



Talking Business: Support Your Local Distributor

I learned a good lesson recently after I lost my “daytimer” with weeks and months worth of information and appointments enclosed. The lesson: never put all your eggs in one basket. How does this translate to running a health food store? I have seen some disturbing trends recently as store management tries to streamline and simplify its operational practices, and I saw an important correlation.

When I managed stores not so long ago, the standard adage was to get the best products possible for the store’s customer. Nothing pleased me more than finding a new manufacturer, a new product. A new distributor’s catalogue was like Christmas. In this, variety was the spice of life for the retailer.

But the industry has been changing. Of critical concern to me is the tendency of acquisition and consolidation. Companies are more likely to drop average selling products than to bring in interesting or valuable but non-mainstream products. Let me

share the wisdom of my mistake: don’t put all your eggs in one basket.

Of particular concern is the recent tendency of many stores to gravitate toward one and two distributors. While it is certainly easier that way, the end result is a non-dynamic product selection. Reality knows that every distributor brings something special to the bargaining table. And, there is great business wisdom in the premise of supporting local and regional businesses. I am often dismayed when I hear buyers complain that they do not want to have to deal with another distributor. I ran stores for 18 years with the business attitude to spread the money around. Every store I ran had excellent selection, products bought taking advantage of every deal offered, and stores known for carrying the latest good offerings.

TIP OF THE MONTH:

Aloe Life whole leaf Aloe vera is excellent for athlete’s foot. This skin gel has many uses.

There are several good independent distributors (and manufacturers) in the mid-Atlantic region. There are an equal amount of small, relevant and progressive manufacturers to be found throughout the country. One great example is Robinjay Enterprises, who carry the entire selection of Herb Pharm products (410-242-4607). Cabana, All Natural Distributors — there are many more. Most of these are family businesses run by wonderful people who have dedicated their lives to serving our industry. And really, does it take any extra time to keep all your options open?

How do we get into unproductive and limiting business situations — when we let others dictate how we do business! Think about it, and prepare for future business successes with every purchase today. I suggest we all try to do it the old-fashioned way and promote business diversity: for our survival and for the betterment of our industry. *

Talking Health: Heavy Metal Detox It Is

The biggest news for people in Washington, DC right now is not politics but the lead contamination of the District’s water supply. This story strikes home personally because I live on a street that has registered over 200 ppb/lead. Fortunately, I don’t drink the water, but that does not make me safe. While this is considered by some to be a DC problem, it should be noted that homes in Leesburg, VA and elsewhere are also failing the test where old water pipes are in place. Most importantly, water in schools has been failing the lead test. Sadly, it is estimated that over one million children are exposed to toxic levels of lead in the US.

In addition, industrial sources estimate that 600,000 tons of lead are released into the atmosphere in the US (alone) each year. Time for concern!

Lead is just the current heavy metal to receive heightened media attention. We all know that everyday consumers are now aware of, and scared about, the mercury levels in the fish supply. The conundrum: we are told to eat more fish, but the toxicity of most of the world’s water leads to contaminated fish. **Nordic Naturals** is producing the cleanest fish supplement available, but that is the subject for another day. What to do about heavy metal contamination?

Oceans again to the rescue. Sodium alginate is a well-studied derivative of brown algae that binds to heavy metals and radioactive materials, and ushers them out of the body. Simply put, alginate is algae’s equivalent to (land) plant cellulose. It is a polysaccharide from the algae’s cell wall. **Nordic Naturals** offers a highly-charged

continued on page 4

Sharing Marketing Ideas

Sun & Earth in Annapolis Maryland has taken a nice selection of their testers and placed them on a tray by their cash register for people to try no matter what part of the store they shopped in.



BLUEBONNET INTRODUCES "SUPER EARTH PROMOTION"

Bluebonnet has put together a package of sales materials designed to help you sell this superlative multivitamin: Spirulina, chlorella, high antioxidants, plant nutrients and plant source enzymes — and GliSODin. Now is the time to stock up and make loyal customers for life.

Remember: Bluebonnet only sells to health food stores. Buy 3, get one. Buy 6, get 2...and on up. Endcaps await Earth Day!!
(Buy-in dates April 01- May 15)

Bluebonnet: committed to quality, committed to the independent natural food store, committed to the environment of our blessed earth!

Bluebonnet has a **store locator** on its website. Get involved and have new customers find you.



