



## Talking Business: Nutritional Weightloss

We are in the midst of a great American craving for weightloss. This can be a good thing: the question is how the natural foods industry will respond to the direction mass-market and lo-carb/Atkins have taken the American public. All we have done as an industry so far is discuss amongst ourselves whether the Atkins-associated phenomena have merit or not, and most of the industry agrees that this is a non-valid and current fad that will fade. And yet, most mass-market manufacturers are giving fuel to the fire by jumping on board. Where does that leave us?

Every store must make a decision where they will take their store-- and the long-term credibility of their reputation-- as people come in and ask for direction in this current milieu. There are several points that are certain, and each store must act upon these indicators. First, people are aware of the health concerns of fats and seem to be temporarily focused on weight. This is good. What is your store offering when they come in,

and what is your staff saying? Second, how can you use this flurry of interest to get people back to the core protocols of natural foods lifestyle and eating so that they will buy the excellent selection of clean foods and nutritional alternatives that you provide?

I have been giving consumer lectures on "Nutritional Weightloss" for stores this past month, and the reception has been very good. People need to be reminded of the wholistic approach to dieting, and to the fact that many diets can claim short-term weight loss just by virtue of the fact that people start paying attention to the food choices they make

### Got lecturn?

Michael has been increasing sales and interest through consumer talks at stores that can provide space, time and announcement handouts. From three people to twenty, give your customers a night or weekend day of good health food talk. Wildberry Education is a non-profit, because Health Matters! Request a date at WildberryEdu@aol.com

and what enters their mouth. The trick is to attain permanent and safe weight management. Here is where each store must prepare to have answers ready, to describe the healthful alternatives available, where people are focused on weight control through digestive health and tested nutritional therapies.

We have been the champion of the digestive system for decades now. It is obvious that if a person is on the typical western diet, or gorging on protein through Atkins, that the digestive system needs attention, support and healing. Now is the time to endcap a display of digestive health supplies with a placard that states, "Good health and weight begin with the digestive system". No matter where the future protein-crab debate goes, you will come out the winner by highlighting the obvious.

**Aloe Life** whole leaf aloe vera is a must for every conscientious dieter. A good, active aloe will heal the colon, making it more functional, and stimulate natural digestion. Their new *Daily Greens* is

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## Talking Health: Cinnamon is Hot this Summer

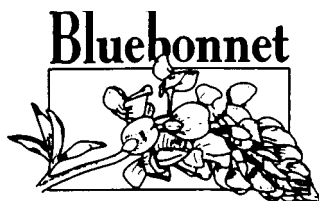
Have the phone calls come yet? They will. Two sides trying to get cinnamon in your store. The first may be the phone sales company: we have cinnamon—buy a dozen—retail costs \$16-24. The more important will be customers looking for cinnamon, which has been shown to be beneficial for stabilizing type-2 diabetes. The news has been exciting areas of the country for a year now, and critical mass is occurring. Having product from a source you can trust will provide the answer when questions eventually come. Herb Pharm introduced a superior option with its Cinnamon Liquid Extract. This product is from certified organic bark from Cinnamon trees. Optimal absorption and bioavailability, and the Herb Pharm's dedication to quality makes this an unparalleled choice. The bark is hand-harvested, sun-dried, shipped directly to our lab and

then thoroughly extracted through full-spectrum extraction for the full range of therapeutic benefits. Compare this to the products being hawked by fly-by-night unheard-of companies.

There are other good alternatives, and I would suggest that you have a selection for the impending demand. Planetary Formulas also makes a good product: a tablet combining the raw powder and the oil. And for people wanting just the bark powder, which is what the research was done on, then Nature's Wonderland has cinnamon in vegicaps. Quite delightful. You can buy Nature's Wonderland from Penn Herb Company, maker's of Olbas oils, a recognized name in quality for 80 years (since 1924). Three options, from companies you know and trust. An organic option, a tablet and a capsule.

