



BLUE MOOSE CONSULTING NEWSLETTER

Volume 17, No. 8 • August 2020

Talking Health: Save the Children—lets get the story straight

They are calling it a 70%-existence. Because of this worldwide pandemic, we find ourselves living what some people are terming a 70% existence. Nice, huh!? Well, we need to be cognizant that the younger folk—our kids—are only living 70% too: OR, maybe this is much worse for them since the earlier years are usually—should always—be filled with openness and freedom and joy. Today, as I too struggle through all this—BMC is doing our best to stay afloat—I feel the most empathy and compassion for the Elderly, and the Children. And I want to do something!! [How 'about you!?!]

Yes, the children. There is no elephant in the room; that is a child. The Child can be any age. We were children once, and we may sometimes recollect the many feelings that we had on the ascending scales of growing up. Things have reached a new wave: yes. Please... don't leave the children alone and unsupported.

And yet, should they maybe be kept removed? Schooltime: adults have to make decisions, and show leadership, and protect and nurture and teach. YIKES. Things are getting stranger and more difficult—and creepier—every day. Wait: attending school has become a political wedge issue, that has dire consequences one way or the other: so, we will leave that to the political columns!

Let's look at the positives. We are here: the local community health resource center. We are here to help. We can help. We should help. We need to help. We must help!! We have time: we are only living a 70%-existence right now, afterall.

Let's get the story straight. Human and/or mammal: our species takes care of its young. I am not making a comment on how well we have been teaching every child on this planet how to be a productive, decent, (moral/ethical; capable of critical thinking) and growing into a happy adult. We are stuck with what we have made as COVID-19, a unique coronavirus, has hit our world—HARD.

Right now, we are the "have-nots." 0.05% of us have access to rapid-testing right now, and who knows who will get the planned vaccines and when—as they are rushed to market. I am willfully at the back of both of these lines: "no really, you go first"..... I am doing the natural thing and following the smart advice and working to keep my immune system strong (I just paused to take another *Wellmune WGP*[®] beta glucan from *Immune Health Basics*). My *Herb Pharm*[®] *Daily Immune Builder*[™] is a trustworthy avatar guarding my health by my side as I type....

One could say that children are never used as pawns in American politics, but then—one would be wrong!! Children's rights—and I mean true real, important rights—may be the final

frontier in our quest for equality for all in our national story. It is near-evil when people manipulate facts about Children's Health for the sake of power and party politics. Shame on both Houses! I will risk criticism as I make some statements as they exist—facts at the time of this writing (and I pay attention every day).

What happens when the unstable people say that "children are almost immune"? Well, then we lose. Lose children, lose teachers—and many loved ones in their families as well: we lose control. Facts: (1) children make up 7.3% of all virus cases in the U.S., according to the CDC as August begins and schools restart. (2) Children have just as much Coronavirus in the nose and throat (nasal-pharynx) as adults. We are all in this together. Let's get beyond this: we need to act to simultaneously strengthen/protect the children, and supply ourselves to be ready to tend to all the fallout that this experience will bring to the body, mind and psyche of our little friends and our progeny.

The tougher fact to accept: no spreader-shaming of our little kids intended here, but they do go home from school and this will be one of the primary places of community-spread. We actually need to keep them healthy in order to keep us healthy and to keep our Elders—and the physically less-strong—healthy through these challenging viral times.

Clarity. Are children vulnerable? They are!! Children have the genetic material to encode the virus at a higher level than adults do! As talking heads spew, those who seek the truth ask: could it be that the younger children have an even greater capability to transmit the virus to teachers and adults than older children? We do not know, but this is a significant consideration.

Our society has been built on the accepted supposition that we do nothing in developing a child's immune system. More advanced societies in the future will scoff at this. In every capacity, the young body needs support, nutrition, supplemental nourishment and foundational nutrients—especially the good fats and probiotics. What can we ascertain from the sales you have in your store about how seriously parents have taken this responsibility? One negative article or news piece and people say, "well I am glad that I don't have to do that anymore!!" The freezer door pops open and out tumbles the bulk-box chicken tenders!

In the world of natural health that we live in, we know that the immune system is very much like our body's musculature: it needs to be worked out and supported to be strong. As our knowledge about human immunology grows, we know that a person can either walk their lifepath with a dumb immune system or a sharpened immune system; and likewise, we are now capable of healthy actions with the

knowledge that immune systems can weaken, they can be fortified, they can recover and they can withstand assault as well and mount counter offensives. This is not some alien theory (except it is "unfounded" if we say it; and it is worth pharma-money investment if researchers are pursuing a cure!)

That doesn't start when a kid gets a driver's vehicle license, or a draft card or a voter's registration in the mail. This starts on day ½. And from that day, the parent and the community should share the intuition that said-parent/family./community has been learning as part of the survive-and-thrive health protocols by which we all are supposed to be living. I love the natural health retail store, because that is where you will always find Mom + Dad and Aunt + Uncle and Nanny + Pop-pop searching for products for their little loved ones. Nothing is more beautiful than a Parent standing in front of the Children's Health section, checking things out; except maybe observing a parent teaching a child about good health practices.

I do wish we would all accept a bounteous Kids-Health set not as a category of needed quarterly-profit, but rather as a community necessity for, well, that place where the stewards can go when they need direction on the tools to keep the young ones healthy!!

Given the circumstances, it is time that we offered our store to every Family, saying "Children's Health Starts Here!" Because no one else is stepping up with solutions.

August. It is time that we changed our marketing from "Back to School" to "Children's Health Season." Please, walk away from the mindset of "well I will just sell out of what I have now" and rather take the challenge of saying, "times necessitate that I upgrade my Children's Health set." Trust me, I understand the decision-making demanded by near empty coffers. I also know that all good business is led by smart anticipation, and a willingness to take intelligent gambles sometimes!! The months August-into-September are always that time where stores in our regions build their inventory. Make the statement that your store is expanding its selection with the best products because you know that children's health will be assaulted more this year than in most years past. New products for Children's Health Season! Announce it!

Practical thoughts. (1) what would it cost (maximum) to carry each of the Herb Pharm[®] Kids Health products? Your investment, wholesale—3 of each product [\$255], and—easy enough for anyone—2 each of each of their Kids products would be a wholesale \$170 investment. Park the products up front under the sign "Children's Health Season", and many locals will find out that they have superior

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solutions for many common concerns to keep children healthy all year round in your store! You are the Gatekeeper: you offer the best products. Herbs—we got ya covered.

As we will discuss in a moment, to handle the entirety of this COVID assault, we all need to be open to understand, suggest and use homeopathy. It is a necessity. (2) So, at this point, to perform the same financial analysis, a store could invest in every available *Nothing but Natural for Kids Newton Homeopathic* OTC formula SKU (in liquid) at 2 bottles each for a wholesale cost of \$252; and with 3 each of every formula for \$378 wholesale. There are 14 Newton Children's homeopathics, and you tell

me which one would not be used? Forecasting suggests that the larger the selection, the higher the amount of store visitors: "I know they will have what I need!!"

