



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 18, No. 3 • March 2021

## Talking Health: **March is Green for Kidney Health You Have the Organ Solutions**

I joke with my College buddies (men and women) that it will be the kidneys that gets them.

My College drinking buddies. There was a lot of drinking at Georgetown University in the late 70s and 80s. (drinking age was 18: just crazy). Start 'em young with the old college try. The only difference between cocktails and the Bud-six pack is the leisure available to outfit the habit. Drinking is a habit given leeway since Colonial times—and those early Americans were (mostly) world-class boozers. Kids drink too early and too often even today, and it is amazing how our society just condones it: researchers, scientist politicians and many of the American religious leaders love their glasses of wine, top-end whiskey, etc.

The logic of the health equation goes something like this: Alcohol abuse to Kidney Disease. The kidneys filter harmful substances from the blood. Alcohol stunts this function. The kidneys regulate proper water levels in the body (a homeostasis critical at every moment in our lives): alcohol affects this, primarily through dehydrating the body. Alcohol has a direct effect on blood pressure. More than two alcohol beverages a day increases your chances of having high blood pressure.

High Blood Pressure is a cause of kidney failure. Chronic drinking can impair and damage the liver: this burdens the kidneys. Impaired kidneys fail to properly filter the blood (back 'atcha liver), and regulate bodily fluids, and work the wonders needed with the minerals in the body while also turning vitamins, amino acids, glucose, hormones and other vital substances back into the bloodstream. Alcohol actually changes the function of the kidneys, most importantly the ability of the kidneys to regulate the fluids in the body, and electrolytes. A main function of the kidneys is to regulate the volumes of extracellular fluid. Everyone jokes about the liver: but it is the kidneys that get ya!

Binge drinking can lead to a shock to the kidneys—"acute kidney injury"—which can lead directly to an early meeting with a dialysis machine. Dialysis became a common American endstage renal disease protocol in 1960.

Even a few drinks can hamper kidney function. Alcohol dehydrates the body, and this strains the kidneys which are already strained with alcohol consumption. One body signal to this dehydration is a noticeable "kidney pain." The smart move is to rehydrate

when drinking, and that is way beyond a whiskey and water. Alcohol can also increase the acidity of the urine, and irritate the lining of your bladder. Drinking enticing the advance of bladder infections? Truly, moderation and hydration should have been taught in school!

Drinking is up during Covid Times: so, in addition to things like the family complications associated with alcohol abuse, we will have more kidneys damaged during Covid times than we will have Covid babies. May the babies be taught moderation. Increasingly, happy Covid drinking is actually making an ongoing health crisis worse. I believe that we all know that drinking alcohol does not protect you from COVID-19; and that alcohol-use can also increase the risk of acute respiratory distress syndrome and pneumonia. Buzzed drinking during a crisis can lead to unexpected secondary problems.

If you are a practitioner of teatotalism, or sober, don't get too self-righteous! Sodas are actually more deadly! (guess my kidney education is offending everyone!) "According to the American Kidney Fund, drinking two or more carbonated sodas, diet or regular, each day may increase your risk for chronic kidney disease." But wait, there is more: carbonated and energy drinks have both been linked to the formation of kidney stones. Coffee and caffeine put a strain on your kidneys, with excess caffeine intake linked to kidney stones.

I don't drink sodas, so I can move the abacus over to a few more glasses of wine (Covid has dramatically altered my occasional, non-trade show, alcohol consumption: I am a full-time water guzzler now!) I believe the single most important thing I have done since I joined the natural products movement is to eliminate almost entirely my soda (pop) consumption. Take that Coke and Pepsi and Mt. Dew®!!! I truly consider it a part of my anti-aging protocol. No soda, lotsa clean water: water helps keep blood vessels open for blood flow to the kidneys. Water also aids the delivery of essential nutrients to the kidneys. But while I am piling on, "many fizzy drinks are high in sugar, which can encourage bacteria to grow". Heck, toxins in some tattoos can enter the kidneys. Kidney health, herbs utilized for kidney function, the need for kidney health everywhere—and not a bit of focus on proactive and natural protocols.

But booze gets all the cursory blame. So, we know that our beverage choices affect our kidneys, which is why my drink of choice has always been clean water, followed by iced tea

with clean water: and I "drink a bit" here and then now still.

Let's be proactive, and think about why we should support the Kidneys. As one of the great body regulators, the kidneys oversee our body's pH balance (as I understand it, the kidneys excreting hydrogen ions into the urine and reabsorbing bicarbonate from the urine). Physiology: kidneys, always excreting acids or bases into the blood (the other big body pH regulators are the lungs, and of course the brain!). Yeast infections, (bacterial vaginosis)—we must understand that the kidneys need support for another reason now too. Fertility, pregnancy—consider the kidneys. Diet success, and kidney health.

A kidney topic that the customer may understand more easily is Blood Pressure Health. Impaired kidneys can aggravate High Blood Pressure (HBP), and persistent High Blood Pressure can worsen Kidney Health. HBP damages the parts of the kidney (glomeruli) involved in the filtering of waste products. When the kidneys are hampered (receiving low blood flow), they react by the release of hormones to retain both sodium and water (kidneys reacting to the messages received as a translation of dehydration), and the blood vessels fill with additional liquids which causes the blood pressure to go up. Renal hypertension (kidney circulation issues leading to HBP) is caused by a narrowing in the arteries that deliver blood to the kidney. We have known about the link between kidney disease and hypertension in that discovery by British physician and blood pressure pioneer, Frederick Akbar Mahomed in the 1870s. Considerations: circulation, and adrenal homeostasis. The kidneys are basic to controlling blood pressure levels by regulating fluid systems through the release of hormones!

The next worst step after HBP on the road to dysfunctional kidney function, of course is Diabetes.

Ionic regulations; balancing sodium level; blood plasma pH levels—these are complex things, and the inter-organ activity and information exchange is very fluid. The human body and the kidneys know what to do if you provide the proper nutrients; get rest; maintain stress levels and exercise. That said, this is also a place where electrolyte supplementation, proper mineral intake—aloe vera for absorption and detox—and plenty of water are foundational health prescriptions. Reducing

*continued on page 2*

## Green for Kidney Health

*continued from page 1*

acidity, allowing sweating, glandular detox, and greens-greens-greens are common natural tenants to allowing the kidneys to work properly.

The degradation of the kidneys can be silent and quick, and the dis-ease can be tricky. Kidney disease develops when kidneys lose their ability to remove waste and maintain fluid and chemical balances in the body. Chronic Kidney Disease—known as chronic renal disease—is a kidney disorder where renal function fades over time.

Diabetics should be very conscious and intelligent about protecting and nurturing their kidneys. Chronic Kidney Disease is linked to Diabetes Types 1 and 2. If the Diabetes is not well controlled, excess sugar (glucose) can accumulate in the blood. Kidney Disease is not common during the first 10 years of diabetes; it more commonly occurs 15-25 years after diagnosis of Diabetes.

So, we have to consider a plan that can be effectively presented and marketed: a Protect-the-Kidneys philosophy and protocol. Remember, kidneys support liver and detox function, and the kidneys aid in optimal nutrient absorption! The kidneys are critical hormone centers: “The kidneys produce erythropoietin, which stimulates red blood cell synthesis, and renin, which helps control salt and water balance and blood pressure. They are also involved in regulating plasma calcium and glucose levels.”

The kidneys filter out a variety of water-soluble waste products and environmental toxins into the urine for excretion. The world doesn't get any cleaner as we get older, unfortunately, so ‘spring cleaning’ as the body moderates and adjusts with the change of temperature and the Seasons is a great time for a cleanse—flush-and-rejuvenate. Liver, move over—we are educating everyone about Kidney Health this Spring. Spring Health: Liver and Kidney: can't refresh and build one without the other!

Get the conversation going by promoting Zeolite—a super, newly-understood detox supplement that is gaining consumer interest. Zeolite is a great natural cleansing compound: zeolites are microporous, aluminosilicate minerals (a natural honeycomb structure with a unique natural negative charge) structured almost like a sieve with many filtering channels. The honeycomb shape is open, strong and stable—and efficiently “filters” environmental toxins. The magnetic attraction of zeolite matches its ability to capture and hold the filtered detritus. “The kidney is the first target organ of heavy metal toxicity.” Clean the cleaning machine.

