



Talking Health: Choosing the #1 Seller

Yes, variety is the spice of life, and you can sell anything that you focus on. But is variety always the best approach? Let's talk smart business here with a few very basic variables. First, while many products are proving beneficial for the immune system, echinacea is probably the most recognizable natural food supplement known by the public to have an immunostimulating effect. It is probably the most studied herb in the world, and it has shown to be effective and safe on every level tested. Echinacea is a perfect plant for our health today, and it is very much here to stay.

Second, the herb market has become flooded with echinacea products, and we can all assume that not all echinaceas are alike (let alone actually echinacea). Would it not be sensible to promote the best-selling Echinacea in the marketplace? Especially when this product is the choice of professionals and has unsurpassed quality assurances from seed to harvest, from manufacture to final analysis? Yes, it makes sense to choose Herb Pharm when speaking Echinacea.

Herb Pharm was the company that brought Echinacea back to America during the herbal renaissance of the 1980s. **Super Echinacea**® is the most complete echinacea product on the market today—prepared from a blend of organic fresh undried root, and the flower, leaf and seed—all gathered at peak harvest. The stems are removed to give you the most concentrated and effective solution possible. **Children's Echinacea** is the country's best seller in this important category. Flavored with natural essential oil of sweet orange, kids love the taste as they stay strong all season long. **Children's Winter Health** compound is cinnamon-flavored and contains echinacea, elderberry, hyssop, meadowsweet, ginger, thyme and cinnamon.

My favorite Echinacea product is the **Immune Defense Tonic**™. My retail experience with the success of this product gives me absolute confidence in turning to this product first for those deep-seeded and persistent colds, infections and slow-healing situations. The best-selling team is rounded out with the awesome **Propolis-Echinacea**

MARKETING IDEAS

Wanna get the point across to your customers? Buy two of the beautiful new **Nordic Naturals** displays and set them at each end of the supplement aisle. Conversation will bring triple sales. Four to choose from, and you know the product will sell!!

Throat Spray; our **Echinacea-Goldenseal Compound** for colds and flu; perfectly simple **Echinacea Root**; and **Golden-Echinacea**™—a 85-15% ratio of echinacea and goldenseal.

We carry a product for every need—products that you can reach for with confidence. Confidence the product was produced with scientific focus. Confidence that the product will bring repeat sales. And confidence that your good name, fostering confidence & trust, will be well-served when you make Herb Pharm the leader of your Fall and Winter Echinacea sales. Consistency, accuracy, quality and trust—these are the foundations of long-term retail sales. Stock up on and promote Herb Pharm Echinacea—best seller four years running—and leave the variety to the green tea selection! *

Talking Business: Politics 2004

This is certainly a political year. Living in the Washington, DC area, I can say that I understand a thing or two about politics. One truth is that politics affect business; another is that it is best to keep your personal political opinions out of the broader marketplace. Go beyond the political sticker, in 2004 it is in your best interest to acknowledge the political season and make your health food voices heard!

The old adage that all politics is local is certainly true. As a community resource center, never shy away from being involved in, or stimulating, issues in the forefront of health. Your customers want to know that you are a leader on these issues. Likewise, you can turn your customers into a potent political base on issues relevant to the future of the natural foods industry. Two issues really stand out at this time. Both require educating the public, and directing them in methods of effective political action. Your actions of involvement will be appreciated, and the direction offered will be noted as this person grows to trust your store as a place where leadership and character are present.

The first issue is with food quality and safety—there is never a wrong time to inquire of your potential elected officials about their position on organic food, GMOs,

irradiation, pesticides, industrial runoff and waste, proper animal husbandry and the like. All the political parties have agendas, but they also listen to the clamor of the common voters—and critical mass of a vocalized concern on a specific issue will get their attention. Realize that issues must constantly be brought to the attention of political staff members, editorialists, and even fellow voters.

The second issue is the current climate in the country and the Capitol concerning nutritional dietary supplements. Believe me when I say that there is a constant drumbeat in Washington, DC—and every State capital—to take away the basic freedoms we gained to have safe supplementals available to us through the 1994 DSHEA legislation. This is the exact opposite of crying wolf: this is immediate danger.

