



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 16, No. 3 • March 2019

Talking Health: Make Your Skin the Most Beautiful Part of Your Immune System

The Skin is a living organ: feed it. The Skin is the vibrant topsoil to your planet: nurture it. The skin is the largest protecting sensory system of your immune system: assist it. The Skin is a galaxy, a biome in and of itself: understand it.

Touch yourself. Acknowledge your skin and take a moment to consider this turf, as it makes up the largest percentage of the surface-area of your being. The skin very alive, and in constant renewal, with an overhaul every 60-70 days. There is a constant “welcome party” for new skin cells, and the question with each new delivery is how much love and attention are those new babies getting!? The skin is our original clothing: it is ever-present and embracing. It is a multi-dimensional security blanket, more complex than Joseph and his Amazing Technicolor Dreamcoat. As stewards of this amazing real estate, how much diligent gardening have we been doing in this lifetime for our always present skin?

Skin care needs to be a principal part of wholistic medicine. The one medical system in history that was attuned to protocols for a skin-body wholism is Ayurveda. Bathing the body with light layers of healing oils has always been part of the healing prescription. As we turn the internal thermometers down and open the windows for seasonal Spring Cleaning, let’s acknowledge our responsibility as the advocates for natural health and put Skincare front and center in your messaging with endcaps now.

After 38 years of daily advocacy of healthy, natural living, I believe that we can become more empowered and engaged when we follow this dictum: The Single Most Important thing you can do for health is strengthen your immune system. As much as I am a fan of energizers, and a student of Adaptogens, I am an advocate for advancing Immune Protocols. And, as teachers, we should understand the etherealness of that expansive if not fully understood immune system. The immune system is the efficient unification of all the other body systems. The immune system we are familiar with is usually functioning at levels below optimal calibration: the goal is homeostasis. And yet, people come to your local community health resource center to learn about how to achieve best health: allostasis. Are we providing for our community’s needs?

So, as our skin cheers the packing away of those heavy coats and those warm, expensive and largely artificial winter garments and gets ready for days lounging on Vitamin D Beach, let’s explain to the people who depend on us for the best health messages that it is time to give the best goodies available to the skin as it works to keep us well.

For your immune system to work well, every aspect of these coordinated body systems needs to be nourished and nurtured and cared for—and healed when damaged or during illness. Dear Skin, I am sorry for all those seasons where I ignored you! I used Herbal Essence shampoos when I was old enough to buy my own gear because of the commercials, and not by looking at the ingredients panel. Who knows what junk was in the cheap sunscreen I usually bought and yet rarely used. Any other goodies for my skin? not in the budget! I was your typical skinblind dumbo. Thankfully, I got a job in 1981 in a health food store, and I never bought pharmacy/grocery body-stuff again (ever!). And, yes I was brash in saying that the recipes in the products we sold in the stores I worked were infinitely better than the ingredients in “their stuff,” but I still did not know what many of those long names represented. Our industry has gotten cleaner with their bodycare choices, but we still have a long way to go.

In today’s world, we can first assist our Immune System by not using those questionable products. Part of your mission statement is to entice the everyday consumers in our stores to NOT buy the everyday bodycare essentials elsewhere: we must be constantly educating that very non-negotiable health directive to keep crappy junk off our skin. (thank God that Christy Turlington and Jim Morrison were not hawking bodycare labels back in the day: who cares about Shaq and reality-tv fandom, or today’s model du jour: it is about what is in the bottle!)

Your bodycare bottle line-up as it exists today—no matter how much pride you put into your tidy topical selections—is not destined to become a high volume profit center in your store with steady purchases from a majority of your customers unless you create a little energy to educate and explain why natural is better. It is not enough if we are aware that when people use products (that are cheaper) with unhealthy ingredients, then ultimately some portion of the work of their immune system goes towards compensating for the unintended deleterious effects that are caused by many of the ingredients that are in mass-market bodycare purchases. If modern advertising just forgets to tell the consumer that they are buying petrochemical and untested artificial concoctions as they promise to make us clean and beautiful; then, we on our end, are forgetting to tell the consumer that the things we are selling will actually improve the immune system and help the body in its natural inclination towards healthy homeostasis. You don’t stand a chance if you don’t take a chance!

Delicious Bodycare. Blue Moose Consulting is now in our second year of trying to assist the health food store to develop winning strategies where they can gain new customers, advance total health and make the posse in your neighborhood look a little more beautiful! Our Sales & Education Team is making it happen in some stores (hope that you are having fun with the changes, and we can share a mutual “thanks!”); and I hope that every store will give your BMC Sales Rep a chance to present the excellent topical healthcare lines that we have assembled. Delicious Bodycare is the intention to make sales of your bodycare set increase by anywhere from 5% to 15%, and that is a good thing! We offer service, and we are excited to tell you the stories and the differentiating points that make the lines that we are partnering with stand out. As you know with BMC, we are in this for the long-run: invest in the lines of Delicious Bodycare and I am predicting that you will gain a loyal clientele for these bodycare lines for the next decade and more.

That said, we are also excited to change and advance the natural skincare paradigm, as it evolves according to our modern understanding of human physiology. We are at that point where we can better make choices based upon our understanding of the action and the character of the skin: knowing more allows us to make better choices. We are now better understanding that there are profound effects to approaching a problem wholistically and that dramatic and radiant health can occur quickly for those who take the time to learn new things. Time to bundle skincare into the Immune System support protocols.

Foremost in this development is an understanding of the benefit of pure oils on the skin. Young people and the Avon-generation are both still resistant to formulations beyond creams, but a majority of the culturally-creative, professional and skincare advocates are realizing that it is the oil that is the skin nourishment that makes things work the best. Ayurveda was correct with the old adages to add a coin’s-worth of a body oil to your entire skin after you shower. The skin drinks that stuff in. Ankles: feed them. Knees and elbows and thighs and neck: add enough healing oils to be absorbed without saturating—but more importantly: do it daily! Change your habits—how you wash and the actions you take before bedtime—and see the obvious reality that quality skin oils are a major variable in having the skin return to balance.

Start with the lessons so plainly spelled out by **Trilogy® Natural Products**. If you say this to your customers, you are performing a

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smart public service, and allowing them the time to think about what they are doing and what they should be doing. Trilogy® says that skincare should be simple: “cleanse & exfoliate”; then “repair & restore”, and then “hydrate & nourish”.

Teach, and you shall be rewarded. Clean living includes proper skin cleansing and purposeful exfoliation: but that is the topic for another edition of the BMC newsletter.

Quality skin oils will assist with the restoring, hydration and nourishment. This is why I am so adamant that stores need to carry the biodynamically-grown Calendula oil from **Bodyceuticals**. The Calendula oil user should add it to their skincare protocols as a painter uses the best color to create their masterpieces. Fresh, home-grown oil, with impeccable intention. For years, I had used the Heritage Store Aura Glow™ oils (ahead of their time again); but I am now more interested in The Plant from the Sun, Calendula oil. It feels like topical health!