**The Food Movement Company** has been selling their Zeolite for several years, and it has become both a best-seller and a sought-after product. As I say, every store needs to have a dedicated Zeolite product. This 2 oz. liquid **Black Earth™ Zeolite** is quality-tested and easy to use. Perfect for a Spring-highlight with the beautiful new labels.

**BioNOX Nutrients®** delivered another new product to their Nitric Oxide (NO), Circulatory and Heart Health\* repertoire last year with the well-made and enticing

**CHELANOX™** product. A clean kidney works better, and CHELANOX™ should become one of your prime-time chelating products—a complete and unique formula designed to tightly bind heavy metals and unwanted mineral deposits and transport them out of the body through normal detoxification pathways.<sup>^A</sup> With relevant dosages of EDTA, Chlorella, Modified Citrus Pectin, Cilantro extract, Shilajit extract and Zeolite coupled with a smart “ChelaNox Liver & Kidney Support” blend (NAC, alpha lipoic acid, uva ursi leaf, stinging nettle and milk thistle seed powders). This product upgrades the options and favorites in your Healthy Detox section.

ChelaNOX™ and Black Earth™ Zeolite: now you have super new things to advance conversations this Spring and beyond. One way to clean the kidneys is to Spring clean accumulated heavy metals from the body. With these two products, you have the latest, top-tier cutting edge detox products: good for any other protocol you recommend or build—because they add a new, critical dimension!

Spring Detox is always beneficial to the lymphatic and glandular systems and for optimizing the Grade-A-quality of the blood. Kidney health goes beyond cleaning our filters from the dirty world we live in. While of course most illegal and/or illicit substances compromise kidney health, many pharmaceutical medications also burden or alter proper kidney health. NSAIDs (aspirin ibuprofen, etc.) are real bruisers to normal kidney health, and there is no way to know how the encouraged abuse of these OTCs does long-term damage to necessary body health!

My wholistic and balanced prescription would absolutely next add **Newton Homeopathics™ Bladder-Kidney** formula. Homeopathy is so complete in its influence for health to an organ like the kidneys, and is should be noted that this OTC Homeopathic is their 13th best-selling OTC adult formula, showing that customers consistently buy and like this product. Review this multifaceted formula, which includes Apis mellifica and Cantharis. When urine flow becomes an issue, homeopathy is there! Homeopathy is the best option for an integrated approach. Everything works better when homeopathy is added to the protocol!

“Urinary incontinence—the loss of bladder control—is a common and often embarrassing problem. The severity ranges from occasionally leaking urine when you cough or sneeze to having an urge to urinate that's so sudden and strong you don't get to a toilet in time. (Mayo Clinic)” Enough said. The problem is rampant in your community, and “people don't want to talk about it”! What better way to bring forward the remedy than with a March Kidney Month endcap, along with all the other goodies?

The best thing about homeopathy is that it can be used according to need. Incontinence issues: homeopathy is the safest thing to try for getting things under control!! Incontinence?? Feel confident with Newton Homeopathics™ (in liquid and pellets), formulated “for symptoms associated with the involuntary loss of urine including frequency, leakage and urgency.” With Natrum muriaticum for stress incontinence; Aloe socotrina for incontinence in the aged, and many remedies in the formula for “dribbling.”

Next topic! Just a reminder that Newton Homeopathics™ also has a very popular formula for **Heavy Metal Detox**, (“for associated symptoms such as fatigue, headaches, oversensitivity and sluggish elimination”) which would be a perfect adjunction to the Zeolite and ChelaNox™ (above) as it works wholistically for so many other quadrants of detox and recovery. Dr. Luc was the first homeopath in America to teach on homeopathy for drainage, detox and liver/kidney health!

April is the month of Samuel Hahnemann's 266th birthday (1755). Stores have for years been having sales and celebrations, for the entire month—or on April 10th—for the German Physician who was the founder of the safe, effective and universal medical system, Homeopathy. Highlight the Kidneys this month, and highlight Hahnemann and DETOX next month. Remember, Dr Luc Chaltin changed American Homeopathy with the inroads he made to the dialogue, with clinically-developed, balanced formulas; as well as promoting more practical dosage formulations, and the focus on “drainage” and detox as a powerful element of homeopathy! Homeopathy Works, and in this crazy time, the safety and efficacy of homeopathy should resonate with people turning to your store when needing help. If people are scared of addressing their kidneys with support, Homeopathy is the most gentle approach possible.

Many things can cause an obstruction of urine flow; and, blocked urine flow increases pressure on the kidneys. This pressure, as a stressor, builds to slight but important degradations and damage. Common causes of blocked urine flow—which increase with age—include an enlarged prostate and kidney stones (and a tumor). Optimal circulation is paramount to kidney health. I would add **BioNOX M3® Nitric Oxide Booster** to any protocol for optimal renal artery performance and overall circulatory flow. Healthy Nitric Oxide activity in the kidneys is a very good thing, and the arginine in the formula is known to assist in clearing ammonia out of the kidneys.

Detox, Circulation. The more we realize how much we can be doing for Kidney Health, the more confident we can feel to get people to consider health protocols best for them for lifelong kidney health and all the good that achievement can provide.

Herbs and other foods for optimal kidney health: we know that it is true! “Some foods dieticians recommend for people with kidney problems” are red bell peppers, cabbage (green is better, and raw), cauliflower, garlic, onions, apples, cranberries, blueberries and other berries, cherries, grapes, watermelon, egg whites (less phosphorous), pumpkin seeds, fish for those Omega-3s, and olive oil. Lemon juice, kidney beans, goji berries, ginger and turmeric are also recommended. Get out the recipe books and nosh on berries. The kidneys actually love their shape as a smile! Feed them!!

How many formulas do you think you have in your store today in the Structure-Function set that you can recommend for

*continued on page 6*



# THE FOOD MOVEMENT CO.

March Promo **20% OFF**

## Black Earth™ Zeolite 2 oz. liquid in glass jar

Zeolite is a natural potent cleanser that supports deep cellular metabolism and removal of wastes. It supports a healthy inflammatory response and healthy intestinal barrier integrity.\* Black Earth™ Zeolite also contains Fulvic acid, a super charged mineral found in Humic acid and trace minerals. Item # 1120

- Black Earth Zeolite in liquid form for maximum absorption/ assimilation.
- Black Earth Minerals is composed of both humic acid & the higher molecular-weight humate fulvic acid.
- Humic acid is a natural mineral compound consisting of over 70 trace minerals.
  - Promotes Alkalinity
- Highest Quality – premium America humic acid deposits are used. No filler minerals are added to change the pH range; no harsh solvents. Every Health food store should carry a Zeolite product.

**Arriving in March to celebrate back-in-stock: restock order now through 03/31 20% OFF @ 3 ea.**

BOTH: new, larger sizes 40%-margin products

- **Cacao Nibs, dark chocolate** item #4070 8 oz. - 25% more. Raw, organic Cacao Nibs are phytonutrient rich: coated in organic, vegan Dark Chocolate.
- **Moringa - Raw, Organic.** item #5560 8 oz. pouches - 25% more Often been referred to as the "Miracle Tree," Moringa is one of the most nutrient dense plants on earth

**Coming Soon: expect an announcement within 60 days**

- **POM-C** pomegranate with organic camu camu + acerola vitamin C equivalency 250 mg + organic freeze-dried pomegranate juice 100 mg item #3350 60 vegicaps. 50%-margin product \$15.00/MSRP \$29.99 something everyone should like!!

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

^Must mention BMC Promo when placing order through 03/31/21

^ 12-bottle total shipping minimum or talk to your BMC Rep

833- MYFOOD-55 • [orderdesk@thefoodmovement.co](mailto:orderdesk@thefoodmovement.co)

The Food Movement Company was founded in 2011 out of a small indie health food store in Lake County, Illinois. Today our product line includes a diverse range of organic foods, bioactive dietary supplements and other healthy choices.

The Food Movement Co commits to give 11% of profits to help global hunger relief efforts and to raise the awareness of these efforts



## NEW! COMBO RANGE LAUNCH – 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.

### THE PRODUCTS:

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

#### Balancing Facial Oil 20 ml. glass bottle

Certified organic, lightweight replenishing oil with Trilogy's Hempip™ 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.

