the capillaries, which are the smallest of the blood vessels, would make up about 80 percent of this length." What are the most common modern prescriptions: (1) ignore it; (2) exercise—as if aggression by itself is anything more than a blunt instrument; (3) vascular testing. Now, while testing is good—tests will most likely prove that by ignoring the circulatory system for a lifetime, and enjoying the modern privilege of a sedentary and passive relaxation response, almost every man and woman over the age of 50 can easily be considered unhealthy (transcribed by prescription into the declaration of an irrefutable need for pharmaceuticals: ignore, and your insurance quadruples!).

The answers start well before the 50th or 60th birthday, obviously. Again, though, the solutions will almost never occur if a person doesn't "know what they should be doing." So, make it clear for them: circulatory system flexibility. The older you get and the more you learn, the more that you appreciate the importance of stretching: there is a reason that yoga and other stretching fitness exercises are sprouting up everywhere! As part of the Realignment of the local community health resource center that your store is destined to become, you would be wise to promote (advocate) the culture of Stretching as an adjunct to your "Sports Nutrition" section. While you are expanding, consider the obvious market that is present for "heart health and circulatory system

health" in this emerging advanced healthfood store market. Give the people what they want!

Flexibility? Come on Michael: how am I gonna make this message be heard.? Well, if you want to share the truth (listed in the 2019 CDC data for the USA: Heart Disease: about 610,000 people die of heart disease in America every year—1 in every 4 deaths. Heart disease is the leading cause of death for adults, both men and women. More than half of the deaths due to heart disease in 2009 were in men). The same public health document points to, but does not highlight this fact: "The term "heart disease" refers to several types of heart conditions. The most common type is coronary artery disease, which can cause heart attack. Other kinds of heart disease may involve the valves in the heart, or the heart may not pump well and cause heart failure. Some people are born with heart disease."

OK, tell me more about coronary artery disease! Coronary Artery Disease (CAD) "happens when the arteries that supply blood to heart muscle become hardened and narrowed."

Hmm. So, we want to avoid or stop or slow down or prevent a hardening and narrowing of the arteries as best we can (naturally). Sounds like maintaining flexibility to me! How about you? So with this information immediate in your mind (aided, of course, by the flow of nutrients to your brain so that you can think, deduce, understand and develop this thought: thank you circulatory system!!!), how are you communicating that message to the people who come to your store to understand the most rational and effective strategies to stop themselves from being that part of the equation that is catalogued as predetermined to coronary artery disease, cardio-vascular disease and heart attack, stroke and death? We can pause as you go check out your shelves now, and see what you are offering, how your messaging matches this important need and how you can guide people to these most essential things that they need. Note: the cause of heart disease is arterial inflammation!

Get up. Stretch. Get the exercise: at least mentally! The walk will do you good. For most stores, we have been failing to present and translate the message of best practices to gain a healthy circulatory system. Worried about "making claims," and fearing that the big powers that-be will not like you walking on their turf with "heart disease"? Well then, be conscientious in telling people that keeping arterial walls healthy is an important thing. Heart disease is mostly genetics: all the other stuff is caused by the environment, and the immune system. Let them own that compound word structure "heart disease". Stupid words anyway: the power machine heart is never at ease! There are heart

*continued on page 2*

issues that are electrical: and we are not the people to address that. If we can defuse the legal landmines by identifying realities that we can help people with, to improve then we can truly make our Healthy Heart section valuable, and successful!

Yes, people should consider professional healthcare supervision if they have real heart disease: but we are not all sick! Healthy people can sometimes forget that they need to keep the superhighways of their circulatory system clean and flowing freely; and they sometimes need to be directed to nutritional opportunities that can help them naturally and nutritively keep their body systems working optimally. Healthy Circulation, here we come!

60,000 miles of teeny, tiny stretchy pipe. It was built (thank you). It has evolved to perform, so that the species advances—and it is always in need of repair. First: no trash dumping along the human circulatory system highway! One of the best things that modern allopathy has done in this Century is speak out loudly against trans fats. The reduction of trans fat consumption in the US food market is their victory: we supported them, and must continue to do so...but let's try to be friends where we can and get along! Next up is the pernickety free radicals.

Yes, all those sensitive arterial vascular channels are actually little localized ecosystems, like a non-stop series of small towns on a never-ending, life-supporting super-highway. They are controlled by neurotransmitters like nitric oxide, their road potholes are filled by cholesterol and they are always trying to sweep the detritus of free radical litter off the streets so that commerce can flow fruitfully! Free radicals clutter our body ecosystem worse than all the plastic straws and six-pak plastic wrappers in the ocean.

Antioxidants are physio-active, free-radical diffusers that mollify what could easily become a destructive cascading tornado. Most people either misunderstand or have never tried to understand antioxidants: or, they have been made to be afraid of them by some anti-food conspiracists!

The Circulatory System appreciates antioxidants, so keep them flowing in the diet: and promote that truly radical hypothesis: antioxidants are foundational nutrition. Antioxidants cool down some of the heat in the tubes, so that flexibility is maintained, and blockages are avoided.

Marketing the story? Consider that many red fruits & foods are good for heart health. The antioxidant colors of the red hue are what kids should consider when coloring in their minds with what is good for them: red pomegranate hearts, ripe red hawthorn berry painted within the lines of good health. Raspberries, red grapes, cranberries: all the berries. And beets: beets are the current darling of people looking to increase their body's own natural production of nitric oxide. Red antioxidants to counter the free radical invasion: We have to teach for Seven Generations!

Cellular anti-inflammatories: here is the biggest nutritional message! The words almost seem revolutionary, and maybe that is why people are so hesitant to master this subject. Does your neighborhood know that nutrition has gone Star-Trek galactic since Vitamin C made its promise onto the front-cover of the orange juice containers in the 1960s? How can you get your sister-in-law and your shopping-buddy to become curious about CoQ10 + Ubiquinol, Glutathione and Superoxide dismutase (SOD)? If you just turned down the volume of your own internal interest-meter, then you are probably not going to gain on the progress that has now mostly gone mainstream. Each of these intracellular antioxidant nutrients works at the source to



## DELICIOUS SALES WITH NATURAL BODYCARE IN 2019: EMBRACE A REALIGNMENT SMART BUYING

**AromaFREE® from Aroma Land® has beautiful new labels.**

In the Spirit of a store focus realignment in the War Against Toxins (2019), you need to let your community know that you have multiple bodycare solutions for people with allergies + skin sensitivities. This market is huge!

AromaFREE® products can also be cross-merchandised next to your Essential Oil category: as people who love to play with scents, also love to make their own products.

**Just create a sign saying AromaFREE® bodycare: "Have FUN & Enjoy!"**

As with all Aroma Land® Bodycare Collection products:

- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
- No Petroleum Products, Parabens, Synthetic Fragrances, "Parfums", "Botanical Parfums", NO Artificial Colors, Formaldehyde or Sodium Lauryl Sulfate. Simple, safe, pure an unscented:
  - **Hand & Body Lotion** • **Shower Gel** • **Hair Conditioner** • **Shampoo**
- **Two, Perfect near the Essential Oil set:**
- **Massage Oil:** Created exclusively from cold pressed plant oils, enriched with Vitamin E, Sunflower seed oil, Grape seed oil, Safflower seed oil, Rosehip fruit oil, Avocado oil.
- **Bath Salts:** Combines the therapeutic properties of Dead Sea, Epsom, and desert mineral salts to create a deeply penetrating Bath Salt.

