



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: Time to be Smart

Have you ever felt your mind to be so cloudy that it was hard to think? Think about that!

How much of this is a modern phenomenon? Since the first nuclear bomb was exploded on planet earth, things seem to just be moving faster and faster all the time. Pause. Today, in many far-away lands, people are moving at a different pace. The brains of these non-modern people, who are equally here on this planet surface with us now, function at a much different pace and probably in distinctly different ways.

And while, yes, your mind functions differently than your neighbors and co-workers, our American mind is clearly different from people in other cultures in other parts of the world. And, for people in more naturally slow-moving cultures—consider the worldview and mental calculations of the Uncontacted Indians of Brazil, or other Uncontacted Peoples in New Guinea, or the Sentinelese tribes of the Andaman Islands. We share human ancestry, but their brains—their evolved brains—are most likely wired quite differently. Same physiology: functioning according to culture, experience and need. I wonder if slower lifestyles lead to better olfactory function, and magnificently different dreams?

In sitting through a powerful midsummer thunderstorm (I cannot recall if it was June or July), I speculated how all the many people on the planet today considered rain and thunder and lightning. I also wondered how much any of them consider the realities of glaciers quickly melting at that very moment in places all over the world. The mind is certainly affected by what we perceive of the world around us. We are that model of the time and the society that produces us!

I am certain that more rustic cultures (without tv and text and spindoctors) are not dealing with the fog and gaslighting that is polluting our brains here right now. We could say that we live in a world where mental pollution is hard to avoid. Sometimes I wonder—who is luckier? Oh, to move back to living with the trees!

Modern culture and its understated anarchy versus a world still governed by the sun going down, and the messages of falling leaves and the natural community survival exercises before cold weather or drought or oppressive heat. Parallel experiences: each having its own intrinsic value.

Have you ever thought that you would like to have crystal clear focus and perfectly-dimensioned reasoning skills? Would you pay

more for a crisp and trustworthy memory than you would for your monthly tech bills?

The Mind is the final frontier. And like our oceans and our atmosphere, we are polluting the brain terrain long before we will be evolved enough to fully understand the beauty and brilliance of that organ that is seated at the top of our head. Our human brains may be destined for extinction, but—more likely—they will short-circuit and haywire like all the technology that I have purchased in this century. But the brain is not part of the throw-away culture: the noggin is one and done. Consciousness is the trademark that is distinctly you, and that manifests most directly from what goes on in the figurative apostrophe (’) that is your brain attached to your central nervous system. Welcome to the cerebral: it can always provide the best thinking-vacation imaginable: if you will only allow it! Hollywood: move over. I got brain!

That native human in the forest, with his (her) feet touching the soil: is that individual more in touch with our ancestors than we are? In all our evolution, are the churning activities of our brain burying us where we can no longer notice gentleness or quiet or nuance or that most marvelous of faculties, our memory of the goodness of the past? Sitting at the forefront of modernity (in what many call the greatest time to be alive in the greatest country ever known), I suggest that we pay attention. Especially in our neighborhood, it is time to be smart!

We need to practice and preach a “Home Ec for our brains” (I am not even sure if the younger readers even understand what that means!?). We need to feed the brain nutritious foods, to give it good rest, and to take out the trash regularly!

Every store has a Brain-Mind Health section. You may either say that you do not sell many cognitive products (happy to hear your community is so healthy!), or that everyone buys the same two best sellers. How many additional tools are available to your community to assist for thorough brain health strategies?

Starting with what you may consider the obscure, but which I would suggest is the essential and foundational, are you providing products that have the potential to declutter the brain? Think about how many horrible commercials have been shoved into storehouses in your brain? Ugly scenes: stored! Think about all the smoke caused by those good rapid-fire explosions that are your constant brilliant thoughts: cleanup is constantly happening, whether you think about it or not (does the rock star ever acknowledge the stadium cleanup after all the fans have gone home?). Oxidative

stress is happening all the time, but oxygen reaction is sparking more when we are awake. Sleep is a time for antioxidants to catch up, and to bring a balance to many physiological activities. For brain protection, we all need to have buckets of available antioxidants ready when needed for all the repair work, if/when time permits. Lack of sleep? A vicious cycle of damage can occur. For brain-cleaning, therefore, we should turn to specific antioxidants and that activity we refer to as sleep.

