



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: **Sakura: the Japanese Cherry Tree**

Sakura. Cherry trees. Cherry Trees play a pronounced role in the mid-Atlantic region of BMC territory from Charlotte, North Carolina to Washington DC, where the Cherry Blossom Festival is one of our Nation's most well-known festivals, and a rare event focused solely on a tree! But if you wanna consider Cherry Blossom-mania, consider the role of this tree in the culture of Japan.

In American history, we all know the false myth that George Washington cut down the Cherry Tree. The European and North American Cherry Tree (400 species of the genus *Prunus*), while purposeful, is not known for its ornamental beauty. US Cherry Trees are summertime treats rather than Spring color explosions. In Japan, China and Russia there is a separate genus called *Cerasus* (100 species) with larger flowers suitable for aesthetic viewing that led to unique cultivations in both China (plum blossoms) and Japan (Sakura). Cherry Tree cultivation (cultivars

bred by grafting and cutting this very mutable species of trees) has been a culture in Japan since the 8th Century. Wild Cherry Trees still exist in the mountains of Japan, but the trees soon became treasures cultivated for their beauty both in the countryside and in the cities. Wild Cherry trees can grow to 80 feet tall (24.4 m), and Ornamental Cherry cultivars often have expansive canopies (20-40 feet).

Cherry blossoms are flowers that come from certain Cherry Trees. These blossoms are also found in trees that are native to Korea and China too. Asian Cherry Trees.

Today the Cherry Blossom tree—or Sakura—is the national flower of Japan and Japanese culture. There are so many stories to tell about this species, it's study could be the best Pandemic Hobby one could adopt! The Sakura has attained a spirit in the human mindset that represents renewal and optimism. With such a quick-blooming season, cherry blossoms also symbolize

the transience of life (a major theme in Buddhism). Gardening and Nature have never fallen in the Japanese consciousness, and Sakura is a perfect example of this oneness.

"Sakura (桜)—Sakura means "cherry blossom"—and is derived from saku 咲, which means 'to bloom', (or alternately to smile/laugh). The 口 in 咲 indicates an open mouth. Cherry blossoms are a symbolic flower of the Spring, and a time of renewal, and the fleeting nature of life."

What could be more refreshing in your mind in these challenging and negative-energy times, as the warm weather returns and the earth softens, than the image of a remarkably lavish two-week springtime bloom of small delicate pink flowers that swoon to the ground like balletic snow, and carpet the Earth with exquisite natural beauty?

Everyone in Japan is saturated with the importance of the Sakura tree, and this spirit has existed for thousands of years. In ancient Japan,

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Talking Business: **Let's Go Homeopathic! (An opinionated Birthday Tribute)**

The spirit of Hahnemann galvanizes the natural health freedom movement in the United States, even today.

Especially today. The Founder of Homeopathy still lives through the hundreds of millions of people who have been made better, been cured and been saved because of the precepts of the medical system he started, developed and practiced in proving to the world that Homeopathy Works. He proved that Homeopathy was clinically excellent in his lifetime, and his methods are still proving that homeopathy works—for everything from scrapes to childhood asthma to serious viral challenges and arthritis and cancer. While Hahnemann is honored with a statue in Washington, DC (no horse, no war-courage—but rather a scientific megastar who never visited our fair shores), there are many who know nothing of his life or work: yet feel that they have the credentials to bash his achievements with puerile rants unworthy of any intellectual conversation.

Homeopathy Works. The people without blinders on their intellectual curiosity can see that. Homeopathy is better for the flu than CVS's servings. Homeopathy is perfect for Allergy Season, and allergies of all kinds. The slow-medicine movement that built the foundations of Homeopathy embarrass the drug-pushers and the overbooked quick-prescription M.D.s. Hahnemann is my hero because Homeopathy Works. What other practitioner can you name who died very wealthy, adored by the world's Nobility of his age and considered the greatest physician of his time by a large portion of the literate world? Will this ever happen again? Jeff

Bezos, Bill Gates and Elon Musk will be sidenotes 100 years from now, but Samuel Hahnemann will still be known with his theories and medicines and advocates and happy parents—no matter what the AMA lawyers and government cronies and reputation-destroyers try to do. Allopathic Medicine is so afraid of the truths of Homeopathy that they have been trying to assassinate it for the 30+ years I have been working in the healthfood store environment. I hope that the People will always Have the Power!!

The Spirit of Hahnemann is still evoked through the story of his battles against the medical pharisees of his time: he rejected those 19th-century modern medicines he was taught in medical school. Factually, no one in the world today disagrees with his criticism of the barbaric methods of his time. Doctors always need to be called out when they stray from their ethical foundations. (bloodletting, leaches, cold water-dousing, anyone?)

The paradigms of then and now are different in many ways, but the bitter hostility the mainstream had to Hahnemann's discoveries are today just as real: back then, the efficacy of the learned allopathic prescribers and surgeons yielded little health results, and often killed the patient with a different ailment other than what the original diagnostic recommended. Today, these same mainstream folks just show casual callousness in that flamboyant and perverse power move of disregard. The only thing that has changed is the degree of uncouth well-hidden animosity that lingers in the lining of the white coat when you get that smile when you go to the doctor's room. Their legal-cultural death serum is

being applied in an almost unseen homeopathic-like way: talk about so-called reverse-witchcraft!

The self-labelled doctor class offers no respect for differing Professionals, modalities or worldviews (see TCM, Ayurveda, Chiropractic, Herbalism and more here too). One big difference, is that tv commercials did not exist back then. I give Hahnemann great credit for his integrity. All that most of us really want is truth. My truth is, Homeopathy Works!

21st Century "modern" Medicine ain't bad. Ruling out hospital-acquired infections and serious adverse drug reactions that are the 4th leading cause of death in America; and the fact that America is ranked 15th among global well-developed health care systems and "spends more on health care than any other high-income country but has the lowest life expectancy of these nations" (The Commonwealth Fund, 2020). "The U.S. spends more on health care as a share of the economy—nearly twice as much as the average OECD country—yet has the lowest life expectancy and highest suicide rates among the 11 nations. The U.S. has the highest chronic allpath disease burden and an obesity rate that is two times higher than the OECD average."

