



BLUE MOOSE CONSULTING NEWSLETTER

Volume 18, No. 2 • February 2021

How Ya Doing? (parts 1 + 2)

Part One

I will admit, I need some goodness and some sunshine. This Michael-plant has been kept in the quarantine for too long. I truly am craving the warmth and optimism of Spring, and the ability to get back to doing what I love, which is helping BMC stay a positive force in the natural retail market in the mid-Atlantic region.

Sadness for all the people, animals and retail business that have succumbed to this current world viral crisis and all its manifestations. I have certainly not been silent, as I have tried to keep people informed, through thorough communications—and of course the trustworthy work of all our sales team.

It was in the first week of March 2020 that my world changed, as last year's Expo West was cancelled, and the first follies over whether people should wear masks became a controversy. I had been tracking the news outta Wuhan since early January, and I wondered. I found a use for etsy, and captured a few masks early on. 12 months later, March 2021, I am thinking about

repercussions and long-lasting effects. Personally, I actively acknowledge the daily deaths and the numbers of people in ICU wards with Covid—because those people are experiencing a viral-caused Hell that I would wish on no one (on the day of edit, this number is 11,000 people).

Like a country at war, life goes on for many: and for the business community, the strategies for a different survival are omnipresent—how can I adjust, and will I make it?

So, I ask how you are doing; because we are a group, a fellowship. The BMC team has considerate interest in every store they service and all their retail families. We want every business in this group to continue their service and emerge strong to thrive in the future.

But as we near some symbolic one-year crossroads, I ask as a friend “how you are doing!?” Every lifepath has stressors, as we know, but this last year was different, and the future is so unknown; Federal Reserve Chair Jerome Powell said it in the line—“the path ahead is highly uncertain.”

I am feeling that I need to concentrate on tonic herbs. While a typical Spring protocol would highlight tonic herbs and bitters, I am gonna be a little more focused on the ol' spring cleaning (if, God willing, I stay uninfected!). I have also been concentrating on herbals that are effective nervines, for relaxing and sleep. For those of you who know me well, I am a tight-wound energy, but what you may not know is that I can sleep easily and like a baby. Rarely do I experience insomnia. I fall off as soon as I hit the pillow. I am a dreamer.

I believe it is smart for me to work on the kidneys and spleen in these times: particularly as I become a hopefully-wise old man. Lastly, I am curious about inspiring herbs for the mind. Gotu Kola, Bacopa, St Johnswort and Green Tea for me this Spring. The adaptogens have always been my daily herbal so I am fine there, and I have added licorice for the throat and lungs and immune system.

There are other immune-support strategies, but that is for another time. I

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In the News: We are not promoting enough

Reuters news press: *Health & Pharma* January 13, 2021

A simple statement: “Gut bacteria tied to COVID-19 severity, immune response.” Or, maybe the headline says it better: “Gut bacteria tied to disease severity, immune response; high mental health toll seen in ICUs.” Oh, and let's include something else from author Nancy's Lapid's opening sentence to this article, “and could account for lingering symptoms.”

Ok, when you are interviewed, remember—the answer to everything is “vaccines.”

Pom-poms, wear the t-shirts, offer a free CBD Gummie to everyone who gets the shot—but remember—the actual cure is in the gut (not at the injection site).

Don't let any roadblocks get in the way: I am not against vaccinations. If my Mom were still here, and she wanted one—I would encourage it. Everyone who wants a vaccine should be able to get one—this is about free choice—America dammit, the sign says—and of course evolution. But

while we all are being told the vaccine will end the COVID virus and its mutations (not); every intelligent person in the Covid-conversation also agrees that we have to handle the aftermath.

Ah, aftermath—a Rolling Stones album (their classic 1966 vinyl)—as in: what happens next? Maybe we have a little treasure that we should surreptitiously be promoting for optimal health right now; to everyone...because maybe this actually is the Covid's nostrum that we are not allowed to talk about, but is just generally good to take anyway. Probiotics!

Aftermath. The truth is out there somewhere. If I were President, I know what I would be studying.

“COVID patients lack certain good bacteria known to regulate our immune system,” said Dr. Siew Ng of The Chinese University of Hong Kong.

I would not recommend that anyone repeat this heresy. So unimportant, I almost took the scientific observation out of the

article. No reason for anyone to think about this equation/possibility; fact!

If someone can get Bill Gates on a zoom call with me, I will implore him to sliver off a little of his fortune to provide probiotics to everyone in the waiting lines for their vaccine. Cheap trick that might just be fun serendipity that would bring the bacterial benefits to the fore!! Bill?

I applaud Dr. Ng for the work she is presenting. Her observation offered that a dysbiosis (gut imbalance) that persisted after the virus “could play a role in the long-lasting symptoms that plague some patients.” She also stated that those taking “an immune probiotic formula” had significantly reduced markers for inflammation in their blood, increased favorable bacteria in their stool and they developed neutralizing antibodies to the virus. Hmmm.

Bill, let's talk about that aftermath!??

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start the dialogue of this support group by talking about one person's particular Covid-Times strategies: mine. Therefore, I will conclude that I am also very keen on **BioNox[®] M3[™]** nitric oxide booster, Collagen, **RegActiv[™]** Glutathione and **RevUp[®] Wellness's Abigenol[®]** silver fir bark extract caps for circulatory and antioxidant support. And, of course, Probiotics, Aloe liquid concentrates and superfoods. My newest observations will be on how my body enjoys and welcomes the herb Fo-ti. I am always experimenting and updating: but that is me today!

How are you doing? Can I suggest that we ALL need an adjustment? The biggest universal concern is the mind and the Spirit. We are in a time where the front-line workers are exhausted.

Do you know how to advise someone on what you believe would be the good things to do? I have a client who has made an appointment to meet with you: ready to talk in any mirror.

How are you? You are not invincible: self-help is the correct thing to do now.

I suggest Springtime refreshing tonic herbals, try some fo-ti. Bitters from the cabinet of good options you have (**Better Bitters[™]** by **Herb Pharm[®]** and **Aloe Life[®]** juices)—you can make the funny face, while the body smiles! Nervines and Adaptogens. Calming relaxants and rewarding baths. A round of rejuvenative Probiotics, and something for the brain and mental outlook. March and April are times for you to hit the Refresh button. While doing that, don't get a false sense of security: coronavirus may plateau, while at the same time new variants spread. Or more, or less. But, the aftermath continues on an equally parallel track regardless. We have never been here before, so maybe take a moment to reconsider!

Part Two

Medicine exists: beyond politics and beyond Doctors. Medicine exists in response to the natural orders of the planet. Healers have to respond. This is not the first time the world has gone out of balance. Ask any Hopi elder: *Koyaanisqatsi*.

We have to be rock solid strong in knowing that we can exist in a unity with the non-natural channels and still advance and develop, and contribute. Our textbooks need to stay open. And we have to help people from where they come to us.

I am very skeptical of the non-natural way, and I have my critical-thinking filters all on high alert. That being said, the human efforts to eradicate a virulent illness are not divided into good and bad. Saving is a care-for-all task!

But how do you really feel, Michael?

