



Talking Business

January starts another business cycle. Believe me, I know that retail is constant waves of week-after-week, month-after-month. Hopefully, the New Year has allowed a few good days to catch your breath. Growing my business has had that same intensity, but I still made time for a new year's analysis of my business habits. My realization: I try to do too much. Retailers are a driven bunch, and usually there is too much to do every day. And often, important things get put off to the side, or filed in a growing pile of paperwork marked "later".

I offer to share my New Year's resolution with you. My goal for the 2004 business cycle is "Work Smart."

I remember specifically stocking those soup cans myself, knowing I would put them up neater/straighter

than my employee. Or putting my supplement order off until 15 minutes before deadline. And in retrospect, the difference between having that time to plan or affect a smart business change was time not utilized well. Time-management: the greatest ally of a retailer.

This year I am gonna work my business smarter. I have employees to help me now.

One of the best exercises is to get the work done ahead of time. And the best secret: to use the time saved to ask yourself the most important question of all—what can I do to most creatively advance the business success of my store? Share your ideas with Blue Moose Consulting. Starting in February, we will post one store profile per month: ideas that work to spur your initiative to work smart in 2004.*

Mark your Calendars

Got your new calendars up? Add these dates to your calendars, as each show will present special sales from the companies of Blue Moose. Two show dates are not yet announced.

2004

Feb 14-15
NNFA SW- Dallas TX

March 5-7
Expo West-Anaheim, CA

April 17-18
NNFA Midwest-Louisville, KY

July 17-18
NNFA National-Las Vegas

Oct 15-17
Expo East-Wash DC

Dec 11-12
NNFA SOHO-Orlando

Get the popular Nordic Naturals calendar. Ask for it with your next order.

A Format for a New Newsletter

First, each issue is intended to alert buyers, managers and owners to sales, new products and current news items as quickly and concisely as possible. Your time is very valuable! Second, each issue will have two short articles that may benefit your store. One will discuss ideas or perspectives on the business of running a natural foods store; the other will focus on some current issue in the field of nutrition. We will also be adding a section highlighting ideas that different stores are implementing to promote sales. This newsletter is intended to be all about networking. *

Talking Health

"Are You Missing Aloe Sales?"

The first question would be, where do you stock your aloe vera? Most stores have relegated aloe vera to a back shelf, hidden. When I was in retail, I must admit, aloe vera fell right off my radar screen. It sold, and I spoke highly of it—but I rarely suggested it as a primary therapeutic recommendation. And, now that I know more about aloe vera, I must say that it would have been hard for me then to have been as excited about aloe as I am now.

Aloe Life is a new aloe to the east coast. But Aloe Life sells an aloe vera different from any product I sold in my 18 years of retail. And this product is so phenomenal, so basically therapeutic, that I would recommend it as a primary product for—well, almost anything. How is Aloe Life different? Aloe Life is certified organic like others, and they use the whole leaf, BUT, they do two things that make them unique, and their aloe most effective. First, they simply concentrate their aloe. Aloe is 99% water. So, after it settles, they removed ¾ of the water. It is concentrated. Taste Aloe Life compared to any other concentrate, and you will see that Aloe Life tastes like the plant. It will be a realization. A light will go off in your head: "it tastes like aloe because it is aloe."

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NEW SIZE OF A BESTSELLER: Milk thistle seed extract 175 mg 120 Vcaps New size Product #1381.

Wholesale \$14.98 Retail \$29.95

Pure Indena® milk seed extract imported from Europe, including the e-d-s [enzyme delivery system] of plant-based enzymes designed for increased absorption.

NEW PRODUCTS: Omega-3 Fish Oils, now available from the Norwegian supplier, EPAX Omega-3 softgels: Heart Formula, Brain Formula, Joint Formula. 60 and 120 size. Glass bottles, 50% margins, and the Bluebonnet name!

Pronova Biocare – producer of EPAX. Pronova Biocare is the world's leading supplier of marine Omega-3 fatty acids. Pronova Biocare has more than 150 years of experience in selecting and refining marine oils. Using state-of-the-art technology, Pronova Biocare produces ultra-pure, highly concentrated Omega-3 marine oils. www.epax.com

CoQ10—Please be aware of the worldwide CoQ10 shortage. There should be shortages for 3-6 months.

Have you heard about the newest antioxidant product, **GliSODin**? This is truly the first bio-available SOD in the industry. Talk about nutritional breakthroughs!! Carl Germano updated research on GliSODin at the Orlando NNFA. People are talking!



JANUARY SALE "WINTER SUPPORT"
20% off these Best Sellers all 1 oz and 4 oz sizes

Astragalus

Olive Leaf

Children's Herbal (chamomile, lemon balm, catnip, fennel)

Children's Winter Health (Echinacea, elderberry, meadowsweet, hyssop, ginger, horseradish, thyme, cinnamon)

Mullein-Garlic Compound

Want to save extra on your echinacea purchases this month? Call to ask Michael how

Concerning Ephedra: Herb Pharm will continue to sell ephedra until the FDA details are substantiated. All Ma Huang sales from this point forward are final. The buyer must realize all sales are now 'informed purchases,' and that they may be forced to remove product from their shelves without the benefit of returning the product to Herb Pharm.

