



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 16, No. 5 • May 2019

## Talking Health: A Plea for Pregnancy Health

**T**he greatest obligation of any civilized society is to ensure the best possible health to the innocent life of Birth.

Throughout history, many earlier societies understood the sacredness of pregnancy and they attributed various reverences to the woman who was with child, as that carried and embraced human was another of their own. For most species, there is nothing more essential and sacred than the miracle of birth. How have we gone astray?

Where can an enlightened and blessed pregnant woman go to find the best for her child? Where can people direct a pregnant woman who knows nothing of good health to go, where she will find the appropriate and correct choices to aid that growing body within her and so that she

can make smart choices and learn from what we know in our natural healthcare movement? Do people think, "I suggest that you go to [the store that is yours]," when they are offering suggestions to help, as all close friends politely should, with the pregnancy? What an honor that would be to have your store recommended!

Do you believe that any child forming for 9 months would have a better chance with the best-known nutrition, and with safer and more natural alternatives when the common challenges of pregnancy arise? Is this the world that you live in? If so, join with me in this May 2019 Pledge to add new creativity to the Pregnancy Health section of your store.

Children's health from conception onward is a National Priority, and it should not be a national security risk.

Here is where I meet you: if I were dragged today before the court of Future Generations, I personally would have a good body of evidence (written, spoken, influential and otherwise) to prove that I have long been doing my best to get our immediate world to take more seriously the responsibilities and challenges of making our next generations as healthy as they should and need to be!

I have a known history with this project: with this vocation. Pregnancy health needs to be our priority: for everyone in natural health.

I can say the same about my dedication for Children's health—from before the age of one, to well-past the teen years, I have been consistent in talking about this often; and imploring

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## Talking Business: May is National Pet Month

**T**hose marketers are brilliant in not getting their stories together.

There is some question as to whether April or May is the better National Pet Month, but what does it matter for most humans in America these days: every day is actually Pet Appreciation Month. I am going with Wikipedia. Regardless: April is over and May is approaching, and as we strive to gain new business in the natural product channel, it is certainly time that we re-analyzed our commitment to our critter friends.

Who oversees the health of our Family-member Pets, anyway? Is it the petfood people (please no!); is it the ubiquitous corner mega-pharmacy (obviously they are very interested in devoting a heck of a lot of store shelf-space to products to pick up for your pets as you shop, or fetch your pharmaceuticals)? The numbers they see must be saying something. In large measure, I would say that most of the stores in the BMC mid-Atlantic territory—the stores that we service—have certainly decided that it is not their area to be involved!?? WHAT!?!?? We



claim to be an industry with animal welfare at the forefront (and who amongst us has not seen at least one video about pets or animals on youtube?), and yet over 4/5ths of the stores I visit have a nearly invisible Pet Healthcare section. This is wrong.

Let me tell you about Booch (or, Boo) the perfect white Alaskan Eskimo dog that Theresa our graphics person is blessed to share life with. Boo was found

running out of a dog cemetery (hence the name): a stray dog who hit the lottery in finding a best friend who thinks the world of him. That was 13 years ago, and he was probably 2 years old when she took him to the Vet for all the necessary tests and shots a found pet needs. It is amazing the non-stop love and fun those two have had together; talk about joie de vivre!!

Boo has had a healthy life, though—long and intense health story condensed—he almost died last month. As I tried to help, I witnessed the heart-breaking agony of watching an animal in severe pain (city boy, I had not had much experience here: it still pierces my soul) and I understand how the Human Spirit can connect so wholeheartedly with another species when that other (animal) depends so totally on "the owner" for so many things to live. If you are a Pet owner or deal with animals often you understand what I just said there....

When we add to that the complete love that these other creatures give as loyal companions, it is understandable how the modern phenomenon of pets in the house and pets in the bed and pets

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## Pregnancy Health

*continued from page 1*

people to do more (you can never be too dedicated); to advise parents and elders to do more; and to offer a vision of health so that human beings—from the young one learning to make good food choices to teens considering what to do at that time of tremendous hormonal change—can become empowered to know about and care about their own personal health (and health responsibility).

Here, now—with these words—I invite you to join with me.

Pregnancy Health: an important part of the natural living health cycle. An important time in life. A time to be exposed to the best and to be encouraged to choose the best, and to be supported in every manner with the best. I propose to you that your store become a Destination for a person who is planning to be pregnant or who is pregnant or may become pregnant again. Your store: destination point for the starting path to Pregnancy Health. Can you envision this?

The first steps are the easiest, but the most vital. You need to provide space.

Quality space. Inviting space. Visible space: proudly visible. We support Pregnancy Health here in the finest way possible.

Look around the terrain of your health store. You are in the Spirit of the moment right now with me here. Feel inspired: where should you put your largely improved Pregnancy Health section? You understand merchandising enough to know what is appropriate (forget about the cash and cashflow): we are changing the world here! We are lifting your Community's potential for health by galaxies with these thoughts! Think freely! Think together in your store with your team: present the idea and then discuss it. Get the team involved, and aware as you are, and excited. Store Community helping entire Community! Time to call the Blue Moose Consulting team in: we would love to help you grow. We will just stretch your ideas with you to make them supremely glorious and inviting—bringing the energies to your store. Teamwork.

How to create space. You do not need a room-stretcher, but you will need ample space. Any pregnant woman will tell you

that there are times when you do not want to be crowded in. Pregnant women can actually see things bigger: so if they are provided a nice selection of choices, they already have the wherewithal to see more than you realize. They can see if your intention is inviting, and with a willingness to help. They can tell if you are not interested in where they are at this time in their life, with child or planning to be with child. They can tell whether you will be happy to see them return often, or if you are just filling a space on a shelf for an occasional need. Pregnant women are smart. Make them know that you offer them pure love.

Have you ever watched a pregnant woman shop in your store? Sometimes they are uncomfortable, sometimes they are struggling with the growth within their skin; and sometimes they are gloriously heavenly and filled with perfection, and sometimes they are as serious as life and death about finding the direction they need to go. Always be nice—and give good space to the Pregnant Woman. A breath of life phenomenon Miracle: a girl needs space!!!

Provide space, and make the space pretty and special. Consider that which you find to be as loving as placing flowers on your family's dinner table: even a little pretty print message saying, "you are beautiful!" This needs space. Make the space. Make the space inviting and clean and beautiful.

Make the space orderly. Pregnant women crave the understanding of an orderly space. How do I know all this? You learn things when you care to learn. My parents taught me basic logic and Georgetown University presented me the tools of critical thinking, and I have a wonderful heart from my Mom + Dad, and I can see all of this. If you have been pregnant, or spent quality time with pregnant women (lucky you), then you know more than me. What have you been thinking as you are reading this: add more ideas, but think with the patience of a loving parent—don't rush to thoughts: just allow the most wonderful thoughts to come to you (naturally)!

Space. We need to make space. We may also want to add the finishing touch here now: add a sign in the window saying Pregnant Women Welcome Here (OK, in this out-of-balance day and age, that might be a silly thought: but you can come up with a more clever alternative).