We here in the greatest country in history are good at copays and referrals to specialists, and keeping people alive for a very long time, even if they are not healthy in their prolonged illnesses, and the pros do not actually make them more healthy. (Foreign concept or business model?) Hahnemann would be appalled: and I feel equally sad for America's elderly and young people.

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farmers used the blooming of the Sakura flowers to decide the time to plant rice crops. The Custom of “hanami” (ceremonial reception) has evolved to the culturally-necessary and elaborate party that it is today: hanami means “flower viewing” and this is a yearly get-together picnic that people (usually families) have every Spring. Like our 4th of July-festival.

Schools and community are intrinsically woven together into a partnership with the family-friend of the Sakura! Almost without fail, there is a Sakura cherry tree on the grounds of every school; and—since the advent of the camera—there are chronological pictures of almost every student, with parents or friends, in front of the school. Pictures under the canopy of the Sakura, to capture the progression of every year of school in the student’s life. Tree Yearbook. Amazing!

Sakura and Hanami symbolize omens of good fortune, love and affection—and the fleeting nature of mortality—as each tree usually has a blossom for only one week.

In America, Cherry “blossoms” are a regional phenomenon, as the plants only thrive in certain climates. The Cherry Blossom prefers latitudes of the USDA Hardiness Zones 5 through 8. (<https://planthardiness.ars.usda.gov/PHZMWeb/> which is actually all of BMC sales-territory). Outside of the Nation’s Capital, Cherry blossoms are usually enjoyed as a time of neighborhood smiles—without much formal pageantry. They certainly enliven a neighborhood. One BMC Rep tells the story of how the Sakura on her front lawn provided years of joy for Mom and Daughter each year from tree climbing to enriching visual Joy, and she shared with the team a photo from years ago as her daughter was growing and learning to love trees: “The Cherry tree is one of my favorite trees. And one day I will plant one here at my new house”. Most of the Cherry Blossoms have already done their dance in the Carolinas and even here in DC, although the Cherry Blossom Festival—a moving event every year based upon peak bloom—is scheduled for April 10th: and really for the purposes of marketing, we can consider April Cherry Blossom Month!

The distinct varieties that we term Cherry Blossom are a modern phenomenon both in America and in Europe. Victorian-era plant collector and gardener, Collingwood Ingram—nicknamed “Cherry”—brought the Cherry Blossom experience to the educated European Colonialists in the first 20 years of the 20th Century. His obsessions were an amazing story of a human being aiding the survival of various species of a single tree. Ingram lived 99 years, and his story is the center of the book by Japanese journalist and non-fiction writer Naoko Abe which is a must-read for tree lovers. *The Sakura Obsession: The Incredible Story of the Plant Hunter Who Saved Japan’s Cherry Trees*. Almost finished the book; you can trust that I will write a totally new article next Spring about this tree, a phenomenon and history-bending showy ornamental tree.

“Cherry” Ingram fell in love with the tree on his honeymoon in 1907, and was considered one of the world’s experts on the tree and its cultivation when he revisited in 1927. The real heroics occurred when he returned to Japan after WWII and he found what fate had fallen on the tree. “How did growing more than one variety of flowering cherry tree become a treasonable offense?” As the book promises *The Sakura Obsession* shares “The remarkable 1,200-year history of the Japanese cherry blossom tree—and how it was saved from extinction by an English

gardener.” 380 pages with a wonderful index. 2019. Knopf Publishing Group. ISBN: 1524733571. {Kindle if you must.} It is also a history book, with some sad realities of the 20th Century wars. It is also about Japanese poetry. Read and learn.

In remembering that Japan was not opened to West until 1853 (there was a 214-year Sakoku where Japan had a severe isolationist foreign policy), it is not surprising that our country knew very little of the Japanese Cherry Blossom. Today there are 3770 Cherry Trees in Washington, DC! This began with acts of friendship and generosity to our country in 1912 from the Japanese people and government when they gifted us 12 different types of Cherry trees (they actually sent 2000 Cherry trees in 1909, but the shipment failed: so they sent more). They were expected to line the Potomac River, but they eventually found a voluminous home at the Tidal Basin that circles in front of the beautiful Thomas Jefferson Memorial!! And now there is a citywide variety, and plants can be found in many areas of the District. 70% of DC’s Sakura are Yoshino Cherry Trees, and their cotton-ball effect are the star of the Tidal Basin Cherry show.

The Tidal Basin is mostly Yoshino (which have a pleasant almond scent) and Akebono trees. Kwanan is the other popular DC Cherry Blossom, and this is the tree that lives near the Washington Monument, blossoming two weeks after the Yoshino with its unique double blossoms that resemble carnations. Other National Capitol Cherry Blossoms include these varieties: Sargent Cherry, Weeping Cherry, the Takesimensis and the Fugenzo Cherry (one of the oldest cultivated varieties in Japan). Proving that tree stewardship is always so important, DC has only one tree of two species, the Okame Cherry and the Shirofugan. We all need to be the custodians of our neighborhood trees! Like the pandas. We have to take care of these gifts from afar! Traditionally, over one million people attend the DC annual four-week National Cherry Blossom Festival. Wanna see the Cherry beauties: here are 10 blossom pictures: <https://www.travelchannel.com/interests/spring/photos/10-cherry-trees-youll-spot-in-washington-dc>

Parts of DC are a sea of pink as I write this. The National Arboretum has 75 varieties of Cherry Trees. Northwest DC where I live is flush with Cherry Blossoms right now. Great unknown tourist spots include the gem Dumbarton Oaks, Foxhall Village; and a little closer to where I live blocks from the National Cathedral, Cherry Blossoms dignify neighborhoods all along DC’s Wisconsin Avenue.

Forgive me if I seem to be bragging, but I love our Nation’s Capitol, and its tree beauty we benefit from because of the generosity of the Japanese people (people have to get their heads on straight again!!). Our reciprocation was sending east the American Dogwood Tree. Two things that you also may not have known about Washington DC: “Some consider D.C. as the birthplace of arboriculture due to the tens of thousands of trees planted here in the 1800’s which earned D.C. its nickname, the “City of Trees” (<https://caseytrees.org/about-us/>); and, we here do not have a vote in the US Congress—so the people of DC are disenfranchised!! If you want a “friendship city,” then make DC the other city (town, county) to plant a tree in. (we will accept all apologies for the recent misdirected abuses: DC believes in America!)