**Rationale: Get new product placement in February, and then highlight with the March AromaFREE® Promo: Voila! ~ a new section is born!**

### Reasons to buy Aroma Land®:

- Best value. Best quality. Products made in-house in Santa Fe, New Mexico
- 50%-margin line: great profit for the store, with consistent, 2-month Promos
- Good people: Women-owned, Elizabeth Bezerides; world-renowned Aromatherapist, Ralf Moller. Impeccable blends
- Quality at every step. • Tincture and essential oils bottles all from Germany...
  - ALL bottles Bodycare Collection: made in America. BPA-free

### Launching in late February:

**Essence of Well Being® CBD Massage Oil = 20 mg CBD**

8 fl. oz. Soothing Massage Oil, with Arnica + CBD. AromaFree® Massage Oil with CBD

8 fl. oz. Soothing Body Oil, with Arnica + CBD. AromaFree® Body Oil with CBD

Enter the CBD market with a company trusted through 31-years of business in the natural channel to health food stores. Aromaland now presents Aromaland Wellness

prevent varying forms of destructive free-radical damage, so if you have a hard time saying:

*"Intracellular antioxidants include low molecular weight scavengers of oxidizing species, and enzymes which degrade superoxide and hydroperoxides. Such antioxidants systems prevent the uncontrolled formation of free radicals and activated oxygen species, or inhibit their reactions with biological structures."*

then just say they are integral and good for stopping damage inside the cells, as the extracellular antioxidants like Vitamin C, and the Carotenes and Abigenol work throughout the body outside the cell to prevent destructive havoc—literally battling for your body's 70 billion cells which can be attacked up to 10,000 times a day. The extra benefit of these intracellular antioxidants is that they help to preserve the sanctity of your holy grail, your DNA.

Before we go inside the cell (remembering that the entire breadth of the circulatory superhighway is made up of brick-like walkways of three-dimensional cells!), let's give positive acclamation to the antioxidants that are so essential on the cell-wall surface. The Omega-3s, EPA and DHA, are critical for how the cell works: nutrient in and energy out. EPA/DHA form the foundation of the cell's fort, its home—its life space. EPA/DHA are the protective accordion that covers the cell's surface, making sure that nothing bad gets into the party. And, EPA and DHA are always anti-inflammatory!! But wait, there is more. EPA and DHA from Omega-3 fats are also principally important intracellularly performing many functions including as antioxidants. Yes, the Omega-3 fatty acids, EPA (Eicosapentaenoic acid) and DHA (Docosahexaenoic acid) are the clear modern winners in our natural messaging of Good Heart Health. Good Heart Health starts with Good Fats and Good Proteins. Food Therapy.

Proper antioxidant support for every cell in the body begins with correcting the Omega-3 Deficiency! Your job is to make it attractive that everyone understands that quality Omega3s, in at least the minimal daily prescription of 500 mg of EPA + DHA per daily, is non-negotiable. And where should they buy this food—via fish oil or algal oil?—in your store. Therefore, every February should be EPA/DHA month!! The biggest shout-out that you can make: LOUD messaging. EPA and DHA should always be the official sponsor of February Heart Health month.

**Nordic Naturals®** now runs one of its two National Marketing support campaigns in February to help you in this mission (the other national campaign is "Back to School"! ) The opportunities are presented to you, and my only comment is—as the doors to February are open and the customers are here now, looking—are you business-savvy enough to seize the moment?

The good news is that heart health and circulatory system imbalances are endemic and year-round. Starting late: get that Heart Health endcap up now! A Nordic Naturals® floor display is the most beautiful thing in your store in February: and one of the most important things that you can do for community health. Adults, kids, Seniors, teens, the athlete, people with every manner of dis-ease—all need the good fats that create body homeostasis.

If I were running a store today, I would focus on Nordic's **Ultimate Omega 2x®** products because they are the conduit to getting more EPA/DHA in daily compliance as efficiently as possible. Since Nordic Naturals® stands alongside the Independent Health Store, and has a solid MAP-policy, this is a product that your store can own. Simple: sell the best in your store! Since people trust the Nordic Naturals® name, this is the perfect opportunity to capture the customer looking for those other Heart Essentials: CoQ10, Ubiquinol and Vitamin D. The menu for Heart

continued on page 6

# NEWTON homeopathics

Nurturing Naturally Since 1987

## February 2019 Promotions 20% OFF Discount select OTC formulas

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

- Cold Sores • Fever~Infection
- Libido • Kids Teething~Colic

### Homeopathic OTC Formulas

Available in 1 fl. oz. + pellets in 1 oz. glass bottle

**Cold Sores** for symptoms associated with eruptions + sores of the lips & mouth such as itching, crusting, redness + pain. (N039)

**Fever ~ Infection** for associated symptoms such as aches, chills, fatigue, sweating, nausea + loss of appetite. (N004)

**Libido** for associated symptoms such as decreased desire, dryness, anxiety, hypersexuality + other related symptoms. (N068)  
www.newtonlabs.net/Libido/productinfo/N068/

**Kids Teething~Colic** formulated for associated symptoms such as inconsolable crying, painful & swollen gums + sleeplessness.

- Shelf tags announcing the sale included your order
- Cannot be combined with other discounts
- Monthly promos will be advertised through the Newsletter = website/social media pages

### Help OUR Kids: Kids Teething- Colic (F026)

**Directions:** Children, ages 0 to 11, give 3 drops or pellets by mouth (ages 12 and up, give 6 drops or pellets) as needed or as directed by a health professional. Under age 2, crush/dissolve pellets in purified water. Sensitive persons begin with 1 drop or pellet and gradually increase to full dose.

+ **Testimonials:** "When my son was a teething infant, we used these drops. It was amazing how quickly they worked to calm him down! Totally worth the buy! Im buying them again right now for my daughter, who is teething now." — Shanna, TX

### Why Homeopathy?: BECAUSE IT WORKS!

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

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

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## Keep Immunity High: Immune Health Basic® "IF/Then Sale" SUPPORT: Put the best-selling WGP® on sale [60 ct.] @ 20% OFF

**THE DEAL:** 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. 60 cap size** on reorders through February 28, 2019 @ **20% OFF** wholesale.

**The needed 5 immune-supporting items:**

**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.**

NEW YEAR, NEW BOTTLE/LOOK, NEW EXCITEMENT

**The Silver Fir Tree nutrient, ABIGENOL®**

~ packed with 6 phenolic acids, three flavonoids + four lignans

Shipping NOW: **RevUp Wellness®: a new powerful nutraceutical Silver Fir Extract: now in beautiful new bottles in a box**

- Rev•Up Wellness® DEFENSE with Wellmune®
- Rev•Up Wellness® ENDURANCE
- Rev•Up Wellness® VELOCITY with Wellmune®

(all w/) European Silver Fir Bark extract: Abigeno®  
Ask your BMC Rep for new placement promotions!

