



## Talking Business: Examining the Liquid Extracts

**G**o ahead, look at your shelves. How much space is currently dedicated to herbal capsules? We most often answer health questions by turning to two options—an herbal and a nutritional supplement option. Forgoing the fact that homeopathy should be considered in each of these occasions as well, we all are comfortable with the options we turn to in helping the public.

But are we providing the best option to the consumer? It is generally recognized that the human body cannot break down many of the plant parts that contain the vital nutrients we seek, and that our digestive system is not capable of extracting the food parts sought because of body temperature and food transit time. Bottom line—cut 'n' sifted herbs in capsules are not the ideal form of herbal therapy.

And we mostly know this. But consumers have an aversion to liquid extracts which most capably extract chemical from plant fiber. Liquid extracts only seem to sell well in stores where education is at a premium and/or where there is an herbalist who knows and discusses the superiority of this preferred herbal dosage method. Even though extracts allow for greater

selection in a smaller sales space, most stores have a small and unattended liquid extract section.

But there is more here than meets the eye. From a business perspective, there is a very strong reason to highlight and educate on the benefits of liquid herbal extracts: business survival!

Herbs in capsules are the lowest common denominator in the herb manufacturing world. Buy a powder (assuming it is the correct herb, and an active ingredient), put it into an encapsulating machine, and *voilà*—instant herbal manufacturer. Hence, everyone is now getting involved. Capsulized herbs will be dominated by the mainstream soon enough. And bilberry selling for \$3.99 a bottle will be your competition whether it's from a nearby drug store chain, Walmart or the internet. But liquid herbal extracts are the domain of the

herbal connoisseur and the progressive health food store.

My prediction is that liquid 1 oz. bottles of herbs will never make it to the mainstream marketplace. So convincing your consumer of the obvious merits of a high absorption liquid extract may be a very wise immediate business decision.

Also, liquid herbal extracts are usually made by herbalists. There is often a greater love affair with the herb, and more hands-on experience in the handling and production of this time-honored way of getting the best out of the herb. **Herb Pharm** recently introduced the first 'infoshade' in this category. It explains to consumers, when you don't have the time—or your employee is just learning—why liquid herbs are the way to go. It presents information on absorption, the ease of usage (which most people have not considered), the freshness factor, the benefits of taste, and—in Herb Pharm's case—a commitment to environmental sustainability.

There is your sales pitch right by your product; a sale and a customer for life, as this buyer will now always return to your store to get the liquid extract that works so well. Another sale, and a converted customer.\*

### TIP OF THE MONTH:

In the Orient, people put two caps of the **Essential Formulas Probiotics 12** in the upper cavities of their mouth before they go to sleep: the caps dissolve and the Probiotics work wonders on the gums and mouth cavity!

## Talking Health: Health is Also Skin Deep Part 1

**W**e all know that we can sell anything if we put our minds to it, so why feel forced to sell things that you don't believe in? Any store can make a recycling products or environmentally friendly cleaning supply section successful if they choose to. Or, create a profitable pet food and supply section if the store feels so inclined. The same is true with health-promoting skin care products, creams, oils and salves. Our shelves don't have to be filled with compromise bodycare products because

we feel these are the only things that will sell. There is a difference in strategy between those stores that have 10% or less in bodycare sales and those that have significantly higher success.

Ingredients are important; and to sell products that have questionable ingredients goes against our beliefs in natural foods alternatives. Most stores have over half of their bodycare sections filled with marginally clean options. There is a persistent fear that a high quality product is not what the consumer is looking for: maybe it is the case that we

aren't focusing on showing the customers the merits of these products.

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### Sharing Marketing Ideas

**Rebecca's Natural Foods** in Charlottesville VA says their bodycare section has continually been increasing in sales. They have their health & beauty section in the very front of the store near the cash register. **Roots** in Clarksville MD is designed so you have to walk through the bodycare section to get to the register.



## MAJOR NEW PRODUCT ANNOUNCEMENT

Bluebonnet is near the launch of a fantastic new product: **SUPEREARTH SOY PROTEIN POWDER**

### Phytonutrient-rich

- fruit polyphenols
- 6 berries
- beta glucans
- high lignans
- 15 gms protein
- earthsweet™

1 lb. can, 2 flavors: vanilla + chocolate

You will see that you have been waiting for this protein option!  
**Launching early June.**

### SUPER EARTH PROMO

Bluebonnet's first seasonal promotion has been very successful. **Buy-in continues until May 15: Buy 3, get 1 free — Buy 6 get 2 free etc. on the Super Earth products (multivitamin)**

Remember the Bluebonnet functional fish oils brochure: **EPAX oils are a name you can trust!**

Not represented by BMC in PA, NJ



### DETOX SPECIAL: ALLERGY SUPPORT

**20% OFF Super Echinacea, Eyebright, Nettle Blend, and Eyebright-Nettle Compound.** (1 & 4 oz. sizes)

This is the time of year to get **Eyebright-Nettle Compound** into everybody's hands.