In a funny juxtaposition, Macon, Georgia—home to over 350,000 Yoshino cherry blossom trees—is named the “Cherry Blossom Capital of the World”! Cherry Blossoms are given Spring-time honor around the US—from Boston’s

Charles River, to the Cherry Blossom Walk in Nashville, and the Roosevelt Island Cherry Blossom Festival in New York City, and the Missouri Botanical Garden in St. Louis. Do you know the stories of local Cherry Blossoms in your home community?

Historically, the cultivation of Cherry Blossoms may have started in the Qing Dynasty in China (221-206 BC), and some speculation suggests that the Cherry Blossom originated in the Himalayas! “Over 400 flowering varieties have been cultivated by humans in Japan over the previous 1200 years.” “The link between the Imperial Family and cherries was made clear by the mid-ninth century (812 AD), when a Yama-zakura tree was planted on the left-side of the main building of the Imperial Palace in Kyoto.” 200 BC till 800 A.D., and the story was just beginning!

In most parts of Japan, the plum, peach and cherry trees blossom at different times, but in the north-central Fukushima prefecture, the small agricultural town of Miharu (name means “three springs”) all three blossom simultaneously. In Takizakura Park in Miharu is the “waterfall cherry tree” that is over 1000 years old: it is classified as one of the five great cherry trees in Japan. About 300,000 people visit this tree every year. That is a lot of reverence for a single tree: Japan loves their trees!

In our commerce today, Sakura is catching the ear of the foodie and the herbalist. Buddha Tea loves their Japanese Cherry Blossom-black tea blended tea. Everyone with a corkscrew trashed Trader Joe’s Cherry Blossom wines (actually, an average cheap Pinot Noir) but I traveled to get one and it has a pretty label! Salem Oregon and the wine-rich Willamette Valley and their cherry industries have Cherry Blossoms and Festivals. Justonecookbook.com has a whole recipe book for celebrating Hanami Cherry Blossom-viewing [<https://www.justonecookbook.com/cherry-blossom-viewing-hanami-recipes/>]: cookies with salt-pickled cherry blossoms, anyone? They are beautiful, and delicious. Cherry blossom milk pudding; Sakura mochi with cherry blossom leaves; and cherry blossom Madeleines and rice balls. Both Baskin Robbins and Haagen-Dazs have created limited-edition cherry blossom ice creams (2016. 2018 respectively). Fad? Not yet, but we may get there!

“The flower petals are edible. The cherry blossoms and the leaves are edible and used in many traditional Japanese sweets and tea. They are first pickled and then used in recipes for mochi cakes, candies, and even cookies. You can also brew sakura blossom tea or make cocktails with preserved blossoms.” How about cherry tree rice cakes? Cherry Blossoms make up a top US fragrance. “The top fragrance from Bath and Body Works is consistently their Japanese Cherry Blossom. Thirty million units of the mixture of cherry blossoms, crisp pears, mimosa petals and sweet sandalwood are sold each year.”

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• **Dr Ohhira's Probiotic Kampuku Beauty Bar** – 2.82 oz. bar. Vegan Award-winning and pH-balancing handcrafted soap, for all skin types and especially for dry and sensitive skin: probiotic extract comprised of 14 natural, wild-growing herbals hand-harvested from the vast mountain region of Chugoku district of Japan with seaweed from Japan's ocean, and water. Carefully blended and naturally fermented. Gentle, but effective: moisturizing and deodorizing. 8x winner of the Best of Beauty Awards from better Nutrition Magazine

^^^ American Vegetarian Association™ - verified

^ valid April 01- April 30th. ^ Not to combine with other deals

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

www.essentialformulas.com/regactiv
 Dr. Ohhira's Probiotics® The Probiotic of Choice



April Immune Support Promo

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250 mg. 60 caps

Buy 6 bottles of the 250 mg/60 ct. caps

+ get 1 bottle FREE!!

Stock up & promote!

250, the best-selling sku: people who are informed take Wellmune® every day for life

Wellmune® positive for the gut, digestion and intestinal immunity too!!

"A β -Glucan-Based Dietary Fiber Reduces Mast Cell-Induced Hyperpermeability in Ileum From Patients With Crohn's Disease and Control Subjects"

Inflammatory Bowel Diseases, an Oxford academic journal; pre-clinical studies. University of Örebro (Sweden) 2018

Wellmune® has a strong safety and toxicity profile & is approved as a safe novel food ingredient by leading regulatory agencies worldwide.

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 Immune Health Basics® + Rev•Up Wellness® are brought to you by Portals Pharma, Inc.

MushroomScience®

The Mushroom Science Story: 1989, 1994, 2003, 2021

Started in 1994, Mushroom Science® was originally named "JHS Natural Products" after the three founders, John Seleen, a mushroom grower; He Xianguo, a natural products chemist and Steven Bailey, a naturopathic doctor. The company was started for the sole purpose of introducing PSK to American health care practitioners. Also called "Krestin" in Japan, PSK is extracted from the medicinal mushroom Coriolus versicolor. PSK was the top selling immune support supplement in the world, and the most potent Coriolus versicolor extract available. Although there were Coriolus versicolor extracts being sold in the U.S. at the time, none of them were as potent or as well-researched as PSK.

John Seleen, the primary founder, was first introduced to the research on Coriolus versicolor extracts while at a mushroom biology conference in China in 1989. He was impressed by the extensive research presented by Dr. Yang, the inventor of another Coriolus extract, Coriolus PSP. Dr. Yang presented his original research on the immune health benefits of Coriolus PSP, and also covered many of the studies done on the Japanese product, PSK. The quantity and quality of the research on the immune health benefits of Coriolus extracts was impressive, including more than 500 animal studies and dozens of human clinical trials, all of which pointed to the extraordinary potential these extracts had to improve the health care options available to American practitioners.

A true pioneer in the mushroom supplement industry, Mushroom Science® was the 1st company in North America to offer Coriolus versicolor mushroom extracts matching the quality and content of the PSK used in the world-renowned Japanese research. Mushroom Science® maintains a strong commitment to the science supporting the immune health benefits of medicinal mushrooms. Clinical research has been conducted on Coriolus Super Strength, Reishi Gano 161® and MaitakeGold 404® extracts.

