



## Talking Health: Handling the Flu

The marketplace has many twists and turns, and we always struggle to determine which avenues of commerce hold most true to our values of selling good food and promoting health. The current governmental follies concerning the nation's availability of the 2004 flu vaccine has left many consumers fearful or at least thinking about what to do when the first wave of serious flu hits their community. Likewise, the smart consumer will wonder what options there are if this predictably very cold winter season should yield a serious flu epidemic. If your healthfood store is the community resource that you intend it to be, then you should step up with support, education and options.

While there is no cure for the flu or the common cold, and many would say with great scientific strength that the flu vaccine is more prophylactic than salvation, there is that all-important concept of "prevention". And isn't this where natural foods supposedly shine anyway?

Create noticeable signs encouraging people to focus on health and prepare the body for the treacheries of viral infection. We need more public advice than saving the flu vaccine for the weak and washing our hands. Promote beneficial probiotic support: **Dr. Ohhira's Probiotics 12** from **Essential Formulas** is the best selling probiotic in the world and is infinitely better for the overall function of the body's immune system than a \$12 or \$700 vaccine shot!

You already have the greatest herbal tool possible at your fingertips, with the public fully aware of its benefits—if your Echinacea sales don't rise 200%+ this flu season than your marketing skills need sharpening. **Herb Pharm** has brilliantly created an Echinacea six-pack, that conveniently holds (6) Super Echinaceas in one counter-display ready box along with a packet of information pieces about this immuno-supportive herb. *Super Echinacea*® combines the plant's root, flower, leaf and seed—a superior blend and America's #1 selling Echinacea. Get customers to shop quality, shop effectiveness, shop Herb Pharm and your store!

Other fantastic herbs and nutrients you should effectively promote are:

*continued on page 4*

## Talking Business: Using Displays for Sales Support

Oh, that checkbook. Nothing guides the decisions of the small business owner more than the numbers in the checkbook. In some ways, nothing separates the big businesses from the smaller than available cash flow. And one thing that jumpstarts sales more than anything else is focused sales and effective promotion. Smaller stores so often carry all the right products, but cannot concentrate on winners that will create long-term sales. In the attempt to stock all the important products, the fact of "selling" is often forgotten.

At this time—for most the busiest time of year—the question arises on what products should be highlighted, promoted and discounted. The overwhelming proof is that stores that highlight products with store displays, and focus salespeople to be aware of the promotion will always move more product successfully. If a floor display takes two months to sell then the question has to be asked, "did you promote the products effectively!?"

Process is important here. The first rule of thumb would be that, space available, there should be a constant flow of good

floor displays during your busiest time of year. Proper marketing would dictate that you should always have some standout products in the aisle to keep the shoppers' interest piqued. Otherwise, people just walk blindly to where their reliable staples are, and buy the same products only. Some consultants suggest you move product often to stop this from happening, (as if we had the time): I suggest that you smartly buy displays; and make sure there is excitement about the products offered to the public, in a rotation that literally grows interest in the products you provide.

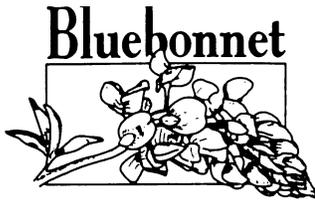
Blue Moose Consulting is taking the time to remind you of the displays available from the quality manufacturers we represent. We are providing inserts this month and next that will show you the creative marketing materials available to you. Quality products, brought off the shelves and into the eyesight of your customers. Take the time with every display to briefly describe to all employees the salient selling points of the products on display, keep interest by talking the products up, make your clientele aware of the fact that you want to talk about

products on display and you will find—over and again—that people will start to ask you about these products, and maybe start buying for life.

