



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 17, No. 9 • September 2020

## Talking Health: September 2020—We are in a Tough Position

**W**e need to be center. The times they are a-challenging! Health is foremost, and even trumps politics...but the elections are close and anxiety is fever pitch! Nobody told me there would be days like this!

Who knows how the next Flu Season will play out? We do know that there will be no miracles here: flu season is as predictable as the delivery of the bills you get every month to pay to survive. We do know that the Flu season begins when it wants, and ends when it wants, and—while we do have some say depending upon how well we, as a society, do prevention, and proper health hygiene, and rest and sleep and stress-management—that the Flu Virus 2020/21 is gonna run its course through our lives sometime between now and next March. It will matter this year whether the emerging Flu that gains traction is the Influenza A or the Influenza B, as either will have its own personality and may have distinct devastating effects.

My friends are driving to the Outer Banks as I write. They are packed up for some time at the shore. They have been monitoring the weather and the talk of hurricanes, and fretting and deciding as one would in a bet before a game—will a hurricane sweep in as we are down here? Life is a gamble (will I meet a hungry bear as I jog?); (will a cyclist attack me as I jog?); (will an earthquake rock my world?). That said, Flu Season is not some unknown calamity: it is a seasonal health crisis, and this year portends to be more challenging than any we have had in our lifetime (in one hundred years).

As we wait in the station for the train to the future to arrive, we should be considering what may happen and how we might respond to it. That is good business. We are in September. In the normal tradition, kids would be back in school and school recesses would be carefree times of fun and camaraderie—and flu viruses will stir and mix and grow. In these strange times of unpredictable social constructs, who knows how the 2020/21 Virus(es) will get out of the bag and into the body? We do know in some measure what the health challenges will be... and we should consider that they may be different enough than what we have seen in the past to inflict real havoc!

In general, most health food stores approach the Flu Season with a passivity that is contrary to how the larger, more organized health service industries prepare and execute their Flu Season protocols. I often hear stores say that they will sell what they have left over from last year, and that they will move their Immune Health set forward when the flu starts to present, or that

they haven't heard of many cases of the flu in their area yet (so no need to act at the moment). Honestly: I hear it all the time, every year. I may have done the same when I ran the health food stores I worked!! Bad idea.

The "get your free flu shots" signs have been out for 6-8 weeks. Hospitals and Doctor's offices have all checklisted their protocol sheets: Nurses are ready. We are waiting just a little longer before we invest.

Now, every year is a little different; and everyone in our sphere knows that business survival has been the overlying predicate. For almost all of us, money has never been tighter: we are in a tough position. That said, it is not about stockpiling all the essentials to deftly handle the first tsunami when it occurs (that may have been possible in financially better times), but rather it is about messaging and the effectiveness of that marketing. While we don't want "flu shot here" in our window or sign board or social media tag, what is the message that we are offering?

What we have going for us is our emphasis on prevention: on staying well. We have been losing the sole ownership of that messaging for a couple decades now, as the mass box stores have been learning the power of the message—that they at one point did not believe in—and which we have always promoted. Even if this were not a compounded Cold/Flu/Covid virus season (oh, and let's not forget some lingering Hayfever Season challenges), we should be 4-6 weeks into a loud and clear "Immune Prevention" messaging campaign. We are in a tough position this year, though, because things are certainly unusual and abnormal.

You feel the way everyone else does. Can't fully talk about it all because you know that the forces at play are bigger than you know, and that things are still changing every 3-7 days. That is the most startling facet of this crisis: that the ground below us is constantly changing both with what the greatest challenge is, and how we need to respond to the societal dynamics as they unfold.

And it is about to get worse. "Crisis". The word derivation evolved from the medical languages during the time of Hippocrates, and was meant to identify the moment in illness where a patient lives or dies! While the word has a very different meaning today, the most correct use of the word "crisis" mirrors the concept of a critical point. That is where we are now. If we were on a boat, we would be advised to know where the lifeboats were and how to get there, and to remember that it is women and children first!

The Flu season is here. The Coronavirus has never gone away. Like two hurricanes that are trending toward a collision, we are about to see what this mix brings to public health (in an election year with tribal fractions fighting at near civil war pitch).

The first thing is your messaging now. How are you convincing your regulars to stock up now?

Look at the last year: a significant outbreak, and your shelves are empty in 1-3 days; and the national supply chain may be emptied in two weeks. We all should act together: anyone who can afford to pre-stock their home cupboards should do so now. That will help the Manufacturers to pace production. It is just the most civil and intelligent way for a society to handle the known demands for health solutions as they will be needed in the next five (5) months.

Stock-up is not just about buying when on sale: it is about buying beforehand to have available to need. How dramatically are you offering that message? Are your customers being alerted to that possible reality that their favorites may not be available when the viruses start doing their nasty more aggressively—when the weather gets colder, and the human body becomes more attractive as a host, and the indoor confinements become an artificially-heated, closed-quarters breeding ground?

Of course, a generous sale at the starting line can create a win-win situation for storefront and the community. **Herb Pharm**® is being generous this year and offering a specific deal that would allow the store to offer a 30% off promotion on the three best-selling and most significant tools they have in the Immune Seasonal Health arsenal. I suggest that you talk with your BMC rep or your Herb Pharm® Rep about the offer on these three best-sellers: **Daily Immune Builder**™, **Rapid Immune Boost**™ and **Super Echinacea**® liquid extracts (deal involves the 1 oz. and the 2 oz. sizes) and—as the bartender might say—this will be a 2 oz. season!

**Daily Immune Builder**™ is your high-profile recommendation for now. If things portend to get worse, we have to have the body fortified and functional for the assault. Unless one is in the throes of an incident now, this is the formula for nurturing good health: this is both the prepare and restore formula. This is the formula for now! Formerly called "Immune Defense," this is an essential for your message of daily strengthening now, in preparation for the winter battles. **Daily Immune Builder**™ features Echinacea extracted from the root of Certified Organic Echinacea purpurea plants

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## We Are in a Tough Position

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grown on Herb Pharm's own farms in southern Oregon. It also features Astragalus prepared from the root of Certified Organic Astragalus mongholicus plants. The herbs in this formula are individually extracted to provide a broad-spectrum of plant compounds. Make it attractive for people to take care of themselves with this beautifully-made formula: Proprietary extract blend—fresh Echinacea (purpurea) root<sup>^</sup>, Astragalus root<sup>^</sup>, Reishi mushroom<sup>^</sup>, Schisandra berry<sup>^</sup>, wildcrafted Prickly Ash bark. (<sup>^</sup> organic)

**Rapid Immune Boost™** supports a quick, vigorous response to immune system distress\* and is that feel better faster formula\* This proprietary extract blend (made famous as the original Echinacea-Goldenseal formula) supports health with fresh Echinacea root<sup>^</sup>, certified organic cultivated Goldenseal rhizome & rootlet<sup>^</sup>, Elecampane root, fresh Spilanthes whole flowering herb<sup>^</sup>, wildcrafted Yerba Santa herb, Horseradish root<sup>^</sup>, Ginger rhizome<sup>^</sup>, Black Elderberry fruit<sup>^</sup>, Yarrow flowering tops<sup>^</sup>, fresh Wild Indigo root. (<sup>^</sup> organic). As we all know, this product is best used at the first sign of distress: it is less effective when started 24-48 hours after the invasion has begun!

The beauty of this focus, especially when directing your store sales team, is that this foundational two-product approach is perfect in the house—ready to use—before, during and after.

The perfect add-on is America's #1 selling echinacea: **Super Echinacea®**. Consider the unspoken message if you have at least one of each of these on your shelves: 1 oz., 2 oz., 4 oz., and 8 oz. **Super Echinacea®**. That is brand messaging: and you just might learn that the customer who always shops for larger sizes elsewhere is actually happy to get the family-size from you now that they know you are a source! Don't get lost in the market clamor, **Super Echinacea®** is your most trusted choice when looking for an herbal that will provide complex, deep support of the immune system over both the short and long term.\* We have to re-remember that echinacea provides all-season support, and you should start dosing now—along with elderberry. There are differences: Herb Pharm® echinacea does not contain any stem parts: and for the environment, Herb Pharm® does not harvest all the flowers, leaving some for the natural order.

The Super Echinacea® is more than a trusted name: it is one extract representing four different plant parts, from three different harvests in two different seasons. The purpose—as each extract is done separately and then blended together at the end—is to effectively capture the immunoactive compounds that each part contains for potent immune support.\* There is only one Super Echinacea®, and it should lead the charge in your store as the essential tool every home needs, for intelligent home healthcare. Remember, a very unique 30% off deal is available with a certain purchase of these three products that ends this month, so dial up your Rep now! Three Skus—some of the best you can offer: so, your job is to figure out how to get the message outward.

