

Talking Health: Cleaning Up Means Sales

This is the best time to be outside, traveling the region. Buds and sprouts and blooming Spring proves the never-ending renewal of life. And these visuals encourage us to think anew. Spring is actually the best time for body spring cleaning, and your customers instincts will understand this. So, what imagery are you going to provide to them to jolt them into a conscious body cleansing at this most opportune of times?

Our industry was founded more than anything on the concept of cleaning the body. This is what set the early health food stores apart from grocery stores of the day. And since the mass-market is somewhat adapting the pure ingredients mantra we made ever-popular, it is really time we get back to our roots.

Cleansing herbs are a natural for your best customers, but they will only think about the options if you present them properly. Design an endcap that promotes bitters, herbal cleansers, and products that help detoxify. Many will be drawn to the idea, and some may need a little suggesting from you.

Remind people that Spring is the single best time of the year to cleanse. They no doubt will be interested if only for that curious bathing-suit fitting issue.

Herb Pharm is built upon the credentials of the American Eclectic doctors who understood the benefit of cleansing the blood, the cells, and the digestive system. Our folk litany is crowded with many herbs that have a cleansing effect. Pack a prominent shelf with dandelion, burdock, red clover, wild indigo (baptisia), echinacea. And make clear the need for simultaneous liver support by adding Herb Pharm's Healthy Liver Tonic and Red Clover-Stillingia Compound. Review the facts in Herbal Ed's *Therapeutic Hand Manual* (THM) and start to teach. Inject the word "alternative" into your presentation.

This is a great time to work wholistically to treat candida and many prevalent skin problems. Burdock-Sarsaparilla Compound is a great remedy for eczema, psoriasis, or acne. This is the time to work with nature to show the door to candida, thrush, athlete's foot, ringworm, and foot fungus. Promote

TAKE 5 MINUTES

Herb Pharm produces a very informative email newsletter that is designed for the stores. Sign up for monthly information pieces guaranteed to make you a better herb salesperson and teacher. print and show your staff, or have them sign up. Let's share the herbal wisdom. to subscribe to Herb Pharm's free monthly "Seed to Shelf" email newsletter, send you email address to Michael@BlueMooseConsulting.com, mail to: Michael@BlueMooseConsulting.com, or call 202-588-8238 and leave the email information. You must have an Herb Pharm account to receive this great informational newsletter.

Herb Pharm's Spilanthes-Usnea compound and see the results. Properly made, lovingly-grown herbs can do the tough jobs. Learn real herbalism and gain trust through results. Herb Pharm's time-

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Talking Business: Have Fun Spending Money

Money flows through your business like water through a faucet. Maybe not as much water as you would like, but you are in the business of buying and selling goods. Success in business means a focus on the cash register. And when times are good, you might actually admit that the buying of product and receiving shipments remind you of a holiday or birthday. You wouldn't be in the business if you did not have a flair for the idiosyncrasies of buying and selling. There is actually a subliminal satisfaction achieved by the constant purchasing of products intended to do good!

And yet, that bottom line of the bank balance is the greatest bane of our business existence. How can I make it all work? Well, sometimes a good healthy attitude about the process can make things seem light or even fun again.

Why did I get into this business, and how secure is my future as the pie I invested in gets smaller and more dilute? Well, one lesson is to learn to make sure that you are not necessarily just selling more things but actually making more money on what you sell. Many stores are constantly investing in what they believe will be the next big thing. Many stores lost money on low-carb, and are inventorying

Cortislim while that market is now going elsewhere. Buy those things that you believe in, and stick with them. Never tire of being excited about products you have found that work.

The opposite side of this coin is the unspoken bugaboo people have adapted of buying on sale and then pocketing the profits. You have to consistently offer products on sale. Manufacturers offer sales to help in promotions (so if you bought on sale, and the new item did not sell, it may be because you did not use the discount to promote the product). When a best seller is discounted, make a big deal

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Cleaning Up Means Sales

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tested compounds are reputation-builders.

Obviously, everyone wants to treat the symptoms—and so the waves of wet eyes and runny noses will bring the immune-weakened in for help. We are here to help, and make sure you are including echinacea and eyebright-nettle compound in your repertoire. This can be a serious time for asthmatics, so learn the benefits of Khella-Turmeric Compound, and **Newton Homeopathics'** Rheumatic Pain, and the crucially important superoxide dismutase found in **Bluebonnet's** GliSODin S.O.D. The research on this nutrient for prevention and recovery is powerful. All those suffering from allergies to asthma need to buy their **Olbas** inhalers in threes: for home, work and the car.

