

You Have Questions,
Blue Poppy has Answers!



Blue Poppy Enterprises, Inc.
Empowering Everyday Heroes

**“The contents of one of my herbal capsules has shriveled and compressed –
Is It Safe to Take?!”**

The short answer is – Yes! And here’s why –

When our founder, Bob Flaws, first created the Blue Poppy Classics and Blue Poppy Originals line of encapsulated herbs, he wanted to create the most concentrated, pure, and natural herbal product in the world. We feel that he succeeded. However, being all-natural has its disadvantages. Over the years, a number of practitioners and patients have noticed an unusual phenomenon exhibited by the granular powder in our encapsulated herbs, that occasionally the contents seem to harden and shrivel within the capsule itself. This is nothing to be alarmed about and, in fact, indicates just how high a standard we have achieved in our manufacturing process. All that’s happened is that the granule herbal concentrate has compressed into itself. This happens because of one simple fact – **there aren’t any fillers in our herbs!**

When you open a bottle of Blue Poppy Classics or Blue Poppy Originals, you are opening up a bottle of highly concentrated and carefully prepared Chinese herbal granule powder that has been put into a capsule – and that’s it. We could certainly add in fillers to our herbal powders, such as corn starch, maltodextrin, or other products that would result in a more esthetically pleasing end product. But at Blue Poppy, we felt it was more important to have an all-natural product that is as hypoallergenic as possible. The only excipient that is ever used in our products is a trace amount of rice flour, and this is only ever used in the event that the herbs for that particular formula or batch are so concentrated we can’t get them to fill the capsule without a little help. When you are taking a Blue Poppy formula, you are taking the finest quality Chinese herbs – nothing more, and nothing less.

Think of it this way – the next time you are at the supermarket, take a look at the apples. Even though this produce has been picked over, and only the most aesthetically pleasing apples make it to your produce section (ugly produce becomes things like applesauce), every apple is a little different. Our encapsulated herbs have far more in common with an apple than they do with an aspirin. The reality is that we manufacture a truly *natural* product, one that is free of additives and artificial ingredients. The more consistent and unchanging a product is from bottle to bottle, the more highly processed it is by definition. At Blue Poppy, we are extremely proud of our herbal products, and these small quirks merely reflect the lengths that we have gone to ensure that your patient receives only the finest medicine that it is possible to create.