The marketing materials are there, the concept should be organized and the money allocated, and the enthusiasm created—and then—the results will roll in with increased sales, increased interest in "shopping" in your store, and increased interest in looking in your store for new, innovative, healthful products. This is the winning equation for increasing sales at the busiest time of year. Good luck! \*

### TIP OF THE MONTH:

Never underestimate the power of the feet, and organizational determination. Valerie Deptula of **Good Earth Natural Foods** in Leonardtown, MD won the \$1000 prize at Expo East for placing the most orders at the show. What to do to win is place 42 orders with companies, taking advantage of the deals offered, and save a bundle of money for your store. Congratulations Valerie!



**Fall Promotion November 01- Dec 10  
BIG FALL SAVINGS PLUS FREE GIFT**

**Buy (4) of any selected Bluebonnet cold season items and receive (1) free, AND get (5) SKUs from the list, at 4 + 1, and get (1) 16 OZ BLUEBONNET SILVER BULLET THERMOS FREE.**

Look for the savings mailer!

**Super products:** Super Vita CoQ10 multi, Mega Bio-C 1000 Vcaps, Super Quercetin Vcaps, Zinc Lozenges, CoQ10 60 mg softgels, Vegetarian SOD Vcaps, Glucosamine Chondroitin plus MSM Vcaps, MaitakeGold® Vcaps, Olive Leaf Vcaps, Echinacea-Goldenseal Vcaps.

**New Products, within 30 days**

*Liquid L-Carnitine* (1100 mg)—highest potency on the market—a Lanza product! Raspberry flavored, no sugar.

8 oz \$22.95 retail (#035)

*Rhodiola rosea 200 mg Vcaps*—will be available soon

Coming soon *whey powder and individual serving packets for the new soy protein*

**Exciting news!**

*Albion*—8 mineral formulas are being changed to Vcaps Dec 1

Not represented by BMC in part of NC



**November sales**

**20% OFF ON:**

Milk Thistle

Dandelion

Healthy Liver

Echinacea

Echinacea-Goldenseal Compound

Golden Echinacea

Golden Echinacea Glycerite

Want to stay up with the best herb news in the industry? Send your email address to BMC and we will set you up with the Herb Pharm monthly emails.

Take advantage!

Not represented by BMC in NJ, NC



**NORDIC NATURALS**

**NOVEMBER SAVINGS 15% OFF**

- 'Adult DHA' 90 softgels
- 'Omega Woman Formula' 120 softgels

**Thank you to everyone who made Nordic Naturals Expo East experience a super success.**

More stores are joining the Nordic family to get the finest fish oils in the world.

*Recap of some of the more recently introduced Nordic products you may want to carry now.*

- Mega 3.6.9 Junior™ caps for children 3-6
- Kosher Omega-3 liquid
- Arctic Cod liver Oil Singles;
- Arctic Cod Liver Oil plain

Ask for copies of the Fall 2004 *Nordic News* talking about the benefits of DHA for every member of the family

Not represented by BMC in PA, NJ



**Tis the season, the Flu season that is!  
TIME FOR THE NEWTON SOLUTION**

**Now Available:**

- the 2004 OTC Nosode Remedy (10x)
- Newton # 5 Flu Remedy (the # 5 has the influenza nosode inside)

flu #5 has the influenza nosodes—*influenza 2004 nosodes over-the-counter. 10x*

**November Sales:**

*Thru December 23, ALL PELLETS—30% OFF*

**15% OFF**

- Prime HgH—6 or more
- Dental Gum Care—6 or more

*beginning November 08—15% LINE DRIVE*

—not applicable with any other discount

—sales does not apply to single remedies

Not represented by BMC in NC, WV

*AloeLife.*

INTERNATIONAL  
Health Education • Health Products • Aloe Vera

Aloe Life is fast becoming the best-selling aloe in this region.

Why?

Because there is no aloe vera like it.

**Aloe Life** is a polysaccharide-rich whole leaf concentrate—

- more nutrients, less water
- real benefits at a great per-serving price.

Good news: Aloe Life **Herbal Aloe Ear Drops** are back in stock.