Two shelves minimum. Don't have pregnant Mom think that she is buying the products that you bought generations ago. Lavish the set with nutrition, and body care and bathing and Homeopathy and *Herbs on the Go™ Not Now Nausea™* from **Herb Pharm®** and *New Mama® Tush Soothing Sitz Bath* by **Wellinhand Action Remedies®** (good anytime, mama!). Have enough good stuff

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### ESSENCE OF WELL BEING® BY AROMALAND WELLNESS

#### THE HOTTEST ITEMS SHIPPING FOR BMC in 2019 Essence of Well Being® CBD Gummies

100 count bulk bags: 10 mg. CBD per Gummie. 6 flavors: one flavor per bag. \$50

• GUMMIE Grape • GUMMIE Strawberry-Banana • GUMMIE Cherry

• GUMMIE Blueberry-Lemon • GUMMIE Orange • GUMMIE Raspberry-Lemon-Ade

The coloring and flavors are derived from real fruit extracts (made in USA) Gummies baked in Santa Fe

#### + Remember the EWB CBD Hemp Honey Sticks

WOW 15 mg CBD per stick. 100 to a box (Zero THC)/\$150.00 + the Essence of Well Being®

Hemp Honeys. 21 mg/teaspoon 5.7 oz glass jar three natural flavor blends:

• Citrus • Lavender • unflavored natural

Essence of Well Being's new state of the art kitchen in Santa Fe New Mexico has been designed specifically to create delicious edibles with exact quantities of full spectrum organic CBD in a growing range of products

\*\*\*\*\*

#### TOPICAL CBD (not in CVS!!)

The Essence of Well Being® line is committed to the health food stores: YOU

#### NEW + everyone is bringing in!!

#### CBD Massage Oil + CBD Massage Lotions FEEL BETTER

Soothe the Body, Quiet the Mind, Lift the Spirit

#### CBD Massage Oil + CBD Massage + Body Lotions

200 mg. CBD per bottle. Zero THC. CBD from premium Colorado-grown Hemp

Special pricing for BMC retailers. 4 items for a new category

These 8 oz. oils are the perfect emulsion for massage treatments. Perfect for sore & tired muscles

- AromaFree® CBD Massage Oil with Arnica • AromaFree® CBD Massage Lotion with Arnica w/Pump
  - Soothing CBD Massage Oil with essential oils • Soothing CBD Massage Lotion with essential oils w/Pump
- with Sunflower seed oil, Grapeseed oil, Safflower seed oil, Rose Mosqueta seed oil, Avocado fruit oil, Cannabidiol (CBD), Lavandula angustifolia oil, Lavandula hybrida oil, Geranium oil, Sweet Orange oil, Spanish Marjoram oil, Cedarwood oil, Boswellia. Created from Cold-pressed oils

~ ~ ~

#### For the best CBD, recommend EWB. Essence of Well Being® offers full-spectrum THC-free CBD products

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

Premium CBD Extracts: Carry every category

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

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

~ American Grown. American Made. ~ Organic Farming. Colorado Agricultural Hemp

~ Premium liquid Extracts ~ Affordable caps – 10 mg + 25 mg

~ CBD Cream, naturally-crafted in Santa Fe ~ topical massage + body oils ~ Long-lasting CBD balms

~ yummy CBD Gummies (with a new display!) ~ CBD honeys

#### NEW: ~ liquid extracts for dogs + cats • Also available: micronized CBD in hip cool dark containers

Ask your BMC Rep for details

Essence of Well Being® full spectrum, organic CBD from hemp. <http://www.ewbhemp.com/>



# NEWTON homeopathics

Nurturing Naturally Since 1987

## May 2019 Promos 20% OFF select OTC formulas

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

~ shelf tags announcing the sale included with your order

- **Bug Bites-Itch Stopper (N038)** • **Breast Care (N064)**
- **Fatigue Fighter (N050)** • **Food Allergy-Additives (F058)**

### May Promo Items: Homeopathic OTC Formulas

**Bug Bites** ~ Itch Stopper for symptoms associated with bites + stings such as pain, burning, itching + swelling.

**Breast Care** ~ for associated symptoms such as breast tenderness, nursing discomfort and pre-menstrual swelling.

**Fatigue Fighter** ~ formulated for symptoms of mental and physical exhaustion associated with illness, stress, emotional sensitivity and low energy.

**Food Allergy - Additives** for associated symptoms such as itching, swelling,

headaches, labored breathing, indigestion, vomiting, cramping and other related symptoms.

Formula includes Allersodes 60x: Food-Food Additives - Egg (whole); Food Additives (Tartrazine, Quinoline yellow, Sunset/Orange yellow, Carmoisine, Amaranth, Cochineal red A, Erythrosine, Red 2G, Indigotine/Indigo carmine, Copper/Chlorophyll complex, Green S, Sodium benzoate, Potassium benzoate, Propyl p-hydroxybenzoate, Sodium metabisulphate, Orthophenylphenol, Sodium nitrite, Sodium nitrate, Ascorbic acid, Sodium mono/bi/triphosphate, Aspartame, Monosodium glutamate); Meat (Beef, Pork, Lamb, Chicken, Turkey); Shellfish (Clam, Crab, Oyster, Shrimp, Scallop) Allersodes 15x: Food-Spices - Allium cepa (Red onion); Cynara scolymus (Artichoke); Fish (Trout, Cod, Haddock, Tuna, Salmon, Herring); Fragaria vesca (Wild strawberry); Glycine max (Soybean); Glycyrrhiza glabra (Licorice); Nuts (Brazil, Cashew, Hazelnut, Peanut, Walnut); Spices (Allium sativum (Garlic), Caffeinum (Caffeine - chocolate, coffee, tea), Capsicum annum (Cayenne pepper), Cinnamomum (Cinnamon), Mentha piperita (Peppermint), Nux moschata (Nutmeg), Saccharum officinale (Sucrose), Sinapis nigra (Black mustard), Thiosinaminum (Mustard seed oil), Zingiber (Ginger))

• Cannot be combined with other discounts

- Monthly promos will be advertised through the newsletter = website/social media pages ~ carry the pellet options of the best-sellers: (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

### Why Homeopathy?: BECAUSE IT WORKS!

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

**The 14th annual HerbDay; Saturday, May 4, 2019.**

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

# 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: BIG CHANCE

**Aloe Juice Concentrates ON SALE • Aloe Skin Gel ON SALE**

**Get SUMMER READY with Aloe Vera. MAY Monthly Specials**

**Mix & Match, sale items listed below**

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

**20% OFF 24 items maximum**

Must ask for deal when placing order. Promo prices through May 31, 2019

**Aloe Juice Concentrates 16 oz. + 32 oz. • Aloe Gold Whole Leaf Aloe Vera Juice Concentrate**

- **Cherry Berry Whole Leaf Aloe Vera Juice Concentrate**
- **Orange Papaya Whole Leaf Aloe Vera Juice Concentrate**

**+ World Famous Skin Gel!!** head to toe daily skin care for the whole Family!

Skin Gel - 4 oz. Skin Gel - 8 oz. topical applications. Extraordinary Results!!

