



Talking Business: The NNFA: It Makes Cents

2004, a political year. Positive or negative? Is the current climate one in which we are about to take steps forward or backward? One thing that we do know is that forward strides to protect citizens' rights to use natural herbs, foods and supplements have taken a step backwards recently.

Many feel the battle ended with the passage of the Dietary Supplement Health and Education Act (DSHEA) in 1994. This was a milestone decision in protecting our industry, and the consumer. The political reality is that most of the players who were involved in that battle—including the crucial staff people who decipher information for their elected officials—are now gone.

Our industry may seem vibrant, and our attempts to advance our nation's health may be noble but our actions are not on the mind of most lawmakers as they frame this country's future. And, as we have learned before, this can have profound consequences.

After over one-thousand years of safe and effective use, why should we have to accept a world without ma huang as a healthful herbal alternative to basic illness and discomfort? Because momentum built, and actions were taken by people who did not know our field of expertise. We realized we could not win this battle: but what about battles on other important nutrients in the future? And on our rights with many other issues concerning health, food, and safety?

The solution? Political presence. As with all political action, there is power in numbers. We have grown into a strong business, but there has been no translation of that growth into influence in decision-making in the nation's Capitol. The solution? The NNFA.

The National Nutritional Foods Association was established in 1936. It is the nation's largest and oldest nonprofit organization dedicated to our industry. With offices in DC and seven regions, this California-based organization is our most

active political voice in Washington and in the state capitals. It is where retailers and suppliers work together to create a healthy environment for business growth, and in defending our legal rights in the legislative and regulatory processes.

The NNFA established a TruLabel program, and the GMP certification program (Good Manufacturing Practices) to counter one of the biggest challenges to the credibility of our industry. On these grounds alone, it is prudent to support the unified voice of a self-regulating and safety-conscious industry. They also organize actions (this year's 7th annual Natural Foods Day), provide services (conventions, newsletters, publications) and provide an environment where things can get done.

The NNFA does include more than retailers, but retailers are the backbone of the organization. And there is power to be gained by prominently showing your NNFA affiliation on your door, behind your cash

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Talking Health: Before Spring has Sprung

As the last snows of the winter leave us, it is time to begin to prepare for the Spring. And some of the spectacular days we have experienced recently remind us of the beauty of Spring as life blossoms all around us. For some people though, that means seasonal allergies.

Allergies and colds are two of the biggest reasons people turn to health food stores for relief. And we have many excellent alternatives to offer. This is a season that is made for education, new sales and relief.

Obviously, allergies fall under the more general category of immune system imbalance. This, coupled with the fact that the change of seasons is a great time to detox the body, and you have a lot of products that people will be looking for as they come out of hibernation and start shopping in fragrant Spring air. Have that endcap set up with viable options readily available so that the new customer becomes intrigued and finds your best products easily.

Vitamins, herbs and homeopathics. There are many ways to direct your customer when they mention they are suffering from allergies. The positive effects of vitamins should not be undersold, especially quercetin and the polyphenols. **Bluebonnet's** Quercetin is one of the best selling products in this territory; and their Optiberry provides a food-based source of excellent antioxidants.

Herbs provide such broad spectrum support that they should always be turned to with confidence. While I am a fan of simple things like alfalfa and nettle, there is probably no formula as balanced as **Herb Pharm's** Eyebright-Nettle Compound. Combining eyebright, goldenseal, horseradish, nettle and yarrow, this product acts as astringent, anti-inflammatory and decongestant. Echinacea is also a fantastic herb at this time of year: successful stores have found the merit of selling echinacea well all year round.

Spring is the perfect time to convert the weak of body to homeopathy. The "Jump

Start Your Health" kit from **Newton's Homeopathics** is the most phenomenal Spring cleaning kit I have ever seen. If you have not investigated this three-pronged approach to health, then you are limiting the repertoire of successful products that will work for your customers. Newton's "Hayfever" is also excellent, especially when combined with their Detoxifier. When the results start building up, you will feel very comfortable with the effects that homeopathy brings.

Aloe vera is healing to the digestive system, assists elimination and collagen support of cell membranes. All alleviate allergy symptoms.