NORDIC NATURALS

APRIL & MAY SPECIALS 15% OFF

- **Complete Formula** (Omega-3s & Omega-6s from organic borage oil)
- **ProAlgen** (Algae-Bind™ alginate and Milk Thistle Extract — 80% silymarin — in a kosher veggiecap).

See the article of sodium alginate for heavy metal detox in this sales flyer.

Customers traveling more with the nicer weather?

Make sure that you offer our **Arctic Cod Liver Oil Singles** — individual travel-packets of doctor recommended, pharmaceutical grade, molecularly distilled, and third party tested pure, great tasting cod liver oil.

Ask for the current issue of "Nordic News," a special Heart Health Issue with the article **"Protect Your Heart"**



DETOX SPECIAL

The perfect way to endcap the highest quality herbs for Spring cleaning Astragalus, dandelion, goldenseal, healthy liver tonic, milk thistle liquid extract, red clover stillingia compound. **ALL 20% OFF**

NEW PRODUCT INTRODUCTORY OFFER

20% OFF Cranberry Liquid Extract, Oral Health Tonic
Oral Health Tonic: spilanthes, thyme, cranberry fruit, myrrh, cinnamon, clove, peppermint

Plan Ahead and take advantage of the **Summer Seasonal Promotion** Sign Up now!! "Reduce Stress and Enhance Your Energy"

Buy more: save more Ginsengs, Eleuthro, Rhodiola, Pharma Kava, Good Mood Tonic, St. John's Wort Extract.

Maximize liquid herbal extract sales and keep satisfied customers.

Need training? Call Michael for a staff training today.

The greatest invention since the alphabet: **the Infoshade**. Ask for the new free infoshade, (Why liquid extracts?) to place by your display. Excellent marketing.

Not represented by BMC in NJ, NC



No better preparation for Spring allergy season than Newton Homeopathics.

Proven remedies:

- # 55 Pollen & Weed
 - # 7 Hayfever
 - # F07 Allergies for Kids
 - # 56 Dust, Mold & Animal Dander
- and of course, every day is the perfect day for the # 1 Detoxifer

Want to capitalize on Spring Cleaning?

Highlight the **Jump-Start Your Health Kit** and see the natural healing process work

MAHO NNFA Sales Specials — **15% LINE DRIVE IF ATTENDING SHOW.**

Not attending the show? 10% line drive April 12-19. Must request discount.

We will be introducing the first of our new labels, and new shelving units

Stop allergies early — start with homeopathics beforehand.

Not represented by BMC in NC, WV

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

HERE IT IS!! The best, most tasteful green food product available. Aloe Life's NEW **"DAILY GREENS FORMULA"**

- Highest amount of greens of any other product on the market 6,850 mg per 2 Tbs.
- A 2-MONTH supply
- NO fillers, potential irritants or fillers. Gluten free
- 12 Greens and Whole leaf aloe vera matrix and nopal cactus, carob, bamboo, green papaya, kelp, and more!
- Fiber rich, pH balancing, energizing, detoxifying, low calorie
- TASTES DELICIOUS: like no other green product

GREAT CASE DISCOUNT (6).

Stock up and carry the Green winner from its inception.

And add the Aloe Life **Whole Leaf Aloe DETOX Formula** and you will affect real health changes with the change of seasons.

**PERFECT[™]
ORGANICS**

100% SHEA BUTTER is the best the world has to offer for healing, nourishing and protecting the skin. Shea butter, an age old remedy, is naturally vitamin rich — the perfect daily emollient.

Perfect Organics offers shea butter in its 24/7 product line. Shea Butter of the highest quality — **extracted and clarified naturally — without the use of hexane/solvents or other chemicals.** This shea butter is absorbed easily, carries no residue or wax, and moisturizes immediately.

Try one, and you will want to use them all: Fragrance free, Soothing Lavender Lavish; Uplifting Mandarin Chocolate; Refreshing Mint Chocolate; Invigorating Orange Ginger.

Also available is **Perfect Organics Shea Butter lip balms.** The perfect solution for soft, smooth lips. Fresh Mint; Citrus Fresh; Vanilla Twist.

One try and you will see, there is no other product like Perfect Organics Shea Butter.

Part of the 24/7 Perfect Organics catalogue. Visit www.perfectorganics.com

OLBAS[®]

Spring is get-out-and exercise time! No better time than now to have the products proven to help with stretching, aches & pain-relief, and clear and healthful breathing.

