



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 18, No. 5 • May 2021

## Talking Business: Helping Long Haulers

It may turn out, we are all Longhaulers. The vaccine is the sale; and you never want to encourage doubt in the sale. Now, these vaccines might be just what the doctor ordered to pause the deadly pandemic virus that is a major concern in my current life as a health care advocate. Yessir! Meanwhile, I am trying to help with the natural stuff that all the important people are forgetting or ignoring as they work to perfection to get most of the people in America vaccinated. Eventually.

I investigate the stay-healthy actions one should take before, and in-between the appointments.

And of course, there is always the appointment after that. For too many people, there will be many COVID-related appointments after first exposure! The data is accumulating: it takes many people a very long time to shake their COVID-infections; and, the scope of affliction that extends beyond infection is large, and personal, and possible lifelong.

Soon, you will be dealing with customers who self-identify as Longhaulers, and they will expect that you understand their umbrella-of-needs like when someone mentions they have Fibromyalgia now!

Three statements establish a picture: (1) "Researchers estimate about 10% of COVID-19 patients become long haulers, according to a recent article from The Journal of the American Medical Association and a study done by British scientists." [<https://jamanetwork.com/journals/jama/fullarticle/2771111> ]; (2) "It's still too early to say for sure. Our experience shows most long-haulers tend to fall into the high risk category, but there's also a growing percentage of people who were otherwise healthy before they became infected. From what we know so far, it still seems random as to who experiences these long-lasting symptoms and who doesn't"; (3) "It's become increasingly clear that even healthy people with mild cases of COVID-19 can battle a constellation of symptoms that worsen over time—or which sometimes disappear only to come right back.

These symptoms are part of what's called "Long COVID Syndrome."^ (<https://directorsblog.nih.gov/2021/04/20/study-finds-1-in-10-healthcare-workers-with-mild-COVID-have-lasting-symptoms>)

Add to that: Study Finds 1-in-10 Healthcare Workers with Mild COVID Have Lasting Symptoms^.

We have a lot to learn! Let's look at health challenges that we have met before. In my career, I would say that this situation is most similar to PTSD, but with a pernicious and unfinished viral path-of-destruction contribution to the profile.

We all know we cannot make any recommendations. There will be a demand, and a legal constraint—and a need. Sounds like the 21st Century for sure. How shall we find Longhaulers to be as time moves forward, and what can we offer?

How many Longhaulers are shopping in your store now? How many could just ride by after

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## Growing Business 2021: Lavenderizing Sales

Most people feel exhilarated when they walk into a flower shop, or pass the flower stand at a farmer's market. Flowers thrill! Name a flower more famous than the Mediterranean beauty, Lavender!! Name recognition. And what do people commonly know about Lavender? That it is relaxing and calming. Bingo! While Lavender does do much more than the anxiolytic benefits that are so needed today, lavender conjures images of caring motherhood, clean houses and peacefully sleeping children. How have we been missing this universally-known concept?

Lavender has even graduated to being its own color "The color lavender is described as a medium purple or a light pinkish purple. Lavender symbolizes purity, devotion, and love. Lavender is a cool color. Lavender is known for spiritual healing, tranquility, easing of tension, and purification. It is a feminine color." So much to work with here!

Now, quality Lavender is another thing. It is known in manufacturing circles that Lavender—like many best sellers—is often blended and so Lavender on the label is not always lavender in the bottle (sorry dollar store and big-box chain). There is a huge market (and growing) for lavender because of its scent, but do your customers know that the best place to get Lavender which does what Lavender is supposed to do is your store?

My guess is that you have not been creating much of a Lavender stir in your stores for the past...well...since forever. Why are we called Blue Moose Consulting? Because we offer to consult with you to help you bring customers into your

store and to create the excitement of sales. If you open the door and go back to sitting by the cash register and waiting: it is gonna be a long year. Why not Lavenderize this Spring-Summer, and Lavenderize every May for Women's Health Month?? The color Lavender has been said to symbolize Femininity and Tranquility. I don't know: sounds like good business to me!!

Until recently. The natural health movement has mainly left Lavender to topical application: maybe many people stopped reading the old books. With the rise of anxiety (a temperature that is still going up), Lavender has reemerged as a safe, valuable and reliable medicinal herbal. But the money is still in topical use.

Lavender is synonymous with clean. Has been for over 2000 years: WOW. Who doesn't like clean?? Lavender has been used from ancient Egypt for mummification through Roman times, where the public bathhouses were scented with it. Prep for the afterlife, and clean baths in any era, these are important things! The word lavender is actually derived from the Latin verb, lavare, which means "to wash". One could say that Victorian England was an era scented entirely by lavender. Major importance in world history? You betcha.

'60s and '70s culture may have connected Lavender with their grandmother, so the trustworthy lavender was back-seated in the growth of the healthfood stores. We kinda treated lavender as the mature-women product. Well, the Ole Spice commercial changed all that: the market leaders are informing us that even the modern man likes lavender. (Men have skin too!)

I also think that the dedicated health customer has evolved as well, and now understands Lavender is pleasant and comforting. And we all need comfort.

Have you actually tried the equation of stockpiling Lavender and promoting it? (have you done it recently?) I would suggest that customers "believe" when you educate that Lavender is a truly stalwart category in your store. Let's get endcapping!

In case you have not noticed, for the last 12+ years, **Aroma Land**® has offered their Bodycare Collection in 2-month promos for retail only. Cleaner than a great number of bodycare products most stores currently carry, these products are made-in-house by this women-owned company (manufacturing expertise since 1986 from Santa Fe, New Mexico). I am sometimes baffled that people don't work this line into their set with a 50%-margin, and with almost no internet exposure. Aroma Land® has never strayed from keeping this label as their health food retail product line. Every year, the Lavender Collection is on sale for a two-month period, leaning toward Mother's Day. 12 oz. is practical for both one shopper or a family (and they also offer gallons for many of their fine products too). The Lavender blend is exceptional: noting a *Pure Therapeutic Grade Essential Oil Blend* of essential oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram, and Frankincense. A synergistic blend that provides a truly complete Aromatherapy experience.

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their many doctor's appointments for diagnosis after diagnosis, and how many stop by just to get those inconsequential "complementary alternatives"? If everyone took sufficient Vitamin D and vital Probiotics and absorbable Glutathione; and Aloe vera and Fulvic acid and nitric oxide boosters: well, we would still need funding for a double-blind placebo-controlled study to be successfully completed—and then ridiculed by all those people itching to get back to their corporate-sponsored vacation-symposiums in warm and pampered locales—before our protocols would ever be considered slightly worthy of comment. (Same as it ever was)

How many people with Lyme's Disease are your customers? So many have been scoffed at and ridiculed by their primary doctors—it took decades to get legitimate interest in the realities that debilitated. So many health-seekers have been swept by practitioners into controlled, professional-product lines that we rarely see them. Many "professional products" are made by contract manufacturers—but let me tell you how hard it is to get a healthcare professional to hear points of differentiation on production or raw materials. The degree sometimes seems to say "know-it-all" in the small print: but let me tell you that there are many products in your store that are the best there is. (Yes, free market capitalism does occasionally work admirably. Sometimes.) Longhailer: we want to help. Longhailers: we are here to help. What to do?

The easiest thing is to direct people to our items we already know are good for everyone. Every foundational protocol for Longhailers needs to include Probiotics, Glutathione and Adaptogens. It is all about returning the body's natural capabilities back to normal function in a gradual manner. Probiotics for the elemental role a healthy microbiome provides for a correctly-working immune system. Glutathione as the fixer for every cell, especially the liver, heart and lungs. And the class of herbals identified as Adaptogens. We have to put more energy into helping everyone learn that this TOP 3 make up the most important leg of the modern human health paradigm.

In discussing other potential (probable) deficiencies, plentiful Vitamin D levels seem to be a prime key for everyone to handle the viral challenges of today. And we still have to get people to change dietary habits so that their Omega-3 fatty acid levels are balanced to gain good health. D + n-3.

Very distinct protocols have been evolving, based upon observation and clinical practice, both for 2021 Prevention, and break-the-glass moments if infection should strike. We have discussed the prevention protocols before, and they all include adequate amounts of Beta Glucans, Glutathione, Probiotics, Vitamins C, D, A and E; the minerals Zinc, Selenium and Magnesium; and I would add Aloe Vera, Propolis, Hemp Oil and Astragalus. Black Seed Oil and Andrographis are being heralded for Prevention—as are the combination of Pomegranate and Fulvic/Humic Acids. I concur with all these beneficial ideas: the more the merrier (give your customers options). No contraindications have been hinted at that would lead us to lessen these nutritional foods at any time—from resolute health, or to the before, during, and after of the COVID experience.

Enter our concern for the Longhailers. We need them to understand the way that Adaptogens work. Adaptogens are proven by human history to be restorative and rejuvenative while bringing accruing benefits over time. For people who consume commercial junk and only listen to their doctor and have no working relationship with

natural health, the word adaptogen may be more foreign to the searching Longhailer than the longest word in modern medicine, pneumonoultramicroscopicosilicovolcanoconiosis.

I remember my 18 years in health food retail in the last Century; and I remember when people who come to the health food store (smaller back then) with trepidation, and the admission that they were checking out "natural health as a last resort". All other venues had disappointed, and so they turned to their last option. That was then.

Longhailers will often find the natural health food store after they have exhausted other promises—and when they are totally spooked away from using the internet—to solve the dark forces of health deprivation and sapped vitality. Longhailers may fall into three categories: new, determined and panicked. As we always have, we must greet them where they are—and share that calm confidence in the message that we have things that generally bring health to all. I would suggest that we do not make adaptogens seem like some holy grail, but just relate that throughout human history these accessible human foods have been used to make people whole again.

