

## Talking Health: Vitamin E is Good Health

Wouldn't it be nice to spend our time educating for health rather than defending against the ridiculous though deadly strategies of the "modern scientific community"? In an action proving that today's science is both political and for sale, we all had to deal with the absurd contentions that Vitamin E is deadly. If we were to question motives, it would not seem coincidental that three months after Vioxx was shown to lead to situations of heart attack and stroke throughout its entire testing phase, the nutritional supplement industry is hit with a article picked up by the *Annals of Internal Medicine* and the *American Heart Association's Scientific Sessions 2004*.

In an era where advisors are paid big dollars to promote strategies based upon

flagrant and often immoral offensive maneuverings, this should be loudly called for the "planted" news story that it is. "This is an unfortunate misdirection of science in an attempt to make something out of nothing for the sake of headlines," said John Hathcock, vice president of scientific and international affairs at the Council for Responsible Nutrition (CRN). Whether your store had many or very few customer inquiries, we should prepare to respond to these allegations as they will continue for many years to come. I mention here that this is a reason to join the NNFA, both nationally and regionally. But first, let's clear the air about the benefits of Vitamin E.

How should you respond to an attack like this in the future? Create a placard or small shelf talker quoting a legitimate source with an

information piece that is even-minded and clear to dispute the contentions being hawked. Explain in simple terms the credibility of nutritional science and the flaws of the argument picked up by the press.

In this case, there are many errors in the Meta-Analysis Study of Vitamin E conducted by lead author Edgar Miller, associate professor of medicine at Johns Hopkins University in Baltimore. (1) the analysis did not involve any new studies. The results reflect no specific human testing; rather it was a statistical analysis of selected studies, to determine the effects of all studies on death rate. There was no new research; (2) the studies chosen all involved patients with chronic conditions, most pre-existing. Most of the patients were

*continued on page 4*

## Talking Business: Maximizing Holiday Displays

The best use of time in the next ten days may just be a few hours concentration on a holiday gift display section that your store needs. Whether it is a window promotion or some dedicated shelving by the cash register or a well-orchestrated holiday promotion, the best way to make December successful is to creatively compete for the holiday gift-buying dollar: that money is gonna go somewhere, and your store is naturally the best choice! What are your plans for enticing your Christmas, Hanukkah, and Kwanzaa customers?

First, think candles and aromatherapy. **AromaLand** has a beautiful selection of holiday gift ideas from sturdy electric aromatherapy diffusers to the ultimate stocking stuffer—their essential oil sampler packs (see their December ad for a full listing of these offerings). The aromatherapy candles are hand-poured from bee's wax, natural vegetable wax and a high concentration (1/3oz.!) of AromaLand essential oils. The candles burn for up to 50 hours, leaving the beautiful blue container glass as a keepsake. Eclectic choices: Rose Face & Body Oil, or their Vanilla Massage & Body Oil (so pure, you could eat it!).

Want to gain a customer for life, and have them tell three friends about your store? Offer them a great brush at a super price. Four stores

have picked up **Hair Doc** brush displays since Thanksgiving just to introduce this product sector during the gift-buying season. Offer a good selection of 9+ varieties of brushes and—*viola!* another reason for you to be a destination store. Hair Doc will even pick the combs, brushes and bath products that are best-sellers in your region for you if you want.

Pure products are the best gift you can give (what a catchy shelf-talker). **Perfect Organics** shea butters are clean and smooth and ultra-moisturizing. A small amount works wonders during the dry indoor winter. Body washes should be clean, **Well-in-Hand's Creamy Kleanzers**, to organic, **Perfect Organics Ultimate Body Wash**. People are looking for suggestions. Highlight these products and educate your consumer about optimal quality and health.

"*Stocking stuffers!!!*", an easy-sell endcap. Start with **Olbias** inhalers, put a strip on each side of the display, add bath oils, soaps, candles and bath tools—and you will have people stopping, looking, touching. Now is the time. Add a few slow-sellers into the mix and they might just move out with the consumer's gift-list selections.