Social media? You owe it to your community to bring the people back to the farm, to let them see how natural herbalism occurs in America today. This is truly some of

the BEST of what our country is producing today, so wear it on your website and email blasts with pride: <https://www.herb-pharm.com/pharm-journal/pharm-education-super-echinacea>. Want to give your customers a reason to stay in your store to buy the best? Learn more about what Regenerative Organic certified™ means. Herb Pharm® has shown the proof with their forward-leaning vision and Herb Pharm® is the first herb farm ROC™ Silver-certified (<https://regenorganic.org/pilot-2>). They are also a Certified B Corporation, and they were acknowledged with the prestige of being a “Best for the World” 2019 honoree (<https://bcorporation.net/directory/herb-pharm>).

The first goal is to get people to want to do natural for prevention and for effective actions for natural immune response. The second thing is to get the people to understand that your store is the warehouse of the good stuff: immediately-available and no yukky carbon-disruptive mail to your door bad-kharma. The third goal is to get them to get the good stuff from your store and to their house, and part of the way to do that is to make the case that the health food store options are the best choice and better than the copycat products found in CVS, and the grocery store and the big box pharmacy. Stories are the way to do that and now is the time to tell the good stories—the new stories—like these latest from Herb Pharm®. If you need help promoting Herb Pharm® digitally or with in-store info, contact your Herb Pharm® Rep.

My advice is that the best course of action for people with the great unknown that is about to affect us is to take beta glucans daily. The Single Most Important thing you can do for health is strengthen your immune system! Again, marketing is important to the success of your store. For over 15 years I have been loudly expounding the unique and all-encompassing benefits of beta glucans to make your immune system aware. Numerous studies published in peer-reviewed medical and science journals demonstrate how **Wellmune WGP®**, available in the **Immune Health Basics®** and **RevUp Wellness®** products, mobilizes billions of innate immune cells that are part of the body's natural defenses without over stimulating the immune system\*.

Many stores have said (and this is why I am always shaking my head) that they tried to carry beta glucans but people just did not understand them and that they were too expensive. Well, things have changed and the times demand we prioritize the benefits of beta glucans (which I am now taking twice a day instead of the normal 1x daily that has been my regime for years: take what the educators take, as they say!) I laugh when I lead with this but, Dr. Oz emphasized beta glucans as essential in his basic Covid Survival Protocol, and his March 2020 recommendations are still very sound (though he fears to consider herbs beyond elderberry). This link is poster-ready and in the public domain (<https://www.scribd.com/document/450947018/Oz-Coronavirus-Survival-Protocol>) or ask your BMC Rep to send you the image to view. We have all been saying Vitamin D3 and Zinc and Vitamin C and ample amounts of Elderberry daily, but what is the rationale for a majority group think to ignore the beta glucans (first sentence of the paragraph?).

Hmmm. Beta Glucans do more and are more integral to immune strength and response

than anything else listed here in the Oz document! Not just any beta glucans though: Immune Health Basics' active ingredient is Wellmune®, a unique beta 1, 3/1, 6 glucan, a natural complex carbohydrate derived from the cell wall of a proprietary strain of baker's yeast (*Saccharomyces cerevisiae*) that is clinically proven to strengthen the immune system. This is no ordinary Immune Booster. It provides broad protection and can be taken daily and the research is there for its activating key immune cells. Start here: <https://immunehealthbasics.com/research>.

**Wellmune WGP®**—Clinically-proven immune Support. This is a powerful ingredient that you can show this data for: more than 50 U.S. patents and patents pending, plus additional filings in over 20 countries. Claiming broad global regulatory approval, including FDA GRAS, novel food approval in the EU and China, Kosher, Halal, non-allergenic and GMO-free and sales in products in over 60 countries. This technology is the culmination of more than \$300 million in internal R&D and collaborations with leading research institutions, including the University of Louisville, the University of Houston, the National Institute of Health, Miami Research Center and the University of Montana. Proven. And we all have the need now.

Ask your BMC Rep about a unique endcap opportunity for BMC accounts that will allow you to create the market with a two-month promo discount that will aid you in educating your community about the best thing that they can do. Imagine the peace of mind that you will have when you know you have done the work to have everyone in your community taking 250 mg of beta glucans a day. And if it takes Oz, then I accept the fact that the 50 years of research and my esteemed recommendations needed common TV personality support. Or, you can choose to fight the biggest immune challenge we have ever faced in our lifetime, with your strongest hand tied beyond your back, unused. Last Oz comment: Vitamin C is probably the second most important response-oriented nutraceutical for today's challenges!

What Oz misses is the role that glutathione plays in the optimal health equation. We need to get him informed! Maybe your community too!! This information is advancing quickly, but then again, so are the pending health calamities. The medical community is examining the relationship between low glutathione levels and the manifestation of serious complications and death in COVID patients (May 2020, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7263077>).

Researcher Dr. Alexey V. Polonikov, Department of Biology and Medical Genetics of Kursk State Medical University in Russia, drew conclusions that “(1) oxidative stress contributes to hyper-inflammation of the lung leading to adverse disease outcomes such as acute respiratory distress syndrome, multiorgan failure and death; (2) poor antioxidant defense due to endogenous glutathione deficiency is the most probable cause of increased oxidative damage of the lung.”

Glutathione as the Master Cellular Antioxidant and critical for detoxification and proper immune function. Glutathione is made and used in every cell in the body. Glutathione also helps regenerate other dietary antioxidants such as vitamins C and E.\* Glutathione is essential for cells and tissues that experience

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# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Beta Glucans may just be the most important thing you should be concentrating on Keep Immunity High**

INVEST in Immune Health Basics® WGP® + SAVE, ways to Promote + \$ave. Stock up & promote in September

**Buy 6 bottles of the 250 mg/30 ct. caps + get 1 bottle FREE!!**

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*)

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

### Unmatched science.

Wellmune's clinical research has demonstrated consistent results across a broad range of consumers<sup>^</sup> including:

- Children • Athletes and "weekend warriors" • Older adults
- Individuals experiencing stress • all people seeking optimal health

De Marco Castro E, Calder PC, Roche HM. (March 29, 2020)

b-1,3/1,6 glucans and Immunity: State of the Art and Future Directions.

Molecular Nutrition and Food Research, <https://doi.org/10.1002/mnfr.201901071>.

"According to pre-clinical studies, β-1,3/1,6–glucan derived from Baker's Yeast may offer increased immuno-surveillance..."<sup>^</sup>

**This is a two-month deal on the 30 caps, so you can stock high and promote on sale + build a market**

You will sleep better knowing your community is taking their Wellmune daily

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

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

# HERB PHARM®

## 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

<sup>^</sup> **Brain & Memory™** ~ 1 oz., 2 oz. + 4 oz. Proprietary Certified Organic extract blend: Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf, Rosemary leafy tip

<sup>^</sup> **Cramp Care™ liquid herbal extract** 1 oz., 2 oz. + 4 oz. Proprietary extract blend: Cramp Bark bark, Corydalis tuber, Jamaica Dogwood root bark, Black Cohosh rhizome with rootlet, Wild Yam rhizome, Ginger rhizome.

<sup>^</sup> **Female Libido™** 1 oz., 2 oz. + 4 oz. Proprietary extract blend: Muira Puama stem with bark, Shatavari root, Damiana flowering herb, Asian Ginseng white root, Ginger rhizome, Cinnamon bark

<sup>^</sup> **Relaxing Sleep™** 1 oz., 2 oz. + 4 oz. 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

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

### PRODUCT NOTES: <sup>^</sup> STAY IN STOCK, for the Children

- Kids Immune Fortifier™ 1 oz • Kids Immune Avenger™ 1 oz
- Kids Captain Concentrate™ • Kids Cough Crusader™ • Kids Fast Asleep
- Kids Sinus Samurai™ • Kids Throat TLC™ • Kids Tummy TLC™
- Kids Echinacea Glycerite • Kids Mullein Garlic Ear Oil
- Kids Black Elderberry Glycerite • Kids Lemon Balm Calm Glycerite

<sup>^</sup> Herb Pharm® makes high-quality liquid herbal products for the whole family. Founded in 1979, their products are kind to both the body and the Earth.

Not represented by BMC in NJ Herb Pharm® questions 1-800-348-4372

# trilogy

## SEPTEMBER 20% OFF LINE DRIVE

**What's HOT!! Vitamin C Natural Skincare Products 2-week short-cut to Radiance, featuring:**

- **Vitamin C Booster Treatment** 0.42 oz. as sure as *SHAKE, POP + GLOW*
- **Vitamin C Moisturizing Lotion** 1.7 oz

• **Vitamin C Booster Treatment** 0.42 oz with fresh activation for optimum activity. Vitamin C, naturally-derived Hyaluronic Acid, Organic Daisy Flower extract + Certified Organic Rosehip Oil: an intense brightening treatment that helps all complexions glow with that 'lit from within look.'

• **Vitamin C Moisturizing Lotion** 1.7 oz. lush, light lotion for daily hydration, created to be paired with the category-changing Vitamin C Booster Treatment with Daisy extract and rosehip seed oil to help extend + maintain skin brightness and glow.

### Completing the Vitamin C Range

• **Vitamin C Energising Mist** Toner 3.3 oz. instantly invigorating citrus moisture mist, with Vitamin C Ylang Ylang and Mandarin

• **NEW! Vitamin C Polishing Powder** 1.06 oz.