Finally, peoples' energy changes with the temperature change. First, there may be the lingering viruses from the winter.

*A cleaning now will
make the body stronger
throughout the year, and
we are here to make
people well.*

MEDIA ATTACKS

Yet another high-publicity attack on our industry. The *Journal of the American Medical Association* presents an article that appears in its March 16, 2005 issue that comes to misleading conclusions about Vitamin E. And of course, the press was all over the implications. The NNFA and several other reputable organizations questioned the study and its conclusions and none of these objections received any media print. For your review, read the letter by the NNFA at http://www.nnfa.org/news/press_releases/index.htm which BMC can make available to you. Also read a perspective at www.bluemooseconsulting.com under Recent Industry News titled "JAMA prints misleading studies on Vitamin E." The study's flaws include only investigating

"aging and ill" test groups with multiple illnesses, and yet drawing conclusions for the general population. The group was also on other medications including various pharmaceuticals, so their specific conclusions are skewed. Furthermore, the final tabulations concerning Vitamin E were specifically similar to the placebo group. And finally, the media did nothing to balance its story with the stacks of scientific information from years of highly credible experimentation that seem to show the amazing benefits of Vitamin E supplementation in the dosages mentioned. Bad scientific reporting, and most likely politically motivated behavior by an apparently suspect "scientific" journal.

NEW FOR RETAILERS

The afternoon before Natural Foods Day, plan to attend NNFA East's First Annual Education Day on Capitol Hill, Monday, April 11, from 1:00 p.m. to 5:00 p.m. Industry experts will cover business and nutrition topics geared towards higher-level, intensive learning. For details, please contact NNFA East at (888) 670-6632 or e-mail walfnh@aol.com

Remember. Act now for the strength of our industry. Attend the National Lobby Day sponsored by the NNFA, Tuesday April 12. A two day visit to D.C. in the Spring!

For information, go to <http://www.nnfa.org/services/government/nfd05/>

With this late flu season, everyone would do well to cleanse with a round of 30 days of Herb Pharm's Immune Defense Tonic. The goal is to rid deep-seated smoldering illness. Sluggishness defined by stress can be countered with their Adrenal Support Tonic: the name says it all. Men can feel reinvigorated with a round of Male Sexual Vitality, and women may want to try our new Shatavari Herb, an Ayurvedic herb which translates "she who possesses 100 husbands." **Nature's Wonderland** has a regional favorite in their Catfish Bitters, formulated by a West Virginia herbalist from plants that stimulate, cleanse, and invigorate.

Bitters are growing now for a reason: our bodies need them. Case stack aloe and suggest it as a part of every cleansing protocol. **Aloe Life** Detox formula—one ounce a day—will activate the entire digestive system to support your intentions. **Himalaya USA** has the world's best liver formula in its

TESTIMONIALS COUNT

Olbas inhaler : "This \$4 herbal inhaler got me off a 10 year, 10 months per year usage of ClaritanD (\$100/month). I would get sinus infections so bad, I would get a 104 degree temperature for 4 days, then 102 for another 2-3 days. now, I don't even have to use the inhaler every day. I am not kidding, every time I hear a person complain about allergies or the flu, they get my Olbas speech, whether I know them or not."

—D.H. Philadelphia, PA

LiverCare™, and the HemoCare™, DermaCare™—and even VigorCare™ for men and women can join this excellent endcap of healing cleansing.

And, as always, back to the liver. Newton's "6 drops a day takes the toxins away" "Detox" is paired with their "Pollen-Weed" formula, and their "Hayfever" and "Cough/Asthma"—a homeopathic dispensary built upon addressing the issues of the liver. Bluebonnet offers a popular standardized milk thistle in Vcaps. Their EDS delivery system uses vegetarian enzymes to break down the nutrients for better absorption. And these can only be found in your independent health food stores.

Customers are seeking solutions, and we have many. Provide the variety under the heading "Spring Cleaning Everyone?" and let the questions lead to sales. A cleaning now will make the body stronger throughout the year, and we are here to make people well.