Olbas **analgesic salves, sport massage oil** and the ever-versatile **Olbas oil** are favorites of the entire outdoor set. Display near the register.

Think SPORTS, Think Power Inhaler!

Olbas inhaler + pastilles are favorites for Spring colds and seasonal allergies.

And our new, popular instant tea is great iced!!

Cleansing now with time-tested herbal blends:

- Nature's Wonderland **Herbal Detoxification Formula**, 60 Vcaps/475mg Alfalfa, Buckthorn Bark, Licorice, Red Clover, Barberry, Burdock Root, Poke Root, Stillingia, Prickly Ash.
- Nature's Wonderland **Catfish Bitters**, 60 Vcaps/525mg 18 healing herbs and roots which gently strengthen and invigorate the whole body


WELL-IN-HAND[®]

NEW! 5 Great New Reasons to Take A Long Shower **NATURAL BODY WASH FOAMERS!** Minty Mischief (green foam), Spicy Rumor and Unscented Mystique (white foam), and Lavender Lunacy and Jasmine Desire (pink foam) a botanical foaming body wash that is certified vegan and made with 100% natural castile soap, calendula and pure, aromatic essential oils. A fun, thick and rich aromatic foam.

"It's OK to get Fresh"

Available in a wooden counter display holding five of each variety.

9 fl oz. wholesale: \$8.99, retail \$14.99

Essential Formulas

WHY DR. OHHIRA'S PROBIOTICS 12?

(the best-selling probiotics in the world)

- TH10 strain — only strain to neutralize MRSA's
- Plant based probiotics are the natural form for the human gut.
- 100 Vegetarian — no animal products or strains ever.
- A natural inhabitant of the human colon, unlike other non-plant strains.
- Dr. Ohhira recipient of 4 doctorates, author of 20 studies, wrote the leading Japanese text on probiotics.
- "Hospital infections" are now the 5th leading cause of death in the US.
- H Pylori is the most prevalent bacterial infection today. A direct cause of peptic ulcers. **Are you carrying products to battle these modern problems? Are they University tested for 20 years?**

TRY PROBIOTICS 12 FOR HEALTH. SUPPLY PROBIOTICS 12 FOR TRUE INTESTINAL HEALTH

JUVO[™]

Be aware that the raw foods diet is gaining momentum. Celebrities may be fueling this trend, but the health benefits are substantial. Several stores have started successful raw foods sections.

Soon:

Juvo training will be available to your staff. With basic training your staff will most surely get behind this healthful product: and there are rewards for the training as well!

ABOVE THE CRAZE?

Juvo can be used in healthful compliance with all the current hot diets: the Atkins Diet, Protein Power, the Zone Diet, The Carbohydrate Addicts Diet, the South Beach Diet, Dr. Phil's Diet, even Weightwatcher's and Jenny Craig.

JUVO IS SUPRA-HEALTHY. YOU CANNOT MISS IF YOU RECOMMEND JUVO!

Not represented by BMC in PA, NJ

Blue Moose Consulting

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

GOT EMAIL?

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

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

Heavy Metal Detox It Is *continued from page 1*

alginate called Algae-Bind™ Sodium Alginate, and this product has shown exceptional third party testing in removing mercury, lead and other potentially toxic heavy metals.

Even though alginate shows miraculous potential for removing heavy metal from soil, body and sea, not all alginate is the same. Seaweed cultivation is now a profitable world-wide industry. There are an estimated 25,000 species of algae, with most cultivation coming from warm water climates and unregulated water environments. While seaweeds are excellent to add to the diet, Nordic Naturals provides a proprietary blend derived from Norwegian seaweed, Fucus and Laminaria. Clean waters provide cleaner, more resilient sea vegetables.

There is over 35 years of research on the benefits of alginate for detoxification. The alginate naturally binds to the toxic trace minerals according to their molecular weight, so they do not bind to more essential nutrients. And the cellulose is indigestible by the body, so the bound minerals are eliminated. Alginate has been used extensively in Europe for dental problems and detoxification for over 15 years.

Pretty efficient, and absolutely essential for life in this polluted world — because toxicity extends beyond our city water supply to floor waxes and polishes and old paints, cigarette smoke, fertilizers

and pesticides, and even plastic toys. Promoting a detox program that includes an effective sodium alginate makes good sense for everyone today.