“Oxidative stress (OS), 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.”

Reducing oxidative stress therefore becomes a foundational protocol for assisting optimal brain function. How can we get the customer to consider antioxidants, glutathione and sleep as one and the same for Brain Health? (you can figure it out!) Since any conversation of detox also involves the liver, and since the liver detoxifies in a 24-hour circadian rhythm—clocked by your brain—then, it is only natural that we recommend liver, detox and glutathione products for Brain Health.

Brain Health: start with **Dr. Ohhira's Reg'Activ™ Detox & Liver Health™**. With *Lactobacillus fermentum ME-3*, the body is being given a probiotic that makes antioxidants, and which adds glutathione, makes glutathione in the body and effectively recycles glutathione. Daily supplementation allows for better liver function, better sleep, better ROS detoxification—and better brain performance.

More Brain-specific antioxidants? Well, we know that the blood-brain barrier is our body's way to keep dangerous elements away from that soft cerebral tissue of our intellect. We must never underestimate that Vitamin E can cross the blood brain barrier: our strategies for brain health should be directed to nutritional and natural chemical elements that are fat-soluble or with small molecular weight. Longvida® Curcumin was developed by the neuroscientists at UCLA to overcome the obstacles of the blood brain barrier, and this isolated curcumin takes nature's root plant power and scientifically

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delivers the potent curcumin molecule as another excellent antioxidant support tool for the brain.

Extensively studied by independent researchers globally, Longvida® Optimized Curcumin (Verdure Sciences) is able to “cross the blood-brain barrier, offering efficacious amounts of free curcumin at easily managed daily doses”.

Antioxidants for Brain Health: essential. The leaders of the pack are bioavailable glutathione and its master intracellular detox antioxidant capabilities (true superhero), and the specialized curcumin molecule available in Longvida's Optimized Curcumin: clinically-substantiated at 400 mg/day; 20 published clinical studies; and 24-hour circulation for once daily dosage benefits.

Another safe and effective way to help the body take out the brain trash on a regular basis is the **Newton Homeopathics™** OTC-**DETOXIFIER** formulas. “6 drops a day” is what formulator Dr. Luc Chaltin used to say: and there is no simpler way to activate the natural body systems to take the toxins away. Brain detox! Huh, maybe people haven't thought of that before! We all need the daily detox of those energies and thought-sparks created in the brain; and if there are problems with focus and attention, then we should always remember the damage that can be done by any level of oxidative stress buildup in the brain. Help the body do its natural cleaning daily, homeopathically.

While we are discussing non-nutraceutical ways to benefit the brain: it is time to embrace Aromatherapy for the mind's happiness. The list of herbs used in Aromatherapy around the world, over the generations, is long and can seem daunting: I say, “what a wonderful world of scent”—and let's go natural and always have wonderful smells all around us! (don't forget!!!)

Essential oils have been understood for centuries as being powerful for Memory and Alertness. Today, we understand that the molecules (often terpenes) in the essential oils stimulate the olfactory system, with effect on the nose and smell and the brain.

Essential oils used for short-term memory and a boost to cognitive function in general include: (essential oils) Frankincense, Lavender, Lemon, Peppermint, Clary Sage, Rosemary, Vetiver, Sandalwood, Basil, Grapefruit, Cedarwood, Cypress, Patchouli, Jasmine, Cinnamon, Bergamot, Lemon Balm, Ylang Ylang, Ginger, Clove, Black Pepper and certainly people can name other essential oils used. When the molecules are captured by nose cilia, the olfactory cells transmit nerve impulse data to the limbic system, which governs instinct, mood and the basic emotions (fear, pleasure, anger) and drives (hunger, sex). Looking for a pick-me-up, or a therapy for regaining brain strength: go aromatherapy!

Currently, I am fascinated with everything Rosemary: what an amazing superstar spice. Find a little research time to learn more about Rosemary (more on that later). A nice therapeutic essential oil blend to cross-merchandise in your Brain/Memory set might be **Aroma Land's Rosemary & Mint Blend** (essential oils of Rosemary, Peppermint, Spearmint, Cedarwood, Juniper Berry, Clary Sage, Bay Laurel, Sage, Lemon Myrtle, Vetiver)

which inspires, refreshes and rejuvenates the mind and body.