• **Aloe Gold®** Whole Leaf Aloe Vera Juice Concentrate the highest-quality Whole Leaf Aloe Vera. Offer the best. Made from Certified Organically grown Whole Leaf Aloe Vera leaves; 3rd-party tested, Contains greater Polysaccharide profile than any other Aloe vera juice.

A veritable Super Food: 200 nutrients, including valuable enzymes and polysaccharides.

**DIGESTIVE CLEANSING & BODY WELLNESS. • Flavored Aloe Vera Juice Concentrates:** Two flavors for a delicious Whole Leaf Aloe Vera Juice Concentrate experience: Stronger than a 3:1 concentrate, containing yellow sap with solids averaging 14,500 mg per bottle; with 3rd-party tested proof. Contains no added water and is NOT ultra-pasteurized, so the essential actives, including polysaccharides, are present for optimal health. Therapeutic Aloe with natural juices for fun flavor! 16 oz. & 32 oz.

- **Cherry Berry Juice Concentrate • Orange Papaya Juice Concentrate**
- **Aloe Skin Gel & Herbs** Endlessly Useful. Works fast to Nourish, Renew and Protect. Superlative to Soothe & Balance skin pH. Astringent, Moisturizer + Skin Nutrition.

Troubled Skin: perfect for every protocol. Fresh Organic Whole Leaf Aloe vera with minimal filtration is the difference that makes this Aloe your best Aloe!! The golden yellow color is one way to confirm the presence of the valuable Yellow Sap (filtered out by everyone else!). This therapeutic-quality, whole leaf aloe vera contains naturally occurring anti-inflammatory agents, disinfectants and growth factors. 100% edible. The formula contains 1%-skin nutrients of Vitamins E, A + C - combined with herbal extracts of Azulene from Chamomile + Allantoin (originally from Comfrey). **Aloe vera: BFF for summer!**

Safe for putting on any skin condition; burns, damaged and thinning hair, itchy scalp, quick 1st Aid, and brushing teeth. Essential for kids and adults for face, troubled skin, hands, feet, body, [and even jock itch and vaginal dryness]. Great after sports and outdoor activities; cuts & scrapes!! The Skin Gel is a natural astringent perfect to apply to clean, washed skin to tighten and smooth skin texture. Skin Gel transports oils deeper into the skin for conditioning and moisturizing

- **Renewal for Aging Skin • Chafing • Irritated Skin • After-shave & waxing • After Sun Burns**
- **Break outs and Scarring • Boils, Rashes & Blisters • Stretch Marks & more....**

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

# HERB PHARM®

## Educate & Promote: Extract Recipe Display Promotion NEW CATEGORY: Proven Success

Take Herb Pharm® extracts to the customers. Promo for new business for all stores

Designed for the produce section, this is an excellent way to get your customers to understand and try Herb Pharm®. Quality liquid extracts more versatile! Don't carry produce? consider this as an option to encourage herbs as food! **16 piece-display with four (4) familiar herbs**

### Special pricing NEW Extract Recipe Display Promotion

Ginger, Lavender, Maca, Turmeric—the genius & the Joy is the recipe cards! display includes recipe brochures (25 pak), Recipe display base + Recipe display header.

Must place initial order through BMC - Herb Pharm® Rep to get the Promo deal

Investment to gain new customers = \$95.00 (after discount!)

Reorders during defined Promo Period on all sale items at same discount!

**Ask your Herb Pharm Rep how to sign up!!**

Promo sign up through May 31, 2019. Offer good on direct, wholesale orders.

Please mention this promotion when placing your order; and dates for Promotion

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

### Two-2-Month Herb Pharm® Promo May 1- June 30: 20% OFF Discount

MIX & Match 20 or more sales 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

### ACTIVE LIFESTYLE SEASON & TRAVEL SUPPORT HERBS Promo items:

- 1 oz + 4 oz.: • Ashwagandha • Asian Ginseng • Asian Ginseng Glycerite • Eleuthero • Ginger • Eleuthero Glycerite • Lavender • Maca • Passionflower • \* Rhodiola • Rhodiola Glycerite
- 1 oz + 2 oz. + 4 oz.: • Ashwagandha Glycerite (alcohol-free) • Turmeric

### PRODUCT NOTES: SAVE YOUR COMMUNITIES

The invariable Climate is leading to some pretty funky Pollen Seasons: Tree Pollen now and then Grass Pollen (through July!!) As we enter May the Entire Mid-Atlantic Region is in High Pollen status enter your zip code weekly at [www.pollen.com](http://www.pollen.com)

Two perfectly appropriate products: each with a different profile. TWO Formulas to highlight all season:

- **Pollen Defense™** ~ Eyebright flowering herb, Golden seal 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 Stinging Nettle seed, Eyebright flowering herb, Goldenrod flowering top, Reishi mushroom, Astragalus root, Ginger rhizome.

NEW PRODUCT: **Cramp Care™ liquid herbal extract** 1 oz., 2 oz. + 4 oz.

Cramp Bark bark; Corydalis; Jamaica Dogwood root bark; Black Cohosh rhizome with rootlet; Wild Yam rhizome; Ginger rhizome. System Restoration: traditional support for a healthy menstrual cycle^

~ Stay intuned: more on herbs everyday: the pictures are beautiful: harvesting the good stuff: [www.instagram.com/herbpharm](http://www.instagram.com/herbpharm) • [www.facebook.com/HerbPharm](http://www.facebook.com/HerbPharm) • [twitter.com/herbpharmoregon](http://twitter.com/herbpharmoregon)

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

# NORDIC NATURALS

## A FREE TRIP TO NORWAY

while promoting the best products for health

BE CREATIVE, increase business + Good Luck Ask your Nordic Naturals® Rep for how to participate: 4-months available, open for your promotion

\* must sign-up beforehand to qualify \* rules require one-shelf of non-Omega-3 fish oils: opportunities \* have fun: take pics and put your name in the boat (err, hat)

\* you will love the discount! \* One winning store, two people

A positive experience: take this as a new opportunity to create a shoppable endcap. Plan and create a colorful endcap and apply the metrics to see if an overflowing endcap does not spur-on dynamic business growth. Allow space for information for the shopper to read + shop + be inspired to do good

### NEW ITEMS: NEW ITEM PLACEMENT DEALS APPLY

- **Algal DHA softgels** ~ triglyceride-form • **Vegan Prenatal DHA softgels**
- **Ultimate Omega® 2x Sp** with new certifications
- **Nordic Berries™** (new, no sugar option), Original gummies

## BRAIN & BRAINIER

Can you say COUNTER-TOP display?

**NEW ^ Omega Focus Adult + Omega Memory with Curcumin**

NEW SALES & Happy Minds. BRAIN SMILE!