Need help educating your staff on the importance of understanding

environmental toxins? Schedule a staff training on alginate; and we will review the benefits of omega-3 nutrition at the same time.*

How to reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey

office: 202-588-8238 • cell: 202-236-3735

fax: 202-986-9501 • bluemoosestudios@aol.com

PO Box 557 • Falls Church, VA. 22040-0557

3509 Connecticut Ave. # 150 NW • Washington, DC 20008

www.bluemooseconsulting.com

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
12915 Dairy Ashford
Sugar Land, Texas 77478

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
P. O. Box 116
Williams, Oregon 97544

Nordic Naturals: The Ocean Product Authority

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
94 Hangar Way
Watsonville, CA. 95076

Newton Homeopathics

www.newtonlabs.net
800-448-7256 • 770-922-2644
fax: 1-800-760-5550
2360 Rockaway Industrial Blvd.
Conyers, GA 30012

Well-in-Hand: Epic Herbal Medicinals

www.wellinhand.com
434-384-1800 • 888-550-7774
P.O. Box 1200
Forest, VA. 24551-1200

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
4822 Santa Monica Ave., Ste. 231
San Diego, CA. 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
1012 McCoy Dr.
Irving, Texas 75062-8005

Olbas/Penn Herb Co., Ltd.

www.olbas.com
www.pennherb.com
215-632-6100
orders: 800-523-9971
fax: 215-632-7945
10601 Decatur Rd.
Philadelphia, PA. 19154

Perfect Organics, Inc.

www.perfectorganics.com
888-304-4558
fax: 703-852-7199
P.O. Box 306
Merrifield, VA 22116

Healthville USA Corp./Juvo

www.gojuvo.com
714-562-1515 •
800-558-Juvo (5886)
fax: 714-562-1516
6131 Orange Thorpe Ave.
Ste. 115
Buena Park, CA 90620

Summary of the Events of Natural Foods Day 2004

Here is a personal diary of the events of the NNFA Natural Foods Day on Capitol Hill that happened last month, March 23. The NNFA's Natural Foods Day is an annual lobbying event designed to build the industry's base of support through personal meetings with Members of Congress. Each year it has gotten bigger as stores have realized that this is their one time to shine each year in making an impression upon their legislators.

The NNFA organizes the event, providing a continental breakfast and a mini-training to help each participant know how to approach the meeting(s) scheduled with their Congressperson or Senator. Everyone is provided with a literature kit which mentions the important legislation that we support, and that which we definitely do not want to see acted upon. This is truly the most effective way to "put a face" on public policy issues and let your elected officials know that their actions will have consequence on your life. It seems that everyone travels in teams of 2-3 people (so you won't get cold feet) and you are usually paired up to see your own local Congressperson and/or Senator.

Unfortunately, you don't actually get to meet these elected officials that often. You are more likely to meet their lead person on the issue of health, or someone else from their staff. This is still crucially important, because — as we know — most people on Capitol Hill know nothing about health, nutrition and/or natural foods. The meetings are what you make of them, and I believe that my team (which included Bluebonnet President Gary Barrows) was very effective in bringing the issue into perspective to the four people we had meetings with on this Lobbying Day.

Most workers on the Hill do not even know what the DSHEA legislation is: a law created in 1994 to protect our

industry and allow us to sell nutritional supplements as foods without the oversight necessary for drugs. Most of the workers were not even active on Capitol Hill in 1994. As you can see, it is always a case of reeducating. And believe me, most of these employees are willing to learn. All admitted that they either took "vitamins" or that their friends did. They could clearly see that there was no need to legislate these safe supplements as drugs. The conversations went beyond this point, but to even get that point across may lead to a decisive conversation down the road.

The NNFA gave everyone a "Scorecard" to give the legislator's staff. The whole kit was very well organized (Join the NNFA! When? ASAP www.nfa.org) The scorecard warns that two bills currently in process would severely gut and rewrite the Dietary Supplement Health & Education Act (DSHEA). These two bills — (in the House) HR. 3377, and (in the Senate) S. 722 — are the antithesis of what this country needs for good natural foods health care. We therefore need to work against them — get your legislature to make a commitment to vote against these bills should they reach a vote AND contact friends to get Sen. Durbin (D- Ill) and Reps Susan Davis (D- CA.), Henry Waxman (D-CA) and John Dingell (D-Mich.) to withdraw these misguided bills. Your legislator votes for you — so start there!