Initially, distributing medicinal mushroom supplements exclusively to health care practitioners, in 2003, the company expanded to offer their high-quality mushroom supplements directly to consumers and wholesale health retail. Currently, the only authorized seller is Mushroom Health. If you purchase from any other company, we do not know where it came from or who those sellers are.



bodyceuticals

They ARE BACK!!

Just in time for summer skincare

Bodyceuticals closed two weeks in March for warehouse updates + maintenance.

We missed them!! ~ they are so wonderful

April Promo 20% OFF Vanilla + Avocado Sheer Oil

2 oz. & 3.5 oz. spray in glass bottle

Must use code APRIL21

sale wholesale: 2 oz. \$8.60;
3.5 oz. \$11.92

Perfectly blended ingredients:

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* Organic

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the CBD conversation has moved beyond...
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• RESTFUL SLEEP • RELAX

The CBD with Terpenes Entourage provides synergy and overall greater effectiveness of potent phytocannabinoids

The details: CBD with zero detectable-THC, Organically-grown American Hemp, 2000 CBD plus naturally-derived plant Functional Terpenes
1 oz. 66 mg CBD per dropper. 30 servings per bottle

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- RESTFUL SLEEP w/ Terpinolene, Myrcene, Linalool, b-Caryophyllene, Terpinol
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• Kosher Certified Organic Sprouted & Green Grass
Blend ALL Organic: Sprouted Broccoli, Sprouted
Mustard, Barley Grass Juice, Kamut Grass Juice, Oat
Grass Juice, Wheat Grass Juice

• Raw Kosher Certified Organic Antioxidant Blend
ALL Organic: Apple, Tomato, Lemon, Pineapple,
Banana, Strawberry, Carrot, Mango, Maqui Berry, Goji
Berry, Black Currant, Acai Berry, Acerola, Concord
Grape, Pomegranate, Blueberry, Cranberry, Raspberry,
Black Berry, Beet.

• Kosher Certified Organic Noble Mushroom Blend
ALL Organic: Agaricus Mushroom, Cordyceps
Mushroom, Maitake Mushroom, Reishi Mushroom,
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Plant-based 5000 iu (125 mcg) per softgel
the original. The Food Movement company was
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BLACK EARTH SILVER -the combination of
Colloidal Silver and Humic Fulvic Acid help promote
a healthy immune response. Small particle size silver
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Fulvic Acid is a super-charged mineral blend found
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Spectacular deals for new product placement

if you bring in the small & the large or bring in the
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Ask your BMC Rep

The Food Movement Company was founded in
2011 out of a small indie health food store in Lake
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a diverse range of organic foods, teas, bioactive
dietary supplements and other healthy choices.

We are Makers of Plant-Based Functional Foods for
better Functioning Humans

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herbal extracts
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and more

*Discounts cannot be combined
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EVERY STORE needs some Aloe Life! ALOE 2021

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Time for you to embrace some Cherry Blossom!

In Q4 2019, **Essential Formulas** redefined the quality of the Collagen products on the market as they brought forward the wonderfully-formulated **Dr. Ohhira's Premium Collagen Plus™**. In a highlight on Sakura, I will not applaud too much how well this formula is made to work wholistically—article for another issue—but I will call attention to the structure of the formula and its ingredients. And yes, there is a way to highlight this Premium Collagen Plus™ formula by educating on the Cherry Blossom extract in the product. We all love regular new business!

This Premium Collagen Plus™ product, designed to rejuvenate and revitalize your skin, has three purposes: a proprietary collagen support system; a proprietary Dr Ohhira's 5-year fermented food blend and a skin hydration and support blend. Everyone can understand the Collagen Support blend with Marine Collagen Peptides, Marine Collagen Tripeptides, Royal Jelly and Coenzyme Q10; the Dr Ohhira's whole food, fermented probiotic (delivering prebiotics, probiotics and postbiotics); and a Skin Hydration & Support blend with Cherry Blossom extract (Sakura), Marine Elastin, and (non-GMO rice extract) Ceramide, and Hyaluronic acid.

The Sakura extract is a classic symbol of beauty in Japan. It is in this formula as a restorative botanical extract offering premium anti-aging benefits, supporting healthy inflammatory response and skin tone.* Its most important health benefits are for anti-glycation. This of course protects proteins and collagen, by reducing AGEs (Advanced Glycation End products). Accumulation of AGEs in skin triggers skin damage and apoptosis of fibroblasts. Sakura extract suppressed fibroblast apoptosis in studies (J. Biol. Chem, 280, 2005) "Sakura extract has been proven as an anti-glycation agent with promotion of collagen formation in fibroblasts that lead to anti-aging."

Studies have reported Sakura (Cherry Blossom extract, *Prunus Iannesiiana*) as an antioxidant, antimicrobial, antiviral, Immune activator, anticarcinogenic, antimutagenic and anti-allergy*. Here it is used for its distinct antioxidant support. *Prunus Iannesiiana* is the Oshima Cherry, and it is a cherry cultivar—also known as Kanzan—and is the paternal species to the Yoshino Cherry.

Sakura extract also showed a skin-whitening effect of certain melanoma cells in a manner and similar potency to acid glucoside (Vitamin C). Sakura has also been studied for skin moisture, skin elasticity, lessening of the pores, and skin smoothness. It is considered best to use Sakura extract in combination with other skin nutrients.

Like with any Essential Formula's product, you know that tremendous research went into the strategy for the effectiveness of the product. Decades of extensive research have enabled the Ohhira team at OMX Nutrition/Biobank Co, Ltd. to curate key ingredients for spectacular dermal and structural revitalization. This blend was not put together through speculation. Dr. Ohhira's team uses science for every product that they make: so, there is a studied rationale for all their formulas. Sakura was added for its effectiveness, and Sakura was added proportionate to the best dosage for the directions given for the product.

This Dr Ohhira's skincare product is mindfully-created to replenish the suppleness of the skin and boost the performance of the joints*



SYNCHRONICITY BY FUNCTIONAL REMEDIES™ INC. Want to Pick the Winner in the Hemp Oil sweepstakes?

As the season changes, farmers are thinking about Hemp harvest season every year. Synchronicity™ by Functional Remedies has the one story like no other: the more you learn, the quicker Synchronicity™ will be your #1 choice Full-Spectrum Hemp Oil—And perfected farming, harvest and manufacturing naturally leads to a superb entourage effect. The wise elder-player on the block, Synchronicity™ rises just in time to replace the Hemp Oil lines that you have become disenchanted with!