**GROW NEW BUSINESS with scientifically-proven nutritional support**  
<http://immunehealthbasics.com>

## HERB PHARM®

### WARNING: IMMUNE SEASON IN EFFECT February Promotion 20% OFF

Mix and Match 20 or more unites for a 20% Discount. Reorders will receive the same discount throughout the promotional period. Discount applies to 1, 2 + 4 oz. sizes

### IMMUNE SYSTEM & SLEEP SUPPORT HERBS

- Black Elderberry liquid herb extract 1 + 4 oz.
- Black Elderberry, Alcohol-Free liquid herb extract 1 + 4 oz.
- Daily Immune Builder™ liquid herb extract 1, 2 + 4 oz.
- Herbs on the Go: Immune Season™ liquid herb extract 1 oz.
- Rapid Immune Boost™ liquid herb extract 1, 2 + 4 oz.
- Soothing Throat Spray™ liquid herb extract 1 oz.
- Super Echinacea® liquid herb extract 1, 2 + 4 oz.
- Relaxing Sleep™ liquid herb extract 1, 2 + 4 oz.
- Herbs on the Go: Bed Time™ liquid herb extract 1 oz.
  - Valerian liquid herb extract 1 + 4 oz.
  - Valerian, Alcohol-Free liquid herb extract 1 + 4 oz.
- Oregano Spirits™ liquid herb extract 1 + 4 oz. • Osha liquid herb extract 1 + 4 oz.

### PROVIDE SUPPORT!!

- Daily Immune Builder™ liquid herb extract 1 oz., 2 oz. + 4 oz.  
A trustworthy "prepare-and-restore" formula^ (formerly Immune Defense).  
Ingredients: Proprietary extract blend of fresh Echinacea (purpurea) root\*, Astragalus root\*, Reishi mushroom\*, Schisandra berry\*, wildcrafted Prickly Ash bark\*
- Herbs on the Go™: Immune Season™ liquid herb extract spray 1 oz.  
Provides complex support for a healthy immune response^  
An intuitive format, making it easier to include herbs in your healthy everyday habits!  
Ingredients: Proprietary extract blend: fully-ripened Black Elderberry fruit\*, Astragalus root\*, fresh certified organic Echinacea (purpurea) root\*, wildcrafted, purity-verified Eleuthero root, Ginger rhizome\*
- Rapid Immune Boost™ liquid herb extract 1 oz., 2 oz. + 4 oz.  
A famous "feel-better-faster" formula^ (formerly Echinacea-Goldenseal).  
Ingredients: Proprietary extract blend: fresh Echinacea root\*, cultivated certified organic Goldenseal rhizome & rootlet\*, Osha root, fresh Spilanthes whole flowering herb\*, Yerba Santa herb, Horseradish root\*, Ginger rhizome\*, Black Elderberry fruit\*, Yarrow flowering tops\*, fresh Wild Indigo root.  
• Supports a quick, vigorous response to immune system distress^  
\* Certified-Organic

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

**Education:** February 28th (Thursday) Herb Pharm® Webinar – two times 2 + 7 PM  
Ask your BMC Rep for details. Topic: "Sprays, Stress, Brain & Pollen Support Herbs"

Not represented by BMC in NJ

## NORDIC NATURALS

### FEBRUARY NATIONAL HEART HEALTH PROMO Sale Items:

- EPA – Lemon 60 softgels • EPA XTRA – Lemon 60 softgels
- Nordic COQ10 Gummies – Strawberry 60 ct.
- Nordic COQ10 UBIQUINOL – unflavored 60 softgels
- Nordic COQ10 UBIQUINOL SPORT – unflavored 60 ct.
- Ultimate Omega® – Lemon 60 ct, 120 ct., + 180 ct. softgels
- Omega LDL 60 softgels • Ultimate Omega® – Lemon 8 oz. liquid
- Ultimate Omega® + COQ10 – Unflavored 60 ct.+ 120 ct. softgels
  - Ultimate Omega® 2X – Lemon 60 ct. + 120 ct. softgels
  - Ultimate Omega® 2X MINI – Strawberry 60 softgels
  - Ultimate Omega® 2X MINI W/D3 – Lemon 60 softgels
  - Ultimate Omega® 2X W/D3 – Lemon 60 softgels
  - Ultimate Omega® XTRA – Lemon 8 oz. liquid
  - Ultimate Omega® D3 – Lemon 60 ct. + 120 ct. softgels

### YOUR OPTIMAL HEALTH. OUR ULTIMATE GOAL.

Put an emphasis on Total Health with these "essential" nutrients that can build up your February Promos highlighted along with the vital Heart Health nutrients above

### Super for this February Promo:

- Marine Collagen – Strawberry 5.29 oz powder
- Nordic Flora Probiotic COMFORT 30 caps
- Nordic Flora Probiotic DAILY 60 caps • Nordic Flora Digestive Enzymes 45 caps
- Nordic Vitamin D3 – 25 mcg (1000 IU) Orange 120 softgels
- Vitamin D3 5000 – 125 mcg (5000 IU) Orange 60 softgels
  - Vitamin D3 Gummies – Wild Berry 60 ct + 120 ct
  - Vitamin D3+K2 Gummies – Pomegranate 60 ct
  - Curcumin Gummies w/Longvida® – Mango 60 ct
  - Melatonin Gummies (1.5 mg) – Raspberry 60 ct.

Prepare to have your best Heart Health February ever!

The February national deals are an Opt-in Promo...so make sure that you work beforehand with your Nordic Rep

Use the best collateral in the industry to help you make the most of February!!

### EPA + DHA are #1- Health Message for 2019

HIGHLIGHT Heart Health month with endcaps, counter displays and floor displays  
**Nordic Naturals® DISPLAYS with Powerful Health Statements**

- Ask your Nordic Rep for items for each display!
- 12-BOTTLE COUNTER DISPLAYS • 24 ct. Nordic Naturals® FLOOR DISPLAYS
- 180 ct. Nordic Naturals® 24 pc. displays

Note: each display has its own list of available items

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





**LOOK at ALL these great Topical Solutions on Sale in February**

**Better Bathing Naturally 20 oz.**

- Sea Bath: Ginger Detox™
- Sea Bath: Kiddie Calmer™
- Sea Bath: Oak & Ivy™
- New Mama® Tush Soothing Bath 32 oz.

*Super-appreciated Baby Shower Gift*

**Bathroom benefits!**

- Body Wash Foamer: Minty Mischief
- Zero Zitz!® Creamy Kleanser(s) 6 oz.
  - \* Unscented
  - \* Cease-the-Grease
  - \* Moisture Marvel
- Zero Zits!® Toners 6 oz.
  - \* Original
  - \* Tea Tree
  - \* Emergency Power

**Aromatherapy + Good Mood**

- Skin to Skin Intimate Lube 2 oz.
- Sleep Rescue® 2 oz.