I worry about the fallacy of depending upon one medical diagnosis. After one year, the mainstream power centers have not allowed there to be any conversations about the research being done clinically by other

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**Product Highlight: a probiotic for Children, with added nutraceuticals,
Tasty + Beneficial**

HEALTHAID AMERICA KIDZPROBIO[™]

.. but first, the flavor

The blackcurrant, also known as black currant or cassis, is a woody, medium-sized shrub that loves sandy, heavy loams or forest soils—in the family Grossulariaceae grown for its berries—beautiful strigs that ripen to that a very dark purple at mid-summer time. Cultivation of black currants is believed to have begun in the 11th Century in the gardens of Russian monasteries.

During WW II, the British government encouraged cultivation of the shrub to get the public backyard to provide sources of Vitamin C. Soon, the British government was distributing black currant, free of charge, to all children under the age of two (in 1942). Black currant was very popular in America, but the logging industry feared the shrub and ended the farming of black currant in the early 1900s by federal bans (so your great grandparents were denied black currant deliciousness). The federal law disappeared in 1966, and New York became the first State to bring the currant home. Some kids might like this mischievous little story. In wartime, without oranges, black currants became the hero. The blackcurrant's unique flavor is still a treat and surprise in our country to those who first try it.

HealthAid America[®] wants to give you a taste of black currant. Your BMC Rep will be armed with a tasting of the **KidzProBio[™] chewables**, which we believe will become your best-children's probiotic. So give it a try.

This is just natural black currant flavor, but we think the distinct flavor will have children cherishing their daily dose of nutraceuticals along with probiotics chewables. "Tasty" matters for children, and health. Black currants have a bold flavor, kinda like a superhero, 3-dimensional boisterous berry. Think of a burst that is sweet like grapes but punchy like a vibrant tart raisin.

Some people call black currants The Forbidden Fruit, because they were outlawed in the US for 100 years, while loved all over the world. Today, the Japanese buy tons of black currants from New Zealand as a delicious functional food treat. Kids love stories: the black currant is considered the darkest pigmentation in the natural food world. Somehow we have gotten them interested.

HealthAid America[®] wants your store's little ones to try their **KidzProBio[™]**—sweetened with a natural and delicious black currant flavor. For BMC stores working with their BMC Rep, they will send one (1) free tester for every order that includes at least four (4) **KidzProBio[™] chewables** (two sizes # 6225, 30 tabs + # 6282, 60 tabs). Four (4) of each, at the intro deal of 4 + 1 opening order discount price, [makes minimum free shipping], and you get 2 free products and you get an entire box (30 ct) to give out 30 samples...after you try 1-2 yourself! Thirty kids samples—they are blister packed, so perfect for these ultra-sanitary times—and you will easily sell you first 10 boxes!!

Already carry the products? your next order of 4 ea+ gets you one (1) free box to sample to the little ones (one year of age and older), for sampling.

Now the fun part: we will play this game with you until the (hopeful) start of the Fall school year. We can create a new habit together: one black currant a day! Every order where you buy 4 ea. of each of either of these two skus (order best placed through your BMC Rep) between now and August 30th will earn one (1) free black currant sample box—if you will sample them. {note: if you do not ask for them, the sample box is not included}. Yet, that is plenty of sampling that you can do to get the kids jumping for joy for their daily probiotic!!

Kids are smart. You teach them why the black currant deliciousness is good for them, and they will be reminding parents to not forget the black currant daily before everyone rushes out the door (oh that those days return soon!)

Parents are smart too: they will Love that these black currant chewables provide: 2 billion total CFU Lacto/Bifido cultures, along with 2667 IU Vitamin A (retinyl acetate), 200 IU Vitamin D, 18 IU Vitamin E (d-alpha tocopherol acetate), and 80 mg Vitamin C (ascorbic acid). One of these gives the little ones 50% or better of the RDA of these various nutraceuticals. An easy add-on to any other vitamin being used. And, the sweetness will make it easier for guardians to establish twice-a-day supplement habits, as you can always give this product—kids will approve the extra dosage treat! Total sugars per one chewable: 0. The sweet is from a sorbitol, xylitol blend. The Probiotics are all DNA-verified strains Lactobacillus [acidophilus, salivarius, paracasei] and Bifidobacterium [bifidum, lactis]. {acid + bile resistant strains}. The product is GMO-free (the E is from soybeans) and dairy, yeast, lactose free!!! Did I mention that the products are delicious?

Two final things: young parents will love that they are not buying another plastic bottle. These products are sleeves of blister packs in a paper product box. Store buyers and owners will love that these products are sold to health care practitioners and health food stores (and not big box stores and internet retailers). **HealthAid America[®]** supports a 17%-OFF max MAP-Policy for internet sales. **HealthAid America[®]** had two-line drives on probiotics last year; they have a magnificent selection of probiotics with meaningful selections of studied probiotics strains. They sell superior probiotics - as they are a UK company made for sale in pharmacies there. E.U. standard products (well, we see how all those laws change with the divorce). European quality standards—I like that quality standard. ALL **HealthAid America[®]** products are non-GMO.

This product has been a best-seller on the west coast for years.

Brought to you, along with this very special regional sampling treat, by BMC.

Did I say they were sold in health retail, they have a MAP, and they are offering a sampling of a delicious probiotic for months of sunshine and open retail store doors??

KidzProBio[™]—clearly-defined Probiotic blend (2 billion) with Vitamins A, C, D & E. Delicious!

Kids need probiotics for optimal health. Try some black currant persuasion!



AROMA LAND

SKIN HAPPY LOVE for February February-March Bodycare Promotion* The Bodycare Collection Jasmine & Clementine

12 oz. bodycare per Sku:

- Shampoo • Conditioner • Shower Gel • Hand & Body Lotion • Hand Soap
- CBD Body Lotion 750 mg • Massage & Body • Bath Salts 20 oz.

3 ea. = 10% OFF 6 ea. = 15% OFF 12 ea. = 20% OFF

- **Essential Oil February Promotion 20% OFF** (10 ml.; 1/3 oz.)

~ FRENCH LAVENDER ~ PATCHOULI ~ YLANG YLANG ~ APHRODISIAC
~ GODDESS ~ ROMANCE ~ LOVE

APHRODISIAC BLEND: Sandalwood Australian, Palmarosa, Peru Balsam, Ylang Ylang, Clary Sage.

GODDESS Spirit: Orange, Tangerine, Jasmine, Ginger, Grapefruit.

ROMANCE: Orange, Lavender, Sage, Grapefruit, Ylang Ylang and Patchouli.

LOVE BLEND: Rosewood, Patchouli, Geranium, Litsea Cubeba, Orange, Muhuhu, Petitgrain, Ylang Ylang Complete.

- **Glycerin Soaps by Aromaland 10% OFF in units 6 ea.**
~ Jasmine & Clementine Glycerin bar soap 4 oz.