**New Product Introductory Offer—  
20% OFF TILL 5/31**

### Cranberry Liquid Extract, Oral Health Tonic

Last month to sign up for the **Summer Seasonal Promotion:** mix & match, buy in cases and save: Ginseng-American, Chinese and Chinese Glycerite. Eleuthero, Good Mood tonic. Pharma Kava Caps and liquid, Rhodiola and Pharma Maca

Herb Pharm co-founder **Ed Smith was named one of the 25 Supplement Visionaries** in the April issue of *Natural Foods Merchandiser*. His predictions for the next big thing? MACA. Learn the benefits of Herb Pharm's **Pharma Maca**.

Are people asking you for a supplemental source of cinnamon? They will be. Herb Pharm will relaunch their **Cinnamon Extract** this summer.

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## NORDIC NATURALS

### 15% OFF

- **Complete Formula** (Omega-3s & Omega-6s from organic sorage oil)
- **ProAlgen** (Algae-Bind™ alginate and Milk Thistle Extract — 80% silymarin — in a kosher veggiecap).

The May-June *Nordic Newsletter* is the first full-color edition. Products highlighted are the award-winning **Detox Formula** (sodium alginate), and the **Arctic Cod Liver Oil Singles**, the **2004 "Best Taste Award"** from the American Culinary Institute.

The newsletter highlights **Omega-3s for long-term and safe weight loss.** These newsletters are sensational sales tools. Are you using these educational pieces to gain customers?

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**15% OFF** in units of 12 (per SKU) **Allergy season remedies** #7 Hayfever, #55 Pollen & Weed, #56 Dust, Mold & Animal Dander, # F07 Allergies for Kids—**The very best prevention for this time of year!**

**New look labels. Newton ointments** are the first to sport the new, modern and attractive Newton Homeopathic labels. **Discounts available.**

**Newton ointments:** arnica, calendula, echinacea, hemorrhoids, rhus tox 3x, trauma, thuja, hypericum. Available in 1 oz., 4 oz. and 8 oz. jars. How convenient.

**Pump Spray Specials:** N211 Itch Stopper, N213 Throat Miracle, N218 Sports Injury **20% OFF** in units of 6 per SKU

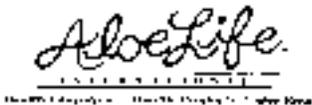
**Complex Specials:** #34 Accident rescue, #41 Eye Irritation, #43 Hives **BUY 5, GET THE SIXTH FREE**

### Do you want to increase your homeopathic sales?

Want staff members to speak with confidence about the Homeopathic section in your store? Newton's has revised its **Retailer Certification Class. Next date: May 22**

Make reservations and travel to Newton's, where homeopathy works for everyone.

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### GREENS SALES GROWING!

People LOVE the new **Daily Greens Formula from Aloe Life**. Stores say the taste is exceptional. **2 gm sample sizes** now available for your customers, and the very educational color brochure now includes this very green, very healthful product.

- now for cleansing and allergy support; always for tissue cleansing and Ph balancing!
- A tablespoon is a powerful cleansing tool.
- And the price is more than competitive—it is superlative.
- Stores are buying 6 bottles to **get the introductory discount**
- Truly a 2-month supply. No fillers or potential irritants or proteins.

*Perfect trio: learn to use them*  
**Daily Greens + Aloe Detox Plus + FiberMate**

## PERFECT<sup>™</sup> ORGANICS

### *As Clean as it Gets.* **24-7 Skin Care**

**100% Shea Butter**  
Lavender Lavish Shea Butter  
Mandarin Chocolate Shea Butter  
Mint Chocolate Shea Butter  
Orange Ginger Shea Butter

**Lip Balms:** vegan shea butters in orange ginger, fresh mint, vanilla twist

### **Perfect lather for shower gel, bath soak and shaving gel**

Ultimate Body Wash—citrus fresh  
Ultimate Body Wash—lavender lavish  
Ultimate Body Wash—orange ginger  
Ultimate Body Wash—nilla mint

Ultimate Body Scrub—lavender lavish  
Ultimate Body Scrub—orange ginger

**Perfect Cream—**  
incredible benefits for premature aging and sun-damaged skin.

## OLBAS<sup>®</sup>

**Olbas in Spring.** Gain seasonal customers for life as they gain relief and return for Olbas again and again.

**Spring Counter Display** \$167.19  
(12) Olbas Oils, (12) Olbas inhalers, (12) bath, (12) salve.

**Buy direct** and get hand-out samples of the oil and pastilles

**Olbas INSTANT tea is great relief for seasonal allergy discomfort.**  
*Ask Michael about deals on this tea with a special Olbas counter display.*

### **NATURE'S WONDERLAND<sup>™</sup>**

**BUY 4, GET ONE FREE—**  
MUST identify to order-taker

Wildcrafted herbs in veggie caps

**Herbal Detoxification Formula<sup>™</sup>,**  
60 Vcaps/475mg. Proprietary Blend:  
Alfalfa, Buckthorn Bark, Licorice, Red Clover, Barberry, Burdock Root, Poke Root, Stillingia, Prickly Ash.

