



## Talking Business: Beware the Facts of Atkins

It is always a process. That is why our industry represents the natural foods movement. And in that process, we are being challenged again. This latest assault is a fad that many are trying to convince themselves is a substantial dieting trend: yes, it is now time to take on the Atkins diet!

Why an article on this hot phenomenon now? Especially when Blue Moose Consulting represents mostly nutritional supplements, and clean body care products? Remember, I earned my wings in natural foods stores for eighteen years. And, please note that I am out there on the roads daily—in all the stores, and acutely aware of the messages directing the mass-market through the radio (yes, I listen a lot as I drive). The message to every store: beware the Atkins fad—it could ultimately destroy your business!

At least listen, if you are opening entire walls, and seeing empty shelves constantly with 2-3 week backlogs of orders for these high-demand items. You will counter: "I need the extra business," or "I am just riding the wave," or "I cannot deny the results." Well, think ahead. Currently, 7-11 is advertising Atkins products. Drug stores are offering 20% off every line. You are competing with the lowest rung of the food chain in food service stores. Bottom line is that Walmart will own the Atkins business, and you are never going to be able to beat these chains in price!

More importantly, look at the ingredients. While I have heard salespeople in stores exclaim that some products 'taste good,' everyone should take a good look in the mirror when they put those products on their shelves. This stuff goes counter to the entire premise of forty years of our

mission statement. Bottom line is where the manufacturers are looking: they know they can put the cheapest ingredients into these products, and charge the highest prices—and people will buy them. Mainstream consumers. We need to be the voice of reason; and we need to service the crowds we who have supported us for years and years.

And finally, when the curve drops—or when you lose the business to Ukrops or Safeway—you will have to explain to your customer base that 'that stuff' wasn't good for you anyway.

We used to be called the alternative health movement. We should be at this point. The alternatives? Well why are people drawn to this stuff, besides media blitz? They want to lose weight. So start educating about CLA, and the role of the omega-3's in fat metabolism, and alpha lipoic acid, and l-carnitine.

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## Talking Health: February—Heart Health

If ever there was a month ideal for our industry, it is February. Hot on the heels of those pesky New Year's resolutions comes a month dedicated to the heart. How many customer's could walk past an endcap highlighting products advertised as keeping the heart healthy? And, in a stroke of marketing genius- St. Valentine's Day allows us to counter that with a display of bodycare products for romance, relaxation and beauty to go with that health!

Maybe your New Year's resolution can still be made: to dedicate some time, or one creative employee, to do monthly product highlights. We all know that we can sell whatever we put our minds to—but in the daily rush of business- are we doing the minimal necessary to increase

sales? Customers like variety. They like to look at new things. Make February the month you advertise the great products you have for heart health: l-carnitine, CoQ10, the omega-3s, Vitamin E, taurine, flax oil, hawthorn berry, garlic. Bluebonnet even has a product perfectly named: Heart Antioxidant Formula! And the whole world of herbal support: Herb Pharm's linden-mistletoe, cactus-hawthorn compounds, adrenal support tonic, nervous system tonic, bugleweed-motherwort, and khella-turmeric: oat and skullcap, rhodiola. The products are there, and the customers need to know.\* Need help with the details? One great website is [www.HerbalEd.org](http://www.HerbalEd.org).

Many stores have asked me to do consumer educational lectures on the

broad theme of "Heart Health." I am available—so book me early for next year's event.

Make a display, create a sign; do a quick training for the staff, and make 'Heart Health' the theme of the month. This directed energy will create increased business every time.\*

\*any connection made between products and usage are written by the editor of the newsletter, and have no connection to direction or suggestions from the companies discussed.



**BUY SMART**

**Dallas NNFA show—20% off buy-in dates, February 9-20** One order (only), identified as a show order, in a two week period—20% off

**Advance notice:** Bluebonnet is having its first price increase in four years. Raw material prices have risen, but they have done their best to keep prices down.  $\frac{2}{3}$  of the line will have minimal price increases. Price lists sent with next order.

**BUY SMART: STOCK UP NOW**

Bluebonnet will be sponsoring a book signing in Dallas by **Dr. Jeremy Appleton**, who co-authored the book, **"MSM: The Definitive Guide"** with the world's foremost expert on MSM, Dr. Stanley W. Jacob.

Michael will return with notes on MSM that will be of value to every supplement department. Ask for details in late February or email Blue Moose for a one page summary.



**20% OFF THESE BEST SELLERS**

- Astragalus
- Mullein-Garlic Extract
- Goldenseal Glycerite
- Immune Defense Tonic
- Olive Leaf
- Goldenseal
- Herbal Extract Pak

**Going to Expo West in Anaheim?**

Herb Pharm will be celebrating its **25th anniversary** there. Ask for details

**ECHINACEA TRAINING**—if you are not concentrating on echinacea sales now then you are losing money.

Blue Moose offers staff trainings and consumer education talks. Echinacea is essential.