• **BATH SUPPORT PROMO.**

18-pc. mix & match BATH SALTS (20 oz.) = 15% OFF

7 varieties: Jasmine & Clementine; Lavender; Lemongrass & Sage; Rosemary & Mint; Tea Tree & Lemon; Ylang & Ginger and AromaFREE®

• **Facial Serums - deal extended**

1 oz. w/dropper serums for seven (7) Skin Types:

through May 2021 (in eaches) reg. wholesale \$12.49/ \$24.00 - on sale for \$9.99

^ Cleansing ^ Dry Skin ^ Mature Skin ^ Oily Skin ^ Sensitive Skin

^ Problem Skin ^ Moisturizing

- **PLUS! Facial Serum Skin Repair for men + women**

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

Aromaland founded in 1986 creates exquisite bath and body care products utilizing 100% pure therapeutic essential oils. Our complete line of Essential Oils is premium selected for Aromatherapy use. We meet the best EWG Cosmetic Safety standards.

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HERB PHARM®

To Recover, to Stay Strong, we need good rest & sleep...

February Retailer Promo

20% OFF when you mix or match 20 or more units

reorders will receive the qualified discount throughout the promotional period

1 oz. + 2 oz. + 4 oz. : • **Relaxing Sleep™** • **Rapid Immune Boost™** • **Stone Breaker**

1 oz. + 4 oz.: • **Valerian Glycerite extract** (alcohol free) • **Valerian**

• **KIDS Fast Asleep™**

1 oz. spray: • **Herbs on the Go®: Bed Time™**

Save on Herbs for Sleep* plus top-selling Rapid Immune Boost™ & Stone Breaker

New times means New Sales: add larger sizes of your best-sellers

Relaxing Sleep™. Proprietary extract blend: Valerian rhizome with root, Passionflower

flowering herb, Hops strobile, Chamomile flower, Catnip flowering herb

KIDS Fast Asleep™ - Nap & Nighttime support*. Certified Organic & alcohol free extracts

proprietary blend: Passionflower flowering herb, California Poppy whole flowering plant,

Lemon Balm herb, Chamomile flower, Catnip herb, Sweet Orange essential oils

Herbs on the Go®: Bed Time™ 1 oz. spray: Certified Organic proprietary extract blend:

California Poppy whole flowering plant, Ziziphus seed, fresh Lemon Balm herb, Passionflower

flowering herb, fresh Chamomile flower, Lavender flower, Cardamom seed with pod. Flavor

profile: it is sweet with pleasantly floral flavors

Rapid Immune Boost™ - a classic "feel-better-faster" formula*. Proprietary extract blend: fresh

Echinacea root*, cultivated certified organic Goldenseal rhizome & rootlet*, Elicampane

root, fresh Spilanthes whole flowering herb*, Yerba Santa herb, Horseradish root*, Ginger

rhizome*, Black Elderberry fruit*, Yarrow flowering tops*, fresh Wild Indigo root.

Stone Breaker - Stone Breaker features Chanca Piedra (known as 'Stone Breaker'), This

proprietary also features Hydrangea extract, Organic Celery seed + Organic Burdock seed.

All of the herbs in these formulas are individually extracted to ensure

a broad spectrum of therapeutic plant compounds

Herb Pharm® Valerian root products are special, unique & properly-made: you can tell from

the taste! Made from fresh (never dried) roots and rhizomes! with their glycerite, they only use

100% Palm-Free-certified Organic Glycerin

Herb Pharm® was honored to be part of a worldwide pilot program, with 25 other farms, to

establish a new, exciting, needed Regenerative Organic certified seal (ROC)

Herb Pharm® was the 1st Herb Farm to be certified and today, still is. We all need to be

dedicated to Soil Health! The New Best! <https://regenorganic.org/>

Herb Pharm® just finished the transfer to a new software system. Orders may be slightly slower

for the first few weeks of February. Please appreciate the improvement; and call your Herb

Pharm Rep with any concerns or needs. Apologies for any delays caused!

Not represented by BMC in NJ

HealthAid AMERICA

MAKE NEW BUSINESS Heart Health, Dental Health month ACT NOW BMC February hip-pocket deals (4 + 1)

• **V-Vein™** • **Glucobate** • **Omegazon™**

• **OralProBio™** • **LiverVital™** • **Black Garlic caps, fermented**

V-Vein™ advanced formula – proprietary formula of relevant dosages, meeting EU standards:

Citrus Bioflavonoid (fruit), Horse Chestnut seed extract 2:1, Butcher's Broom root extract 2:1,

Hawthorne berry extract 2:1, Bilberry berry extract 2:1, Prickly Ash Extract 2:1, Ginger root

extract 2:1, Cayenne extract 2:1, Ginkgo Biloba leaf extract 10:1 (2 tablets). **Beneficial herbs**

for Healthy Circulation to the Legs & Feet*

Glucobate – Normal Blood Glucose Levels*. Supports normal blood glucose levels and helps

reduce sugar cravings*. Proprietary ingredients: a best-seller to professionals in the UK: a Two-

a-day. Vitamin D3, Vitamin C, Niacin (B3), Vitamin B6, Folic Acid, Vitamin B12, Biotin, Zinc,

Chromium, Alpha Lipoic Acid, Purple Rice extract, Fenugreek seed powder extract, Karela Fruit

(Bitter Melon) extract, Jambolan seed extract, Banaba standardized extract, Cinnamon bark

extract PE. 30 tablets

Omegazon™ – a high potency, 90% triglyceride Omega 3 formula. 30 capsules. Blister-pak.

Paper container. No plastic bottle. ^ Small fish, wild-caught (Peru, Moroccan), Halal-certified,

Friends of the Sea®-certified; Meeting European Union standards for all known impurities. For

people seeking a one-a-day. ^ Ingredients: fish concentrate 1250 mg. \$14.99/MSRP \$24.99.

per capsule – 750 mg EPA/DHA = EPA 425 mg; DHA 325 mg; Vitamin E 7.5 mg

Oral ProBio™ Mouth & Throat Health* – 30 chewable wafers; \$16.19/MSRP \$26.99.

BEST-SELLER - this product will sell well immediately: it is lifechanging! Clinically-patented

strain. Multiple contains two strains of bacteriota- BLIS K12® + BKIS M18™ which colonize +

produce powerful anti-microbial molecules for oral + throat health*. Peppermint flavor, xylitol.

Livervital™ – unique + comprehensive formula— 5 active herbs for liver function +

health combined with 4 lipotropic agents to help minimize excess fat in the liver.* 60 tablets.

Milk Thistle seed powder, Dandelion root powder, Barberry root powder. Turmeric powder,

Artichoke powder, L-Methionine, Choline (citrate), Inositol, Taurine. Vegetarian. Prolonged-

release. One-month supply

Black Garlic – a unique, powerful antioxidant*. Fermented garlic creates an aged garlic.

Much richer in antioxidants than white garlic, with a sweet taste and no aftertaste. Black Garlic

Extract (4:1) equivalent to 750 mg of Black Garlic. Rich in S-allylcysteine – unique to Black

garlic. 30 caps. One-a-day. \$12.59/MSRP \$20.99

Independent stores only. HealthAID America monitors and applies its MAP-Policy

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

illness or disease

<https://www.healthaidamerica.com>

Dedicated to Quality since 1992 in the US (in 1982 in the UK)

Available in over 4000 pharmacies, 50 countries and through BMC

trilogy®

February's RED Trilogy® Natural Products all products **20% OFF LINE DRIVE** through 2/28/21

Ask about the incredible GWP^ Program

COMBO RANGE LAUNCH shipping now – BALANCE IN A BOTTLE

Trilogy Natural Products for Combination Skin

• **Balancing Facial Oil** 0.68 oz. • **Purifying Cleansing Toner** 5.07 oz.