Of course, if you were hesitant to make the commitment, you could just introduce those products for Immune Support and Mental/Brain/Nervous System needs and positive energy!!?? And we are also in the perfect moment for that actual Back to School too.

So, you could stretch your Children's Health season with two core sets (and we have more products to discuss)—without any discounts, strategic purchases or line extensions—for somewhere between \$420 and \$634.

(3) You do have space: because you could do all this in under 30 inches wide!! The advertisements and social messaging could read: *We Carry Every Herb Pharm® and Newton*

Homeopathics Product for Children's Health. All year round: here in your local community health store. Dependable: because that is what we do! I would check that out if I lived close by!! And why would every store not do that? Why could we not have continuity that every natural family would know that their store carried the basics? If ever there was a year to do this, it is now!

But that was just to stretch your mind to think about how easy this would be. (looking at the numbers, that is 1/3 the commanded investment some companies force retailers to make to bring in all their crazy expensive products with new launches; or "lose your discount"! HA.) Here instead is a simple investment: you just have to be willing to make the statement: "I carry the best health tools to keep my neighborhood's young ones healthy." And, who is the best customer ever?: the family buyer! Not seeing many parents adding children's health items in their shopping basket?—well, let's change that!

Let's address two critical concerns: children's immune health, and children's mental health. Immunity. Well, no surprise that the best product you can highlight for parents to consider at this time is....beta glucans. Vitamin C—you need to add that. Herbs—so many are so valuable. To encourage the immune intelligence of the growing body—to train it—the best research is available on how the body handles and utilizes beta glucan supplementation. What does it mean that so many stores are not stretched to include this fundamental essential: it means we are not doing our best with presentation.

Immune Health Basics Wellmune WGP® is available in a children's chewable wafer, and I have said for nearly 20 years that this is the best "supplement" available for Children's immune health. You can actually say, "Keeping Immunity Systems stronger." The evidence is strong: "Double-blind, placebo-controlled studies involving marathoners, athletes, firefighters, medical students, kids, the elderly's and other individuals with stressful lifestyles found that Wellmune reduces incidence of upper respiratory tract infection symptoms and improves overall health." First, there is the presumption of science: Children (ages 1-4) taking Wellmune daily had 2/3ds fewer upper respiratory tract infections (URTI) and six fewer sick days over a 12-week period in a published 2016 study. More importantly: "scientists understand how Wellmune works in the body at a cellular and intracellular level, making it one of the most researched ingredients in the world".

Remember that neutrophils circulate in the body in a 24-48 hour period, so IHB 25 mg. **Children's Chewables** are daily immune support. In a world of uncertainty for products for immunity, Wellmune has been shown to be a natural and safe immune health ingredient that can be taken daily!

Obviously, it seems that almost all of us are not motivated enough to encourage the daily habit of a chewable that clearly has a positive benefit to overall immune health. Maybe it is too hard a task? Maybe we balk at the wafer? All I want to say again is that this is THE BEST thing that we can do at this time for developing and working the ever-present immune sentinel that functions within the child. "Safe to take daily to ensure new immune cells that are produced by the body every 2-3 days are primed and ready to fight off threat."^ For children ages 2-3, one per day on an empty

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IN THE NEWS

Thank you to Tal Johnson, CEO of Herb Pharm LLC., for directing me to this piece: "I thought it was enough to be not a racist; but in fact, it is neutral and the status quo is not good enough and it is racist."

Op-Ed: Kareem Abdul-Jabbar: Don't understand the protests? What you're seeing is people pushed to the edge

"Black community is used to the institutional racism inherent in education, the justice system and jobs. And even though we do all the conventional things to raise public and political awareness - the needle hardly budges....."

Racism in America is like dust in the air. It seems invisible — even if you're choking on it — until you let the sun in. Then you see it's everywhere. As long as we keep shining that light, we have a chance of cleaning it wherever it lands. But we have to stay vigilant, because it's always still in the air..."

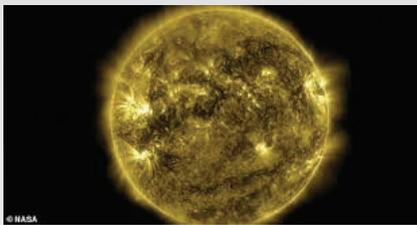
<https://www.latimes.com/opinion/story/2020-05-30/dont-understand-the-protests-what-youre-seeing-is-people-pushed-to-the-edge>

NEWS OF JOY: AUGUST

Bringing The Road Trip to You: Feeling a little adventurous this August, but not able to go anywhere distant + HOT. Well, check this out:

<https://www.youtube.com/watch?v=I3QQQu7QLoM>

One hour, two minutes but all ya need to do is view 60 seconds to have your life changed forever!



"As of June 2020, NASA's Solar Dynamics Observatory — SDO — has now been watching the Sun non-stop for over a full decade. From its orbit in space around the Earth, SDO has gathered 425 million high-resolution images of the Sun, amassing 20 million gigabytes of data over the past 10 years. This information has enabled countless new discoveries about the workings of our closest star and how it influences the solar system. With a triad of instruments, SDO captures

an image of the Sun every 0.75 seconds. The Atmospheric Imaging Assembly (AIA) instrument alone captures images every 12 seconds at 10 different wavelengths of light. This 10-year time lapse showcases photos taken at a wavelength of 17.1 nanometers, which is an extreme ultraviolet wavelength that shows the Sun's outermost atmospheric layer — the corona. Compiling one photo every hour, the movie condenses a decade of the Sun into 61 minutes. The video shows the rise and fall in activity that occurs as part of the Sun's 11-year solar cycle and notable events, like transiting planets and eruptions. The custom music, titled "Solar Observer," was composed by musician Lars Leonhard (<https://www.lars-leonhard.de/>). While SDO has kept an unblinking eye pointed towards the Sun, there have been a few moments it missed. The dark frames in the video are caused by Earth or the Moon eclipsing SDO as they pass between the spacecraft and the Sun. A longer blackout in 2016 was caused by a temporary issue with the AIA instrument that was successfully resolved after a week. The images where the Sun is off-center were observed when SDO was calibrating its instruments. SDO and other NASA missions will continue to watch our Sun in the years to come, providing further insights about our place in space and information to keep our astronauts and assets safe."

A new perspective on gold jewelry. Our Solar System's natural and un-mineable beauty.

A website posting for your store?

Be careful with that Sun: it can burn. Did you know that BMC now has three Skus of natural sunscreen: Ask your BMC Rep—we are all about healthy skin + health sun care.

Think Bodyceuticals + NAAWK + Aloe Life + Reg'Activ® ME-3™ Glutathione!

the short version: 6 minutes (we are impatient in this galaxy, afterall!!!) faster is cooler too!!!!!!

<https://www.livescience.com/solar-decade-time-lapse-video.html>





Height of Summer means VELOCITY

Buy 2, get 1 FREE

rev-up wellness Velocity 30 caps

+ ask your BMC Rep for more good news

Rev-UP Wellness VELOCITY, with WGP®

Velocity is geared towards an active summer.

- WGP® 250mg beta glucans for immune support
- Abigenol® for promoting circulation ^ MicroActive coQ10® ~ 24-hour sustained release + highly bioavailable plus Magnesium chelate which promotes muscle health Vitamin C from Acerola cherries and more...