No one has the same story as Functional Remedies.

The story: Functional Remedies has been farming the plant and investing in Hemp Oil for 20 years! Learning the plant, FR has created and curated the best-in-class, sustainable, GMO-free hemp products now rebranded as Synchronicity™. FR knew the value of the true power of the plant: and in seeking the best methodologies, they never even considered CBD isolates or harsh CO2 extraction processes.

Chief Science Officer (CSO) Tim Gordon has been a key figure in the hemp field since the early 1990s (no neophyte here): literally, as he started growing hemp seeds in rural cornfields, as he pursued an awareness of the non-psychoactive ingredients from hemp (proof of the endocannabinoid system didn't exist until 1990!). Tim is a hero and pioneer of the early Hemp Movement: in farming & processing, and carving the wisest path the industry could pursue in keeping Hemp Oil a vital and available natural products industry plant. Tim was appointed a board member of The Hemp Industries Association® (HIA®). Functional Remedies® is obviously the exact opposite of fly-by-night.

Shift course with your shelves today, and make Synchronicity™ by Functional Remedies your staff choice! Blue Moose Consulting is known for bringing you the best, and we have done so here again! Best story, best product: price protected.

Synchronicity™ offers you the confidence to market with authority. Functional Remedies has patented the plant that they have been cultivating, observing, growing and testing for 20 years. This one-of-a-kind seed produces a nutrient-dense plant, so that your customers can feel greatest optimal effect. The NCBI (National Center for Biotechnology Information) has recognized this proprietary patented plant as the qualifying standard for the cannabis genome sequence!! So, in the history from their CW2A hemp plant patent to the superior genetic sequence now found in Synchronicity™—the sole source of the CBRX18 Full-Spectrum Hemp Plant—you can offer a quality others are trying to reach!

Hype can only get a company so far, and then it fades. Functional Remedies has been investing in rigorous science and careful growing—and now they will rise as the name you can most trust!

The goal was to preserve the 100+ additional hemp molecules that can be present in Hemp Oil. You can be sure that we have it here! This long dedication by many exceptional experts has created the best. Full-Spectrum was their goal all along, to achieve "A True Entourage Effect™".

State-of-the-art farms in Colorado and rural NW Iowa. Dependable and consistent supply! Perfectly water-fed plants with continuous R & D providing the most studied and holistic CBD-centric Hemp Oils available anywhere in the world today. From true seed-to-bottle dedication, and unique but deliberate back-breaking labor, Synchronicity™ gives you the whole package—and the most dependable phytonutrient, cannabinoid, mineral and omega acid profile you can offer to your local community as defined in their mission statement Wellness through Oneness™.

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To achieve a fully-functional beauty regimen, the body needs a healthy digestive system and immune system. This product is dairy-free, gluten-free and non-GMO (though it does contain fish components). There are five (5) tubes to a box, and it is recommended to drink one tube every 2-3 days for several weeks and then reduce as protocol allows. This liquid food supplement is sweetened with honey and malt extract, and has a pleasant taste: it can be added to any non-hot beverage. (one tube = 40 calories, 2g total carbohydrates and 2 g total sugar).

Need another way to get the skincentric customers' attention? Dr. Ohhira's Premium Collagen Plus™, after the product was introduced in the fourth quarter of 2019, immediately was honored with *Better Nutrition Magazine's* 2020 "Best of Natural Beauty" Award in the "Supplement" category. (and then the pandemic struck!) Now, the sun is up, the sky is blue: it's beautiful and so are you—and it is time to bring Sakura to your community. April Cherry Blossom NEWS: talk to your BMC Rep about how to best make a Skin Beauty Splash this Spring with the best that there is: Dr. Ohhira's Premium Collagen Plus™. On March 2, 2021, this exceptional product became a 2x winner of

Better Nutrition Magazine's Best of Natural Beauty Awards in the "Supplement category". The April 2021 issue of the print and online magazine will feature this humbly-perfect rejuvenative product! [<https://essentialformulas.com/dr-ohhiras-premium-collagen-plus-best-of-natural-beauty-award-2021/>]. Help people find Sakura.

This Spring, offer an inspiring blend—accentuated by the widening story of a new superfood, Cherry Blossom extract—as a gift from Cherry Blossom Festival month to Mother's Day (men will love it too). Your store needs to continue to be the source of the good stuff: the highest-quality ingredients built to regenerate healthy skin, and restore its youthful vitality.

Beauty does not have to be fleeting with Sakura blended with all the best from the Dr. Ohhira team.

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

^ Japanese Flowering Cherries. Wybe Kuitert

^ <https://www.npr.org/2020/04/14/832195428/a-reminder-that-nature-is-strong-in-japan-a-1-000-year-old-cherry-tree-blooms>

^ <https://notwithoutmypassport.com/cherry-blossom-meaning-in-japan/>

^ <https://www.countryliving.com/gardening/g3168/cherry-blossoms-facts/>

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April Promotion 20% OFF ALL Oxygen Nutrition products

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10, 20, 50 mg.
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Other ingredients: Organic MCT (medium-chain triglyceride) Oil (coconut-derived), Hemp extract (aerial parts), Organic Orange Oil (cold-pressed)

TOPICAL BY Oxygen Nutrition®

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- ~ Lavender French: Lavandula angustifolia; L. vera; L. officinalis. This Lavender variety has a strong, slightly green-smelling aroma.
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- ~ Take 5 blend: Essential Oils of Lavender, Mandarin Orange, Marjoram, Roman Chamomile, Spikenard.

Lavender Floral Water — 2 oz. hydrosol
Buy 3 ea. get 10% OFF

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24 pc. convertible displays

Medicinal with Tea Tree 36 pc. convertible displays. Peppermint flavor. For sore and chapped lips. Tea Tree, Lemon Balm, Camphor, Calendula extract, Vitamin E

Founded in 2003, Eco Lips® was the 1st organic lip balm brand on the market created by Steve and Andrea Shriver. "We are a lip-lovin dedicated company producing millions of lip balms annually." The emphasis on USDA-certified organic food grade ingredients just work better to moisturize and protect.