Enjoy nature's regeneration this Spring, and watch sales grow stronger in the next three months, when most stores traditionally begin their march to summer hibernation. Preventative medicine is a year round pursuit. Grow sales now in this season of renewal. *





Detox Cleansing Products Special

20% OFF thru April 29. All sizes

- Dandelion Extract
- Goldenseal Extract
- Healthy Liver Tonic
- Milk Thistle Extract
- Red Clover-Stillingia Compound

Also, **20% OFF** all Pharma Kava products

- Pharma Kava Extracts
- Pharma Kava Capsules
- Pharma Kava Six Packs

April also starts our seasonal Energy & Emotion Promotion.

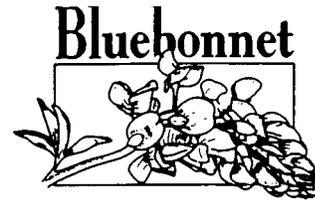
Ask for details on how to **SAVE UP TO 25%** on these products: American ginseng, Chinese ginseng, Eleuthero extract, Good Mood Tonic, Pharma Kava, Pharma Maca, Rhodiola, St. Johnswort. Extracts, glycerites and capsules. (The buy-in dates for participation are from April thru August on the 8 items listed directly above)

New product introduction: Shatavari Extract

20% OFF introductory offer.

Buy-in dates: 04/01 to 05/31

Not represented by BMC in NJ, NC



SPRING SEASONAL SALE

"Save the Earth One Plant at a Time"

April is Earth Month, and Bluebonnet is working to help you turn all your customers into activists by giving them the opportunity to save a plant and a few dollars at the same time.

1. **BUY 4, GET 1 FREE!** on these popular vegetarian products from April 04 thru May 13.

2. For every product sold, **BLUEBONNET WILL GIVE A PORTION OF ITS PROFITS** to the American Botanical Council (ABC), an independent, non-profit research and education organization supporting the safe use and sustainability of the Earth's plants.

April is therefore win-win-win-win-win with Bluebonnet

The products: (all sizes). 29 SKUs to highlight:

Super Earth™ Multi-Nutrient Formula Caplets and mini-caplets

Natural Vitamin E 400 IU mixed tocopherol softgels

Vegetarian SOD GliSODin® 100 mg Vcaps

Evening Primrose Oil 1300 mg softgels

Flax Seed Oil 1000 mg softgels

Bilberry 80 mg Vcaps

Milk Thistle 175 mg Vcaps

Super Earth Phytonutrient Soy Protein Powder Toasted French Vanilla and Natural Chocolate Truffle. 1.1 lb and 8-pak sample sizes

Shelf talkers and a "Save the Earth" poster available with orders



NORDIC NATURALS

EXCITING NEW PRODUCT

Heart Synergy—synergistic blend of fish oils and nutrients for healthy heart support 2 softgels offer DHA 371; EPA 536; CoQ10 50 mg; l-carnitine 50 mg; magnesium 208 mg; Vitamin E 60 IU; folic acid 400 mcg 60 softgels. wholesale \$29.97 retail \$49.95

APRIL SALE

Spring Cleanse? Support your detox with our newest flavor of cod liver oil—Lemon!

15% OFF Lemon Arctic Cod Liver Oil

15% OFF Detox Formula 120 count

Super Marketing Tools are back!

Our very successful 18-bottle counter displays are now back in stock. Build a display and keep it filled with rotating Nordic products. It holds 6 SKUS, 3 deep. **INITIAL PURCHASE IS 10% OFF.** Fits most Nordic Naturals products (excludes—90 size Children's DHA, 120 size Omega-3 & Complete, as well as Liquid products).

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

ALLERGIES AND HAYFEVER

Stock Up This Spring With These Seasonal Specials

Over the Counter

2 Cough & Asthma

7 Hayfever

17 Eczema

25 Throat Irritation

28 Poison Ivy

38 Bug Bites

39 Cold Sores

41 Eye Irritation

43 Hives

55 Pollen & Weed Formula

56 Dust, Mold & Animal Dander

57 Dairy & Grain Formula

58 Food Additive Formula

Newton's For My Kid

F02 Asthma Rescue

F03 Sniffles

F06 Earache

F08 Allergies

F34 Bangs and Scrapes

F59 Hypercalm

Women

10 Bladder Irritation

16 Candida

21 Varicose Veins

46 Feminine Itching

47 Hair & Scalp

Special #1 Buy 6-11 Same SKU—**SAVE ADDITIONAL 10%**

Special #2 Buy 12-23 Same SKU—**SAVE 15%**

Special #3 Buy 24-more—**SAVE 20%**

Must mention discounts at time of order

Discounts good until June 30, 2005

Not represented by BMC in NC, WV





SPRING AND SPORTS
great times to promote Olbas

Olbas nasal inhaler is an herbal savior for those suffering from Spring allergies. Make sure that the nasal inhalers are by the register and in the allergy department for optimal sales.