The story can be simple too. Ashwagandha is super popular right now due to its reputation as a calming adaptogen. And sure, many Longhailers are scared that their energy may never return, but the message must start that resting/good sleep is essential for restoration. Sleep is primary, and ashwagandha helps in finding a deeper calming sleep. Women seem to gravitate to Ashwagandha: market this wonderful root during Women's Health Month (liquid extracts are best!)

Eleuthero is the classic adaptogen, and it can be mentioned in with the Ginsengs. My observation is that the weaker the person's health profile, the greater the reason to start with Eleuthero as the initial Adaptogen. Almost all the published studies are at least 3months—use through three months, so get the commitment and—again—people will feel the short-term change of energies and they will gain confidence as evaporated vitality starts to return. People know when they are energetically defeated, and they always love when any part of their normal-self starts to return.

Normalizing the concepts makes people less hesitant. The Olympics are the perfect time to play up the energizers (Ginsengs, Royal Jelly, Eleuthero, Green Tea) and one idea is to run with **HealthAID America's** concentrated Eleuthero as a perfect Olympic-highlight in your store—**SiberGin**® for the summer! "So you say that the thing that will help the athlete perform better is also the thing that will bring me back from the bottom?" Bingo. The reason to learn to use adaptogens.

Many of you know that Ginseng is my totem herb—I love that energy—and Ginseng is also good for the digestive system and immunity. **Herb Pharm's Asia Ginseng** (Panax ginseng) is the best product I have found today for good clean fun—and the best time to ask Ginseng for a boost is in the Spring. Staff favorites are a super way to get a natural health initiate to explore new ideas! (*Initiate*—one who has been introduced to or

attained some knowledge in a particular field). Welcome.

Holy Basil, also known as Tulsi, is famous for traditional support for energy and vitality. Remember that it also helps with mental concentration. Now you are talking the language that the Longhailer has had to learn. Herb Pharm® has a deal through June that includes the two popular herbs Holy Basil and Ashwagandha (they are also organically growing both herbs now on their farm—so exciting!!) and the Recipe card Display is designed specifically to get people to try liquid herbal extracts in fun and easy summertime drinks. Meet the people where they are. By selling Tulsi and Ashwagandha to everyone, you remove any hesitation that a tentative Longhailer may feel. This is good for everyone. Cheers!

Adaptogens all have unique personalities (well, generally—as some people have differing effects than I do: positive, but different. Example: for some, Ashwagandha calms them down and for others Rhodiola picks them up). I find the Rhodiola root to have the smoothest energy boost for me (after Ginseng). I am gonna make some Rhodiola-based fun "mocktails" for my own enjoyment over the summer, because—creativity is in the eye of the beholder. And we want Longhailers to behold that "natural" can be both powerful and effective. Fun, and even tasty. {"why did it take me so long this find this 'health food store' "? I don't know, dear friend, I don't know! Welcome!!}

Reishi mushroom is an adaptogen too. Now, my clearest advice to anyone is this is the time (the consecutive years) to persuade everyone to take beta glucans and the medicinal mushrooms daily. (Little ole' me versus the pharmaceutical vaccine armies)—I stand at their gates: you can also take these natural things at the same time!!!! So, we should make our medicinal mushrooms prominent—Maitake, Chaga, Cordyceps and Coriolus. Loudest of all, I say that a store that does not carry and promote **Wellmune WGP**® beta glucans is just not offering the most complete selection of health tools to their community. Call my cellphone and I will explain: I want to help your community as much as you do!! This is that important to me.

Licorice is so vital now for the throat area, and this magnificent and quintessential harmonizer is the herb that perfects so many formulas. A little is so perfect; just a little of the best quality you can get (Herb Pharm®). Schisandra is another one of those miracle flavors from nature—wu wei zhi—the 5-flavor herb. Both Licorice root and Schisandra berries are Adaptogens. A little Licoricedoes a lot. Schisandra: find it and learn its uses like you were learning how to play the fiddle in Heaven. Sour delicious: like the flavor many never learn on earth. Schisandra is an herbal journey within itself; and the health food advocate is starting to know this herb more and understand that it makes almost every formula just that much better. Schisandra is good for the eyes, and the liver, and immunity and—while protecting the primary energies of life—is also reputed to be good for maintaining beauty. Schisandra and

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**Herb Pharm® has recipes to display** and make an endcap (with fruit juices, sparkling waters, etc.) and of course you can ask for the new Recipe Cards for your store, or as they come free with a Recipe Card display.

**Lavender Ginger Ale + Sparkling Lavender Lemonade – modern & yummy**

Lavender Recipes to encourage Community excitement

<https://www.herb-pharm.com/pharm-journal/recipe-lavender-ginger-ale/>

<https://www.herb-pharm.com/pharm-journal/recipe-sparkling-lavender-lemonade/>

*The herbal Lavender mocktail recipes have proven to be some of the most popular herb recipes Herb Pharm® has created*



## ESSENTIAL FORMULAS

### PLAN A BIG Dr. Ohhira's MAY

Rebuilding the Body, Rebuilding The Immune System Rebuilding the Gut ...  
Encourage BEST HEALTH as your loyal customer's return

#### ESSENTIAL FORMULAS

www.essentialformulas.com

#### Original Formula Vegetarian

- Dr. Ohhira's Probiotics® (30 capsules)
- Dr. Ohhira's Probiotics® (60 capsules)
- Dr. Ohhira's Probiotics® (100 capsules)

Dr. Ohhira's Probiotics® is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics.

*Dr. Ohhira's Probiotics® Honored as 10X Winner of Better Nutrition Magazine's "Best of Supplements" Award*

#### REG'ACTIV™ PROBIOTIC PRODUCT LINE

Vegetarian ~ Glutathione Support Supplements (60 veg caps)

- Reg'Activ® Detox & Liver Health™
- Reg'Activ® Immune & Vitality™
- Reg'Activ® Cardio & Wellness™
- Reg'Activ® ESSENTIAL Me-3™ (30 capsules)

Discover the revolutionary probiotic strain *Lactobacillus fermentum ME-3*:  
A Probiotic Strain that Makes Antioxidants

Studied for over 25 years, ME-3 has been found to support healthy glutathione levels

#### WOMEN'S HEALTH MONTH GIFT IDEAS .

Dr. Ohhira's Probiotics Skin Care Line

**\*\* Kampuku Beauty Bar™** skin-biome repair soap.

A work of art: for beauty and skin health. A vegan probiotic seaweed-based beauty bar. Superb for the face; ideal for dry or oily skin

**5x winner "Best of Beauty Award" winner Taste of Life magazine**  
**7x winner "Best of Natural Beauty" award Better Nutrition magazine**  
+ more awards

**\*\* Dr Ohhira's Premium Collagen Plus™**

Per tube: 5 tubes per box. Mix with juice or water + drink  
proprietary formula studied and developed by BioBank® Co, Ltd.

- ~ Proprietary Collagen Support System 7,825 mg
- ~ Dr Ohhira's Proprietary Fermented Food 1,990 mg
- ~ Skin Hydration & Support Blend 165 mg

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



### FRESHEN UP!! May-June 2-Month Promo

Guide your Customer's Herbal Journey  
with Healthy Alternative Beverages

Herbal Recipe Display is here to build sales with trending lifestyles

Encourage the Wellness Vibe with "mocktails"

—Get creative in making super drinks!!

Recipes to encourage excitement! Get new customers in the produce aisle, the bakery, with the beverages and the DIY bodycare sets  
YOUR STARTING INVESTMENT \$154

#### THE DEAL

**Save 20% on this 5-Sku Extract Recipe Display;** reorders on display items will receive the qualified discount for Promo period, May 01- June 30th.

5 X 5 is

- ~ Ginger liquid extract, certified organic harvested rhizomes
- ~ Lavender liquid extract, certified organic (*Lavandula angustifolia*)
- ~ Turmeric liquid extract, certified organic fully-mature whole rhizome
- ~ Holy Basil liquid extract certified organically grown at Herb Pharm®
- ~ Ashwagandha liquid extract certified organic root and Herb Pharm® is producing superior material on their own farms

Ashwagandha 'we grow the root'!

all 1 oz.; all unmatched Herb Pharm®-quality!!

With a 25-pack Recipe Brochure + a free Recipe display base & display header

#### PRODUCT NOTES:

**^ Herb Pharm ORIGINAL SALVE™ now with certified organic beeswax**

Herb Pharm ORIGINAL SALVE™

~ handcrafted

~ contains: Comfrey root\*, St. Johnswort flowering top, Calendula flower\*, Chickweed aerial parts\*, Mullein leaf\*, Plantain leaf\* extracted into base of: Olive Oil\*, /w certified organic beeswax\*, and extracts of Benzoin (tree resin) and Rosemary\* \$5.00/ MSRP\$10.00

[wildcrafted St Johnswort, and purity-verified Benzoin] the oldest-product in the Herb Pharm® set, topical healing since the 70s

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

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



### Women's Health Month FEATURE MAY 20% OFF Trilogy® LINE DRIVE

Talk to your BMC Rep to decide which products will work immediately for your community; as people return to health & beauty

#### For every skincare need:

Aging & mature, allergies & skin sensitivity and combination skin

- Rosehip Range • Age Proof Range • Sensitive Range • Vitamin C Range
- NEW! Combo Skin Range • Body Care Range • Everything Balm.