Your community will not find excitement in the pursuit of brain strength unless you direct them. The more that you delve into the healthy options for a healthy mind, the more your exuberance will be felt, and you will find fellow adventurers on the thrill-ride called The Mind. How many continuing education hours have you spent on considering the use of plant foods for the brain? Well, throughout history, many people have made this journey, and there are many things to learn.

I wrote a newsletter article not too long ago on the brain, and I did not give enough attention to the exceptional and best-selling **Herb Pharm®** compound called, **Brain & Memory™**. Since this blend is in the Herb Pharm® best-seller core set and it is available this summer (through August 31st) with the larger 2 ounce and 4 liquid ounce (oz.) sizes on a very nice Promo Discount, I thought it would be a perfect time to bring this exceptional formula forward: as my guess is that many people will recognize the herbs, but not dig deep enough to see the beauty in this combination. Now is the perfect time to highlight products that work for brain health, as energies start to change toward Back to School.

The first thing to notice about **Brain and Memory™** is that it carries the blue-colored label, designating it as a formula for the nervous system. You cannot study the Brain without studying the Nervous System. The entire nervous system is a communications network that passes messages back and forth from the brain to other action hotspots around the body. The cable network runs through the spinal cord with nerves branching off to every organ and body part. The study of the dynamics of this system will fuel centuries of future investigation as we try to understand how the entire human body works. Brain and nervous system are certainly conducting a brilliant act! For now, we look to the past, to see what has worked (over the centuries)—and what we see as being valuable in clinical practice; and under the guise of modern-day scientific inquiry today.

Herb Pharm® **Brain & Memory™** supports healthy brain function, Memory and Concentration.*

It features Ginkgo leaf extracted from domestic, Certified Organic whole green leaves of Ginkgo biloba trees. Mature whole green leaves are plucked from the trees before they yellow, then milled at the last minute before extraction. It also features Gotu Kola extract, prepared from the whole herb of Certified Organic *Centella asiatica* plants. The herb is hand-harvested at its optimal potency, carefully shade-dried, then thoroughly extracted. As we all know, in the world of modern day herb procurement, your product is only as good as the herb that is used, and regardless of whether you have ever read about or tried Ginkgo and Gotu Kola before, you may never have experienced the full effects unless you have tried these Herb Pharm-quality extracts. Ginkgo: mature leaves; milled before extraction. Gotu Kola: shade dried. Better experience! Since Ginkgo is so popular worldwide, it is also one of those herbs that it is most wise to buy from a trusted herb source! Our store motto should be the reminder about things outside our store: buyer beware!

Herb Pharm® **Brain & Memory™** is Gotu Kola herb (*Centella asiatica*), Ginkgo leaf (*Ginkgo biloba*), Skullcap leaf (*Scutellaria*

laterifolia), Sage leaf (*Salvia officinalis*), Rosemary leaf branch (*Rosmarinus officinalis*). Simple. Herbally well-proportioned. Loved for its consistent effectiveness.

One of the rights of passage in the world of natural products is when the newbie says Ginkgo biloba outloud to a customer for the first time. They know that these two cool sounding words carry great importance. While Ginkgo has long been synonymous in our world with memory and oxygen to the brain, you may find that the herb's best effectiveness is in a formula with other herbs. Herbalists now caution that high-concentration, standardized extracts do not give the same long-term effect. Stay natural with well-harvested whole plant extracts. The Ginkgo tree is recognized as one of the oldest living species on the planet; the leaves are recommended in European herbalism as a prescribed drug; and is one of the most studied herbs in history. Its real effectiveness is how it positively affects the vascular system. Circulatory system health means increased blood flow to the brain, and more effective delivery of blood and oxygen through healthy blood vessels means better overall health. Lack of oxygen can actually be equated to temporary memory loss; so, keep the body fueled! Since the brain uses 20% of the body's oxygen (cellular respiration keeps the noggin churning)—even at rest—anything that can increase this efficiency is going to create noticeable results. While considered a brain stimulant in this regard, Ginkgo is also considered a primary choice for countering overall fatigue and as an energizing anti-aging first choice. Ginkgo leaf is also a proven antioxidant.