**Omega Focus Adult** ~ EPA + DHA 640 mg ~ Citicoline (Cognizin®) 125 mg

~ Bacopa monnieri (BaCognize®) 100 mg

maybe ADD • Nordic Naturals® Vitamin B Complex Coenzymated & Activated

### Norway Floor display: Add these items.... Create business!

Nordic Naturals® has the # 1 D3 in the children channel- total US

- **Vitamin D3 Gummies KIDS** 60 ct 400 IU DC Wild Watermelon Splash
  - **Nordic Vitamin D3** 120 softgel Orange
  - **Vitamin D3 5000 IU** 120 softgels Orange
  - **Vitamin D3 Gummies** 60 ct. Wild Berry flavor
  - **Vitamin D3 Gummies** 120 ct. 1000 IU D3
- **Vitamin D3 + K2 Gummies** 60 ct. Pomegranate 1000 IU D3 + 45 mcg K2
- **Vitamin D3 Vegan** 1 oz. apple-flavor/from lichen
- **Baby's Vitamin D3** 2 oz. 400 IU; unflavored in organic extra-virgin olive oil Official Baby's D3 of the American Pregnancy Association
  - **Travel-size display\*\*** (sold in units of 12-bottles each) **Vitamin D3 Gummies - 20 ct** [# 31148]

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





### MAY GIFT

An incredible deal is here, Wellinhand!  
**DEAL: you support local business + we give you an incredible May Promo 40% OFF**

~ Selected items ~ Deal starts NOW through May 31st  
~ Independent health food brick & mortar accounts only  
~ Build a new set or sets with this super discount

**Bug-a-Boo! 40% OFF**

**Wart Wonder® Delicate Places 40% OFF**  
**Zero Zitz! Emergency Power Toner 40% OFF**

**Ginger Detox Sea Bath 40% OFF**  
**Scabies Serum 40% OFF**

**FungiFree Conditioning Oil 40% OFF**

These are amazing products:

- (1) every store needs placement of Wart Wonder®
- (2) Ginger Detox Bath is a no-brainer easy sell
- (3) Mosquito season is gonna be a big concern this year. Stock up NOW: no maximum placement!

**Wellinhand Bug-A-BOO™** Scare Bugs Naturally!

All natural oil-free repellent ingredients that you will love + bugs will hate!

<https://www.wellinhand.com/products/bug-a-boo>

**Bug-A-BOO™ 2 fl. oz. Spray Rosemary**

**Bug-A-BOO™ 2 fl. oz. Spray Eucalyptus**

**Bug-A-BOO™ 6 fl. oz. Spray Eucalyptus**

Unlike conventional bug sprays made from toxic chemicals, Wellinhand's Bug-A-Boo™ is a safe, all-natural alternative for children & adults. Enjoy the great outdoors without the threat of mosquitoes, gnats, or other critters. Our refreshing spritz is perfect for cooling off anywhere, indoors or out, and the light formula is suitable for even the most sensitive skin.

## immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**May + June two-month promo**  
Buy 12 bottles of the 250 mg/30 ct. caps  
+ get 2 bottles **FREE** of the same product!!

**Make your Immune system aware™**

"The health benefits of β-glucans have been extensively documented over the past two decades. β-glucans are allowed in several countries, including the United States...., as potent immunological activators. β-Glucans are used as a disease-preventing agent, as well as a part of anticancer or anti-inflammatory therapy. Among soluble fibers, β-glucans are the most commonly-consumed

immunomodulator with strong anticancer, insulin resistance, anti-hypertension, and anti-obesity effects. β-Glucans are believed to stimulate the immune system, modulating humoral and cellular immunity, and thereby have beneficial effects in fighting infectious diseases, such as bacterial, viral, fungal, and parasitic diseases."

"<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5618555/>\*

^ Must request "BMC Promo" when placing order

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

Immune support for your family,  
peace of mind for you

**www.wellmune.com | facebook.com/Wellmune | twitter.com/wellmune | youtube.com/wellmune**  
**Powerful. Natural. Innovative**

## ESSENTIAL FORMULAS

**May Volume Discount on the Dr. Ohhira Probiotics® Products**

Deal only applies to the Probiotics  
Buy-ins April 30th to May 31st  
Must ask for Promo when placing order to get Promo  
**5% purchase totals \$275-\$399**  
**10% purchase totals \$400-\$749**  
**15% purchases of DOP totaling \$750+**

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

**Proprietary Fermented Food Concentrate™ contains all THREE:**

**PREbiotics Culture Medium** – fermented vegetables and mushrooms that nourish the probiotics\*

**PRObiotics** – friendly bacteria that help you digest food and support immune response\*

**POSTbiotics** – pH balancing organic acids along with naturally occurring vitamins, minerals, enzymes, and amino acids to support digestive function and whole health.

**Original Formula beautiful new green boxes**  
– 3 year fermentation

- **Dr. Ohhira's Probiotics® (10 caps) (sold as a display)**
  - Dr. Ohhira's Probiotics® (30 caps)
  - Dr. Ohhira's Probiotics® (60 caps)
  - Dr. Ohhira's Probiotics® (100 caps)
- **Professional Formula - 5 year product in the blue box**
  - Dr. Ohhira's Probiotics® (30 capsules)
  - Dr. Ohhira's Probiotics® (60 capsules)
  - Dr. Ohhira's Probiotics® (120 capsules)

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

^ Formula studied and developed by BioBank Co., Ltd

Follow on Twitter: @DrOhhiras and @It\_Takes\_Guts

## rev.upwellness

**MOMENTUM. New Business. Powerful Antioxidants!**

**Rev • Up Wellness®**

with Abigenol® Silver Fir bark extract

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

**Energy Boost Supplement!!**

**Rev • Up Wellness® VELOCITY**

Three (3) critical nutrients together in one product focused immune support, proven antioxidant support + CoQ10: POWERFUL: three-in-one: Abigenol® + WellMune WGP® + CoQ10

• Powerful antioxidants from the European Silver Fir bark extract, Abigenol® helps protect cells from oxidative stress, promoting healthy circulatory system, joints, arteries & veins^ +

\* Clinically-proven, Wellmune® maintains healthy energy levels + mental clarity during intense physical activities^ +

• MicroActive CoQ10® supports a healthy heart with superior bioavailability + 24-hour sustained-release^  
Athletes love Rev•Up Wellness® VELOCITY

Boost Energy, Performance and Recovery for every active lifestyle.

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

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

[http://immunehealthbasics.com/revupwellness/rev\\*up.wellness](http://immunehealthbasics.com/revupwellness/rev*up.wellness). Targeted approach to Wellness

## trilogy

**MOTHER'S DAY GIFT IDEAS for your Community! Excellent Opportunity**

**May LINE DRIVE 20% OFF or Gift with Purchase**

Advanced Promo Sign-up + Sales Tags w/Discount required for Discount Buy-in dates: 04/25 through 05/25/2199  
Contact your BMC Rep TODAY!