^ Great social media support: cherished *Allure magazine* Awards for 2019-2021

- Age-Proof Replenishing Night Cream • Rosehip Oil Antioxidant + 1.01 fl. oz.
- Very Gentle Moisturizing Cream 2 fl. oz.

& there are more awards to prove the perfection of these products.

<https://www.trilogyproducts.com/awards>

It all starts with the world's best certified-organic Rose Hip Seed Oils  
all rose hip products are 80% minimum fatty acids but you will find the needs of your community will dictate which categories become best-sellers for your store(s)

#### Gift-with-purchase option:

Trilogy® Natural Products is GIVING YOU products to give away to you customers during these sales months. Ask your BMC Rep how

- Hydrating Mist Toner (100 ml) • Trilogy's Natural Lip Gloss Trio (vegan-friendly!)

ONE YEAR-LONG STAPLE for desk top, purse, kitchen, medicine cabinet

What is good for Everything? well, EVERYTHING BALM, silly!!

#### EVERYTHING BALM

Certified-natural Everything Balm is an intensely nourishing beauty multi-tasking balm ideal for anywhere and anyone. Body Care Range. a multi-tasking rescue balm item 18053 1.52 oz. (45 ml). A stunning container, that will make everyone smile with confident reassurance every time they see it! My Everything Balm is close at hand!!

[www.trilogyproducts.com/blogs/the-latest/top-ten-uses-for-everything-balm](http://www.trilogyproducts.com/blogs/the-latest/top-ten-uses-for-everything-balm)  
**Every 20 seconds, 1 certified-organic rosehip seed oil sells somewhere on the planet**

- 18 years beautiful years of success
- Established in 2002 with 5 Rosehip Oil products
- Range today 40+ beautiful high-performance products
- Sold in 25 countries • 6000 retail partners • 300+ international beauty awards
- 60+ of those awards on the Rose Hip Oil • Became 2012 Natrue-certified
- Trilogy® only uses natural essential oil blends and extracts.
- No synthetic perfumes are used in any Trilogy® products.



### Back to Store LINE DRIVE Celebration show your customers new things LINE DRIVE 4 + 1

Excellent suggestions to bring in + highlight:

\* **Black Seed Oil** 5 oz. cold-processed: superior!

– large social media push in May!

~ rich in thymoquinone

~ made without chemical extractives

\* **large selection of European-made Probiotics**

- TravelProBio™ • 7 Day ProBio powder
- ImmuProBio™ constant best-seller • KIDZProBio™ chewable (2 sizes)
- Women's ProBio • UriProBio™ • MoodProBio • FocusProBio for Adults
- ProstaProBio™ • ColonProBio

\* **Oral ProBio™ lozenges** – a modern essential: now #2 best-seller

\* **Uripinol™** Uric Acid Support Formula\* 60 tablets

Montmorency Cherry Complex with Celery seed, Turmeric root + Banaba leaf

**For those Olympic Games marketing outreach plans**

• **Sibergin®**: 30 softgels Adaptogenic herbal one-a-day

• **Tang® Royal Jelly**: 30 softgels

~ freeze-dried, European-source Royal Jelly ~ potent 1000 mg one-a-day

~ contains between 5- 6.5% HDA (hydroxy-2-decenoic acid)

• **Koregin® Asian Ginseng**: 30 softgels

~ one of the most potent one-a-day capsules available.

~ great prices. Ashwagandha, Rhodiola adaptogens

4 + 1 - Independent stores only.

HealthAID America monitors and applies its MAP-Policy

Unique formulas bring people back to your store,

\*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**





hive products for health  
**Excellent Q2 Seasonal EDV offer**  
 Lock in prices now through June 30th\*  
 Highlight products

- **Ginger Tonic** • **Fire Cider**
- **Pollen Tonic**

**Ask your BMC Rep for details!**

**Ginger Honey Tonic** is a RAW blend of raw Pacific Northwest wildflower honey, organic raw apple cider vinegar and organic Ginger Root (Zingiber officinalis).  
 4 oz. + 8 oz. glass bottles

**Fireside Honey Tonic**, based on a traditional folk medicine remedy enjoyed for centuries as a healthful tonic. Blend from organic raw apple cider vinegar, organic onions, organic garlic, organic ginger root, organic local chili pepper blend, organic horseradish, organic dandelion leaf, raw Pacific Northwest wildflower honey, organic Turmeric root. 2 oz. + 8 oz. glass bottles.

**NW Pollen Honey Tonic**, a delicious and unique formula, designed to support seasonal respiratory health! Starting with Pacific Northwest bee pollen collected from beekeepers all over the Willamette Valley, to ensure a wide range of plant pollens in every bottle – the bee pollen is then fermented in a small amount of honey, following the honeybees' own recipe for consuming bee pollen. The tonic is completed – made with raw honey and raw apple cider vinegar, and never heated above 105 degrees Fahrenheit – with organic stinging nettle leaf. 4 oz. + 8 oz. glass bottles.

\* qualifying order required to get Quarterly prices  
 ~ **Free shipping on orders over \$100.00**

\*\* Warning: Do NOT give raw honey to children under 1 year of age.

**Mickelberry Gardens | Gresham, Oregon**  
 Phone 503.454.6639 | Fax 503.894.7406  
 orders@mickelberrygardens.com

**rev.upwellness**  
 by Portals Pharma

**Olympics 2021 Pick-me-up!!**

wonderful BMC deal now till August 10th  
 [Japan Olympics July 23- August 08]

Two (2) products with Abigenol®, a super-beneficial antioxidant from European Silver Fir Bark extract  
 Some of the most effective antioxidants are produced by trees.

**A deal long enough to intelligently promote:**  
**Velocity + Endurance - for the Olympics**  
 NATURAL ENERGY SUPPLEMENTS  
 Rev•Up Wellness® **ENDURANCE**  
 Rev•Up Wellness® **VELOCITY** with Wellmune®

**4 ea. = 10% OFF 8 ea = 15% OFF**  
**12 ea. = 20% OFF\***  
 (per sku)

**Rev-UP Wellness® VELOCITY, with WGP®**

- WGP® 250mg beta glucans for immune support\*,
- Abigenol® for promoting circulation\*,
- MicroActive coQ10®

~ 24-hour sustained release + highly bioavailable plus Magnesium chelate which promotes muscle health\*, Vitamin C from Acerola cherries and more...

**RevUP Wellness® ENDURANCE** Combats Daily Stress\*

- For seasonal challenges\*
- Circulation for travel stress\*
- Natural antioxidants\* • Primes Key Immune Cells\*
- Oxidative stress protection\*

**BOOST ENERGY, PERFORMANCE AND RECOVERY\***

**WANT OLYMPIC SALES??**

Promote products with valuable nutrition that PEOPLE CAN FEEL because we all want positive energy!!

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

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



**ekoeh**  
 BRASIL

**MAY 2021 PROMO 2 shades 15% OFF**

in units of 6 ea per sku

**Light Brown + Golden Brown**  
 2.7 fl. oz. bottle. One application per bottle:  
 color may last 8-12 shampoos

**GIFT CLEANER HAIR COLOR + BEAUTIFUL COLOR**

**THIS WOMEN'S HEALTH MONTH**

- Covers gray on 1st application; will work on top of any conventional hair coloring; can be safely mixed to achieve customized results; is compatible & will work well on top of relaxant; is suitable for all hair types; is safe on chemically-treated hair

**Ekoeh feeds your hair while coloring with non-skin-sensitizing semi-permanent color**

- Vegan hair food & color treatment is up to 90% naturally-derived, with a nutrient-dense Certified Organic botanical complex, protein and Certified-Fair Trade shea butter. GMO-free
- Source and manufacturing/production transparency are rare in Hair Color: here is your line to be proud of.
- Clean, sustainable and with exceptional performance
  - PPD/PTD, Lead free • ammonia free

**RE-THINK your Hair Coloring**

Hair color reimagined with exceptional performance

**6 VIVID COLORS**

- Mahogany • Chocolate • Light Brown
- Dark Brown • Black • Golden Brown

feedyourhair.com • www.ekoeh.com

**Hair Food Color Cream: Vegan Hair Color**  
**Non-permanent hair color + hair treatment**  
 reorders at \$105.00 for free shipping  
 MAP POLICY @ 10% off MSRP-Max, online

**functional remedies**

<https://synchronicityhempoil.com/>

**MAY SALES**

**Anti-aging promotional month:**  
**20% OFF Topical Anti-aging products**

- **Facial Cream** • **Body Lotion**
- **Youth Serum**

**Facial cream**, with 250 mg Full-Spectrum Hemp Oil with Ceramides. Rosehip Seed Oil and Aloe leaf juice  
**Body lotion**, in 500 mg (4 oz.) + 1000 mg strength (8 oz.) bottles

Hemp Oil and naturally hydrating ingredients; Jojoba Oils, Macadamia seed oils, Squalene, Watermelon seed oil, Cocoa Butter, Avocado oil and Shea Butter  
**Youth serum**, 100 mg. 1 oz. serum. Full-Spectrum Hemp Oil Youth Serum

Skin Rejuvenation is not a myth! With argan oil, tea tree, rosehip oil, lavender oil, ylang ylang and the age-defying ingredient sodium hyaluronate.