A cinnamon primer. We know cinnamon to be one of the world's oldest healing herbs. It is mentioned in

thousand-year old Chinese medical texts. It is beneficial as a digestive aid and infection fighter. It has antiseptic and antifungal properties, helping with everything from urinary tract infections to tooth decay and gum disease. It's potential for improving blood glucose metabolism in diabetics was only recently reported, however. And its potential application to this increasing physiological affliction can only receive more scientific scrutiny as cinnamon seems to work with glucose metabolism. It may also lower the craving for carbohydrates. Interesting stuff. I will have a study page up on the [www.BlueMooseConsulting.com](http://www.BlueMooseConsulting.com) website some time this month under "Recent Industry News". This will be info collected to educate your staff, so please don't direct consumers to this site—it is for retailer support only! \*



**A Big Special  
BLUEBONNET OFFERS A 20% OFF  
LINE DRIVE DURING THE WEEK OF  
THE NNFA TRADE SHOW.**

Stock up now: summer sales should be PROFITABLE!

Buy-in dates, July 12-23rd.

One order only, and the order must be identified as the 'show order'

**New Products**

**SUPER EARTH PROTEIN POWDER** will launch at the show

- flavors are toasted French vanilla and chocolate truffle
- sweetened with Earthsweet™, the first antioxidant sweetener
- phytonutrient rich
- three structure function claims for heart, prostate, menopausal and bone health

**BREWER'S YEAST** 16 oz

**LECITHIN** 16 oz non-GMO

**RHODIOLA ROOT VCAPS**

Represented by BMC in part of NC



**July Specials First Aid Special**

**SAVE 20% OFF ON THESE HERB PHARM EXTRACTS**

- Herbal Ed's Salve
- Propolis-Echinacea Throat Spray
- Mullein-Garlic Compound
- Arnica Oil
- Super Echinacea® (tablets or liquid herbal extract)

**sales July 01-31**

**NNFA Show Special**

**buy-in dates July 12-23, 2004**

**ORDER \$100-\$499 AND RECEIVE A 15% DISCOUNT**

**ORDER \$500 OR MORE AND GET A 20% DISCOUNT**

no other discounts apply

**Herbal Ed's Salve** was the first Herb Pharm product. It is effective because of our proprietary low-heat process, and blending of the finest herbs. A customer favorite. (25 gms)

**Herb Pharm**

**Celebrating 25 years as America's leading Liquid Herbal Extract Company**

**Herb Pharm sells sensationally better after an Herb Pharm training.** Call Michael to schedule one today.

Set up trainings now to prepare to reap the harvest of the seasonal 'Echinacea Promo' coming this Fall.

Not represented by BMC in NJ, NC



**NORDIC NATURALS**

Coming in July—something to make room for  
**That's right - our two best selling formulas,  
available in liquid singles this July!!!**

OMEGA-3 SINGLES MSRP: \$24.95

COMPLETE SINGLES MSRP: \$27.95

**NNFA trade show deal for those in attendance!**

**15% OFF THE ENTIRE LINE INCLUDING OUR  
OMEGA-3 SINGLES & COMPLETE SINGLES**

The journey started with our 100% Arctic Cod Liver Oil just over 2 years ago. With such grand acceptance of this great tasting, award winning fish oil, we decided to release the product in SINGLE SERVING PACKETS, with a full one month supply in every box!

It is the perfect supplement for the person on the go, and for anyone who does not want to worry about refrigeration needs. Always at its maximum freshness, it may just be the perfect addition to your EFA set!

Also, look for a blockbuster **Nordic Naturals floor display** in the near future.

Not represented by BMC in PA, NJ



**NNFA TRADE SHOW**

sales period July 12-19

N202 Arnica ointment

N206 Trauma ointment

P12 Flea & Bug bites

P24 Pet Fatigue

F02 Kids Asthma Relief

F07 Kids Allergies

F34 Kids Bangs & Scrapes

N34 Accident Rescue

N38 Bug Bites

**BUY 6-10 OF ONE SKU = 5%; 11-15 = 10%  
16-20 = 15%; 21+ OF ANY ONE SKU = 20%**

**Incentivize your homeopathic section.**

Newton Homeopathic products achieve ultimate results.