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Homeopathy, on the other hand (while being called quack medicine by truly scientific quacks and dullards) is actually acknowledged by every brain that has a scientific opinion to be safe, if not completely 100% safe. They call that a "bad" thing! The dullards say that you cannot take it (or maybe you should be prevented legally from taking it, getting it or making it) because it does not work. More language guy than scientist, I would call that an opinion!

OK, a reality show: for the reality-tv addicted majority. "Health Cage-Match Evidence". Whose reputation gets out Victorious? In this corner, homeopathy's best—working together in diagnosis and treatment using only Homeopathy; and in this corner, Allopath's finest triages—using all the freely-available drugs they could ever want, all supported by an endless supply of cash from "their sponsors." They can even use tomorrow's medical breakthroughs today!

The weekly show: which group of patients is getting better? The show easily could last longer than any Simon Cowell pettiness, and people will watch. Deep down, most of America cheers for the underdog although the majority pummels us to only cheer for the winners (no matter how the victories are gained). So, while people may start early wearing the I Love Drugs free swag, eventually they will tune in each week to see Homeopathy kick ass with healthy results over and over again. Repeatable evidence! Eventually, the second series starts with the people who were sickened by the "other way" now being double-blind brought-back-to-health with Homeopathy, and the people made strong by Homeopathy now being noticeably made weaker by the drug prescription blunders of the white coats. It would happen, because Homeopathy Works!

Happy Birthday Dr Hahnemann! April 10th 1755. Health Food Stores should throw a birthday party every year in April by focusing on the promise and power of Homeopathy. And this is not a battle for power (well to the other side it certainly is); it is the forward progress of the only medicine that will ever matter in 10/20/50/200 years—and that is integrative, complementary medicine. Why can't we all get along? By its nature, Homeopathy is wholistic, and that scares the money-oriented medical systems. Pharmacists hated Hahnemann in his time because his medicine in those days was inexpensive, could be made from the accumulated writings of cure by nearly anyone, and it ate into the establishment's revenue streams.

I love reading and researching the history of Homeopathy. The practice of this medicine kicked into gear in the 19th Century and from inception it was a popular and effective medicine in the United States, Europe and the many places that colonialism reached throughout the 1840s-1940s period. Two points consistently emerge from my research: homeopathy works; and the power structures of the modern medical paradigm—as it evolved into what it is today (bloated, expensive and malevolent if you question it)—want to assassinate homeopathy by every legal means possible. The protected medical class are adamant that Homeopathy not be considered or allowed its legitimate place in the developing healing paradigms of integrative 21st Century Medicine. The first fact—of homeopathy's recurring successes—is so amazing; and this second point—about the ill-intentions of allopathic medicine—is so sad.

Of all the medicine theory and practice of the last 200 years, Homeopathy is the longest-

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SAD NEWS OF PASSING: IN MEMORIAM



It is with a great deal of sadness that I announce to the Natural Products Family that we have lost an Industry Pioneer and Leader in the American market for Medicinal Mushrooms. In March, quite to everyone's shock and surprise, the leading force for **Mushroom Science**—its cofounder, and owner and leader—John Seleen, died and moved onward from this world.

The growth of the natural food world of medicinal mushrooms in the United States was not grown by capital investment. It was largely grown by dedicated mushroom experts, aficionados and mycologists, who became fascinated with the species of the scientific Kingdom classification of Fungi, and self-built their companies. Medical Mushrooms in the United States.

Advancements in medicine can sometimes be judged by measurements of a human lifetime. John Seleen died too young for what he wanted to achieve; but his last 30 years parallel the growth of the use of Medicinal Mushrooms in the natural medicine community of the United States. Mushroom Science's professional division is the only medicinal mushroom sold in the Cancer Treatment Centers of America [CTCA[®]]. He achieved the top of the mountain for quality and respect with his products: if you know anything about the medicinal mushrooms, you know Mushroom Science[®] is the best!

John Seleen was a bit older than me, and was born and grew up in Minnesota before moving with family to Oregon at an early age. He spent most of his life in the Willamette Valley and Eugene. While I worked with the Piscataway Indians and The Navajo and Hopi and Leonard Peltier's plight in the late 1980s, John worked on the controversial but important issues involving the survival of the Spotted Owl. In many ways, concerns for the survival of this owl was a tipping point for the great, people-centric environmental battles of our lifetime. "What John was really proud of was his legal work on a landmark spotted owl case." But after Law School at the University of Oregon School of Law, John knew he had a more entrepreneurial spirit, and he loved nature more than the desk and office.

Like all Oregonians of the last century, John used nature in his youth to learn about the world. He often went camping and exploring with other mushroom devotees learning (before the internet) and exploring the wonderful mushroom world of Oregon. "The damp conifer forests of the Pacific Northwest are the ideal breeding ground for edible wild mushrooms," and it was only natural, therefore, that John was drawn to the mushrooms all over his back yard. His intellect and entrepreneurial spirit quickly bought him to the medicinal mushrooms.

The national interest we have today for medicinal mushrooms was driven in large part by the regional interest in these local foods that developed culturally in the Pacific Northwest from the 1990s through the 2010s. John learned and taught, and would be known to give public health talks for the Cascade Mycological Society. He was ahead of the game and chasing the science right out of the gate.

You can learn a lot about John's career trajectory from the Mushroom Science[®] website (and you can thank Office all-Everything Shannon for all she has done for nearly the duration of the company all these years). Mushroom Science[®] would not exist today if John had to handle the detail work! [<https://mushroomscience.com/about/> - The Mushroom Science Story].

Details missing are how much work it took to make the contacts, and do the massive research it took to be the best: and refining the testing—and all the essential things it takes to build and maintain a business: labels, encapsulators, developing the Doctor's line. John found a lifeline source in China where people had been cultivating medicinal mushrooms for generations. He was obsessive on quality and science. All Mushroom Science products are tested twice to ensure quality, purity and safety. John sourced mushrooms from around the world, finding the best growers and wildcrafters (Siberian Chaga) where source matters as much as sustainability!

John travelled to China, he went to the International Symposiums, corresponded with the primary experts and mushroom research superstars; and John always had booths at professional and NPA trade shows (all the time!). John believed in the natural retail channel, and he wanted people to know the truth about the true value of properly-manufactured medicinal mushroom extracts.