**SUN SEASON IS HERE**

Launch: mid-May. Order now

**Synchronicity Full-Spectrum Hemp Oil**  
**infused SPF 30 Sunscreen**

**SUNSCREEN LOTION**

**Face & Body**

- Water-resistant (80 minutes) • Reef safe
  - PABA free • Fragrance free • SPF 30+
  - with 500 mg Hemp Oil
- Active ingredients: Zinc Oxide (23.5%)

**Switch to the winner:**

<https://synchronicityhempoil.com/certifications/>  
<https://synchronicityhempoil.com/10-reasons-hemp-is-increasing-in-popularity/>  
<https://synchronicityhempoil.com/recent-news/>  
<https://synchronicityhempoil.com/>  
[www.instagram.com/synchronicitywellness/](http://www.instagram.com/synchronicitywellness/)  
[www.facebook.com/Synchwellness](http://www.facebook.com/Synchwellness)

**Immune**  
 HEALTH BASICS®

**Serious times. Wide line drive.**  
**Stock UP time**

**May PROMO**

**any Wellmune® sku**

**4 ea = 10% 12 ea = 15%**

• **Consider the Children's chewable Wellmune WGP®:**

25 mg 60 ct.

Because our world's children deserve the best!

- Wellmune WGP® best-seller: 500 mg 60 ct. bought by people with needs, or doctor's guidance. High potency

**Wellmune WGP® in many dosages for every need**

125 mg 60 ct.  
 250 mg 30 ct.  
 250 mg 60 ct.  
 500 mg 60 ct.

**And a product perfect for the little ones...**

Children's Chewable 25 mg 60 ct.

**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://www.facebook.com/Wellmune)

| [twitter.com/wellmune](https://twitter.com/wellmune) | [youtube.com/wellmune](https://www.youtube.com/wellmune)

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

**MushroomScience®**

The Pandemic has been a challenging time for the medicinal mushroom community + the world-wide supply chain!

First Coriolus (we hope to be restocked in May) + the current challenge has been MaitakeGold® 404. Bear with the growers!

**Show you carry the best Mushroom Science®**

**UPDATES:**

**In-stock now:** Agaricus, Cordyceps, Maitake, Chaga veg caps, and Maitake Gold® 1 oz liquid and Tremella Mushroom caps

**Tremella mushroom extract caps**

full-spectrum extract

**Antioxidant\* + Healthy Skin\***

Organic Tremella mushroom (Tremella fuciformis)

300 mg. hot water extract

20% polysaccharides 90 veggie capsules

**THINK SKIN. Think skin moisture content**

Tremella may help maintain the appearance and texture of the skin by helping the body maintain the production of hyaluronic acid. The production of hyaluronic acid normally declines with age.\* Hyaluronic acid can hold up to 1,000 times its weight in water; Tremella Mushroom's water holding capacity is more than Hyaluronic Acid.

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

**PLEASE SUPPORT WITH PATIENCE AT THIS TIME**

John Seleen, company owner and founder

RIP 9/1/56-3/6/21

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

^ We will keep you informed, but we expect upper Strength Coriolus back in May



# bodyceuticals

## MAY PROMO

**10% OFF Fruity & Floral Faves**  
**Celebrating Mother's Day and the coming of Summer sun:**

• **Neroli + Calendula Hydrating Facial Mist**  
 \$9.67 sale whls | \$16.20 sale SRP (\$10.75 reg. whls)

• **Calming Herbal Facial Steam**  
 \$12.82 sale whls | \$21.60 sale SRP  
 (\$14.25 reg. whls)

• **Calendula + Raspberry lip balm**  
 \$2.65 sale whls | \$5.40 sale SRP (\$2.95 reg. whls)

• **Neroli + Calendula Hydrating Facial Mist**  
 a beautiful alchemy of potent farm-grown hydrosols to refresh and nourish your skin. Prep the skin for moisturizers. Supports the absorption of nutrients  
 Helps to minimize trans-epidermal water loss

**Neroli benefits:** Refreshing and balancing.  
 Great for both combination & dry skin.

Helps diminish fine lines, wrinkles, scarring.  
 Aromatherapy to help relieve menopausal symptoms and helps create a calm environment during labor.  
**How to use:** After cleansing, mist a generous amount of the fresh flower water to prime the skin. Follow with our facial drops and moisturizing creme. Reapply anytime to refresh throughout your day.

**Ingredients:** Neroli blossom hydrosol, Organic aloe vera, Organic calendula flowers distillate.

Vegan | Small batch | Wheat free | Gluten free  
 Soy free | non-GMO

2 oz. recyclable, reusable spray bottle

\* Must use code MAY21. Expires 5/31.

^Free shipping minimum for wholesale orders is \$150 (in stock items)

\*\*Ask for current order form so you know what products are current.

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



## NUTRIENT DENSE SUPERFOODS

21 years of humbly supporting RAW ORGANIC whole plant foods

**Honor + Participate in The JUVO Revolution**

JUVO only brings you the very best from nature.  
 Mission: 'The word "JUVO" is a special Latin word for us. It means: to give aid.

When we choose a name that represents our product, we always go back to the roots of our vision. To do our part in helping people all around the world. We help people by becoming an accessible food source for healthy lifestyle. We call JUVO. "The Health Revolution," because it will restore your body to the former glory of creation. Experience for yourself: the wonders of nature!

### juvo, juvare, juvi, jutus.

Definitions: help, assist, aid, support, serve, further, please, delight, gratify

JUVO's Raw Superfood combines 48 of the world's most nutritionally-powerful plant-based foods to support a healthy immune system in just a small 6 gram serving. USDA Certified Organic and Kosher, including 30 colorful fruits and vegetables to add color to your diet.

### Ask about new product placement deals

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

• Support a healthy immune system, improve digestion, increase Energy, help balance blood sugar levels, rich in antioxidants, dietary fibers + phytonutrients.

• Formulated by an oncologist

• Convenient: perfect for a quick meal on the go

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

No Artificial Flavors, Colors, Sweeteners & Stevia

**Every store needs a smart raw foods and green foods section!!!!**

# NEWTON homeopathics

Nurturing Naturally Since 1987

Price increase starts May 1.

Get the new Info from your BMC Rep

## MAY 2021 Promotions

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

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

~ Shelf tags announcing the sale included with order

• **Breast Care** • **Bug Bites~Itch Stopper**  
 • **Fatigue Fighter** • **Food Additives**

**SAVINGS for YOU and your Customers**

### Newton Show Sales dates:

NPA Expo West May 20-28, 2021

**10% OFF** in this time-frame for all orders identified as show deals. Direct orders only... on all Newton OTC Complexes (not combined with other discounts + not for the Pro Line or the Homeopathic single remedies)

### Homeopathic OTC Formulas:

**Breast Care** – for associated symptoms such as breast tenderness, nursing discomfort and pre-menstrual swelling.^ [N064] 1 fl. oz.

**Bug Bites~Itch Stopper** – for symptoms associated with bites and stings such as pain, burning, itching and swelling.^ [N038] 1 fl. oz. liquid + 1 oz. pellets

**Fatigue Fighter** – for symptoms of mental and physical exhaustion associated with illness, stress, emotional sensitivity and low energy.^ [N050]

1 fl. oz. liquid + 1 oz. pellets  
**Food Additives** – for associated symptoms such as itching, swelling, headaches, indigestion, vomiting, and cramping.^ 1 fl. oz. + 1 oz. pellets [N058]

\*\*Not to be combined with other discounts

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

Made in America ~ Family-Owned



## What is CBD Micro?

CBD Micro from Aromaland Wellness® is the CBD Isolate cousin to the popular Full-Spectrum aerial-part Essence of Well Being®

There is a market that just wants Isolate (including doctors and scientists);

And there is a market that wants Quality at the best price!

**Aromaland® wants you to do business with them!!**

~ For the Isolate customer: CBD Micro by Aromaland® Wellness, Affordable Quality: for when price matters.

~ Your health-food store recommendation – Essence of Well Being® by Aromaland® Wellness

ALL Aromaland Wellness® CBD and Hemp products derived from USDA-Organic American-grown hemp, with all THC removed. All Tested THC-not detected by laboratory analysis

The CBD is sourced from premium hemp rich in other cannabinoids + terpenes.

**CBD Micro by Aromaland® Wellness, makers of EWB NEW LOWER PRICES**

Affordable Quality: for when price matters everyone should experience health-food quality CBD

## SPECIAL MAY/MOTHER'S DAY SALE

**25% OFF these skus**

• 800 mg Menthol CBD Cream  
 • 800 mg AromaFree CBD Cream

• 2000 mg Restful Sleep Functional CBD-plant terpene tincture

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

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

orders@ewbhemp.com

## THE FOOD MOVEMENT Co. EXCITE WITH RAW FOODS

Two products restocked, in larger sizes at better prices:

**ORGANIC SUPERFOODS both 15% OFF at 3 ea in May**

• **Cocoa Nibs**, dark chocolate covered:  
 with 25% more per pouch  
 8 oz. \$7.80/\$12.99 item # 4070

Raw, organic Cacao Nibs coated in organic, vegan Dark Chocolate.

• **Organic raw Moringa**  
 with 25% more per pouch  
 8 oz. \$12.00/\$19.99 item # 5560

"Moringa oleifera, an edible tree found worldwide in the dry tropics, is increasingly being used for nutritional supplementation. Its nutrient-dense leaves are high in protein quality, leading to its widespread use by doctors, healers, nutritionists and community leaders, to treat under-nutrition and a variety of illnesses".

^ Raw Cacao contains more flavonoids than almost any other food; and is a good source of Magnesium, Iron, Calcium, Zinc, Copper and Potassium, Trace Minerals, Vitamins and a 22-25% beneficial-fat content.

Raw cacao improves nitric oxide levels and blood vessel function\*

Raw Cacao is a raw nutrient energy boost!!!