½ teaspoon + warm water for make your own foaming cleansing milk

• **NEW! Vitamin C Revitalising Eye Gel** 0.34 fl. oz. with plant-based Hyaluronic acid + Vitamin C + Aloe Vera

### WHAT'S NEW!!

**Face Serums: clean and clinically proven**

• **Hyaluronic Acid+ Booster Treatment**

- ~ Hydrates, smooths, nourishes & restores dry/dehydrated skin
- ~ 1% plant derived hyaluronic acid to hydrate plump + restore
- ~ 10% acerola, a powerful antioxidant & Schisandra extract

• **Bakuchiol+ Booster Treatment**

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

• + the **VITAMIN C Booster Treatment Serum + The Essential** NON GMO + supporting ethic trade policies. Simply THE BEST

**MADE IN NEW ZEALAND & loved everywhere**

# ESSENTIAL FORMULAS

**CELEBRATING 20 YEARS OF USA SALES**  
**20% OFF discount with 12 item purchase:**  
**mix & match**

buy-in dates: through 09/30 with FREE SHIPPING @ 12 units

### Dr Ohhira's Probiotics® line:

- Probiotics and cosmeceuticals
  - Green PropolisPLUS®
  - NEW! Dr Ohhira's Premium Collagen Plus™
  - Essential Living Vegan Oils
- + the amazing Glutathione Support Supplement with L. fermentum ME-3® probiotic: all 60 caps
- Reg'Activ® Detox & Liver Health™
  - Reg'Activ® Immune & Vitality™
  - Reg'Activ® Cardio & Wellness™
  - NEW ~ Essential ME-3™

All American Vegetarian Association™ approved  
Dr. Ohhira's Probiotic® Supplements—a complete probiotic system  
The award-winning Original Formula and Professional Formula both evolve from vegetable extracts, mushrooms, selected herbs, fruits and seaweeds, all naturally fermented for a minimum of three years, assuring superior digestive and immune support. Hand-made in Japan with a true respect of nature and reverence for science.

"We fill every capsule with our passion and hope of superior health and a long life to all" – Dr Ichiroh Ohhira (1936-2016)

**Dr. Ohhira's is the only whole food probiotic that supports the entire microbiome with probiotics, live probiotics + postbiotics.**

### To place an order:

Speak to your BMC Rep phone: 972-255-3918  
fax: 972-255-6648 email: [orders@essentialformulas.com](mailto:orders@essentialformulas.com)  
follow on Twitter: @DrOhhiras and @It\_Takes\_Guts

[www.essentialformulas.com/regactiv](http://www.essentialformulas.com/regactiv)

**Dr. Ohhira's Probiotics® The Probiotic of Choice**

*A company committed to discovering and distributing groundbreaking, scientifically advanced dietary supplements from around the world*





hive products for health  
**Honey Daily: everyone benefits  
 FIND THE HONEY SALE**

Ask your BMC Rep about the  
**Fall 2020 Featured EDLP Immune Products**

- (1) your initial Promo order determines the Fall EDLP Discount through end of year
- (2) reorders will automatically receive the Promo period on Sku minimums required beyond shipping minimums
- (3) buy-in dates through 12/31/20
- (4) submit EDLP orders to BMC Rep or to [bergen.mickelberry@gmail.com](mailto:bergen.mickelberry@gmail.com)

**Discount tiers:**  
**initial order 36 units = 20% OFF**  
 mix & match in cases of 6 each  
**initial order 72 units = 25% OFF**  
 mix & match in cases of 6 each

**You can get up to 25% OFF through  
 December 31st on these items:**

- 101 Elderberry Honey Tonic 4 oz.
- 102 Elderberry Honey Tonic 8 oz.
- 116 Elderberry Immune Support Spray 2 oz.
- 116PK6 Elderberry Spray 6-Pack display
- 112 Honey Propolis Throat Spray 2 oz.
- 112PK6 Honey Propolis Throat Spray 6-pack display
- 105 Throat & Lung Honey Tonic 4 oz.
- 106 Throat & Lung Honey Tonic 8 oz.
- IOSNS-V Immune "On Sale Now" Signage vertical 8.5" x 11"
- IOSNS-H Immune "On Sale Now" Signage horizontal 8.5" x 11"

~ Fall Promo through 12/31/20  
 ~ signage available to promote deals work with your BMC Rep to get these great deals  
 ~ Free shipping orders over \$100.00 after discount  
 \*\* Warning: Don't give raw honey to children under 1 year of age.



**BETA GLUCANS**

the two most important-words this Fall  
 "The Single Most Important thing you can do for health is strengthen your immune system."

**Rev • Up Wellness DEFENSE with Wellmune®**

has become a best-seller. Stores are endcapping it  
 \* ALL the recommended essentials in one formula: all the others lack beta glucans!!  
 Strengthening Immunity during Seasonal Challenges and Travel Stress\*

**Rev • Up Wellness DEFENSE with Wellmune®**

30 caps. Immunity\* Circulation\*  
 take DEFENSE daily to support healthy immune and circulatory systems during year-round seasonal challenges.  
 with (1 cap) Abigenol (50 mg) {Silver Fir bark extract, Abies alba), Wellmune® (250 mg) [beta 1, 3/1,6 Glucan]+ Vitamin C (acerola cherry powder) 90 mg, Vitamin D3 20 mcg (800 IU), Selenium (Selenomethionine) 55 mcg and Zinc, Zincnova® (11 mg)

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

**Make your Immune system aware™**

**Targeted Antioxidant Nutrition**  
**Rev•Up Wellness® DEFENSE with Wellmune®**  
**Rev•Up Wellness® ENDURANCE**  
**Rev•Up Wellness® VELOCITY with Wellmune®** with the wintertime tree bark extract Abigenol® European Silver Fir Bark extract

learn more at: <https://immunehealthbasics.thinkific.com/courses/ruw-training>

**Feel the difference with these award-winning products!**



**ekoeh**  
BRASIL

**Quality, Performance, Natural Ingredients**  
 the new paradigm for a life of healthy hair  
**Hair Food Color Cream™**  
**15% OFF ALL COLORS**  
**September Back to School Promo**

**Nothing better**

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

- Ammonia free • PPD/PTD, Lead free
- Gray coverage • Organic Ingredients
- Eco-Friendly • Suitable for all types of hair
- Safe on chemically-treated hair
- Soft, 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, Diazolidine urea, Glyoxal, DMDM hydantoin, Imidazolidine urea Quaternium-1 + no Fragrance

**RE-THINK your Hair Coloring.**

**Preserving Brazil's natural resources is the inspiration for Ekoeh's Hair color line!**  
 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.



**SEPTEMBER 4 + 1 DEAL**

Entire line except these items: Black Garlic caps, Black Seed Oil, Lungforte™, Wintervits® Zincovit® C, and Bronchial Formula (these items are NOT on sale because the demand is so high they are being flown in regularly!)  
 + the NEW 7Day Probio is an even better deal!! (see below)

**SELLING PROBIOTICS**

an amazingly-large selection of Probiotics best sellers: ImmunProbio™, UltraProbio™, OralProbio™, FemProbio™, Women's Probio, ColonProbio, SeniorProbio™  
**HealthAID® America - offering Probiotics since the early 1990s**

Sold to health food stores + healthcare professionals. MAP-Policy- applied  
 ~ Made in the UK- sourced from Europe, America + New Zealand  
 ~ Guaranteed-potencies + Quality from DNA verified-Strains

**7Day Probio 3 + 1 Promo**

extended through 12/31/20. WOW  
 • 200 Billion CFU\* • 10 viable strains  
 • 2000 mg Prebiotics  
 • Room-temperature stable!!  
 • A one-week course: once daily  
 • 10 viable strains with 2 Prebiotics.  
 • Dairy Free. Gluten Free. Vegan.  
 net wt. 0.7 oz. powder

\* At time of manufacture

<https://www.healthaidamerica.com>



**TOPICALS with CBD**

for everything September  
 made by aromatherapists, in-house  
 Bliss in Every Bottle™

**SEPTEMBER PROMOTIONS**

**Aromaland CBD Body Lotion**  
 (12 oz. with 750 mg CBD) best price: \$19.99/\$39.99

- Ylang Ylang & Ginger
- Jasmine & Clementine • Lavender
- Tea Tree & Lemon • Lemongrass & Sage
- Rosemary & Mint • Unscented/AromaFree®

**PROMOTION\*:**

**Buy 3 ea. per SKU = 10% OFF**  
**Buy 6 ea. per SKU = 15% OFF**  
**Buy 12 ea. per SKU = 20% OFF**

Aroma Land® also leads the category of CBD-enhanced skin care! There are CBD receptor sites all over the skin + yes, you can absorb CBD through the skin!  
 Sold in health food stores/50%-margin

**Essence of Well Being®:**

~ all with no detectable levels of CBD through laboratory analysis: topicals, ingestible extracts, terpene-driven formulas; massage oils; CBD honeys and honey sticks  
 ~ all full-spectrum. Aerial parts. Made in US. American-grown Organic hemp

Approved by the New Mexico State standards 3-party tested, per batch. Certificated of Analysis available upon request

**Get Better. Stay stronger, with purer CBD**

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

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



**September Medicinal Mushroom Special  
 MAITAKE+ /& SHIITAKE**

**Immune Support^ / Liver Health^**  
 Certified Organic\* hot water/alcohol extracts actives listed in the nutritional supplements panel

**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 September Promotion' when placing order  
**Maitake:** 300 mg hot water/alcohol extract 12% polysaccharides  
**Shiitake:** 300 mg hot water/alcohol extract 15% polysaccharides

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

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

**PRODUCT UPDATE.**

Mushroom Science® current in-stock for the superhot in-demand medicinal mushrooms

- Agaricus blazei Chaga Extract • Cordyceps Cs-4
- Immune Builder® Lion's Mane
- Maitake Organic, Full Spectrum caps - on sale
- Shiitake - on sale
- MaitakeGold 404™ 1000 mg strength liq.

