

Talking Health: **Going GREEN with Greens**

My greens are better than your greens. And I say that as the biggest fan of the greens, and a major promoter as well. Green foods are where it's at. Green foods should be the official food of the natural foods industry. The moose is certainly blue against a green backdrop. So, isn't it time that you re-evaluated your green foods section and looked to see what has been happening (growing) in the industry around you?

First things first: do you supplement with green foods personally? Are you familiar with the taste of greens? Does your staff understand the merits of a green food supplement, and are they

encouraged to take some daily? Green foods are so much like life-blood that everyone knows the one-line sales pitch about chlorophyll mimicking the composition of human blood—but how much have you thought about the full health implications of green foods?

Healing has been associated with the color green throughout history. We hear the adage to eat more green, leafy vegetables, but we don't correlate this to important health realities. The western diet is full of meats and dairy, and deficient across the board in green-food nutrients, vegetable fiber, and other whole, nutritious foods. Promoting health means more than just having an

array of green food alternatives on your shelves. And then, the tougher question: which ones to choose or recommend?

My retail style was to place the consumer before the Green Foods section (even had it labeled as such prominently in one store), and let them read and decide—after I encouraged label comparisons. At one point, there were about seven good options to choose from—and it seemed that they all were good. Now, there are enough green food products to fill four shelves admirably. So what are you gonna do?

Blue Moose Consulting represents three unique and exciting new

continued on page 2

Talking Business: **Making Signage and Promotions Work**

We all know that when a consumer enters a store, they are shopping and that usually involves an awareness to the information overload that surrounds them in a shopping marketplace. And yet, too often, we make signs and offer promotions and highlight products with haste and without a discerning eye for how this information is received by the shopping customer. Many stores expend great energy and resources making sales flyers, or rolling out monthly signage to announce new sales. And in that methodical cycle, the heart of the action gets lost in the repetition. As we begin to look toward the last quarter of the sales year, when most stores do the bulk of their business, we should go through the exercise of re-evaluating what tasks we are undertaking and why; and what we could possibly do to have greater

results from our promotional and sales activities.

One key point is to make sure your promotions get prioritized. Have your sales flyers just become unexciting papers taking space at your register? Stores that are enthused about getting the word out on the latest sales usually reap great returns on their sales cycles. Stores that have flat sale programs need to go back to the drawing board or get re-focused. People love sales and promotions and there is really no limit to the degree you can go to, to bring energy to sales. The mass-market chain Trader Joe's has actually done something impressive in the stylizing of their product promotions like a hawaiian/island theme, and their almost childlike sales enthusiasm is one of their greatest keys to success.

A second key point is to make sure that you highlight new products and

items that you are buying in larger amounts to get good pricing. Displays should be looked at as vehicles to increase sales, not as extra shelf space rented on the store floor for a few months until you get tired of looking at it. Too often, stores bring in something new and they are not getting the message across to the customer that this new product deserves your attention—LOOK!

There are always clever new tricks that innovative sellers are creating, but sometimes it is just the effective and clearly-thought out marketing ideas that will do the trick over and over again—if implemented correctly. Move product; make the line of sight to a special display uncluttered and attractive; use props that reflect the spirit of your store but which also make the shopper stop and look. Most importantly, never stop trying to communicate the action of

continued on page 8

Going GREEN with Greens

continued from page 1

additions to the green foods category, and each is an improvement upon those products that preceded it. The most confident stores will just pick up all three and say that variety is strength in sales, and that selling greens is what we are all about. For others, it may mean that picking up one green food item means eliminating another (the sad state of business today), and for many this will mean dropping a product they have grown to trust like an old friend. So, before I present these new beauties, I ask you to consider the “more the merrier” approach, and expanding the greens section in your store. Highlight and promote your green foods products. The mission we have chosen is to educate people to make more healthful decisions, and what better place than with more greens! How about a big banner outside (or a window poster) that states: Green Foods inside, for your Optimal Health.