Rev Up Wellness VELOCITY: natural supplement for promoting

- ~ Healthy Energy Production* ~ Muscle, Joints & Veins Health*
- ~ Athletic Performance and Recovery Support* ~ Heart & Circulation*
- ~ Immunity* ~ Mental Clarity*

MAKE IT A FUN + HEALTHY SUMMER THAT YOU CAN ENJOY! with Velocity!

FOR ADULTS: 1 capsule in the morning + 1 in the afternoon, with meals. Per 2 caps:

Vitamin C (as acerola cherry powder) 90 mg; **Vitamin E** (d-alpha tocopherol) 15 mg;

Magnesium (Mag chelate) 210 mg; **Zinc** (as Zincova™) 11 mg

Selenium (as L-Selenomethionine) 55 mcg; **Copper** (as Copper citrate) 0.9 mg;

Abigenol® [Albies alba] 100 mg; (European Silver Fir bark extract);

MicroActive CoQ10® (Coenzyme CoQ10) 52 mg;

Wellmune® (beta 1.3/1,6 glucan) 250 mg

PRODUCT NOTES:

Your antioxidant set is not complete without Abigenol!!

Feel the difference with these award-winning products!

Stock all three formulas: Targeted Antioxidant Nutrition

Rev-Up Wellness® DEFENSE with Wellmune®

Rev-Up Wellness® ENDURANCE

Rev-Up Wellness® VELOCITY with Wellmune®

with the European Silver Fir tree bark extract Abigenol®. Abigenol® unlocks the power-packed nutrients of the bark without alteration of its natural properties.

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



August – September 2020 Promotion

1 oz. + 4 oz.: • Ashwagandha extract • Lemon Balm Blend extract

• Black Cohosh Root

1 oz., 2 oz. + 4 oz.: • Ashwagandha Glycerite • Cramp Care™

• Female Libido™ • Relaxing Sleep™ • Brain & Memory™

20% OFF* selected items

when you start with a mix & match of 20 or more promo units*

Reorders will receive the same discount throughout the promotional period.

Please remember to mention the promotion when placing your order;

Discounts are not automatically applied! Thank you for supporting these promotions by offering these reduced pricings to your community.

POPULAR, EFFECTIVE FORMULAS

^ **Brain & Memory™** – 1 oz., 2 oz. + 4 oz. Benefit: Supports healthy brain function, memory & concentration*. Proprietary Certified Organic extract blend: Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf, Rosemary leafy tip

^ **Cramp Care™ liquid herbal extract** – 1 oz., 2 oz. + 4 oz. System Restoration: traditional support for a healthy menstrual cycle*. Proprietary extract blend: Cramp Bark bark, Corydalis tuber, Jamaica Dogwood root bark, Black Cohosh rhizome with rootlet, Wild Yam rhizome, Ginger rhizome.

^ **Female Libido™** – 1 oz., 2 oz. + 4 oz. Supports healthy brain function, memory & concentration*. Proprietary extract blend: Muira Puama stem with bark, Shatavari root, Damiana flowering herb, Asian Ginseng white root, Ginger rhizome, Cinnamon bark

^ **Relaxing Sleep™** – 1 oz., 2 oz. + 4 oz. Benefit: Promotes Relaxation & Restful Sleep*. Proprietary extract blend: Valerian rhizome with root, Passionflower flowering herb, Hops strobile, Chamomile flower, Catnip flowering herb

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

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

^ August Herb Pharm Webinar with Autumn Summers

08-20-20, Thursday 'Women's Health & Best Sellers'

Made of plants and ethical choices™ • Treat Yourself to Better Health™

Not represented by BMC in NJ **America's #1 selling Liquid Herbal Extracts**



SUMMER HAIRCARE & SKINCARE SALE 4 + 1 A great Collagen Formula: Collagen Complex

Marine Collagen, Hyaluronic Acid in relevant dosages per serving

Give the people what they want. EU-quality raw materials + manufacture!

Sold in health food stores + to Health Professionals. An exceptional formula with

7 skillfully-selected beauty ingredients: Marine Collagen, with Hyaluronic Acid,

Vitamin C, E, Zinc, Silica (Bamboo extract) and Beta-carotene.

Renew, Hydrate, Revitalize Skin and Joint Support*

60 tablets Per 2 tablets: 1200 mg Hydrolyzed Collagen Type 1, 120 mg

Hyaluronic Acid, 250 mg Silica

Hair-vit®: Brilliant Hair from root to tip 30 caps + 90 caps

Vital Nutrients for strong, Thick Hair® Provides extra support during times of stress skin problems, poor diet and after medication*. Advanced, easy to swallow soft gel capsule rich in Amino Acids. Hydrolyzed Gelatin (a source of 22 amino acids) and Brewer's Yeast (*S. cerevisiae*) combine to naturally provide Amino acids, B-Vitamins and trace minerals. Optimal care for healthy-looking hair: offering ultimate nourishment from within. Liquid carrier – GMO-free soybean oil, Palm Oil, Coconut Oil – helps ensure vital nutrients reach the hair follicles. The market is there because the results are there: consumer samples available with orders, because this product – while simple- is very noticeable!

One capsule: Hydrolyzed Gelatin powder 50 mg, Yeast (*saccharomyces cerevisiae*), Lecithin; with B1, B2, B6, B12, Folic acid, Pantothenic acid, Choline bitartrate, Inositol, Biotin, PABA, methionine, L-cysteine hydrochloride, Calcium phosphate, Phosphorus, Iron, Zinc, Copper, Manganese. Suitable for Men & Women. May reduce hair loss*. Gluten & GMO free. Soy & Dairy Free

Testimonial: "Hair Vites absolutely made my hair thicker. I noticed a difference within a week. The texture of the hair feels thicker and stronger. The thickness of the individual strands has to do with the Hair Vites. I will take this product for a long time. I have been looking for a product like this." —TMB, Virginia

Ask your BMC Rep about a 4 + 1 Intro Order, or a way to get 20% OFF new product placement. Independent stores only. HealthAID America monitors and applies its MAP-Policy

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



Nurturing Naturally Since 1987

AUGUST 2020 Promotions

20% OFF Discount select OTC formulas

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

~ Shelf tags announcing the sale included with order

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

~ SAVINGS for YOU **and** your Customers

Rough Roads ahead: + the regular summer challenges could be severe too!

Homeopathic OTC Formulas * 1 oz. liq. + 1 oz. pellets

Candida ~ Yeast* – for associated symptoms such as gas, bloating, fatigue, mental fogginess, itching, discharge + other related symptoms.^ (N016) **#11 best-selling Adult homeopathic formula**

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

^ **Hives Rashes*** – formulated for associated symptoms such as allergic skin reactions, burning, itching, redness, swelling + discomfort.^ (N043)

^ **Vitality** – formulated for symptoms associated with low energy, mild stress and weakness^ (N085) 1 oz + 1.7 oz. fl. liq.