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. Bestsellers of the Best Products are foundational to profitable store business.

**Trilogy® Natural Products BEST-SELLERS**

**AP identifies the Age-Proof Range**

• 100% Certified Organic Rosehip Oil - 18005

• Rosehip Oil Antioxidant+ Oil 18004

• Ultra Hydrating Face Cream 18013

• AP Replenishing Night Cream 18036

• Cream Cleanser 100ml Tube 18008

• Ultra Hydrating Face Cream 18013

• Very Gentle Moisturising Cream 18055

• CoQ10 Booster Oil 18040

• AP Line Smoothing Day Cream 18046

• Hydrating Mist Toner 18009

• AP Nutrient Plus Firming Serum 18035

• Rosapene Night Cream 18047

• Very Gentle Restoring Oil 30ml 18059

• Eye Contour Cream 18014

• Vital Moisturising Cream Pump 18003

• AP CoQ10 Eye Recovery Concentrate 7.5ml 18049

• Rosehip Oil Light Blend Oil 30ml 18006

• Rosapene Radiance Serum 30ml 18033

• Balancing Face Lotion 100ml 18012

• Vital Moisturising Cream 18002

• Everything Balm 45ml 18053

**Time to be a Delicious Bodycare Center**

**Trilogy®: High-performance, certified natural skincare products**

[www.trilogyproducts.com/us/category/how-tos.html/](http://www.trilogyproducts.com/us/category/how-tos.html/)

## ECO LIPS

The best lip balm for the world

**MAY DEALS 15% OFF^**

• **Bee Free® Vegan Lip Balm displays:**  
all flavors: lemon lime, superfruit, sweet mint + unscented.

• **Specialty Lip Balm displays:**  
3 options: Gold + Hemp + Medicinal

• **Best-selling Classic SPF lip balms:**  
all flavors + several display options

36-ct. convertible display

48-ct. reach-in display

30-ct. reach-in 'Eco Clip' display

^ direct, Independent accounts only

• **Bee Free®**

Single-flavor 24 ct. convertible display + a 36 ct. convertible display with candelilla wax + Organic, Fair Trade™ Cocoa Butter + Coconut oils

• **Specialty Lip Balms:**

36 ct. Convertible displays.

^ **Gold** – with Baobab seed oil (unflavored)

^ **Hemp** – with Manitoba Harvest

Hempseed Oil. Vanilla

^ **Medicinal** – with Organic Tea Tree oil, Camphor, Lemon Balm, Calendula, and Peppermint oil. Purposeful Balm stick!

**The Best Lip Balm for the World™**

**Organic & Fair Trade Lip Care**

**Eco Lips, Inc. | Marion, IA**



# bodyceuticals

## MOTHER'S DAY GIFT IDEAS for your Community! Bodyceuticals May deals!

- ^ **15% OFF Calendula Bioactive Salve**  
Summer staple for the whole family!  
For Face & Body. 2 oz.
  - ^ **15% OFF Ink Pot Tattoo Balm**  
- The perfect gift for dads and grads!
  - FREE mini Rose + Calendula Hydrating Facial Mist** with all orders! While supplies last!
  - PERFECT for the season: INK POT Calendula Tattoo Balm** as people want to show their stylin' ink art. The perfect aid to maintain beautiful skin around your work of art
  - PERFECT for the season: Calendula Bioactive Salve**  
A superlative recipe with calendula oil and the freshest local dark beeswax from healthy beehives: and a soothing, nutrient-dense salve to your skin. Great for hikers, bikers & all outdoor enthusiasts.
  - Helps soothe tired, blistered feet, rashes, chafing & insect bites. Use every day for dry chapped skin.
  - Pure and gentle enough for all ages & skin types
  - Pet-friendly too- for paws, noses, itchy spots+ more
- Ingredients:** Current harvest, Organic, Kosher, Extra-virgin, unrefined, first cold-pressed oil from olives; Organic farm-grown calendula flowers; fresh local Pacific Northwest beeswax; non-GMO mixed-tocopherol Vitamin E.  
Vegetarian | Small batch | Wheat free | Gluten free | Soy free | non-GMO
- Deals available May 1st - May 31st.**  
**Must use code to receive discount: MAYFLOWERS**

# THE ESSENCE<sup>®</sup> OF WELL BEING

## FOR MAY NATIONAL PET MONTH

- Essence of Well Being<sup>®</sup>
- **Cat liquid CBD extracts**
  - **Dog liquid CBD extracts**
- Feed the endocannabinoid system for healthier pet friends**
- 1 oz. full spectrum CBD Hemp Oil/ Colorado-grown in dropper bottle. 50%-margin line!
- 15% OFF open-stock May Promo on EWB Pet CBD products**  
**20% OFF 24 pc. mix & match EWB Pet CBD products**  
Buy-in dates May 01-31  
~ must ask for deal when placing order to get Promo "Blue Moose Consulting May Promotion"
- Cat - Full Spectrum CBD Hemp Oil in 1 oz dropper bottle. 125 mg/ 4 mg serving - unflavored (for small dogs too!!)**
- Dog - Full Spectrum CBD Hemp Oil in 1 oz dropper bottle. 250 mg/8 mg serving - unflavored**
- If you want guidance from a veterinarian about CBD for your pet, you'll have to start the conversation. That's because vets have been left out of most state laws concerning cannabis, so they can talk about CBD only if clients broach the topic.
- CBD can interact with medications, so speak with your Veterinary professional.
- Cannabinoids are metabolized through the liver, so combining CBD with some drugs may enhance the effects of those pharmaceuticals.
- Dose Gradually "start low and go slow."
  - Consider: <https://www.veterinarycannabis.org/library.html>
- Ask your BMC Rep for the sales flyer and the new Essence of Well Being Price List**

# AROMA LAND

## May Bodycare Promotion\* The Bodycare Collection: Lavender

- 12 oz. bodycare. Clean & affordable + not through distribution. 50%-margin line
- Shampoo • Conditioner • Massage & Body
  - Hand & Body Lotion • Shower Gel
  - NEW! Hand Soap
  - Bath Salts 20 oz.
- ~ Pure Therapeutic Grade Essential Oil Blend: Essential Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram, and Frankincense - this synergy provides a complete Aromatherapy experience.)
- Buy 3 ea. per SKU = 10% OFF**  
**Buy 6 ea. per SKU = 15% OFF**  
**Buy 12 ea. per SKU = 20% OFF**
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
- Also on sale from Aroma Land for May (see BMC Early Moose)**
- Lavender Essential Oils (4)
  - Candles (4) • Floral Water
  - Glycerin Bar Soap
- Bliss in Every Bottle™ • Essential Oils.**  
**Aromatherapy. Bodycare. Skincare**  
[www.aromaland.com/](http://www.aromaland.com/)  
**Aromaland: established 1986**