**Setting the standard for quality in medicinal mushrooms since 1994!**

<https://mushroomscience.com>



# bodyceuticals

## SEPTEMBER CALENDULA SALE

**10% OFF** line drive  
with all orders over \$200\*

Includes the newly-returned favorite

- **Raspberry Lip Balm.** 12-count, with display **10% OFF** (sale price = \$31.86) or, for this Sku, consider deeper discount: **15% OFF Raspberry Lip Balms refills** (\$30.09) when buying 12-ct, without display

### Free gift with all orders

- **Free mini-After Sun Relief** oil for buyer, with all orders
- **Free packet of calendula seeds** upon request. Freshly harvested organic calendula seeds from our farm

Calendula is abundant in the late summer and is providing many smiles around the farm. With its deep oranges and variegated solar-inspired yellows, it is such a happy flower blooming in the season's warm summer sun. Herbalists have a perfect name for this golden gem - "The Flower of the Sun".

A powerhouse in the herbal kingdom, calendula contains potent components called flavonoids, which are antioxidants found naturally in fruit and vegetables. Flavonoids give plants their color and help protect the plant from bugs and microbes. These components function in the cells of the human body in a similar way - as a protective mechanism against free radical damage.

Made with plants & love in the USA  
[www.calendulaskincare.com](http://www.calendulaskincare.com)  
[www.bodyceuticals.net](http://www.bodyceuticals.net)

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## Oxylent® goes internet

You all should have received a communication from Vitalah® by Oxylent® (a division of Nordic Naturals®) that abruptly announced that they have decided to no longer sell wholesale to health food retailers, or any retail. They have taken their product inhouse, and so - from several weeks previous and into the future - the only place to buy Oxylent® is direct retail, and on-line. This was a shocking and sad event that BMC accepts as - and we all have to be aware -

Strange Days Indeed!

We loved Oxylent® and worked to promote the line through thick and thin, and we all move on. Management has its reasons.....

We have nothing more to say!

We have no way to direct to contact them and have been given no direction! It is what it is.....

**DRINKOXYLENTENRICH LIFE™**  
[www.oxylent.com](http://www.oxylent.com)

# AROMA LAND

## September Bodycare Collection Promotion\*

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
  - Hand & Body Lotion • Shower Gel
  - Massage & Body • Bath Salts 20 oz.
  - NEW: • Hand Soap NEW: • CBD Body Lotion
- Scented and enhanced with beneficial therapeutic-grade Essential Oils of Lemongrass, Sage + Vetiver that offers a clean, slightly spicy, invigorating aromatherapy experience

**Buy 3 ea. per SKU = 10% OFF**  
**Buy 6 ea. per SKU = 15% OFF**  
**Buy 12 ea. per SKU = 20% OFF**

### More deals!

- ~ Lemongrass & Sage glycerin bar soap **10% OFF** in units 6 ea.
- ~ Sage Dalmatian essential oil (10 ml. 1/3 oz.) **10% OFF** in 2 ea. *Salvia officinalis*. Country of origin: Dalmatian Islands

\*Must ask for "BMC monthly deal" when placing every order

\*Discounts August 1 - September 30th

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

# REJUVONATE YOURSELF! JUVO™

## SEPTEMBER Line drive 3 + 1 per Sku

### Build a Wall of JUVO for Community Health

Myriad colorful, Organic, Raw, Whole Foods  
GOAL: JUVO every day for Health  
Postbiotic Metabolites create the best health!

- Natural Raw Meal Canister
- Raw Meal Green Apple
- Raw Meal Fantastic Berry
- Raw Green Superfood Can
- Raw Green Protein Can

Best way to ReJUVOnate Health

### Go raw in 2020

Ask about new product placement deals  
ReJUVOnate Yourself!

ReJUVOnating Benefits:

**Certified Organic Raw, Whole, Non-GMO  
Ingredients means:**

- Support a healthy immune system, improve digestion, increase Energy, help balance blood sugar levels, rich in antioxidants, dietary fibers + phytonutrients.
- Formulated by an oncologist
- Convenient: perfect for a quick meal on the go  
Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives

No Artificial Flavors, Colors, Sweeteners or Stevia

**Premium plant based whole foods to optimize  
your nutrition. Raw for 21 years: 1999-2020.**  
ReJUVOnate Yourself!

# NEWTON homeopathics

Nurturing Naturally Since 1987

## SEPTEMBER 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

- Aches~Pains • Eczema~Skin Care
- Prime+ • Sciatica~Nerve Care

~ SAVINGS for YOU and your Customers

### Homeopathic OTC Formulas

^ **Aches ~ Pains** - for symptoms associated with bruises, strains & overexertion such as pain, stiffness & inflammation.

1 fl. oz. liquid + 1 oz. pellets in glass jars (N019)

^ **Eczema~ Skin Care** - for symptoms associated with eczema, psoriasis, sunburn, rashes + other skin conditions such as itching, pain, sensitivity & inflammation.

1 fl. oz. liquid + 1 oz. pellets in glass jars (N017)

#26 best-selling Adult homeopathic formula

^ **Prime+** - for symptoms associated with aging such as impaired memory, loss of vitality, general weakness & dry, wrinkled skin.

1 oz. liq. + 1.7 oz. liq. + 1 oz. pellets (N212)

^ **Sciatica~Nerve Care** - for associated symptoms such as sharp or throbbing pain, inflammation, numbness & discomfort.

1 fl. oz. liquid + 1 oz. pellets in glass jars (N049)

learn more @: <https://www.youtube.com/watch?v=CDT7VixhoY>

#2 best-selling Adult homeopathic formula

^Cannot be combined with other discounts

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

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

# AloeLife..

## SEPTEMBER PROMOTIONS KIDS LOVE CHERRY BERRY!

^ **Cherry Berry Aloe Juice Concentrate**  
16 oz.

^ **Cherry Berry Aloe Juice Concentrate**  
32 oz.

^ **Body Heat Vanilla Rub** 7 oz. topical

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

Mix & match from the items listed above

**EVERY STORE needs some Aloe Life!**

**ALOE 2020**

^ Discounts cannot be combined  
effective Sept 01- Sept 31

**Cherry Berry Juice Concentrate** - whole leaf unfiltered concentrate with no water added. Truly a delicious Whole Leaf Aloe Vera Juice Concentrate experience: the highest quality Aloe Vera in a bottle, providing maximum health benefits and usage compliance. 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. Promote for all age groups, Children & the Elderly. Taste accomplishes compliance: the best one ounce of health for everyone, everyday!

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

\* Whole Leaf Aloe vera is one of the most nutrient-packed foods known on the planet

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



high amounts of wear and tear on a daily basis, such as liver cells, cardiovascular tissues, and immune system cells. By the very nature of their biological tasks, the liver, cardiovascular system, and immune system all require extensive antioxidant support on a daily basis.\* We now have valid ways of supplementing glutathione levels.

Pubmed now contains over 100,000 published, peer-reviewed medical studies referencing the benefit of glutathione (twice as many research papers as Vitamin C). If I am assembling an army to counter a viral invasion (and knowing the intel on what coronavirus does generally to the liver, lung and heart), I cannot think of a single nutrient that works better structurally to keep the body strong in these immune-challenging times.

Additionally, "research shows that active glutathione (GSH) primes white cells such as natural killer (NK) and T cells, your body's front-line infection fighters. GSH-enhanced T cells are able to produce more infection-fighting substances, controlling both bacterial and viral infections." (CoreMedScience blog. Dr Popa, MD).

And completing the nutritional good news trifecta, we are all becoming aware of short-term damage and long-term effects to heart health in those infected by the Covid-19 coronavirus. "Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) infects host cells through ACE2 receptors, leading to coronavirus disease (COVID-19)-related pneumonia, while also causing acute myocardial injury and chronic damage to the cardiovascular system. Therefore, particular attention should be given to cardiovascular protection during treatment for COVID-19." (read at <https://pubmed.ncbi.nlm.nih.gov/32139904/>). Nat Rev Cardiol. 2020 May;17(5):259-260. doi: 10.1038/s41569-020-0360-5. May 2020.