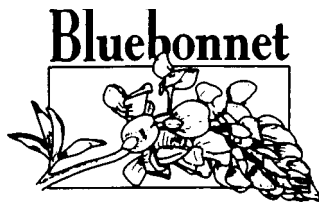
And we have the decision-makers exactly where we want them, if we care to exercise our rights as voting citizens. This is the time to force the issue. Politicians will only talk about those safe issues they know, or are expected to have opinions on. Letters to legislators produce a punched-out form reply, but if enough energy is focused on a particular issue, politicians (at least the wise ones) take notice and present a stated intention for addressing the issue. We must organize to be heard.

So, what to do? Again, first act locally. Provide direction for your clientele encouraging proper and active participation. List addresses of the local party offices, the candidates and their office addresses, and a suggestion to 'get out the vote.' Don't state opinions, but rather encourage each person to get involved. Write a form letter asking the legislature to be specific in enunciating an opinion on relevant issues. Make sure the writer knows what elements are necessary to articulate in order to have their opinion counted.

In issues specific to natural foods and health, write all potential office-holders and explain that you are a business that cares and a community resource—and that you are asking for their position and that you will post it in your store. State that you are a tax-paying citizen and want to know where they stand on free access of healthy foods and supplements; their position on pesticides and industrial agribusiness waste; ask why pharmaceutical companies are able to take the primary research of publically financed research and steal obscene profits?

Nationally, there is a potential bright light in this painstakingly close presidential race. The

continued on page 4



**Now this is a sale! Back to School promo
15% DISCOUNT PLUS FREE GIFT**

From August 30th thru October 8th, order any four of the following 12 products in units of 12 each, fill a 48 count floor display and receive (1) 100% recyclable across-the-shoulder Earthpak bookbag with the Bluebonnet logo free (retail \$43).

Stock up on big sellers and grab the Back-to-School crowd

Great selection—time to promote quality

- 128 Multi One 60 Vcap
- 146 Multi One Iron-free 60 Vcap
- 318 Beta carotene, C, E, plus Selenium 60 Vcap
- 324 Super Antioxidant Formula Vcaps 30
- 418 B-complex 100 mg Vcaps 100
- 424 Stress B-Complex 100 Vcap
- 495 Ester-C Complex plus Bio Vcap 90
- 528 C 1000 mg plus Bio caplets 90
- 618 E 400 IU Softgels 90 (mixed) –super price!!
- 715 Calcium Citrate, Magnesium Plus D caplets 90
- 1120 Power Thought caplets 60
- 1362 Ginkgo Biloba 60 mg Vcaps 60 (with EDS enzymes)

Bluebonnet is available only in independent health food stores

Not represented by BMC in part of NC



The best Echinacea promo of the season is here
Talk to Michael about the buy-in on this echinacea deal



**New Product Announcement
ECHINACEA COUNTER DISPLAYS**

mini-cardboard counter display loaded with six 1 oz **Super Echinacea®** extracts including 12 echinacea brochures. Small footprint to fit by checkout counter

20% INTRO DISCOUNT

UPC code for unit: 090700003944

**September Promotion Back to School Special
20% OFF [1, 4, 8, 16, + 32 oz sizes]**

- mullein-garlic compound
- children's herbal compound
- children's winter health compound
- black elderberry glycerite
- children's echinacea glycerite

Herb Pharm—Celebrating 25 years

Herb Pharm is now available through Order Dog

Not represented by BMC in NJ, NC



NORDIC NATURALS

The best deal to introduce an amazing item

The world's first **KOSHER COD LIVER OIL** is available this month at **20% OFF**. Order in case units of 6 and get free shipping too!

Make Nordic a primary Back-to-School purchase

September sales:

- **KOSHER OMEGA-3: 20% OFF**
- **PEACHY KEEN: 15% OFF**
- **CHILDREN'S DHA 15% OFF**

FOUR CUSTOMIZED FLOOR DISPLAYS will take Nordic sales to another level—available now at **15% OFF**

For the Family—Cod liver oil caps, children's DHA 180, EPA, complete omega, omega woman, DHA, Ultimate Omega, Omega-3

Standard Omega—Children's DHA 180, omega woman, omega-3, complete omega, ultimate omega

Condition Specific—Ultimate Omega, Complete Omega, EPA, DHA

Active Lifestyle—the Single paks of Omega-3, Complete Omega, Cod Liver oil and Omega-3 Caps, Complete omega caps.

literature included

Arriving Mid September: **OMEGA 3-6-9 JR.**

15% OFF INTRODUCTORY PRICE (NEW!!!)

