



Talking Business: You Have to Make the Holidays Merry

Hopefully, we are all entering the best and busiest time of year for sales in our industry. Bring on the cold and people revert to the nesting instinct and cupboards fill and registers ring. In our sales of herbs and food and soap, we also must make the most of the market-share of seasonal gift buying that for some is starting now and for most will culminate in December.

And, it is the earlybird who gets the holiday buyers dollar.

Now, I have never been one for seeing Halloween candy displayed in September, but there are always lessons to be learned about marketing and you may want to think twice about how you approach the winter days from October thru February. Halloween, Thanksgiving, the religious holiday season all bring opportunities to create mood and ambience that make customers feel comfortable (if done artfully and tactfully). And a relaxed shopper is more likely to be open to new products, or unusual gift items or enticing deals.

As we hustle-bustle around the store, we must not forget that people are entering for a short visit in each shopping trip. They see everything as

new. Decorations may seem old-fashioned, but they resonate—especially with the “shopper” of the family—who often is running through the same traditional decorating hoops themselves each season. They will notice, and admire and appreciate that you took the time. I have seen many stores that stopped the extra work because it takes too much time. Ain’t that the truth. But here is where delegation of chores comes in. Find the creative soul in your store and give some free reign. Inexpensive, clever, safe and easy to take down quickly. But these changes will make everyone feel festive if done with the right attitude. Express your own traditions but try to respect everyone’s: not even Thanksgiving means the same thing to all.

Music makes the world go 'round. Invest in some mood-lifting CDs to

TIP OF THE MONTH:

Sonnwald of Spring Grove, PA carries a fair selection of large size **Herb Pharm** products (4 oz). They believed, and found the real herb user will always buy the large size.

play at the busiest shopping time, and then store them in the right place for revisiting next year. Create a display with pumpkins and straw; resign yourself to an artificial tree and place it in a nice spot to say, “we care.” People often get depressed during the holidays—presenting a pleasant atmosphere is extending a healing hand: you may save or change a life with your artful expressions.

This is the time to think ahead for “gift baskets”. Many stores make a nice profit by creating a few and displaying: the cost, a few baskets. If you are not carrying massage tools, good bodycare products, or combs and brushes—you are not potentiating your bodycare sales. Display, and display prominently from now until January.

Customers have a choice. If they see your store as vibrant, and more than aisles of needed product, they will gain a deeper level of loyalty—that just may be necessary for the years and seasons to come. Take pictures of your displays and we will display some on our bluemooseconsulting.com website sometime in the Spring. Now that is a merry, happy (and may it be Holy) thing! *

Talking Health: Soy Protein Revisited

Has soy reached its apex? The natural foods industry made soy here the omnipresent commodity it has been for millennia in the east. We did well. But now some researchers are questioning the validity or even health benefits of this neutral tasting bean. Soy is a vegetable source of protein that contains many unique and valuable phytonutrients. In addition to the protein, soy has a positive antioxidant profile and has been studied for the phyto-estrogenic effects of a number of its compounds.

Is soy important to a well-balanced healthful diet? For most people, yes. Are there levels of quality in the various soy products on the market? Absolutely. Are

there levels of caution that should be noted concerning soy consumption? It seems the answer to this question may also be yes. And, as usual, the major concerns involve market forces that misuse popular products to their own benefit, and, as a result, create products that are less-than-beneficial in some instances to consumers.

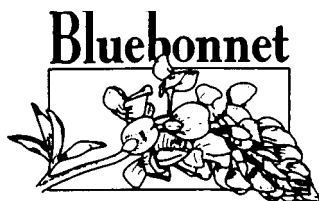
The soybean itself is wonderful. Its blandness has been the miracle to the vegetarian community. You can make soy taste like anything. As soy became more popular, manufacturers isolated various parts of the plant and made them normal food commodities. The basic bean was balanced, but many products started creating “functional foods” where the

strength and numbers were the greatest quest. People who had not had soy in their diet were now eating higher amounts in everything, as soy is good for heart health, bone health and even hormonal balancing.

But, research may be showing that soy has its limits. The old adage of moderation proves true once again. The soybean in America today is a perfect food if eaten appropriately.

Bluebonnet recently introduced their new Phytonutrient **Super Earth Soy Protein Powder** (*Natural Toasted French Vanilla*, and *Natural Chocolate Truffle*). As always, their keen eye took a long look at

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Show specials

20% OFF (1) ORDER PLACED BETWEEN OCTOBER 11-22.

One order, identified as a 'show order'

Our best promotion yet continues through October 8.

The **Back-to-School** promo and floor display highlight many best sellers.