#### Purifying Cleansing Toner 150 ml. glass bottle

Gentle astringent, this non-drying toner has a light mint and melon refreshing natural fragrance. Designed as a second-step cleanser, it helps to 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. 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

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1 oz. + 2 oz. + 4 oz.: **Ashwagandha extract (alcohol free). Ashwagandha extract**

**Stress Manager™ extract blend.** • **Kava liquid extract**

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Herbs on the Go™ 1 oz. spray: **Anxious Moment™** • **Daily Stress Balance™**

**PRODUCT NOTES:** ^ **Stress Manager™ extract blend:** proprietary extract blend: Eleuthero root, Reishi mushroom\*, Holy Basil leaf\*, Rhodiola root\* Schisandra berry\*. Supports Healthy Response to Physical & Mental Stress\*\*

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taking herbs should be easy; convenience without compromise

^ formulated with taste in mind ^ created to deliver an effective dose

^ made without sugar or added processing

OVERCOMING EVERY OBSTACLE: ^ no need for water ^ no risk of spilling ^ GREAT TASTING

the touch of sweetness of from the glycerin

[www.herb-pharm.com/pharm-journal/palm-based-glycerin-in-herbal-products/](http://www.herb-pharm.com/pharm-journal/palm-based-glycerin-in-herbal-products/)

^ **Herbs on the Go : Anxious Moment™** – proprietary extract blend: Cacao roasted seed\*, Kava rhizome with root, Lemon Balm herb\*^, Lavender flower\*, Licorice root & stolon\*, Ginger rhizome.\*

^ **Herbs on the Go : Daily Stress Balance™** – proprietary extract blend: Eleuthero root, Holy Basil herb\*, Ashwagandha root\*, Rhodiola root\*, Licorice root & stolon\*, Rose flower\*, Ginger rhizome\*.

Promotes a normalized response to physical and mental stress.\*\*

\* certified organic ^ fresh harvest

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

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

### Herb Pharm® NAME CHANGE

**He Shou Wu is now "Fo-Ti"** same herb, same species, same UPC, same price: new name. .... name changed and updated to reflect current common name in Herbs of Commerce. 1 oz. 4 oz. First recorded in the Ri Huazi Bencao (Tang Dynasty, 713 A.D.), this tuber root is phenomenal if you get the right herb, properly handled. Trust Herb Pharm - quality: this product is responsibly-wildcrafted in China; and this purity-verified fo-ti is cooked with black beans in the methods used in TCM.

Herb Pharm® recently installed a new company-wide software system. Complications have caused shipping delays. Herb Pharm® is feverishly working to catch up by delays caused from this upgrade.

This will make for a more seamless system in the future, and we thank you for your patience, as unforeseen glitches get resolved. Please keep in touch with your Herb Pharm® Rep until the systems are reconciled. Many thanks.

Not represented by BMC in NJ



## MARCH LINE DRIVE 4 + 1 – UNIQUE FORMULAS. SOLD TO HEALTH RETAIL with a 15% OFF MAP

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- **GlucoBate** – Normal Blood Glucose Levels\*. Supports normal blood glucose levels and helps reduce sugar cravings\*. proprietary ingredients: 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

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BEST-SELLER - this product will sell well immediately: it is lifechanging! Clinically-patented strain. Contains two strains of bacteria- BLS K12™ + BKIS M18™ which colonize + produce powerful anti-microbial molecules for oral + throat health\*. Peppermint flavor, xylitol.

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Specially formulated for optimum immune support\*

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- **UriProBio™** – 14 Probiotics, FOS plus Cranberry extract + D-Mannose.

- **ProstaProBio™** – 10 Probiotic strains + FOS with four (4) herbal extracts. Pumpkin seed extract, Saw Palmetto extract, Cranberry fruit extract + Nettle root extract - fortified with Zinc, Magnesium + Selenium

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## rev.up wellness

by Portals Pharma

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*Rev•Up Wellness products exclusively contain Abigenol®!*

~ contains 6 phenolic acids, three flavonoids and four lignans

~ Abigenol® - isolated from the bark of the Fir Needle (Abies alba) - is a substance very similar to Pycnogenol, with similar active ingredients, such as low molecular weight polyphenols - and the natural bioflavones, proanthocyanidins + oligophens.