Herbal Aloe Ear Drops create a pH balanced environment necessary to the healing process of the ear canal. The yellow sap present comforts swelling of the lining tissue due to its anti-inflammatory elements. Extracts of Calendula, Mullein, St. Johns Wort and Rosemary along with our Aloe Vera help to provide relief from trauma in the Ear Canal, from Swimmers Ear, Colds, Pain, Vertigo and Annoying Itching.

Herbal scent **NOT** oil or garlic based. Great for Animals too!

**PERFECT™  
ORGANICS**

**Holiday Special**

**PERFECTION CREAM—  
BUY 3 GET ONE FREE.**

Each Perfection cream comes packaged in a reusable organza gift bag.

A powerful formulation offering incredible benefits for premature aging and sun-damaged skin. Expertly blended ingredients work full-time to improve and maintain the skin's elasticity. Naturally rich in vitamins and nutrients, this deeply penetrating and nourishing cream delivers a noticeable difference with exceptional, rejuvenating results.

Fragrance free with certified organic ingredients. 100% natural

Very concentrated, a little goes a long way!

**OLBAS®**

If there is cold-n-flu, then there must be relief and relief is most effective with Olbas.

From Switzerland for over 130 years: Carry them all consistently: try a floor or counter display now.

Olbas oil, Olbas pastilles, Olbas herbal instant tea, Olbas inhaler, Olbas Powerinhaler, Olbas bath, Olbas cough syrup, Olbas analgesic salve, and Olbas Sports Massage oil

Nature's Wonderland™—  
Herbs in Vcaps—*how hot is that?*

**NOVEMBER DEALS BUY 4,  
GET 1 FREE**

Botanical Cold Relief™—475mg—  
Bayberry Bark, Ginger Root, White Pine, Cloves, Cayenne.

Accu-Cold™—525mg—Pleurisy  
Root, Ginger, Rosemary, Pennyroyal,  
Boneset, Horehound, Peppermint.

*Penn Herb Company, since 1924*

  
**WELL-IN-HAND®**

**Take notice!**

**Wart Wonder** has a new look.  
New bottle, more sales

- Natural Wart Removal
- Rely on our Relief!

**10% OFF THIS MONTH  
DIRECT**

Seven years and no bottles returned for ineffectiveness

—Bloodroot and Creosote herb,  
vinegar, Tea Tree and other pure  
essential oils

**Announcement—new  
distributor:** Great local news.

Robinjay Enterprises now carries  
Well-in-Hand. Support your local  
distributors!! Order: 800-726-1730  
such fast service!

Buy through Robinjay in November  
and get **10% OFF**



*Essential Formulas*

The information is out there: plant-based probiotics are readily accepted by the intestinal tract, are bioavailable and lead to the most noticeable, predictable and health-promoting results

**November sale**

**Probiotics 12**, 30 or 60 size capsules  
**BUY 12, GET 1 FREE**

**Probiotics 12**—is 92 variants of organic crops, including plants, vegetables, fruits, leaves & seaweeds—combined with pure mountain spring water to produce the world's finest probiotic product using a 3–5 year natural-temperature fermentation process.

Effective because it normalizes micro flora (lactic acid bacteria) in the intestinal tract, reestablishing the colon's optimum pH level. Probiotics 12 suppress the growth of bad bacteria, stimulates the immune system, fortifies the body's ability to absorb nutrients while providing complex B vitamins, antioxidants, minerals & amino acids. Can your probiotic do that?

*Probiotics 12—well-researched,  
a name you can trust!*

**JUVO™**

**Planning on surviving the holiday  
food blitz?**

Whether you are a vegetarian running to parties where no one provides food that you can eat, or a person trying to budget your diet well in the land of turkey and fruitcake, Juvo is the product that can help keep you well-nourished throughout the holidays.

Juvo with juice, soymilk—or even water in a pinch. Juvo provides a complete meal—good sound nutrition, so you can feel your best with family, friends and co-workers.

Holiday eating habits add to everyone's stress. Offer Juvo by the register with a sign reminding people to eat well when on the run—and always have a Juvo on hand for the times when you cannot. Juvo will keep the blood sugar balanced, the energy high and the waist trim.