Studies of patients who survived an earlier respiratory syndrome related coronavirus (MERS-CoV, identified 2012) expressed similar pathogenicity, myocardial damage resulting from infection, cardiovascular system abnormalities and glucose metabolism disorders during a 12-year follow-up survey. What is happening this year is gonna have heart health ramifications into the next decade for many of those infected!!

We know that people with pre-existing cardiovascular challenges are more susceptible to severe health outcomes with this current coronavirus (Covid19). Research will prove that this virus will be worse than we currently know for the human heart. For some, as Hippocrates would determine, this crisis will be a life or death battle. For others, this will mean a weakened heart for a very long-time or a lifetime. Crisis!

This is nothing to act childish about with political quibbles. Moreover, this is something modern medical science is doing almost nothing about. There will be no miracle vaccine. In December 2019, the initial front-line research from China noted that "many antiviral drugs can cause cardiac insufficiency, arrhythmia or other cardiovascular disorders. Therefore, during treatment of COVID-19, especially with the use of antivirals, the risk of cardiac toxicity must be closely monitored." Science feels its drug model hands are tied, and they are embarrassed to look elsewhere: to nutrition.

The action is now, and it looks like it has to emerge from the local community health resource center: your store. Glutathione is God's gift to the heart (and the liver and the immune system!) Boosting glutathione is good for your health, it offers greater antioxidant protections and it helps improve detoxification. Immune support: glutathione is essential. Glutathione is about to become the most-trusted primary nutrient for heart health, equalling its cellular superhero cousin, CoQ10s reputation. Glutathione is naturally abundant in the lining of a healthy respiratory system.

From drjewilliams.com: "During viral infection, increased viral replication leads to a higher viral load causing significant oxidative damage to lung tissue. It's also associated with the high levels of inflammation responsible for ARDS (acute respiratory distress syndrome) and the greater likelihood of dying from SARS-CoV-2"...(and) "Viral infections, like SARS-CoV-2 that cause COVID-19, can induce massive reactive oxygen species (ROS) that lead to severe tissue injury. Viruses alter redox balance within infected cells leading to inflammation and tissue damage. A robust redox reaction can beat back the damaging effects of viral infections".

Am I missing something here? Glutathione, Glutathione, Glutathione. So, while the commercials are introducing the word ashwagandha to the Americans TV masses, we have to move in new directions: we have to be the leaders. Beta Glucans and Glutathione are the new "most important." Your communities need you. Placement creates interest. Research leads to education. Sales increase the likelihood of purchase. The Medicinal Mushrooms, properly made, are your best sources of natural beta glucans (in perfect shape, as nature intended). Maitake and Shiitake are the best to start a rotation with, then follow with Reishi and Cordyceps. **Mushroom Science**<sup>®</sup> guarantees beta glucans and are the best value (with the best everyday margins for you) for the highest actives (and they do not allow internet retailers). I can't make you choose this premier company, the oldest seller of guaranteed active medicinal mushrooms in America: I can only suggest. Your premier herbal for polysaccharides is Astragalus and it is the polysaccharides, found in a properly-harvested and processed whole leaf aloe vera, that contribute to its reputation as a medicine cabinet in a plant.

Glutathione: there are about four good options out there today, at this critical time. For dosage, price, research, activity and benefit, none of them match the research on ME3<sup>®</sup> the highly concentrated source of patented strain *Lactobacillus fermentum ME-3*<sup>®</sup>. **Reg'Activ**<sup>®</sup>, from **Essential Formulas**<sup>®</sup>, is a probiotic that makes Antioxidants.\* Other Glutathione products provide Glutathione, while **Reg'Activ**<sup>®</sup> produces Glutathione. **Reg'Activ**<sup>®</sup> is a broad-spectrum, glutathione-activating agent that: (1) provides Glutathione\* (like other legitimate glutathione supplements)—with these other benefits, (2) recycles Glutathione\*: activates deactivated, spent/recycled glutathione; (3) helps to create/produces Glutathione levels in the gut\* (amazing)—while also showing promise to (4) ME-3 *lactobacillus*<sup>®</sup> seems to be able to create Manganese SOD\*. As a probiotic strain with over 20 years of clinical research, it contains both glutathione peroxidase and glutathione reductase enabling the synthesis of GSH. (<https://www.naturalmedicinejournal.com/blog/lactobacillus-fermentum-me-3->

sponsored-essential-formulas-inc). Ask your BMC Rep for a white paper on this incredible oral dose natural probiotic supplement, available in four (4) Essential Formula<sup>®</sup> products!!

Time to learn new categories and new products, and unfortunately, new applications. I have been saying for about 5 years that the future of natural medicine will be probiotics and beta glucans and polysaccharides. I need to now add this other super-critical nutrient to this 20th Century prescription: glutathione.

Now certainly NAC (N-Acetyl Cysteine) is beneficial in this model, as a precursor to glutathione and that is why the popular **Reg'Activ**<sup>®</sup> **DETOX & LIVER HEALTH**<sup>™</sup> contains the probiotic *Lactobacillus fermentum ME-3* along with: NAC and L-methionine as glutathione precursors; and L-selenomethionine for healthy levels of glutathione peroxidase; and milk thistle extract with Silymarin to work in unison with the liver with all this activity and detoxification going on!

The options are here for your store medicine cabinet. You have to learn to master the basics and generously market their potential within the legal constraints that the pharma/MD's lawyers put on us through Congress.

These limitations are nothing compared to the limitation of not stocking the products (😞)

Dr Decker Weiss was the first practitioner-teacher who led me to the expanding world of nerve-related immunity! It is the nervous system that regulates innate immune responses through the release of neurotransmitters, neuropeptides and neurohormones. "The immune system and the nervous system maintain extensive communication, including "hardwiring" of sympathetic and parasympathetic nerves to lymphoid organs. Neurotransmitters such as acetylcholine, norepinephrine, vasoactive intestinal peptide, substance P and histamine modulate immune activity." (nature.com)

Likewise, we may find that the immune system in a crisis may attack the cells of the central nervous system, leading to damaged nerves and more. We still have a lot to learn, but we should always remember the role of the good fats, and include into our presentation the products we used for anxiety, and support that nourishes and reinforces nervous system health. I am such a big fan of the Herb Pharm<sup>®</sup> Nervous System Tonic<sup>™</sup> to restore and tone the nervous system\* with extracts of "milky" Oat seed, St Johnswort flowering tops, Celery seed and Lavender flower. And of course, the confident use of the adaptogens. Unsurprisingly, the **Nervous System Tonic**<sup>™</sup> has sold out in these crazy times: get your preorders in now as it will be back at the end of the month!

CBD plays a significant role in this current health-challenge paradigm, although the benefits may be greater with prevention than after the host infection has occurred. Immune Homeostasis: CBD.

Developing research postulates that CBD has an effect on both the innate and adaptive immune response, and we all are aware of the influence on the inflammatory response systems. If you really want to help your community with the mental aspects of these accumulating crises, then bring CBD back to the forefront. CBD is part of the ABCs of helping our community with these Pandemic times. Anxiety: CBD.

We were certainly blessed with being given the powerful energetics of CBD well in advance

continued on page 8



# ABSOLUTE LABS™

Inspired by Wellness

**September Promotion**  
**ALL CBD LIQUIDS on sale**  
**20% OFF**

**Two brands, for two different customers:**  
**available through BMC**

Buy-in dates: 09/01- 09/30/2020  
Must ask for Promo when placing order

**NAAWK® all 1 fl. oz.**

**Unflavored + Sweet Orange**

Full-Spectrum 10 mg CBD Tincture Unflavored

Full-Spectrum 20 mg CBD Tincture Unflavored

Full-Spectrum 50 mg CBD Tincture Unflavored

THC-Free 10 mg CBD Tincture Sweet Orange

THC-Free 20 mg CBD Tincture Sweet Orange

THC-Free 50 mg CBD Tincture Sweet Orange

**Oxygen Nutrition®**

Extracted using low-temperature CryoPress and low-temperature chromatography, our Certified THC-Free CBD Tinctures are rich with beneficial natural compounds. An ideal way to help your whole family find their healthy balance.

Full-Spectrum 10 mg CBD Tincture Unflavored

Full-Spectrum 20 mg CBD Tincture Unflavored

Full-Spectrum 50 mg CBD Tincture Unflavored

Certified THC-Free 10 mg CBD Tincture Sweet Orange

Certified THC-Free 20 mg CBD Tincture Sweet Orange

Certified THC-Free 50 mg CBD Tincture Sweet Orange

Other ingredients: Organic MCT (medium-chain triglyceride) Oil (coconut-derived), Hemp extract (aerial parts), Organic Orange Oil (cold-pressed)

Oxygen Nutrition® orders@oxygennutrition.com  
NAAWK® orders@NAAWK.com

<https://absolutelabs.com/> • Inspired by Wellness  
a broad range of MADE in the USA, high quality

# functional remedies

**Hemp products quality-controlled from seed to shelf**  
Bringing lives into balance on a global scale with the most efficacious hemp oil products on earth.