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

~~~~~

**Ekoeh Brasil**

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**Hair Food Color Cream: Vegan Hair Color Non-permanent hair color and hair treatment**

## Immune HEALTH BASICS®

### March Immune Support Promo Wellmune WGP®

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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.

**GROW NEW BUSINESS with scientifically-proven nutritional support**  
<http://immunehealthbasics.com>

*Immune support for your family, peace of mind for you*

[www.wellmune.com](http://www.wellmune.com) | [facebook.com/Wellmune](https://facebook.com/Wellmune) | [twitter.com/wellmune](https://twitter.com/wellmune) | [youtube.com/wellmune](https://youtube.com/wellmune)  
 Immune Health Basics® + Rev•Up Wellness® are brought to you by Portals Pharma, Inc.

## MushroomScience®

### MARCH PROMO AGARICUS BLAZEI IMMUNE SUPPORT\*

**10% OFF @ 4+ units**

400 mg Agaricus blazei mushroom per capsule  
 hot water/alcohol extract  
 25% polysaccharides. 90 veg caps  
 proper extraction is everything  
<https://mushroomscience.com/lions-mane/>

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

#### Three reasons to choose Mushroom Science®

1. **Hot water extracted.** Hot water extracts contain 50-80 x more beta glucan than mycelium grown on rice, or liquid alcohol extracts.
2. **Research validated.** guaranteed levels of active compounds listed on every label.
3. **Wood grown.** Only wood grown mushrooms deliver the true power of medicinal mushrooms.

**Agaricus blazei** - originating in the tropical Atlantic Plateau of the Brazilian Highlands, research in Japan found the benefits to declare this another medicinal mushroom.

This species of Agaricus has a distinct & unique beta glucan structure. *Agaricus blazei* may be more powerful, because of its novel beta glucan configuration.

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



# bodyceuticals

## BODYCEUTICALS MARCH PROMO

\* through March 17th

• **15% OFF Calendula + Antioxidants Purifying Facial Crème 2 oz. [#PFC]**

• **Buy one Organic Raspberry + Calendula Lip Balm 12 count display, get one full display FREE!**

That's 24 sticks for \$35.40!

Use code MARCH21 for discounts.

\* IMPORTANT SHIPPING INFO FOR MARCH:

Warehouse closing from March 19th - March 31st for inventory restock. Orders received by March 17th will ship on March 18th. All orders received after that date will start shipping on April 1st when our warehouse opens.

Made with plants & love in the USA

[www.calendulaskincare.com](http://www.calendulaskincare.com)

[www.bodyceuticals.net](http://www.bodyceuticals.net)

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

### NEW LOWER PRICES

AS THE MARKET ADJUSTS to a glut of quality hemp, Manufacturers are getting lower prices locked in. The health retail store needs to promote the good stuff, Essence of Well Being<sup>®</sup> started high-quality and have stayed there

Many of our stores are finding EWB to be their most-trustworthy Hemp CBD line for products with zero detectable levels of THC by 3rd-party laboratory analysis. EWB is a health retail line.

**Premier essential oil company making exceptional products in a wide-range of categories:**

~ 1 oz. liquid Extracts Peppermint, Orange + Natural ~ softgels - 10 mg + 25 mg

#### TOPICALS

- Crèmes, Balms + Massage Oils + Massage Lotions
- Aromaland CBD Body Lotions 750 mg per bottle

#### FUNCTIONAL CBD LIQUID EXTRACTS

**4 choices:** CBD liquid extract formulas with terpenes adding 5% natural terpenes to the product  
\* Focus \* Relax \* Restful Sleep \* Relief

#### EDIBLES

- **Yummy CBD Gummies** edibles (display available!)  
Six flavors: 100% natural flavors + coloring  
\* cherry \* orange \* grape \* blueberry lemon  
\* raspberry lemonade \* strawberry banana  
\* pre-packed retail CBD Gummies tins  
\* bulk 100 gummies
- **CBD honeys** 5.7 oz. glass jar  
^ Citrus, ^ Lavender, + ^ Natural Hemp honey
- **Hemp Honey stick** {15 mg/stick} box of 100

#### PETS

- **Hemp CBD Pets: Dog + Cat CBD liquid Extracts**

Minimum order: free shipping for wholesale orders \$150+

[orders@ewbhemp.com](mailto:orders@ewbhemp.com) • [www.ewbhemp.com](http://www.ewbhemp.com)

REJUVENATE YOURSELF!

# JUVO<sup>®</sup>

## RETURN OF THE SUPERFOOD

a quick prescription for daily fruits + vegetables with rejuvenating Raw Foods  
**1st re-stock order 3 + 1**

All-Organic, Raw & Circle-K Kosher Certified  
USDA-Organic Certified by QAI. All Natural, Fresh + Freeze-Dried Ingredients; 100% Raw  
60 servings (360 grams)/6 gms. per scoop

### Raw SUPERFOOD

- 40+ Super ingredients loaded with antioxidants,
- Sprouted & Green Grass blend for energy,
- Mushroom blend for overall immune health.
- Fruit & Vegetable blend for repair and prevention
- **Whole Grain: uncooked, unprocessed + unpolished gluten-free whole grains for a healthy body.**

**Sprouted blend:** (Sprouted Grains Alfalfa, Barley, Wheat, Buckwheat) Sprouted Broccoli + Mustard seeds + Green Grass blend (Barley Grass, Kamut Grass, Oat Grass, Wheat Grass)

**Noble Mushroom blend:** USDA Certified Organic, Kosher + enzymatically-active, cold dried mushroom blend: Agaricus, Cordyceps, Maitake, Reishi and Shitake mushrooms.

**JUVO Raw SUPERFOOD:** 28 fruits & vegetables: red, green, yellow, purple and orange-colored vegetables and fruits. Food-based phytochemicals (including carotenoids, anthocyanins, lycopene + chlorophylls): natural antioxidants and dietary fiber.

**Healthy Grain blend:** brown rice, millet, quinoa and amaranth.

**Minimum order: 6 units**

\* Formulated by an oncologist

Free of Gluten, Soy, Whey, Yeast, Nut, Dairy and Preservatives

NO Artificial Flavors, Colors, Sweeteners & Stevia  
**ReJUVenate Yourself!**

## ESSENTIAL FORMULAS

### EXCELLENT OPPORTUNITY

Essential Formulas<sup>®</sup> has been supporting the health product retailer during these strange times by trying to get new customers to the health food store!!!

**Home-bound TV-viewers probably caught the 2021 marketing of national programming on HGTV (home + garden TV) the first week of March, and now you have to capitalize by letting them know that you carry**

**Dr. Ohhira's Probiotics<sup>®</sup>**

...you know, the 3-year fermented, whole food probiotic delivering the beneficial Postbiotic Metabolites!!

Let them know, "as featured on HGTV home + garden TV" and stack 'em high to see them fly with a promo

The programs week 03/01 - 03/07:

Primetime 9:40 PM **House Hunters**

**International!**; 8:40 PM **House Hunters**;

6:11 PM **Home Again with the Fords**; 5x on Friday during **Home Town** and weekend 11 + 12 morning episodes of **Farmhouse Fixer** and mid-day **Rock the Block**

While this means nothing to me in terms of shows, we all know that THIS IS A LOT OF EYEBALLS

### March Promotion

**Dr. Ohhira's Probiotics<sup>®</sup>** (green box)  
Original 30, 60, + 100 veg softgels

**15% OFF**

**24-units Mix 'n Match + Free Shipping**  
Valid from Mar 1st to Mar 31st

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

## NEWTON homeopathics

Nurturing Naturally Since 1987

### MARCH 2021 Promotions

**20% OFF on 4 select OTC formulas**

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

~ Shelf tags announcing the sale included with order

- **Pollen~Weeds** • **Menstrual~PMS**
- **Kids Allergies** • **Kids Ear Care**

**SAVINGS for YOU and your Customers**

#### Homeopathic OTC Formulas:

**Pollen~Weeds** - for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, postnasal drip, sore throat + sinus pressure.<sup>^</sup> 1 fl. oz. liquid + 1 oz. pellets in glass jars (N055)

**Menstrual~PMS** - for associated symptoms such as irregularity, cramping, bloating, headache, cravings, emotional upsets and mood swings.<sup>^</sup> 1 fl. oz. liquid in glass jars (100 doses) (N012)

[www.pinterest.com/NewtonHomeopathics/newton-homeopathics-kids](http://www.pinterest.com/NewtonHomeopathics/newton-homeopathics-kids)

**Kids Allergies** - # 1 best-selling Newton KIDS homeopathic formula. for symptoms associated with food and environmental allergens such as congestion, swollen glands, runny nose, cough, rashes and stomach upset.<sup>^</sup> (F007) available in 1.7 oz sizes only. - 1.7 oz. liquid + 1.7 oz pellets

**Kids Ear Care** - for associated symptoms such as redness, pain, congestion, hearing difficulty, inflammation and irritability.<sup>^</sup> 1 fl. oz. + 1 oz. pellets in glass jars (F006)

#### Consider big buys for THIS Immune Season!

Newton Homeopathics is a 50%-margin line! Long shelf life Automatic Volume Discounts\*\* ~ liquid 1 oz. complexes only (same Skus)

**10% OFF** 6-11 bottles **15% OFF** 12-23 bottles

**20% OFF** 24+ bottles

~ and remember 18+ bottles of DETOXIFIER (N001) is always

**20% OFF**

#### HOMEOPATHY WORKS!!

Marketing materials: Window clings back in stock!

"Newton Homeopathics Proudly Sold Here Window" Cling

\*\* not to be combined with other discounts

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

## AloeLife<sup>®</sup>

### MARCH PROMOTIONS

Change of season skincare

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

**20% OFF 24 items maximum \***

mix & match from the items listed below

<sup>^</sup> **Herbal Aloe Ear Wash** 1 oz.

w/ Calendula, Mullein, St Johnswort,

Rosemary extracts

<sup>^</sup> **Skin Gel SG Aloe MIST Spray** 4 oz.

a most perfectly versatile aloe spray!

<sup>^</sup> **Face & Body Lotion** 16 oz. + 4 oz.

women & men love the grapefruit scent

\*Discounts cannot be combined  
effective March 01- March 31

**EVERY STORE needs some Aloe Life!  
ALOE 2021**

Actives in properly-made whole leaf aloe bodycare products:

Superfood-rich, topical support

To accomplish the goals, you need the best stuff