**Topical Action Remedies**

- Wart Wonder™: all options 2. oz.
  - \* Delicate places
  - \* Regular strength
  - \* Super Potent
- Scabies\* and other\* Mites™ Oil - 2 oz. + Soap - 6 oz.
  - FungiFree™
- 4 step Kit that works naturally
  1. Soap
  2. Spray
  3. Oil
  4. Powder
  - Herpa Rescue™
- 2-steps and Relief is Wellinhand Spray - 2 oz + Soap Soother - 6. oz.
  - Nit Kit™ one box: 2 oz. Each Nit 'Kit' includes a bottle of Nit Kit™ solution (2 oz.) w/detailed instructions, fine-toothed Medi-Comb + a 5x magnifier

**February Promotions 10% OFF**

(products listed above)

Must mention BMC Promotional Deal to get discount  
Direct orders: independent stores only thru 02/28

**TRANSFORM YOUR BODYCARE SECTION. PROVIDE SOLUTIONS TO RELEVANT CONCERNS.**

*Topically Applied Herbal Answers*



DRINK OXYLENT BREATHE LIFE™

**OXYLENT® 2019 is the time**

• Invest in a new Oxylent® '5-in-1 Multi' Dumpbin Display: = 200 packets for \$100  
*Create excitement!*

- Invest in the pre-fill Oxylent display, while supplies last: \***30% OFF** 5-in-1 Multi prepacked Shipper 24-box order
- pre-filled: set price (no further discounts)

All orders minimum for free shipping after discounts = \$200

**FEBRUARY PROMOTION**

**ALL Canisters: all Flavors Buy 2, Get 1 FREE**

- (1) 2 of one flavor canister/SKU means **1 FREE** with order
- (2) then, **20% OFF** of reorder purchases of the canister
- (3) minimum **10% OFF** must be passed on

- Sparkling Berries
  - Sparkling Mandarin
  - Sparkling Blackberry Pomegranate
- Effervescent 5-in-1 Multi powder delivering vitamins, minerals, electrolytes, amino acids and antioxidants with easy absorption and fun flavor- without sugar!

6.6 oz. canister. 30-servings measuring scoop included. Non-GMO. NO Sugar. No Gluten.

*IMAGINE 2019 Kitchen décor with an Oxylent® Canister shining present as the reminder of optimal health & good clean energy all day long*

**DRINKOXYLENTBREATHELIFE™**



**TRIOLOGY® LINE DRIVE in February**

WIN with that Valentine state of mind!

**20% OFF LINE DRIVE or Full-size Gift with Purchase**

- ADVANCED Promo Signup & Sales Tags with Discount REQUIRED for Discount
- Buy-in dates through February 25th

**Trilogy® GIFT TIME 2019 Gift with Purchase Promotional Options** (remember this Promo occurs 4x this year: 4 months!)

Consumer offer: buy two (2) Trilogy products, and receive One (1) FREE GWP products are allocated as follows: (wholesale orders)

- \$300-\$499 = **6** GWP products
  - \$500-\$999 = **12** GWP products
  - \$1000-\$1499 = **27** GWP products
- max promo will be **60** free GWP products  
Gift products to offer to your customer, full-size

- GWF Facial Exfoliant World Ocean Day
- GWP Age Proof CoQ10 Booster Oil
- GWP Deluxe Cleansing Set

Ask your BMC Rep for more details  
Please indicate preferred GWP items  
Buy-in dates through February 25th

**ESSENTIAL FORMULAS**

**Ramp Up on Reg'Activ™**

**15% OFF^ for both SKUs: 6 ea. Reg'Activ™ Cardio & Wellness with ME3**

**6 ea. Dr Ohhira's Essential Living Oils™**  
^Buy-in: February 1 - February 28

**Lactobacillus fermentum ME-3 Reg'Activ™ Cardio & Wellness™**

Reg'Activ CARDIO WELLNESS™\* contains the revolutionary probiotic strain Lactobacillus fermentum ME-3. Studied for over 20 years, ME-3 has been found to support healthy glutathione levels in the cardiovascular system. Boost Glutathione levels and support a healthy GI tract with the active form of CoQ10 Ubiquinol\*

**Pure Plant Oils: offer the best for the Vegan Heart!**

Dr Ohhira's Essential Living Oils™ EFAs derived from select Vegan oils + seeds. Oils are cold-pressed + stable at room temperature: Rice Bran, Sunflower seed, Borage seed, Avocado seed, Perilla seed, Flax seed, Olive seed + Tea Seed  
An ideal balance of Linolenic Acid (Omega-3), Linoleic Acid (Omega-6, especially GLA) and Oleic Acid (Omega-9) from non-GMO plants and seeds: 60 vegan softgels: \$19.75/\$36.25 sale price @ 6 ea. \$16.80 ea.; deal @ 6 bottles ea. = \$100.80

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

Follow on Twitter: @DrOhhiras and @It\_Takes\_Guts  
Dr. Ohhira's Probiotics® The Probiotic of Choice



The best lip balm for the world

**February Promotion 15% OFF^**

^ Direct, independent accounts only  
• **LIP SCRUBS • LIP FOODS**

**LIP SCRUBS: THREE FLAVORS:**  
• Mint Lip Scrub • Vanilla Bean Lip Scrub  
• Brown Sugar Lip Scrub

*Achieve Baby Soft Lips naturally!*  
Exfoliate, moisturize + protect

- USDA Organic, non-GMO, Fair Trade-Certified Lip Scrubs.
- Made with 60% Fair Trade Certified™ sugar to exfoliate + polish
- Organic coconut + olive oil + jojoba condition + protect
- 0.5 oz. glass jars with plastic lid. 6-pc display SRP. \$9.99/ea.

\* **LIP FOOD FOR WELL-FED LIPS**  
*Three nutrient-dense, Organic Lip Balms from Eco Lips®*

- beautiful satin .15oz lip balm tubes w large "overcap"
- 20-ct. Gravity Feed displays: balm: wholesale \$2.09 SRP \$3.09
- Nourish Lip Food: w/spirulina blue green algae; Detoxifies & hydrates to soothe the lips: lemon
- Plump Lip Food: w/ chamomile + mushroom extracts; Invigorates & moisturizes for a smooth, full look: rosemary mint
- Protect Lip Food: w/ Vitamin C-rich Kakadu Plum oil; Fights free radicals that age the skin. Vanilla lavender
- Not to be combined with any other discounts

**The Best Lip Balm for the World™ Organic & Fair-Trade Lip Care Eco Lips, Inc. | Marion, IA**



# bodyceuticals

## February Deals

A sweetheart deal celebrating the fresh new look of

### Bodyceuticals Vitamin C Facial Cream 25% OFF

Sale wholesale price \$11.63

### Calendula + Vitamin C Facial Cream Tone & Brighten. 100% Vegan

This fresh, organic aloe juice based whipped facial crème contains high potency Vitamin C + antioxidants designed to tone & even out skin tone.