Gotu Kola herb (*Centella asiatica*) is a Brahmi herb in Ayurveda—God consciousness: it is one of the two herbs that will aid the mind to eternal life. Pretty interesting, huh? Of all the herbs in the Ayurvedic pharmacopeia, Gotu Kola is fondly called “the herb of enlightenment” and “friend of the brain.”

The leaves of Gotu Kola look like the brain's cerebellum; elephants love gotu kola and their memories are legendary; tigers are said to roll around in gotu kola patches for healing when they have been wounded, tiger grass.

Gotu Kola is praised in the most famous of the Ayurvedic texts (the Sushruta Samhita—medicine and surgery—authored 1000 BC; and the Charaka Samhita—symptomology and therapeutics—authored within 200 years of the time of Christ) as a “Rasayana” herb. Today, we can layer the concept Adaptogen over this ancient term, though the distinctions are clear: Rasayanas are the best natural path to long, healthy life, and they seem to be more profoundly rejuvenative than what we call adaptogens. Both are used to achieve body allostasis, though adaptogens seem more geared towards stress. Brahmi Rasayana therapy long ago promised a better-functioning body more capable of handling stress and the vagaries of aging. Regeneration; antiaging.

Gotu Kola and Bacopa (discussed in the upcoming August edition of the BMC newsletter) both claim the name Brahmi in Ayurveda, though while the traditional use of bacopa was for mental diseases and Gotu Kola was more of a brain tonic that offered a positive energetic. My reading is that Bacopa works better for focus and related issues, and Gotu Kola works more for circulation and energy. Regardless, they are the only revered Brahmi

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NEWTON homeopathics

Nurturing Naturally Since 1987

- Stage Fright ~Fear
- Kids Hypercalm~Mental Focus
- Kids Vaccination~Illness
- Pets Scoot Stopper

JULY PROMO ITEMS:

The best time to address children's concerns is during the off-season
Kids Hypercalm~Mental Focus for associated symptoms such as impulsiveness, lack of focus, irritability + emotional or disruptive behavior. (F059)

Kids Vaccination~Illness for vaccinations + viral-related symptoms such as fever, inflammation, pain, fatigue & skin discomfort. (F098)

Stage Fright~Fear for symptoms associated with performance anxiety such as apprehension, nausea, restlessness, trembling + over-sensitivity. (N032)

Pets Scoot Stopper for associated symptoms such as anal itching, inflammation, scratching, gnawing & scooting. (P011)

- ^ cannot be combined with other discounts
- ^ monthly promos will be advertised through the newsletter = website/social media pages

Product Notes: 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. pellet + 1.7 oz. pellets]
- KIDS OTC Homeopathic Detoxifier [1 oz. liquid + 1 oz. pellet]
- PETS Homeopathic Detoxifier [1 oz. liquid + 1.7 oz. liquid]

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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!

Formulas on Promo:

- **Anxiety Soother™** [2 oz. + 4 oz.] benefit: Support for Occasional & Mild Anxiety*
Proprietary extract blend: Kava rhizome with root, Passionflower flowering herb, Bacopa herb, Albizia bark, Lavender flower, Lavender flower essential oil.
- **Brain & Memory™** [2 oz. + 4 oz.] benefit: Supports Healthy Brain Function, Memory & Concentration*. Proprietary certified-organic extract blend: Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf, Rosemary leafy tip. (fresh herbs)
- **Relaxing Sleep™** [2 oz. + 4 oz.] benefit: Promotes Relaxation & Restful Sleep*
Proprietary certified-organic extract blend: Valerian rhizome with rootlet, Passionflower flowering herb, Hops strobile, Chamomile flower, Catnip flowering herb

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Ticks and Mosquitos are Big Problems

Yes, earthquakes everywhere, and 90-degree weather in Anchorage, Alaska point to the deadly realities of Global Warming Climate Change, but we have huge problems in the weeds and standing water of our neighborhoods too. The news today says that “Washington DC is an Epicenter for Lyme Disease,” and this scourge truly covers every State in BMC territory as hotter weather expands (Climate Change) across the Americas: Maine to Nebraska and Texas. More than 300,000 cases of Lyme Disease are diagnosed every year, and in every state: Lyme-disease carrying ticks are now in half of all US counties.