Mattifying Moisturizing Lotion 1.69 oz. • **Clarifying Cleansing Gel** 6.76 oz.

Balancing Facial Oil 20 ml glass bottle. Certified organic, lightweight replenishing oil

with Trilogy's Hemphip™ blend. A beauty oil specially designed to help hydrate, balance and

nourish combination skin types. A balancing blend of hemp with restorative rosehip, olive,

grape and jojoba with a dash of salicylic acid to help keep skin clear. Massage a few drops

into face + decolletage. Fragrance-free. Best for Combination or Oily Skin.

Clarifying Cleansing Gel 200 ml glass bottle with pump. A light, silky gel cleanser that

helps clear, clarify and invigorate. Non-drying and soap-free, this cleanser refreshes with a

clean mint and melon natural fragrance that leaves the complexion silky smooth and toned.

With mildly astringent witch hazel and salicylic acid from willow bark, this formula lightly

exfoliates dull, rough looking skin, while omega-rich rosehip, jojoba and grape seed oils

nourish and soften.

Mattifying Moisturizing Lotion 50 ml tube. A light lotion to bring back balance by

replenishing both water and oil. Key ingredients: witch hazel – an herbal astringent to clean,

tone and nourish; Australian lemon myrtle – shown to rescue oiliness through rebalancing

and reducing excess sebum. Decreases redness. Rosehip oil for nourishing and restoring.

For combination and oily skin and may be suitable for sensitive skin types. Suitable during

pregnancy and breastfeeding. Smooth onto face, neck and decolletage morning and/or night.

Refreshing mint and melon fragrance. Use to prep skin for perfect makeup application.

Purifying Cleansing Toner 150 ml glass bottle. Gently astringent, this non-drying toner

has a light mint and melon refreshing natural fragrance. Designed as a second-step cleanser, it

helps the further clear skin of impurities without stripping. Ideal all over face, or to specifically

target an oily T-zone. For those with combination or oily skin. After cleansing, sweep across

face or apply to T-zone and then follow with favorite moisturizer.

With Australian Lemon Myrtle, Witch Hazel and Salicylic acid combines to reduce oiliness,

clean, tone and nourish with a mild exfoliating effect.

All four (4) products are non-GMO

Trilogy says that skincare should be simple:

cleanse & exfoliate SIMPLE (creams, gels + masks) repair & restore PURE (oils + serums)

hydrate & nourish VITAL (moisturizer)

<https://www.trilogyproducts.com/collections/combination-range>

^ three Trilogy GWP – Gift with Purchase products are:

CoQ10 Booster Oil; Hydrating Mist Toner; I Cleanse You Pack





hive products for health

Delicious honey & herbs for Health Q1 2021 Featured EDLP

Immune Products
20-25% OFF OPTIONS: initial qualifying order determines Q1 discount min. & match in cases of 6 each

1) **1st order: 36 units = 20% OFF**
72 units = 25% OFF

2) **no minimum requirements for reorders on ELDP items**

Featured Q1 2021

EDLP Immune Products
ELDERBERRY, PROPOLIS; Throat & Lung

- Elderberry Honey Tonic 4 oz. + 8 oz.
- Elderberry Immune Support Spray* 2 oz.
- Honey Propolis Throat Spray* 2 oz.
- Throat & Lung Honey Tonic 4 oz. + 8 oz.

~ Buy-in dates now through 3/31/21
~ EDLP orders placed through BMC Rep
~ Free shipping on orders over \$100.00 after discount

Mickelberry Gardens | Gresham, Oregon
Phone 503.454.6639
orders@mickelberrygardens.com |

** Warning: Don't give raw honey to children under 1 year of age.

Hive Products for Health. Honey Daily: everyone benefits
www.mickelberrygardens.com

rev.upwellness

by Portals Pharma

February 2021 Special New store opening Promotion New stores: 3 + 1 for all three Skus

Targeted Antioxidant Nutrition
Rev•Up Wellness® DEFENSE with Wellmune®
Rev•Up Wellness® ENDURANCE
Rev•Up Wellness® VELOCITY with Wellmune®

Strengthening Immunity during Seasonal Challenges!!

Rev•Up Wellness DEFENSE^ with Wellmunes®

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

^Immune Support Supplement with:
Abigenol Silver Fir Tree extract 50 mg,
Wellmune® WGP beta glucan 250 mg
(beta 1,3/1,6 glucan) +
Vitamins C 90 mg (acerola cherry powder),
Vitamin D3 (cholecalciferol) 800 mg,
Selenium (selenomethionine) 55 mcg +
Zinc (Zincnova®) 15 mg

BETA GLUCANS

the two most important-words this Winter

"The Single Most Important thing you can do for health is strengthen your immune system."

GROW NEW BUSINESS

with scientifically-proven nutritional support
<http://immunehealthbasics.com/revupwellness/revupwellness>. Targeted approach to Wellness
Immune Health Basics® + Rev•Up Wellness® are brought to you by Portals Pharma, Inc.



ekoeh
BRASIL

Hair Food Color Cream™
RE-THINK your Hair Coloring

February Promo
2 colors:

Mahogany + Chocolate
15% OFF @ 6 ea. Per sku

Made with Certified Ethically-sourced materials

The Vegan hair food and color treatment is up to 90% naturally-derived, with a nutrient-dense Certified Organic botanical complex, protein and Certified Fair Trade shea butter.

Ekoeh - Certified-VEGAN + CRUELTY free by PETA USA;