**SYNCHRONICITY IS HERE!**  
**the best products in America**

Hemp products quality-controlled from seed to shelf

**Synchronicity™ INGESTIBLES**

with full spectrum hemp oil

• 1 oz. tinctures two dosages  
1000 mg + 500 mg.

Natural, Peppermint + Berry Lemonade

• 30 + 60 count capsules 25 mg.

• 30 count capsules 50 mg.

**Synchronicity™ TOPICALS**

with full spectrum hemp oil

• Facial cream 2 oz. (250 mg)

• Body butter 3 oz. (450 mg)

• Body oil 8 oz. (200 mg)

• Body lotion 8 oz. (1000 mg)

• Sports balm 3 oz. (2500 mg)

• Youth serum 1 oz. 100 mg

**Your store wants Synchronicity**  
**the most efficacious Full Spectrum Hemp Oil**  
**with maximum phytonutrients**

Functional Remedies 1st Hemp Company to earn 3 GMP Certifications, for Food, Cosmetics + Dietary Supplements.

- Most nutrient-rich hemp plant; genetically-superior seeds: over 20-years of careful cultivation
- Proprietary lipid infusion process; patented processes

# Crystal Star™

for the whole person™

SINCE  
1978

**Back in stock, shipping now**  
**NEW OPPORTUNITIES**

- Focus • Beautiful Skin
- Ocean Minerals • Night Caps

All 60 veggie caps  
Great new product placement deals –  
ask your BMC Sales Rep for details

**Focus Promotes mental clarity\* Supports memory\*—**  
Chamomile flower, Catnip, American Skullcap, Bacopa Monnieri leaf, Gotu Kola, Lemon Balm, Hawthorn berry, Licorice root, Lobelia, Valerian root, Wild Lettuce leaf, Passionflower

**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, Sarsaparilla root, Dandelion root, Irish Moss, Dandelion leaf, Ginger, Royal Jelly. Smooth, plump, hydrate.\*

**Ocean Minerals—Plant-based calcium for bones\* Promotes collagen for skin\*—**  
Iodine (Potassium Iodide), Chloride (Potassium Chloride), Potassium (Potassium Chloride), Organic Alfalfa leaf, Watercress leaf, Spirulina, Dulse, Sea Buckthorn fruit, Irish Moss, Dandelion leaf & root, Nettle leaf, Organic Barley Grass, Butcher's Broom root, Gentian root, L-Glutamine, Kelp

**Night Caps Promotes a healthy sleep cycle\* No morning drowsiness\*—**  
Valerian root, American Skullcap, Passionflower, California Poppy (aerial part), Kava Kava root, Oat Straw, Gotu Kola, Hops flower, Taurine, and GABA \*

- Formulas to help: Purify, Rebuild, Relieve, Defend, Balance, Minimize
  - Proprietary blended formulas & Formulation Philosophy
  - Each herb from each batch is fully-tested for identity, potency and purity: no adulterants, no contaminants: all lab tested for metals
  - NON-GMO Project Verified. • MAP-Price protected
- [www.CrystalStar.com](http://www.CrystalStar.com) [www.healthyhealing.com/](http://www.healthyhealing.com/)

# THE FOOD MOVEMENT CO.

**September Promos + rebrand:**  
**DISCOVER BLACK EARTH.**  
**15% OFF**

**25% OFF** if store brings in all three

- **BLACK EARTH Zeolite™ with Humic Fulvic Minerals #1120** 2 fl. oz
- **BLACK EARTH Fulvic Minerals 8 oz. liquid #1118**

1 teaspoon daily. 47 servings composed of both humic acid and the higher molecular-weight humate fulvic acid: a super-charged mineral blend

- **BLACK EARTH SILVER 20 PPM #1121**

**Super Exciting Opportunity**  
**Plant-based Vegan Vitamin D3**  
5000 iu (125 mcg) per softgel

- **Vegan D3 economy size 120 softgels. NEW!** # 3341 (4-month supply)
- **Vegan D3 # 3339** 60 softgels. new bottle

The original. The Food Movement Company was the 1st US company with a truly plant-based Vitamin D3 (cholecalciferol), non-GMO lichen in the US market.

**Order 3 ea. of both sizes of the original plant-based Vitamin D3, and lock in a 20% OFF deal from now until December 31st.**

Must sign up this month through your BMC Rep.

**We are Makers of Plant-Based Functional Foods for better Functioning Humans**  
[www.thefoodmovement.com](http://www.thefoodmovement.com)

# BIONOXNUTRIENTS®

Harness the Medicine Within®

**HEART CATEGORY IS NOW STRONGER**  
**ChelaNOX™ & other new items**

• **INNOVATIVE! ChelaNOX™**

120 capsules. Complete Body + Cardiovascular DETOX Formula

- **M-Mune3™ Super Immunity Blend** 60 caps
- **Stick packs, M3 Miracle Molecule Max:** loose or in a box of 20 pc

**BioNOX continues to grow beyond their best-selling M3 Miracle Molecule Max**

**ChelaNOX™** 120 stomach acid resistant capsules  
^ heavy metal detoxification\*; supports healthy arteries\*  
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, Zeolite  
~ **ChelaNOX Liver + Kidney Support\* Blend:** 199 mg N-Acetyl Cysteine, Alpha Lipoic Acid, Uva Ursi leaf powder, Stinging Nettle leaf powder, Milk Thistle seed powder

~ **M-Mune3™ Super Immunity Blend\*** 60 capsules  
~ 2-in 1 complex of therapeutic Vitamin C – Zinc-Elderberry. Vitamin C (Ascorbic Acid) 1000 mg; + Zinc 50 (amino acid chelate) Elderberry powder 250 mg.

~ **NEW 20 stick pack. M3 Miracle Molecule Max** Ultimate Nitric Oxide Nutrition. Black Raspberry new weight 7 gms. Great to introduce product, the feel the energy\* + for the gym. Display box available to refill: perfect new sales for the outdoor summer month and our current health challenges. People who try it, feel it!

Always: 100% Customer Satisfaction Guaranteed.  
Non-GMO. GMP Manufacture

BIG NEWS!! Free shipping now at \$199 wholesale

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

# ECO LIPS®

The best lip balm for the world

**SEPTEMBER LINE DRIVE**  
**20% OFF**

**RECENTLY LAUNCHED:**  
**BRAZILIAN LIP TINTS**

Luxurious with a creamy satin finish, vegan Brazilian Lip Tints feature ethically-sourced Babacu & Pracaxi oils along with Cupuacu Butter to nourish, moisturize and protect lips. With the fruity, floral flavor of passion fruit, these Fair Trade Certified™, non-toxic earth mineral tints provide pretty, matte coverage for everyday use.

**25-piece convertible lip tint display.**

**\$82.25. SRP: \$5.49 each**

5 each of all five colors: filled assorted convertible display, # 00794

Exciting: 5-pack refills available for each color - \$16.45 per 5-pack 0.15 tube. **5 colors**

- blended.** – {rouge, pink} +
- brave.** – {strong, muted pink-red}
- blissful.** – {soft, dusty rose for a perfect, barely-there flush of color on the lips}
- brazen.** – {a tawny burnt sienna color}
- + **bold.** – {a deep rosewood color with tints of burgundy and mahogany}

**SUPPORT Amazonia & The Brazilian Rainforest region** and give extra support to Eco Lips and the people of Marion, Iowa, recently hit with a serious derecho weather event!

All Eco Lips lip balms are gluten-free!  
Eco Lips® offsets its manufacturing with 100% renewable energy + is a certified B Corporation

\* direct orders only; independent retail account only



of this societal challenge, and we should therefore use the time to understand the endocannabinoid system better, and the gamut of effective use of CBD for so many health needs. As an industry, we more often than not squandered the opportunities given to us to present CBD properly to the non-health food store world: we kinda sat back and let the money flow but we did not spend the time learning and defining the market. To be expected, CBD became a commodity—rather than a treasure—and every linked-in person in the entrepreneurial world wanted in on the action. The power of the moment fizzled like dampened pyrotechnics. And now, we need CBD. Right now. Can we take the reins of the messaging back?

Herbs + CBD for Anxiety. The Brain is a powerful instrument in the mechanics of our Immune System. If a person is not handling their fears and worries and anxieties properly, it is just as damaging to immune response as the known physiological preconditions like diabetes, cardiovascular weaknesses, obesity, COPD, Cancer, Sickle cell disease and other immune-challenges. What a perfect time to highlight Herb Pharm's recent expansion of their **Anxiety Soother™** line!!? There are now More Options for Rough Days, as this long-established best-seller has morphed into a trio of choices for these anxious times. The original formula now has the name **Lavender Anxiety Soother™** and the range now expands to please everyone's palate with an Orange option and spicy **Holy Basil Anxiety Soother™**. The launch Promo continues till the end of September so make a statement with the advancement of this long-established formulation. Tell the people to read the label, whether they know what a combination of Kava rhizome root (Noble variety), organic Passionflower flowering herb, Bacopa herb, Albizia bark, and organic Lavender flower will offer, and let them know that this **Anxiety Soother™** is designed to support the body's response to moments of occasional and mild anxiety\* and that it is calming, relaxing and soothing.\* Yes, the time is now, and the promo launch applies to the 1 oz., 2 oz., and 4 oz. And we all know with the elections 32 days away when October strikes its toll that the 4 oz. may be the best-selling new product in your store this Fall....