Acknowledging that our unified human collective seems frozen in an inability to handle the public crisis of tick-born Lyme Disease, it is self-evident than many cases go mis-diagnosed or unreported. The CDC defers to the clinician to make the diagnosis. The 2017 numbers show Pennsylvania, New York and New Jersey accounting for 50% of all cases approved as being Lyme Disease by the health care authorities, with Maryland, Virginia (and where do we ever put the District of Columbia?), West Virginia, Delaware and North Carolina all in the dangerous fifteen States with the most reported cases. May through September are the primary months of disease onset. July is the peak month! Lyme Disease is only one of many tickborn diseases! The lone star tick may cause southern-tick-associated rash illness (STARI). For us, therefore, we must keep this on the community radar screen for all these months (www.cdc.gov/lyme/stats/graphs.html). The symptoms can occur two weeks after receiving a tick bite.

Even most herbalists agree (and herbalists are often in the high-risk category for tick attack) that antibiotics are necessary—the correct amount and as quickly as possible, and by a qualified physician. The usual course is two weeks of oral antibiotics. Chronic Lyme Disease is a term given to the many variances that occur when a person does not respond and/or continues to have symptoms—and immune system abnormalities—after this two week treatment (they say that this happens in 20% of the cases).

Lyme Disease is a condition caused by an infection from bacteria called *Borrelia burgdorferi*. It's passed to humans through the bite of infected black-legged ticks or deer ticks. (mice also carry the tick).

The ticks hitchhike to humans from grass, ground or plants as we walk by them. Science is becoming smart in understanding that co-infections probably play a major role in lingering illness states; that as the bacteria moves out of the skin, it affects the nervous system; and that the bacteria's evolution has made it cunning in the ways that it hides in the tissue of the host, making long-term care very complicated! Remember—there is no answer: and therefore, any antibacterial is beneficial. “What do you have at home already?” you ask. Beyond that awareness (that the solution is out there in some plant's evolutionary antibacterial profile): some products may prove better than others; but, I am not the expert on this product: so learn!

The FDA is fast-tracking a vaccine which is in Stage II trials: but who knows where that will lead! Meanwhile, this bacterial infection can lead to a disease, and therefore we should be as careful in speaking about Lyme Disease in our

stores (the legal trap), as a person should be in removing a found tick on their body. Plant essential oils will certainly become an excellent tool in the practitioner's medicines, in the future. 34 essential oils killed the bacteria in a 2017 laboratory study. It is not recommended that a person ingest essential oils, so the practicality of this discovery still means that we need more research. All natural, respected antimicrobials should be considered beneficial; and so, we need to educate our community on the varying degrees of benefit of the traditionally proven antimicrobials. High Vitamin C can be a safe and smart part of any protocol; and of course, we need to understand the great gift of orally-relevant glutathione in wholistic therapy.

The best protocol that you can recommend is the preventative action of keeping the ticks (and mosquitoes away). If the chemical industry can say that DEET is the answer for ticks and mosquitoes, we should realize that (a) the answers are not there yet; and (b) those natural options that have been accredited through use, as this problem has gotten worse, are the best natural protocols that we have—and we should use them. That said, there are so many magical combinations being presented that I just have to say—choose one and choose the cleanest: every claim is more robust than it should be!

Want to get freaked out? Ticks can smell the approaching human (animal), in their search for blood. They detect the carbon dioxide exhaled with breathing, and the ammonia in sweat: the only logical rudimentary solution is a camouflage of smells they have an aversion to, for whatever reason. If mosquitos dislike the smell—even better. Eucalyptus is a smell that both find unattractive!

Personally, for my off-path experiences, I want to greet nature smelling like Eucalyptus & Thyme or—when the occasion warrants—like Rosemary and Vanilla. You need to know how the products that you offer in your store smell and feel—for example, many people prefer an oil-free option. There is no perfect solution, but everyone must be brought to the mindset that doing nothing is dangerous: and that lifelong debilitating disease—that is hard to treat—is actually just one mini tick-bite away.

Lyme's Disease has been labelled the most controversial disease of our lifetime—which seems true: but that does nothing to help us stay healthy while enjoying the outdoors. Experts say that children are most susceptible to tick bite infection. The local community health resource center is the place to find the natural solutions!