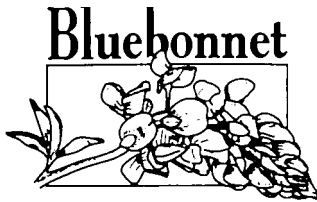
Finally, realize that you lose zero time in creating a few fancy gift baskets and placing them in a prominent place where they will be

thought about. Many people have to buy gifts for professional acquaintances during this time of year, and they are stuck for what to get. Make a sign that says, "Holiday Gift Baskets—the healthful way to say *Cheers*". You may just save the day for a last-minute shopper, and—if they don't sell, the baskets are reusable and you just restock the product. Make a few with inexpensive options, and a few with some higher end choices—and throw in a few romantic alternatives for those clueless male shoppers. One final hint—these can be priced to make a profit if you do the selection and presentation correctly. Companies make millions just selling gift baskets.

So, capture the spirit commercially—and then make sure that you put aside some time to spend with loved ones, and friends—and remember to thank your customers for the opportunities they have provide you: and have yourself a holy healthy holiday now!!

Thank you to everyone for your support of *Blue Moose Consulting* this year. Our first full season of BMC newsletters ends successfully. I hope our work helps you. I thank you for making my work so pleasurable, I love you all and Happy Christmas with prayers and blessings from my culture and faith to yours,

Michael Hennessey



10 FINAL DAYS TO SAVE

**Fall Promotion until Dec 10**

BIG FALL SAVINGS PLUS FREE GIFT

**Buy (4) of any selected Bluebonnet cold season items and receive (1) free, AND get (5) SKUs from the list, at 4 + 1, and get (1) 16 OZ BLUEBONNET SILVER BULLET THERMOS FREE.** Look for the savings mailer!

**Super products:** Super Vita CoQ10 multi, Mega Bio-C 1000 Vcaps, Super Quercetin Vcaps, Zinc Lozenges, CoQ10 60 mg softgels, Vegetarian SOD Vcaps, Glucosamine Chondroitin plus MSM Vcaps, MaitakeGold® Vcaps, Olive Leaf Vcaps, Echinacea-Goldenseal Vcaps.

**New Products**

**rhodiola rosea**—[# 1387] finally available: the best and worth the wait. 60 caps 200 mg Vcaps 3% rosavins, 1% salidroside 8.25- \$16.50

Soy packets of **Super Earth® soy protein powder** are soon available—super tasting !!

Toasted French Vanilla (#1503)

and Natural Chocolate Truffle (#1507)

8 pak—\$1.49 retail

**shipping in January: Whey powder in two flavors**

Natural Chocolate Blitz + Vanilla Blast 1.1 lb canisters

**Albion**—8 mineral formulas are being changed to Vcaps Dec 01

*Bluebonnet thanks everyone for their support in 2004 !*



**Super Echinacea®** Capsules have replaced the Super Echinacea® tablets so Super Echinacea® in Vcaps are available now!! a new product with new UPC code.

**New product announcement**

Pharma Kava® six pack counter display  
INTRODUCTORY DISCOUNT 20% OFF IN DECEMBER  
item # KKAVA01 (UPC code) 090700003975  
WHSL \$40.50 MSRP each = \$13.50

**December Promotion**

REST & RELAXATION SPECIAL 20% OFF

Pharma Kava® liquid extract and capsules

- St. John's wort
- Good Mood Tonic®
- Valerian— liquid extract and glycerite
- Relaxing Sleep tonic®

Children's Echinacea® Glycerite

Super Echinacea®

Super Echinacea® Caps -NEW!!

Echinacea root

Echinacea Glycerite

*Herb Pharm thanks everyone for their support in 2004!*

Not represented by BMC in NJ, NC



**NORDIC NATURALS**

By popular demand. Nordic Naturals will be introducing larger sizes

In January, look for 120 size of two best selling products: Omega-3 and Complete Omega

**December sales**

**ALL COD LIVER OIL PRODUCTS 15% OFF**

with its natural source of vitamins A & D, cod liver oil is a perfect promotion for December

Liquids: orange, peach and plain.