New oil news: this month, there is great anticipation for the new **Essence of Well Being**® CBD oils. These four (4) new products will be the perfect entryway into your explaining the importance of skincare for immune system balance. The Massage community will adore these products: available in an AromaFree® version, and a delightful Soothing Massage Oil option. This CBD Massage oil is the perfect emulsion for massage treatments. Leading with Sunflower, Grapeseed, Safflower, Rosehip seed and Avocado Oils, this product provides 200 mg of THC-free CBD hemp extract from premium Colorado-grown plants. **Aromaland Wellness**®—which makes the Essence of Well Being® line—has been making massage oils for therapists for over 25 years, and they know what professionals like for a splendid touch with—where appropriate—the best scents to delight the Spirit.

There will also be similar CBD Body Oils – AromaFree®, and a Soothing CBD Oil with Arnica, which contains the therapeutic essential oils found in the amazing Aroma Land® “Tranquillite essential oil blend”: essential oils of Lavender, Lavandin-Super, Orange, Geranium, Cedarwood, Wild Marjoram, and Omanese Frankincense. If I were writing one sentence on the best choices for immune support and the skin it would contain the word endocannabinoids. “The skin produces endocannabinoid molecules, which are constantly released in specific amounts, depending on the ‘healthy need’ of the organ, resulting in the skin’s cannabinoid tone”. These CBD Oils should be considered essential. Touch CBD to the skin and find a 21st Century way to Heal!

But improving the tone of the skin has more to do than just supplying needed CBD support. This is not a CBD deficiency, it is more an acknowledgement that a dull and lifeless skin is not able to create or nurture the health-giving effects CBD-nourishment brings to the equation. So, CBD is a part of the new paradigm, but it is not the sole savior. Looking beyond the obvious and superlative effects that CBD have on pain and inflammation issues with the skin, CBD needs to do its thing on a healthy skin surface. The Endocannabinoid System (ECS) is a part of the nervous system with recognized benefits to a healthy neurotransmitters, but the terrain of the skin is so much more than that!

If you want to revitalize your Skincare Body Oil set, make sure that you offer the product that was a superstar long before gels and creams started to fade, and pure plant oils started to



POP-UP SHOP FOR SPRING CLEANSING: HEALTHY NEW YEARS RESOLUTIONS’ SHOULD BE KEPT ALIVE!

TIME TO ENCOURAGE Jump-Start Your Health! For March-April-May

Multiple symptoms, but not sure where to start? The Perfect Protocol for the Change of Season! **Begin with NEWTON’s Jump-Start Your Health! 3-pc. kit homeopathic kit**

Clear the path for your body to heal naturally through detoxification, digestive balance + joint support. As a world leader in Clinical Homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging.

Jump-Start Your Health! a unique trio of combination remedies formulated for balance and wellness, will help simplify the process. Three (3) unique formulas complement each other to assist the body to start health anew

- **Bowel-Digestive Care** • **Rheumatic-Joint Care** • **Detoxifier**
- Buy ‘Jump Start’ kits in units of 6 each + always receive 20% OFF**

Note: All 3 complexes in the kit are available individually in pellet form at standard pellet prices. www.newtonlabs.net/Jump-Start-Your-Health/products/31/

Tag your website: (3:31 minutes)

www.youtube.com/watch?v=IbFb_4moj9M&index=1&list=PLHkYMSLeqfDmKJlBp4aqbEyyy-fdnXswl

Newton Homeopathy: choose Quality:

- Easy to use natural remedies for the entire family and pets
- No known side-effects
- Health & balance instead of symptom suppression
- No physical addiction ^ no expiration date
- No known food, drug or herbal interactions
- All remedies are prepared by hand

Newton Labs: <https://www.newtonlabs.net/> • 1987-2019: 32 Years of Excellence

POLLEN PLANNING & MARKETING 2019: HOMEOPATHY, HERBALS & DIET:

We provide the remedies: you advise on the diet

Homeopathic OTC Formulas

- **Pollen ~ Weeds (N055)** for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure. ^
 - **Kids Allergies (F007)** for symptoms associated with food & environmental allergens such as congestion, swollen glands, runny nose, cough, rashes ^
- Every allergy-protocol will benefit from homeopathic support!**

TWO Formulas that make other better when used together:

Herb Pharm® Seasonal Bestsellers

- **Pollen Defense™** Proprietary Certified organic liquid extract blend: Eyebright flowering herb, Goldenseal rhizome & roots, Horseradish root, Stinging Nettle seed, Yarrow flower. A yearly Best-seller for generations! Stock all (3) three sizes: your allergy-prone clientele will love it! 1, 2 + 4 oz. liquid extracts
- **Herbs on the Go™: READY for Pollen™** provides traditional support for the respiratory system Certified Organic proprietary extract blend: Stinging Nettle seed, Eyebright flowering herb, Goldenrod flowering top, Reishi mushroom (Ling zhi Ganoderma), Astragalus root (Astragalus mongholicus), Ginger rhizome. with Astragalus + Reishi, start using this formula now!! Vegan, Gluten Free; with Palm-free Glycerin
- **OralProBio™ Mouth & Throat Health*** contains two strains of *Streptococcus salivarius* bacteria – BLS K12® + BKIS M18™ (1 billion each) which colonize and produce Powerful anti-microbial molecules for optimum oral and throat health* Peppermint flavor and xylitol [trademarks of BLS Technologies Limited] 30 chewable tabs from **HealthAID America**

Stock those 4 products together, as your starting point for BEST NEW CHOICES for Allergy Season. Wholistic strategies

become better understood. **Wellinhand® Therapy Oil®** was the product that led to my meeting the East Coast’s most successful topical skincare herbalist, Linda Doby. When I told Linda all the many uses that I understood Therapy Oil® to be perfect for, she asked me if I would represent her line. Delivered in a cobalt blue glass bottle, this product will become your miracle option in your natural herbal medicine cabinet. You understand our world: look at this impressive recipe, since 1994—very ingredient is active: Arnica, St. Johns Wort Flower Oil, Calendula, Ho Shou Wu, Betula, Lavender, Rosemary, Roman Chamomile, Vitamin E and extra Virgin Olive and Sweet Almond Oils. Midwines love Therapy Oil®!

Long before CBD got way more attention than it deserves, we had herbal healing superstars that were performing miracles on the skin for all those wonderful health-seekers who keep our mission alive. I will be using a dime or two of these exquisite CBD oils on my skin after shower

as soon as they are available, but the modern Skincare toolbox is filled with many more colors and tones and nutrient-dense foods.