Botanicals are Certified-Organic by the USDA, ECOCERT, IBD =
PRODUTO ORGANICO BRASIL;
FAIR FOR LIFE certifies the Fair-Trade shea butter.

~~~~~  
**Ekoeh Brasil**

<http://www.ekoeh.com>

**Hair Food Color Cream:**

**Vegan Hair Color**

**Non-permanent hair color and hair treatment**

## functional remedies

**Synchronicity by Functional Remedies™ Inc.**

Time to Refine your Hemp Oil set with The Best! The only hand-pressed, lipid infused Hemp oil on the market Feel the Full Effect™

**February Promo: 15% OFF discount on all orders over \$500**

Hemp products quality-controlled from seed to shelf.

**NEW! Synchronicity™ Full-Spectrum Hemp Oil bodycare products**

\* **TOPICALS:**

- **Aromatherapy** – 2. 20 ml. 100 mg Peppermint/Rosemary + lavender/Chamomile
- **Body Oil** – 100 mg. 4 oz. + 8 oz
- **Body Butter** – 450 mg. 3 oz.
- **Body Lotion** – 2: 500 mg. 4 oz. + 1000 mg. 8 oz.
- **Sports Balm** – 2: 500 mg. 1.7 oz. + 2500 mg. 3 oz.
- **Facial Serum** – 250 mg. 2 oz.
- **Youth Serum** – 100 mg. 1 oz.

+ **INGESTIBLES:**

- **Capsules:** proprietary blend of Organic Coconut infused with full-spectrum Hemp extract (from aerial parts). Other ingredients: gelatin capsule.
- **Tincture:** proprietary blend of MCT Oil and full-spectrum Hemp extract (from aerial parts). Three options: Natural unflavored, Peppermint and Lemon-berry

**Functional Remedies is the only hemp company to achieve GMP Certifications for food (21 CFR part 117), cosmetic (ISO 22716), and dietary supplements (21 CFR part 111), & is also now ISO:9001-2015 Certified!**

Global standards for Quality and Integrity.

<https://synchronicityhempoil.com/>

[www.instagram.com/synchronicitywellness/](https://www.instagram.com/synchronicitywellness/)

[www.facebook.com/Synchwellness](https://www.facebook.com/Synchwellness)

[www.facebook.com/groups/266273187846057](https://www.facebook.com/groups/266273187846057)



**Buy-in, Offer Sales + Save**  
*Beta Glucans may just be the most important thing you should be concentrating on*

**February deal**  
**Wellmune WGP®**  
**250 mg., 30 caps**

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

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**Unmatched science**

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

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with scientifically-proven nutritional support

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

## MushroomScience®

**IMMUNE SUPPORT\***  
**February Medicinal Mushroom Special**  
**Maitake Gold 404®**

1 oz. liquid extract. 1000 mg strength  
**4 ea. = 10% OFF**

4 drops 2x daily: bottle equals 210 servings  
patented extract derived from maitake mushrooms  
\$23.63/MSRP \$45.95 wholesale price \$21.27

**MaitakeGold 404** is a potent Maitake mushroom extract developed by Dr. Hiroaki Nanba, PhD., the inventor of Maitake nutraceuticals. MaitakeGold represents such a significant improvement in Maitake formulations that it was granted a U.S. Patent (U.S. Patent # 5,854,404), and is the only Maitake supplement that carries Dr. Nanba's name. MaitakeGold is a 300:1 concentrate achieved through hot water extraction and fractionation. Unparalleled excellence since 1984.

<https://mushroomscience.com/maitake-gold-404/>

~ Must mention 'BMC February Promotion' when placing order

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Mushroom Science manufactures and distributes the only complete line of guaranteed potency mushroom supplements in North America. Best prices on the market for the most product, the highest quality with an excellent margin

**Setting the standard for quality in medicinal mushrooms since 1994!**  
<https://mushroomscience.com>



# bodyceuticals

## Care for self: TAKE A FACIAL STEAM

*Amazing Quality:*  
**Calming Herbal Facial Steam**  
with calendula, rose, lavender +  
chamomile - from the farm  
Sale wholesale. \$8.55  
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**FREE Coconut & Aloe Body  
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...from Valentine's Day to Mother's Day  
**Stock UP now! 40% OFF**  
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**Videos YOU CAN SHARE** featuring  
**the Calming Herbal Steam**

**How to Use Bodyceuticals Calming  
Herbal Facial Steam**, 1 min 03 sec  
[https://www.youtube.com/  
watch?v=0B3l3jWzTI8](https://www.youtube.com/watch?v=0B3l3jWzTI8)

**At Home Spa Night with Bodyceuticals**,  
2 min 02 sec

[https://www.youtube.com/  
watch?v=e7zwGiQpNMQ](https://www.youtube.com/watch?v=e7zwGiQpNMQ)

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**Aromaland offers the BEST-TASTING CBD
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LIQUID EXTRACTS all in three flavor choices
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Menthol Topical Crème 2 oz. + 4 oz. tube
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Aromaland Wellness: 35 years of manufacturing
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30, 60, 120 caps

FEBRUARY is

American Heart Month

- Published studies suggest that Glutathione
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diseases.
- Powerful new research: Glutathione regulates
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"The Postbiotic Metabolites you can make with Organic
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Compare the prices of Raw Foods: these products are
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ReJUVOnate Yourself!

NEWTON homeopathics

Nurturing Naturally Since 1987

FEBRUARY 2021 Promotions 20% OFF Discount on 4 select OTC formulas

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

~ Shelf tags announcing the sale included with order

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- **Libido**
- **Kids Teething~Colic**

SAVINGS for YOU and your Customers

Homeopathic OTC Formulas:

^ Cold Sores - for symptoms associated with
eruptions + sores of the lips and mouth such as
itching, crusting, redness + pain.^ (N039)

11 best-selling Adult homeopathic formula

^ Fever ~ Infection - formulated for associated
symptoms such as aches, chills, fatigue, sweating,
nausea + loss of appetite.^ (N004)

^ Libido - for associated symptoms such as
decreased desire, dryness, anxiety, hypersexuality
and other related symptoms.^ (N068)

24 best-selling Adult homeopathic formula

^ Kids Teething ~ Colic - for associated symptoms
such as inconsolable crying, painful & swollen gums,
sleeplessness + other related symptoms.^ (F026)

3 best-selling KIDS homeopathic formula.

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- **FiberMate** 160 ct. tablets
natural healthy stool softener; gluten free,
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with DDS-1 strain acidophilus
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Ultimate Aloe Vanilla Rub Sports Lotion

15% OFF 12-23 items minimum*
20% OFF 24 items maximum*
Mix & match from the items listed above

Discounts cannot be combined
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Body Heat - highlight for Seniors,
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Life® organic aloe base with the Methyl
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Nettle and Horse Chestnut

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**Aloe Life # 1 Herbal Superfood
Aloe Vera is FOUNDATIONAL TO HEALTH
Whole Leaf Aloe Vera Juice Products
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We Are Not Promoting Enough

continued from page 1

We all are in a tough spot, aren't we? If we read these conclusions by specialists, we know something is up! Probiotics are "for life." We sell probiotics, and we should sell the best probiotics available—as we have access to them in our businesses. Seems like the mainstream is missing something again, doesn't it? (don't get me started on regenerative agriculture as a means of reversing our horrid scientific sins—and these two things are related, as any poet would know!)

Let's not be so bold as to make any conclusions on our own. OK, before Covid appeared, we knew that Probiotics might be more essential as a primary supplement for human health, even more than Omega-3s and even CBD (both of which are rather modern excellent supertools for human health). Probiotics: good. Get everyone in your community to take them weekly if not daily.

We know also know that for the last 12 months, the most important products that will benefit people are Probiotics, Glutathione, beta glucans and Vitamin D. Probably selling so much you can't keep them on the shelves, right!? Talk to your BMC Rep: we can help. But let's stick to the latest nutritional news: Probiotics.

Probiotics then, Probiotics now (especially), and Probiotics for recovery—the aftermath.

Probiotics are essential for immune health, and it seems that people with dysbiosis seem to struggle more generally with Covid if they get infected. <hey I am not making any claims here: I love vaccines!> I will sneak in here, though, that people with Covid, and the timeline of their recovery, can be tracked to the amounts of Glutathione and its metabolites present in the body so that the body can act as it is intended to.