Capsules. Single-serving paks.

Endcap and let the cod liver oil sales flow...

*Nordic Naturals thanks everyone for their support in 2004!*

Not represented by BMC in PA, NJ

**NEWTON**  
**homeopathics**

*Always safe, always effective.*

**Tis the season, the Flu season that is!**  
TIME FOR THE NEWTON SOLUTION

**Now Available:**

- the 2004 OTC Nosode Remedy (10x)
- Newton # 5 Flu Remedy (the # 5 has the influenza nosode inside)

flu #5 has the influenza nosodes—influenza 2004 nosodes over-the-counter. 10x

**November Sales:**

*Thru December 23, ALL PELLETS—30% OFF*

15% OFF

- Prime HgH—6 or more
- Dental Gum Care—6 or more

*Also—15% LINE DRIVE*

—not applicable with any other discount

—sales does not apply to single remedies

*Newtons thanks everyone for their support in 2004!*

Not represented by BMC in NC, WV

*AloeLife.*

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Aloe is a hot commodity again.  
Aloe Life's sales are skyrocketing.**

Are you participating in this hot trend—the re-emergence of the miracle plant? Regional radio programs support the premise that aloe enhances nearly every health protocol. Aloe is most important for the most difficult health problems. It has been a good year for Aloe Life in this region—stock and see.

**Learn aloe to help your customers more:**

—Did you know that Whole Leaf Aloe Vera by Aloe Life is an **Herbal Bitter** encouraging natural flow of HCL into the stomach for increased absorption of protein and all minerals?

—Did you know that Whole Leaf Aloe Vera by Aloe Life has **natural occurring Sterols** that help to balance one's immune system, as with auto-immune conditions?

—Did you know that Whole Leaf Aloe Vera Skin Gel by Aloe Life contains natural growth factors called Gibberellins thought to be responsible for stimulating new cell growth and reversing scars?

Customers love what Aloe Life provides...

Aloe Life bodycare products are proven sellers as well: face & body lotion, body heat, healing skin gel, personal lubricating gel

*Aloe Life thanks you for your support in 2004!*

**PERFECT<sup>™</sup>  
ORGANICS**

Perfect Organics is being recognized as a leader with the cleanest organic ingredients panel on the market.

Leading stores are carrying and selling all products well—the consumer wants purity.

Begin carrying now:  
**10% OFF ENTIRE OPENING  
ORDER FOR NEW  
ACCOUNTS**

*Ultimate Body Wash, Ultimate Body Scrub, Shea Butter, Lip Balm, and Perfection Cream*

*Body Scrubs* now have a new beautiful and eye-catching label

Just how hot?: **sales increased in this region by 400% in November**

Catch the holiday purchaser who wants to get the best product as a gift

*Perfect Organics thanks everyone for their support in 2004!*

**OLBAS<sup>®</sup>**

Want a great holiday gift idea that people will love? Think Olbas.

Olbas has a new **Sampler Pak**. NOW 10% OFF IN DECEMBER, and with every (6) ordered, 100 free Olbas consumer samples in Display Tower to build interest & introduce all the of the products. Stick a red (or green or gold) bow on package and it is ready to give! Sampler kit contains all 7 Olbas herbal remedies in a beautiful hunter green gift box—wholesale 17.97—retail \$29.95  
Buy a stocking, fill it with Olbas 'inhalers' by the register and see how people buy....

**Olbas season is here!!**

*Olbas Instant Herbal Tea* is a delicious blend of 20 soothing herbs, enhanced with essential oils that make Olbas Remedies famous around the world. Made in Switzerland and produced from only pure, natural ingredients. The best instant tea on the market.

**BUY 4, GET 1 FREE OF THESE NATURE'S WONDERLAND VCAP FORMULAS** We use no binders, fillers, extenders, additives or preservatives.