The primary factor that will help you to grow your Bodycare set is your ability to share the stories about Quality. I go back to **Bodyceuticals** and the story of how they grow their calendula, and the direct sourcing of their other ingredients; especially their olive oil. The work on the farm matters. Fresh Organic Calendula is the difference-maker for performance and results. The other home-grown farming story that will resonate if you tell it is the **Herb Pharm®** story. Their topicals are all you will need to make things better and keep the skin healthy. Again, look at this combination, and see where it should be a primary choice in your topical recommendations: **Trauma Oil™**—Calendula flower, Arnica flower, and St. Johnswort flowering tops. I would get their beautiful 3-Sku cross-merchandizing wood rack

continued on page 6

NEWTON homeopathics

Nurturing Naturally Since 1987

March 2019 Promotions 20% OFF Discount select OTC formulas

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

- **Pollen-Weeds** • **Kids Allergies**
- **Kids Ear Care** • **Menstrual-PMS**

Homeopathic OTC Formulas

Pollen-Weeds (N055) for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure. ^

Kids Allergies (F007) for symptoms associated with food & environmental allergens such as congestion, swollen glands, runny nose, cough, rashes + stomach upset. ^

Kids Ear Care (F006) for symptoms associated with ear conditions such as redness, pain, congestion, hearing difficulty, inflammation + irritability. ^

Menstrual-PMS (N012) for associated symptoms such as irregularity, cramping, bloating, headache, cravings, emotional upsets and mood swings. ^

^ cannot be combined with other discounts

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

Rediscover a 200-year old System of Health & Healing

youtube.com/user/NewtonHomeopathy • youtube.com/watch?v=57-SDXVDef8

Why Homeopathy?: BECAUSE IT WORKS!

Why Choose NEWTON? ~ Expertise & Experience ~ Quality & Safety

~ Environmental Awareness ~ Variety & Selection ~ Economical & Efficient

Product NOTES:

~ Carry the pellet options of the best-sellers: (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

~ People asking for products for leg cramps? **Newton Leg Cramps ~ Swelling** is the best value, best formula [N048 liquid and/or pellets] and most effective. Formulated for associated symptoms such as pain, cramping, swelling, inflammation and stiffness in the legs and feet.

Newton Homeopathics Expo West® Show discounts:

Show Sale Dates! March 8 - 16, 2019

15% for attendees, 10% for non-attendees)

~ Available for all NEWTON OTC Complexes

Note: (may not combine with any other discounts; NEWTON PRO and single remedies not included). Must identify order as "Expo deal"

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

HERB PHARM®

2-month March-April Promotion Sprays, Stress, Brain & Pollen Support Herbs* 20% OFF Promo Discount

MIX & MATCH 20 or more units for a 20% Discount

Reorders will receive the same discount throughout the promotional period.

Discount applies to 1 oz., 2 oz., + 4 oz. sizes for this month's promo, so expand your selection + GROW business

1 oz., 2 oz., + 4 oz. liquid extracts:

- **Anxiety Soother™** • **Brain & Memory™** • **Kava** • **Pollen Defense™** • **Stress Manager™**

• **Herbs on the Go™ 1 oz. Sprays:** Because taking herbs can be easy

- **Anxious Moment™** • **Bed Time™** • **Daily Stress Balance™** • **Everyday Focus™**

- **Immune Season™** • **Not Now Nausea™** • **Ready for Pollen™**

www.herb-pharm.com/sprays/

~ Convenience without compromise ~ Created to deliver a beneficial dosage

~ Formulated with taste in mind, to create new herb lovers!

~ Meeting people—if taste is an issue—where they are

TWO Formulas to highlight prominently all season:

Pollen Defense™: Eyebright flowering herb, Goldenseal rhizome & roots, Horseradish root, Stinging Nettle seed, Yarrow flower. A yearly Best-seller!

Herbs on the Go™: READY for Pollen™ provides traditional support for the respiratory system. Certified Organic proprietary extract blend: Stinging Nettle seed, Eyebright flowering herb, Goldenrod flowering top, Reishi mushroom (Ling zhi Ganoderma), Astragalus root (Astragalus mongholicus), Ginger rhizome. Vegan, Gluten Free; with Palm-free Glycerin

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

SPECIAL PRICING for Expo West: 15% OFF the entire line, No Minimums

GET 20% OFF your entire order when you purchase any 4

of these qualifying new items @ a minimum of 3 each

- **Anxious Moments®** • **Everyday Focus®** • **Ready for Pollen®** • **Bed Time®**
- + **Ashwagandha Glycerite:** all 1 oz liquid extracts

GET 25% OFF your entire order when you purchase all 8

of these qualifying new items @ a minimum of 3 each

- **Immune Season®** • **Not Now Nausea®** • **Daily Stress Balance®**
- **Anxious Moments®** • **Everyday Focus®** • **Ready for Pollen®** • **Bed Time®**
- + **Ashwagandha Glycerite:** all 1 oz liquid extracts

Going to the Expo? Don't miss the Kava Party Thurs. March 7: ask your Herb Pharm rep!
Herb Pharm Booth #4039

Not represented by BMC in NJ

oxylent®

DRINK OXYLENT BREATHE LIFE™

OXYLENT® 2019 is the time

Ways to Promote & Save:

Two (2) Prefilled Displays Prefilled: set price (no further discounts)

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

• **Invest in the pre-fill Oxylent display,** while supplies last! * 30% OFF 5-in-1 Multi

prepacked Shipper 24-box order. Thin footprint: 15.75" x 15" x 56"

Normal wholesale: \$503.28; sale price \$352.30 cost of the shipper loaded.

- **6 Berries** • **6 Mandarin** • **6 Blackberry-Pomegranate** • **6 Variety**

WARM WEATHER Promo + Posters

Exciting new Sport Oxylent® Poster Promo: Ask your BMC Rep! **RIDE the Wave—** a stunning 11 x 17" poster with Oxylent Sport® buy-in

PROMO on Sport Oxylent items while supplies last

25% OFF with any 18-unit Sport Oxylent® order. beautiful Surf Posters while supplies last. *Items included in promotion: mix & match*

15 ct. boxes: • **Blueberry Burst** • **Lemon Lime Burst**

30-serving canisters: • **Blueberry Burst** • **Lemon Lime Burst**

Marketing support for Promo: * FREE Sport Oxylent® POSTER . 25 Sport Oxylent® water bottle samples (\$1.00 coupon included)

SPORT WAVE PROMO valid through 06/30./19

Athletes LOVE Sports Oxylent® HEALTHY & HYDRATED with an Electrolyte Focus

- **Sport Oxylent® Blueberry** • **Sport Oxylent® Lemon Lime**

Both available in: 30-day supply canisters [7.8 oz.] for the avid Oxylent® lifestyle

+ 15-count single-serve boxes

Gain new customers: Grow sales with The Natural Athlete, for muscular sales!

HAVE YOU TASTED THESE? Get samples from your BMC Rep

Surfin' new sales with Oxylent SPORT®: get ready... Get excited

~ **Energy** The amino acid Citrulline Malate & B vitamins enhance energy & blood flow†.

Creatine MagnaPower® boosts ATP in muscles†

~ **Stamina** Electrolytes & minerals promote hydration†. Sustamine® combines Glutamine & Alanine to sustain energy†, SOD (superoxide dismutase) inhibits muscle fatigue & breakdown†

~ **Recovery** Powerful antioxidant enzyme SOD: Superfruit AuroraBlue® Blueberry (in Blueberry Burst flavor). Vitamins C + D

IMAGINE 2019 Kitchen décor with an Oxylent® Canister shining present as the reminder of optimal health & good clean energy all day long! All orders minimum for free shipping after discounts @ \$150

Surprise: learn about new Oxylent® products at the Oxylent booth at Expo West! Great deals for Show Attendees: Ask your BMC Rep for details!