- Firms & plumps tissue, assists with age & sun spots
- Feels fresh + soothing on the skin

### Highlight Valentine's Month with these delicious flavor pairings: PROMO

#### • Vanilla flavor set Promo

1 Vanilla Lip Balm Display (12 ct.)

+ 4 ea. Vanilla + Avocado Body & Hair Oil 2 oz.

set sale price = \$62.72 wholesale sale price

#### • Chocolate flavor set Promo

1 Chocolate Lip Balm Display (12 ct.)

+ 4 ea. Chocolate BodyLove flavored

Massage Oil 3.5 oz

set sale price = \$68.32 wholesale sale price

Promo codes to use when placing order to get discounts: code: 'BEMINE'

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

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

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

## THE ESSENCE OF WELL BEING

### EXCITING February 2019 Topical Promo

Essence of Well Being® is selling to the health retail market we support you so the winning combination is **EWB-CBD**

"store favorite": Essence of Well Being®

**FEBRUARY PROMO apply it well**  
ALL Essence of Well Being® [EWB] topicals available for Promo Discount

#### MIX & MATCH

**10 items = 10% OFF**

**20 items = 15% OFF**

**30 items = 20% OFF**

- Topical CBD Hemp Cremes
- Full-spectrum CBD Hemp

#### Topical Balms

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

^ Note that this is a 50%-margin line

^ Premium Partnership accounts get an additional 10% OFF

#### Essence of Well Being® TOPICALS

^ no outsourcing here: all products blended in-house in Santa Fe, New Mexico

^ the leading Aromatherapy line since 1986: 32 years of experience in formulary

^ therapeutic essential oils

Discover the most powerful herb ever investigated:  
**Essence of Well Being® full spectrum, organic CBD from hemp:** <http://www.ewbhemp.com/>

# AROMA LAND

## February-March Promotion\*

2 months to promote these profitable products

### The Bodycare Collection Jasmine & Clementine

12 oz. bodycare. Clean & affordable

(+ not through distribution) 50%-margin line

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

~ including: Pure Therapeutic Grade Essential Oil Blend: Jasmine Oil (Jasminum grandiflorum), Clementine Oil, Rose Maroc Oil, Sweet Orange Oil, Ylang Ylang Oil, Lemon Oil, Sweet Basil Oil, Chamomile Roman Oil (Anthemis nobilis)

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

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

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

#### Aromaland Essential Oil

#### February- March Promo

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

- CLEMENTINE Citrus clementina- Italy
- JASMINE 10% Jasminum grandiflorum in Jojoba oil
- JASMINE 10% Jasminum sambac in Jojoba oil

~ 10% OFF in units of 3 ea.

#### Jasmine & Clementine glycerin bar soap

4 oz. Attractive transparent hues made without synthetic dyes. Rich vegetable glycerin base with Sheabutter + Vitamin E, scented & enhanced with an exclusive blend of pure Essential Oils of Jasmine, Clementine & Rose.

**10% OFF** in units of 3 ea.. **CANDLE SALE**

Romance with a little present:

- Vanilla Bourbon Tin Soy Candle 6 oz.

## AloeLife<sup>®</sup>

INTERNATIONAL

Health Education • Health Products • Aloe Vera

### EVERY STORE needs some Aloe Life!

Recommend a best-selling herbal;

Create an Aloe Life®-dedicated set

#### FEBRUARY 2018 Monthly Specials

Mix & Match, sale items listed below

**15% OFF 12-23 items minimum**

**20% OFF 24 items maximum**

- Body Heat Vanilla Rub 7 oz.
- Aloe Life® FiberMate Tablets 160 tabs

^ discounts cannot be combined with other deals

^ discount good 02/01 through 02/28/2019

**Body Heat** topical Vanilla Rub with Aloe vera 7oz

Supports penetrating, lubricating, warming action - soothing tired & sore muscles. Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica + other herbal extracts support the relief of tension & soreness due to athletic exertion, gardening, arthritic aches, shoulder, neck/back tension, old injuries, sore feet, daily stress + fatigue\*.

**Aloe Life® FiberMate Tablets** 160 tabs: the best Natural Stool Softener in the natural channel. FiberMate tablets are a wholistic blend of vegetables + herbs, friendly intestinal probiotics (DDS-1 strain) providing whole food chlorophyll + healthy food fiber for healthy intestinal tract regularity\*. The formula is free of psyllium, cascara, senna, oat, wheat bran or ground flax seeds: shoppers will gravitate to this non-irritating formula.

#### PRODUCT NOTES:

~ Wanna save everyday? - \$\$ buy smart. 72-piece orders always **15% OFF**. Expand your Aloe Life® set and find ways to drive extra business to earn that extra margin:

Ask your BMC Rep how!

#### Creating a Collagen-support section?

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!\*

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

## MushroomScience<sup>®</sup>

**CORDYCEPS** the best mushroom for Heart Health\* in February!  
**Cordyceps Cs-4 extract - the most versatile of all medicinal mushrooms.**

#### FEBRUARY PROMOTION\*

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

**12 ea. = 20%**

the best-margin mushroom line

Great Savings. Best Value + Best Results

Distributing the only complete line of guaranteed potency mushroom supplements in North America.

~ not combined with other specials

~ must mention 'BMC February Promotion' when placing order

#### CORDYCEPS-CS-4

#### GET ENERGIZED + STAY ENERGIZED\*

1 capsule Cordyceps sinensis mycelium.

**400 mg each 90 veg caps**

Hot water extract 24% polysaccharides,

25% adenosine

**Mushroom Science® Cordyceps Cs-4 provides this unique, studied and verified strain**

The result of years of research, after analyzing 100's of strains of Cordyceps mycelium, this product contains the same actives as the actual fruit body found in the wild. Hot-water/alcohol extracts provide the immune health benefits normally associated with the medicinal mushrooms, but also provide a host of other important health benefits including balancing the HPA axis + improving energy, stamina + endurance, if the adenosine + other nucleosides are present!\*

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

# JUVO<sup>™</sup>

## GO RAW IN 2019

Ask about new product placement deals. ReJUVOdate Yourself!

#### ReJUVOdating Benefits:

Certified-Organic, Raw, Whole, Non-GMO

Ingredients:

- Support a healthy Immune System
- Improve Digestion
- Increase Energy
- Help balance blood sugar levels
- Rich in antioxidants, dietary fibers + phytonutrients
- Unbeatable taste that's all organic

**JUVO®: Free of Gluten, Soy, Whey, Yeast, Nut, Dairy + Preservatives. NO Artificial Flavors, Colors, Sweeteners & Stuvia**

#### Center-stage JUVO® 2019

The REASON is supporting Nutrient-dense Organic foods

The REASON is generating rejuvenating postbiotic metabolites!

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, fibers, sea vegetables & more. Three (3) focused full meals: for slimming; for healthy, convenient meals and a protein meal for sport.

**Premium plant based whole foods to optimize your nutrition. Oncologist formulated. The leader in Raw Foods for 20 years: USDA Organic. Gluten Free. ReJUVOdate Yourself!**



Health has all of these nutraceuticals as “main course” staples. The goal is to get the shopper to fill up their cart with each/all of these.