Next. "Lingering symptoms." Anybody been feeling a little bit weird recently? First line responders are certainly feeling it. And like PTSD, they will struggle long after all this emergency is over. We are hearing that people are having Covid-related mental and emotional issues, ever since the virus arrived. Even the doctors presage that these lingering symptoms may persist unendingly.

I have found a new word; let me introduce it to you. Not sure if I like it, but here is where the research is going: Psychobiotics.

"Psychobiotics are considered a class of probiotic bacteria with great therapeutic potential for the treatment of psychiatric diseases. Many microorganisms have been proposed as potential psychotropic agents, including *Streptococcus thermophiles*, *Bifidobacterium animalis*, *Bifidobacterium bifidum*, *Bifidobacterium longum*, *Streptococcus thermophiles*, *Lactobacillus bulgaricus*, *Lactococcus lactis*, *Lactobacillus acidophilus*, *Lactobacillus plantarum*, *Lactobacillus reuteri*, *Lactobacillus paracasei*, *Lactobacillus helveticus*, *Lactobacillus rhamnosus*, *Bacillus coagulans*, *Clostridium*



SKIN ABUSE

Feed the skin beauty nutrients

The pledge goes something like this: I see the problem, and I will do my best to change the situation!

The problem. Untended, dried, ignored human skin. Yes, we are talking about the face and the neck and the shoulders (those bathing suits) and the arms—but this concerted effort includes the whole human skin planet. Let's heal and repair it.

There are two type of people: people who use moisturizers and people who do not. The first category can be divided into those who don't care what they put on their skin, and those who do. Both categories can be divided into cost-conscious and quality-conscious. There are the media-influenced ("oh look, pretty bottle") and the nostalgic ("my Aunt Ida used this and I loved her so"). The business question is: what people shop in your store?

We used to get everyone looking for the word "Natural." That was 40 years ago.

But do you have people shopping for quality, or value, or scent, or recommendation?

My primary concern is that people feed their skin. My equally important secondary concern is that they do not put dangerous and bad stuff on their skin. Irony is that many of the more expensive things on the market are filled with danger and foolish hype. Another irony is that store buyers say they cannot sell top-shelf natural skincare, bodycare products because the market is not there. "People are cheap when it comes to skin care: slathering on slick stuff from the biggest bottle at the cheapest price". I hear it all the time. I say, then you have work to do!

Wanna stay in business?—then you have work to do!

Trilogy® Natural Products says that skincare should be simple:

cleanse & exfoliate	SIMPLE	(creams, gels + masks)
repair & restore	PURE	(oils + serums)
hydrate & nourish	VITAL	(moisturizer)

This outline can guide you for decades. Wisdom from two women (sisters). Everyone can understand this. A basic protocol should include (probably) three products, excluding shampoo.

Skin health: we will touch more on that in a moment. I do want to mention this business equation first: 3 products times every customer you meet, greet, know and advise. Now. Think of your 2021 plans. If you get stuck at that point, dial Blue-Moose and we should talk!

March 2021. The one-year mark of this life-changing pandemic. Most of the people you know are now different/changed, stressed-out, not thinking clearly and scared. {I want to be fair, so I will admit that most of us are really low on money too}. If they are in your store, they are searching. So, guide them!

Indoor pent-up compressions will soon give way to warmer, sunny outdoor exhales. For one year, the majority of your community has probably ignored their skin, picked at their skin, mourned for their skin, and told their skin that they would treat it well very, very soon.

Ener Spring. Know that the sound in your store as customers return is skin screaming to be saved. Bring the body lotions forward. Encourage testers as soon as it is possible. Tag your favorites, Staff Favorites. My best advice is to get people to talk about their skin: they know that their skin is there, and they all have opinions on it!

Trilogy® Natural Products just came out with a beautiful new line specifically for Combination Skin. Combination Skin is what most people will be dealing with after a year of quarantine and masks. People will tell you, if you strike up a conversation, that "their skin has changed" (and it is not just aging, but for many people their skin will have aged sharply too). Trilogy also has a wonderful line of products for Sensitive Skin (those people who cringe when they think of the words strike, or sharply!). Many of us elders will not like what the time-machine of the last year's stressors has done to our look, and these people are thirsty for the words Age Proof Range.

This is the time of year that the **Bodyceuticals** biodynamic calendula-based product line sells magnificently. Flower of the Sun: obviously. And, the one plant that sold the most dependably during Year One of the pandemic was the versatile skin superstar, Aloe Vera.

Want to center a skin salvation set: place a dozen **Aloe Life®** skincare Aloe Skin Gels at the heart of your display and work to have this universal skin panacea into every home of your community. Take the pledge!

My credo for that past two years has been guided by this adage: and feel free to use it;

Skin CARES™ = Calendula, Aloe, Rosehip Oil.

BMC says CARES means Calendula, Aloe, Rosehip Oil, Exceptional Skin.

Now, back to that pledge. The skin is the largest organ of the immune system, a sprawling mass of protection that most people take for granted. Beauty aside, healthy skin is needed for optimal health. All these people with unhealthy skin probably now have more unhealthy skin because of the last year's confinement, covering and winter heat and lack of sun.

And never underestimate the power of Beauty: when one feels they look their best, the world is an entirely different place. Give your people the tools to make them feel the best about themselves - and of course that is with the best skincare products.

butyricum, and others. (research referenced is mainly from 2018. 2019. 2020). Any of these sound familiar?

Trust me when I say these beneficial microorganisms are what are on the side panel of most of your store's Probiotics bottles. Maybe it is time to learn some of these bacterial heroes, because—like the

beta glucans in properly-made medicinal mushrooms—they are all mostly implicated for gut immune health as well as mental health and balance.

Vaccines can't do none of that!!

Being wholistic in teaching people about natural health, if we are concerned about

continued on page 8

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Inspired by Wellness

February Promo: must-have essential!! 20% OFF TriGuard® Plus by Oxygen Nutrition® Soothing NASAL SPRAY

Antimicrobial compound OLE-100
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Colloidal Silver Liquid with Olive Leaf
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Uses: two herbs with a proprietary
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Zeolite is a natural potent cleanser that supports
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It supports a healthy inflammatory response and
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Zeolite also contains Fulvic acid, a super charged
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^ Must mention BMC Promo when placing order

^ 12 bottle shipping minimum or talk to your
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*These statements have not been reviewed by the FDA, and are
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The Food Movement Company was founded in 2011
out of a small indie health food store in Lake County,
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The Food Movement Co commits to give 11% of profits
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WHAT WILL HAPPEN TO THE LUNGS?

Smokers are off the hook. Covid is now the foremost problem that will be the scourge of this generation's lung health. Asbestosis Asthma is an affliction of war years and lack of a humane Occupation Health and Safety laws. Anyone who have seen the pain and fear caused by COPD (chronic obstructive pulmonary disease), bronchitis and emphysema—where airflow is blocked and breath is obstructed—will not have a hard time understanding the hell and torture that people experience struggling for their lives when a Covid invasion of the lungs breaks through the body defenses.