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

NORDIC NATURALS

AVAILABLE NOW

Omega Focus Adult: a very useful formula

~ EPA + DHA (20/50 oil) 640 mg ~ Citicoline (Cognizin®) 125 mg ~
Bacopa monnieri (BaCognize®) 100 mg

BRAIN SMILE! This long-awaited launch brings a stellar 3-in-1 formula, based on clinical research- with selected nutrients that work together to support optimal brain health.* The customer will pick up, and immediately say, "I like this!" You will find this one of the easiest products you have for multi-tasking brain-support: Omega Focus ADULT combines Nordic's award winning, concentrated high DHA:EPA ratio fish oil, with Citicoline and Bacopa monnieri extract.

Can you spell COUNTER-TOP display?

Bring attention to Omega Focus with some marketing focus

Item#: 1873 Count: 60 capsules Serving Size: 2 capsules

UPC: 7 68990 01873 2 Wholesale \$29.97/MSRP: \$49.95

PER two (2) capsules: 330 mg EPA/780 mg DHA 250 mg Citicoline.

200 mg Bacopa monnieri herbal extract

• Citicoline is a key source of the essential brain nutrient choline.

• Bacopa is a favorite herb from India, known as a Brahmi herb for optimal brain performance

• Both Citicoline and Bacopa are highly-researched brain support supplements

Supporting mental focus – the brain's ability to stay on task, working memory and in helping decrease oxidative stress in the brain*

MARKET WATCH: News to help you launch and expand your Sports Nutrition section!

The black-label Ultimate Omega 2x® SPORT is now NSF-Certified for Sport Certified!

Expand your market: recent news (January 2019)

NCAA Ruling on Fish Oil Supplementation for Student Athletes

Recently, the NCAA ruled that collegiate athletes can be provided a fish oil supplement. The intent of the proposal that was ruled upon was to specify that omega-3 fatty acids is a class of permissible nutritional supplements that may be provided to student athletes.

Adding to this, the news of the recent NSF-certification for the Nordic Naturals® Ultimate Omega® 2x SPORT, allows the perfect product for retailers to offer student athletes.

"With the addition of omega-3 fatty acids, alongside current permissible supplements such as energy bars, protein supplements, and vitamins and minerals, institutions will be well positioned to continue to serve the health needs of their student-athletes."

NSF Certified for Sport® www.nsf.org/sport/

Nordic Naturals® NSF Certified Sport Products, all 60 ct.

- **Ultimate Omega® 2x SPORT** • **Ultimate Omega® D3 SPORT**
- **Nordic CoQ10 Ubiquinol**

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



Wellinhand

EXPO WEST DEALS 2019 20% OFF

Buy-in dates March 5 - 15, 2019
Direct Orders, Independent Retailers only

- **ZERO ZITZI® TONER Tea Tree** 6 fl. oz.
- **ZERO ZITZI® TONER Emergency Power** 6 fl. oz.
- **SLEEP RESCUE®** 2 fl. oz.
- **SCABIES *and other* MITES™ Oil** 2 fl. oz.
- **SKIN to SKIN Intimate Lube** 2 fl. oz.
 - **RUMP RELIEF™ Serum** 2 fl. oz.
 - **PAIN RESCUE® COOL** 2 fl. oz.
- **OAK & IVY Rescue™ Spray** 2 fl. oz.
- **NEW MAMA® Tush Soothing BATH** net wt. 2lbs.
- **HERPA RESCUE™ Spray** 2 fl. oz.
- **FUNGI FREE™ Prepare: Soap** 6 fl. oz.
- **BUG-A-BOO!™ Spray Rosemary** 2 fl. oz.

CARRY EVERY ITEM!!

TRANSFORM YOUR BODYCARE SECTION. PROVIDE SOLUTIONS TO RELEVANT CONCERNS

Wellinhand® Action Remedies® proudly creates topically applied herbal answers for common and confidential conditions. Our certified vegan and cruelty-free products set the standard for purity, freshness, and effectiveness. Relief is Wellinhand!

Certified by Vegan Action and awarded the Leaping Bunny seal!

www.facebook.com/wellinhand
<https://www.wellinhand.com/>

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Super March Allergy Season* Deal: ALL Immune Health Basics® capsules

- 125 mg./60 ct.
- 250 mg./30 ct.
- 500 mg./60 ct.
- 250 mg./60 ct. (best-seller!)

Deal per SKU

4 ea. = 10% OFF 8 ea. = 15% OFF
12 ea. = 20% OFF

Wellmune WGP is a natural ingredient that is clinically proven to safely enhance immune responses that protect against a wide range of health challenges. Wellmune WGP activates billions of innate immune cells, which are the body's first line of defense - consisting of primarily of key immune cells (monocytes/ macrophages, neutrophils and natural killer cells) - that circulate throughout the body and identify foreign intruders. To more quickly recognize and kill them without stimulating the immune system*.

Clinical studies demonstrate that Wellmune WGP® significantly increases the:

- Percent of active immune cells available to defend the body;
- Mobilization of innate immune cells to the site of a challenge, enabling faster recognition of an intruder;
- Killing (phagocytosis) of foreign challenges, resulting in a more complete immune response.

- ~ Not to be combined with other deals
- ~ must mention „BMC-Deal when placing order“
- ~ Promo 03/01/19 through 03/31/19
- ~ Children's Chewable NOT included in Promo

Immune support for your family, peace of mind for you
www.wellmune.com | [facebook.com/Wellmune](https://www.facebook.com/Wellmune) | twitter.com/Wellmune | [youtube.com/wellmune](https://www.youtube.com/channel/UCv8m8m8m8m8m8m8m8m8m8m8)
Immune Health Basics® + Rev•Up Wellness® are brought to you by Portals Pharma, Inc.

ESSENTIAL FORMULAS

EXPO STOCK UP

Ramp Up on Reg´Activ™
the Master Antioxidant in 3 Skus
Dr Ohhira's Probiotic™
the Perfect Food in 6 Skus^

Expo Promo buy-in dates:
February 25 – Tuesday March 12th

15% OFF 24 pieces mix & match

with complimentary shipping.

(All products except 10 ct. Dr Ohhira or sample packs box)

Booth # 3657

Special discounts for brick & mortar stores in attendance that place an order at the show

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*

*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

rev.upwellness

NEW BOTTLES NOW SHIPPING: For a better SPRING! MOMENTUM

Rev•Up Wellness® WITH Abigenol® Silver Fir bark extract. ALL 3 in-stock + shipping

Ask for new literature & other marketing support tools!
Time to take the training module on line & learn + be rewarded....

Abigenol® found exclusively in Rev•Up Wellness products!