Therapeutic Aloe vera from Aloe Life<sup>®</sup>

**Skin Gel SG Aloe MIST Spray** - Soap & Hand Sanitizers have your skin in a tizzy? Aloe to the rescue!! This Aloe Skin Mist Spray gives you everything to soothe + repair

**Aloe Face & Body Lotion** - 1st ingredients say it all: herbal extract blend of Whole Leaf Aloe Vera Juice, Chamomile Extract, and Allantoin.

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

**Aloe Life # 1 Herbal Superfood**



## Green for Kidney Health

continued from page 2

proper organ maintenance. If you promise to come back to the article, I ask you to go out now and see how accurate your memory was!!?

Herbal formulas are perfect to populate a Kidney Health section: each uniquely beneficial! **Herb Pharm**® produces the best quality herbal blends in America. Fill your Kidney Health section with a cross-merchandising display you can be proud to offer as valuable options; 4 excellent formulas—**Calm Bladder**™: proprietary herb blend: organic cornsilk, wildcrafted St. Johnswort flowering top, organic plantain leaf, organic goldenrod flowering top; **Urinary Tract Support**: proprietary extract blend: organic Goldenrod flowering top, organic Corn silk, wildcrafted Horsetail herb (USA origin), organic Uva Ursi leaf, organic Juniper berry; **Glycemic Assist**™: Devil's Club root bark, Bitter Melon fruit, Cinnamon bark, Fenugreek seed, Dandelion whole flowering plant; **Stone Breaker** (supports the urinary system)\*: proprietary extract blend: Stone Breaker (Chanca Piedra) herb (Phyllanthus niruri), Hydrangea root, Celery seed, Burdock seed. There are so many years of herbal wisdom here in these blends, I suggest that you open the notepad and start studying.

**Crystal Star**® by Healthy Healing offers several encapsulated formulas that are perfect to spruce up your store with kidney-supportive options this Spring. Two of the formulas—**Kidney Care**, and **Bladder Support**—are two of the top six best-selling products from this 43 year-old pioneer herb line. Bladder Support “soothes occasional urges & supports bladder health with Cranberry, Coriander, Uva Ursi & Parsley\*.” A clever, purposeful all-purpose formula that one should consider for any Kidney-centric formula. Consider tagging this as a “Staff Favorite”: Cranberry concentrate extract, White Willow bark, Echinacea Angustifolia root, Coriander seed, Mexican Wild Yam root, Dandelion leaf, Marshmallow root, Juniper berry, Uva Ursi leaf, Plantain, Parsley root, Kava Kava root, Dandelion root, and Fenugreek seed.

My words are “well-balanced”. Gentle synergy, not overpowering—a gentle reminder to the body to take care of those kidneys! Gentle, and versatile—because every healing modality should address the kidneys!

**Kidney Care**, which used to be called Stone Defense, carries the finest selection of herbs used for, well, stone relief! The who's-who of traditional herbs helps mucosal activity and spasms—along with antioxidants, liver support and nervines. Gentle reminders for the body on how to adjust to balance. Proprietary formula with a blend of Chamomile flower, Stoneroot, Hawthorn berry, Dandelion root, Parsley root, Mexican Wild Yam root, Gravel root, Marshmallow root, Hydrangea root, Tribulus Terrestris fruit, Oregon Grape root, Amla berry, Licorice root, Milk Thistle extract, Lecithin (Sunflower), Lemon Balm leaf, Ginger, Valerian root, Protease in a vegetarian capsule (vegetable cellulose and water), and certified organic brown rice. With 17 whole herbs, Kidney Care

“soothes and passes.” Feel confident, because Crystal Star® is a non-GMO herb company.

Consider the two above, side by side, with this **Bladder Strength** product. Your set needs this trio (and with the line extension deal, or opening order placements this expansion is so rewarding! Ask your BMC Rep). Naturopath Linda Page's philosophy, which is wholism-in-action, is that a properly-blended formula – with primary and secondary herbals synergizing with complementary herbs to assist acid-alkalinity along with other catalysts and transporters, can do powerful things without concentrated or standardized actives. For some people, this is the preferred way to initial self-care. To others, it is just what the body needs. You store needs tools for every constitution, and Bladder Strength is well-rounded and effective

“When occasional leakage becomes more intense, help support **Bladder Urgency** with Pumpkin seed extract, Cranberry extract, Plantain and Wild Yam.\*” The beauty of recommending Crystal Star® is the tenure of the blend. So many years, so many re-buys: so much satisfaction. This product has done the job for decades: and the name is clear to anyone seeking help! We all know these herbs, and how nice to be able to offer them all together. Strengthening! A proprietary blend of Pumpkin seed extract, Mexican Wild Yam root, Kava Kava root, Cranberry extract, Willow bark extract, Juniper berry, Coriander seed, Marshmallow root extract, Plantain leaf, Echinacea angustifolia root, Dandelion leaf, Uva-Ursi leaf, Parsley root, Dandelion root, Fenugreek seed. A little of a lot, that work synergistically together, to strengthen! The choice is to present these herbs for health, or to attempt health without these herbs!

**Bladder Support** is designed to encourage normal urinary muscle elasticity and tone for people with occasional bladder leakage concerns. **Bladder Strength** works similarly, but is an extra-strength formula for people with bladder discomfort.”

Three Crystal Star® products, next to a wood-rack, cross-merchandising, Herb Pharm® display with the items listed above; and you have just reformed your Kidney Health set from uninspiring to complete. An easy decision in March Kidney Month, and as the weather changes, and detox sprouts naturally; and as you open your store to a larger new and returning customer count. Kidney Health here!

The kidneys are a pair of bean-shaped organs on either side of your spine, below your ribs and behind your belly. Each kidney is about 4 or 5 inches long, roughly the size of a large fist. The kidneys' job is to filter your blood. Our goal is to make them smiling kidneys!

The kidneys do govern many sectors of health, as we know. Consider the importance of kidney health to Diabetes and HBP (high blood pressure)! Likewise, many herbs that address other sectors of health could also be highlighted to guide the shopper to see the reality that kidney health should be addressed when dealing with other important health issues. Use National Kidney Month to promote these time-tested formulas from **Herb Pharm**®: HBP (**Blood Pressure Support**), Circulatory System Health (**Vein**

**Health**™), men's health (**Prostate Health**™), and—leading up to Mother's Day—women's health (**Women's Reproductive Health, PMS Comfort**™).

Kidney Health has long been of utmost importance in Asian medicine. They are the root of the body's yin and yang energies, and they store our essence. The kidneys are responsible for reproductive function. “On a mental-emotional level, the kidneys are associated with fear—an imbalance in the kidney energy often leads to irrational or pervasive fear. On a spiritual level, the kidneys are the source of our Zhi, our will power, our drive to succeed, to thrive and to be alive.”

Traditional Chinese Medicine (TCM) has a distinct theory that has become a principal guide for how to gain health through an understanding of the Kidneys, and what they call Kidney Jing or Kidney Essence. The shorthand for the theory is “Kidney Governs Bones.” The kidneys are essential for an essence we might call genetics and environment. The sum may be Kidney Essence generates Kidney Qi, which turns into Kidney Yin and Kidney Yang. If you have ever read books on TCM, the latter two terms are extremely common in diagnosis, deficiency and prescription. The wholism is best described by, a “delicate interaction between the two (yin and yang) ensures that the body remains in an ever changing yet instantly balanced state.” Disturbances of this balance “can influence progression of chronic diseases and accelerate the aging process.”

TCM is so much more advanced than modern, profit-oriented pharmacy. Reduce disease and increase healthy-aging versus perpetually treat accumulating diseases with poisons. Kidney Essence Deficiency also leads to low sexual vitality (Qi). In addition, Kidney Essence nourishes bone marrow, and there is the “essence of immune health!” (from 2016, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5030442/>). So the kidneys govern bone health, immune health and sexual vitality: that is wholistic medicine!

This link—kidneys and bones—first stated in The Yellow Emperor's Inner Classic (chapter one) written before 100 BC, correlates with accepted modern medical diagnosis – “Chronic kidney disease (CKD) and diabetes mellitus are two examples that demonstrate the relationship between Kidney Essence Deficiency and abnormal bone metabolism.” In TCM, Kidney Essence Deficiency is a main feature of chronic kidney disease. In diabetes “the inability to generate sufficient Kidney Qi to control glucose metabolism.” Mineral vascular calcification contributing to microvascular and macrovascular complications with diabetes. Circulatory problems. The goal is a return to harmony!

2018. The homeostasis between calcium and phosphorus in the blood, governed by actions of the kidneys and aided by ample Vitamin D is principle in keeping bones healthy and vital. (TCM was correct 2000 years ago!) Muscle spasms and heart function are also affected by this balance. 2020. The “Kidneys also release three important hormones: erythropoietin (which stimulates the bone marrow to make red blood cells), renin (which regulates blood pressure), and

continued on page 8