**Bowel Cleanser<sup>™</sup>** 600mg—Buckthorn Bark, Peppermint, Rhubarb Root, Cape Aloes.

**Coltsfoot Leaves** (Tussilago farfara) 425 mg  
60 Vcaps wholesale 4.05, retail \$8.09

*For 80 years, Penn Herb Company thanks you for your support*

  
**WELL-IN-HAND<sup>®</sup>**

Just in case there should be any stress during this busy season...

**DECEMBER SALES  
10% OFF**

Sleep Rescue<sup>®</sup> cobalt bottle

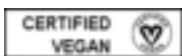
Sleep Rescue<sup>®</sup> Counter Display:

- 6 Sleep Rescue Cobalt bottle
- 6 Sleep Rescue Roll-ons
- 12 Trial Vials

**"Our problems are smaller when we are rested"**

Too much on your active mind?  
Pain keeping you up at night?  
Your day begins the Night before.

*Well-in-Hand thanks everyone for their support in 2004!*



*EssentialFormulas*

**Great Holiday Deal**

**10% DISCOUNT ON THE ENTIRE LINE ON ORDERS OF 6 OR MORE PER SKU.**

The best probiotics available should be on your shelves in December when people need digestive support. *Probiotics 12* is an easy sell to someone with stomach discomfort, and it is crucial for the center of all health—the digestive system

*Essential Formulas has a new flip-chart training.  
Schedule a training soon*

*Essential Formulas thanks everyone for their support in 2004!*

**JUVO<sup>™</sup>**

Are your customers shopping for their vegan friends or raw-foodists?

Are they looking to make a great new suggestion to a loved one looking to lose weight as a new year's resolution?

Juvo is the perfect cash register companion for impulse sales at this time of year.

Juvo users are loyal purchasers: Juvo is health. **Weight Loss:** lose or maintain weight, JUVO raw food meals are low-fat, low-carb and contain zero sugar.

**Support Healthy Glucose Levels:** JUVO raw food meals improve absorption, strengthen the immune system, and assists in following ADA recommendations easily.

**Vegetarian:** JUVO raw food meals are made from organically grown whole grains, vegetables, sea vegetables and mushrooms. No meat - No dairy. JUVO raw food meals are complete vegan meals.

**Active, Fast-Paced Lifestyles:** JUVO raw food meals fit into the "on-the-go" lifestyles when going out or cooking doesn't fit into the schedule.

**Outdoor Activities:** Take JUVO raw food meals hiking, camping, and biking.

**Emergencies:** JUVO raw food meals are a natural for nutritional eating during times of natural disasters and for use as survival kits with easy storage.

*Juvo thanks everyone for their support in 2004!*

Not represented by BMC in PA, NJ



*The Essence of Well-Being®*

AromaLand offers an extensive selection of tester paks, essential oils and blends for every application. Each pak contains six different individually labeled 1 ml vials, and a brochure explaining applications, blending, cautions, etc. They ship 12-paks to a display (same theme), and here are the choices.

**Essential Oil Sampler paks:**

**Environmental Fragrancing:** 'classic', 'day to night', 'energizing', 'relaxing,' 'respiration', 'romance.'

**Body Fragrancing:** 'goddess,' 'made for men', 'precious flower', 'sensual.'

**Body Care:** 'home & travel', 'A Femme', 'personal spa,' 'sport & fitness.'

Also, this is the time of year for these beautiful offerings:

Aromatherapy diffusers, electric diffusers, aromatherapy lamp rings, car diffusers, aromatherapy candles, 'baby's first massage kit', bath salts, hand & nail treatment, facial serums, and floral hydrosol waters (French lavender, Bulgarian rose, Roman chamomile).

Minimum for free shipping: opening order- \$250. Reorders = \$150.00



Have you seen their new catalogues?

AromaLand—since 1986

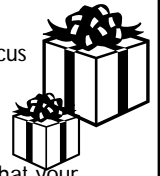
*AromaLand wishes you a healthy 2004 and wants to be your essential oil line.*

# The Hair Doc Company

Since 1979  
MANUFACTURER / IMPORTER / DISTRIBUTOR

**TIMING IS SOMETIMES THE BEST REASON!  
HAVE GREAT GIFTS FOR THIS HOLIDAY SEASON**

Every store has flirted with the idea at some time or another, many stores have experimented with a few products here and there, and very few stores know how successful this category is in those stores that focus interest on combs, brushes and bath care



Hair Doc has the highest quality products in the industry.