And the 99% recycled across-the-shoulder Earthpak® bookbag is a big hit.

Don't miss this sale—the bag is worth the great sale!!

15% OFF until 10/08

N.B. **liquid blueberry has now passed orange as the best selling calcium in the company**

Coming soon: liquid l-carnitine

Bluebonnet is available only in independent health food stores

Expo Booth #2208

Represented by BMC in part of NC



Ed Smith lecture: "Internal & External 'Cosmetics' For the Skin"

Friday, October 15—8:30-10:00.am
Renaissance Washington, DC Hotel, 999 Ninth Street,

Meeting Room 15. *including treating various skin disorders such as psoriasis, eczema, acne, spider veins, aging + wrinkles dermatitis, burns & wounds.*

25th Anniversary Expo East Show Special

25 days, October 1-25

\$500 OR MORE = 20% OFF

\$100-400 = 15% OFF

October Echinacea Special

20% OFF Herb Pharm Echinacea Extracts

Super Echinacea® liquids and tablets, Echinacea root extract, Echinacea glycerite, Children's Echinacea glycerite, Golden Echinacea™ and glycerite, Children's Winter Health Compound™, Echinacea-Goldenseal Compound, Immune Defense Tonic™, Propolis-Echinacea Throat Spray

ECHINACEA SEASON IS HERE NOW!!

Expo booth # 3252

Not represented by BMC in NJ, NC



NORDIC NATURALS

SHOW SPECIAL: 15% ACROSS THE BOARD

New Product, an instant best seller

Mega 3.6.9 Junior™ for children ages 3 and beyond
Product was used in a recent successful study for autism to be published in the *Journal of Pediatrics*, January 2005.
Each two capsules contain 148 mg of EPA, 98 mg of DHA and 36 mg of GLA. 90 capsules
\$11.97 wholesale and \$19.95 retail

Nordic Naturals floor displays catapult sales: buy and sell!!

Dr. David Perlmutter Symposium

Oct. 16, 2:00-3:00pm

"New Research on the Benefits of Fish Oil for Brain Longevity & Weight Management"

Room 147A Convention Center

Book Signing—Oct. 16, 3:30-4:30pm—while supplies last
The Better Brain Book by Dr. Perlmutter, M.D. and Carol Colman

Expo Booth #3353

Not represented by BMC in parts of PA, NJ



SHOW DEALS: 10% OFF ORDERS PLACED OCTOBER 11-15.

Must mention show deal when placing order

Are you focusing on a large market of health-conscious customers? In France alone, today, homeopathy is prescribed by 25,000 physicians.

Read the labels. Newton's Homeopathic product recommend 3-6 drops for their dosage, while the competition recommends 15 drops.

Newton's: Economical, organic alcohol, well-water.

*Newton's is the best homeopathic choice.
Learn to sell homeopathy, and see clean profits*

Not represented by BMC in NC, WV

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

10% DISCOUNT for orders placed at the show, or week following if attending the show

- 72 item order = **15% OFF**
- floor display purchase with 72 items = **20%**

Sampling of the hugely successful Daily Greens at our booth.

Must see lecture: Monday, October 18, 7-8:30 PM

"REVERSING DISEASE WITH ALOE VERA"

Karen Masterson-Koch, Aloe Life President, will share info on the versatility of this miraculous herb. Jurys Doyle Hotel, Washington, DC, 1500 New Hampshire Ave, NW. free to staff-members (\$1 to the public). **Please RSVP to 202-588-8238**

*Please note that our new price list is now in effect including a price increase

Expo Booth # 3569

**PERFECT™
ORGANICS**

**OCTOBER SPECIALS
10% OFF ALL
SHEA BUTTERS**

- 100% Pure, Unscented Shea Butter
- Lavender Lavish Shea Butter
- Mandarin Chocolate Shea Butter
- Mint Chocolate Shea Butter
- Orange Ginger Shea Butter

A shea butter that melts into the skin, superb moisture for the winter months

A tempting new product coming soon.

Are you carrying the cleanest bodycare products available?

OLBAS®

Show Specials:

**10% OFF
LINE DRIVE AND
COUNTER DISPLAYS**

**15% OFF
FLOOR DISPLAYS**

**20% OFF
OLBAS INSTANT TEA**

If you are not concentrating on getting people to try Olbas at this time of year, you are losing sales for your store. **Olbas is a national best-seller!**
<http://www.olbas.com>

Olbas oil, pastilles, bath, cough syrup, inhaler, instant herbal tea, analgesic salve, and sports massage oil.