### LARGER SIZE Sale

**ZEOLITE** is now available in a larger size  
 Zeolite has become a craze in these Pandemic Times.  
 People are seeking it!

### MAY DEAL

• New placement Zeolite (4 oz. size) = 15%-off  
 • **Buy 3 ea. Zeolite 4 oz. and get 20% OFF**  
 + (and get **20% OFF** 2 oz.); so 3 ea large gets you **20% OFF** all month long!

Best-seller #1120 Black Earth Zeolite 2 oz. liquid

NEW #1126 Black Earth Zeolite 4 oz. liquid  
 Minerals, DETOX. Naturally



## MAY PROMOTIONS

Make that Statement: THE ALOE STATEMENT

**THE JUICES ARE ON SALE**  
**WHOLE LEAF ALOE JUICE CONCENTRATES**

• **Aloe Gold** 16 oz. + 32 oz.  
 • **Cherry Berry Aloe Concentrates** 16 oz. + 32 oz.  
 • **Orange Papaya Aloe Concentrates** 16 oz. + 32 oz.  
 • **Aloe Topical Personal Gel** 4 oz.

The advice is to STOCK-up

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

### BEST IN CLASS

Whole leaf unfiltered concentrate with no water added. Two flavors for a delicious Whole Leaf Aloe Vera Juice Concentrate experience: the highest-quality Aloe Vera in a bottle, providing maximum health benefits and usage compliance. Stronger than a 3:1 concentrate, containing yellow sap with solids averaging 14,500 mg per bottle; with 3rd-party testing proof. Better because NOT ultra-pasteurized, so the essential actives, including polysaccharides, are present for optimal health. The most complete, power-packed therapeutic aloe on the market, for creating Optimal Health!

• Best Taste • Certified ActivAloe  
 • #1 3rd-party testing  
 • Highest Potency Aloe Solids  
 • Certified Organic Leaves  
 • Highest Aloe Polysaccharide  
 • Golden Yellow Sap Content  
**Concentrated for Best Value**

**To accomplish the goals, you need the best stuff—Therapeutic Aloe vera from Aloe Life®**

\* discounts cannot be combined

Effective May 01- May 31

**EVERY STORE needs some Aloe Life!**

**Aloe Life # 1 Herbal Superfood**



Reishi have an affinity for the Liver, and every Longhailer must learn that their recovery needs the liver: Liver Health.

Beyond the need for an Adaptogen (and Beta Glucan) rotation, we need to encourage support of the liver. Ripe Milk Thistle seed's supportive benefit becomes more important for protocols when we are trying to stabilize and rejuvenate. For people checking your store out now, they would awaken the healing spirits by reminding with Dandelion and Oregon Grape root and Artichoke Leaf. Healing works best when in harmony with the seasons!!!!

Adaptogens are safe. They are identified by their action, and that they are always supportive. No magic drug promises, just the clearest message from Nature of gradual and slow healing. Adaptogens for the before and during: "the studies confirm their safety and efficacy presumably due to antiviral, anti-inflammatory and adaptogenic activity". And also "one more possible benefits of adaptogens in COVID-19 might be their beneficial effect during convalescence of" patients.

Paramount may just be Adaptogens for the after: for the Longhailers. Like a person with PTSD and the benefits they get from a service dog companion, so the versatile adaptogen may just be the guidepost a person carries forward to build upon on their search for the return to health! Adaptogens bring the resiliency to the equation, so that other strategies can be built to need. Show people how to learn The Adaptogens.

Certainly, the accepted and known effect of Adaptogens on stress and mental outlook would prove a first choice before COVID (and how we feel today!); and natural therapists have already incorporated the use of adaptogens into many protocols during our traditional/regular viral-challenge (FLU) seasons. Adaptogens have stood the test of time.

Most likely, most of the Longhailers in your community have never heard of the promise of Herbal Adaptogens. Maybe it is time you bring the idea forward, and provide proper education on these safe and useful natural herbal foods.

The jigsaw puzzle of how to get the body reprogrammed to work in its optimal allostasis is one challenge—and certainly when breathing and energy are suddenly a problem for months (years) on end—we may just want to get body systems harmonized again before we do much else. That is why I lead with Probiotics, Glutathione and Beta Glucans. Along with the Adaptogens, foundational! Another equally challenging dip into imbalance for the Longhailer involves these health necessities: Brain, Mood, Anxiety, Depression. Obviously, there are no simple answers for a person who is deep in the corridors of COVID Longhaul Hell.

There are hundreds more points to be made to guide the Long Hailer on their journey, and I know you are filled with good ideas too. Before we leave the subject in this article, I would also like to make my best case for the incorporation of Homeopathy into every Longhaul strategy. Not that complicated: start with the **Newton Homeopathic™ DETOX**.

I hope we agree that strong, (heavy), rock the boat suggestions are not in order for a person who has probably been knocked on their back and doesn't know what hit them. Or, more worrisome, the person who does not know why the air disappeared from their balloon. Gentle but effective is the way to start—and the Newton Detox is simple and so capable of getting the body nudged in the best direction to start. The adage "six drops a day"—best at night before bed—is so easy to get people to consider.

The final nutrient category that I would ask you to consider highlighting is the whole range of bioflavonoids. These plant-made polyphenolic secondary metabolites get deep, and bring the antioxidants where they need to be, while also helping to re-establish proper immune function. We all need to fully comprehend the range of the flavonoid category, and how many ways we can get more of these nutrients into our diet. Think of Quercetin as being the tip of the flavonoid iceberg, and dig in and study!!

Energy; broad-range whole food support—I am now the biggest fan of the (affordable) polyphenolic-rich Abigenol® European Silver Fir Tree bark extract—and its many high absorption bioactive compounds.

BMC for getting these deals for you. (I promise the manufacturer that they will work!)

So, Aroma Land® does not stop there. It is Lavender sales-season afterall!! So yes, you may have missed all of April, where you could have been selling the super-popular Lavender scent—but there is no time like the present.

Lavender on sale anyone? Lavender glycerin bar soap with Shea butter and Vitamin E. Aroma Land®; delightful high-quality Lavender Floral Water (2 oz hydrosol), Aroma Land®. Would you like to highlight quality-tested and "therapeutic-quality" (what a sadly hacked term misused out there in the market in so many quadrants) single note essential oils and essential oil blends with Lavender? Look no further: May promos on French Lavender (Provence) and Bulgarian Lavender—both properly steam distilled and both

#### **Aroma Land® Essential Oil Blend Promotion:**

##### **10% OFF in units of 3 ea. (10 ml.)**

- **Tranquillite blend:** Essential Oils of Lavender, Lavandin Super, Orange, Geranium, Cedarwood, Wild Marjoram, Omani, Frankincense.
- **Take 5 blend:** Essential Oils of Lavender, Mandarin Orange, Marjoram, Roman Chamomile, Spikenard.

## **WHAT HAHNEMANN WROUGHT**

### **Best-selling Homeopathic categories in the US (2018)**

1. Immunity (allergies is part of immunity) + colds + flu
2. Pain (including 1st Aid)
3. Children's products
4. Digestion products

### **Time to change your focus!**

Homeopathy has been healing people safely since 1796.

Worldwide successes for over 200 years!

### **Recent sales data:**

- Homeopathic sales 2-year period from 2019— **up 14%** (during a pandemic)
- Homeopathic sales (projected through 2022) — **up 18%**

### **Time to re-position your Homeopathy?**

### **NEWTON HOMEOPATHIC NEWS**

- Get a window-cling: "Newton Homeopathics Proudly Sold Here."
- Remember the NPA Expo West trade-show buy-in. May 20-28, 2021
- Newton is getting new caps. You will see the transition to a change in the product dropper tops for the liquid products. These droppers will replace the current glass droppers—from the current bulb style dropper to a euro style dropper

**Encouraging Health & Promoting Balance™**  
[https://www.newtonlabs.net/images/Flyer\\_Euro\\_Droppers.pdf](https://www.newtonlabs.net/images/Flyer_Euro_Droppers.pdf)

Hello, all Long Haulers, present and future. We listen at your local community health resource center. We know what it is like when mainstream medicine tells you to go home and just deal with it. More importantly, we are the storehouse of the good stuff: and that is where one should be looking in trying to handle and recover from this tricky, and newer, hard-to-solve health challenge. This one may take a while, and the health food storefront will always be there for you. Welcome!



## **Lavenderizing Sales continued from page 1**

What is not to like? You can gather them together every year for a Spring seasonal highlight, and then reinvigorate many bodycare sections in your store, with Lavender!! Which of these do you think is too exotic and will not sell? ALL LAVENDER—Shampoo, and Conditioner, and Shower Gel; and (wonderful) Massage & Body oil and superhot Hand Soap and a 20 oz. container of Lavender Bath Salts. This year, it might be a good start to highlight the two—you guessed it—lotions with Lavender. Placed correctly, these Hand & Body Lotion, and new CBD Body Lotions (750 mg.) can be your testing ground.

50%-margin x 2 products x 4 ea. at 10% Promo price, and see if maybe your customers are not Lavender-starved and ready to make a rush (to the register). Lavender is a product with known aromatherapy benefits, but in addition Lavender is much more: Lavender is an amazing plant that works just perfectly for human skin health.

If you are a buyer who seeks out sale items, you will know that Aroma Land® has been consistent in offering deals every month. If you have been growing this health-food-store line over the years, you know these deals can anchor your bodycare business. Think about it: reliable 2-month deals: call it a throw-back; or thank

Lavandula angustifolia. Why carry both? A proper French Lavender (Lavandula officinalis) has a strong, slightly-green tinged aroma, while a true, quality Bulgarian Lavender leans sweet with woody undertones and a distinct camphor note. Bulgarian is very floral—and Aroma Land's better-selling Lavender.