Reliable, exquisite brushes at a reasonable price—what your customers are looking for—and a complete array of superior bath products—from the basics of loofah to flower bath sponges to toothbrushes—to the exceptional beauty skin brush to eye masks to sisal and ayate cloths

**Hair Doc has the products your customers will love.**

Now ask yourself what better time to add that section you know your store needs.

—Pick a 10 brush assortment, and make a real bath section. and watch people buy their holiday gift purchases in your store.

Great new business, and you are carrying the best.

Minimum for free shipping: \$150.00

Hair Doc/Bass Brushes thanks everyone for their support in 2004!

## Himalaya

HERBAL HEALTHCARE

A great sale to introduce products or expand the line with your loyal customers.

**Winterize Your Immune System**

"Mix + Match" combine these formulas in any manner and save:

**Formulations:** ImmunoCare®, RespiCare®, StressCare®, CoughCare®, CoughCare® sugar free

**Pure Herbs:** Koflet®, Garlic, Amla, Guduchi, Holy Basil, Neem, Chyavanprash

**Buy any total and get discounts according to category:**

20 = 17.5% off formulation; 5% off pure herbs

32 = 20% off formulation; 7% off pure herbs

64 = 27% off formulations; 10% off pure herbs

deeper discounts available...

In 1934, Himalaya produced the world's first hypotensive agent - a feat remarkable not only because it was the very first product to alleviate high blood pressure, but also because it represented the first time in recorded history that an herbal remedy was produced under pharmaceutical-grade processes. Today, Himalaya carries that commitment to quality forward with demonstrated clinical efficacy on all its Natural Health Products through primary research; rigid adherence to current Good Manufacturing Practices (cGMPs); and the application of chromatographic fingerprinting techniques to ensure quality consistency. Extensive acute and chronic toxicity studies have established each product as completely safe and without side effects, even on prolonged use.

**NEW!** Himalaya USA has introduced to the USA their line of healing bodycare products. Reformulated for the American market with new attractive packing, these products are international best-sellers.

Deep cleansing astringent, Face wash cream, Walnut scrub, Apricot scrub, Deep cleansing milk, Face wash gel, Peel off mask, Gentle refreshing toner, Pimple cream, Refreshing fruit pack, Antiwrinkle cream, Revitalizing night cream, Nourishing skin cream, Soothing body lotion, Purifying mud pack, Dental cream.

All herbs used are from Himalaya USA, product manufacturer.

*Himalaya USA thanks everyone for their support in 2004!*

### MARKETING IDEAS

Do you assume that every one of your customers reads the paper, watches the news or pays attention to the world around them. Wrong. Make a bulletin board that you control and use to put cut-out articles on health, nutrition and the politics of your locale so that people turn to you as a necessary community resource.

### TIP OF THE MONTH:

Creative product placement is everything. Most stores have relegated two great sellers to the bottom shelves, and their sales reflect this decision. Aloe vera resides below juices in some stores? What makes this decision questionable is that aloe is an herbal medicinal. Place Aloe Life in a prominent spot and see sales soar. Likewise, the industry's hottest seller, omega-3s are still sitting out-of-sight in many stores. People want Omega-3s: don't make them difficult to find. Up, at eyesight.