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

Encouraging Health & Promoting Balance™

Made in America ~ Family-Owned

• **1987-2020: 33 Years of Excellence**

• **Newton Labs is an official service-connected, veteran-owned business.**





hive products for health

Mickelberry Gardens: 100% Raw Honey
Honey for Your Health. Honey for Your Holidays

2020 Honey Promotion Details

Raw Pacific Northwest Wildflower Honey
12 oz. #301 \$7.00/\$11.99
20 oz. #302 \$10.40/\$14.99

^ Your initial Qualifying Order determines your Honey Promo Discount.

15% OFF on 24 units -

Mix & Match sizes in cases of 6

20% OFF on 48 units -

Mix & Match sizes in cases of 6

- Pre Orders qualify an account for discounts on reorders* in Nov & Dec 2020
- * Reorder minimum requirement 12 units - Mix & Match sizes in cases of 6
- Pre Orders Due by August 31, 2020 + Must Ship by September 24, 2020.

All Pre Orders sent to bergen.mickelberry@gmail.com

NEW Herbal Honey Sprays from Mickelberry Gardens®

3 Herbal Honey (oxymel sprays) shipping August 17th

- Bee Calm Stress Relief Spray
- Elderberry Immune Support Spray
- Ginger Digestive Support Spray

available in 6-pack counter displays
Ask BMC Rep for Intro Promo order form = 20% OFF discounts

~ Free shipping on orders over \$120.00

www.mickelberrygardens.com

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Keep Immunity Alert
INVEST in Immune Health Basics® WGP®

Immune Health Basics® - Boost with The Best. Clinically-Proven

Safe – activates key immune cells without overstimulating the immune system

Effective - mobilizes billions of innate immune cells that are a major part of the body's defenses

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

Dosages: 125 mg., 250 mg. 30 ct., 250 mg 60 ct., 500 mg 60 ct.
Children's Chewables 25 mg. 60 ct.

The latest terms:

'Innate Immune Training'

'Increased Immuno-surveillance'

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

Immune Health is a 24/7 activity
COVID-19 AND CANCER: LET'S GET BACK TO THE BASICS OF IMMUNE HEALTH

The human body has many ways of protecting itself, most of which are done completely without our knowledge, as long as we provide the tools it needs. Just like a company has different specialized departments like accounting, human resources, and security, our body has a "department" that monitors and destroys invaders. This is the immune system. A successful, thriving business runs seamlessly when it has all the supplies that it needs for everyone to do their job well. If something is missing, staff have to borrow from another area or do the job less skillfully – or maybe not at all.

<https://www.texasoncology.com/who-we-are/news/2020/basics-immune-health>



ekoeh
BRASIL

SUMMER HAIR HAPPINESS 6 VIVID COLORS

Mahogany Chocolate Light Brown
Dark brown Black Golden brown

Hair Food Color Cream™

all vegan non-permanent hair color + hair treatment nourished with a nutrient-dense Certified-Organic botanical complex

RETHINK YOUR HAIR COLORING

- ammonia free • PPD/PTD, Lead free
- Gray coverage • Organic Ingredients
- Eco Friendly • Suitable for all types of hair
- Safe on chemically-treated hair
- Softness healthy & shiny hair with just one application
- Up to 90% naturally-derived
- Cruelty-free & vegan • Fair Trade Shea Butter
- GMO-Free • No Benzene, DEA, TEA
- No Formaldehyde, Diazolidinyl urea. Glyoxal, DMDM hydantoin, Imidazolidinyl urea Quaternium-15
- Fragrance

We could go on... this is as clean as it gets

Ekoeh - Certified-VEGAN + CRUELTY free by PETA USA; botanicals are Certified-Organic by the USDA, ECOCERT, IBD = PRODUTO ORGANICO BRASIL; FAIR FOR LIFE certifies the Fair-Trade shea butter.

Ekoeh Brasil: <http://www.ekoeh.com>

trilogy

Clean Beauty Treatments are "in"!

New Items, shipping now

Bakuchiol+ Booster Treatment - 0.42 oz.

- Smooth fine lines & wrinkles, improve firmness & elasticity
- Contains 4% bakuchiol, a natural anti-aging alternative to retinol
- AND 5% plant squalene to hydrate, plump-smooth skin

Vitamin C Booster Treatment - 0.42 oz.

Cultish Best-seller. Shake. Pop & Glow

NEW! Hyaluronic Acid+ Booster Treatment

0.42 oz. a two-week, intensely hydrating water-gel serum with certified natural Hyaluronic Acid, Acerola cherry, Schisandra, Ginseng and aloe vera leaf juice

So purposeful, one could use all three!

SUMMER BEST-SELLERS

Certified Organic Rosehip Oil - Travel Companion Roller applicator Roller .33 fl. oz.
Cost: \$9.35/Retail: \$16.99 Pure, Wild-Harvested Certified Organic Rosehip Seed Oil:

Cold-pressed and packed with a minimum of 80% essential fatty acids

A "lighter" summer oil through the hot summer months. **Rosehip Oil Light Blend** rosehip oil, coco-caprylate, jojoba oil, grapeseed oil, tomato seed oil. Easily absorbed, non-greasy formulation. 1.01 oz

THE ESSENCE[®]
OF WELL BEING

PERFECT SUMMER DEALS

Mental Challenges of COVID:
CBD is here to help

AUGUST Promos

250 + 600 mg EWB CBD Extracts

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

Six choices in 1 oz. bottles

250 mg. natural flavor, no added flavors
+ natural peppermint flavor + natural orange flavor

600 mg. natural flavor, no added flavors
+ natural peppermint flavor + natural orange flavor

All product blended on site in Santa Fe New Mexico:

great tastes achieved by the essential oil experts

Essence of Well Being® is sold to the independent health food stores

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

^ Buy-in dates through August 31st 2020

Aromaland Wellness® -Terpene-driven CBD
Discover the most powerful herb ever investigated
www.ewbhemp.com

MushroomScience®

AUGUST MEDICINAL MUSHROOM SPECIAL

SHIITAKE

Immune Support^ Liver Health^
Lentinula edodes

300 mg hot water/alcohol extract
15% polysaccharides actives identified in the nutrition facts panel: truth in labelling
Shiitake was the first medicinal mushroom to be scientifically studied for its immune support properties.* The two medicinal mushrooms shown through research to have antiviral activity are Shiitake and Maitake*.

One Japanese study showed the two to be more effective when used in combination

BEST PRICE. BEST VALUE

Do the math + don't overpay!

90 veggie capsules

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

12 ea. = 20%

~ Must mention 'BMC August Promotion' when placing order

THESE are the only four products currently available:

Reishi, Maitake, Shiitake + Chaga

Fortunately, Maitake & Shiitake may be the best mushrooms for this current challenge and Reishi is the best medicinal mushroom for the lungs.

So, stock up!

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



bodyceuticals

SUPER SUMMER DEALS

- **BUY 2 Blackberry Beauty drops. Get one (1) FREE**

code AUGUST20 3 for \$33.8 wholesale SRP \$32 each While supplies last!