I don't have to suggest to you a good selection of products to highlight at this time of year. These are just products that I know will sell. Now is the time that you should be selling a lot of the products customer need most as Spring moves in from the winter. Plant the seeds early! *



ANAHEIM SHOW SPECIAL:

Each store is eligible for one "show deal" placed between the dates of 3/01 + 3/12 only. The order must be identified, and the **discount applied is 20%**.

Please remember the Bluebonnet price increases went into effect March 01.

Did you change your computer data?

CoQ10 is once again available as part of the store ongoing discounts, but the international shortage still continues.

EPAX Functional Fish Oils.

Structure/function targetted fish oils for brain, heart & joints. Ask for our new consumer brochure on these high quality products.



NEW PRODUCTS NOW AVAILABLE:

Expo West Show Special: 25 days.
03/01 to 03/25

20% off — \$500 or more of extracts
15% off — \$100-400 extracts before discounts

NEW FORMULAS:

Cranberry Liquid Extract
& Oral Health Tonic

Important **Ma Huang** (ephedra) announcements. In compliance with FDA ruling, Herb Pharm will cease shipping this product April 2. Note that: (a) ground shipments will end March 19th, (b) 3-day air shipments will end April 2, and (c) all sales of Ma Huang are final, (d) while supplies last.

Not represented by BMC in PA, NJ, NC



NORDIC NATURALS

IMPORTANT: Effective March 01, prices on cod oil products will rise based upon costs differences between the Euro and the dollar. Please note:

Peach CLO Caps:

wholesale \$11.97; retail \$19.95

8 oz Cod Liver Oils (all — orange, peach, unflavored, Pet): wholesale \$11.97; retail \$19.95

16 oz Cod Liver Oil:

wholesale \$19.77; retail \$32.95.

Also, the labels for the ProOmega have been changed to reflect their new name: **Ultimate Omega**. (item 1790) Same name as the liquid companion product.

Prices for this product have also changed: wholesale \$16.17; retail \$26.95.

Have you seen our "scratch-&-sniff" peach post cards? Our oils taste great!

Not represented by BMC in PA, NJ



ANAHEIM SHOW SPECIAL

Mention the show deal and receive a **10% discount** on orders placed between March 01-08.

If you aren't currently carrying Newton's, ask about their **new introductory order discounts**. There has never been a better time to pick up this exciting and highly effective homeopathic line.

If you are not sure where to start, follow the simple method known as the "Jump-Start Your Health" healing system.

Not represented by BMC in NC, WV



IS YOUR ALOE "ACTIVE ALOE"?

Aloe Life International provides the most healing aloe on the market. Our products are tested and earn "Active Aloe" certification. The protocol that we use insures a greater preservation of the small chain polysaccharides that seems so beneficial for the immune system and healing support. Third party testing shows Aloe Life is the best aloe for you.

Our labels tell the customer that our product is polysaccharide rich.

- No sulfites and no water added.
- Fresh harvested juice.
- Concentrated: strongest at the best price.

ALOE LIFE WORKS.

PERFECT ORGANICS

Want the cleanest body scrub in the world?

Our label says it all: **Ultimate Body Scrub** A luxurious combination of extra-gentle, ultra-smoothing, all-natural exfoliants, and vitamin-rich plant oils. Refresh and energize your senses. Enjoy all of this while nourishing botanical extracts revitalize your entire body, leaving it silky soft and perfectly radiant. (8 oz.)

Lavender Lavish contains wild grown French Lavender, known for its relaxing and replenishing properties.

Orange Ginger cleans with exotic Chinese ginger and fragrant orange oil known for their warming and stimulating properties.

Both are **15% OFF THIS MONTH** with new orders or first time purchases.

Offer your customers superior quality and gain a sale for life!

Visit our new website:
www.PerfectOrganics.com

OLBAS®

OLBAS SHOW SPECIALS
(offer expires 03/31/04)

ENTIRE OLBAS LINE 10% OFF OPEN STOCK

Order the new **POWER INHALER** with leash! Counter display or clip strip. This product is hot in the sports community — skiing, skating, boarding, knapsack, cyclists, students...and remember allergy season.