**Catfish Bitters<sup>™</sup>,** 60 Vcaps/525mg.  
18 healing tonic herbs and roots that gently strengthen and invigorate the whole body, while providing a gentle detoxification.



### **10% OFF**

- **Herpa Rescue<sup>™</sup> Natural Soap Soother**
- **Herpa Rescue<sup>™</sup> Counter Display**

Herpa Rescue Treatment Display:  
6 Soap Soother, 6 Rescue Treatment and 12 Treatment Trial Vials

**• Fast effect • Eases outbreaks  
• soothes itchy, tender, painful recurrences • satisfaction guaranteed!  
• contains ONLY pure ingredients like all Well-in-Hand products!**

**NEW—the 5 NATURAL BODY WASH FOAMERS** are quite the rage. A fun, thick and rich aromatic foam: (green) Minty Mischief, (white) Spicy Rumor and Unscented Mystique, and (pink) Lavender Lunacy and Jasmine Desire. Castile soap, calendula and pure, aromatic essential oils.

## EssentialFormulas

Essential Formulas is finding its place. Stores that carry the products, specifically the Probiotics 12, are reaching for a **proven product for specific digestive disorders**. A hospital stay, or a hospital worker, Crohn's disease, H. Pylori bacteria, strong antibiotic therapy all require an appropriate, well-researched product to stabilize and maintain health.

**PROBIOTICS 12** is an internationally successful product—**used in hospitals, made by doctors and reflecting many positive published scientific studies**. Plant-based probiotics are most beneficial for the digestive system.

**Increase visibility** by scheduling Anne Louis Gittleman to speak on a local radio program about her impressions with the Essential Formula line.



### **Momentum Growing**

This just in: **Juvo sales in the mid-Atlantic are the best in the US.**

Are you carrying Juvo?

freeze dried, enzyme rich meal replacement.  
one packet equals a natural raw complete meal. Just add water and drink.

*Available soon:*  
*a Juvo floor display*  
**10 boxes of the Juvo 15-pak—at 25% off**

Juvo has been featured recently in **Delicious Living, Better Nutrition, Yoga Journal.**

**Juvo is being used very successfully with diabetics**

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## 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

### Health is Also Skin Deep *continued from page 1*

Certainly, the early successes of Aubrey and the more recent growth of Burt's Bees attest to the potential for super-clean products being accepted by mainstream and natural foods consumers. And, in both cases, these products are above the median price range. The next wave of superior products is exemplified by two lines Blue Moose Consulting is proud to represent—Well-in-Hand and Perfect Organics.

**Perfect Organics** is almost entirely organic and wildcrafted herbs, with essential oils and no junk. To shower with their Ultimate Body Wash is to have a truly sensual experience. **Well-in-Hand** takes bodycare one step further, as most of Linda's products address health concerns—from acne to warts to pain and yeast infections. This is modern herbalism at its finest. Her massage oil (therapy oil) is the best. They are natural alternatives that work. Sure, these products are a price step above some products routinely hawked through distributors, but read the labels, and teach your consumer to read labels too.

The skin is so critical to overall health. From sun exposure to temperature fluctuations in our artificial living environments, our skin needs moisture and antioxidant protection. It is predicted that topical applications of drugs are less than a decade away. Well, topical applications of herbal foods, and important nutrients are here now.

**Aloe Life** has the only product on the market that utilizes fresh, organic, whole-leaf aloe in its bodycare line. This

distinction proves itself in effect. I have had more people tell me that they adore their Aloe Life Face & Body Lotion than I ever did with Rachel Perry, Mill Creek, or Nature's Gate—and I have had praises from regular Boorlind users as well. This product is noticeably healing and soothing.

Summer is the time to have Herbal Ed's famous salve in the car and

backpack (**Herb Pharm**), and **Newton's** homeopathic ointments belong in the smart person's medicine cabinet.

Bodycare sales involve as much education and concern as every other part of your store. Don't settle for mediocrity in your health & beauty section. Support the best, and strategize how to educate consumers. Their overall health will be your reward.\*

### 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

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#### COMPANIES REPRESENTED:

##### Bluebonnet Nutrition Corporation

[www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)

800-580-8866

fax: 1-281-240-3535

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

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

Watsonville, CA. 95076

##### Newton Homeopathics

[www.newtonlabs.net](http://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](http://www.wellinhand.com)

434-384-1800 • 888-550-7774

Forest, VA. 24551-1200

##### Aloe Life International

[www.aloelife.com](http://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](http://www.EssentialFormulas.com)

972-255-3918

fax: 972-255-6648

Irving, Texas 75062-8005

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

[www.olbas.com](http://www.olbas.com)

[www.pennherb.com](http://www.pennherb.com)

215-632-6100

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##### Perfect Organics, Inc.

[www.perfectorganics.com](http://www.perfectorganics.com)

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##### Healthville USA Corp./ Juvo

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714-562-1515 •

800-558-Juvo (5886)

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