- **BUY 2 INK POT, Get one (1) FREE**

Tattoos & piercings aftercare & more (scalp, beard, mustache care) 3 for \$20 wholesale SRP \$17 each

BACK by POPULAR DEMAND

- **Raspberry Lip Balm is back! 15% OFF** 12 ct. Raspberry Lip Balm with display
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AUGUST PROMOTIONS

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Sparkling nutrition 5-in-1 Multivitamin Drink The Original Collection

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- Effervescent Vitamin C (Calcium Ascorbate)
- Albion Minerals[®] • Key nutrients A, D3 + E
- Electrolytes • SOD – antioxidant from Melon 20 UI
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Children's Oxylent[®]

CHILDREN'S Multivitamin Supplement drink KIDS LOVE IT! Formulated for Ages 4 and UP Great Bubbly Berry Punch taste! No Gluten, dairy, soy, calories, caffeine, GMOs or sugar—sweetened with pure Stevia

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

The Bodycare Collection LEMONGRASS & SAGE* 12 oz. bodycare

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

- Shampoo • Conditioner
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 - NEW: • Hand Soap • CBD Body Lotion
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Premium plant based whole foods to optimize your nutrition. Raw for 21 years: 1999-2020. ReJUVOnate Yourself!

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is a complete probiotic system with live cultures. This blend supplies a complete probiotic system including prebiotics, enzymes, micro-nutrients, and organic acids for a healthy digestive pH.

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is a synergistic supplement formulated to keep skin and joints healthier from the inside out for ultimate dermal and structural revitalization.*

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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.

AloeLife[®]

AUGUST PROMOTIONS SUMMER ENERGY

- **Daily Greens** 120 tablets
- **Herbal Aloe Ear Wash** 1 oz.
- **Aloe Boost** 120 tablets

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

Mix & match from the items listed above

^ Discounts cannot be combined

effective August 01- August 31

Daily Greens - encourage healthy regularity while adding alkalizing action, food minerals and a high concentration of greens and vegetables in a delicious gluten-free formula. Delicious taste from 100% Pineapple & Papaya juice concentrate + stevia! Promote for all age groups.

Aloe Boost tablets 90s - a dynamic energy supportive formula that combines Nopal Cactus and the Whole Leaf Aloe Vera plant with other herbals and nutrients. Supports the body to reduce snacking and boosts energy!

Herbal Aloe Ear Wash PLUS 1 oz. topical. Great for candling, detoxication, candida itch and allergies! A healthy pH-balanced environment to support the natural healing process of the ear canal

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EVERY STORE needs some Aloe Life!
ALOE 2020

Aloe Life # 1 Herbal Superfood
Aloe Vera is FOUNDATIONAL TO HEALTH
Whole Leaf Aloe Vera Juice Products



stomach; for children 4-and-up, two servings (50 mg) per day. Clinical research exists for efficacy for children ranging from 35-100 mg depending upon age and weight, though—knowing the weight of America's youth—we can also surmise you can guide people to the suggestions of 1 mg per 1 lb., body weight. ^ I am therefore a fan of graduating children to the 125 mg. capsules as soon as they are confident swallowing caps.

If you stack 20 bottles of the IHB Children's chewable wafers and the 125 mg caps and let people know that this is you is where to look for safety this virus invasion season, then you will have people consuming wellness, and doing their best to keep their children prepared. The marketing is perfectly simple: Immune Support for the Family. Peace of Mind for You. Ask your BMC Rep about ways to market and save!

Several years ago, I started to educate that the future of natural health was going to focus on beta glucans/polysaccharides and probiotics. (that was before I became enlightened on postbiotic metabolites!) Beta glucans are specific, natural-occurring polysaccharides. Polysaccharides exist in much of the living world primarily as energy storage units (starch,

glycogen) or as structural support (cellulose, chitin). They are foundational sugars: repeating structured chains of monosaccharides (insulin is made up of linked chains of these molecules too!). Technically, we use the term polysaccharides too loosely in natural health nutrition (a topic for another day...). For now, in speaking about immune health for children, we have to be alert and aware that certain polysaccharides have been found to be exceptional for keeping the immune system of children active and functioning intelligently. Two examples: aloe vera and the super immune herb, astragalus.

As educators, we have to be aware that not all aloe vera products provide natural polysaccharides. If the tagline line is, "it tastes like water," then look elsewhere for polysaccharides. In a competitive market, many companies actually add agents to distort 3rd-party analysis that is the gold standard for measuring polysaccharide content. To summarize briefly, a well-made whole leaf aloe vera brings great value to the diet for every member of the family (even the youngest) particularly if the juice has some guarantee of a high polysaccharide content, and the juice is processed so that the polysaccharides are kept intact. The reason we use the words "therapeutic aloe" when speaking of **Aloe Life™** is because no one in the world makes a

better aloe juice or aloe tablets (both Organic). Aloe vera is a medicine cabinet in a plant, with so much benefit for proper body function and immune support, that it would be foolish not to take a shot of aloe somehow every day: first thing in the morning, in a smoothie, before meals or when any of the common digestive ailments flare up. For kids: daily aloe is probably more beneficial than daily elderberry (agreeing that both are the best habits we can encourage families to develop)! Cherry Berry anyone? On my quest to make the healthfood store the oasis of life's fullest health, I still encourage an Aloe Vera Center in stores, anchored by all the Aloe Life's skus with a message saying, "this is the good stuff."! Aloe is Foundational to Health!

The herb Astragalus continues to gain popularity in the health food store, but it is still not recommended as the rock star that it truly is. Now, TCM (Traditional Chinese Medicine) did not have a category called Rock Star herbs, nor does the system of medicine use astragalus much with children. That said, Astragalus is considered the premier herb for strengthening the immune system; and the way to build the immune system is in 3-month increments. So, first, in a year-round pandemic, which is what we are looking at, it is impossible to say that one wants to "build" the immune system. It is more like keeping as much existing natural immunity as strong as possible, while gradually fortifying as time permits before any potential major assault. Yet, like getting a COVID-test and realizing that the test results are void as soon as the results are received, we all have to adapt the strategies to the times. So, if one does not have symptoms of infection, then the goal is still to build up the immune system. So, while Wellmune WGP® beta glucans are beneficial on the day-to-day, herbs like astragalus are known to gradually get the immune system to its peak or to build it up after damage caused by battle.

The ideal thing would have been to add astragalus incrementally long before one started to buy the books for the return of school. This does not preclude the use of astragalus now. A is for Astragalus, and B is for Before (or Build). Modern science has really shown proof to the wisdoms of the ancient Chinese medical texts, and we have also learned a lot since. As with the traditional uses, astragalus is best recommended in a formula. Second, not all astragalus is "quality". The traditional wisdom to look for root that is moist, sweet and yellow for the best quality is now further identified by the presence of polysaccharides through HPLC tests. The lesson: make sure that young people are getting foods and herbals that are known to have high amounts of these beneficial natural food polysaccharides.

Astragalus is used more for young kids in allergy season than in Cold/Flu season. There is a universal consensus that astragalus is used for prevention, and should be discontinued when fever presents itself, at which point another strategy begins. The final thing to consider is that for every age, we now know that beyond immune strengthening, astragalus is beneficial for the lungs: and anything that hits the filter of safe, immune support, and lungs is of high consideration at this time. Astragalus is a superior tonic in TCM, used to support vital energy, and reinforces the body's natural defenses including lung function!