Beware: Olbas inhalers sell out fast: keep a vigilant eye on these purposeful products.

Stock them both! Olbas offers its popular **nasal inhaler** and also offers its new **Power Inhaler**—the same product geared toward the sports and athletic markets.

Want to make another sale with that sports nutrition sale? Stock a box of Power Inhalers near the protein powders and endurance nutrients. Watch these new sales grow!

www.POWERinhaler.com Power to Breathe™ as advertised in *Runner's World*, *TriAthlete* magazines

NATURE'S WONDERLAND™

More stores are switching to this excellent herbal capsule line—all Vcaps. The largest selection of herbs in capsules in the country.

April sales: BUY 4 GET 1 FREE of the following:

Eyebright Vcaps "00" size 575 mg 60 Vcaps
Catfish Bitters Mix™ 525 mg 60 Vcaps

"Bitters season" is here.

Proprietary Blend 525mg—Black Cohosh, Blood root, Burdock root, Comfrey leaves, Ginseng root, Golden Seal root, Lobelia herb, Peppermint, Pipsissewa herb, Queen Of The Meadow root, Red Clover, Sarsaparilla, Slippery Elm bark, Solomon Seal root, Spikenard root, Wild Cherry bark, Yarrow herb, Yellow Dock root.
buy-in-dates:4/1-4/29

Essential Formulas

Prepare for customers asking for Essential Formulas by name!!!

Best-selling author Ann Louis Gittleman is preparing to introduce her 25th book in April, with an advance print of 100,000 books. This *NY Times* bestselling author is right on track with her latest book, and all the nutrients are found in your store! **The Fast Track One-Day Detox Diet** will excite everyone to do natural and organic food, liver-supportive nutrients, and a necessary "sequel" of a beneficial probiotic. **Her**

recommendation is the product she talks about all the time now, **Dr. Ohhira's Probiotics 12.**

Be ready and stock now, or miss a fantastic opportunity to ride a marketing wave that will bring in new customers—and support products that you will always want to carry!

Valid scientific research continues to show Dr. Ohhira's Probiotics 12 to be an active, versatile and beneficial probiotic in ways other lactic acid bacteria cannot claim:

"With the development and common use of various kinds of antibiotics...the number of patients suffering from antibiotics related diarrhea is also increasing. Diarrhea by *C. Difficile* has continued to be acquired nosocomially in patients and health care personnel to the present day."

Recent research of the OM-X probiotic showed very favorable results in tests conducted against the *C. Difficile* strain [conducted at research center, NCIMB Japan Co. Ltd. January, 2005]



The Essence of Well-Being®

Convert your customers to Organic this Earth Month!!

Certified Organic Essential Oils

- Cedarwood Atlas
- Cinnamon Bark
- Cinnamon Leaf
- Cistus Labdanum
- Citronella
- Clary Sage
- Cypress
- Eucalyptus Globulus
- Eucalyptus Peppermint
- Eucalyptus Radiata
- Ginger Root
- Grapefruit Red
- Helichrysum Italicum
- Helichrysum Italicum (Organic 10%)
- Juniper Berry
- Lavender Fine
- Lavender Maillette
- Lavandin Super
- Lemon
- Lemongrass
- Mandarin Orange
- Marjoram
- Myrtle Lemon
- Orange
- Oregano
- Palmarosa

Since 1986 we have been committed to bringing the world the very best in Aromatherapy and Essential Oils. We strive to provide products of the highest quality and purity. At AromaLand we are dedicated to bringing you *The Essence of Well-Being®*



Outdoor fun has Juvo written all over it. Juvo is a revolutionary low-fat, low-calorie, all-natural raw meal designed to fuel all lifestyles.

Nutritionally balanced and rich in healthful ingredients, Juvo can enhance your metabolism, boost your energy, strengthen your immunity, cleanse your system and improve your overall health.

Spring cleanses are the perfect time to take the Juvo challenge:

One pak of Juvo every day—for enzyme rich, vegetarian food that will change your body.

Sealed in airtight, waterproof pouches. A single pouch of Juvo stays nutritious for up to two years of storage.