# ABSOLUTE LABS™

Inspired by Wellness

March Promo: must-have essential!!

**20% OFF**

**TriGuard® Plus by Oxygen Nutrition®  
Soothing THROAT SPRAY**

Antimicrobial compound OLE-100 Complex:-  
Colloidal Silver Liquid with Olive Leaf Extract &  
Elderberry Extract I

Powerful Immune System Booster - 2 oz  
\$7.50/\$14.99

Uses: a two-herb blend from a proprietary  
process, with structured silver water

- infections\* • bacteria/parasites/fungi\*
- microbes\* • pathogens\* • yeast candida\*
- a low toxicity profile with humans

### SILVER: a natural health ally

- Exhibits the highest electrical conductivity of any metal
- Silver has the lowest contact resistance of any metal
- Silver ions as antibacterial agents have been known for ages + are agents with proved efficacy against Gram-positive + Gram-negative bacteria
- Silver ions are bioactive and, in concentration, readily kill bacteria in vitro.

Silver ions interfere with enzymes in bacteria that transport nutrients, and bond with bacteria's genetic material.

- Dilute solutions of silver nitrate + other silver compounds are used as disinfectants + microbiocides (oligodynamic effect) and added to bandages, wound dressings, and other medical instruments

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

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

https://absolutelabs.com/ • Salt Lake City, Sandy, UT



THE FUNCTIONAL  
CHOCOLATE COMPANY

## CHOCOLATE

there, now that I have your attention

Get ready to feast & thrive on  
these new products:

### Shipping Now

4 formulas with more to come

- **Libido Formula**  
SEXY CHOCOLATE  
champagne & berry
- **Menopause Formula**  
HOT CHOCOLATE  
natural vanilla creme brulee
- **Stress & Anxiety Formula**  
CAREFREE CHOCOLATE  
mellow mint truffle
- **PMS Formula**  
RHYTHM CHOCOLATE  
ginger flavored dark chocolate

### The Sweet Taste of Health

1.75 oz. \$4.49/\$7.49

https://funcho.co/collections/all

- Quality ingredients allowing Structure-Function claims
- Supplement Nutritional Panel: a dose is 1-3 chocolate pieces when needed.
- Fair Trade Cocoa, Gluten free. Vegan. GMO-free

Orders at 4 cases for free shipping  
opening order = 4 + 1

### The Functional Chocolate Formulas

Evergreen Colorado 833-4FUNCHO  
wholesale: sales@funcho.co https://funcho.co/

## Crystal Star™

for the whole person™

SINCE  
1978

An Industry Pioneer since 1978

## WOMEN'S HEALTH Fibro Defense

Optimizing breast and uterine health\*

a whole-herb blend of phytonutrients that help boost immunity and support circulation – which helps promote normal tissue and helps flush cellular waste.\*

Proprietary formula: Ginger root, Pau d'arco root, Goldenseal root, Mexican Wild Yam root, Watercress leaf, Burdock root, Dandelion root, Black Cohosh root, Dandelion leaf, Cordyceps sinensis, Dong Quai root, Protease, Ashwagandha root, Licorice root, Red Raspberry leaf, Yellow Dock root, Bladderwrack, Maitake Mushroom, Kelp. 60 veggie caps Non-GMO, CGMP 3rd-Party Verified. Year after year, this is Dr. Linda Page's best-selling formula.

Ask your BMC Rep about excellent opening order discounts.

Linda Rector Page built her company on formulas for WOMEN. Tried, appreciated, dependably trusted for over 40 years. Let's give your community good herb choices for women! Crystal Star, for every stage in a woman's life

- **Female Harmony** 60 + 90 caps [PMS Support]
- **Women's Best Friend** 60 + 90 caps [Menstrual Support]
- **Women's Libido** 60 caps [Enhances Desire]
- **Estro-G Balance** 150 caps (formerly Est-AID) [Menopause Support]
- **Women's Dryness Extract** 1 oz. liquid [Lubricate from the Inside] and
- **Fibro Defense** 60 caps (above) [Between Period Support]

Ask you BMC Rep for help to upgrade your Women's Health section

Proprietary blended formulas & Formulation Philosophy NON GMO Project Verified. • Well-tolerated for Self-Care. The Value is in the Formula! • MAP-Price protected

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

## AROMA LAND

### RETURN TO NATURAL: Skin Renewal Promo

#### • MARCH BODYCARE COLLECTION

Jasmine & Clementine per Sku:

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

- ~ Shampoo ~ Conditioner ~ Shower Gel
- ~ Hand & Body Lotion ~ Massage & Body
- ~ CBD Body Lotion- 7.50 mg
- ~ Hand Soap ~ Bath Salts 20 oz.

#### • ESSENTIAL OIL PROMOTION

20% OFF (1/3 oz.)

- ~ French Lavender ~ Patchouli ~ Ylang Ylang
- ~ Aphrodisiac ~ Goddess ~ Romance ~ Love

#### • Jasmine & Clementine Glycerin bar soap

4 oz. 10% OFF in units 6 ea.

#### • 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 + AromaFREE® (last month for this Bath promo)

• **FACIAL SERUMS** 1 oz. w/dropper serums for seven (7) Skin Types: through May 2021 (in ea's) 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



bionox®

## ENERGIZE your Spring

Nox3™ Ultimate Raw Food Blend  
NoxGreens by Bionox®

**NOX3™ Daily Greens** is a medical doctor certified (MD-C)™ blend of nature's best raw foods. Taken daily these concentrated nitrate rich superfoods support:

- Circulation, Vitality, Digestion + Energy^^
- Rich in nitrates for optimal nitric oxide levels^^
- Alkalizing ingredients for healthy pH^^
- 24 antioxidant-rich superfoods every day

Nox3™ Ultimate Raw Food Blend contains over 24 energizing superfoods to activate your body's innate power to create optimum health:

Proprietary blend (6780 mg): Barley Grass, Spinach (leaf), Wheatgrass, Alfalfa, Moringa (aerial parts), Goji Berry, Green Tea, Spirulina, Chlorella (cracked cell wall), Broccoli (whole plant), Acai (berry), Maca, Beet (root), Rose Hips, Carrot, Raspberry Juice, Pineapple, Acerola Cherry, Camu Camu, Watermelon, Blueberry, Resveratrol, (20% extract from Japanese Knotweed), Black Pepper.

\* Nox3 Digestion Support Probiotic Blend (1039 mg): Psyllium Husk, FOS Fructooligosaccharides (from Chicory Root), Flax Seed Powder, Protease (Aspergillus oryzae), Amylase (Aspergillus oryzae), Lipase (Aspergillus niger), Lactase (Aspergillus oryzae), Cellulase (Trichoderma reesei), Lactobacillus Acidophilus.

1 scoop (about 8 gms). 30 servings per container

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

Free shipping now at \$199 wholesale

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

## ECO LIPS®

The best lip balm for the world

### Gearing up the get OUTDOORS March Promos 15% OFF

- Bee Free • Classic SPF
- Lip+Cheek • Brazilian Lip Balms

**Brazilian® Lip Tints** Fair Trade Certified™ vegan non-toxic earth mineral tints featuring ethically-sourced Babacu & Pracaxi oils and Cupuacu butter earth mineral tints, with a fruity floral flavor of passionfruit 25-piece convertible lip tint display.

Exciting: 5-pack refills available for each flavor Carmine free 0.15 tube. 5 colors

**blissful.** rouge, pink color  
**brave.** strong, muted pink-red color with a hint of purple.  
**blissful.** soft, dusty rose  
**brazen.** a tawny burnt sienna color with reddish undertones

**bold.** a deep rosewood color with tints of burgundy and mahogany. a dark red tint for a bold yet romantic look

**Lip + Cheek Tints** smooth lightweight Multi-tasking beauty balms that delivers the perfect pop of natural color to lips and cheeks

12-pc. convertible displays larger 0.56 oz. tubes 3 dimensions of color possibilities for – yes! – both lips and cheeks. Can be blended: ~ Nude ~ Pink ~ Red w/Organic jojoba oil, coconut oil + organic, Fair Trade Certified™ cocoa butter to moisturize & protect. Vegan-friendly; fresh hibiscus scent

**ECO LIPS® Bee Free® lip Balms** convertible displays on sale: 24 units (0.15 oz.). Flavor choices/sale: Lemon Lime, Superfruit, Sweet Mint, Unscented "Soft lips, thriving hives"™. Certified Organic, Certified NON-GMO Project-verified + all Fair Trade certified

**Classic SPF lip balms** ^ convertible displays: 36 units net wt. 0.15 oz. MSRP \$2.49

~ Berry SPF 15 "Get Berried, Not Burned"™  
~ Mint SPF 15



## We Are Not Promoting Enough

*continued from page 6*

calcitriol (the active form of vitamin D, which helps maintain calcium for bones and for normal chemical balance in the body). Science proving the dignified TCM theories of whole body diagnosis and treatment.

There are various herbal formulas used in Asia to bring the body back to balance: that is a medical system not present yet in America. Yet, there are things to learn about the wholism of this appraisal. Basically, in TCM, the strategy is to tonify the kidneys and facilitate the clearance of waste materials. Modern drug allopathic medicine will never accept that: ignore the kidneys until they are crippled is the prognosis. Treat the disease we allowed to happen!

We can use our alternative medicine status to promote complementary therapies that heal the patient in spite of the most expensive, mismanaged medical system in world history!

This is too simplified and too complex to be our concern here (and the ability to get most of these herbs in America with any degree of quality at this time is nearly impossible), but—it is information for long term study and a substantial proof that natural medicine and modern scientific diagnosis can agree. The primary three (3) herbs promoted for Kidney Essence Deficiency are Yin Yang Huo, Da Huang (Chinese rhubarb), and Astragalus. To me, this adds another use for the primary immune-replenishing herb Astragalus—and **Herb Pharm**® has the best Astragalus available.

Rheum palmatum (Da Huang) is the Herb Pharm® liquid extract Rhubarb: root and rhizome, organically-grown. There is excellent evidence of the use of Rhubarb root—a powerful herb that should be used with respect—for chronic kidney disease and kidney failure, although all that success is in compound formulas in which Rhubarb is an ingredient in a TCM modality. This is a little known but valuable herb to investigate for gut disorders (beyond constipation and diarrhea), sepsis and inflammation (especially gallbladder, liver and kidneys.)