That said, **Herb Pharm's Kids Immune Fortifier™** leads with astragalus and elderberry, while also providing additional support with echinacea root, Reishi mushroom (whole

continued on page 8

MINERAL HIGHLIGHTS INFO ON MAGNESIUM

Magnesium deficiency is caused by severe soil depletion, use of stimulants, poor diet and stress. Magnesium Citrate is one of the most absorbable forms of Magnesium that contributes to the reduction of tiredness and fatigue normal muscle and nervous system function, healthy bones, teeth and normal energy yielding metabolism and protein synthesis. Magnesium also encourages relaxation and restful sleep. When Magnesium levels are low, muscles (including brain heart, stomach, colon and uterus) tend to contract too much causing spasms and cramps. Magnesium helps relax muscles. Increased intake of Magnesium is also recommended for this who are on Vitamin D supplements.

Trimagnesium Citrates – also called Magnesium Citrate- are produced by complete neutralization of citric acid with a high purity magnesium source, subsequent precipitation and dehydration.

Magnesium Citrates are organic mineral sources and are preferred in many applications to inorganic sources because of their superior bioavailability and physiological compatibility. Trimagnesium citrate anhydrous has the highest magnesium content (16%) among the organic magnesium sources commonly used, the hydrated magnesium citrate content is 12%. Magnesium citrate – a salt of magnesium and citric acid – usually has water molecules attached to it. Muscles & Nerves- Magnesium,

MAGNESIUM PRIMER

- 50% of people in the US get less than the recommended daily amount of magnesium
- About 60% of the body's magnesium is in the bones. The rest is in muscles, soft tissues and body fluids, including blood.
- Every healthy cell in the body contains magnesium. One of its prime functions is as a cofactor for the biochemical reactions performed by enzymes. Magnesium is integral in: energy creation, protein formation; gene health & maintenance (creating + repairing RNA/DNA); muscle movements (part of the contraction and relaxation of muscles); nervous system regulation: helping regulate neurotransmitters sending messages through brain and nervous system. Magnesium is a cofactor in more than 300 enzyme systems.
- ATP (adenosine triphosphate), the main source of energy in cells, must bind to a magnesium ion in order to be biologically active
- Magnesium is important for the normal functioning of cells, nerves, muscles, bones, and heart.
- Magnesium is required for the synthesis of serotonin and glutathione
- Magnesium helps lower blood pressure in people with elevated levels but does not seem to have the same effect in those with normal levels
- Magnesium plays a critical role in brain function, and mood, especially in the elderly
- People with Type2 Diabetes have low levels of Magnesium in their blood
- Magnesium homeostasis is maintained by the intestine, the bone and the kidneys

~During exercise, you need more magnesium – from 10-20% more depending upon the activity.

Especially good for the elderly

~ The Institute of Medicine of the National Academy of Sciences recommends that women who are 31 years or older receive a dietary intake of magnesium of about 320 mg

Information gathered by Wildberry Education.



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Guarana Extract, Oxygen 7[®] Enzyme Complex,
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Guarana seed extract, Atlantic Kelp (Laminaria digitate),
Royal Jelly, Alfalfa juice, Ginger root, Trace Mineral
Blend, Bamboo stem gum extract, White Willow bark
extract, Eleuthero root, Horsetail herb extract, Red
Korean Ginseng root, Damiana leaf, Barley Grass,
Spirulina, Blue Green Algae, Oxygen 7[®] Plant-sourced
enzyme complex (lactase, lipase, cellulase, bromelain,
papain, alpha amylase, acid stable protease)
One serving (one tab) contains naturally-occurring
caffeine comparable to a cup of premium coffee.

^ TriGuard PLUS[®] Soothing Nasal Spray 2 oz.

Carefully formulated with clean ingredients, this soothing
nasal spray supports your body's immune response
when you and your family need it most.* OLE-100
Complex, a potent combination of Olive Leaf Extract,
European Elderberry and Structured Silver Water work
to help your body fight sickness and may help reduce
the duration of cold and flu symptoms.*

TriGuard PLUS[®] Soothing Nasal spray is perfect for
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in 20+ countries. Formulated by a Team of Doctors,
this unique and carefully blended OLE-100[®] Complex
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- 5 - parts Olive Leaf Extract
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The only hand-pressed, lipid-infused Hemp oil on
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Synchronicity™ INGESTIBLES

with full spectrum hemp oil

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1000 mg + 500 mg.

Natural, Peppermint + Berry Lemonade

- **30 + 60 count capsules** 25 mg.
- **30 count capsules** 50 mg.

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with full spectrum hemp oil

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- **Body lotion** 8 oz. (1000 mg)
- **Sports balm** 3 oz. (2500 mg)
- **Youth serum** 1 oz. 100 mg

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Focus Promotes mental clarity* Supports memory*—
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**Beautiful Skin—Radiance & Tone. Supports healthy
collagen***—Sage leaf, White Tea leaf extract, Barley Grass,
Horsetail, Rosemary leaf, Burdock root, Nettle leaf, Tremella
Mushroom, Licorice root, Rose Hips, Goldenseal root, Nori,
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- Each herb from each batch is fully-tested for identity,
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2000 mg Black Earth humic fulvic mineral
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No harsh chemicals used in the process.
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range of organic foods, teas, bioactive dietary
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Complete Body + Cardiovascular
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**ChelaNOX™** 120 stomach acid resistant  
capsules  
retail \$39.95 wholesale  
price breaks at 6 ea. + 12 ea.  
2 caps daily: 30 servings per bottle  
~**ChelaNOX Detox Metal\* Blend:** 1200 mg  
EDTA, Chlorella Algae, Modified Citrus Pectin,  
Cilantro leaf extract 4:1, Shilajit 10:1 extract,  
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199 mg. N-Acetyl Cysteine, Alpha Lipoic Acid,  
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### M-Mune3™ Super Immunity Blend\* 60 capsules

Vitamin C (Ascorbic Acid) 1000 mg:  
+ Zinc 50 (amino acid chelate),  
Elderberry powder 250 mg.

**BIG NEWS!!** Free shipping now at \$199  
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## August Promo a wildly exciting lip balm celebration 15% OFF

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Luxurious with a creamy satin finish, 5 vegan non-toxic  
Lip Tints feature ethically-sourced Babacu & Pracaxi oils  
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### 25-piece convertible lip tint display.

5 each of all five colors: 0.15 tube.

^ **rouge, pink color:** contemporary + ^ strong, muted  
pink-red color + ^ soft, dusty rose: barely-there flush of  
color on the lips;

^ **tawny burnt sienna color:** + ^ a deep rosewood  
color with tints of burgundy and mahogany - bold yet  
romantic!!



fruiting body extract) and cinnamon bark. That is the picture of ideal prevention! Parents should be made aware of this tool to help prepare and restore the immune system. ^ For the immediate and acute needs, it is so smart to have as many tools as possible in the home natural medicine cabinet: beforehand... this formula rocks!