PRODUCT DISCONTINUATION NOTICE:

when supply runs out, Gravel Root single extract will be discontinued due to continuing supply issues.

Not represented by BMC in PA, NJ, NC



NORDIC NATURALS

EXCITING NEW PRODUCTS: 20 of The Best Fish Oil products in the world. What do you have on your shelf?!!

Cod Liver Oil Caps revolutionary freshness and purity. Up to 100 times fresher than competition. Natural Peach Flavor! 90 softgels wholesale \$10.77 retail \$17.95

Plain Artic Cod Liver Oil (450 EPA 700 DHA) 8 oz. wholesale \$10.77 retail \$17.95

Artic Cod Liver Oil for PETS (plain). The market is there: 8 oz. wholesale \$10.77 retail \$17.95

Also now available: Kosher Omega-3 liquid. The world's first Kosher Omega -3 (from herring) 450 EPA, 3000 DHA 4 oz. wholesale \$17.97 retail \$29.95

Note: the 90 size Detox (sodium alginate) has been discontinued and replaced by the 120 size. We have two of the best Environmental Toxin Defense Products Available: Detox Formula (tabs) and ProAlgen (Vcaps).

Nordic Naturals: the Ocean Products Authority.

Nordic Naturals has moved (down the road). Tremendous growth necessitated more space. Thanks for the support. New info: 94 Hangar Way, Watsonville, CA 95076. Same phones.

Not represented by BMC in PA, NJ



2004—THE YEAR FOR YOU TO GROW YOUR HOMEOPATHIC SALES!!

If you have old 2003 Newton's catalogues, call and we will replace them with the **2004 catalogue**. These are great sales tools, as are the product lit pieces.

Michael is now taking Dr. Luc Chatlin's home correspondence course. Change your future, study homeopathy!

NOTE: the website has changed
www.newtonlabs.net

- "Jump Start Your Health" should be your best selling homeopathy product.
- "Jump Start Your Health" is a New Year's Resolution Pak ready-to-use.
- "Jump Start Your Health" is easy to sell, simple to use, and works. Ask me why.
- "Jump Start Your Health" is a healing system utilizing the **#1 Detoxifier, #29 Bowel Discomfort** and **#9 Rheumatic Pain** formulas

Not represented by BMC in NC



Winter = Dry Skin Aloe Life is selling as many body care products in my territory as they are liquid aloe.

PRODUCTS: Face & Body lotion, 100% aloe, body heat, personal lubricating gel, animal aloe. www.aloelife.com We provide testers for all body care products

Aloe Life Face and Body Lotion, Nutrition for the Skin

Many lotion products list water as their first ingredient. Face & Body Lotion contains NO ADDED WATER and contains more therapeutic Aloe Vera than any other lotion on the market. Formulated for all skin types with the emollients lanolin, avocado and jojoba oil. We use Whole Leaf Aloe Vera juice blended with Vitamins A, C, E, Selenium and Zinc. Together these ingredients nourish, lubricate, protect and moisten the skin. Designed for sensitive (allergies) or damaged skin with a faint grapefruit essence good for balancing the skins pH.

PERFECT ORGANICS

**JANUARY SALE
All Shea Butters 10% off**

100 % Shea Butter, Lavender Lavish, Mandarin Chocolate, Mint Chocolate, Orange Ginger. All scented shea butters contain only the finest organic or wildgrown essential oils.

Testers available with each order

Extracted from the nut of the Karite Tree of Central Africa, this amazing butter is one of nature's most healing, nourishing, and protective emollients. Shea Butter has numerous benefits, including the treatment of dry skin, sunburns, dermatitis, and stretch marks. Perfect Organics' Shea Butter is of the highest quality—extracted and clarified naturally, without the use of hexane/solvents or other chemicals. For all skin types.

Our products are freshly made, and do not contain 'filler ingredients' to increase the volume of our products. We do not mass produce, but fill our jars fresh! Our shea butter is easy to spread, does not clump up due to sediment or waxes. A shea butter—made naturally for the discerning shopper.

A Leader in Natural Skin Care since 1975

OLBAS®

**GET THE EDGE WITH OLBAS!
OLBAS POWER TO BREATHE™**

Expect new customers looking for the already super-selling **Olbas inhaler**.

Penn Herb Company is heavily **cross-merchandising this allergy+cold-n-flu product to the sports market**. They are advertising mass-market, and the customers will come looking to you! (see www.powerinhaler.com).

Is your Olbas display always ½ full?
Do you run out before reordering?