**NEW PRODUCT ANNOUNCEMENT**

Available March 01

**Cranberry Extract**—whole ripe berry liq. 1 oz extract  
1 oz + 4 oz

**Oral Health Tonic**—herbal mouthwash for healthy gums  
1 oz + 4 oz

Not represented by BMC in PA, NJ, NC



**NORDIC NATURALS**

**BIG NEWS**—the mainstream press is speaking regularly about the dioxin levels of farm-raised fish.

**Dioxins = Carcinogens.** Nordic Naturals spoke first about heavy metals 8 years ago, and we have been discussing our low dioxin levels for over one year.

**Nordic Naturals—the Ocean Products Authority**

**Our winter newsletter has been a HUGE success.** Get them free as sales aides for your store

**"Understanding the Inflammation Connection and Alzheimer's: An interview with Dr. David Perlmutter, MD"** Dr. Perlmutter is an internationally acclaimed neurologist who specializes in brain health and this article is accurate and really hits home.

What product centers your pet section? It should be **Nordic Naturals Pet Cod Liver Oil.**

Consumers want to buy healthy products for their pets, and no other company provides the highest quality fish oils in their products. Sell the best, and educate

**"EVERYONE NEEDS EFAS DAILY"**

Not represented by BMC in PA, NJ



**2004 will bring new programs** for retailers, a new Newton video training program for the staff, and a new look for the catalogues and brochures. If you have never carried Newton's Homeopathics before, they now have a **FANTASTIC NEW INTRODUCTORY OFFER.** Ask Michael for details.

**PRESENT DISCOUNTS:**

**buy \$500.00 wholesale and get 15% off**  
**buy \$1000.00 wholesale and get 20% off**  
discounts must be asked for at time of placing orders.

**PRODUCT HIGHLIGHT: Prime HGH+ 15% off when ordering 6 or more.**

Looking to make a change with your homeopathic section? **Wanna see sales in homeopathy become substantial?** Newton's offers the best support in the industry. We can train staff, and do consumer lectures.

**Plan to attend our Retail Certification:**

Dates—May 22, 2004 and September 25, 2004

**One day seminars 10 AM – 5 PM** (organic lunch included). Get certified.

Not represented by BMC in NC



Clinical Nutritionist Karen Masterson Koch and the Aloe Life team have researched Aloe Vera for the past 14 years. Aloe Life is a therapeutic line of aloe—Aloe Life. **No other Aloe Vera products worldwide contain the quality, potency and freshness of the juices, tableted Aloe Vera and personal care products by Aloe Life.** Great for children, adults, seniors, pregnant women and pets! Note: **Aloe Life products are safe to take with other medications or protocols.** Stores are making the switch and seeing the results. Nopal ? New product?

## PERFECT<sup>™</sup> ORGANICS

The new website is now up: see the news on **WWW.PERFECTORGANICS.COM**

Flawlessly pure, and brilliantly effective Natural skin and body luxury...pure, simple and clean. **3 in 1 Ultimate Body Wash** for bath, shower, and shave, is the cleanest body wash on the market—without sodium lauryl sulfates or parabens. Unlike most skincare products, Perfect Organics products are completely free of fillers, synthetic chemicals and artificial additives. Perfect Organics has achieved perfection because we are committed to using the most pure ingredients and healthful production techniques to promote the long term health of the skin, the body and environment. The ingredients tell the story. Perfect Organics will satisfy the most discriminating customer, and will become your favorite body care line!

**MONTHLY SPECIAL: 15% off all body washes on new orders.**

*A Leader in Natural Skin Care since 1975*



**POWER INHALERS SALES ARE SUPER HOT RIGHT NOW.** Olbas is marketing its ever-popular inhalers to the sports community, and sales are jumping. Check their new website, **www.powerinhaler.com**

"In an age when athletic competitions can be won or lost by mere hundredths of a second, athletes are continually looking for new ways to excel in their sport. These fast-acting vapors provide an immediate feeling of increased airflow to the sinuses and lungs."

**Simple facts: Olbas power inhaler** offers natural support—Menthol, Oils of Peppermint, Cajeput & Eucalyptol. **Olbas Oil:** Amazingly powerful blend of six essential oils. **Eight Swiss-made products** include soothing Herbal Tea, relaxing Herbal Bath, Analgesic Salve, All-Natural Cough Syrup, Maximum Strength Pastilles, and Sport Massage & Skin Care Oil. See them all at **www.olbas.com** Olbas is advertising aggressively in consumer and trade magazines-and sales are skyrocketing. **Are customers getting these products in your store?**



Super soothing **Yeast Rescue!** is an instant-acting herbal and aromatherapy complex blend of organic and wildcrafted botanicals and quieting pure essential oils with a pleasant aroma and specifically designed to stop the intimate itching and burning within minutes of the first application.