Not represented by BMC in PA, NJ



Is Homeopathy strong in your store?

We can help. Newton's Wants to be Your #1 Homeopathic Company

Stock up and Save

- N57 Dairy & Grain
- N61 Heavy Metal Detox
- N65 Edema Relief
- Newton 4 Kids™
 - F14 Chicken Pox
 - F98 Vaccination Relief
- N217 Panic Button! (pump spray)
- Single remedies: Ipecacuanha, Equisetum, Cimicifuga

BUY 6-10—5% OFF; 11-15—10% OFF; 16-20—15%; 20+—20% OFF
deals per SKU, mention at time of order

Newton's is now available on OrderDog

Not represented by BMC in NC, WV

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Meet the venerable aloe vera...

Aloe Life Whole Leaf Juice Concentrate can help to provide relief from Allergies and Hay Fever due to Pollen, Dander, Chemicals, Perfume, Dust Mites and Foods etc.

Did you know that Whole Leaf Aloe Vera **by Aloe Life** is an Herbal Bitter encouraging natural flow of HCL into the stomach for increased absorption of protein and all minerals?

Did you know that Whole Leaf Aloe Vera **by Aloe Life** has naturally occurring sterols that help balance ones immune system as with auto-immune conditions?

Did you know that Whole Leaf Aloe Vera Skin Gel **by Aloe Life** contains natural growth factors called 'gibberellins' that are thought to be responsible for stimulating new cell growth and reversing scars?

All aloe is not alike. Deliver the best aloe on the market when you offer organic whole leaf, polysaccharide-rich juice concentrate, cold-processed with no water added.

Turn people on to **Aloe Life**

Stay in DC one more day after the Expo East trade show and **hear Karen Masterson in a consumer talk on the 'Health Benefits of Aloe Vera'**. Sure to be worthwhile.

(October 18, evening. Time & location next month's issue of BMC newsletter)

RSVP at Michael@BlueMooseConsulting.com

**PERFECT™
ORGANICS**

Product Spotlight
Ultimate Body Scrub

Extra-gentle and ultra-smoothing, there is no body scrub more luxurious on the market.

With all-natural exfoliants and vitamin-rich plant oils, even the most discerning customer will enjoy the many benefits of this hydrating and softening body scrub. Display prominently and see your customers splurge for naturally perfect luxury.

Lavender Lavish—relaxing and replenishing wild grown French Lavender

Orange Ginger—warming, exotic Chinese ginger with energizing, fragrant orange oil.

8 oz. goes a long way

**10% DISCOUNT IN
UNITS OF FOUR**

OLBAS®

Olbas season is here!! Stores know it, customers know it and buyers have to build upon this knowledge: Olbas sells!

We all need a little comfort from time to time...especially when we're not feeling well. That's where Olbas is unique. Olbas eases pain and helps you feel better...naturally! Expertly formulated in Switzerland, these remedies provide fast, effective relief from aches, pains, colds and flu.

The inhalers are available in two styles—the original for allergies, colds & flu; and the power inhaler for athletic performance.

Olympic attitude with Olbas. **Former Olbas cycling team member, finished 4th in the Olympic competition** for Olbas, 80-Years healthy!

Create a new category in our ephedra-free world!

**Nature's Wonderland Monthly Specials
BUY 4, GET ONE FREE** (from one SKU)

Get Over That Cold Faster With Accu-Cold™ **Accu-Cold™, 60 Vcaps/525mg**

It's The Season for Sneezin'... Defend Your Body With Sinu-Cold™ Formula!

Sinu-Cold™, 60 Vcaps/425mg

Blueberry Leaves 525 mg 60 Vcaps


WELL-IN-HAND®

**NEW! CONVENIENT SLEEP
RESCUE ROLL-ONS**

[currently not thru distributors yet!]

"Quit counting ceiling tiles!"

AWARD-WINNING SLEEP

RESCUE is now also available in a 2 fl oz roll-on! **10% OFF!**

Massage it in wherever you hold your tension in the night because **THE DAY BEGINS THE NIGHT BEFORE!**

Especially effective in turning off busy brains and aches & pains.

A quieting botanical and aromatherapy blend of arnica, calendula, St Johnswort flower oils, Ho Shou Wu, betula, vitamin E and pure essential oils including lavender, rosemary, chamomile in a non-greasy base of Olive and sweet-almond oil. This topical application has a delightful aroma!