Some of the significant, historically-relevant company facts, dates and numbers: Mushroom Science[®] was the first company in North America to offer Coriolus versicolor (Turkey Tail) mushroom extracts with guaranteed actives using the Japanese research. In 2003, the Mushroom Science[®] was divested as a brand from the Professional Line, JHS Natural Products—and BMC started repping them in the mid-Atlantic soon thereafter.

Mushroom Science[®] was a true pioneer in the mushroom supplement industry. There are no other mushroom products in the U.S. that meet the therapeutic value for human health offered by the Mushroom Science[®] line. You have to go to Canada to get something as good. Medicinal Mushroom sales are booming, and the needs of COVID have stretched—and almost broken—the supply chain for quality product for the US market. Asians and Europeans in general value the health benefits of these products more than the American consumer and Medical Doctor!

We could use John's vision in these times, and I hope that the mantle of his dedication to excellence is picked up by honest and dedicated people. My fear is people will be dealing with serious health issues like cancer and will be duped into mediocre products that do not offer the value as proven by the world-wide—mainly Asian—research. We shall see.

To John, it was not about the hype, it was all about the science. And while he did not suffer fools lightly, he also was an exceptional teacher to anyone who wanted to learn (and not spatter their thoughts if they were misinformed.) John was irascible, but several people have told me stories of meeting his kind side.

I cannot end a Memorial to John Seleen without mentioning a few more personal things. John loved and admired his Mother so much. "Margi" (laird) McCue was a strong woman who did great things on her life path in her time: a modern and accomplished woman who many admired for her kindness and religious contributions to her Church. John's Mom died in 2017 and it broke his heart.

(<https://obits.oregonlive.com/obituaries/oregon/obituary.aspx?pid=184815521>).

Between then and when he died this March, his Father died (he was by his side when he passed; and he lost his love, Ginger, just last year as they were sitting in the house doing the things people do.) He looked over and she was gone. Three losses in four years. John left with a weariness of this world: but he needs to be remembered for his strength and courage in expanding Natural Health. John is survived by his son and daughter.

The company has grown and evolved since 1994, and we all hope and believe that what John started will continue, with the same product integrity that he insisted upon.

For now, we mourn the loss of John Seleen. I learned all that I know on mushrooms from my conversations with John: he had such a different tone when he was sharing knowledge on the complexities of this sublimely healing plant food. I wish I had picked up the phone a few more times over the years and asked him questions from his sharp insight into this topic. Now, I have to dedicate myself to educating and carrying the torch with others of this next generation.

Well wishes on your travels, my friend. Stay Safe and Wellness to your Soul throughout the forests you are now exploring!



lasting medicinal system to evolve from European medicine. Surviving, because it works! The first Homeopathic Medical Society in America preceded the AMA by two years; but since its creation the AMA has had a death wish it has aimed at Homeopathy. Truthfully, the AMA is afraid of Homeopathy: they know that Homeopathy is harder to truly practice; it works better than ANYTHING modern drug pharmacognosy has inflicted on our citizens if you judge by quality-of-life; it does not cost much; people can do so much through self-care; and, the doctor is not omnipotent in Homeopathy. Fearful of allowing study, analysis or fair head-to-head research, the AMA gets lawyers and government officials to do their dirty-work of trying to eliminate the health messages of Homeopathy. Not very admirable.

I would be scared too. It is so interesting how so much of human intellectual thought is controlled by small groups who espouse precepts that are only allowed to be parroted—conformity demanded from those above—where critical thinking is not condoned, and where intellectual honesty is considered heresy. Silly human race. Why in the world would any doctor spend her/his precious time trying to kill Homeopathy in the land of the free? Maybe we are not really free? Maybe we should just sit down and shut up and obey!??? The history of Homeopathy, like modern herbalism, is fascinating.

The truth is out there.
Homeopathy lives. It lives so much more freely in other parts of the world than in this advanced and free society. While more people daily utilize Homeopathy today than they do allopathic, drug-model pharmaceuticals, Homeopathy is still being hunted and hounded by the often-paid non-medical running dogs and lackeys. On his 266th Birthday, Hahnemann's Homeopathic ethos is now being constantly and relentlessly attacked by pharmaceutical drug lords in every major country where the pharmaceutical class operates. Everyone can imagine the backroom planning on those limitless expense accounts!

Meanwhile, Homeopathy is the working-class hero of medicine! Oh, and Homeopathy Works! The main home of Homeopathy is the health food retail store; (and the power majority would like us gone too). For a local community to really learn, access and practice Homeopathy, your business has to be invested. Millions of people before you have worked to keep the Spirit of Homeopathy alive.

Today, it may not be your largest money-maker, but there will always be people looking for Homeopathic preparations; or, who will be willing to try healthfood store-quality Homeopathics. Today's youth and their families are more willing to Give Homeopathy a Chance than any generation of our lifetime. They all have a little Hahnemann in them as they choose to find safe and effective low-cost alternatives to the long list of prescriptions they are given with every doctor's visit. My parents' generation may have just obeyed their Doctor (whether friend or stranger), but today's young people will embrace all the good of Homeopathy if they are presented the information. BMC would like to help you with this mission!

In Hahnemann's day, it was the brightest and the truth-seekers who aided the spread of Homeopathy throughout the world. Look at the history: in almost every pandemic (flu, cholera and more), Homeopathy was more successful in saving lives than any other medicine practices.

NEWTON NEWS

In next month's newsletter, we will discuss in more detail two pieces of the news listed here.

1) Newton Homeopathics is changing the delivery system of their liquid Homeopathic formulas.

Their glass bottles will start to roll out with a new look. The dropper is gone and is replaced by what has become common in Homeopathy and has been the standard in Europe for quite some time. Change is always an adjustment, but people will soon love this new style.

Why the changes?