If ticks are like WW II tanks, then mosquitoes are the most virulent of modern airborne disease spreaders. Mosquito-born diseases will continue to become more virulent and deadly: it is just evolution. Like the public health suggestion to wash hands during flu season, there is nothing that will stop local mosquito proliferation more than taking away their water breeding grounds. It takes a mosquito roughly two weeks to complete their breeding cycle, and all mosquitoes develop in their larval and pupal stages in water. Time to get rid of all those dish soaps and shampoos, as ¼ teaspoon (a single milliliter) of soap in a gallon of water will kill most mosquito larvae in a day. Soap up your outdoor areas where rainwater can accumulate: keep a bucket of soapy water on your porch periodically.

Diseases that are spread to people by mosquitoes include Zika virus, West Nile virus, Chikungunya virus (now in the Caribbean), dengue (universal in subtropical and tropical areas), and malaria (Africa, South America and Asia: and the Plasmodium parasite that causes malaria can be transmitted through the red blood cells of an infected person, so blood transfusions and shared needles can also cause infection); and while most people will not become sick from an infected mosquito, some of these diseases are certainly capable of causing death.

It is nice to know that oil of “lemon-eucalyptus” is an EPA-registered active ingredient insect repellent. But many “natural” mosquito repellents are (stupidly) considered illegal by the EPA (meaning they are not registered). Unregistered and grandfathered-in repellents (which our government deems safe, but not effective) include: citronella oil, cedar oil, geranium oil, peppermint and peppermint oil and soybean oil.

Every adult should know—and teach children—that the best preventative is to get rid of standing water and to wear clothing that comfortably covers exposed skin (at all times of the day in the hot and humid summer months). Do your research and make good lists for your community: and gather good products together. Consider citronella, lemon eucalyptus, clove, peppermint, lemongrass, basil, neem, eucalyptus, catnip, thyme, lemon, geranium, lavender, rosemary, cedar wood, bergamot, and tea tree as wonderful essential oils that should be tried on as one shops for a nice safe protective scent. People should learn to enjoy these aromatherapy protectives, as one would choose their summer clothes and bathing suits. Ticks and mosquitoes detest vinegar too, but you may not want to smell like vinegar all summer! Garlic works as well, but most people fear walking around smelling like they are warding off bloodsuckers. Aromatherapy and its applications are certainly 21st Century medicine!

The real lesson is getting people to understand the outdoor smell checklist, and to incorporate the more enjoyable scents fully into their life naturally. Therefore, living a mosquito-proofing existence can be just like a summer cologne: consider the options! For me, I love using the Bodycare Collection from **Aroma Land**® during the summer: they have every need covered (conditioner, shampoo, hand & body lotion, shower gel, massage and body oil and hand soap) with products that can serve as delicious scents (their product scents are so luxurious) in a way that you can mix-it-up all mosquito-season long: Lavender, or Tea Tree & Lemon, and Lemongrass & Sage. Start the day with the protective basics.

If you start with these healthful scents—made responsibly by experienced aromatherapists—on your skin, then you can add support when you go out to the back porch, or when you prepare to venture out of the tent. I strongly recommend **Wellinhand's** two **Bug-A-Boo** products this season. Check out their July discounts, and consider an endcap. All-natural ingredients that you will love, and bugs will hate! Scare Bugs Naturally!

Offer a selection, know your products, show your favorites: but most of all: do something!



herbs—and both are considered revitalizing. Think of Gotu Kola as a neurotonic.

Gotu Kola is used as a salad vegetable in Asia, and ubiquitous street food carts peddle pep-me-up refreshing teas with Gotu Kola in the afternoon in southeast Asia—as opposed to Starbucks®. Gotu Kola is the star of Vietnamese pennywort drinks in traditional Pho restaurants (Nuoc Rau Ma): imagine a kale smoothie that is much more refreshing and less gooey! Kids growing up with grandparents with backyard gardens would often get pennyroyal drink (fresh Gotu Kola) with ice instead of lemonade! Ingredients: Gotu Kola, water, sugar, ice cubes—drink. In Myanmar, Gotu Kola is the main green for many salads. In Thailand, Asiatic pennywort (Baibuabok) is used to alleviate internal heat and thirst (hence the afternoon thirst-quencher), while also being touted for reducing wrinkles and nourishing the brain.