Most of the retail stores I have visited have very small and poorly-merchandised Respiratory Health sections. Please note, that this sector of natural health is about to get much larger. As Covid infects more of the population over the next ten months, we shall start to understand the secondary illnesses that will be emerging.

All healing schools need to increase their course load on the intricacies of the health tools available for the manifest types of lung damage and lung disease that will be emerging.

We often give lesser attention to the lungs, and the eyes and the gums. Truth is, these become serious areas of concerns and frustration for those people fortunate enough to live to the point they are getting bulk mail requests to join AARP.

Every culture has developed treatments for lung diseases. Most of those treatments were in response to the major bacterial, fungal and viral armies that fought with human health in various historical periods in the past. There is much to learn by what they discovered back then. Lungs were also challenged by molds and carbon overloads caused by indoor living at those times when cold weather was met by a wood fire. Living outdoors in frigid temperatures also caused serious lung problems, that compounded with age for those earlier people who evolved as our kith and kin before the glories of indoor heating.

Then, humans started to destroy the environment. From Charles Dicken's Industrial Revolution London and the early railroads, to the gas exhaust of the 1970's muscle cars and backfiring old city buses, to urban smog and the deaths caused by subcontinent India's unregulated industry and Beijing's encroaching Gobi desert. And massive deforestations in southeast Asia and Brazil's beautiful forests, and more locally to unacceptable Grade-school ventilation systems and Legionnaires Disease-hiding hotel vents: we are living 24/7 in polluted air. Hopi prophecies and petroglyphs predicted all this before Columbus even barged into the neighborhood. When it is all over, it will be said we couldn't help ourselves. And all of this junk is hurting the lungs of our loved ones—from infants to grandparents.

What is modern medicine prescribing for all this toxicity and lung tissue degradation? One day antibiotics and steroids will go the way of the The Rack and the Knee Splitter and the Judas Cradle!!! As we gain the courage to study plant medicine and antioxidants, homeopathy and other ingestibles, topicals and physical therapies, we will find that wholistic medicine protocols do the job, with secondary benefits.

Sure, pollution is mostly a secondary factor. Covid is not a secondary factor. Covid is a viral-wrapped lung destroyer. A rapidly encroaching respiratory bomb. Explosion means death. The damage is as unimaginable as these news-dominating Covid mutations. The decimation left by Covid will lead to new compendiums of strange new diseases, Covid-formed and created...Breathe in, breathe out.

The early writing on herbals for lung issues are the starting point. Herbal Ed Smith's original research on the panoply of different herbals used for the various symptoms of coughs and respiratory distemperments is brilliant. Someone needs to take that concise summary and develop all that rich research. The story of natural health for modern lung issues is in its infancy!

Words that explain the benefits for herbs for lung health: strengthen, supporting, saving, rebuilding, soothing.

We have our homework: our modern herbal crayon box is large and growing: follow the history of the elders, and use pubmed. You have to learn before you can teach! And listen to your customers. People have been searching for solutions for lung issues every day that you have been alive, and long before that.

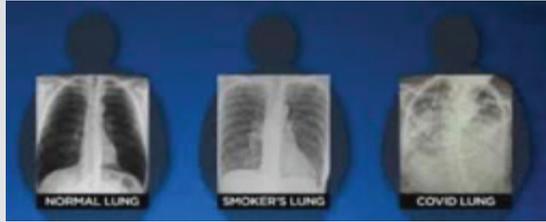
Homeopathy has taken on every lung disorder since the 1830s and homeopathy performed exceedingly well in the 1918 Flu. (Homeopathy had the greatest success!). Medicinal Mushrooms – the info is there. Just translate the amazing discoveries about the successful modern medicinal studies written in the Asian languages of advanced complementary medicine.

Guess our doctors can only read English!!

The beauty is that so many natural programs for lung health are superb for so many other structure-function body systems. And leaving the best for last: nitric oxide boosters, Glutathione and Probiotics.

Mostly, I encourage you to show the brilliant feathers of your amazing respiratory section. Grow it, promote it, and never give up on it. Just because people are hurting and struggling and dying—and believing they only have their local drug store—doesn't mean you can give up on them. When they come in your store, let them know the palette of options that exist in the natural retail stream today—and let them heal.

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



COVID-19's Long-Term Health Impacts, Explained by Doctors and Studies | Observer

<https://observer.com/2021/01/covid-long-term-health-impacts-lungs/>

The Observer: the world's oldest Sunday newspaper (UK)

We Are Not Promoting Enough

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the many dimensions of stress, anxiety and fear that are part and parcel of this Covid pandemic, we should also include in a primary formulae the adaptogens (which are also being used clinically for treating Covid, now). We have all this information before us, and we also have the store warehouse of the good stuff. Lucky if we use it all!

“While coronavirus disease 2019 (COVID-19) is largely a respiratory disease, it is actually a systemic disease that has a wide range of effects and postinfection sequelae that aren't yet fully known”, said Anthony S. Fauci, MD, director of the National Institute of Allergy and Infectious Diseases.” (1) Dr. Fauci has been using the word “pathogenesis” recently when talking about Covid, and I fear he is using this definition for the new diseases that are and will be offspringing from the Covid infections. Pathogenesis: “the development of a diseased or morbid condition.”

We have a long way to go. We can expect the next movie to be called: “Aftermath”.

The health food store offers a natural way to health, through it all.

Quality of Life: Probiotics. Heresy; or, our mission? Probiotics: before, during & after

Aftermath noun af-ter·math (ăf'tər-măth')

1. A consequence, especially of a disaster or misfortune:
2. A period of time following a disastrous event:
3. A second growth or crop in the same season, as of grass after mowing.

It takes a lot of editing to write these articles, as I have to cut out a lot of things that I want to say and bite my tongue. Some of the stuff that is edited is pretty funny (caustic and true). I have learned chewing on an Oral Probio™ every day is a great way to keep my mouth cavity microbiome tamed and compliant and healthy...which may also have a benefit for my mental health. I am seeking research money on this if anyone is interested in a double blind study gamble! Surely, they have a sequel to the vaccines big budget flix, correct?

The best story is in your store: before, during and after! Don't let them eat cake; and maybe save money on those lattes and kombuchas: let them eat Probiotics!! ☺

(1) <https://www.ajmc.com/view/dr-anthony-fauci-discusses-the-systemic-effects-of-covid-19>

^ <https://gut.bmj.com/content/early/2021/01/04/gutjnl-2020-323020>
Gut microbiota composition reflects disease severity and dysfunctional immune responses in patients with COVID-19
Yeoh, Zuo, Ng et al (17 scientists)
<https://gut.bmj.com/content/gutjnl/early/2021/01/04/gutjnl-2020-323020.full.pdf>
^ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7354851/#bib23>
Trends Food Sci Technol. 2020 Sep; 103: 386–387.
Published online 2020 Jul 12. doi: 10.1016/j.tifs.2020.07.006



ROOT OF THE MONTH – THE SO-CALLED FO-TI

No one in China ever used the name fo-ti for the herb they found and utilize, called “ho-shou-wu.” TCM never used the connotation fo-ti for any other herb or herbal formula. The plant known as fo-ti in American herbal commerce is actually super popular worldwide. Known to promote good health and virility, it is revered to support healthy aging.

The plant itself is a type of vine that traditionally grows in the mountains of central and southern China. There is a lot of product on the market that is misidentified fo-ti, or uses the wrong plant parts, or offers raw fo-ti—when the wisdom of TCM learned that the energies of the plant changed when the plant is cooked in a traditional manner.

The stories about how fo-ti came to be in the TCM dispensary, as well as the clever marketing of a product called fo-ti-teng (that led to this modern name in US commerce— as a mistake from the 70’s) are wonderful stories worthy of learning. What matters to a health food store is that you provide a product properly harvested, manufactured in the proper manner—from the root/tuber—and tested for actives and safety.