- better around children and pets, where one had to always be aware of how to handle and utilize the glass dropper of the current products.
- decreases potential for contamination with this recessed dropper
- easier to carry and store: dropper nipple gone so it takes up less space in purse/pocket as well as the store shelves
- easier to administer/dispense – down to the last drop
- dispenser carefully selected to deliver drops: not too fast, not too slow!!
- a visual reminder to Reach for the GOLD because, new lids are of course needed for the glass bottles and they are practical and beautiful.
Different colors for Adult Formulas, Kids Homeopathics, Pet Homeopathics and Single Remedies easy to identify and stock! (the Pro Liquids will maintain the black caps!)
Liquid OTC remedies are easy to identify with unique color-branded caps
(note that compatible glass bulb-style droppers, bulb-style plastic dropper and spray tops will continue to be available for purchase, separately)

The transition will begin as current dropper supply is depleted

1. Michael loves the changes: so refreshing
2. Ask your BMC Rep to show you the Announcement flier at next visit or via email transmission

2) Newton has had a Price increase. Existing accounts have been notified via email, but the BMC Rep will follow up and make sure your price info in-store is up-to-date. Yes, there are changes and improvements and shipping and everything else has had COVID-era price increases in running a business: but the major reason for the price increases is regulatory costs.

Homeopathy is being crushed by regulatory demands. Time to rally around Homeopathy!!

3) Stay tuned: we could be going to The Olympics! Newton Homeopathics™ has talent in the house!

Our own Cameron Parker, who has starred in Track & Field, is getting close to that decision—through races and time—as to whether he will be representing the United States in this year's Tokyo Olympics. We are nervous, but confident: our main man can run it!!! He is a 400 and 200 meter Sprinter. (In his last race his time placed 1st!) Races are weird in COVIDtimes, but the cool thing is the taped and timed runs are competing with others from all over the world. Cameron is of course using Homeopathy for so many of his Olympic Athletic needs

More next month!

Chronic and Acute conditions, Homeopathy Works. Think about how much time is indignantly wasted as we tell wise minds that they cannot study this methodology, like it is some heretical pariah. What could we gain for world health if people were just able to follow their own paths of discovery without knowing that if one did so that they would be ostracized and possibly thrown out of the medical/scientific communities?

Indeed, it takes some degree of courage for many in the mainstream of medicine to say: (a) they have used homeopathy and it worked, and (b) they plan to integrate this into their medical healing arts!!

I do not exaggerate at all: this is the state of medicine today in America.

And the recurring false claim is that “one may mislead the patient”, or that it is common knowledge that “no good can come of the therapy”. These non-analyses allow the powers-that-be to condemn with the easy judgement of “heretical and malpractice”. Give me a break!! Look in the mirror, you closed-minded fools. How much experimental medicine are you practicing unethically to prove your blockbuster pharmaceutical company investments? Whoops, the patient died in the advancement of science. Galileo wags his finger at you!! Note that it is never said that by using Homeopathy that anything dangerous will happen. And if the remedy is not effective, there are no side effects—and in large measure, homeopathy can be taken alongside the Doctor's prescriptions.

NEW EURO-DROPPER DELIVERY SYSTEM



Remember, for pain, inflammation, infection, mental outlook—the answer is always what the commercials say. You know, with the handpicked actor-medical doctor (“and my favorite product is...with the clipboard in hand and the studio-variety standard white coat), and the oh-so-wise ubiquitous basketball star distracting the viewer from the small-print that runs across the bottom of the screen!!

OTC's are only good, they say. Homeopathy: hey, did you hear they will come and lock-you-up if you say anything homeopathic is good: you are lucky we let you sell that charlatan-stuff anyway. Stay alert!

The only thing they have not stolen is detox; and how can you steal detox when all your medicines are actually unnatural concentrated drugs that create poisons and stress on the liver/kidneys as a side effect of their purported benefits? I say choose the natural option either first, or in combination with other therapies (should you wish to be involved in your own health God-help-us; or your doctor infers that maybe that stuff is worth trying if you really wanna waste your time??). Or, just become proficient in homeopathy, herbs, probiotics, natural nutraceuticals, good water, and exercise and sleep! It may just lead to a better and more fulfilled life! Contraindications are not the realm of Homeopathy: no silver bullet banging over the head Bam-Bam-style with Homeopathy—but rather a simple, safe and effective way of working with and nurturing the body. It is all in the system and the philosophy with Homeopathy!



Blue Moose Consulting

P.O. Box 557
Falls Church, Va. 22040-0557

GOT EMAIL?

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

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Let's Go Homeopathic!

continued from page 9

Have we learned anything in this vaccine-pharmaceutical, non-negotiable, wait-and-see year? I would hope that we have learned that many people die as we wait; and that washing your hands is not enough. COVID is a clear and present danger!! Your store has many superlative things that are excellent to maintain health in COVID times. We also offer many, many things to help a person who becomes infected. Be aware! The current news is that 1/3 of the people who get infected with COVID will experience some mental health illness. While this may be an opportunity to get a lot of people on brain drugs, I might counter that Homeopathy Works. The U.S. has the highest suicide rate of any wealthy nation: we cannot just sit behind the cash register and wait for people to find solutions!

So, before, during and after: Homeopathy is faster, cheaper, safer and quite often amazingly holistic. Thank you, Dr. Hahnemann—and thank you Dr. Luc!!

I am not an apologist and I do not ask to be given time on tv to tell everyone how oppressed Homeopathic Medicine is. I just ask that the insidious attacks end. It is so sickening to read the perverse intellectual rejection of homeopathy (in the strangest places). The arguments use a false and incomplete logic to deduce unfounded proofs. So unscientific. So irrationally closed-minded. And then the "scientific jury" asks Homeopathy to prove its workings; but yet, the evidence does not allow for the proof of centuries of healthy, healed and cured people. So typical of the fallacy of the modern judicial medicinal judge-jury power structure.

I hope that you approve of my truth-telling, Dr. Hahnemann. We all will acknowledge that there were some failings and unresolved issues with your concepts and treatments. Yet, you did no harm, and you encouraged the brave world of scientific inquiry and investigation on the path to treating patients to heal them and make them better. As such, you were a most noble Doctor, and I am happy that your proofs are still available for people's needs.

Ah, I must live here with my homeopathy, just thankful to be alive!

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

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

COMPANIES REPRESENTED:

Newton Homeopathics

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

Bionox Nutrients®

www.bionoxusa.com
office: 877-278-9070
sales@noxnutrients.com

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™

orders@ekoeh.com
feedyourhair.com
718-866-5167
Long Island City, NY 11101

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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.

^^ OECD Organization for Economic Co-operation and Development: 37 countries that are typically democratic countries that support free-market economies