With that shout-out to those hard-working fats, I wish to expand YOUR mind to consider other nutrients as part of the essential package. While the research on just increasing Omega-3 consumption is outstanding, we all should consider the groundswell of new ideas and the development of new novel nutrients that deserve equal spotlight. Honestly, your Healthy Heart section is not complete without offering the fullest wholistic picture in your presentation. Omega-3s are critical, essential, foundational: and then—we continue to educate!

Hello heart: is your reader taking CoQ10 everyday for you? OK, I am gonna make my pledge today: I will take CoQ10 myself every day for the rest of the year...how about you?

I originally fell in love with CoQ10 because it was the literal spark-plug of energy production: and I run on high-performance energy! As our industry introduced Ubiquinol as the active antioxidant form of CoQ10 and made both household names, the mainstream scientific community concurred that evidence shows that CoQ10 supplementation (in either form) is effective for heart conditions. Powerful stuff.

In some manner, I thought that these forms of CoQ10 would be the be-all/end-all of this oral-dose nutritive intracellular antioxidant nutrition. And then, along came the probiotic Me-3™. Here was a probiotic that made antioxidants, but not just any antioxidant: the body's most important antioxidant, glutathione. As Dr. Ross Pelton wrote in the June 2017 issue of the prestigious *Townsend Newsletter*, the presentation and the evidence on this probiotic—*Lactobacillus fermentum Me-3™* signals a new era in Glutathione Therapy. We have gone to the heart of cellular health, and found a real game-changer: a strain of probiotic bacteria that synthesizes glutathione.

### Lactobacillus fermentum ME-3 Reg'Activ™ Cardio & Wellness™

The line of these three newer products from Essential Formulas® immediately improves your Structure-Function sections! This product is arguably the most innovative product of the Century. So, let's test your confidence-meter in being able to “sell” the concept, merits and science of glutathione? (Yeah, for a bunch of people this may be a problem: and likewise, for the consumer as well: gluta-what..huh?!?!). Trust me, the decades-long singular study of this one strain of probiotics is rock-solid. Ask your BMC Rep for the whitepaper on this nutrient, and do a little research: if you work in natural health in the 21st Century, you should probably know of the function and promise of glutathione allostasis (what a concept, huh!?)—and viable supplementation! Glutathione is a multiple exclamation-point health superstar!!!!!!

Glutathione has long been called the “master cellular antioxidant” (nice name: easy to remember). The body's natural production of glutathione diminishes as one ages, and its production internally is dependent upon the availability of usable cysteine gained through the diet. The problem (and doubt about) glutathione supplementation was that the amino-acid based nutrient degraded quickly in the gut during digestion, so supplementation was always considered sketchy or undependable. Those days are now gone, thanks to the **Essential Formulas** Reg'Activ® line of products. Each product—Reg'Activ® Detox & Liver Health™; Immune & Vitality™; and Cardio & Wellness™—offers a superb way to get everyone

## CELEBRATE LIFE! CELEBRATE LOVE!

Prayers have tremendous energy



The Natural Products Movement lost one of its hardest workers, and most beautiful people on February 10th when Joyce Barrows left this world and entered Heaven. A woman of Great Faith, Joyce also was the superwoman who made Bluebonnet

Nutrition® what they are today. Time eventually takes its toll, but Joyce will always be remembered as a wonderful woman who raised a remarkable family, and was a beautiful Mother and Devoted Wife. She will be greatly missed

gaining from a fountain of glutathione production in their body.\*

The **Reg'Activ® Cardio & Wellness™** provides a complete probiotic-based product supported and balanced by *L. Fermentum ME-3*, (60 mg.: equivalent 6 billion lactic acid bacteria), Ubiquinol (coenzyme Q10, Kaneka Nutrients QHT™, 30 mg.), N-acetyl-cysteine (30 mg.), Pantethine (16 mg.), Vitamins B1 + B6 (HCL) (2 mg. each), and Vitamin B12 (as methylcobalamin; 2 mcg.)—per two capsules. Cysteine: right there. Cofactors: added in.

This product provides cardio-wellness that was not available before. Glutathione is beneficial for every cell—very home—on that long and important cardio-superhighway. ME-3™ has over 20 years of study found to support healthy glutathione levels in the cardiovascular system.\* Antioxidant support, cellular balance: the prevention of lipid oxidation (how the product has become a best-seller in Europe)\* No optimal protocol for Cardio-support is complete if this solid glutathione-producing probiotic is omitted from the prescription or suggestion.

After optimal levels of the Omega-3s EPA/DHA, this glutathione product probably offers even more promise than either of the CoQ twins. No need to consider that, though: it is easy to co-sell all these super heart-healthy nutrients in combinations from the most prestigious and trustworthy companies available globally. Learn how easily people will be excited to buy their CoQ10 (or Ubiquinol) in a softgel along with the best Omega-3s in the world. Highlight, promote and encourage purchase with making Nordic Naturals® **Ultimate Omega® + CoQ10** product a chosen “favorite” in your store. That way, you can smile as you gain better nutritional compliance with “the good stuff” for all the good people you serve in your community. Stock both sizes: 60 + 120 ct.

Energy production: “The process by which the nutrients are converted into energy is called the energy metabolism. Coenzyme Q10 plays a central role in this complex biochemical transformation. It is active in the inner mitochondrial membrane where the Q10 substance is necessary to control the synthesis of ATP.

A human being cannot live without Q10. A total absence of Q10 would mean the end of our cellular metabolism resulting in instant death. A partial reduction in the rate of Q10 synthesis and absorption would lead to a significant loss of energy. Documented cases of fatigue and muscle pain have been observed in patients treated with cholesterol-lowering drugs that are known to decrease the body's synthesis of Q10”.

Since with CoQ10, the more is the merrier for optimal health, there is no reason to

discourage two products with added CoQ10. So, if a person wants the benefit of 1100 mg of EPA/DHA and 100 mg CoQ10 (ubiquinone) from two capsules (daily) of the Nordic **Ultimate Omega® + CoQ10** unflavored softgels, there is nothing to discourage additional higher dosing.

Per capsule, you get 50 mg of Ubiquinone from the Nordic product, and you get 15 mg of Ubiquinol from the **Reg'Activ®** product: what a nice, and advanced start. Omega-3 EPA/DHA, a viable source of Glutathione, and CoQ10 + Ubiquinol...in two products. Sell them together and offer a discount when both are purchased together: call it the CoQ10-package! Because you need all three of these cellular support nutrients. Good for the Cardio, Good for the Vascular: Good for every cell, and therefore good for the whole body! Foundational. Here is where to focus the attention on fats, and natural bacterially-fermented supplements.

To feed the cardio-system of the body, we next turn to equally important nutrients that fit more into the category of food-necessities. Our understanding of body-system management has catapulted forward as we now begin to understand more fully the actions, importance and benefits of Postbiotic Metabolites. This is not a new product, but it is an entire system of nutrition entirely dependent upon those good bacteria, the Probiotics, the food that they eat and the metabolites they generate from these actions. Wow, has the world changed. We now understand that—at a base level—we are what we eat, as long as we have a well-stocked probiotic biome. The possibilities for health needs to be considered anew.

