



Talking Business: Multiple Reasons to Shop

Look at your store and your clientele. How many people come in for just one category of product? In some stores, customers are self-trained to walk to a specific place and buy the pre-determined items, and they are lost if the product is moved elsewhere. They have literally stopped looking at anything new. This cannot be good for your business. What to do?

Likewise, how many people think of your store as selling just one or two things? If you can get people to come into your store, willing to look around and shop, to be open to seeing new things and considering buying them in your store; willing to come back in for something other than what they came in for originally—then you have increased your business.

It is neither an easy nor a hard problem. It is all about knowing your

store, and your customers—and being willing to look at the daily business with fresh eyes. And being willing to try change, and to analyze change for success and unsuccessful learning experiences. Business in a changing world.

Certain things may help you with your task. Certainly, computer kiosks and consumer magazines can help. An exciting sales program of any size will get the deal-seekers looking. Monthly or seasonal end-caps and window displays are much more effective. Educational shelf-talkers, and any type of organizational signage is golden. Act like you are promoting the high-school play—be extravagant—it can be done on a near zero budget.

In many stores there is an employee ideal for this task. Literally, an untapped resource. Someone who is perfect for this challenge. Make sure you have brief meetings to approve all ideas, but give that task

to the right person—and get all employees involved. Action breeds action; interest: interest!

Ambience is equally important. Many stores could benefit from an inexpensive centralized music source. Make the person want to stay in your store and “shop”. This is the creative side of the business—marketing—that so many stores are hesitant to pursue. But keeping a customer, growing a customer, having people see your store as a community resource—is what will carve the destiny of your long-term business survival. Do something fun, add variety, and do it often. *

Sharing Marketing Ideas

There is a growing market for bath tools and hair combs, brushes, etc. Invest in a legitimate selection and watch the products move. Brushes near shampoos of course.

Talking Health: Health is Also Skin Deep Part 2

In last month's newsletter, the case was put forward to promote superior bodycare products rather than shy away from them. Stores state that consumers often will not spend the extra dollar for a better product, and therefore the tendency of most stores has been to stock the lowest common denominator in the health & beauty sections. Bad health and weak business.

My Organic Market (MOMS) in MD and VA takes a different tact. Vanessa, the buyer there, admits one must provide the lower-cost alternatives for that sector of the buying public, but they also diligently try to carry the cleanest products, the smaller manufacturers who make niche products of the highest quality, and manufacturers who work hard to “do it right”. They place the best products in the most strategic places, and educate the staff to educate the public. Health &

beauty account for 8-12% of most stores sales, but products often take up less than 10% of store floor space. Sales aside, the issue is clear—healthy bodycare products are body food, and cheap substitutes have an overall negative health effect.

Situation: a person comes in complaining of an illness. The obvious mental process begins—what can they take? Wholistic medicine defines a different paradigm: what are they taking now; what is their current situation; should they subtract something (i.e. dairy, nicotine, etc); what outside forces are stressing them? We are not in the practice of diagnostics, but we do realize that many factors go into healing. Possibly one-third of these consumer questions may involve an external healing solution.

First, subtract something. How many people are poisoning their nails and hair with heavy chemicals? We know the

storyline of allergies, and the immune system. Even a low-cost shampoo or skin lotion can be a small part of the problem.

Second, essential oils really do heal. Aromatherapy, like homeopathy, is one of the gentlest yet most profound healing modalities at our disposal. Again, by learning more of the subtleties of the art of scent-ual healing, you can direct the customer to a product that may be a slight aid rather than a slight detraction. I leave the manufacturing skills to the experts, but to clean the body with Perfect Organics *Ultimate Body Wash* or Well-in-Hand's *Kreamy Kleanzers* is a healing experience. Why? Clean, pure, top quality ingredients. A shower or bath can change moods/outlook. Now that is some powerful stuff. More stores are

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**"MADE IN THE SHADE PROMOTION"
JUNE 01-JULY 13**

Summer sun + outside activity equals concern for skin care. Promote those products that assist beauty, give energy, and provide antioxidant protection. Protect the skin from the inside out with these skin related products:

- Super Vita CoQ10 Multi-vitamin-mineral
- Vitamin E 400 I.U.—a mixed tocopherol blend with high gamma tocopherol at a great price
- Evening Primrose Oil 1300 mg
- Ultimate Hair & Nail Formula
- Age-Less Skin Formula™—a best seller.
- Ascorbyl Palmitate 500 mg—in Vcaps
- DMAE 100 Mg—in Vcaps.

All sizes of these 7 products qualify for the promotion.

1. Buy 4, get one free—so stock up, pass on savings, and save
2. For every 12 SKUs bought, the customer will receive (1) ball cap to protect the face from the sun. The cap says, "Power Up," on the front, and "Bluebonnet, Nutrition to the 5th Power" on the back.

Get ready for the **Bluebonnet Protein Powder**, arriving sometime very soon!