Everyone is excited that **Herb Pharm's Kids Black Elderberry glycerite** extract is back in stock, and I say "pour it on"... (it is the tastiest and the best: and who wants the extra sugar everyone else adds to formula anyway...), but every household where the child spends the day—and/or sleeps—needs to have a full toolkit

in-the-house for when the unwanted visitor invades the front line defenses. Kids will love being taught that they have these friends available for when they start to feel icky: **KIDS Immune Avenger™**, **KIDS Cough Crusader™**, **KIDS Sinus Samurai™**, **KIDS Throat TLC™** and **KIDS Tummy TLC™**!! As they say: it does not get any better than this! Parents are guided by the use indicator of the names, and the best label info in the business; and the children can learn a comfort with tasty herbals by incorporating these well-thought-out and perfectly capable full strength herbal formulas into their developing world of health. A dosage guide is easy to understand based upon the actual Herb Pharm® products!

But the clearcut dynamic for handling some of the unique and potentially dangerous circumstances that children may encounter in the next 12+ months necessitates the whole body support provided by homeopathy. Unfortunately, homeopathy is handcuffed in the United States; so establishing a working relationship with a practicing clinical homeopath may be the best investment you make for yourself and your family this year. Homeopaths can say the truth in the client-patient relationship, but our government leaders (bless their souls) are in the biggest kleptocracy of all: the theft of best medicine! Even modern OTC consumer homeopathics cannot express the known, tested and valuable benefits that are blatantly obvious about homeopathy. We all have to experience homeopathy's effectiveness once before we can lower the doubt that something could be this good and safe and consistent and inexpensive. For many people, the homeopathic flu remedy *Oscillococcinum*® is the gateway experience: because you know it works with how you feel.

While I feel very comfortable saying the **Newton Homeopathics Flu Care** is more versatile and complete than that famous formula, parents will feel comfort and confidence with the basics like **Newton Homeopathics Sniffles**, and **Tummy Upset**, and **Bowel Discomfort**. And these are not me-too products: they are effectively wholistic. The two powerhouse must-haves, other than the essential **KIDS Detoxifier**, are the Newton OTC Homeopathic **Airway Ease** and the Newton OTC **Fever-Infection**. To be so purposeful, I would challenge that any store without these three products—**Detoxifier**, **Airway Ease** and **Fever-Infection**—do not have a complete Children's Health set!!!

There is a theory in TCM that you treat the symptoms; not the age. While this is a broad principle that is always counterbalanced by the myriad exceptions to this theoretical statement, it is true that many TCM formulas work for children and adults. There are many age-specific considerations and particularities that are used all the time too, so Child Health does become an area of expertise. This analogy can be made about Homeopathy as well: most remedies are built on the responses from the human body—and so many adult formulas can be used on young ones as well (starting in lower dosages). What separates **Nothing but Natural for Kids** from Newton Homeopathics and their adult OTC lines is that these formulas were developed and used clinically for children. Dr. Luc Chaltin worked with an RN Nurse to formulate and test these formulas: The principles of Clinical Homeopathy developed in clinical settings. Proven. Safe and Effective.

Another observation: in TCM in China, the area of pediatrics is a cherished position, drawing the best and the brightest, (here, they go into plastic surgery). Two basic tenets to always remember are that a child's body is usually expected to naturally recover quickly. Brilliance of Life. In TCM, they would say that their qi and yang help their recovery. (Sadly, ignorant politicians blurt fallacies because of this). Remember that COVID is unique and we do not understand it yet. More so for children. Second: we note that—with children generally—a simpler approach is sufficient and effective. Gentle herbs work very well. The heavy-hitting antivirals are mostly big-people stuff. Most herbalists know that herbs for the

## IN THE NEWS

### Out-of-date American TV news magazine '60 Minutes' fails again

People who saw the segment on Probiotics scoffed the 'investigation.' But word that spreads often misinforms, so know – the segment was useless, unfair and dumbfoundingly wrong. Flaccid, actually.

The Industry has responded: here is how the world looks at the news presented on probiotics by the institutional journalism from 'the longest running broadcast in prime time television history'. The piece was more 20/20, Dateline trivial to me.

Conciliatory attempts to please everyone have never been my forte. I believe solely in the eternal chisel of realities to make the finest truth. That said, I present the official statement (condensed) from the International Probiotics Association (as probiotics are a completely inclusive global enterprise):

<http://internationalprobiotics.org/ipa-responds-to-60-minutes-video/>

A widely viewed television program named "60 Minutes" recently posed the question "Do Probiotics Actually Do Anything?" ...the 13 minute piece .. aired on June 28, 2020.

IPA with its Scientific Committee immediately addressed the concerns and inconsistencies in the segment. Look at IPA's official response below this short summary. Several of the points refuted are in regards to:

- Evidence for the benefit of probiotics in antibiotic-associated diarrhea
- Evidence for reduction in allergies
- Differentiation in placebo effect
- Controversial results with a commercial product
- Efficacy and safety of probiotics in infant formula

Regulation is also a controversial topic in the program. To refute the statement that probiotics are "not tightly regulated," IPA discusses the regulatory models used in various countries. In conclusion, IPA believes that the well-intended program falls short.

While some of the participants recognize the potential of probiotics and highlight challenges going forward, the IPA believes that "the consumer will need more balanced sources of information to be able to make an informed choice." The IPA is committed to provide fair and objective information on probiotics to the benefit of the consumer and the probiotic industry, globally.

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I - on the other hand - call the 60 Minutes piece a "hit job," and if you are fielding any consumer confusion, give me a call and I will tell you what was said, and a good way to both counter and use the false and misleading press to our advantage! (Michael: cell – call anytime: 202-236-3735)

WARNING SIGNS

July 01, 2020

100.4 Arctic record confirmed. Earth may be warmest in 12,000 years

Less than two weeks ago [06.20.20, the small Siberian town of Verkhoyansk recorded the highest all-time record for the Arctic (also, 38 C). This town of 1300 people is 400 miles further north than Anchorage Alaska (2900 miles north of Moscow). This is 40-45 degrees above normal. "I am still much more alarmed by the persistence of the record warmth — since December 2019, western Siberia temperatures have averaged nearly 9°F above average (1981-2010), which is quite astounding,"

[Zack Labe, expert on arctic climate/ Colorado State University], Much of Siberia is experiencing unusual and sizable wildfires.

cause + effect: "In the Arctic, this impact is heightened due to a loss of ice and snow which typically reflects sunlight back to space. The decline in ice means more light is absorbed by the darker ground, spiking warming".

^ <https://wtop.com/science/2020/07/100-4-arctic-record-confirmed-earth-may-be-warmest-in-12000-years>

^ <https://apnews.com/45ffaf65b4f0301a41c4db02fa0ad2c7>



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digestive system almost always bring rewards in response and recovery.

While these realities are memorable and useful, especially for immune response, we have a bundle of problems to unravel when we consider the massive mental toll that children are experiencing as they struggle to understand this current world we live in. Foundationally, this is a trauma likened to children growing in a war zone. Our televisions and loud unfiltered bombastic political opinions are loaded weapons too. Various isolations strip today's youth of the comfort of exploration in their intellectual development: we are treating them like adult allies. So wrong! This virus is causing incalculable damage: meanwhile, the adults cannot get along!