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

- **Rev•Up Wellness® DEFENSE with Wellmune®**
Abigenol (50 mg), Wellmune® (200 mg) + C, D3, Selenium + Zinc
- **Rev•Up Wellness® ENDURANCE**
Abigenol (150 mg), Vitamin C, D3, , Selenium, Chromium, Zinc + Iron
- **Rev•Up Wellness® VELOCITY with Wellmune®**
Abigenol (100 mg), Wellmune® (250 mg) + C, D3, E, Magnesium, Selenium, Zinc and Copper

ALLERGY SEASON HIGHLIGHT:

Rev•Up Wellness® DEFENSE

2 critical nutrients together in a product of 1: focused immune support with proven antioxidant support: POWERFUL

two-in-one: Abigenol® + WellMune WGP®

Rev•Up Wellness® DEFENSE with Wellmune®
Great for Athletes too!

Take DEFENSE daily to support healthy immune + circulatory systems during year-round seasonal challenges*. DEFENSE includes

Abigenol (50 mg), Wellmune® (200 mg) + Vit C (acerola cherry), Vit D3 800 IU Selenium (70 mcg) Zinc (15 mg)

Great OPENING ORDER DEALS for new accounts for RevUp Wellness®. Ask your BMC Rep

trilogy

Trilogy® says that skincare should be simple:

Cleanse & exfoliate SIMPLE creams, gels + masks
Repair & restore PURE oils + serums
Hydrate & nourish VITAL moisturizer

TOP SELLERS

- **Certified Organic Rosehip Oil** (20 ml/.68 fl. oz)
- **Rosehip Oil Antioxidant+** (30 ml/1.01 fl. oz.)
 - **Very Gentle Moisturizing Cream** (60 ml/2.02 fl. oz.)
 - **Ultra Hydrating Cream** (75 ml/2.53 fl. oz.)
 - **Very Gentle Restoring Oil** (30 ml/1.01 fl. oz.)
- **Replenishing Night Cream** (60 g/2.11 oz jar)
- **Cream Cleanser** (100 ml/3.538 fl. oz tube)
- **CoQ10 Booster Serum** (20 ml/.68 fl. oz)
- **Hydrating Mist Toner** (100 ml/3.38 fl. oz.)
 - **Nutrient Plus Firming Serum** (30 ml/1.01 fl. oz.)
- **CoQ10 Eye Recovery Concentrate** (7.5 ml)
- **Age Proof Line Smoothing Day Cream** (50 ml/1.69 fl. oz)
- **Rosapene Night Cream** (60 ml/2.02 fl. oz.)
 - **Eye Contour Cream** (20 ml/.68 fl. oz.)
- **Vital Moisturizing Cream** (50g/1.76 oz. Pump)
- **Rosehip Oil Light Blend** (30 ml/1.01 fl. oz.)

Want to sell the best bodycare in the world? We can help

MADE IN NEW ZEALAND & loved everywhere
All rose hip products are 80% minimum fatty acids
The world's most-awarded beauty oils: 182 awards
One bottle of Trilogy sold every 22 seconds somewhere around the world

Trilogy: High-performance, certified natural skincare products

www.trilogyproducts.com/us/category/how-tos.html/

ECO LIPS

The best lip balm for the world

March 20% OFF LINE DRIVE

Direct ship accounts only

30% OFF these NEW ITEMS

NEW ECOLIXIR™

- A new natural wellness regime that cleanses and protects skin from environmental pollution.
- A morning & evening solution that boosts the skin's natural barrier to the elements
DAILY Cleansing Facial Oil:
African Marula oil + Pumpkin seed oil
DAILY Facial oil: Kakadu Plum Seed oil
Shipping late March: preorder with your BMC Rep

PRODUCT NOTES

Launching in April: new item placement
NEW Lip+Cheek TINTS by Eco Lips®
Featuring naturally moisturizing jojoba oil

- Skin nourishing Radiant Color

This multi-tasking beauty balm has a smooth lightweight formula delivering the perfect pop of natural color to lips and cheeks. Organic jojoba, coconut oil and Organic Fair Trade Certified™ cocoa butter moisturize and protect. Vegan-friendly with a fresh hibiscus scent.

- 3 beautiful options: NUDE, PINK + RED

Visit BOOTH 2168

sale ends March 31st, 2019



bodyceuticals

A Great Calendula Celebration March Deals+ Expo Deals

25% OFF one 6-count balm display! *
Enjoy 25% OFF either **Essential Skin Relief Balm** (6-count display) OR **Ink Pot Calendula Tattoo Balm** (6-count display)!

30% OFF BOTH 6-count balm displays! *
Save 30% OFF BOTH **Essential Skin Relief Balm** (6-count display) AND **Ink Pot Calendula Tattoo Balm** (6-count display)!

FREE Aloe Skin Soothing Spray, with orders of \$150+*

FREE customer samples with select items*
10-pack samples of Bioactive Calendula + DMAE crème w/ purchase of the same Bioactive Calendula + DMAE crème

OR 10-pack samples of Antioxidant + Calendula crème w/purchase of the same Antioxidant + Calendula crème.

*MUST use CODE: 'March19' to receive discount pricing. NO EXCEPTIONS or double discounts. Expires 3/31/19

*Nurture a Delicious Bodycare set:
stock up now!*

Expo West NPEW2019 Deals!

Note: buy-in dates are clear + firm!

20% OFF Early Expo Line Drive
+ **FREE gift***

March 4th – March 7th only!

FREE Aloe Skin Soothing Spray with order

15% OFF + FREE gift during Expo!*

March 8th – March 9th only!

FREE Aloe Skin Soothing Spray with order

*MUST use code 'EXPOWEST19' to receive discount pricing. Discounts will only be honored on in-stock items and during dates noted above.

THE ESSENCE[®] OF WELL BEING

March CBD PROMOTION ALL EWB CBD hemp extract liquids 600 mg.

Great deal to build up that mid-range CBD Hemp Oil category. Full-spectrum CBD Hemp Oil extract (THC-free) in one oz. dropper bottle
600 mg liquid extract (20 mg per serving)

- Unflavored • Peppermint • Orange
- In a stable MCT Oil base.
Clearly the best-tasting option!

MIX & MATCH

Buy 6 600 mg = 10% OFF

Buy 12 600 mg = 15% OFF

Buy 24 600 mg = 20% OFF

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

50%-margin line. Highest-quality. Super Value.

Healthy Margins.

Regular wholesale \$35.99/ MSRP \$71.98

FEEL BETTER Carry every Essence of Well Being[®] category: more products in March

Coming soon: CBD Massage Oil and CBD Body Oils (4 Skus), **CBD Pet products** for dogs + cats: small + large ...the return of the **CBD Micro Isolate** category

Aroma Land[®] has been serving the natural channel since 1986: We are not going anywhere: only forward with you! Other companies are hyping into being, a dime a dozen. **Aromaland Wellness[®]** is built to serve the independent retailers

ASK about the Expo West Show deals

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

AROMA LAND

March Bodycare Promotion* 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 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

MORE DEALS!

~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.

AloeLife[®]

INTERNATIONAL
Health Education • Health Products • Aloe Vera

EVERY STORE needs some Aloe Life!

Recommend a best-selling herbal;
Create an Aloe Life[®]-dedicated set

March 2019 Monthly Specials

Mix & Match, sale items listed below

15% OFF 12-23 items minimum

20% OFF 24 items maximum

- Ear Wash Plus 1 oz.