Yes, the world of Lavender is beautiful and complex and a lifetime's study. That is why you leave your store's essential oil reputation to Aroma Land®. Carry the big, cheap essential oil labelled bottles over with your cleaning supplies—or with your natural rodent-deterrent products. Lavender is great at keeping critters away. Customers can tell when you know value versus Quality. Don't carry lines that the talented aromatherapists scoff at as your premier essential oils. Aroma Land® has a 35-year reputation for essential oil excellence!

Exquisite Lavender is for human enjoyment, and Aroma Land® is the oldest essential oil company in America—with a reputation for expert-approved scents. Quality you can trust. Aroma Land® (and the famous master aromatherapist and Master Blender Ralf Muller) is best known for their blends. He is noted as one of the industry pioneers in the history of American aromatherapy, and one of the first entrepreneurs to bring high-quality essential oils forward into the healing paradigms we use today. (Short

continued on page 8



# ABSOLUTE LABS™

Inspired by Wellness

## OLYMPIC SPOTLIGHT

Oxygen Nutrition® is super-natural gear for any workout regime

### 3-month Promo May-June-July

Buy 12 units from these 4 products at any time in these 3-months and get **20% OFF** the purchase of these four perfect-for-The Olympics display products!

#### Choose your relief!!

THC-free CBD (American-grown, Utah hemp)  
Muscle Balms

- **COOLING CBD Muscle Balms**
- **WARMING CBD Muscle Balms**

120 mg in a jumbo tube applicator 0.6 oz. So handy!!  
500 mg large oval stick: easier & messy-free way to apply!

2.5 oz. perfect for brief case and duffel bag

May aid in faster muscle recovery, support increased circulation and help reduce inflammation\* for the athlete: for everyone!!

NO isolates here! 0.00% THC: each batch tested, and 3rd-party tested

Oxygen Nutrition's Certified THC-Free Extract undergoes a unique two-step method, combining the CryoPress with Liquid Chromatography extraction. CryoPress is a low temperature process using food grade ethanol. This is the most advanced way to effectively remove THC, while preserving beneficial terpenes and cannabinoids like Cannabigerol (CBG), Cannabichromene (CBC) and Cannabinol (CBN).

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

MAP Policy set at 20%-off discount. 50%-margin line

Oxygen Nutrition® orders@oxygennutrition.com  
<https://absolutelabs.com/>  
Inspired by Wellness



## THE FUNCTIONAL CHOCOLATE COMPANY

### CHOCOLATE

#### Charged with Function

4 formulas with more to come

- **Libido Formula**

SEXY CHOCOLATE: champagne & berry

- **Menopause Formula**

HOT CHOCOLATE: natural vanilla  
crème brûlée

- **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

#### FunCho Introductory Free Case

##### Options: new accounts

- Minimum of 1 case of each product sku (Carefree, Hot, Rhythm & Sexy)

Buy 4 get 1 case FREE (\$215.52)

Buy 8 get 2 cases FREE (\$431.04)

Buy 12 get 3 cases FREE (\$646.56)

May-June Follow Up Reorder Promotion:  
**15% OFF orders of 6 cases or more**

The Functional Chocolate Formulas  
Evergreen Colorado • 833-4FUNCHO  
wholesale: sales@funcho.com  
<https://funcho.com>

# Crystal Star™

for the whole person™

SINCE  
1978

An Industry Pioneer since 1978

The wonderful & effective Breathe Easy allergy formula from Crystal Star is back.

Perfect timing!!

## BREATHE EASY

60 vegetarian caps  
Respiratory Health\*

Promotes nasal health as histamine balance\*  
Boosts immune response\*

17 whole herbs and bee pollen. Proprietary formula:  
Green Tea leaf, Marshmallow root,  
Echinacea angustifolia root, Goldenseal root, White  
Pines bark, Elderberry, Bee Pollen, Sea Buckthorn berry,  
Acerola Cherry, Burdock root, Licorice root, Thyme leaf,  
Parsley root, Fenugreek seed, Mullein leaf, Elecampane  
root, Lobelia leaf, Cayenne fruit [certified organic  
brown rice and vegetable capsule].

Item # 101299 wholesale \$13.95/ MSRP \$25.95  
(MAP \$21.54)

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

Proprietary blended formulas & Formulation Philosophy  
NON -GMO Project Verified.  
Well-tolerated for Self-Care.

The Value is in the Formula! • MAP-Price protected

Ask your BMC Rep for excellent opening order discounts  
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formulas made famous by Dr. Linda Page, PH.D.  
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[www.facebook.com/crystalstarsupplements/](http://www.facebook.com/crystalstarsupplements/)

# AROMA LAND

## May Bodycare Promotion LAVENDERIZE sales!!

### The Bodycare Collection: Lavender

12 oz. bodycare • 50%-margin line

Clean affordable + not through distribution

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

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

Essential Oil Promotion: 10% OFF @ 3 ea.

~ Lavender French: Lavandula angustifolia;

~ Lavender Bulgarian Jasminum grandiflorum in  
Jojoba oil

~ Tranquillite blend: ~ Take 5 blend

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

Lavender Bar glycerin soap 10% OFF  
with 6 units each. ~ with Shea Butter & Vitamin E

### SPECIAL MAY/MOTHER'S DAY SALES

25% OFF these skus^: May 01-31

- 2000 mg. Restful Sleep Functional CBD tincture  
1 fl. oz.
- Breathe Well essential oil blend 10 ml.
- Aroma Mist Peace Aroma room spray 80 ml
- Lavender Bath Salts 20 oz.
- Facial Serum - Mature Skin 10 oz.

^^Not to be combined with any other deals

^Must ask for deals at time of placing order  
to receive promo

Bliss in Every Bottle™ • [www.aromaland.com](http://www.aromaland.com)  
Essential Oils. Aromatherapy. Bodycare. Skincare

# bionox®

## Things are about to change

The stores that have invested in the science of Nitric  
Oxide for Circulatory Health\* + Heart Health\*  
+ improved Sexual Vitality\* have seen the return-rate of  
satisfied customers who love the  
M3® Ultimate Nitric Oxide Booster.

The Story is advancing to another step. Dr. Jay  
Wilkins ND has proven to be an admirable, intelligent  
formulator with the M3® (Miracle Molecule Max)

Now in two flavors and two sizes  
ME 3: Miracle Molecule Max™ Ultimate Nitric Oxide  
Nutrition. Motivating Wellness®

- Berry M3® 60 scoops 420 gms & 30 scoops 210 gms
- Citrus M3® 60 scoops 420 gms & 30 scoops 210 gms

BioNOX's signature product  
both flavors now available in 20 stick-pack M3® travel  
paks perfect for outdoor, summer use!!

### SOON, THE CATEGORY WILL BE FULLY COMPLETED by Bionox®

(1) you will have both a delicious way to support nitric  
acid allostasis with a nutraceutical – food nutrition based  
formula ME 3: Miracle Molecule Max™ – performance  
with L-Arginine AKG, L-Citrulline, Beet, and so much  
more. Get ready for the launch of:

(2) a green foods-based, delicious way to support  
allostasis for many body systems naturally with an all  
foods-based nitric oxide booster.

#### Coming soon

### Ultimate Nox3 Greens Superfood

with 1000 mg. high-weighted  
nitrate-rich arugulas from NitroRocker®  
your work-out customers will go WILD!

Makeover your Heart Health section this summer, in  
time for The Olympics with a complete care line from  
Bionox USA

Free shipping now at \$199 wholesale

# ECO LIPS®

The best lip balm for the world

## 20% OFF May Line Drive

### Time to add CBD Me™

30 mg broad-spectrum CBD lip balm  
[0.0% THC]

getcbdme.com Fair-Trade ingredients .15 oz

w/coconut oil & cocoa butter

+ organic cold-pressed hemp seed oil

CBD sustainably-sourced; Co2

extracted in Oregon by Klersun

- 30 mg Lavender Mint
- 30 mg Lavender Orange
- 30 mg Natural

15-tubes convertible display wholesale

\$4.78 SRP \$7.99

NEXT TO

Hemp Lip Balms .15 oz tube  
Fair-Trade, Organic/ non-GMO ingredients  
(no CBD)

24-pc. convertible displays.  
wholesale \$2.09 SRP \$3.49

- Cherry • Coconut
- Vanilla Mint • Vanilla (the original)

ASK ABOUT THIS wonderful new Eco Lips® brand,  
Bug Soother®.

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

The Best Lip Balm for the World™  
Eco Lips, Inc. | Marion, IA



interview: [https://www.aromaland.com/Q\\_A\\_Interview\\_with\\_Ralf\\_Moller\\_s/588.htm](https://www.aromaland.com/Q_A_Interview_with_Ralf_Moller_s/588.htm). The Aroma Land® Lavender essential oil blends on sale in May are the bestsellers “Tranquillite” and “Take 5”. Tranquillite takes everyone’s stress away, while Take 5 has gained a reputation with parents for getting energies unriled so everyone can take a calming break.

Lavender also plays a multitasking role in most of the Aroma Land® elegant Facial Serums: Clearing, and Dry Skin, Mature Skin, Moisturizing, and Problem Skin—so a Lavender endcap could draw attention to these products and spur your community to get on the skin health trend of regenerative face oils and serums!!