**JUNE PROMOTION 20% OFF
MENTAL RELIEF SPECIAL**

- Brain & Memory tonic
- Nervous System tonic
- Green tea extract—organically grown
- Hawthorn blend—leaf, flower & berry
- Ginkgo extract

Product notes:

Basil will soon be by Holy Basil

Madder Hydrangea is now labeled "Stone Breaker compound"

Oat grass (extract + glycerite) will be labeled 'Oat Seed'

Coming soon—to great demand—Cinnamon extract certified organic aromatic bark: hand-harvested, shade dried
1 oz. \$5.50-11.00 4 oz. \$20.90-41.80

Don't forget the new products Cranberry Liquid Extract & Oral Health Tonic

Celebrating 25 Years as America's leading Liquid Herbal Extract Company

Not represented by BMC in NJ, NC



NORDIC NATURALS

**LOOK AT ALL THESE LIQUIDS:
PURE & GREAT TASTING OMEGA OILS**

- Arctic Cod Liver Oil Orange 8 oz.
- Arctic Cod Liver Oil Orange 16 oz.
- Arctic Cod Liver Oil Peach 8 oz.
- Arctic Cod Liver Oil Plain 8 oz.
- Arctic Cod Liver Oil Singles
- Arctic Cod Liver Oil For Pets 8 oz.
- Peachy Keen Kids Arctic Cod Liver Oil
- Omega-3 Liquid
- Ultimate Omega Liquid
- Kosher Omega-3 Liquid—the world's first
- Complete Omega Liquid (fish & cert. org. borage oil).

WOW !! Don't miss this market: are you highlighting these superior Omega-3 liquids?

June special NORDIC ULTIMATE OMEGA (IN LIQUID OR CAPS) 15% OFF

Not represented by BMC in PA, NJ



ALWAYS SAFE, ALWAYS EFFECTIVE

See the new website, <http://www.newtonlabs.net/>

New colors are coming to the labels;

a super new introductory buy-in program

Make a change: Single Remedy Display @ 10x and 15x (best for notable results)

- **New display: either top 20 or top 40 remedies**
- **30-40% off. Approx. 9" x 17" x 8"**
- **and receive a free copy of Dr. Luc Chaltin's "Homeopathy for First Aid and Common Ailments"**

JUNE SPECIALS 15% OFF any quantity

- Pump Sprays
- Pain Stopper Gel, Swimmer's Support, Hangover Relief, Panic Button!
- Complex Specials: Exhaustion, Muscle Ease, Motion Sickness

Start to make Homeopathy pay in your store:

save big, get a staff training and see the results of modern homeopathy at its finest! "Jump start your health!"

Liquids, pellets. Superior compounds and individual remedies, cell salts and ointments. We have it all: hand-succinated, organic alcohol, well-water, clinically devised, family owned.

Order now on OrderDog.com or direct.

Not represented by BMC in NC, WV



- Rebuild your skin, hair and digestive health
- Solve constipation & gas for children + adults
- Get a hold of your reflux and heartburn
- Build athletic stamina and recovery in workouts/competition

Learn something new about the application of aloe every month.

Daily Greens is becoming a best seller. 15% off 12 bottle purchases.

- Sample packets available with order.
- 12 Greens, 8 foods and whole leaf aloe: more greens than any other product.
- A two-month supply. 1 Tbs provides 4-5 servings of vegetables!!

To repeat—Daily Greens + Aloe Life whole leaf aloe + Fibermate = real healing

PERFECT ORGANICS

Introducing Perfection.

At Perfect Organics, our mission is simple: to create wholesome products unrivaled in perfection, purity and effectiveness. You will never find chemical additives, artificial ingredients, fillers or synthetic preservatives of any kind in our products. With ingredients like healing and nourishing Shea Butter, and essential oils, such as exotic and warming Chinese ginger, fresh and stimulating Italian orange, calming and rejuvenating French lavender, and stimulating mint, combined with numerous healing botanical extracts, renewing plant oils, including sweet almond oil, hazel nut oil, sunflower oil, and calendula extract— Perfect Organics Body Scrubs and Lip Balms are perfect examples of how expertly blended, natural formulations can do wonders for the lips, skin, body, and soul.

THIS MONTH: 15% OFF BODY SCRUBS AND ALL LIP BALMS

- Lavender Lavish Body Scrub, Orange Ginger Body Scrub
- Shea Butter Lip Balms (vegan): Citrus Orange, Fresh Mint, Vanilla Twist,

as clean as it gets and vegan.



OLBAS HAS A WINNING PARTNER. THE NATURE'S WONDERLAND™ products have been discovered by several stores, and consumers are noticing: a new herb company! These herbs and time-honored blends are in veggie caps. Gain new customers with the best of remedies from the master herbalist who started Penn Herb Company 75 years ago.