### 2004 HOLIDAY CLOSINGS

**Bluebonnet** Closed Dec. 24 and Dec. 31

**Herb Pharm** Closed Dec. 24-25, Dec. 31-Jan. 1

**Nordic Naturals** Dec. 24: orders until 3 pm; Closed Dec. 27 and Jan 3

**Newton Homeopathic** Closed Dec. 23-31, Reopens Jan. 3, 2005

**Aloe Life International** Closed Dec 24

**Well-in-Hand** Normal hours, 9-6 M-F, EST

**Perfect Organics** Normal hours

**Olbas** Normal hours

**Hair Doc** Closed Jan. 1

**Himalaya USA** Dec. 23: close at 4 pm, EST; Closed Dec. 24, Dec 31, Jan 3

**Juvo** Normal hours

**Essential Formulas** Closed Dec. 23-24

**AromaLand** Normal hours

## 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 WEBSITE!  
WWW.BLUEMOOSECONSULTING.COM

### Vitamin E is Good Health

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over 60 years of age (in a study to determine effects on death rate!!); (3) the studies ranged from dosages from 2 IU to 2000 IU, and the studies involving 400 IU were with few participants; (4) several of the studies —(a randomized selection??)—were of poor quality, "suspect," and the researchers admit the limitations of their study when compared to healthy individuals—but they did not hesitate to draw severe conclusions; (5) and, most conclusively, the studies summarized increased risk of deaths associated with higher doses of vitamin E only slightly higher than the risk among those not taking the supplement. Therefore, the results were statistically non-conclusive.

While some may consider Meta-Analysis Studies pertinent in an era of tremendous scientific publishing, this type of study never seems to make conclusions that are consistent with the actual investigations being determined. Bad science? In clear terms to your clientele, meta-analysis studies are conducted to make some directional sense of the findings from a pool of research NOT to make causative conclusions.

Now, back to Vitamin E. The Council for Responsible Nutrition still considers vitamin E supplementation in doses as high as 1600 IU safe for normal and healthy people. Over 80% of all doctor's take 400 IU of Vitamin E daily. It is estimated that we get about 6-10 IU per day of vitamin E in our diets. Vegetable oils, nuts and green leafy vegetables are the main dietary sources of vitamin E. Normal

supplemental recommendation is 400 IU. Note that the Meta-Analysis did not mention at all whether the E used was synthetic or natural. Is this an oversight or people talking about things that they know nothing about?

**Bluebonnet Nutrition** offers the best vitamin E available in the world today. Their 400 IU mixed tocopherol product contains 67 mg of mixed tocopherols and 45 mg of the

important gamma tocopherol at a super price \$8.95 retail for 50 capsules. Bluebonnet's commitment to safe and responsible nutrition is one major reason to carry Bluebonnet supplements. Compare your best-selling E to Bluebonnet's and realize that with Bluebonnet, you are providing the best naturally. Vitamin E will survive this onslaught, but what healthful nutrient will they attack next? \*

### How to reach Blue Moose Consulting

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

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Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave. # 150 NW • Washington, DC 20008

#### COMPANIES REPRESENTED:

**Bluebonnet Nutrition Corporation**  
www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, Texas 77478

**Herb Pharm**  
www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, Oregon 97544

**Nordic Naturals:  
The Ocean Product Authority**  
www.nordicnaturals.com  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA. 95076

**Essential Formulas, Inc.**  
www.EssentialFormulas.com  
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fax: 972-255-6648  
Irving, Texas 75062-8005

**Newton Homeopathics**  
www.newtonlabs.net  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

**Well-in-Hand:  
Epic Herbal Medicinals**  
www.wellinhand.com  
434-384-1800 • 888-550-7774  
Forest, VA. 24551-1200

**Aloe Life International**  
www.aloelife.com  
619-258-0145  
orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA. 92107

**The Hair Doc Company**  
www.thehairdoccompany.com  
800-7 hair doc  
fax: 818-989-1156  
Van Nuys, California 91406

**Perfect Organics, Inc.**  
www.perfectorganics.com  
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fax: 703-852-7199  
Merrifield, VA 22116

**Olbas/Penn Herb Co., Ltd.**  
www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
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Philadelphia, PA. 19154

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Houston, Texas 77042

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Santa Fe, NM 87507

**Healthville USA Corp./Juvo**  
www.gojuvo.com  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### TAKE 5 MINUTES

Put a professional, clean and easy to read sign up at the register, laminated on the counter or in a distinct place behind the register listing return policy, check acceptance policy, ways to sign up for an email newsletter.

Support all the lines we represent: Independence, Quality, Strength