Clinical Homeopathy provides better results.

**Jump Start Your section with great savings,** get your staff trained to think homeopathy and start making super sales like the stores that promote Newtons. Are you missing repeat homeopathic sales?

**New account? Account expansion?**

**Ask about our great deals now.**

Get on the Newton's store locator list:

Not represented by BMC in NC, WV

*AloeLife.*

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Aloe Life's *Daily Green* is the best-tasting greens food on the market. Stevia joined with pineapple and papaya. Yummy super health

**PRESENTATION:** Friday, July 16th  
Sands Expo & Convention Center  
"Discover the New Science and Applications of Aloe Vera in Functional Foods, Beverages, Cosmeceuticals and Nutraceuticals" copresented by Ken Jones, PhD and Karen Masterson, CN

Scientific and clinical research supports aloe's benefits with cholesterol, blood sugar, the immune system. Learn more and teach your customers about one miraculous herb!

Aloe Life will introduce a 5% price increase this month as the cost of shipping and related business expenses has necessitated.

**Aloe Life Booth #736**

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?

**PERFECT<sup>™</sup>  
ORGANICS**

### ULTIMATE BODY SCRUBS

- Ultra Smoothing
- All Natural
- Extra Gentle
- Super Hydrating
- Great for Circulation

Rejuvenates Your Skin —  
Leaving it Silky Soft and  
Perfectly Radiant!

**TRY: Stimulating and  
Warming Orange  
Ginger**

OR

**Soothing and Calming  
Lavender Lavish**

**JULY SPECIAL: BUY 6  
AND GET ONE FREE**

**OLBAS<sup>®</sup>**

### July specials

**BUY 4 EACH OF ONE OF  
THESE SKUS, GET ONE FREE**  
**Cinnamon caps** 700 mg in a  
'00' cap — have it when they ask  
60 Vcaps- 3.90/ \$7.79

**Water-Away<sup>™</sup>** — Proprietary  
Blend 475mg —Uva Ursi, Buchu  
Leaves, Juniper Berries, Cyani Flowers,  
Chamomile, Dog Grass, Cascara  
Sagrada, Celery Seed, Elder Flowers,  
Goldenrod, Saffron. Plant Cellulose  
(Vcaps<sup>™</sup>). 60 Vcaps —5.55/\$11.09

**Last chance for this deal until  
the Fall.** Olbas instant teas are  
refreshing iced. Great for allergies.

**Special Price: CUSTOM OLBAS  
COUNTER DISPLAY WITH  
OLBAS INSTANT HERBAL  
TEA.** Olbas sells!! Display holds 8  
teas, 12 inhalers, 6 pastilles and 6  
cough syrups—Limited time offer—  
\$113.28. Free shipping and Olbas  
trial display (\$20.00 value)

  
**WELL-IN-HAND<sup>®</sup>**

Have you tried the latest craze in  
**super-clean body washes?**

These products light up the showers of  
the young, and make the young-at-  
heart even happier in the shower.

### Natural Body Wash Foamers!

- Minty Mischief (green foam)
- Spicy Rumor (white foam)
- Unscented Mystique (white foam)
- Lavender Lunacy (pink foam)
- Jasmine Desire (pink foam)

**and the Body Wash Foamers  
counter display—ALL 10% OFF**

The botanical foaming body washes  
are certified vegan and are made with  
100% natural castile soap, Calendula  
and pure, aromatic essential oils.

Wanna know how to use the most  
therapeutic clean and natural products  
on the market? Check out the FAQs  
page on some of these products at  
<http://www.wellinhand.com/faqs/index.html> and don't forget the  
fantastic testimonials pages we provide:  
*Well-in-Hand* works!!!

*EssentialFormulas*

### Great news!

**20% LINE DRIVE FOR  
THE LAS VEGAS  
NNFA TRADE SHOW**

Eczema, psoriasis—the list goes on.  
Have you stopped to consider the benefits  
a good probiotic has on the entire  
body system?