In China Gotu Kola—ji xu cao—has long been used in wound healing, and to clear heat, reduce swelling and remove toxins. Every time that I investigate the story of the Chinese herbalist Li Ching-Yuen, I am fascinated and inspired. His story certainly has some hyperbole in it, but he is reported to have been (depending on whether you believe the Chinese documents of the time, the *New York Times* report of the time, or neighbors and Generals who knew him) either 197 or 256 years old when he died (he had 24 wives!) in 1933. He believed in simple tenants; learned from other herbalists throughout his life; and ate a simple diet rich in certain nourishing herbs that included Gotu Kola, Reishi mushroom, Goji berry, Fo-ti and wild ginseng.

Of course, there are concerns about the quality of Gotu Kola in commerce. There are many counterfeit products on the market (almost entirely the internet) that claim to have Gotu Kola in the formula that are being found to be dangerous: but tainted products are not the only problem. This ground hugging plant loves watery environments and in many countries around the world, the most well intentioned Gotu Kola may actually have been harvested from non-potable water: again, always buy your Gotu Kola from an herb specialist who procures (harvests) and tests product to be absent of all the normal and unexpected environmental contaminants. Gotu Kola loves water and grows best near bogs and streams. It is now termed a “weed” in many countries due to its ubiquitous spreading all around. (such a beautiful pejorative!). Imagine a world filled with good harvest Gotu Kola for the needing minds of our time.

The science on the herb is much more appealing! Gotu Kola has a long tradition as a memory booster, but its main function may prove to be with neuroprotection. The research centers on concerns we should truly be aware of in this fast paced, digitally-exploding world that we live in today. As stated earlier, lose the brain



and everything falls apart. Some people fear Alzheimer's and others dementia and Parkinson's, and—forgetting the legal pitfalls of these mysterious disease conditions—this is all about the brain leaving the body, and only the doll remaining! Plunk, how quickly precious reason and memory and recognition can leave away!

Gotu Kola holds promise for a healthy longer life. My personal research finds reputable statements on neuron regeneration, neuron damage prevention, neurotoxicity inhibition, and the ability to reduce the accumulation of amyloid plaques. Fresh tea anyone? Smart researchers remind that correct plant identification is necessary, and proper extraction methods must be applied.

Neuroprotection: yes. Gotu Kola is all about circulation as well. You will find it in formulas for wound care and varicose veins—blood clots in the legs and other circulatory deficiency concerns as well. Tiger grass. Gotu Kola can provide energy, uplift the mind—it is a spiritual herb in Ayurveda used for meditation—and it may just do things that are very needed in these times. Time to be smart!

Herb Pharm® for example, harvests their whole herb, certified organic Gotu Kola in India, Sri Lanka and the United States and they “assure herb identity via macroscopic and organoleptic analysis, then confirm it through methods such as HPTLC fingerprinting specific to each herb”. Herb-Pharm-quality Gotu Kola. This herb leads in Herb Pharm's *Soft Tissue Soother*™ and is also found in Herb Pharm's *Athlete's Power*™ and the new *Herbs on the Go*™ *Everyday Focus*™: spray away!

From my words back to the discovery on the Herb Pharm product, *Brain & Memory*™. Ginkgo and Gotu Kola are known herbal superstars. Leaves from one of the oldest trees on the planet, and everyday weeds that love to grow quickly around comfortable water sources. The other three herbs in the formulas are dynamic as well.

Skullcap is a beautiful eastern American woodlands herb that has been cultivated in Europe for medicinal use for over 200 years. It is a known Native American herb used by the Cherokee and Iroquois, though they both used the roots, while traditional modern herbalism

employs the flowering herb. Herb Pharm® only uses fresh certified-organic herb grown on their Pharm Farm, making their product ideally superior.

Skullcap shares a confusing storyline similar to the Brahmi herbs listed above. There is a huge distinction between American Skullcap (*Scutellaria lateriflora*) leaves and Chinese skullcap (*Scutellaria baicalensis*) roots, also known as Huang-Qin. Both forms of skullcap are used to treat different conditions and are not interchangeable.

American Skullcap has a rich history as a gentle relaxing nervine, and was a favorite of the Eclectic Doctors for nervous disorders due to anxiety, tension or stress. It was prescribed for that nervous irritability and restlessness caused by illness or mental or physical exhaustion. Herbalists consider it a safe nervine, sedative and

antispasmodic when taken appropriately. If combined with more energizing herbs, it may offer support as a nervine that also may gently harness anxiety or restlessness.