Whether you apply it at the very first hint of infection or if you have been already battling it for what would seem like forever, Yeast Rescue! is designed to stop the itching, burning and soreness with the first application!

*"Intimate Comfort for Men and Women" Instant Results!*

**YEAST RESCUE! Takes 3rd Place 2002 New Product of the Year Body/Hygiene Category**

**YEAST RESCUE DISPLAY 10% OFF THIS MONTH!**

(6) Yeast Rescue [2 oz.] + plus  
(6) Yeast Rescue liquid soap [8 oz],  
and consumer samples you can sell for them to try!

## EssentialFormulas

**NEW PRICES 2004 the always popular PRICE DECREASE on Dr. Ohira's Probiotics 12 Plus 30 + 60 Caps**

**A SPECIAL PRODUCT:** Scientific studies have concluded that **Dr. Ohhira's product is effective against certain superbugs** like methicillin-resistant Staphylococcus aureus ( Staph infections), H. pylori (peptic ulcers, morning sickness, cluster headaches), E. coli, and other harmful microorganisms. Dr. Ohhira's Probiotics 12 PLUS contains 12 strains of lactic acid bacteria (LAB), including the award-winning Enterococcus faecalis TH10 strain



Stores that have placed Juvo next to their single serving protein products are having great repeat sales. The choices? High protein and soy—which everyone has—or, freeze-dried, enzyme-rich raw foods. Many people are now reaching for the healthier alternative.

**Big stores and smaller stores are both finding the product easy to sell.**

- Juvo mixes well with water.
- Juvo was created by James Hwang, M.D., is an internationally renowned oncologist specializing in immunity-enhancing remedies. He earned his Ph.D from Seoul National University on "Immunity Remedies for Cancer", and has written several books on raw food and health, and stress management.
- Juvo is also committed to helping make the world a better place. They donate **10% of their annual profits to support medical missionaries in 13 countries.**

Not represented by BMC in PA, NJ

## Blue Moose Consulting

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE  
INFORMATION BY EMAIL,  
SEND YOUR REQUEST TO  
WWW.BLUEMOOSESTUDIOS.COM ☺

## Beware the Facts of Atkins

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Stress the need for adults to take digestive enzymes with meals. Admit that most of America has been eating bad carbs for decades—but that good carbs have always been and always will be good. Face it, people are winning with the Atkins diet because they are watching what they are eating. Now is the time to effect real change.

This fad will crash. The predictions are that this obsession with high protein will yield exhausted livers, damaged kidneys, trashed digestive systems and premature aging. Sane minds and educated nutritionists all agree. The short term gain, the high prices—they will not lead your customers to permanent weight loss—or health. The FDA has not ruled yet on what 'lo carb' means—and there are manufacturers who are entering our market who have no interest in natural foods—philosophically or on a business level.

Put your digestive enzymes, or the green foods section near the Atkins section; and start to shrink that section. Or, make an Atkins alternative section and put it across the aisle. Move those omega-3s off the bottom shelf, and cross-merchandise products that are more effective and that you can sell with pride.

Get rid of that Atkins banner from the front of your store. We have led

people to the best products for too long to fall for this fad: did we not learn any lessons from the low-fat fad? Balance, and

good ingredients. Pure foods, optimal health and long-life. Or, battling with 7-11 and Walmart. You do the math. \*

## How to reach Blue Moose Consulting

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

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301 W. Broad St. PO Box 557 • Falls Church, VA. 22040-0557

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

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

[www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)  
800-580-8866  
fax: 1-281-240-3535  
12915 Dairy Ashford  
Sugar Land, Texas 77478

#### Herb Pharm

[www.herb-pharm.com](http://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](http://www.nordicnaturals.com)  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
94 Hangar Way  
Watsonville, CA. 95076

#### Newton Homeopathics

[www.newtonlabs.net](http://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](http://www.wellinhand.com)  
434-384-1800 • 888-550-7774  
P.O. Box 1200  
Forest, VA. 24551-1200

#### Aloe Life International

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

#### Olbas/Penn Herb Co., Ltd.

[www.olbas.com](http://www.olbas.com)  
[www.pennherb.com](http://www.pennherb.com)  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
10601 Decatur Rd.  
Philadelphia, PA. 19154

#### Essential Formulas, Inc.

[www.EssentialFormulas.com](http://www.EssentialFormulas.com)  
972-255-3918  
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1012 McCoy Dr.  
Irving, Texas 75062-8005

#### Perfect Organics, Inc.

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#### Healthville USA Corp./ Juvo

[www.gojuvo.com](http://www.gojuvo.com)  
714-562-1515 •  
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