Aroma Land® also has their entire **Rainforest Botanicals** collection on sale as the weather changes and shopping-hungry customers are looking for new products and ideas, and to refill the cupboards. This is their only 40%-margin line [all else 50%], which is packaged and priced to compete with mass market competition. 1 oz. = \$8.95, wholesale \$17.75. On sale at 10% off at 2 ea. through June 30th. French Lavender (a label you can trust).

Lavender is a Top/Middle note, and one should always read labels for this plant, and hope for honesty. Many companies are not using true French Lavender, for example—and of course the customer does not know the difference and only sees the name on the bottle and thinks that all Lavender is the same. Nothing could be further from the truth. Logic says that if most manufacturers in our channel have a price range for true Lavender, and someone else is underselling that price by eye-popping grades, then something must be wrong! Huocheng Chinese Lavender anyone? “Huocheng County, as one of the eight most renowned lavender production bases in the world and the largest lavender production base in China, accounts for 95% of the total lavender production and essential oil production in the country”. There are often mountains of Lavender-things in places like Bed & Bath, etc.: mountains. While we know price always trumps quality in the mass channel, can this really all be the good stuff?—commodity sold and dirt-cheap prices. Something smells more like poorly-handled fish than exquisite Lavender!

## AROMA LAND DEALS!!

### • Facial Serums—deal extended

1 oz. w/dropper serums in glass bottles  
—for seven (7) Skin Types  
Deal ends in May (in eaches)  
reg. wholesale \$12.49/ \$24.00  
on sale for \$9.99

- Cleansing • Dry Skin • Moisturizing
- Oily Skin • Sensitive Skin • Problem Skin

### PLUS! Facial Serum Skin Repair for men + women

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

### • BACK-TO-STORES BONUS for the start of warmer weather Rainforest Botanicals™ – all skus

**10% OFF** - 2 ea.

- 1 oz. essential oils: Tea Tree, Lavender, Eucalyptus, Peppermint
- 4 oz. carrier oils (great size for new use): Jojoba oil, Almond oil, Grapeseed Oil

### Bring them all in and get a display!

40%-profit brand that is priced to compete + sell

**Build the category:** the items are reordered  
@ 2 ea, through April, May + June!!!



People shop in your store(s) for a reason: they are the people seeking properly-harvested and distilled Lavender (without any shady tampering) from the trusted sources of Provence, France and the Bulgaria’s Rose Valley in the foothills of the Balkans. (Bulgaria has the largest growing area in the world for Lavender). And, they want Lavender harvested without the strife of forced labor! (Of course, we need to be honest: Bulgaria also has the lowest labor costs in Europe, so we have to be mindful as we are the gatekeepers!) China is sadly a few levels further down ethically!

“I carry Aroma Land® because I trust their operations, and their product testing guarantees: you can get the good stuff at my store”. Even when a company brags that they offer blended Lavender, they are dismissing the elegant truths of aromatherapy and playing in the market with a price-driven intent to win. French Lavender is just that: not blended Lavender. This is how natural health success and its reputation is bastardized.

Let the plant be the medicine. “One of the unique characteristics of Lavender Essential Oil is that it is not merely energizing or relaxing, but balancing. The scent of Lavender will rejuvenate and inspire a tired person, and relax, soothe and slow down someone who is stressed or tense. Harness the powers of Lavender to add balance and serenity to our increasingly hectic lives. While pharmaceutical drugs are limited to either stimulating or sedating a person, Lavender—like many other remedies offered by nature—is able to re-establish the person’s balanced, harmonious and natural state without the use of synthetic chemicals.”

Trilogy® Natural Products on sale this month in your store?

These **Trilogy®** products have Lavender in them: **Hydrating Mist Toner, Ultra Hydrating Face Cream and Ultra Hydrating Body Cream.**

Do not underestimate Lavender in your store sets. It stands alone as powerful because it is and has been for thousands of years! Bring the Lavender field to your store, not with a sprig in a jar, or a lonely bottle lost on the shelves—but with a rejuvenating statement of an endcap field of Lavender saying, “Yes, calming Spring and better times ahead—starting today!”

Lavender has been used by herbalists for thousands of years too. Long before the first triple-milled Lavender soap hit the medieval-period farmers markets, Lavender was identified and utilized for internal use for human health. The Greek physician Theophrastus wrote about it in the 3rd Century in his book, “Concerning Odours;” the Greek military physician Dioscorides records lavender being used for indigestion, headaches and sore throats in his 5-volume book, *De Materia Medica*. When Pliny the Elder (Gaius Plinius Cecilius Secundus, 23-79 AD) published the first 10 of his 37-book encyclopedia (*Naturalis Historia*), he noted Lavender’s benefits in helping those with menstrual problems, upset stomachs, kidney disorders, jaundice, dropsy and treating insect bites. (Dropsy might equate to edema or congestive heart failure today). The fall into the medieval period quashed the everyday use of Lavender as medicine, but it reemerged in England and is obviously about to re-emerge here in the USA again this Century. Lavender—like Kava—is a gift to humans for stressful times. Obviously, the past has got your back with Lavender.

The best Lavender in the world will soon be from America. **Herb Pharm®** has taken on the task of growing this Mediterranean-climate crop on their own certified-Organic and Regenerative Agriculture Certified™ [ROC™] Oregon farms. As always, they will handle this stewardship masterfully. While Herb Pharm® has long sourced the best Lavender from Provence (it is about relationships), they are transitioning to growing enough Lavender to meet all their needs. Expect

**The Herb Pharm website** has become such a valuable and trusted resource (that your stores can view too). Look at all these uses for lavender mentioned (with the usual FDA caveat, listed here at the bottom of the article) from their Herb Library:

Traditionally used for relaxing, calming and in nervousness.\*

Traditionally used to lift the spirit and soothe mild, occasional anxiety.\*

Traditionally used for nervous stomach, gas, motion sickness.”

Traditionally used for calming support for the nervous system.\*

<https://www.herb-pharm.com/ingredients/lavandula-angustifolia/>

**Best information: trust Herb Pharm®**

to see Lavender gaining back some of its deserved cred in the next few years.

One does not see a lot of extracts of lavender in the marketplace right now, but you can expect that to change. To Herb Pharm®, this became apparent when they introduced their **Anxiety Soother™** formula and they found that the natural products world responded saying, “we have been waiting for a product like this!” With Lavender, people often go directly to thinking about the essential oil (and the fragrance—natural or synthetic).

It is just natural for Herb Pharm® to advance this magnificent herb. Lavender loves to grow in the non-GMO county (Josephine, Oregon) where Herb Pharm® lives with its temperate Mediterranean climate. France does have really good stuff, but testing shows that we can do just as well here in America—and, less travel, less gas—better for the planet. And as demand for Lavender continues to grow worldwide, it is prudent to go seed to shelf as Herb Pharm® is now starting to do! And remember, Herb Pharm® saves and uses its own seeds, and they are bee-friendly and a monarch butterfly sanctuary! And a Certified B Corporation. Dignity for the workforce. Calm support for the nervous system! Help is on the way!

Want to educate on the versatility of Lavender and bring sales back to your stores?

Plant an endcap in prominence in your store, with the splendor of Lavender for topical use, and aromatherapy—and for excellent drink-meets-need “mocktails”—and of course Lavender as one of the most famous Mediterranean-plant medicines ever discovered. Lavender is most associated with the nervous system, and its resplendent ability to bring calming support. Herb Pharm® has always offered a Lavender extract from the flower of the *Lavandula angustifolia* shrub, but this sleeper has now found its mission with the stressful days that have beset us.

I first came across the use of Lavender in its best formulaic iteration in Herbal Ed Smith’s original *Avena-Skullcap Compound* as a Restorative Nerve Tonic many years ago. Why was lavender in this formula, I often asked myself? In Ed’s *Therapeutic Herb Manual*—one of my most trusted information sources even today, he listed Lavender as (actions): pleasant aromatic and stomachic. Mild sedative and nerve tonic; antidepressant (2004 edition). Ah, to see his notes as they accumulated on this herb. It was the American Herbal Renaissance of the 1970-90s that brought Lavender back into our natural collective consciousness as more than a pretty-smelling plant beauty. Let’s continue the advancement of that knowledge.

*continued on page 9*

Today, Herb Pharm® continues that tradition with one of my favorite formulas in their **Nervous System Tonic** (such an easier name now) that offers: Skullcap flowering herb (fresh & organic), “milky” Oat seed (*Avena sativa*) (fresh & organic), St Johnswort flowering tops (fresh & wildcrafted from the hills around Herb Pharm®); Organic Celery seed, and Organic Lavender flower. Don’t get me started on the healing power of fresh Oat seed!! Ed has said, if he could get everyone to enjoy Kava root extract (properly presented), the world would be a better place. He may have said that because humans would be so much more “human” if they quelled their rage, and reduced their anger and increased healing by chilling-out often. I add on that if we could get our communities to utilize Kava root extract and **Nervous System Tonic** extract together: well, I want to live in a world with less violence and hatred, and more loving and caring/sharing. The health food store as local community health resource center!

Highlight the Lavender in the Nervous System Tonic, and get people interested and playful with Lavender through the Herb Pharm® summer-season Recipe Card Display. Put Lavender on the table and say that “it is good”. Encourage these tasty recipes. With Lavender in drinks or teas or formulas, a little bit is wonderful, but too much can quite often be too strong (as with any aromatics!) That said, 2-3 drops of the extract in daytime water bottles, or along with your favorite tea, can help Lavender become a known, useful, acquired taste—so that your brain will crave it more when the Lavender power is needed by the body!