*Juvo—the perfect fast food for America's  
fast way of living.*

When people need food solutions for the holidays, you should offer Juvo.

Juvo display means Juvo awareness!!

**Great gift for the vegan or raw  
foodist?? Juvo**

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 WEBSITE! WWW.BLUEMOOSECONSULTING.COM

### Handling the Flu

*continued from page 1*

(1) elderberry, shown to cut flu downtime in half, (2) Herb Pharm's *Echinacea-Goldenseal* formula, containing echinacea, goldenseal, osha, spilanthus, yerba santa, horseradish, elder flower, yarrow, watercress, wild indigo—a full spectrum formula providing support for congestive nasal and respiratory symptoms as well; (3) NAC, N-acetyl cysteine, shown to reduce symptoms severity among the elderly; and (4) maitake mushrooms—the medicinal mushroom category.

*Maitake Gold*® mushrooms are the world standard for absorption and the unique complexity of their protein-bound Beta Glucans offers great promise for people looking to strengthen their immune system naturally.

Herb Pharm has a Black Elderberry glycerite extract that is phenomenal, and great for children, and **Bluebonnet's** Elderberry extract in Vcaps, with its unique EDS delivery-system, provides an excellent companion product. Bluebonnet also has NAC and *MaitakeGold*® in Vcaps. Make a display, learn the deals, explain, assist and sell. Finally, I will state again that one of my favorite products is Herb Pharm's **Immune Defense Tonic**™. This is my #1 choice at this time of year.

Wanna take on the flu vaccine shortage head-on? **Newton's** has just introduced its 2004 OTC Influenza Nosode remedy. Here is the smart buyer's choice—safe and effective homeopathy with this year's flu base. Newton's effective #5 FLU Complex also has this strain in it. Buy soon, as this will quickly be bought up now.

And, like old-faithful, make sure that you have your **Olbas** pastilles and inhalers by the register, by the cold & flu display, and in your own homes. Olbas' new instant Herbal Tea is fantastic and a necessary aid to anyone who is down and out. Olbas is famously popular in cold & flu season—never run out!

And so you consider your natural arsenal: what to highlight, what to say, how to assist.

Take this current situation, and teach new customers about the effectiveness of the products in your store.\*

### How to reach Blue Moose Consulting

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

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PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave. # 150 NW • Washington, DC 20008

#### 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

**Essential Formulas, Inc.**  
www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Irving, Texas 75062-8005

**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

**The Hair Doc Company**  
www.thehairdoccompany.com  
800-7 hair doc  
fax: 818-989-1156  
Van Nuys, California 91406

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

**Olbas/Penn Herb Co., Ltd.**  
www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA. 19154

**Himalaya USA**  
www.himalayausa.com  
800-869-4640  
fax: 713-863-1686  
Houston, Texas 77042

**AromaLand, Inc.**  
www.aromaland.com  
505-438-0402 • 800-933-5267  
fax: 505-438-7223  
Santa Fe, NM 87507

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

Support all the lines we represent: Independence, Quality, Strength



**When do you start offering the holiday gift options? Right now!**

If you don't have the latest Aromaland catalogue, let us send you this very important gift now.

Aromaland has the best selection of gift ideas this side of the sensual....

**BEST GIFT IDEAS:**

**AromaLand Essential Oil "sampler paks"**—each pak contains six (6) 1 ml vials of essential oil according to "theme": Classic, Day-to-Night, Energizing, Goddess, Home & Travel, La Femme, Precious Flowers, Relaxing, Respiration, Romance, Sensual, Sport & Fitness, Made for Men, Personal Spa

How tempting? Who could not use one?: this is the perfect stocking topper!!

You will have to order at least twice before January!!

Since 1986 we have been committed to bringing the world the very best in Aromatherapy. We strive to provide products of the highest quality and purity.