# oxylent<sup>®</sup>

DRINK OXYLENT BREATHE LIFE™

## MAY Promotion: Mom & Baby Month 15% OFF

- minimum \$50 from these products
- **PRENATAL OXYLENT<sup>®</sup>**
  - **CHILDREN'S OXYLENT<sup>®</sup>**
  - **OXYLENT<sup>®</sup> 5-in-1 Multi boxes**  
30 ct. + 7 ct.
- Promote Community Health NOW**  
**Children's OXYLENT<sup>®</sup> for the best of all habits**  
~ 'Healthier alternative' to sugary drinks, chewables & gummies!  
~ KIDS need basic nutrition every day: and Oxylent<sup>®</sup> makes it fun...  
~ Formulated for ages 4+ up, providing key vitamins + minerals, Albion<sup>®</sup> Chelated Minerals + 5-MTHF (methylated Folate)
- Children's Oxylent<sup>®</sup> Supplement Drink:**  
**Bubby Berry Punch flavor**  
~ Nurtures, strengthens & supports  
~ Superior Children's Multivitamin & Mineral content  
~ Optimal bioavailability via effervescent delivery  
~ Available in a 30-single serving stick packet box
- PRENATAL OXYLENT<sup>®</sup> for the best of all habits**  
~ Nourishes, Supports, Balances  
Give good guidance with Pregnancy Health  
An award-winning formula with easy absorption that is also a refreshing drink!  
Perfect for on the go Moms: + NO Gluten, dairy, herbs, caffeine GMOS or sugar  
~ Contains Vitamins A, C, D3, E: Methylated Folate & B-12  
~ Albion<sup>®</sup> Ferrochel<sup>®</sup> Iron  
~ Sparkling Cranberry Raspberry flavor  
~ American Pregnancy Association recommended
- \* † These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# MushroomScience<sup>®</sup>

## MAY Promo: Mushroom Power from the Brazilian Rainforest AGARICUS BLAZEI IMMUNE SUPPORT\*

- guaranteed actives in the nutrition panel:  
90 veg caps  
Hot water/alcohol extract 400 mg.,  
25% polysaccharide content
- 4 ea. = 10% 8 ea. = 15%  
12 ea. = 20%**
- Best price on the market for the most product, the highest quality with an excellent margin  
~ not combined with other specials. Promo through May 31st  
~ must mention 'BMC May Promotion' when placing order
- Agaricus Blazei Mushroom Extract**  
used by the native cultures in Brazil where indigenous people call it "Cogumelo de Deus," or "Mushroom of God," with a reputation for bestowing health and longevity. Native to the Brazilian rainforests, positive studies in Japan in the 1960s led to the cultivation + its worldwide distribution as modern science substantiated and verified ancient healer's claims with immune supportive benefit.
- In addition to the beta 1-3 glucan found in most medicinal mushrooms, the Agaricus blazei mushroom also contains a unique beta 1-6 glucan; which may explain the profound immune supporting health benefits documented in the published research.
- 2019 - Make your store Mushroom Central carry the best: ALL 12 Mushroom Science<sup>®</sup> products**
- \* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.  
Mushroom Science<sup>®</sup> distributes the only complete line of guaranteed potency mushroom supplements in North America.

# JUVO<sup>™</sup>

## GREEN, GREEN, GREEN Spring to Summer green ~ green ~ green Encourage Raw & Organic Foods Be the Vanguard

- Probiotics are only as good as the food they share the biome with. Good Probiotics are wasted, without varied + vibrant whole food fiber
- The perfect pairing for your best & favorite Probiotics = JUVO**  
**Think of the health-generating Dynamic DUO!! Probiotic + JUVO is the answer**  
GREATER than Batman + Robin, Ranger + Tonto, Ant Man + The Wasp, Rockie + Bullwinkle, Betty & Veronica, Green Arrow + Green Lantern, Captain America + Falcon, Lucy & Ethel, Ike & Tina, Frapp & Eno, Ildgie & Ruth, Scooby Doo & Shaggy, Beyonce & Jay-Z, Lennon & McCartney, Fred & Ginger, Penn & Teller, Cheech & Chong, Calvin & Hobbs, Mickey & Minnie, Thelma + Louise, Salma + Penelope, Kirk & Spock, Chuck D + Flava Flav, Miss Piggy + Kermit, Frida + Diego, Holmes & Watson, Romeo & Juliet, Ben & Jerry, Laverne & Shirley, Mulder & Scully, Pituka + Petaka, Barack + Michelle, Pen + Pencil, Natsume + Madara, Mick & Keith, Bowie + Iman, Frank + Nancy, Yogi & Boo Boo, and .... Dynamic Duo.
- You get the idea  
**THE BEST HEALTH DYNAMIC DUO OF ALL TIME: Probiotics + JUVO<sup>®</sup>**  
**WHOLE FOOD, Organic, Raw foods. DAILY**
- ~ ~ ~  
**GET EXCITED!**  
Get ReJUVOnated. Get Social with Raw Foods  
<https://www.facebook.com/JUVO-243997500504/>  
[https://www.instagram.com/juvo\\_rejuvunate\\_yourself/](https://www.instagram.com/juvo_rejuvunate_yourself/)



so the pregnant woman can float her hands and mind over the offerings so she can consider and envision what these items are here for, and how they would benefit her. This is a silent conversation: but it is stifled if the product is squished between Menstrual Care and Menopause and Edema. If I personally were pregnant (and I have Vegas odds against that I will never be), I would not feel welcome with all those woman life-cycle considerations screaming for my attention. I want space for the baby (babies) and me.

Start. We have gone enough here now for you to start. First, clean out the mediocre. We want children equipped with superior health. Carry products from companies that guarantee that they have sufficiently tested for purity and the absence of contaminants that need not flow with the lifeblood of the new born. Pure and trustworthy are your best recommendations: not dosages and nutritional profile (though having an array of options that you can trust is also a wise strategy).

Start with a **Nordic Naturals**<sup>®</sup> Prenatal care Omega-3 floor display. It is worthwhile and it is stand-alone on the floor like the opening band in a parade: *"here we are, starting with this display. More good things coming soon!"* The display offers a wonderful brochure for anyone involved in the Pregnancy continuum. The Nordic Naturals<sup>®</sup> Prenatal products, and the **Prenatal Oxylent**<sup>®</sup> both carry the logo of the American Pregnancy Association on their label. Here is your start of the dialogue of trust: and you must be devout in earning that trust for the Pregnant Families in your community. Your reputation will be elevated through the affiliation.



The American Pregnancy Association is a national health organization focused on health during pregnancy through education, research, advocacy, and community awareness.

There are so many more products to add to this set (BMC will soon be showing you a checklist of all the products we carry that you should consider), but of course you need to add Probiotics (shelf-stable strains that can be offered on-site) and good Multiples. More on this later when we have more space to list some essentials. Today I make the plea for space for a substantial and purposeful

## Mother's Day Pop-UP checklist 2019

The goal should always be in seeking new business and advancing health in new ways every day. New ways for new business with Health. In the past 18-years, Blue Moose Consulting has been encouraging stores to expand creativity and reach for that new business: Mother's Day can be and should be one of the biggest events of the year for this outreach. Mother's Day really translates more generally into Women's Appreciation Day: and the tribute—and the gesture—are to give thanks with expressions of Love; and possibly the sharing of gifts of some sort. I loved giving my Mom gifts for Mother's Day, and I miss her this year, as I cannot give her a gift.