Lavender shows its influence in two special and important Herb Pharm® formulas that I feel every store should learn to use. **Gastro Calm™** is used for digestive comfort for occasional gas and bloating\* and gastrointestinal system restoration with Lavender playing a prominent role: Cinnamon bark, Lavender flower, Ginger rhizome, Clove flower, Nutmeg seed, and Peppermint essential oil. A healthful aromatic orchestra. This is a retooling of a traditional formula with a long history called **Lavender Spirits Compound**: here with the addition of a touch of peppermint.

That formula was long trusted as a household essential for when people knew the uses of an aromatic carminative and antinauseant. Reference to the original formula—*Tinctura Lavandulae Composita* (U.S.P.)—was written in the King’s American Dispensary, written by Harvey Wickes Felton, M.D. and John Uri Lloyd, Phr. M., Ph. D. (1898); and still valid today!

Lavender is one of the four certified organic herbs to the rescue in the formula **Head Soother™**, with Feverfew flowering herb, Meadowsweet flowering herb, Periwinkle leaf and flowering tips and Lavender flower. Effective liquid extract natural herbal support!

Lavender has a friendly spot in the Herb Pharm’s Kids line product **Kids Captain Concentrate™**; yes, children can certainly learn to love the feeling of Lavender! Lavender is essential for that delicious, glycerin-based flavor that has made their **Herbs on the Go™ Bed Time™** formula so popular, and the **Not Now Nausea™** formula would not be complete without the effective support-herb Lavender. Other herbs obviously play very well with Lavender.

Gather the Lavender formulas and you can educate solely with the collection of tools in your store, where Lavender plays a distinct and well-known role in so many aspects of natural health!

Herb Pharm® has an incredible storyline on Lavender too, because (1) they are now growing lots of lavender (oh, the divine smell!!), and (2) they are now a Certified Regenerative Agriculture grower—the only medicinal plant farm certified at the moment in the world. This is just the leadership you would expect from Herb Pharm® as all farmers need to move forward in a movement that is best for the planet. Ask your Herb Pharm® Rep about this, and let your community know—Herb Pharm® is at the front in leading an earth-critical movement!

Herb Pharm® is growing over half their own Lavender right now, and has planted over 4000 new plants: this is as seed to shelf as you can be. The average time to harvestable crop seems to be 3 years, and then Lavender is here to stay!

Now, Lavender expanded the radar screen when Herb Pharm® met the moment with two products that touched on the need of the hour: first **Anxiety Soother™** and then, **Anxious Moments™**. To start in perspective, if you are not carrying these ANXI-products, then you have been missing a lot of sales over the last two years. Yes, about two years ago, anxiety levels went through the roof (and we all understand why). Product-name met the moment’s need. With every purchase, of course, the results had to satisfy the expectation. And it seems that they have been. It seems like friends are sharing effective news with friends too.

I kinda thought that Herb Pharm® had outdone themselves with the original **Anxiety Soother™** formula. Again, in my own herb educational evolution, I noted but did not really understand the effectiveness of the Lavender to the formula. It is indeed a perfect and essential element to the formula. I was beginning to learn more fully. Lavender—good!! The formula had both Lavender flower extract and a legitimate and safe amount of Lavender essential oil. Proved to be perfectly effective! Yeah, the original **Anxiety Soother™** gained quick prominence, and met a need; and so the product expanded with the base formula—with Lavender extract—into two other essential oil flavorings to please the largest selection of taste buds possible.

There are now three (3) Herb Pharm® **Anxiety Soother™** formulas: **Original Lavender** with that intensely floral high note; and the **Holy Basil Anxiety Soother™** with a delightful aromatic and bittersweet flavor from certified-organic Holy Basil essential oil; and **Orange Anxiety Soother™** led with the vibrant citrus flavor of an organic orange essential oil. All three are support for the Nervous System, and the 1 oz. bottles look spectacular side-by-side. The Original Lavender is also available in a 4 oz. bottle; the spicy and exotic Holy Basil flavor may capture the

#### Historical uses and fun facts about Lavender

This common household herb’s raw leaves, petals and flowering tops can be ingested and in olden times were used to flavor dishes as a condiment. Lavender conserves were said to have made an appearance at the dinner table. The herb is often drunk as a tea with the fresh or dried flowers, but also utilized as a flavorful and fragrant addition to soups, salads or stews. It has also been historically used as a flavoring for ice cream, jam, vinegars and more in either fresh or essential oil form.

#### Did you Know?

Once the flowers and leaves are removed, the sticks can be bound and burned as incense.

<https://www.herb-pharm.com/ingredients/lavandula-angustifolia/>

Best information: trust Herb Pharm®

**Lavender is the shade obtained by mixing purple with white: perfect for our times.**

*“The color lavender might be described as a medium purple or a light pinkish-purple. ... The term lavender may be used in general to apply to a wide range of pale, light or grayish-purple but only on the blue side. Lilac is pale purple on the pink side.”*

true herbalist as “new” and is also in larger 2 + 4 oz. versions; and the Orange flavor is available in the 1 oz. and a 2 oz version as well. Trust me: larger sizes were made because demand warranted it! Commonalities in these three varieties are: they lead with Kava root extract, and they all have Lavender extract. Meeting demand. Herb Pharm® is probably known for superior, Noble-variety Kava rhizome now more than any other herb (though I still preach the necessity of Echinacea), but some people are tentative about Kava. In the lexicon of herbalism, kava and anxiolytic are almost synonymous. Now, let us add to the conversation: kava plus lavender are a part of the formulas that make **Anxiety Soother™** such a modern superlative sale.

Of course, it is best to meet people where they are; to achieve compliance and get the job done! When Herb Pharm® was starting their **Herbs on the Go™** line of products, they wanted to help people learn the value of the liquid herbal extract. They offered innovation with a spray, showing that herbs can be easy. These initial seven formulas promise the delivery of products that offer convenience without compromise, by delivering a beneficial dosage with a spray.

They also used this opportunity to provide a formula which squarely dealt with the trepidation some people feel about kava (people gotta learn to Embrace the Taste to fully benefit from natural herbal medicine!). I embrace Kava’s electric taste! COOL! The solution: lead with certified organic roasted cacao seed: Yum. The Herbs on the Go™ formula that pleases with a tasty spray option is the Herb Pharm® product called **Anxious Moment™**. A name everyone can understand, and a moment some people may feel much more than others. Again, Kava and Lavender are there to help: a proprietary extract blend: Cacao roasted seed\*, Kava rhizome with root, Lemon Balm herb\*^, Lavender flower\*, Licorice root & stolon\*, and Ginger rhizome\* (\*certified organic, ^ fresh harvest). Finicky people with anxious moments will love this formula. If Kava is a challenging to some, this formula has a nice blend of flavors including the always smiling cacao, and palm-free organic vegetable glycerin—which is used as an extractive here—and which is also known for its natural sweetness. The brain will note that Lavender is visiting to lend a helping hand again!

Lavender is many places: what to do? Well, your customers will tell you how they utilize these excellent formulas, made with Herb Pharm-quality. My observations are that **Anxiety Soother™** is an excellent baseline, and that **Anxious Moment™** can be there often in the moment, when needed! Anxious times, Lavender is becoming famous again.

Your customers now have options with the popular **Anxiety Soother™**. The new Holy Basil option is uplifting with a clove bittersweet flavor. Citrus of course is uplifting. Something else to note is that the herb Lavender is also known to lift the spirit, while also helping in soothing occasional anxiety.

Just smelling Lavender can be calming; and you know that. Make your store like a field of Lavender with so many options that your clientele will understand. These trying times are Lavender

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# Blue Moose Consulting

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## GOT EMAIL?

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

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

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

**Lavenderizing Sales** *continued from page 9*

relief times, and your store is the home of the good stuff!

Finally—and these products are not available in every State in the country yet—Herb Pharm® has entered the market with certified-organic full-spectrum Hemp Oils, four of which are combined with additional Herb-Pharm-quality herbal extracts, perfectly blended to work in harmony with the CBD-rich Hemp oil. Hemp, the Herb Pharm® way. Always grown outdoors, in the soil, under the sun. [female flowering tops of high-cannabinoid Hemp grown in Oregon, carefully harvested and extracted without any chemical isolates or industrial solvents—ever.]

The initial batch of product was made before Regenerative Organic Certification™ was received, but soon Herb Pharm® will have the only ROC™ Hemp Oils. For now, these products are not available in Maryland, DC, and North Carolina from the areas that BMC represents: stay tuned. For those who do have access to these formulas, look at this super-winner. Herb Pharm® **Hemp Kava Blend** with Ashwagandha with a proprietary blend of Hemp flowering top (Cannabis sativa), Kava rhizome with root, Ashwagandha root, Holy Basil herb. Lavender flower and Cardamom with pod. 42 servings per bottle: incredible price per mg of cannabinoids!! Maybe you are now learning that Lavender is all around you, and should cover your store. Lavender is rising as a plant to meet our 21st Century needs! Thank you Lavender!

As we have all learned only too well recently, you cannot of course sell it if the customer cannot see it. What is the visibility-meter of your Lavender products? Lavender should stand out. At the cash register, to the customer, the conversation can be, "we have a nice selection of Lavender products for sale on that endcap over there. Super bodycare and many great ingestibles too. Super recipes to make something new and fun! Lavender has made a comeback in these Covid times. Everyone is loving Lavender now. Give 'em a try!"

I'm sorry, maybe I am assuming too much: maybe selling things is too 20th Century! Lavender: surely anyone can sell Lavender! Fill your fields with Lavender for these healing times! Lift the spirit! ☺

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



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

## How to Reach Blue Moose Consulting

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

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