- SG Aloe Mist Spray 4 oz. + 8 oz.
- Aloe Face & Body Lotion 16 oz. + 4 oz.

Educate: topicals made with the fresh juice of Certified Organic Aloe vera leaves just work better!

^ Discounts cannot be combined with other deals

^ Discount good 03/01 through 03/31/2019

SG Aloe Mist Spray – 4 oz + 2 oz.

Ultimate Skin Spray Treatment, Skin Conditioner & Moisturizer. Organic Whole Leaf Aloe Vera Juice Concentrate base is blended with special skin actives, supporting healthy skin without thickeners - feels great! Multi-Purpose SG Aloe Mist formula is fun to use for the whole family!

Therapeutic aloe is Foundational to Health
March into Spring with Aloe Life[®]

PRODUCT NOTES:

Best-selling Cherry Berry Whole Leaf Aloe Juice Concentrate back in stock!

Bring in 12 of each, and make a passive demo that will work for you!

16 oz + 32 oz: concentrates/ no water added
1-2 oz a day do it all!

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

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

MushroomScience[®]

CORDYCEPS the best-selling mushroom on sale NOW!

MARCH PROMOTION*

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

12 ea. = 20%

The best-gaming mushroom line

Great Savings: 90 veg caps. Best Value!

CORDYCEPS-CS-4

GET ENERGIZED + STAY ENERGIZED*

90 vegetarian caps • 400 mg each

**Hot water extract 25% polysaccharides,
25% adenosine**

Mushroom Science[®] Cordyceps Cs-4[®] contains the active compounds that make the Cordyceps mushroom unique, because they use the Cs-4 strain. It took years of research and the analysis of 100's of strains of Cordyceps mycelium to find one that contained the same actives as the fruit body: the adenosine + other nucleosides. Best Value + Best Results Cordyceps Cs-4[®] extract may be the most versatile of all medicinal mushrooms.

~ Not combined with other specials. Promo through March 29th ~ Must mention 'BMC March Promotion' when placing order

2019: Make your store Mushroom Central

- Know your mushrooms
- Carry the best: ALL 12 Mushroom Science[®] products: distributing the only complete line of guaranteed potency mushroom supplements in North America.

* 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[™]

GO RAW IN 2019

Exciting March Deal:

All items 3 + 1

ReJUVO[®]ate Yourself!

ReJUVO[®]ating Benefits—Certified Organic Raw, Whole, Non-GMO Ingredients means:

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

JUVO: Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives. No Artificial Flavors, Colors, Sweeteners & Stevia

Since 1999, JUVO Raw Whole Foods has been a product-leader in raw whole food meals. Convenience in health food The JUVO Raw Replacement Meals are freeze-dried, fine powdered mixes of over 40 ingredients; fruit, berries, vegetables, rice, vitamins, minerals, fibers, sea vegetables and more. Juvo has developed 3 focused full meals; for slimming, for healthy convenient meals and a protein meal for sport.

GET EXCITED!

Get ReJUVO[®]ated. Get Social with Raw Foods
www.facebook.com/JUVO-243997500504/
www.instagram.com/juvo_rejuvunate_yourself/

Premium plant based whole foods to optimize your nutrition. Oncologist formulated.



and carry their 1 oz. St Johnswort Oil, Arnica Oil, Calendula and Trauma Oil™

Pure plant oils: these are the fulcrum of the best modern topical skincare protocols. But best choice goes beyond flowers, and includes seeds and of course, the miracle plant of them all—aloe vera.

Trilogy® Natural Products has risen to the top in the world natural bodycare market. Ride the tide: people love the Trilogy® experience. What is the story? The story is 100%-certified Organic Rosehip seed oil. If you are at any level of social media in your store's business, this story reiterated once a quarter will bring you more natural bodycare business than you have ever had. Trilogy® is so much more than beauty products, so much more than facial products. These are products that can change the health of the skin's immune system. What Trilogy's Rosehip seed oil adds which is so beneficial is the essential fatty acids from these perfectly-sourced high altitude rose plants. Rosehip seed oil can be for many just a word on a bottle or an ingredient added to increase the price of a product. These rose seeds are powerful. Trilogy's rosehip expertise ensures the finest quality oil with minimum 80% essential fatty acids (omega 3 and 6) and fatty acid (omega-9) content. These fatty acids are like perfect and rich food to the environment of the skin biome.

Essential Fatty Acids (EFA) are, again, essential because our body does not make them: they are critical for skin health. Beyond being integral to creating your skin's natural oil barrier, they also assist in keeping the skin hydrated and vital (that plump and young-looking appeal). "Essential Fatty Acid deficiency in humans clinically manifests itself as dermatitis and dryness of the skin." [https://pi.oregonstate.edu/mic/health-disease/skin-health/essential-fatty-acids]. Omega-3s internally and Rosehip seed oil

GROW YOUR BUSINESS WITH 2 OZ. TOP SELLERS

2 oz. liquid extracts are preferred, with a greater per-ounce Value

GREAT March – Spring-Season Promotional Ideas: these best-sellers are worth a 2 oz. highlight!

- Liver Health
- Pollen Defense™
- Super Echinacea®
- Adrena Nourish™
- Better Bitters™ Classic
- Better Bitters™ Orange
- Better Bitters™ Bittersweet
- Better Bitters™ Absinthium
- Inflamm Response™
- Nervous System™
- Turmeric
- Adrena Soothe™

Expand your sets:

- Anxiety Soother™
- Adrenal Support
- Blood Pressure Support
- Female Libido™
- Good Mood™
- Lung Expectorant™
- Relaxing Sleep™
- Thyroid Calming™
- Urinary System Support
- Daily Immune Builder™ (formerly Immune Health™)
- Gum Guardian™ (formerly Oral Health Tonic)
- Rapid Immune Boost™ (formerly best-seller Echinacea Goldenseal)
- Stress Manager™
- Adrena Uplift™
- Brain & Memory™
- Fungus Fighter™
- Kava
- Male Vitality™
- Stone Breaker
- Thyroid Lifter™
- Virattack™



AROMA LAND® LEADER IN FACIAL SERUMS + AROMAFREE PRODUCTS

Sold direct to Health Food stores. new labels, Future business

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, from therapeutic essential oils to better bottles
- ~ A health retail brand since 1986: not in big box stores

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 and 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 + unscented, AromaFree®:
 - Hand & Body Lotion
 - Shower Gel
 - Conditioner for the hair — an easy 3-minute treatment
- Shampoo - Rich, nutritious Coconut ingredients with aloe vera leaf juice, rice bran and Panthenol, and Passionfruit and Acai fruit oils: For all Hair Types
 - NEW AromaFree® Hand Soap — great for the store bathroom!