Expo Booth #3515


WELL-IN-HAND®

Take the most successful acne/blemish product on the market, and make it more usable.

Announcing Zero Zits pads.

Our highly successful zero zits products are now available in ready-to-use pad. Come by the booth and see

Come by the booth and see the new products you should be carrying:

Natural Fungifree, Body Wash Foamers, Herpa Rescue, Yeast Rescue

School is back and a common problems may return as well.

If head lice appear in a school near you, be prepared with non-toxic **Nit Kit™**. The herbal formula has a happy 100% natural aromatherapy scent, uses oils and essential oils, doesn't dry out the hair or poison the scalp—and it works. **Nit Kit™** is the best natural option. Parents are looking for it now.

Real Herbs. Real Results. Real Fast

Expo Booth #4007

Essential Formulas

**EXPO EAST DEAL:
15% OFF ON ALL
ORDERS PLACED AT
THE SHOW.**

Have a question you need answered?

Go to the show and visit our booth!

William and Michael Schoor can bring clarity to the probiotics questions you have been gathering

Friday, 11-12 or Saturday, 3-4 receive one free autographed copy of **Super Nutrition for Women** by Dr. Ann Louise Gittleman

Expo Booth #3844

JUVO™

**SHOW DEAL: 15% OFF ORDERS
PLACED BETWEEN OCTOBER 11-22**
must mention show order when placing order

Juvo: a freeze-dried raw foods meal replacement

Freeze-Drying retains over 98% of nutritional properties

Freeze drying food is the best way to preserve nutritive properties, flavor, color and aroma. When vegetables and grains are flash frozen, their moisture instantly freezes. Lowering atmospheric pressure at the freezing point vaporizes the moisture, allowing the food to dry. Quick freeze drying costs more, but minimizes the loss of nutrients, flavor and aroma.

Freeze Drying Process:

Selection of raw materials. Juvo Inc. selects over 30 natural raw materials from four food groups: whole grains, vegetables, sea vegetables and mushrooms with strict quality criteria. The process includes: inspection, washing, immersion of raw materials in water, cutting, drying, pre-freezing, vacuum freeze-drying, retrieval, grinding, mixing, packaging. Followed by stringent quality control.

Juvo—Take one to a meeting, office, quick lunch, mid-day picker-upper, traveling or late night snack for complete healthy meal.

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 OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

Soy Protein Revisited

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soy before they put the Bluebonnet name to their product. The review of all current and past research shows that science can stand strong behind soy. The FDA has even authorized the use of a health claim for heart health. But, isolated components of soy, taken in too high a dosage over a long period of time, may actually have a negative effect on some people with health issues.

The concern is the phytoestrogens. Foods and herbs with phytoestrogens should be taken in moderation by many people. This is a modern lesson as we pack our foods with high amounts of nutrients we believe may be beneficial: More is not always better!

But in the case of soy, some is absolutely desired. Soy has marked effected on cardiovascular health, women's menopausal/hormonal health, men's prostate health, bone health and cellular and antioxidant protection.

Bluebonnet made their product the responsible way. A daily serving gives you 20 mg of beneficial phytoestrogens from soy isoflavones and 10 mg from flax lignans. Since the taste of this protein powder has now been shown in taste-testings to be the new industry favorite, people may want to take twice as much. This 30 mg total is still within the

responsible range of nutrients—even if doubled—for most people looking for a daily protein/soy shake. Current research, responsible product. Intelligent use of information to make people more healthy.

Soy is good. But as people come into your store raising questions on safety, you will need to know the correct answer. Look at the soy canisters on your shelves—was the product created with a “more-is-better” philosophy? Bluebonnet is the first product on the market to provide complementary nutrients—beta glucans from oat bran, and a tasty phytonutrient blend of plant polyphenols

that is added to the most unique sweetening blend in the industry, Bluebonnet's new **EarthSweet™**. This product was created with a focus on nutritional synergy and health. They did not just throw popular ingredients and some fructose into a can. They made something new and innovative—Nutrition to the 5th Power.

And they made it so tasty that it most likely will become the soy supplement of choice in independent health food stores all over America real soon. Carry the best product made—try Bluebonnet's Super Earth Soy protein powder today. *

How to reach Blue Moose Consulting

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

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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
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www.wellinhand.com
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Essential Formulas, Inc.

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fax: 714-562-1516
Buena Park, CA 90620

MARKETING IDEAS

Cough products will disappear off the shelf if the right products are available for the many types of cough. Stock Herb Pharm's **Wild Cherry-Petasites**, and read on its multifaceted usage in Ed Smith's *Therapeutic Herb Manual*.