Exercising: fits conveniently into any gym bag.

Adventures: the pouch is weather-proof, insect-proof, no refrigeration needed. Ideal for camping and all outdoor activities.

Emergencies: whenever fresh food may be hard to obtain. Keep a couple in your car—just in case.

Not represented by BMC in PA, NJ



Hair Lover Fact #1: One of the greatest thrills for any hair lover is a good brush or comb

The best option:

Hair Doc is the largest provider of hair brushes, bath care and body tools in the natural foods market, and the oldest company. Their quality is without competition. These categories are growing in this region, and nationally. Hair Doc wants you to succeed at selling these products and will work with you.

The math for the store:

a selection of 10 brushes and two combs from Hair Doc—three deep—equals an inventory of 36 items. No shelf life. Most brushes cost less than \$10: spa quality at affordable prices.

Or, better yet—a beautiful brush display, or a revolving wood floor display. The initial cost will be repaid several times the first year. Invest in the best and they will buy.

And, one more reason to stop your customers from shopping at the drug store. A good brush lasts years, but the recommendations go on for a lifetime!!

TIP OF THE MONTH:

Read Labels Well Look at the labels of the products on your shelf.

Think about this savvy truism: mass market labels "just look different" than natural foods product labels. They are geared to a different market. You can play the game of asking, "what product is planning to move to the mass market next?" Read the Sunday papers. Let's look at Rite Aid, March 2005. Estroven, Promensil. Check every week. How long to do want to make companies famous enough to "jump to the bigger pond". Support companies that support our industry: the ones with the good labels!!

Himalaya

HERBAL HEALTHCARE

HIMALAYA PURE HERBS: 21 Singular Sensations

Now on promotion: our 21 Pure Herbs —
quality supervision from seed the shelf

Arjuna, Ashwagandha, Guggul, Gymnema, Bacopa, Amla C, Triphala, Neem, Boswellia, Bitter Melon, Chyavanprash, Holy Basil, Mucuna, Garcinia, Turmeric, Guduchi, Garlic, Shatavari, Valerian, Licorice, Ginger.

20 bottles 7% DISCOUNT

32 bottles 10% DISCOUNT

64 bottles 15% DISCOUNT

thru April 29

Himalaya introduces Licorice (Gastric Comfort), Valerian (Sleep Aid) and Ginger (Digestive Comfort)

These three herbs join Himalaya's Pure Herb line consisting of 21 products, all of which are chromatographically fingerprinted for safety, potency and consistency. 60 cap bottles SRP \$11.95

Himalaya Herbals personal care products are already making a splash: affordable bodycare products, hypoallergenic, cruelty-free, and all clinically-proven.

Note: Dermatologically Tested. These products are tested safe and effective, and we use our own raw materials. Our Natural Botanicals Make the Difference.

Scrubs, face wash gels and creams, mud packs, face packs, fruit packs, and peel off masks; body lotions, moisturizing creams, pimple cream, toners, astringents, cleansing milks; dental cream, lip balms and soon—shampoo and conditioner.

These are already international best sellers.

25% OPENING ORDER; 20% REFILLS until 6/30

Also, Himalaya Herbals wins Women's Health & Fitness 2005 Beauty Award for Best Night Cream

AloeLife.

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

With the liquid aloes and the **Aloe Life Detox and Stomach Formulas** selling so well, it makes sense to highlight the aloe vera whole leaf tabs. This month, introduce and/or stock-up-and-save!

Deals on the Aloe Life Whole Leaf Aloe Tablets

BUY 12, GET 10% OFF

BUY 24, GET 15% OFF

Aloe Vera's natural health support benefits all individuals! Clinical Nutritionist Karen Masterson Koch and the Aloe Life team have researched Aloe Vera for the past 14 years to create the therapeutic line of Aloe Life products. No other Aloe Vera products worldwide contain the quality, potency and freshness of Aloe Life's aloe vera juices, tableted aloe vera or personal care products. Aloe Vera is great for children, adults, seniors, pregnant women and pets! Note: Aloe Life products are safe to take with other medications or protocols. Satisfaction Guaranteed! **Yes, there is a big difference in Aloe Vera products on the market.** For the best results use Aloe Life products.

WELL-IN-HAND®

The best, all purpose **Well-In-Hand therapy oil.**

The question: WHAT HURTS?

The answer: Relief is Well-in-Hand! Instant-Action!