There are so many things to add to this list! I wanted to discuss items that could bring energy (and in most cases, significant sales) now. You have a nice sidebar list of things you are mentally adding as you read. But we cannot prepare for the pending deluge without presenting the benefits of Homeopathy as an important and necessary ingredient in the mix. To repeat, Homeopathy was the most beneficial modality used with the greatest effects during the 1918 Influenza Outbreak. Research it: Homeopathy. If the virus literally hits the fan, listen to the homeopaths!

We all know we have to walk gingerly around the truth in America today, and the only thing the medical police are probably eating is donuts as they wait for someone to say that Homeopathy Works. That said, [you know what I mean; wink, wink!], the American consumer cannot buy products that you are not showing. Make that Immune Shelf, and make sure that these **Newton Homeopathics** products are

## IN THE NEWS

### Don't let the news out! Remember, news-people can report this but we can't: Honey may be better at treating coughs and colds than over-the-counter medicines

"Researchers said honey was more effective in relieving the symptoms of cold and flu-like illnesses than the usual commercial remedies, and could provide a safer, cheaper and more readily available alternative to antibiotics.

They encouraged doctors to consider recommending it to patients in place of prescribing antibiotics, which can cause side effects and lead to antibiotic resistance when overused".

"Honey is 'more effective and less harmful' than usual cold remedies. Researchers say honey can be an effective alternative to antibiotics, which are often prescribed for such infections, despite not being suitable". The researchers—Hibatullah Abuekgasim, of the Oxford University Medical School; and Charlotte Albury and Joseph Lee, of the Nuffield Department of Primary Care Health Sciences—began with the consideration that: "There is evidence for honey being used in children, and it has long been used as a home remedy to treat coughs and colds. But the evidence for its effectiveness for a range of upper respiratory tract symptoms in adults has not been systematically reviewed. To address this, the scientists looked at research databases for relevant studies comparing honey and preparations that included it as an ingredient with usual care—mostly antihistamines, expectorants, cough suppressants, and painkillers. They found 14 suitable clinical trials, involving 1,761 participants of varying ages".

Honey Time! **Mickelberry Gardens** has some incredible Pacific Northwest honey to highlight this Winter. And **Essence of Well Being®** has some exquisite CBD honey as the best-possible gift for friends and almost every member of the family. But the gift is only special if it is excellent honey! Where will you build your healthy honey display this season? Stock it high, but let people know that your store delivers well-handled honey—which is all the difference in the world. And remember: do not give honey to children under one year of age!

A movement started in your store: Show Thanks to healthcare workers and first line workers, by giving them a gift of honey. Tell them honey daily benefits everyone. Bee that natural educator!

**Choose your news:** [ <https://www.cnn.com/2020/08/19/health/honey-common-cold-cough-treatment-science-scli-intl/index.html> - <https://money.yahoo.com/honey-may-better-treating-common-155739369.html> - <https://www.positive.news/lifestyle/health/doctors-advised-to-prescribe-honey-instead-of-antibiotics/> - <https://www.sciencefocus.com/news/honey-is-more-effective-and-less-harmful-than-usual-cold-remedies/> ]

"Honey is more effective and less harmful than usual care alternatives and avoids causing harm through antimicrobial resistance".

on it: **FLU CARE, I-WAKER, FEVER-INFECTIO, COUGH-AIRWAY, SICK STOPPER** and **DETOX**. Personally, I am taking **Flu Care** and **I-Waker** beforehand, because I know Homeopathy Works! But we have to also understand the amazing benefit of Homeopathy for a different approach to healing in these times, with the recent stress caused by world events: **NERVOUSNESS-ANXIETY; STRESS-TENSION; PANIC BUTTON!** Want to take that test to see if homeopathy works for you? These products are safe, economical, a shelf life to outlast the next 10 Presidents and—if they work—you will know it! The Beauty of Homeopathy! The market speaks: the three (3) stress-anxiety-centric products above, along with Homeopathic **INSOMNIA**, are in the top 16 best-selling OTC formulas by Newton Homeopathics. Are you limiting your community's options?? Homeopathy Works: **Nervousness-Anxiety** is their #3 best-selling OTC (after **Detoxifier** and **Sciatic-Nerve Care!**).

You stock the shelves: you set the tone. You have the responsibility. We are in a tough position.

You have to offer the best, and you have to appropriately stock the essentials... and most of us are leaving the most financially desert-dry summer of all time. Crisis or Opportunity!? We are always learning. When I worked with Dr. Wu in a row house on the U Street corridor in DC a decade before it started to be rebuilt, and we were seeing the first HIV-AIDS patients in the country, I used to wear this shirt with two Chinese characters on it. The shirt was made by friends of Wu in Hawaii: the communication was that the character in China was open to two translations—either "crisis" or "opportunity." That thrilled me to no end. The

interpretation, I find out, was rather loose (as interpretations often are.) If Wikipedia is correcting that notion, then you know it was optimistically misconstrued! Actually, the Chinese character for "Crisis" is better translated as a compounding of "danger" and "change point." So the very notion of Crisis (and Hippocrates would probably agree) involves an element of danger. But rather than a beautiful moment where an opportunity is created, it is actually considered to represent, in addition to that danger, a point upon which some change is about to occur. Wild; deeper; even better.

We are on the precipice of that Crisis: where all types of life and death realities lay before us. To me, folks, this crisis is scary! There is danger ahead, in our very next step. And – (always good to know), we are at a change point. I am choosing to look at this opportunity as a time of transformation. I ask for you to view the upcoming moments as opportunities for transformation. And I would like to suggest that it begins with your viewing anew your role in providing the good stuff to your community. And working within the confines of an oppressive legal system designed to inhibit truthful communication, let's let your community fully understand that they have options. That the best options are in your store, and that you will work your heart out to keep these products available, even if things get very sticky and unnerving and desperate. You are here for them: they need to know that!

We are in a tough position, and I declare that I see this as being a point of transformation. That does not make the next steps any easier. Batten down the hatches. People will get screwy and angry and scared. Listen and soothe, and be

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## We Are in a Tough Position

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fair. Rise above your own predicament and worries as a front-line worker does, and know that your open doors matter to many people, to many families, to many people who are gonna be pushed to the edge. Local Community Health Resource Center. (We should be subsidized. Like the military!)

Our hands are tied. We all know that. But we are clever. Rearrange your set and be transformative in the product you are identifying as critical. Beta Glucans, Glutathione, herbs for immunity and virus and heart and lungs and liver and mind and sleep and Homeopathy.

I am amazed how things have changed even since I started writing this article. This was a sentence designed for the beginning: we can call this, "recent events": the fire season is just getting started, two large tropical storms (a duo not seen since 1959): oh, and then there is that asteroid.

Calamities replaced by the next episode: people suffer and they anguish. It is hard not to become numb to it and to block it all out. The brilliance of the saints is how they can absorb all this and offer it up: universal positive karmic recycling. Kinda like Glutathione! The difficulties keep charging forward.

They said, 30 days till flu season begins—we passed the mile marker. They said 60 days

till the election—the pages ripped away, and the number tik tocks down to zero. Dr Robert Redfield, MD, virologist and Director of the CDC (Center for Disease Control) and conservative Republican, said this may be "the worst Fall we have ever had." You see: this is not political. An expert, he said, this is "the greatest public health crisis to hit this country in a Century." (08.13.20) I don't want to sound morbid: here are the facts. 2019/20. (data presented June 20, 2020) "between October 1, 2019 and April 4, 2020, there have been 39 million - 56 million flu illnesses, 410,000 - 740,000 hospitalizations, and 24,000 - 62,000 deaths from flu, of which 169 are pediatric, according to the CDC." Add Covid 19, and take the most ridiculous middle ground you can find. Consensus does not matter: preparation matters!

Today I say: we must realize that no one is safe. In the last two days of August, 2020, in a statement from the American Academy of Pediatrics, they said that rate of infection from May to late August rose faster among children and teens than adults and seniors. Danger stares us in the face. It will be so tragic if this projection is correct. A society is measured by how it cares for its elderly citizens. The currency of the empire has been transformed to ethics valuations. It is not bitcoin or stock market or retirement fund, it is humanity. September 1, 2020: numbers representing people—42,284 new Covid-19 cases in the

USA and 1,032 virus related deaths reported by our government in a single day. I am in the camp that believes the numbers are higher, but what does that matter?: the numbers are too high regardless. The numbers are gonna rise, and maybe dramatically. On the circle-back, the boogiemani is gonna visit all our neighborhoods and tears will flow. We have to be resilient: we have to offer hope. In living one day at a time, we would be smart to prepare. Today the country health index reads 6.3 million infected with a highly contagious disease and 190,000 Covid dead.