Olbas **Instant Herbal Tea** 7 oz. cans. **20% OFF BY THE DOZEN.** (\$68.88)

EXCLUSIVE OFFER:
Olbas Counter display with tea. (best sellers)

8 cans Olbas tea; 12 original inhalers; 6 pastilles; 6 cough syrups.

limited time only \$133.28 (free shipping direct) includes free trial display.

WELL-IN-HAND®

MARCH SPECIAL

Yeast Rescue 2 fl. oz. treatment
10% off

Yeast Rescue Counter display:
10% off

- 6 Yeast Rescue Treatment
- 6 Yeast Rescue Natural Soap Soother
- 12 Yeast Rescue Treatment trial vials.

Yeast Rescue is an intimately soothing, instant-acting botanical and aromatherapy blend of Myrrh, Calendula, Lavender, St. Johnswort blossoms, Rosemary and Chamomile in an Olive Oil base.

EXPECT IMMEDIATE RESULTS!

Certified Vegan

RELIEF IS WELL-IN-HAND

Essential Formulas

Education is a major reason to attend the trade shows. Probiotics are growing in sales as consumers realize their benefit. This lecture will be an excellent learning experience!

Professional Seminar, by Ann Louise Gittleman, Ph. D. CNS

"New Probiotic Protocols for the Control of Smartbugs—*H. Pylori, E. coli and MRSA*"

SHOW SPECIALS THROUGH MARCH 12

Any product, single size only.
7 + 1; 12 + 2; 25 + 5

Researched, formulated, manufactured by a team of research scientists at Okayama University in Japan, Probiotics 12 is the best selling probiotic in the world.

- Professional confidence, consumer satisfaction.
- Fermented, Non-Dairy, Non-GMO, Bovine Free, Totally Vegetarian

JUVO™

JUVO IS THE EVOLUTION OF THE MEAL REPLACEMENT. PROMOTE JUVOLUTION!

beans, greens, grains, herbs and sea vegetables + mushrooms—raw and freeze dried. Low-fat, low-calorie.

Energy, antioxidants, and digestive regeneration.

No wonder people who try Juvo love Juvo.

The Next Food Revolution Starts Here.

Meet the future: shake, drink & Go!

Juvo was an Editor's "Pick of the Month" for Energy Times magazine

SHOW SPECIAL: 15% OFF
6 cases minimum until March 12.

Not represented by BMC in PA, NJ

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

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

The NNFA: It Makes Cents *continued from page 1*

register and on your business cards. Why this issue now? Because many are warning that there are battles in the immediate future against our way of life. And because it is the right thing to do: unify!

Currently, less than 1/2 the territory who receive this newsletter are involved in the NNFA. If you are active, thanks and congratulations. If you are not, maybe you should consider joining. Annual dues are currently \$30/yearly. But it is not the cost, but rather the active participation and commitment that will make the organization profitable for you. Make a stand, and feel that you are part of the process of creating your own future—as opposed to reacting to the maneuverings of other people. For our future, for your business. www.nnfa.org

And what a good time to join! March 23 (Tuesday) is the 7th annual NNFA Natural Foods Day. It is a lobbying day organized to build the industry's base of support through personal meetings with your member of congress. The NNFA sets up the meeting, works with you to prepare you to make the most of this time, and involves a reception in the US Capitol Building at the end of the day. Everyone should be involved in this process, and make their voice heard by their legislator. In this way, we will have the contacts made for moving forward the agenda of the natural foods movement. You should vote, and you should have communication with your elected officials as a business owner, small business person, and voting citizen. Set the date aside. Everyone can make a day-trip to DC, and it will be important and fun. For details, look at the mailing enclosed, call (800) 966-6632, ext. 248, or go <http://www.nnfa.org/services/>

government/NFDDates.htm (deadline for registration is Monday, 03/08/04).

Too often, our bottom line is limited by our abilities to see beyond the next month's financial concerns. The NNFA provides a clear avenue to see beyond the immediate, to

make a difference in the outcomes, and to work together with like-minded people and businesses to stay vibrant and influential. This is easily one of the best investments you can make. Join now, participate often. *

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

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