Now granted, my Mother Nancy did not look for or expect gifts that I would "find" for her from the "health food store"—so we all now that complex excuse—but my Mom did love skin moisturizers (that matched her very mainstream olfactory sensibilities). Her favorite for many years was the **Aloe Life**<sup>®</sup> **Face & Body Lotion**. I loved to see it by the kitchen sink where she used it after doing the dishes and drying her hands. That was a direct connection between us: she liked and used the products I was involved in. In the bathroom and bedroom were other, more finicky, skincare aids. She tried and liked the **Trilogy**<sup>®</sup> **Natural Products** and **Bodyceuticals Calendula Skincare** products I gave to her. She used them as if they were special and luxurious treats! She was from the generation that felt more comfortable with Creams and Lotions, and that too was the way that she was.

The store buyer needs to know their customer base. This year, take the products that are on your shelf, and highlight the products that you believe in—the Creams for that crowd and the Skin Oils for people following the best trends in optimal skincare, and the young and informed healthseeker. Learn to discuss the products you stand behind, and learn the best ways to talk to your customers—and guide them to the products that they know are right for them. This may involve some changing of old buying habits (I would still find that 48 oz. bottle of bottom-priced stuff in my Mom's house every now and then: I worked the battle as best I could). Your best business practice may mean encouraging people to reach up for better products (and to spend a little more); and it may involve learning the valuable skillset of being able to talk to the young son or daughter, looking beyond their own shopping list for the opportunity to buy something nice for Mom as they shop in your store. Create a purposeful natural-products store Mother's Day Pop-Up (and don't forget internal support too: like women-centric Probiotics and good herbs!!) Your community and their Families will never learn about natural skincare unless you are motivated to teach and guide them. Dabble with social media and this messaging: that is in many ways where the new customer is. Your BMC Rep wants to work with you on this endeavor—we can find winning ways together.

One thing that everyone should agree upon is that we don't want Moms and Loved Ones to put horrible or dangerous things on their bodies!! Please change your focus (and upgrade your selection) to have a lovely variety of clean and natural Bodycare products for the people who shop in your stores. This Spring, weed out the mediocrity of your selection. In last month's BMC newsletter, we spoke of "60-Days of Lavender". Maybe make this a marketing tradition every year 60 days before Mother's Day. BMC represents many wonderful products that contain high-quality Lavender. Seize the opportunity. Ask your BMC Rep to email or fax you the Lavender Sale Sheet for the wide range of **Aroma Land**<sup>®</sup> Lavender products in their Bodycare Collection, and their Lavender Floral Hydrosols and soy candles, and Glycerin soap. Lavender: safe. Loved

And then join with BMC and Delicious Bodycare and promote the three very understandable skincare superstars: Rosehip Seed Oil, Calendula and Aloe vera. Add Lavender, and with desire and creativity, you can build three or four very successful "skincare oases" in your store. Let's do the math: everyone in your larger neighborhood and community—times 2 or more—and getting a good percentage of those people stopping by your store to see what is "new and on sale"—highlighted—for wonderful gifts of appreciation for the women and Moms in their lives. That is good business that you are healing with!

I wish my Mom were here now today—one year later, and missed so much—and I wish that she could have tried some of the many new bodycare products that have arisen with the expanding selection of skincare products we represent, support and educate on with Delicious Bodycare by Blue Moose Consulting. Highlight your best this year; and work with us to make next year's Mother's Day Pop-UP display something to write home about. Enjoy the fun of this seasonal celebration: you can share your knowledge and suggestions with your Community—that is an entirely different and rewarding level of satisfaction. Let's go big: let's make May Women's Appreciation Month. Go splash or lather on some delightful skincare love from your favorite product-tester right now, and then get to work: May 12th is days away...

Pregnancy Health section, filling your store with Hope!

In addition to Probiotics, I implore you to encourage an organic, fiber-rich whole food product like **JUVO**<sup>®</sup> in the Pregnancy set (a pregnant woman should consume 25-30 grams per day of dietary fiber to prevent constipation, and to feed the probiotics to generate beneficial postbiotic metabolites). Be the vanguard of this whole food health approach: clean and green (and other colorful) foods as an absolute can't-miss prescription for Optimal Pregnancy Health. Omega-3s, Probiotics, a clean trustworthy Multivitamin, and an Organic whole food raw meal like Juvo<sup>®</sup>. Shelf one.

In the next 6 months of 2019, your BMC Rep is going to offer to help out to reinvest in a better and more successful

Pregnancy Health section (successful, because the tired and old common excuse that everyone seems to be stuck on is that people—families, pregnant women, healers and midwives—don't come to your store for health tools for the Pregnant trimesters and the before-and-after, so the market is not there). Banish that blockage. Realize that, as the axiom goes, "build it (well) and they will come!"

As if women are not getting pregnant every day, right around the corner from you or your store! Don't let new mammas think the internet is their village square for community—please!! We need to bring the community together, through the joy of the Pregnant Womanhood, in the sacred space of your store. We have the obligation: time to step up for the community. 🌿



eating costly cuisine has emerged in this relatively affluent America that we live in today. But when an animal is sick: that is where our role emerges as the local community health resource center and the keeper of the good things. You are the only place that your community can go to get the good and healing options that are on the market for natural solutions to many of the common health issues of our canine and feline (and feathered vertebrates and reptiles, mammals, fish, etc.—though this is mainly about cats and dogs!). The only place.

So there I am Michael of the 38-year old dreamcoat of health-experience trying to save Boo's life with Mommychan Theresa. What to do!!! The pain—the unknown source—the very slow moments of life. I got there after the hospital visit: Vet said to put him down—the pain was not fair and it was probably a brain tumor; (three days later, the very conscientious and kind home-visit Vet had a better prognosis but said fluid build-up, a weak heart and anxiety would make the quality of life unbearable for all)—and to put him down. But Theresa's pet-maternal instincts said we needed to search and exhaust every possibility first. We "went to the internet."

After researching, filtering and filtering again, we came to the conclusion that Boochan was suffering from Vestibular Syndrome (which it seems the Vets we have encountered say may be a possible prognosis only if you ask about it and press the issue (I sensed a different type of rolling of the eyes): it is a "broad term sometimes when you don't know what the actual diagnosis is" type of paraphrase of their comments). We said, what can it hurt to follow the found advice?

And the advice was largely Homeopathic. And the advice worked wonders, or—with the emotional investment, I can say Miracles. Three weeks later, Boo is still in a rough space, but after 8 days of not eating, flipping and yelping over and over again, and looking tragic with rolling eyes and a cry for help out of the vertigo-like hell that confounded him, we saw him respond to his friends and caretakers, drink with gusto, eat, release bladder and bowels with a dignity, stand up, walk, walk-around (yes, in circles largely and with a tilted head), raise his tail with a happiness, sleep with a comfort, lay with his ever-attentive mommy, and be...well our beloved Boochan.