Two, Perfect AromaFREE® options: near the Essential Oil set:

- Massage Oil — Ingredients: Sunflower seed oil, Grape seed oil, Safflower seed oil, Rosehip fruit oil, Avocado oil, and Vitamin E.
- Bath Salts — combines the therapeutic properties of Dead Sea, Epsom, and desert mineral salts to create a deeply penetrating Bath Salt, as rich in minerals as it is luxurious: imparting softness to your skin, healthful refreshment to your body while leaving your senses at peace. Ingredients: natural sea Salt, Dead Sea Salt, Baking Soda (sodium bicarbonate) and Epsom Salts (Magnesium Sulfate)

Aroma Land® Facial Serums: elegant, naturally enhancing with pure essential oils

Bring youth back to your skin: a whole new section for your bodycare set. ACT now, and give your customers something NEW. Sale to culminate around Mother's Day!

1 oz. serums for nine (9) Skin Types: INTRO PROMOTION through May 17th (in eaches)

Reg. wholesale \$12.49; on sale for \$9.99; MSRP- \$24.00.

Prices for initial placement during Promo period

- Cleansing
- Dry Skin
- Mature Skin
- Oily Skin
- Normal Skin
- Sensitive Skin
- Moisturizing
- Toning^ Problem Skin

Ask your BMC Rep to see the ingredients list

Redesigned labels silver foils + silver + now with an added blend of jojoba, macadamia + olive oil

• NEW! Facial Serum Skin Repair for men + women

Reg. wholesale \$24.99; on sale for \$19.99; MSRP- \$49.99

Bliss in Every Bottle™ • Essential Oils. Aromatherapy. Bodycare. Skincare
Aromaland: established 1986 www.aromaland.com

externally. Optimal health. Achieving the best immune equation.

Feeding the skin is noble and necessary, and it is essential in modern natural health. Carry the best, and stop carrying the most mediocre as quickly as you can, by changing each customer one conversation at a time. The reason I am so strong on the **Aroma Land®** Natural "Bodycare Collection" line is: they use quality ingredients and therapeutic essential oils; they blend and produce all products themselves with that incredible skillset of over 3 decades of manufacture. For Value and Price, they are the products that you should be recommending. You will love the new labels, and their 50%-margin is healthy; as is their 2-month promo strategy. Bodyceuticals Calendula Skincare and Trilogy® Natural Products as your premier bodycare lines, and Aroma Land® for those people that have fear of spending good money on their skin. Aroma Land® performs in ways that please, they meet EU Guidelines for safe bodycare, and they are a value that any consumer will appreciate. Change your business by making these three lines your natural bodycare future. Ask for a meeting with your BMC Rep to discuss these possibilities, explain these lines, and create ways to make your natural bodycare advancements successful.

The ingredient everyone wants to use for skin care products and skin health is Aloe Vera. Every community, and every store favors the known benefits of aloe for optimal skincare. Time to focus on this best-selling succulent. In the last 24 months, I have dedicated three entire BMC newsletter issues to the value of the aloe plant. **Aloe Life®** does aloe better than anyone in the world, both with their internal whole plant juice concentrates (no water added), and with their whole leaf aloe vera plant juice Bodycare products (no water added and therefore a tremendous value). While most stores carry their **Skin Gel & Herbs** as the best-selling aloe essential, [and please be pleased by putting this product by the cash register or endcap when the Sun attacks our skin during the brighter, hotter summer months]: all the Aloe Life® products bring efficacy and value. Direct the person who wants the **Aloe Gel** to understand that the entire Aloe Life® line gets the best aloe onto your skin: and that is natural healing!

This is why I am advising all our stores to create an Aloe Vera Healing Center in their aisles, centered around all the wonderful Aloe Life® products. No matter who is shopping in your store, proper signage identifying this well-

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known herb is an easy way to encourage people to buy their aloe here. Have your BMC Rep help you make this a pop-up display first, and educate on the healing guarantees of a properly-grown and handled aloe vera juice (unfiltered and not overheated): Aloe vera is truly the miracle plant. Skin problem? Who would say no to top-quality, therapeutic aloe vera?

Aloe vera is in most products because it does many powerful things for a skincare formula. Aloe vera can act as an astringent and a toner in a formula. It will help to remove excess oil on the skin, clear pores, as well as close them—so that everyday dirt cannot get in—without drying the skin like most common astringents. More importantly, adding aloe vera to your skin nutrients is excellent at maintaining the proper pH level of the skin's acid mantle. This is a direct immune-supportive action that makes aloe very attractive for anyone trying to keep the skin healthy. Optimal pH is one of the most important factors in supporting the skin's ability to protect us: as such, everyone should be using aloe vera on their skin regularly. Omega-3s protect the cell walls, and aloe vera creates the most natural and safe environment for front-line skin mantle protection where our skin protects us every minute of our life.

Therapeutic-quality aloe vera also strengthens the skin, and helps with optimal oxygenation. A properly-made aloe vera maintains the elements that assist new cell-

growth. Aloe vera (using both internal and external therapeutic aloe vera) is one of the two most supportive nutrients for optimal collagen synthesis, along with Vitamin C. Strong, healthy skin collagen provides a solid and beneficial immune foundation.

Aloe vera is not a direct moisturizer. You need to educate beyond this misconception by further educating that aloe vera is superlative in any moisturizing formula because it helps carry the moisturizing elements further into the skin, beyond the epidermis and to the dermis where effective moisturization can occur. Aloe means fast absorption—the perfect natural and safe carrier—and it helps retain water in the skin, which brings hydration, while also housecleaning the skin's overall health with a trustworthy antiseptic action. Skin health: there is nothing better than aloe vera.

And most companies don't do aloe vera correctly: they are either bad formulators or they are cheating. Most products that state aloe on the label contain dried aloe reconstituted with water: this is more a name on a bottle than a natural, beneficial active. Aloe is a name that is incorrectly labelled and used to infer health: and most aloe is neither beneficial nor active.

Bodyceuticals does aloe correctly; Trilogy® does aloe vera correctly!! Speak truth, gain customers; see results that will amaze like very few things that you have seen in your natural products career.

Skin health leads to a greater commitment to better health. Aging skin is an unnerving experience that drives people to action: we have

HEALTH FOCUS: EAR CARE

Accomplish Your Spring Ear Cleaning NOW—another New Year's Resolution Completed!!

It is not an issue of ear size: it is an issue of a clean and optimally-performing ear.

Sound matters! Hearing is a critical part of the human central nervous system; and like changing the oil, we sometimes ignore it until issues have arisen to limit our auditory functions. Hearing and smelling are both vital senses that we can tend to: where will a person catch the message of Ear Health?

I will comment that I am a huge fan of "ear wax candling," but preventative health care for optimal ear health and at-home Ear 1st Aid are just good healthcare.

While your excel files may charge that these items are not best-sellers, creating and maintaining the best Ear Health set for your community is easy, and can be accomplished with a small shelf-size imprint: small, necessary, powerful, like the ear. The optimal Ear Health set includes these items, all of which are versatile enough in their use and differentiation that many people might use all of them several times in a lifetime (for self and family). AND, the best time for seasonal Ear Maintenance is now.