So, we are covered with bacteria. They have myriad effects, actions and benefits in our body, and for our health. We want to carry as heavy a carriage of Good Bacteria as possible: as many as will be optimally beneficial! Probiotics generate Postbiotic Metabolites, and they play a principal role in the action of inflammation in our body. The heavy lift of our inflammatory pathways is manipulated to drive our immune system. This is a miraculous thinking-system: it protects us, saves us and participates in our recoveries throughout life. We are now one step closer to understanding it. Fats support immune communication through eicosanoids

*Eicosanoids are signaling molecules made by the enzymatic or non-enzymatic oxidation of arachidonic acid or other polyunsaturated fatty acids (PUFAs) that include the Omega-3 fatty acids*

We are now understanding that the Postbiotic Metabolites made by Probiotics perform a similar signaling for: our immune system, the function of the inflammatory pathways, and our body's tendency to seek homeostasis. Even for me, these realizations are just beginning to sink in; but think about it: how could any one thing fully regulate the massive activities of our immune system, and its ability to coexist with—and lasso—inflammation into handling so many bodily assaults and challenges. Yes, our immune system extends well beyond inflammatory responses; and yes, it does truly seem to center in the gut where the role of probiotics and their postbiotic actives are critical. We have recently been pronouncing that 70-80% of the human immune system is situated in the digestive tract, but maybe the emphasis should be tweaked to say that our immune system and the gut are very closely linked, and that a large part of the thinking occurs in the gut lining where bacteria filter information and the move it along the chain! A headquarters of the massive circulatory-system.

*What an expansive thought! “The immune system is inside your body, and the bacteria are outside your body.” And yet*

*continued on page 7*



they interact. For example, certain cells in the lining of the gut spend their lives excreting massive quantities of antibodies into the gut. *The Gut: Where Bacteria and Immune System Meet* ([www.hopkinsmedicine.org/.../the-gut-where-bacteria-and-immune-system-meet](http://www.hopkinsmedicine.org/.../the-gut-where-bacteria-and-immune-system-meet))

This is all a wonderful orchestration of a living and thinking system, where bacteria and fats are principal musicians all playing critical instruments to create the harmony that is our own individual immune system as it plays out at any given time! We need to realize that a lot of what we need is not led by the raw material building blocks of bottled nutrition (although these nutrients are truly irreplaceable), but by fats, bacteria, electricity and the chemical responses that they all generate within the body. Someone may consider this liberating, but it actually means that our responsibilities are—while actually more understandable—more serious and difficult. Many will not like to hear this, but our parents knew this, and told us from the beginning: we cannot afford to eat crap!

What does this all really mean? Well, where we have to change our thinking and strategy first is that Probiotics—their vitality and variety—are even more important (in this instance for heart health); and, just as importantly, that these necessary Probiotic good bacteria have to be fed good food to truly prove their worth.

Heart health. It all comes back to daily Probiotics, and magnificent and organic fibers. It is all about the foods that the good bacteria eat, and their main foods are fibers. While humans live off diets of fats and proteins and carbohydrates: probiotics do their thing with fibers. Prebiotic fibers are just the beginning: the future holds prescriptions of a colorful smorgasbord of beneficial fibers to feed the upgraded probiotics we populate our microbiome with. These fibers satisfy the good bacteria which in turn respond by creating potent Postbiotic Metabolites, and here is the big new news. Here is the core area, the place in the soil of our fields, where the magic emanates from. This is where microbiology will spend the next century. Here is the future of modern medicine. And Dr. Ohhira and his research team knew this first!

While the answer has long been there in the human diet through the culture of food fermentation, the scope of the realities of Postbiotic Metabolite nutrition are just now becoming clear. We had to stare at, and study and investigate Probiotics, and we eventually figured it out! Dr. Ross Pelton R.Ph., Ph.D., CCN is probably the most fluent person on this emerging topic today. Any time you can attend one of his trainings on this subject, just know he is more clear on this new science than I am. But I now get it. THIS is natural medicine!

**Dr. Ohhira's Probiotics**® is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics. Every other probiotic product on the market—the good ones and the mildly adequate one—are all at the wrong starting gate. Yes, they are some of the best options from modern nutritional supplementation, but they are woefully inadequate compared to what **Dr. Ohhira's Probiotics**® provide. Every manufacturer will have to reformulate and provide new generations of products to match Dr. Ohhira's, because this product alone today provides the delivery on the promise of what we all want Probiotics to do for human health! **Dr. Ohhira's Probiotics**® are a fermented whole food that contain probiotic bacteria (as we all should know, all fermented foods contain some degree of natural probiotics).

## STOCK UP AND PROMOTE HEARTILY

**A Valentine's Present for Vegans + Vegetarians perfect for Healthy Heart Month**

**120 ct. Algae Omega™ by Nordic Naturals #1618 \$31.17/\$51.95**

Algae Omega™ gives vegetarians and vegans a great way to meet their daily recommended serving of omega-3 EPA+DHA.

- 715 mg total omega-3s, for a higher daily dose than comparable vegetarian options; one of the few algae oils with significant amounts to EPA
- Made from sustainably-sourced microalgae, the original source of marine omega-3
- Non-GMO + hexane free. 3rd-party tested, surpassing the strictest international standards for purity & freshness. Certificates of Analysis are available upon request.
- Supports normal vision, heart and brain health, positive mood and immunity\*
- Certified 100% vegetarian by the American Vegetarian Association
- Supports normal vision, heart and brain health and immunity\*
- Certified 100% vegetarian by the American Vegetarian Association
- EPA: 195 mg, DHA 390 mg, Other Omega-3s 130 mg, Total Omegas 715 mg

It can be difficult for vegans and vegetarians, especially, to get enough essential omega-3 fats from food alone. That's because vegetarian sources of omega-3 provide only ALA (alpha-linolenic acid), a precursor to omega-3s EPA and DHA, which our bodies can't efficiently convert to the EPA and DHA they need.

To get just 500 mg omega-3 EPA+DHA, you'd have to eat a 5-ounce bag of flax or chia seeds. That's a lot of seeds to crunch! Nordic Naturals® Algae Omega™ gives you that same beneficial amount in two, certified-vegetarian soft gels.

Ingredients: algal oil (marine algae oil [Schizochytrium species], high-oleic sunflower oil, rosemary extract, natural mixed tocopherol, ascorbyl palmitate); - soft gel capsule [modified cornstarch, glycerin, carrageenan, sorbitol, water, carob color]. No gluten, milk derivatives or artificial colors or flavors.

Nordic Naturals® Algae Omega™ is the ideal vegetarian alternative to fish oil. Made from microalgae, it offers a plant-based source of beneficial marine omega-3s EPA + DHA without the use of fish. While most algae oils are short on EPA, Algae Omega's unique combination of EPA & DHA is a pure, safe, and effective source of both of these essential fatty acids.

Dr. Ohhira created his three-year-minimum, fermented whole food vegetarian capsule products deliberately as a delivery system for Postbiotic Metabolites.