Rehmannia root (shu di huang), properly processed, is thought to be a yin kidney tonic. Herb Pharm® sells a lot of Rehmannia, usually to women. Fo-ti is another recognized tonic herb for the blood, liver and kidneys. Herb Pharm® has you covered! Cinnamon bark warms the kidneys and is used for the torpid energies of impotence. Corydalis, Herb Pharm's newest single, is traditionally considered to promote circulation and Qi in TCM\*

Chinese Yam (shan yao) is also considered a safe and nourishing kidney tonic, and while Shan Yao (*Dioscorea opposita*) is related to the American herbal, Wild Yam (*Dioscorea villosa*), there has been very little research between the two, although Wild Yam has been used for weak bones and low sexual drive in men and women. Both contain the phytoestrogen and steroid precursor diosgenin. (repeating clearly the herbal education that there is no progesterone in Wild Yam!) Chinese Yam and Rehmannia are used for incontinence. As TCM becomes integrated into the western herbal canon, we will see

many of these herbs used more in integrated world-herbalism formulas. I am trying Fo-ti as a Spring Tonic; heralded as an anti-aging agent that is great for overall kidney health.

Other herbs utilized for kidney function include dandelion, marshmallow, nettles, parsley, buchu leaf, burdock seed, cleavers herb, organic corn silk, horsetail, pipsissewa, yarrow and Cordyceps mushroom. All worth studying!

Another example of science catching up: "It was thought that kidney cells didn't reproduce much once the organ was fully formed, but new research shows that the kidneys are regenerating and repairing themselves throughout life. Contrary to long-held beliefs, a new study shows that kidneys have the capacity to regenerate themselves." June 19, 2014, Stanford Medicine News Center (—you know, the University!). The human body is amazing and so are the resilient kidneys!

Adult kidneys constantly grow, remodel themselves, study finds: we need to support the kidneys through the life cycle.

We cannot ask the question, but I wonder if people are clueless about the importance of their kidneys!?? The Kidneys are effective filters. How can we get people to understand that? The Liver and the Kidneys work in a great harmony. The Liver gets all the attention but what is important to note is that when the liver is burdened, then the Kidneys have to work harder.

WOW, and how big did you say the kidney set was in your store?

When kidneys fail to function properly, waste builds up in the blood and leads to a weakened system and a host of problems like anemia, nerve damage, and high blood pressure.

March is National Kidney Month. The National Kidney Association was started in 1964, as an evolution by an organization started by a Mom on a mission. In 1950, the son of Ada and Harry DeBolt was stricken as an infant with what was called nephrosis—which was a little-known condition with no real treatment. Her story is inspiring.

"In the era before technology, the Internet or social media, when a woman's only place was at home, Ada relied on her resourcefulness, ingenuity and old-fashioned legwork to find other nephrosis patients. She reached out to local hospitals to track down other parents of children suffering from nephrosis, spent long hours in the library learning what she could about the disease, and held meetings in her own living room in Tuckahoe, NY, to facilitate information-sharing between doctors and the families.

"Funding those efforts proved to be nearly as challenging as finding the patients. Ada's cause wasn't known and her network was limited. But she was a mother on a mission, single-minded in her quest to save her child. She solicited funds by mail, painstakingly handwriting letters and employing her husband Harry and son Paul to lick hundreds of stamps or deliver the letters to the post office. Such soliciting was illegal, but fortunately police felt sympathetic to the poor mother with a child swollen beyond recognition and turned a blind eye."

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### "The Role Kidneys Play in Detoxification

The kidneys play a large role in detoxification. The kidneys are responsible for the important task of purifying the blood of toxic substances like certain medications and other harmful chemicals. The kidneys provide an intricate and extremely efficient filtration system that performs many functions to keep the blood clean and chemically balanced. They filter and cleanse the body's entire blood supply 60 times per day, removing waste from the blood and excreting it. Inside the kidneys, intricate processes take place in which water and dissolved waste materials (including toxins) leave the blood and enter the urinary system. The following processes are involved in the formation of urinary waste: simple filtration; selective reabsorption; and secretion. In terms of kidney function, the two most important minerals are potassium and sodium. However, kidneys play more roles than just producing urine and maintaining proper levels of certain minerals, blood pH, and eliminating toxins. Kidneys are involved in production of things like prostaglandins, aldosterone, and renin. In this regard, magnesium and zinc are important to the kidneys' other functions."

— Albion Nutritional Facts - Minerals for Detox

For our aging population, one needs to be aware that there are definite physiological changes that happen that affect the kidneys and health. Fluids and electrolytes become more important. In addition, metabolic changes also slow down the body in its ability to eliminate and detox. That is why we must also educate on the need for kidney support for all Seniors."

— <https://jamanetwork.com/journals/jamasurgery/fullarticle/395625>

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While their son Bobby died at 4 years old, the work led by Ada in bringing a small group of influential doctors and other families dealing with the same disease was the start of the National Nephrosis Foundation with the goal of raising funds in pursuit of the cure for the disease. The growth of the organization led to the evolution into the National Kidney Foundation and the focus expanded to a national movement against all kidney diseases, and now even education on kidney health. They are now the largest kidney advocacy group in the US (<https://www.kidney.org/>) #HeartYourKidneys has the all-time great NFL superstar Jerry Rice as its spokesperson, which may be a key marketing point to get the public engaged. Accessible information on kidney basics can be found at [www.kidney.org/kidney-basics](http://www.kidney.org/kidney-basics). While all the emphasis is on drug development, there are good bits on information on physiology and prevention.

Key facts: 1 in 3 Americans are at high risk for kidney disease because of diabetes, high blood pressure, or family history of kidney failure; (2) Chronic Kidney Disease (CKD) affects more than 1 in 7 American adults, and is the 9th leading cause of death in the U.S.; (3) in 2016, three-quarters of a million people in the U.S. required dialysis or a kidney transplant. Dialysis and kidney transplants, the only treatment options for severe kidney failure, are difficult, expensive, and not always available. Patients seeking new organs may not always get them in time to survive; in the U.S., twelve people die each day waiting for a kidney. 37 million lives are

*continued on page 10*





## RHODIOLA IN TROUBLE

The environmentalists and the herbalists have been on the case. They have been warning and watching and monitoring. My notes go back to 2012, and now in 2021 we must sound the red alarm: rhodiola is being overharvested in the wild, and now we are near the point where human actions can affect the species. Time for our stores to act. *Rhodiola rosea* L. is all that I have seen in the American marketplace (and of course, I don't search big box stores or Amazon and their \$-dollar store quality-standards): health food retail seems to carry the most studied species. *Rhodiola* has a circumpolar (found in the polar regions) distribution.

"*Rhodiola* is native to some of the coldest, harshest regions on the planet. Siberia, the Arctic, Northern China. Places that aren't just frigid, but mountainous with tough, stony soil. *Rhodiola* has flowers but it's not showy. It looks more like a succulent. It grows low to the ground to stay out of the strong winds. It grows strong roots, and it's those roots that are used by herbalists around the world. (1)"

It likes arctic climates. Today, *Rhodiola* is endangered in many countries. It is on the Red List of endangered species in many EU countries. A close, and sustainable source is Canada: "In areas of northern Canada *Rhodiola rosea* grows wild, but in this severe climate, small plants can be 100 years or older. In sub-alpine climates, such as specific areas in Alberta, *Rhodiola rosea* thrives and will take five years or more for the slow-growing root to mature before harvest." Other names for *Rhodiola* are golden root or rose root. It naturally grows in the cold regions of the Arctic, Central Asia and mountainous areas of Europe. *Rhodiola*'s flavor profile is bittersweet with an astringent mouthfeel, like drinking a delicate flavor of rose.

*Rhodiola rosea* can contain well-studied and important antioxidants—rosavins and salidroside—and an essential oil profile that gives the plant its wonderfully pleasant rose fragrance. Good extraction must capture the flavonoids. Three rosavins—rosavin, rosin and rosarin—are unique to the *Rhodiola rosea* species. This is why we also should have concerns that there are other species on the market: as they are more common, but they do not contain what people are looking for. The three rosavins are cinnamyl alcohol glycosides in the class of compounds known as phenylpropanoids, and they seem to work best with *Rhodiola*'s other main active, salidroside.