The stance that we are taking is that the DSHEA law is sufficient, that it grants oversight and the ability to act against irresponsibility; and that our industry is somewhat self-regulating — that we sell safe products — and that the FDA currently has the ability to act when necessary. The bill that we support, from the Senate, (S 1538), would grant funding to the FDA to do its job. The bill, the DSHEA Full Implementation and Enforcement Act of 2003, needs the support of every Senator (and every Congressperson

should be aware of your opinion and support of this issue). The bill was introduced by the two strongest champions of our industry on the Hill, Senators Tom Harkin (D-Iowa) and Orrin Hatch (R-Utah), and we need to do all that we can to keep them in office and active on this legislation. If not for the Senate, at this point, our industry would be in dire straits. Note the bipartisan concern!

We need more allies on the Hill, so contact, meet and persuade your legislature to get active and take a stance. We need more allies in the FDA, and at NIH and in the media. Bottom line is that our livelihood is still on unsafe grounds. And, should we win this battle, there will continue to be spearheaded and well-organized attempts to discredit natural foods in the future. Democracy is eternal vigilance.

At the end of the day I was satisfied that I had done something to help you, my friends, and the general public. More people attended this one-day NNFA event than ever in its 7-year tradition. I mention again that Bluebonnet was there and is active: we should support companies that take a leadership role in supporting our industry.

For affecting change, the best people to be there are the store owners. So, next year, make DC a day trip in March. Until then, go to the NNFA website, join, get active, use the internet to speak to your Congressperson, meet with people at their local offices, get an ally in the office of your elected official, write letters, tell friends, disseminate literature and realize that these actions are very important to preserving your rights to stay healthy naturally and stay in business. Democracy — it is a word that we need to take more seriously. I am gonna do what I need to do, and you?

A Blue Moose Endcap

Wouldn't it be fantastic to have a full complement of products arranged on an endcap or shelved prominently near the cash register that promoted spring cleansing and seasonal rebirth with the finest quality products possible?

Well, here is a natural alternative. Bestsellers, and a few new gems. All products geared toward enticing your clientele to get excited about healthy change. And a display that can stay up for 45-60 days and not lose its merit.

Top shelf: "allergy prevention and seasonal cleansing"

***Herb Pharm:** Astragalus, dandelion, goldenseal, healthy liver tonic, milk thistle liquid extract, red clover stillingia compound.

***Newton Homeopathics:** # 55 Pollen & Weed, # 7 Hayfever, # F07 Allergies for Kids, # 56 Dust, Mold & Animal Dander and of course, every day is the perfect day for the # 1 Detoxifer.

Penn Herb Company: Nature's Wonderland Herbal Detoxification Formula, and Nature's Wonderland Catfish Bitters.

Second shelf: "Green Foods for Earth Day" (stock 'em to sell 'em)

***Bluebonnet:** Super Earth (on a great sale) — a green multivitamin

***Aloe Life:** "Daily Greens Formula"

Third Shelf: "Detox and Digestion"

Nordic Naturals: *ProAlgen (sodium alginate + Milk Thistle extract), and Detox Formula

Aloe Life: Detox Formula — whole leaf liquid extract. 16 & 32 oz.

Juvo: raw foods meal replacement

Essential Formulas: Probiotics 12 (doesn't need refrigeration)

And is there room in the display for: "The Finest in Bodycare"

Perfect Organics: Shea butters and lip balms

***Well-in-Hand:** New foaming body wash foamers

Aloe Life: Aloe Life Skin Gel (perfect for skin rashes, burns, etc.).

Olbas: Power Inhaler display

*This product on sale in April

What can we offer if you want to participate?

1. The **marketing materials** from Bluebonnet's "Super Earth" promotion.
2. **Shelf talkers** for the sections: "allergy prevention and seasonal cleansing," "Green Foods for Earth Day," "Detox and Digestion," and "The Finest in Bodycare"
3. A **taste-testing** for some of the products during the 45 day period.
4. A **consumer lecture** on detox if it can be arranged.

Now is the time to take advantage of customer interest in changing with the seasons. Here is a display that you can work with, with companies that are strong and products that are fantastic. This is the first of many offers that Blue Moose Consulting will offer to help promote products your customers will want.

Our goal — to grow your business with you.

Thanks for considering this option.