**Dr. Ohhira's Probiotic**® fermented whole foods generate over 400 identified Postbiotic Metabolites. Apples to oranges; every other product in your store is an isolated probiotic bacteria, grown differently, manufactured differently, mated at a later stage of production with a prebiotic fiber for an entirely different reason: and these products still are beneficial, powerful and good. (Like a globe on a desk in a museum is similar to the entire galaxy in 3-D, but these products are still one of the most competent tools in our health food arsenal). Every store should be highlighting **Dr. Ohhira's Probiotics**® as foundational—as the only real way to agriculturally recolonize the naturally biodynamic soil of the human biome!

All those other Probiotics are not The Perfect Food that **Dr. Ohhira's Probiotics**® are! And for every other Probiotic that you can confidently recommend every day, each of those products will reach some desired level of completeness and desired benefit after those Probiotics have made the journey into the human gut, and established colonies and proliferated, and started responding to the fibers present in the body (whatever they may be) to begin to churn out the powerful Postbiotic Metabolites that are the real active foods that can create accelerated allostasis in our constantly evolving body systems.

Repeating, all these other Probiotics in your stores are excellent characters: they have potential and function, and uniqueness. But they are not complete: and they are not capable of immediately generating fruitful Postbiotic Metabolites—they are just not there yet. Commercial Probiotics do not become "your probiotics." We all have our own unique probiotic forensic fingerprint, and **Dr. Ohhira's Probiotics**® most definitely create the environment for these innate bacteria (at least post-Birth) to regenerate and flourish. Good commercial bacteria are beneficial in creating a better microbiome system, but they will only begin to produce Postbiotic Metabolites after you feed them.

Our knowledge has advanced forward, and now the entire market will spend a decade

adjusting to meet and match these nutritional discoveries. Until then, sow the most critical acreage of your internal body chemistry with the most complete whole food available. And then add all those other wonderful Probiotics as seed for future beneficial health. Our paintboard for healing has just been greatly intensified.

If I have lost you, I apologize: it will continue to become clearer for you, as the knowledge advances. I may not be the best educator on these new truths, but I am one of the most fervent believers. Heart Health. This is all about Heart Health. Postbiotic Metabolites are the little actives that bring the whole system together. As eicosanoids spreading messages from fats that guide how the body's inflammatory system can work in the wide world of you: so too can Postbiotic Metabolites create the optimal conditions for the natural human body system to keep itself in balance. Nothing can be more beautiful for human potential!

But your Postbiotic Metabolite profile is only as good as the food that you feed it (the perfect foods for the Perfect Food). Colorful, organic, fiber-rich whole foods: exactly why the **JUVO**® Raw Meals were created! Americans are not just pathetically deficient in fiber—it may be our #1 nutritional deficiency—but we are lacking in a diversity of fibers. Maybe more than a pile of expensive isolated probiotic powders, a rich diversity of organic fibers will bring the goods needed to build microbiome diversity, helping to generate recurring generations of Postbiotic Metabolites and aiding your foundational health! We probably already have 100 trillion bacteria in the gut, and probably some variation of 500 different species are known to inhabit this world. The two missing pieces to the puzzle are lively beneficial probiotics and fiber-rich, nutrient-dense foods: a return to the original foundation of the natural foods movement. **JUVO**® with **Dr. Ohhira's Probiotics**® is the Vanguard of a new post-Probiotic, Postbiotic Metabolite-driven health-care paradigm. Yes! Game changer. Your new, every-cart, contemporary, best-pick food choice essentials!

**Dr. Ohhira's Probiotics**® are nutrient-dense whole foods: they naturally contain vibrant, usable natural antioxidants. The Circulatory System just gave a 65,000 mile smile.

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."

### A Healthy Heart *continued from page 7*

Omega-3s have anchored the Heart Health section for this entire 19-year Century so far, and their space should only be expanded (this is a nutritional National Emergency). Build your wall of Omega-3s higher and wider. Add a newly-constructed Vanguard-endcap of the **RegActiv** glutathione-generating Me-3™ probiotics; and the variety of JUVO's raw, fiber-rich whole food meals and superfoods; and that new anchor of **Dr. Ohhira's Probiotics**® for everyone, and you have the new natural health-food palette to provide creative and effective protocols for every health need!

Inflammation: it is often now—due to intense modern stress and unwise and often pathetic food choices—a loud short-circuit to our immune system. Inflammation today is the hallway fire alarm always sounding really loud: there is absolutely a time and a place for these waning signals, but their eternal clangings literally tear down normally sturdy body systems. One of the more affected body systems is the vascular of our cardio-vascular system: our circulatory system. If the long, thin stringy tubes of our body's pipes are always inflamed-hot, then we are gonna have problems. Antioxidants are the tools that quench some of these oxidative fires. EPA/DHA are good for the cellular integrity and flexibility of all this circulatory tissue, and they also function as natural inflammatory. Glutathione is a master cellular problem-solver for occasions such as this: and glutathione is particularly trained to stop the more uncontrollable conflagrations that can often occur in the presence of the raging fires of out-of-control inflammation. Another cornerstone-essential is Postbiotic Metabolites. There are already established links between gut dysbiosis and hypertension, and we know that a disrupted gut microbiome interferes with proper immune system calibrations. The next frontier is connecting good Postbiotic Metabolites with the many various inflammatory challenges (and maybe cholesterol signaling); and in connecting those same Postbiotic Metabolites with harmonizing the many local ecosystems along the circulatory system superhighway.

Today's natural Heart healthcare section in every health food store needs to highlight Omega-3 Nutrition, making sure that sufficient EPA/DHA are part of the daily routine. Appropriate herbal adaptogens must register in the equation too. CoQ10 + Ubiquinol cannot be

relegated to second choice: somehow, everyone must get the energy. New items to strengthen that Heart Health section include Nitric Oxide Boosters, Glutathione and the emergent Postbiotic Metabolites. Make Heart Health Happen! The new Vanguard of true food basics: **Dr. Ohhira's Probiotics**® and JUVO® Organic

raw whole foods—while ideal for every healthy heart protocol—should actually be staring every shopper in the face when they walk into your store, with a healthy sign saying **Start Here!** ☺

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

## How to Reach Blue Moose Consulting

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

Michael Hennessey • cell: 202-236-3735 • Michael@bluemooseconsulting.com  
• www.bluemooseconsulting.com • PO Box 557, Falls Church, VA. 22040-0557

### COMPANIES REPRESENTED:

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30013

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Trilogy Natural Products

www.trilogyproducts.com/us/  
supported by Kestrel Sales & Marketing Trilogy US Office:  
503.695.6533  
sales@kestrelmarketing.us

#### Herb Pharm, LLC

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234

#### Portals Pharma, Inc.

www.PortalsPharma.com  
Ph: 651-5050-IHB  
fax: 267-695-5181  
Basking Ridge, New Jersey

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Marion, IA 52302

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544  
831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### Bodyceuticals

Ph: (425) 333-5480.  
Orders & fax: (425) 491 8354.  
Carnation, WA 98014

#### Wellinhand

434-534-6050  
info@wellinhand.com  
Forest, Virginia 24551

**Support all the  
lines we represent:  
Independence, Quality,  
Strength**

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

Editor & writer: Michael Hennessey. Distribution and webmaster: John Holback. Graphics: Theresa Welling Truth, Justice and the American Way

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.