Every day I call Theresa and ask how he is doing. I will add that my friend Ed Bulin (Intuitive Healer, acupuncturist,

## TOP 10 CONDITIONS FOR DOGS AND CATS

The following data is based on claims submitted by Nationwide pet policyholders in 2016:

### Top 10 Canine Claims

1. Atopic or allergic dermatitis
2. Ear infections
3. Benign skin neoplasia
4. Pyoderma (hot spots)
5. Osteoarthritis
6. Periodontitis/tooth Infection
7. Upset stomach
8. Intestinal inflammation/diarrhea
9. Cystitis or urinary tract disease
10. Anal gland sacculitis/expression

### Top 10 Feline Claims

1. Periodontitis/tooth infection
2. Cystitis or urinary tract disease
3. Renal disease or failure
4. Upset stomach
5. Hyperthyroidism
6. Intestinal inflammation/diarrhea
7. Diabetes mellitus
8. Inflammatory bowel disease
9. Atopic or allergic dermatitis
10. Valvular heart disease or murmur

<https://phz8.petinsurance.com/healthzone/pet-health/health-conditions/top-10-reasons-pets-visit-vets>

It is estimated that there are 90 million dogs in America (2018), and 94 million cats: don't they deserve your health support??

TCM Doctor, teacher and animal lover) made a house call and his advice on touch therapy and pressure points was phenomenal, and—well, we Humans did our job!

NOW: my complaint. After 38 years of dedication to our natural products movement and after 18+ years of service to the stores in my broadband, I had backdrop thoughts of anger that I knew what this "good little boy" needed, but that I could not find the items that I felt were desperately needed for this animal's quality-of-life, health, survival, LIFE.

THAT is what we have a responsibility for. [We thank BMC-Virginia Rep Mary Kathryn for finding three stores close to Theresa's house where we could get **Newton Homeopathics**), and I earnestly thank those three stores for carrying a good selection of Newton for Pets OTC products. They saved Boochan's life!

Theresa had **Nordic Naturals®** Omega-3s and **Essence of Well Being** unflavored CBD which we used, but it was the homeopathics that turned the tide.

You have so many products available to you, beginning with **Newton Homeopathics** line of OTC-products (that work!), **Nordic Naturals®** essential Omega-3s, **Essence of Well Being's** new Dog and Cat liquid Hemp CBD extracts, and even Pet Probiotics (**HealthAID Pet Probio beef and liver chewable tablets**: 5 Billion CFUs; 10

continued on page 8

## OXYLENT®/VITALAH

### Exciting new Sport Oxylent® Poster Promo: RIDE the Wave

Ask your BMC Rep how to sign up! A stunning 11 x 17 " poster with Oxylent Sport® buy-in WARM WEATHER Promo + Posters **25%-OFF** with any 18-unit Sport Oxylent® order Beautiful Surf Posters, while supplies last. Items included in promotion, mix & match:

- Blueberry Burst 15 ct. box
- Lemon Lime Burst 15 ct. box
- Blueberry Burst 30-serving canister
- Lemon Lime Burst 30-serving canister

**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

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

30-day canister for the avid Oxylent® lifestyler: IMAGINE 2019 Kitchen décor with an Oxylent® Canister shining present as the reminder of optimal health & good clean energy all day long!

### OXYLENT® 2019 is the time! Ways to Promote & Save:

- Invest in a new Oxylent® '5-in-1 Multi' Dumpbin Display: = 200 packets for \$100 Create excitement! Set price (no further discounts). Perfect for summertime habits!
- Invest in the pre-fill Oxylent display, while supplies last!
- **30% OFF 5-in-1 Multi prepacked-Shipper 24-box order**  
sale price \$352.30 cost of the shipper loaded: normal wholesale: \$503.28;  
6 Berries- 6 Mandarin 6 Blackberry-Pomegranate + 6 Variety-pak  
\* thin footprint: 15.75" x 15 " x 56" Drink Oxylent®  
\* pre-filled: set price (no further discounts)

• Let Oxylent® help you market to new customers:

Ask your BMC Rep about opportunities with the Oxylent® Water Bottle clip-Sampling Programs.

- Set up an Oxylent® Hydration Station to let people try these products  
Make the suggestion to Seniors, Athletes, Students + Travelers  
Encourage your Community to have an Oxylent® Day

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



## 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."*

### Pet Month continued from page 7

selected strains). Every store should cross-merchandise **Wellinhand's Cut Rescue**® powder for nail incidents; and **Aloe Life's Animal Aloe** (safe—and recommended for the animal to lick the aloe off its fur and inflamed skin or cuts: it is all good!); and **Bodyceuticals Calendula Salves** as are all are unique additions to the PetCare-section skincare health tools. Note that the #1 canine compliant for Vet visits is Atopic or allergic dermatitis. Don't want to carry petfoods (a smart move; unless your only competition is Walmart in smaller non-urban communities), you have an obligation to the many pets and animal lovers in your community. Without showing at least one of these many products (one deep—appropriately marketed—is an easy commitment to stay with) you remove the possibility of healthy alternatives that everyone with a dog or cat at home would love to have. You deny quick access to health.

Me? I knew that these things were available, and my yet options at that moment were: order online and maybe get after our animal soul had perished; submit to Amazon Prime® or spend huge amounts for overnight delivery (which we would have done!); or hope that some store nearby was honoring their contract with life to offer all the available natural product categories, so that anyone looking for what was needed to alleviate the suffering of others could find possible options with a good predictability from your store.

Got a couple hundred extra dollars to tap into the natural slice of the \$72 billion dollar petcare market (US 2018)? You have the room (24+ inches, one inch deep): stock the best. Dutifully keep in stock what you commit to storehouse. And always advertise that you carry

Petcare products. I had a need, and I was not sure where to go (thanks to the stores of Leesburg and Merrifield and Alexandria VA), and because it is the nature of pet lovers to do everything that they can for others, and for their families

and extended families, that I ask you to reconsider your commitment to Natural Community Pet Health Care this month: with proper attention, it could be a solid new bonanza for your business. And you just may save more lives. ☺

## How to Reach Blue Moose Consulting

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

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

### COMPANIES REPRESENTED:

#### Newton Homeopathics

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#### Aromaland, Inc.

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

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
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#### Mushroom Science

www.mushroomscience.com  
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Eugene, OR 97405

#### Trilogy Natural Products

www.trilogyproducts.com/us/  
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Marketing Trilogy US Office:  
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sales@kestrelmarketing.us

#### Herb Pharm, LLC

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

#### Aloe Life International

www.aloelife.com  
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fax: 972-255-6648  
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www.PortalsPharma.com  
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www.gojuvo.com  
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#### Bodyceuticals

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info@wellinhand.com  
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