- Satisfaction Guaranteed!
- Extremely effective for itching.
- Pleasing aroma.
- Highly concentrated Herbal Aromatherapy.
- Joint support and muscle soother.
- 100% genuinely natural comfort.
- Non-greasy. Non-staining
- Every ingredient is Active!

APRIL SALES

Therapy Oil roll-on 10% OFF

and a direct only deal of:

Therapy Oil roll-on display 15% OFF

6 roll-on and 6 cobalt with a free roll-on tester

ingredients: Arnica, Calendula, Betula, Ho Shou Wu and pure essential oils including Lavender, Roman Chamomile, and Rosemary are carefully blended in a soothing base of St. John's Wort Flower Oil, Extra Virgin Olive and Sweet Almond Oils. Every ingredient is active in Therapy Oil, "a medicine chest in a bottle," which is offered in a Liquid, a Roll-On, and Trial Vials. This product's unique texture provides the perfect glide for practitioners without being greasy. It penetrates fast and smells soothing. No medicine smell!

Enthusiastic testimonials for Therapy Oil abound from patients recovering from cancer treatments. Therapy Oil has helped patients get much needed relief and healing for skin blistering, hemorrhages and ulcers caused by radiation and other treatments. Therapy Oil also moisturizes dry, itchy skin and encourages the healing of post-surgery scars.

[For the record:

this is one of Michael's favorite products!]



PERFECT™ ORGANICS

Build an Earth Month Endcap of Perfect Organics and Save

As an organic company, we want to celebrate Earth month with your store and your customers. Get creative with an endcap and we will support your efforts. Our products are as Organic as one can get, and our methods of production capture the goodness of nature.

Set up an endcap of our products and promote healthful, clean and natural ingredients. Your sales will grow as people see what rewarding your skin can do for body and spirit.

Buy 24 items, mix and match and get a 10% DISCOUNT

Buy 48 items, mix and match and get 15% OFF

and, in a once a year discount to honor Earth Day, **buy 84 items mix and match and get a 20% OFF SAVINGS**

Now that is something to get excited about.

- 100% Shea Butter
- Lavender Lavish Shea Butter
- Mandarin Chocolate Shea Butter
- Mint Chocolate Shea Butter
- Citrus Fresh Ultimate Body Wash
- Lavender Lavish Ultimate Body Scrub
- Orange Ginger Ultimate Body Scrub
- Perfection Cream
- Citrus Orange Shea Butter Lip Balm
- Fresh Mint Shea Butter Lip Balm
- Vanilla Twist Shea Butter Lip Balm
- Orange Ginger Shea Butter
- Lavender Lavish Ultimate Body Wash
- Orange Ginger Ultimate Body Wash
- Nilla Mint Ultimate Body Wash

The marketplace is demanding organic. Highlight Organic and people will buy. No artificial fragrance, artificial color, sodium lauryl sulfates, or parabens! **Reward Your Skin**



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

Have Fun Spending Money

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out of it. Get people to stock up, and gain new customers. That is securing your customer base.

Be willing to try new things. That is one of the great joys I miss about purchasing. But do it right. Don't buy because it is new; buy because you need to make your selection more complete, or better, or more competitive. Buy because you believe, and then buy freely. I cannot tell you how many buyers I see deliberate with anguish over a new purchase. And believe me, I worked stores through tight monetary times: I know.

But this was the lifeblood of the vibrancy of my stores. And the consumer can sniff out this energy. If you have new items, and you are excited—or best-sellers on sale and you are using the discount to “sell”, then there is excitement and vibrancy—and usually a ringing cash register and a strong business.

So, be inspired. Move into the Spring and Summer with an eye for astute evaluation of the past purchases: “this has to go,” “I bought this on sale and it isn't

moving—let's rediscount it and make a conscious effort to make it work.” This is a healthy attitude, and if you have a healthy attitude with your money and your

movement of money—then you may just find your old self, or a renewed sense of what makes you healthy selling health food products. Let the love shine through. *

How to reach Blue Moose Consulting

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

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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.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
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
818-882-4247
fax: 818-341-3104
Chattsworth, 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

MARKETING IDEAS

Camellia of Whole Foods, Tenleytown in Washington DC

enthusiastically admits that placement of products is important, and sometimes just changing the position of a product will get it to go from moderate seller to fast-mover. Be willing to relocate anything. Once you buy it, work the product to success.



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