*The Essence of Well-being®*

*The Hair Doc Company*  
Since 1979  
 MANUFACTURER / IMPORTER / DISTRIBUTOR

**TIMING IS SOMETIMES THE BEST REASON! HAVE GREAT GIFTS FOR THIS HOLIDAY SEASON**

Every store has flirted with the idea at some time or another, many stores have experimented with a few products here and there, and very few stores know how successful this category is in those stores that focus interest on combs, brushes and bath care



Hair Doc has the highest quality products in the industry.

Reliable, exquisite brushes at a reasonable price—what your customers are looking for—and a complete array of superior bath products—from the basics of loofah to flower bath sponges to toothbrushes—to the exceptional beauty skin brush to eye masks to sisal and ayate cloths

**Hair Doc has the products your customers will love.**

Now ask yourself what better time to add that section you know your store needs.

—Pick a 10 brush assortment, and make a real bath section. and watch people buy their holiday gift purchases in your store.

Great new business, and you are carrying the best.

**Himalaya**  
 HERBAL HEALTHCARE

At Himalaya, we offer **28 herbal formulations and 14 pure herb products** for the entire family. All products meet strict quality and manufacturing standards, demonstrating why Himalaya is among the most trusted herbal health care companies in the world.

Himalaya USA—makers of the **world's # 1 liver support formula, LiverCare®**, 2 billions tablets sold annually, recommended by over 200,000 health care practitioners worldwide

**Winterize Your Immune System**

"Mix + Match" combine three formulas in any manner and save

**Formulations:** ImmunoCare®, RespiCare®, StressCare®, CoughCare®, CoughCare® sugar free

**Pure Herbs:** Koflet®, Garlic, Amla, Guduchi, Holy Basil, Neem, Chyavanprash

**BUY ANY TOTAL AND GET DISCOUNTS ACCORDING TO CATEGORY:**

- 20 = 7. 5% off formulation; 5% off pure herbs
- 32 = 20 % off formulation: 7% off pure herbs
- 64 = 27% off formulations; 10% off pure herbs

deeper discounts available *Himalaya USA, since 1930.*

**MARKETING IDEAS**

Double the sales. What is most notable about the bestselling **Nordic Naturals** sets in stores is that they are always out of the bestsellers. Wanna increase sales easily? Double up on the frontings of your two best Nordic products. Two rows of Omega-3 will make it a store best seller without doing anything new! Guaranteed success!

**TAKE 5 MINUTES**

*This is a new feature of the BMC newsletter where we suggest a quick idea to make your business more efficient or gain stronger market share.*

Use the internet. Go to <http://www.superpages.com/products/businessprofile/> and expand the listing of your business with the free business profile that they offer to all telephone accounts. This will make your account distinct!

**THANKSGIVING HOLIDAY HOURS**

- Bluebonnet** Closed Nov 25, open Friday 26
- Herb Pharm** Closed November 25–26
- Nordic Naturals** Closed November 25–26
- Newton Homeopathic** Closed November 25–26
- Aloe Life International** Closed November 25–26
- Well-in-Hand** Closed Nov 25, open Friday 26
- Perfect Organics** Closed Nov 25, open Friday 26
- Olbas** Closed Nov 25, open Friday 26
- Hair Doc** Closed Nov 25, open Friday 26
- Himalaya USA** Closed November 25–26
- Juvo** Closing early 24, Closed November 25–26
- Essential Formulas** Closed Nov 25, open Friday 26
- AromaLand** Closed Nov 25, open Friday 26

# Did you know using **PRODUCT DISPLAYS** can increase your overall sales?

Boost your ability to move product. If you don't already use Nordic Naturals, Olbas, Aloe Life, or Herb Pharm displays in your store, place your order **today!**

from **Nordic Naturals**



End Display



Floor Display

from **Olbas**



Floor



Sample



Counter

from **Herb Pharm**



Wallmount



Sixpack



Counter



Super 4oz



Four Shelf



Narrow Five Shelf

from **Aloe Life**



**Want to see  
increased sales?**

Place products where your  
customers see them! Product  
Displays make the difference.

Order yours **today!**