**Come visit us at Expo East,
booth number 4007**

Essential Formulas

The greatest thrill is seeing stores gain confidence in this product. No other probiotic on the market can do what **Probiotics 12** does, and none are as effective. As the Fall buying season begins, every store should clear their shelves of that large array of less effective products, and watch the success **Probiotics 12** brings—where effective results really matter.

Recommend the best-selling probiotics in the world today.

Place a minimum order and get mini store samples of the popular Probiotics 12 soap.

Essential Formulas has a new flip-chart. The excellent training tool will give your employees a quick but absolutely thorough understanding of the benefits of these 21st century probiotics for overall health and well-being. **Schedule some time to energize your staff on the healing benefits and sales points of this amazing product.** Blue Moose Consulting—training the best!

Leading research in the fields of microbiology and bacteriology have shown that plant based strains of LAB cultures are the most safe from mutation when introduced to the human GI tract.

All 12 strains of Probiotics 12 are plant derived, making them safe and beneficial for human consumption.

JUVO™

Success is expanding market share. Juvo brings in today's best customer

What is the profile of the average Juvo consumer?

Primary purchaser is 25-50, a busy professional who lives in a high-traffic city area. We have many young people, raw-foodists and vegans, athletes and office workers. 75% of our website members are female.

The second biggest Juvo purchaser has a serious health concern, or is a degenerative disease patient dealing with diabetes, cancer, obesity, allergies, etc.

Wanna see how your market responds to Juvo?

This product may need some initial marketing but the return rate on buyers is phenomenal. Create a little Juvo buzz in your store: by the cash register, the produce section, the juice bar

Juvo is for active-lifestyle ultimate health. A Raw Foods complete meal replacement—enzyme rich and in a single serving pouch. Perfect!

Make the commitment: Juvo sells itself

10 CASE DISPLAY—15% OFF

Not represented by BMC in PA, NJ

Blue Moose Consulting

P.O. Box 557
Falls Church, Va. 22040-0557

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

Politics 2004

continued from page 1

country is so evenly divided that a wedge issue could easily be a deciding factor in the election. That is why no presidential candidate has made clear what they would do if elected. This fear of losing means that staff members are aware of the needs and concerns of swing voters. If every store in this region started a letter writing campaign demanding a platform statement of the safety of keeping the DSHEA [Dietary Supplement Health and Education Act] legislation intact—pouncing on Democratic, Republican, (other); Kerry, Bush, to be courageous and tell us what it is they intend to do if elected—then we might make great inroads this election year.

Learn the issues and speak with a unified voice with the NNFA. Organizational tools are already available through many sources, and it does not take much effort to create your own information kits. Cash registers should be the home of petitions this voting season. Consumers love the effort, and will respond with loyalty. Sponsor a media event, requesting each party to send a representative to talk on the issues that matter to that sector of natural health that is so often ignored or disenfranchised. Be a political leader—and the response will equate to heightened prestige in your community, the potential to sway the political edge away from our enemies and toward our health-food security, and of course, the potential to make the world a better place! *

Check it out:

www.nnfa.org/news/media_kit/timeline.htm

TIP OF THE MONTH:

Sue Bennett of **The Natural Marketplace** in Leesburg, Virginia spent years trying to get the local school system to include natural juices in the lunch curriculum. Her efforts are paying off. That is leadership we can all learn from.

AROMA LAND

Daylight servings time brings shorter days and the 'eyes' of the holiday shopper. Plant gift ideas in your customers' heads as quickly as possible by offering an eclectic selection of beautiful and durable aromatherapy lamps, candles and diffusers and aromatherapy supplies.

Want to offer the most outlandishly wonderful holiday present?

Check out the awesome AromaLand peel-off body and face masks—superior spa quality!

New catalogues and an updated website, www.aromaland.com

This catalogue will show you a most extensive selection of quality aromatherapy-based products.

Fusing science with the art of natural healing, aromatherapy, essential oils and utilizing holistic wisdom from many different cultures, we promise to create aromatherapy products of uncompromising purity.

How to reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
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

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

Essential Formulas, Inc.

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

Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com
215-632-6100
orders: 800-523-9971
fax: 215-632-7945
Philadelphia, PA. 19154

AromaLand, Inc.

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

Perfect Organics, Inc.

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

Healthville USA Corp./Juvo

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