Time to be transformative in your store. We know that CBD produces biological effects in the central nervous system (CNS), perhaps it is better defined as psychoactive; and that it has a positive effect in regulating immunity. Your shelves, your messaging. Your courage. How well are you investing in health-store branding: your location is the space for the good stuff!

There are so many other tools that we need to highlight now. BMC has products to stretch your Immune Section to the limits, with products that may just be the saving grace for one of the people who shops in your store!

Probiotics! **ImmuProBio**<sup>TM</sup> is the best-selling single product from **HealthAid America**<sup>®</sup>, and it is the perfect complement to the perfect probiotic, **Dr Ohhira's Probiotics**<sup>®</sup>. Yes, probiotics are undeniably essential to keep us healthy and moving along this Pandemic season. **HealthAid America**<sup>®</sup> and their **Bronchial Formula** liquid and **Lungforte**<sup>TM</sup> and **Wintervits**<sup>®</sup> and **Zincovit**<sup>®</sup> have been selling so fast they have been jetting-flying them in from the UK!

Propolis! While honey is now being recognized as beneficial for the entire upper respiratory tract during Cod/Flu season, propolis is the bee-product heavy hitter. Propolis is the superfood to put forward as essential for these trying times. Dr. Ohhira's **PropolisPLUS**<sup>®</sup> is the only Bee Propolis product with probiotic and antioxidant support: Brazilian Green Propolis, with Dr. Ohhira's probiotic base and astaxanthin and flax oil make this one focused and powerhouse wholefood immune system daily. Propolis liquids? Herb Pharm<sup>®</sup> responsibly-wildcrafted **Propolis extract liquid** has been a best-seller for decades as an Herb Pharm-quality Active Responder (in 1 oz. and 4 oz. glass bottles), while newcomer **Mickelberry Gardens'** 0.5 oz. tincture is a great, Pacific Northwest propolis essential!

Elderberry! Herb Pharm<sup>®</sup> makes the best elderberry products in America: quality of berry and topnotch manufacturing, and the guarantees from testing for actives allow Herb Pharm<sup>®</sup> to be the best seller, without the added sugars and other unnecessary distractions. Pure elderberry: Herb Pharm<sup>®</sup>. Another increasingly popular elderberry product is the three-product formula from **Absolute Labs**. The **TriGuard Plus**<sup>®</sup> immune support formulas from Oxygen Nutrition<sup>®</sup> offers a doctor-tested blend of Olive leaf, Structured Silver Water and European Elderberry: people are lovin' it....

Structured silver is the big news in silver for today's specific immune challenges. Yes there are many silvers, and each has identified specialties, but the docs in the trenches are choosing nanocolloidal silvers (in the 20 ppm range) as the best tool for today's challenges.

### September 2020—It's a Great Time to get Healthier

## NEWTON HAS PERFECTED THE USE OF DETOX... WITH HOMEOPATHY

**We have never been in a situation like this before: the health challenges are quite novel!!**

And, compound all this with the Fall season change in temperature, and this may be a really good time to take the "Jump Start Your Health" Challenge. Are you familiar with this thoroughly wholistic detox and reset program created by Dr Luc Chaltin as a way to clear the terrain in your body to be able to perform as intended in maintaining or attaining better health naturally? The Jump Start your Health Kit is formulated for balance worth investigating!!

### Multiple symptoms, but not sure where to start? Begin with NEWTON's Jump-Start Your Health!

**A one-step program for homeopathic detoxification, digestive balance + joint support.**

**Three Keys to Wellness for a Tri-Homeopathic System<sup>TM</sup> response:**

Kit includes (1) **Detoxifier** + (2) **Bowel-Digestive Care** + (3) **Rheumatic-Joint Care**. As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single homeopathic remedies can be challenging.

Here is a foundational homeopathic starting point, a Jump Start!!

**Such an amazing System: subtle, safe + effective for everyone!**

- **Detoxifier**—formulated for symptoms associated with toxicity  
\* Dr. Luc Chaltin learned of the theory of "drainage" because it saved his life!  
"drainage," by itself, should be foundational to any healing modality  
"drainage" is epitomized by Newton DETOX, but it is considered in all their OTC formulas
- **Bowel-Digestive Care**—take control of one's digestive health: clear the terrain and allow the body to achieve balance naturally
- **Rheumatic-Joint Care**—proper assimilation (transformation of food into tissue) and efficient processing of metabolic toxins (uric acid and other free radicals) are dependent upon a well-balanced body. Take control of joint health and clear the terrain for a well-balanced body.

**Note:** All three complexes contained in the kit are available individually in pellet form at standard pellet prices. Standard adult dosage is **6 drops one to four times daily** and as needed for acute situations.

~ People are interested, and will become excited about Homeopathy, when they learn its value

Ask your BMC Rep about the Newton Retailer Employee Purchase Program and take the **Jump Start Your Health Challenge** NOW

**Newton Labs • <https://www.newtonlabs.net> • 1987-2020—33 Years of Excellence**

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## Blue Moose Consulting

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### 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."*

### We Are in a Tough Position

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Only the **Food Movement Company's Black Earth™ Silver** combines a powerful colloidal silver with trace minerals from Humic acid and humate Fulvic Acid. Promote alkalinity, provide superior bioavailable minerals and let the silver do its thing with **Black Earth™ Silver!**

Finally, stores are highlighting the **BioNOX Miracle Molecule Max M3** for the heart and the lungs and circulation, as nitric oxide is a powerful tool to remain strong and healthy and resilient. Ask you BMC Rep why M3 is as essential in the Winter Cold/Flu season as it is in February for Heart Health month.

Covid-19: BMC has you covered!

Dr. Steven Taylor from the University of British Columbia, in his book called *The Psychology of Pandemics* discusses a concept called Covid Stress Syndrome. He calls for the need for the creation of large-scale mental health platforms, preferably free and most likely digital, "to make people more resilient for the challenges ahead." The Pandemic, the economy, civil unrest. Neighbor against neighbor, and the mind is starting to feel more like soggy oatmeal every day. The commercial says that the disease (cancer) comes "when you least expect it": an interesting concept. The thing about this viral invasion is that no one can say that they don't expect it!

A new mantra: **Daily Immune Builder, Rapid Immune Boost**, Beta Glucans, Probiotics, Polysaccharides, Glutathione. C-B-D. Echinacea and Elderberry. Simple messaging on the foundational essentials. Homeopathy, from fever to panic with detox in-between. We have trained our entire careers for this moment. Soldiers at Arms.

This Pandemic here now can be a wake-up call. This Pandemic over the next nine months should be a wake-up call. It is time for transformational change. BMC is active and involved. Let us help!

\*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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• www.bluemooseconsulting.com • PO Box 557, Falls Church, VA. 22040-0557

### COMPANIES REPRESENTED:

#### Newton Homeopaths

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

#### Aromaland Wellness LLC

www.aromaland.com  
https://www.ewbhemp.com  
(800) 933-5267  
Santa Fe, NM 87507

#### Mushroom Science

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

#### Trilogy Natural Products

www.trilogyproducts.com/us/  
supported by Kestrel Sales & Marketing  
Trilogy US Office:  
503.695.6533  
sales@kestrelmarketing.us  
fulfillment: Charlotte NC  
28204

#### Herb Pharm, LLC

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Portals Pharma, Inc. DBA Immune Health Basics®, RevUp Wellness®

(908)-505-5181  
fax: (908)-505-3645  
www.immunehealthbasics.com  
Basking Ridge, New Jersey  
07920

#### Eco Lips, Inc

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

#### Erom, Inc. DBA Juvo

www.gojuvo.com  
sales@gojuvo.com  
800-558-JUVO (5886)  
fax: 714-562-1514  
La Mirada, CA 90638

#### Bodyceuticals

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

#### The Food Movement Co

www.thefoodmovement.com/  
833-MYFOOD-55  
Schaumburg, IL 60168

#### Absolute Labs™

https://absolutelabs.com/  
NAAWK™ +  
Oxygen Nutrition®

1.800.250.5252

Salt Lake City, Sandy, UT 84091

#### Functional Remedies™ Inc. DBA Synchronicity™

https://functionalremedies.com/  
833-600-0732  
Superior, CO 80027

#### Mickelberry Gardens

orders@mickelberrygardens.com  
503.454.6639  
fax: 503.894.7406  
Gresham, Oregon 97030

#### HealthAID® America

sales@healthaidamerica.com  
800.320.5699  
fax: 408.774.4616  
Sunnyvale, CA 94089

#### Healthy Healing Enterprises, LLC DBA Crystal Star®

www.CrystalStar.com  
800-736-6015 | Direct:  
Golden Valley, MN 55426

#### Ekoeh North America Corp. DBA Ekoeh Brasil Vegan Hair Food Color Cream™

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718-866-5167  
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**Support all the lines we represent: Independence, Quality, Strength**

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