Back to School is Children Health Season is using the tools that we know are good. Again, how many parents are repeat-buying those supplements for overall brain health in your store? Amazing, huh!

First, parents will pay for camp and expensive gadgetry and tutors, but they also will commit unknowing dietary negligence, and they will not consider herbs that are good for health, development or calm during—or when preparing for—an approaching storm. Homeopathy? I don't want child services knocking at my door!

Anxiety is one thing we all have in common. We all experience it in our own way,

and the people who say they do not have anxiety are the ones to worry about the most. Sublimation can be very damaging. Meditation and exercise; sex and drugs (alcohol, etc.): adults come to their own terms with how they handle these stressful times. Children are limited, and they are not being taken care of.

I feel more comfortable directing a person to homeopathy for children in these times—for example—than CBD, which I believe every adult should consider. As they say: this virus has changed everything. Maybe it is time we start to educate ourselves on safe and effective things that need to be present in your stores, so that parents can be directed to things that they can be doing for the health of their children!

Wholistic medicine. This is the year that every parent should be administering the Newton Homeopathic **KIDS Detoxifier** with a good-night kiss. The best advice you can give. What symptoms will often express the anguish children are experiencing (teens too!)? The beauty of the wholistic homeopathics created by Dr. Luc is that they all are created to mediate balance for the body as they also address the symptoms being most overtly expressed!! Parents may find themselves doubly-satisfied when they see a happier child re-emerging as they handle family problems with the Newton: **Tummy Upset; Kids Constipation or Kids Diarrhea**. The Newton **Kids Bowel Discomfort**, which is part of the **Jump Start Your Health** kit, is universal. Children are family treasures, and a good

family learns how to help their child when needs are expressed, or not expressed!!

The really easy way to get our caretakers of the young involved in the virtues of natural healthcare is with a proven product perfect to highlight now (Back to School, with benefits). August, September: Newton Homeopathic OTC **Hypercalm~Mental Focus**. What is the criticism: (it doesn't do anything or work at all). What is the benefit? The listed usage is "formulated for the associated symptoms such as impulsiveness, lack of focus, irritability and emotional and disruptive behavior." Since you will hear people say, "I will take two of those," I remind that this product deserves to be carried in the liquid and pellet options.

Homeopathy Works! Homeopathy is acknowledged by every naysayer as being safe. Be alert that Gen Z and Millennials are very receptive to everything that homeopathy promises. Over 70% of them absolutely understand wellness as including both mental and physical health. Your bigger hurdles are helping them find a product like **Hypercalm~Mental Focus** (which will never happen if it is buried alphabetically in the middle of some alphabet), and giving them the message that we have many wholistic products for their little-ones health! Newton's Kids **Post Vaccination**: the sooner that they know that this product is available, the better! Every parent should learn of homeopathy as soon as they can as they begin the journey of raising beautiful children.

Herbs and Homeopathy are cousins (though they don't often act as such): they are both primary health tools, along with diet and good loving guidance. Some shoppers and staffers feel more comfortable with herbals over homeopathy—if that is the situation in your store, just realize that you are healing with one hand tied behind your back. It can be done, but it is not recommended. While I would love to write a monthly newsletter about Children's Health every month during these COVID times, I have decided to shorten my presentation of all the amazing ways herbs can be used now for Children's Health by saying: carry all the **Herb Pharm® KIDS** products!

One heartfelt request: read this formula and tell me how you could not highlight it and recommend it often? **Herb Pharm® KIDS Captain Concentrate™**—again with a listing of Attention & Focus^—offers an Organic and alcohol-free extract blend of Lemon Balm herb, Bacopa herb, Passionflower flowering herb, Oat "milky" seed, Dandelion whole flowering plant, Lavender flower, and sweet orange essential oil. Yes, this product is great for school days, homework or any activity when attention & focus are desired^ but it is also ideal nourishment for the mind and nervous system. Here are the herbal blends that all Children need: adults love this alcohol-free formula too.

Looking for companion herbs to position near the Captain, these two products are perfectly complementary: **Kids Fast Asleep™** (nap and nighttime support^), and **Kids Lemon Balm Calm™**. If you wanted to explore an herb for the challenges of these times - and I give a nod to Bacopa as I say this—I would say that you embrace Lemon Balm (as I asked you embrace the Homeopathic **Kids Detoxifier** above). Parents need this simple herbal multitasker: safe, and used for stress, anxiety, cognitive function, healthy sleep, indigestion and nausea. Lemon Balm is a nervine (it can be

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

Save the Children

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calming but not sedating) and uplifting. Herb Pharm[®] has perfected Lemon Balm, as they have perfected Echinacea. Herb Pharm-quality Lemon Balm, organically grown on their own Organic farms. The kids product is a glycerite that has the added sweetness from the organic palm-free glycerin that balances out the natural very lemony, slightly sour and bitter plant flavor. The phrase for Lemon Balm is "it makes the heart merry." [Pass the bottle: perfect for adults too!] If you feel that this is a new field of study for you—let the best minds in American Herbalism guide you.

Everyone is carrying a burden right now, and we need to be good to each other as each person tries to heal during this crisis. That includes children of every age. We are in the middle of the first wave: and, enter The School Year. Change your Back to School focus to Children's Health Season.

Trauma is rampant: don't be judgmental! Low-key depression is the trending reality. Adults and children are struggling to make sense of where we are in America. We need to be spokespeople for Human Interdependence. Kids need the socialization skills they get from school. We have to figure this out.

1000 people in our country have died from Covid19 every day for five days in a row (every 80 seconds) as I end this article, and most people aren't even thinking about it fully anymore. I understand that personal problems are exploding, and yet 5 million Americans are now affected with this unique coronavirus and we do not know the long term affects. Heart issues, organ degradation, long term depression and more things are being noted daily. What does a fever do to the body when it is on and off again for over 120 days? 2/3rd of people infected have had symptoms weeks even months later. Don't brag too loudly if the boogeyman hasn't entered your neighborhood yet.

"This is not going away: this will be with us for awhile"! We are very early in this: we are still at the beginning of the first wave. We are old enough to face the reality of this horror-show statement—insidious inherent community spread. Children are not deserving of being scared here now! Get them off sugar and onto honey (above one year of age). The cost of

groceries is rising the fastest that it has grown in decades: budget to make sure the children are fed first. And then the elders. Fed good food.

As August 2020 begins, we hear that 187 infants have been diagnosed in the greater Corpus Christi Texas area with COVID, and one tragically as of this writing has died. These are not fulfilling times spiritually. I am saddened by America, and I am resilient that our natural products movement must offer alternatives. Now is the time for transformative change.

Changing our behavior, a little bit, to make everyone a little more safe. Everyone is in this together. Respect each other. We have to save the children.

The local community health resource center is where people want to go when they are looking for truth and rational response. Be that transformative change! ☺

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

We can't trust drug companies not to profiteer on this pandemic

How to Reach Blue Moose Consulting

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

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