Herb Pharm® should be applauded for their consistent stewardship and correct use of this beneficial tonic herb. They use their farm-grown Skullcap in 5 formulas: *Good Mood*™, *Nervous System Tonic*™, *Muscle Calmer*™, *PMS Comfort*™ and *Brain & Memory*™, while also offering Skullcap tincture and alcohol-free glycerites.

Sage and Rosemary are both in the mint Family. Sage sprung to herbal prominence in Europe and then The Colonies after the publication of a very prominent 17th Century book. The 1484-page *Herball*, by London botanist John Gerard, who claimed that it “quickens the nerves and memory.” Alright then. A wonderful garden plant, who knows how many people have used Sage as one of their brain foods since then: probably the hundreds of millions! Today, we know that Sage is loaded with antioxidants, including over 160 distinct polyphenols, chlorogenic acid, caffeic acid, rosmarinic acid, ellagic acid and rutin. Sage is also well-known as an antimicrobial found in many oral care products, and has a natural benefit through menopause. Recent studies show Sage beneficial for an array of cognitive skills, including memory, attention and learning; as well as suggestions it may protect against neurodegenerative diseases. With all these benefits, there is also research showing that Sage can improve memory in younger and older adults even when taken in low dosages: perfect for formulating.

Rosemary has an amazing established history of use as I researched this plant. I have told many people to grow Rosemary since, and would like to write an entire article just on this spice. One thing that is intriguing is that the herb does well in low dosages (therefore excellent for a formula) and should not be just flaunted with high use: ah, the beautiful path of learning. Summarizing, Rosemary has been shown to improve memory and concentration, assist in brain aging; benefit the circulatory system; assist the immune system, digestion,

continued on page 8



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

Time to be Smart

continued from page 7

prostate health, and promote hair growth. And there is way more than I can add in this space, except I must add this newly found potential for eye health! I am declaring Rosemary an underappreciated and extremely versatile Super-Herb. Your research will back me up.

The more that we know about Rosemary and Sage, the more that we will like to add them to our diet daily: and we all know that an herbal tea bag is weak compared to a properly made liquid herbal extract. The more we know about Gotu Kola and Ginkgo, the more that we want to recommend them as daily support for the people we love. As importantly, we know that in using **Brain & Memory™** according to dosing suggestions—to support healthy brain function, memory, and concentration*—that we will be able to follow the current recommendations for a superb formula of Herb Pharm-quality herbs.

Sometimes, it just seems that we know too many things and yet we know so little. Do you have Herb Pharm's exceptional **Brain & Memory™** formula in your store (it is a best-seller) and how many times have you just seen herbs that you have long known, and not considered with a new appreciation?

Our brains have that capacity! This is a long-standing Herb Pharm® formula, probably influenced by the writings of the Eclectic Physicians, and who knows what the rationale for this compounding was. What we do know is the sourcing (the growing), the handling and the testing—how the herbal extracts taste like the actual herbs- and that the market has embraced the formula with years of consistent re-sell. It is our job as students of herbalism to constantly explore, to understand more with each visit, and to share information and constantly educate.

Thank you east coast Native Americans, thank you John Gerard. Thank you Sushruta and Charaka Samhita. Thank you, Li Ching-Yuen, and thank you to the growers, farmers, wildcrafters, chemists, scientists, warehouse people, order department teams, Blue Moosers, and store buyers, owners and staff. Thank you Ed Smith and Sara Katz.

Together, we are respectfully holding the energy of acquired information and passing it along to our healing herbal tribes: we are sharing with communities to make brains stronger, and to bolster the brain and nervous system for all that we have been through, and what is ahead. Somewhere it is raining, and people are listening; somewhere, people are praying for the planet and staying aware of those melting glaciers. Somewhere in a forest,

someone is hoping that unknown strangers will do the correct thing; and somewhere in the dark of night, the rosemary plant lives its life, willing to be a part of the best story ever told. ☺

* These statements have not been reviewed by the FDA and are not intended to diagnose or treat any illness or disease. All the material here has been gathered for educational purposes for store personnel only by Blue Moose Consulting, LLC and is not intended for any recommendations of health.

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