**The safest probiotic option:** in  
human clinical trials conducted at  
Okayama University from 1979 to  
1991, 1,250 subjects were randomly  
chosen from a sample of 500 persons  
and studied. Over 20 major health  
benefits were reported. This product is  
tested, retested and proven effective.  
University studies, published scientific  
reports. This is the probiotic that people  
reach for when the most stubborn  
problems occur.

**Saturday July 17 • 3:00-4:00 pm  
"NEXT WAVE PROBIOTICS  
FROM JAPAN"**

*Hosted by:* Essential Formulas Incorporated  
*Speakers:* William Schoor,  
Martie Whittekin

**JUVO<sup>™</sup>**

**Nutritional Weightloss begins  
with Juvo.** No product can activate the  
digestive system better while providing a  
complete, healthy raw foods meal like  
Juvo can.

Skipping a meal is no longer necessary.  
**Enzymes to the rescue.**

**Juvo displays** add beauty to the  
floorspace, and bring interest and sales to  
this new item. Stores love Juvo so much  
that they are passing the savings on just to  
get people to try the Juvo-option.

28 whole food ingredients (28 raw  
foods), 9 grains, 11 vegetables,  
4 seaweeds, 2 mushrooms, freeze dried,  
vegan, non-GMO, dairy-free. What a  
meal replacement: And when will you  
introduce your best clients to Juvo?

**Want to know how Juvo is  
made? Go to  
[http://www.gojuvo.com/  
aboutjuvo/story9.php](http://www.gojuvo.com/aboutjuvo/story9.php)**

Serving health since 1998, and now a  
health food store staple!

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  
MICHAEL@BLUEMOOSECONSULTING.COM

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

### Nutritional Weightloss

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spectacular: it matches and surpasses any green on the market, providing high green alkalinity, 12 daily fruits and vegetables and is most cost effective. I will put a green-foods product against Atkins any day and bet the scientific evaluation of health consequences favors the natural foods alternative. And you won't have a gas station or 7-11 advertising these nutritive foods like I recently saw lo-carb being advertised.

**Bluebonnet Nutrition** has two effective and safe diet-care products that highlight the very credible ingredients: chromium, and l-carnitine. Getting people to understand the role of fat-metabolism is the answer for effective long-term results. We don't need fanciful new unproven products, we need to get everyone taking their daily Omega-3s. If you understand how this will change the shape of your customers healthfully, then you can explain a truth that will gain their trust forever. **Nordic Naturals** Omega-3 or Ultimate Omega or Complete Omega will bring the body back to its natural state of proper weight naturally. And there are a multitude of herbs that can safely provide the initial water-loss that gets most people so gleeful when trying to lose weight. Endcap the leaders of Herb Pharm's dandelion and uva ursi, parsley, pipsissewa and juniper. The next thermogenic is green tea and Herb Pharm's is fantastically organic.

Every store stocks amino acids. Train the staff on the merits of ornithine and tyrosine: for years I had people effectively shed initial pounds by using these options. Safety? What could be

safer than Newton Homeopathic's detox formula, or better yet their "Jump Start" package. Don't give in to competition—use what you know.

Finally, there really is no better effective meal replacement than **Juvo**. A raw foods packet, rich in enzymes — this product will stimulate and strengthen the digestive system while giving energy and nutrition. Juvo is rocking Southern California where everyone is image conscious. And this product is so much safer and cheaper

than the junk being passed off as weight-support-food by the trendsetters who are gaining all the media attention at the moment. We have always offered alternatives: what are you doing in your store to capitalize now as summer is here? Everything you need is in front of you: promote, explain, encourage, gain confidence and customer loyalty. Seize the moment from those who have put the spotlight on weight. Don't wait! \*

### 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 • Michael@bluemooseconsulting.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  
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

##### 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

##### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
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  
Philadelphia, PA. 19154

##### Perfect Organics, Inc.

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

##### Healthville USA Corp./ Juvo

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