Market alert: Herb Pharm's Mullein Garlic Oil has been one of their best-selling products for over two decades: guess people understand top-quality herbals for ear health. Ingredients: Calendula flower, St Johnswort flowering top, Mullein Flower, Garlic bulb, and expertly-blended with certified organic Olive oil. All Organic or wildcrafted ingredients, and the Herb Pharm difference is clear with the use of fresh-harvest Calendula, Mullein and Garlic! For topical use only.

Looking for actions to create a balanced pH environment?

Consider Aloe Life's Ear Wash PLUS with Aloe vera, which also utilizes Calendula, Mullein and St Johnswort, but adds Rosemary - and switches the garlic and olive oil base for an Aloe Vera base. Each would be considered appropriate for different purposes.

Meanwhile, Newton Homeopathics has a wide variety of products that can deal with the ear organ system internally: wholistic support with the distinct, OTC statement, "formulated for associated symptoms such as pain, fever, inflammation, redness, congestion, itching and pressure." Pretty versatile and safe option! One way to bring attention to your complete Ear Care section is to market all the Newton products together: there are OTC options for Adults Ear Care in liquid and pellet; liquid Pets Ear Care; and this month Newton's Homeopathics for Kids Ear Care products (in liquid + pellet) are both on sale!

Newton has even more well-established products for other ear concerns: Newton OTC homeopathic Ear Ringing formula is one of their top-10 best-selling products (the demand is there), and the Ear-Wax Build-Up formula is the perfect complement to the Ear Oils above. 1-2 topical-internal options that every family should consider. And, since we all are going to note the need to expand our Child Care sections this year, placing Herb Pharm's Kids Mullein Garlic Oil next to Newton Kids Ear Care homeopathic is the best way to show parents that your store is the primary place for them to turn for all the natural healthcare needs of their family.

Spring Cleaning? We could all use a protocol to clean out the gunk, heal the tissue in those beautiful, semicircular auditory apparatus, and remove lurking microscopic intruders! This Spring introduce the first Probiotic that has been identified to help our human mucosa in the mouth, nose and ears—and wake people up to the idea that seasonal Spring Ear Cleaning is part of the best healing natural healthcare prescription. **OralProBio™** with BLIS K-12® and BLIS M18™ Probiotics by **HealthAid®** adds Probiotics to the best way to make the Ears most able to enjoy the approaching sounds of Spring! Build!

ESSENCE OF WELL BEING® FEEL BETTER

THIS JUST IN! Expo West NPEW
EWB deals

**EWB orders under \$500
= 15% OFF**

**EWB orders \$500-\$999
= 20% OFF**

**EWB order \$1000+
= 25%-OFF**

Good business: Essence of Well Being® is a 50%-margin line!!!

Not included in the Promo:
CBD honey stix or CBD honey

**It PAYS to be an EWB Premium Partner
Existing-Premium Partners get an
additional 10% OFF**

- Buy in dates March 07 through March 30th
- Must mention "BMC Expo West 2019" deal to get special pricing
- Not to be combined with other monthly EWB deals

<http://www.ewbhemp.com/>
**Discover the most powerful herb
ever investigated**

the answers. Sensitive skin is a full-body jacket hassle: and your store should be the oasis filled with products that do not irritate, inflame and cause disruption. Teach about your superstars, and have confidence that good feelings will emerge! Calendula, Rosehip Oil and Aloe Vera.

Beauty: aloe vera is excellent at preventing acne, and it brightens and tightens the skin. Looking for an ingredient that works well with every skin type: lead people to that new Aloe Vera Healing Center featuring the entire Aloe Life® line. Making products using whole leaf aloe juice is what makes the Aloe Life® products so unique and unparalleled.

Delicious Bodycare: you have the storylines to talk about our primary three Skin Superstars. The joyous antioxidant Calendula, the rich nutrient-dense Rosehip seed oil and the miracle plant Aloe vera. By highlighting these three ingredients, you can convince people that quality skin nutrition is foundational to the proper function of the immune system.

Let me add one more incredible product for your consideration. **Essential Formulas®** has the most unique soap on the market with their multi award-winning **Dr. Ohhira's Probiotic® Kampuku Beauty Bar™**. Looking for ways to change the dynamic of any unhealthy skin concern (including the scalp!), get the person to start using this soap. Why, the probiotics in this product aid in reactivating healthy layers of postbiotic metabolites on the skin's surface. The skin is a living organism! Don't wash and scrub away, rather—add probiotics as foundational to any protocol. Probiotics to create a healthy Postbiotic mantle; whole leaf aloe vera to carry nutrients deep while promoting proper skin pH, and adding astringent and antiseptic actions; essential fatty acids to positively affect every cell on the skin—and in the layers below—and antioxidant rich, anti-inflammatory plant superfoods, like Calendula and St Johnswort, and

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Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

GOT EMAIL?

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

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Your Skin *continued from page 7*

Chamomile extract if there is agitated skin. Learn these rules of healing. Your Bodycare section can do so many amazing things; and this is critical as skin issues are on the rise! Your store has safe and natural answers that work.

The most modern addition to this equation is the nutritional breakthrough in our new understanding of the role of postbiotic metabolites. Yes, we need Probiotics internally, and we need to feed them nutrient-dense, fiber rich raw and preferably organic foods. Powerful Postbiotic Metabolites will renew the entire body system, as nitric oxide boosters will aid the entirety of the circulatory system which can get nutrients to the skin. This is the season of detoxes and the liver support that maximizes the immune and glandular system's ability to adjust to Spring and the warmer weathers. This is the season of Immune System recalibration. This is the season of Bitters, Alteratives and Adaptogens. This is the season for you to remind of these seasonal health directives. Make the most of this Spring by bridging the best of what we know for internal immune support, with the message of premium skincare products that will benefit body immunity, rather than challenge it! We have so many topical tools to use, and we can accomplish so many healing solutions if we know how to use nature effectively. We will be talking more about Jojoba and Tea Tree in 2019, so yes there is an entire Eden's Garden of useful tools for Optimal Health and Radiant Skin. Promote them, rather than just stocking them!

Other factors to consider that are just as crucial for optimal immune skin health, fixing: lazy liver, lack of exercise, bad sleep habits, processed foods, excess pharmaceuticals and antibiotics, trans fats and Omega-6 imbalances and diets devoid of plant foods, bitters, fermented foods, and colorful vegetables and fruits. This is a natural health movement: it is a beautiful seasonal cycle song. Sing it!

Do you need a doctor to know if you have radiant skin? Do you need a co-pay to know that your diet is not vital and supportive? It is our job to get people to wake up and remember that they can heal themselves. Springtime is a perfect time for a renewal of Health strategies and Skincare protocols. Bring the products out of their neat rows, and introduce them to your regulars: they

are ready for new stories. Their WOWS will be shared stories of success and amazement that bring in their friends—and that is how we grow business.

Be at the Vanguard of the new mission of Food Therapy: viable Probiotics, raw organic and colorful foods, Omega-3s, Glutathione,

antioxidant-rich superfoods (like Abigenol®), and clean and pure, plant-based bodycare skinfoods. Truly pure skin nutrition. Your immune system will thank you; your skin will show gratitude and you may start getting new compliments too. ☺

How to Reach Blue Moose Consulting

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

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