My study shows that fo-ti—which has many intriguing historical uses as well as accumulating modern clinical evidence—has five excellent benefits that you should focus on. 1. antioxidant, 2. anti-aging tonic, 3. graying hair, 4. energy tonic, 5. neuroprotective, nervous system. Cross-merchandise in the haircare section as most people buy this for (black) hair color rejuvenation. As such—and as a tonic: fo-ti is a great herb to chat about “in the Spring, after a year of pandemic.”

Fo-ti is almost always used in a formula. If buying the single herbal (extract—so much better for trying to get the actives from a tuber) consider it an adjunct herb to other formulas rather than something to take as a solo herb. Fo-ti is considered a great herbal for regeneration from exhaustion or long-term stress. The hair luster is actually just a manifestation of renewed vitality—something we can all use.

Antioxidant, energy, neuroprotective nervous system support—that is the direction that mainstream Asian science has been focusing on as the herb continues to assume its supreme reputation starting in the Chinese medical texts in 713 AD. Today’s hype is that it is excellent for fertility—while the astute student of energetics also recognizes it as a supreme Jing tonic herb, similar in restoration to Goji berry for chronic or acute stress, overwork or people who have disrupted their Qi through abuses. And we know that pandemic will do that to you. Utilize with stress formulas, nervous system tonics where energy is low, and with the many stellar anti-inflammatory formulas you appreciate. Would probably complement astaxanthin. as another common use is for the “strength and stability of the lower back and knees.”

Discovering the secret to restored youth and vigor. Thank you, Mr. He!

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

How Ya Doing?

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modalities in treating the present Covid virus. Does anyone think trained professional Homeopaths are just watching TV and waiting in line for a Covid shot? Whether they get vaccinated or not. They are treating patients every day, with Homeopathy, and collecting data.

I am personally aware of practitioners actively using natural medicine—from adaptogens to beta glucans to Medicinal Mushrooms—and C, D and Zinc to structured silver water and of course Probiotics and Glutathione—in the front line therapies for those afflicted. Does anyone think these health care professionals are selling early seat tickets to the Covid-line? NO. they are treating people daily and with preventive, and acute and life-dependent, actions to help the human body—which is infinitely complex—to respond

to this current novel and dangerous mutating virus.

Evolution goes on and so does life: and we have to learn as much as we can on the most useful modalities: and I stress that this is plural. Not as in drug cocktail, but as in “complementary medicine” The concept of complementary medicine was muzzled and locked in the closet as drug kingpins took over. One therapy. One solution: wait until we produce it and no advice on what to do in the interim. History will scoff at this failure: especially in a time with so many opportunities and the availabilities of great communication channels. The modern “stupidity of simplify” in the complex natural order again proves arrogant and wrong. However history writes the story in the aftermath, this footnote here says that they are also lucky if they succeed with their allopathic prescriptions. I hope that they are lucky. I have some faith; but like

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PERFECT ONGOING TRAINING: Get Your store sales team + product teachers “Ohhira-wise” AN INVITATION.

Some educational tools work very well for some companies. **Dr Ohhira’s Probiotics®** are acknowledged by consensus as being both different and better. Most would say that these food-grown, fermented whole food prebiotic, probiotic, postbiotics are the best product in the world for quickly bringing the gut back to homeostasis.*

So, I suggest this should be the best-selling probiotic product in every healthfood store. I know from trainings that when people hear the info, they are awestruck as to how a product could be made with nature so clearly in mind; and be able to naturally fit into the body to help the gut keep the whole human body in a better working order. But most people cannot translate these facts and ideas to customers. There is a lack of confidence in speaking about the product and in answering customer’s questions.

I personally am lucky because I have been studying this product intently for 20 years. Your team often does not have the time for non-stop study. Hence, ExpertVoice is a perfect idea for an incredible product. BMC invites you to join the education—in process, whenever you have the time: and with rewards!

The invite: “top brands, like **Essential Formulas**, really appreciate knowledgeable sales associates like you. So, you’re invited to join ExpertVoice. where Essential Formulas is offering experts like you insider knowledge and special access to their products at incentive pricing.”

It’s this simple:

(1) Go to ExpertVoice.com, or download the ExpertVoice app.

(2) enter your email and name

(3) select Sign Up or Join Now

(4) when prompted, search for your retail location

(5) complete your registration and engage with “Essential Formulas”

(6) add your country, State and City in your “Profile” section where products can be sent to you

(7) don’t forget to verify your email address

(8) once your application is received, confirmed and approved you will receive notification that you can now receive rewards

^ Make sure your store management approved this, as you will be receiving products at the store address

MISSIONS:

• LEARN MORE, SELL MORE

learning more allows you to give more informed product recommendations to customers which usually means you sell more!!

• TRY PRODUCTS AT A DISCOUNT

a confession: I am not a follower of the belief that all new tech toys are worthwhile, or that the integration of social-media and brick & mortar retail is a winning business strategy to adopt at the expense of the store space and its value! Obviously, NEW is not always good. The trash-heap of failed tech “break-throughs” is bigger than the floating and polluting plastic ocean garbage patches and microplastics: and most were wastes of time (my opinion at least!)

That skeptic presented: this is a very good educational tool for you and your staff to fully understand the extremely important and unique benefits of Dr. Ohhira’s Probiotics®. I would love to see every store improve their educational prowess on the manifest benefits of Probiotics!



<https://www.expertvoice.com>

questions: support@expertvoice.com or 866-376-4685

mon-fri 10:30 AM – 7:30 PM EST

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



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

How Ya Doing?

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the peacemaker who goes through a lifetime being insulted by being forced to live in a world of hatred and anger, and armed division—this is a disgusting experience to see natural medicine muffled by the legal forces of suppression!

The head spokesperson business leader of Pfizer just spoke on TV to the consumers. You may have to get a Covid vaccine every year: ka-ching, ka-ching\$. Nicely played. I am sure the whitecoats are nodding. It is a dangerous song blasted from every outlet 24/7, and no criticism is allowed. The approved playlist. There is a name for that!

Again, I accept that this is complex, because it is 100% true that to rid the world of this version of human-Covid infection we need to vaccinate nearly everyone on Earth. Animal butchery got us here, and now we all must protect our species. Fact. But the point is that complementary medicine could be very helpful, if allowed.

A reminder that most cancer therapies nearly kill the patient with the intent of saving the life. Smart + best medicine shows that joining forces with the natural medicines of standardized beta glucans (US cancer hospital modalities) and the medicinal mushrooms (standard prescription in Asia and some progressive US hospitals) as adjunct and complementary therapies to assist the drugs—and other manipulated drug patents—works better to save lives. Hello, (modern) medicine. Wake up! You are blind to options again. Bad (modern) medicine! As a skeptic, I say I hope that you know what you are doing. I will keep the natural alive and available!

02.24.21 A new variant has emerged in New York that seems resistant to the current vaccine models (mainstream TV news). Please, health food stores, continue to highlight focus on the tools that America needs with promos and endcaps! We can make things better if we adhere to our mission! 🍄

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

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

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