This is the time of year to sell Olbas products, and to gain year-long customers for the inhaler. Stock two, side-by-side. Get a display (counter or floor) and stock all the Olbas products together for a few weeks, and notice the increased sales.

Olbas: Olbas oil, pastilles, inhaler, bath, cough syrup, analgesic salve, sports massage oil.



NEW COUNTER DISPLAYS:

(Stores are asking for these!) All wood. Zero Zits, Wart Wonder, Herpa Rescue, Sleep Rescue, Yeast Rescue. What an easy way to stock and sell them.

NEW PRODUCTS: FUNGiFREE™

Four easy steps to healthy looking nails: Preparation, Penetration, Protection, Prevention. Finally, normal nails naturally. Satisfaction guaranteed!

Fungifree is the first-ever system designed to address fungal nail beds (Fingernails and toenails). 4-step kit now available in a canvas bag.

**JANUARY SALE
Pain Rescue 10% Off**

A recent survey commissioned by Partners Against Pain® found that 43 percent of U.S. households, have at least one family member who suffers from chronic pain.

1) Pain Rescue Warm for those suffering from these and other chronic pain conditions, such as fibromyalgia and tendonitis. **2) Pain Rescue Cool** has a menthol-mint cool sensation on the skin, and is formulated to provide pain relief for fresh injuries such as twists, sprains, bruises and strains.

Essential Formulas

PROOF: the best-selling probiotic in the world is Dr. Ohira's Probiotics 12 Plus

Now available in the United States. **See the sales flyer included in this mailing.**

JUST THE FACTS: you should be carrying this most beneficial probiotics!

AWARD WINNING: "Best Product of the Year" when introduced in 1991 in Japan

Dr. Ohira—"Scientist of the Year" (1991)

- 5-year natural temperature fermentation process
- Totally Vegetarian* Soft enteric-coated capsule
- Refrigeration Not Required* 3-year shelf life
- University-based research available
- Non-dairy, Non-GMO, Bovine-free



THE NEXT FOOD REVOLUTION STARTS HERE.

Juvo has introduced a new 7-packet size 'introductory trial' size, which includes a free shaker cup. The product is the same size box as the 15-pak, and it has a separate UPC code. Cost: wholesale \$13.64 retail \$20.99

The ingredients listings say it all: There is no other product in your store like JUVO.

Brown Rice*, Sprouted Brown Rice*, Pumpkin*, Kale*, Job's Tears, NON-GMO Black Soybean*, Mugwort, Buck Wheat[Gluten Free], Red Bean, Lotus Root, Burdock, Carrot*, Radish*, Radish Leaves*, Cabbage*, Laver, Brown Seaweed, Tangle, Angelica Utilis* [Herb], Codonopsis Lanceolata*, Ganoderma Lucidum [Mushroom], Shiitake Mushroom, NON-GMO Soy Bean*, Millet, Sorghum, Barley*, Pine Needles, Hibiscus Extract, NON-GMO Soy Bean Peptide, NON-GMO Isolated Soybean Protein, Green Tea Extract, Polygonatum Extract, L-carnitine, Lactobacillus Acidophilus, Spirulina, Fructooligosaccharide [Natural Sweetener] *Grown Organically

Because everyone needs more enzyme rich beans, grains, vegetables and seaweeds. Raw, freeze-dried. Just add water.

www.gojuvo.com

Not represented by BMC in PA, NJ

Blue Moose Consulting

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LOOK INSIDE FOR WALLET-SIZED CALENDAR

GOT EMAIL? ☺

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

Talking Health

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Karen Masterson, CN, President of Aloe Life has said that if people can just taste our product, it will sell itself. They are now the #2 best-selling aloe in America (a family-run business of 14 years). And they are most generous with demos and passive sampling. Karen believes wholeheartedly in the healing power of aloe. Aloe can be crucial. Healing the skin on the inside. I took time recently to read in-depth on aloe. And its effect of the immune system. It truly is a miracle plant. Read the most recent research on aloe. You will start thinking intuitively; aloe is a must for most conditions.

*"As the human body
rebuilds itself, it creates:
energy, clear thinking, well
being, lessens pain, youthful
skin, restful sleep."*

—Karen Masterson Koch

The second thing that Aloe Life does that sets them apart: they juice their aloe, from field to factory, in four to six hours. Says so right on the label. Tested for potency: "active aloe." This preserves the beneficial mucopoly-saccharides. This is what sets Aloe Life apart. There is aloe, and there is aloe water. **Aloe Life** provides all the benefits that a fresh

plant, recently juiced would provide. The company has done its job in providing a safe and effect healing plant. Now, it is our job to get it out of the back aisle and

into everyone's homes. Blue Moose Consulting is there for the education: give me six months to quadruple your aloe sales. You will be glad that you did! *

How to reach Blue Moose Consulting

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

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

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
phone: 619-258-0145
orders: 1-800-414-ALOE (2563)
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www.olbas.com
www.pennherb.com
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