THIS MONTH: BUY 4, GET ONE FREE OF: MUST identify to order-taker

Trim & Slim™ 60 Vcaps/700 mg.

Ingredients: Proprietary Herbal Blend: Bladderwrack, Chickweed. Wholesale/retail \$4.70- \$9.39

Cellulite Formula™

60 Vcaps/600mg

Ingredients: Proprietary Blend: Black Cohosh Root, Chaparral Herb, Fenugreek Seed, Garlic, Golden Seal Root, Mandrake Root, Quassia Chips, Sage Leaves. Wholesale/retail \$6.00- \$11.99

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)



Power Prism® Natural Crystal Deodorants
Fresh Scent Spray

Power Prism® Counter Display Natural Crystal Deodorants

- 6 Unscented Spray
- 6 Fresh Scent Spray
- 6 4.5 oz Rock Crystal

10% OFF FOR DISPLAY OR INDIVIDUAL PIECES.

Summer time is when people ask for **WART WONDER**. This single product is one of the best selling products I represent. Stock a counter display for the summer and watch product disappear with the warts.

Essential Formulas

Are you selling ineffective probiotics? For most probiotic products, it is all about real estate in the gut.

For Dr. Ohhira's Probiotics 12, it is about immediate viability, long-term resiliency and effective application. And Dr. Ohhira's probiotic 12 does many things other probiotics cannot even address.

The world's best selling probiotic. What's in your refrigerator?

Probiotics 12 needs no refrigeration: it is a 5-year fermentation product. Your choice for severe, persistent problems until you realize it should be your choice for everyone, every time.

This month: Introducing Dr. Ohhira's PROBIOTIC KAMPUKU SOAP 15% INTRODUCTORY SALE

In the Orient this is called a beauty soap, but with the Probiotic extract (TH10 strain of the LAB from the Probiotics 12) this soap will show many beneficial health-related applications. Great for the scalp too!

Includes Apricot, Wild Vine, Chinese Matrimony, Mulberry, Sea Tangle, Chinese Cabbage, Plum, Wild Strawberry, Loquat, Mugwort, Brown Seaweed, Shitake Mushroom, Chinese Bayberry and Oleaster. No fragrances, stabilizers, deodorants, preservatives, chemicals or artificial colors.



Requested in juice bars, flying off counters as a daily dose, talked about by raw-food-ists, Juvo is making an impression.

You don't have a product as complete—a complete meal per packet—or processed as uniquely.

1 serving: 0 cholesterol, 0 saturated fat, 6 grams protein, 0 sugars, high nutritional profile

JUVO is the choice for dieters skipping a meal. Can be mixed with water. Traveling? Vacation?

Now, Juvo is at a price and in a display that will garner interest, questions and sales.

"Beautiful JUVO Floor Display" now in stock and available at 25% OFF THIS MONTH + FREE SHIPPING.

New customers are gained each day through education, and enzymes are the basis of health.

Not represented by BMC in PA, NJ

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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

Health is Also Skin Deep *continued from page 1*

telling me that people ask for products like these with zero chemical additives.

Staying with essential oils: not all product labels are equal. The name of an herb on a label can be very misleading. What does it mean? A powder bought on the commodity market reconstituted with water, or blending into tap water and then strained and made part of the blend? Is the aloe on the label a low-grade byproduct or real, miraculous (organic) whole leaf aloe vera juice? Logic tells us that 5-10 herbs of a powerful source and potency could not make up a product with a \$3-5 distributor cost. Dilution or distortion—you do the math. The customer does not think this way, but an educated consumer is the health-food stores greatest ally. There may be an herb in that bottle, but not a high-grade healing essential oil. Maybe one-half the battle is on the outside for some people, and they need to be educated to this concern. Low-grade ingredients are the opposite of body food—clogging pores, creating further necessary detox, excess petrochemicals and refined chemical salts. Enough.

Well-in-Hand makes the most beneficial and varied selection of therapeutic bodycare products on the market today. I said it two months in a row. A local manufacturer too. How many of the sixteen *categories* of products do you carry? These are bodycare-healing tools, and they work. You should be endcapping these products!

Well-in-Hand and Perfect Organics are as clean as it gets. **Perfect Organics** was built on personal

relationships with raw material suppliers—therefore, the best healing wild shea butter and kukui nut oil. Skin nourishment. Extraction the natural way. And now, Blue Moose Consulting adds an aromatherapy company to its lineup, **AromaLand**, from Santa Fe, NM. Ultimate quality, direct sourcing, personal relationships with suppliers. One step above. There is a rationale to healing oils—an ancient one. Are you

presenting your consumers an understanding of the healing attributes of oils, so they will understand the benefits—and realize that the cost for something nutritive and soothing to the skin is better than some contrived chemical? Real healing tools—as all products we sell should be. We can make a difference if we shape the market in the tradition of this natural foods movement! Smell, study, sell. *

How to reach Blue Moose Consulting

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

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Forest, VA. 24551-1200

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