The research on rosavins includes moderating stress levels and breaking down adipose tissue; supporting weight loss. While the rhodiosides are unique to *Rhodiola rosea*, the salidroside is also found in other unrelated plant species. The combination seems to make the salidroside—a glucoside form of tyrosol—more effective. The salidroside may bring the adaptogenic effects, including many aspects of nerve health, cognitive function, skeletal health, and oxidative stress. Could you be selling rhodiola that is not rosea without knowing it—or by the common mistakes of sloppy or money-driven harvest?

Today, many herbalists see value in *Rhodiola rosea* root extract as an energy adaptogen that offers brain support, especially focus: and, that brings a nice positive outlook with a mental energy. Skateboarders and

students love *Rhodiola*.

"Since the late 20th century, global demand for *R. rosea* has increased steadily, in part due to clinical research supporting new uses in modern phytotherapy. Global supply has been largely obtained from wild populations, which face threats from poorly regulated and destructive exploitation of the rootstocks on an industrial scale."

What we know. **Herb Pharm**® produces a supply-chain controlled, Herb Pharm®-quality, North-American-sourced, Certified Organic, cultivated *Rhodiola rosea* with a monograph-guaranteed plant profile and lab-tested purity—and with the correct parts of the plants used. This is the best your store can promote! Let's look at the world market.

Asia: "Across Asia, *Rhodiola* species have been used in Bhutanese, Mongolian, Nepalese, Kazakh, Kyrgyz and Uzbek traditional medical systems. China is globally significant in terms of *Rhodiola* species diversity, with over 60% (55 species) of the world's 90 *Rhodiola* species, including 16 species found nowhere else in the world. Since the late 1980's there has been a shift from relatively low demand for infusions using chopped dried *Rhodiola* roots, to high 21st century demand for a wide variety of processed products. China's trade in *Rhodiola* products is now very diverse...*Rhodiola crenulata* (Hook.f. & Thomson) H. Ohba is the most widely traded species in China." Other concerns from this study were adulteration and levels of processing—and sustainability. "As the growing market for *Rhodiola* products in China is currently supplied entirely from wild collection, there are justifiable concerns about sustainability."

Let it be said that not all *Rhodiola* is the same. As the gatekeeper of the good stuff in your community, you need to know where your *Rhodiola* comes from! Most likely, most products (especially formulas) will not be able to tell you: Herb Pharm® works to give you quality, and source verification: which is why they are America's #1 liquid extract company.

The latest warnings came to light in 2019-20 with two excellent articles from several authors including Josef J.A. Brinckmann (Research Fellow, Traditional Medicinals: Medicinal Plants & Botanical Supply Chain, Sebastopol, CA); Anthony A.B. Cunningham (Murdoch University, Perth Australia); David E.V. Harter (The Federal Agency for Nature Conservation [BfN], Bonn Germany); and, H.L. Li, and P. Luo (Chinese Academy of Sciences, Chengdu, China); W.J. Xiao (Sichuan Academy of Grassland Science, Chengdu, China); and Zingchao Long (Chengdu Longxingchao Pharmaceutical Source Technology Co., Ltd., Chengdu, China). World efforts at preserving the herbal medicine supply chain.

The two articles summarize research presented: "Running out of time to smell the roseroots: Reviewing threats and trade in wild *Rhodiola rosea* L." by J.A. Brinckmann, A.B. Cunningham, David E.V. Harter. [https://pubmed.ncbi.nlm.nih.gov/33358852] *Ethnopharmacol.* 2021 Apr 6;269:113710. doi: 10.1016/j.jep.2020.113710. Epub 2020 Dec 31.] AND "There 'ain't no mountain high enough?': The drivers, diversity and sustainability of China's *Rhodiola* trade." by A.B. Cunningham, H.L. Li, P. Luo, W.J. Zhao,

X.C. Long, and J.A. Brinckmann. [https://pubmed.ncbi.nlm.nih.gov/31743765/ -J *Ethnopharmacol.* 2020 Apr 24;252:112379. doi: 10.1016/j.jep.2019.112379. Epub 2019 Nov 16.]

The "Running out of time" article aimed to study if commercial farming could possibly take pressure off the demands placed on the wild stocks. Their conclusion includes the principal statement that there is a "time sensitive importance" to protect *Rhodiola rosea* species! Also, wild populations continue to decrease while illegal harvesting, smuggling and adulteration increase. (Only humans can ruin a plant harvest: I know that wild caribou are pissed! We can't even steal their emergency food supplies without soiling the commerce!)

"Running out of time's" Conclusion: "the current data suggests that the historical primary reliance on sourcing from wild populations of *R. rosea* should transition towards increased sourcing of *R. rosea* from farms that are implementing conservation oriented sustainable agricultural methods, and that sustainable wild collection standards must be implemented for sourcing from wild populations." Good herbalists are already doing this! "Currently, *Rhodiola rosea* cultivation is occurring in Canada, Finland, Latvia, the Russian Federation and the USA,"—but remember, this adaptogen grows best in very cold and stressed environments. "The thick, waxy leaves of *Rhodiola* and other plants that grow in extremely harsh climates are evidence of how they adapted to survive amid the elements(1)."

This low growing succulent grows up to 1.5 feet tall, and it can grow to over 80 years in the wild. (I would like to shake hands with an 80-years wild rhodiola one day!) Wildcrafters need to know that it takes the roots a while to mature before they become medicinally beneficial for herbalism. It takes roots 15 years to become valuable. For a great article on *Rhodiola*, visit the Pharm Journal at [https://www.herb-pharm.com/pharm-journal/sourcing\\_rhodiola/](https://www.herb-pharm.com/pharm-journal/sourcing_rhodiola/)

Herb Pharm® only uses Certified Organically Grown *Rhodiola* in their products. "We prepare *Rhodiola* extract from the Certified Organic dried root of *Rhodiola rosea* plants. To assure optimal extraction of the herb's bioactive flavonoids and delicate rose flavor, the roots are harvested at their optimal potency, carefully dried, then thoroughly extracted." Their sources are Alberta Canada and Alaska.

Want to help the plant cultivations have the time to ramp up? Consider formulas that utilize *Rhodiola* for heightened synergistic benefit; Herb Pharm® has rhodiola in **Stress Manager™** (a Michael favorite; and the new **Herbs on the Go™ Daily Stress Balance™** Spray. Ask your Herb Pharm® Rep to explain how a person living through today can easily use both products daily to stay in balance with the times! And of course, Herb Pharm® makes formulas with vetted, Herb Pharm®-quality herbs—extracted separately and then blended, and tested!

Herb Pharm has made high-quality herbal supplements for the whole family since 1979: Made of plants and ethical choices™—Where Quality Grows™ <https://www.herb-pharm.com/pharm-journal/plant-immune-systems/>



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

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

### Green for Kidney Health

*continued from page 8*

affected by CKD and this can be an important time to raise awareness for this silent killer.

Obviously, the best courses of action are proactive protocols and preventative health care. And again, natural health is the only consideration between surgery, machines and drugs. That is why we do what we do!

Wear the ribbon and promote the Green Ribbon! "Kidney disease and kidney cancer awareness are another cause represented by the Green Ribbon. People who have kidney disease, are on dialysis, have received a kidney transplant, or who are living kidney donors wear the Green Ribbon to help raise awareness about the condition." People who support the cause, and want to raise awareness are asked to wear a Green Ribbon in March in solidarity with the cause. March, every year- find a ribbon, wear a green ribbon now and use the marketing imagery next year to get people to care for their own Kidneys.

Let's make kidney smiles a lifelong feeling!

You can show your support by wearing green ribbons during the month of March or April as green is the color for both Kidney Disease Awareness and organ donation awareness. You can also register as an organ donor or be a living donor!

2006 was the start of World Kidney Day. March 11th, 2021 was World Kidney Day with a theme of "Living Well with Kidney Disease." (this newsletter came out too late for you to use that information this year—ah. Covid times: sorry!—but mark your calendars for 2022- March means Kidney Month).

The kidney has mainly just been a word in natural health. Practitioners are more attuned to the importance of the kidneys and Kidney Health. Let's make the many options available to our store warehouse into best-sellers, and encourage Spring Cleaning as a time to get the Liver and the Kidneys aligned after Winter and for many happy and warm sunny days ahead. The kidneys are constantly rebuilding: let's build and grow our Kidney Health section (the proper place for your Diabetes and Blood Pressure formulas!) Thank you Kidneys: I will now treat you better! 🙏



*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

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