Surf and Turf

Bluebonnet Nutrition is rolling out innovative product after product. I remember when stores picked up

everything new that seemed laudable from all the major brands; and they just expanded their repertoire. If this were the case, Bluebonnet would be this region’s best-selling line. Don’t blink, because their market share is growing faster than barley grass. One of the greatest things about Bluebonnet is that they will not saturate your shelves with me-too products: each of their new offerings is innovative, and the result of meticulous research into the most current trends and information on nutrition. Hats off to Carl Germano and the whole research & development staff there.

The new *Super Earth Green Utopia* is truly a perfect blend of life-giving nutrients. How is it different? *Green Utopia* has more sea grasses and sea vegetables than any comparable product on the market. This mirrors the naturalists’ claims that seaweeds are integral to optimal health for everyone. It is a grass blend of 4247 mg of the healthful “surf and turf” of sea and land grasses (green kamut, alfalfa, barley,

spirulina, chlorella, red marine algae, kelp, dulse, fucus, kombu). Doubly, *Green Utopia* has the highest “sprout blend” of any green product on the market. Thirteen different foods,

sprouted for their abundant natural sources of protein, chlorophyll, vitamins, minerals, amino acids and glucosinolates.

Following a tradition of highly credible, conservative and yet versatile compounding that is becoming Bluebonnet’s trademark, *Green Utopia* also has an

innovative fiber blend

made up of fruit and grain fibers that will bring an understanding smile to your face: whole foods for soluble and insoluble fiber—very appealing to the label-reader. *The American Heart Association* recommends total dietary fiber intake of 25-30 gms. daily, and most consumers get less than 25 gms. Food-sourced, sound nutrition.

continued on page 6



IN THE NEWS: PROBIOTICS ESSENTIAL FOR HOSPITAL STAYS

HARRISBURG, Pa. (July 13)—More than 11,600 patients contracted infections during hospital stays in Pennsylvania last year—and nearly 1,800 of them died, according to a new report by a state agency that tracks health care trends. Pennsylvania is one of at least a half-dozen states that require hospitals to report information on infections, and it is the first state to publicize its findings.

Supporters of the reporting requirement have said collecting and analyzing the data would help hospitals improve cleanliness, potentially reducing both the number of infections that patients pick up and the cost of health insurance. Hospital-acquired infections in Pennsylvania added \$2 billion to hospital costs and extended hospital stays by 205,000 days last year, according to the report by the Pennsylvania Health Care Cost Containment Council.

“The deaths associated with those patients and the costs associated with those patients are astounding,” said Marc P. Volavka, the council’s executive director. “These numbers, even on their own, stand as a clarion cry to take action.” Officials at the council said they suspect the

actual incidence of infection is higher because of seeming inconsistencies in the quarterly reports on four types of infections that hospitals were required to file last year.

The report is the council’s first attempt to illustrate the problem since the state adopted reporting requirements in 2003. It is based on an analysis of nearly 1.6 million admissions to 173 general acute care hospitals in 2004.

Carolyn Scanlan, president and chief executive officer of the Hospital and Healthsystem Association of Pennsylvania, said the task of identifying hospital-acquired infections has been one of several challenges for hospitals. “It’s not as clear-cut as one would like it to be, since individuals sometimes enter the hospital with infections,” Scanlan said.

The other states that require hospitals to report infections are Florida, Illinois, Missouri, Nebraska and Virginia.

07/13/05 04:51 EDT





Back to School special 20% OFF

- Black Elderberry Glycerite
- Children's Echinacea Glycerite
- Children's Herbal Compound
- Children's Winter Health Compound
- Mullein-Garlic compound.

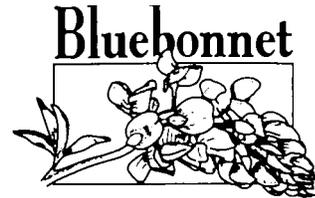
**Energy & Emotion Special
20% OFF Kava extracts.**

- Pharma Kava liquid extract,
 - Pharma Kava capsules,
 - and NEW Pharma Kava six-pack counter display
- Special runs Aug 1 -31, available in 1, 4, 16 oz sizes*

NEW PRODUCT

Black Elderberry Extract, available September 1
Sambucus nigra, whole ripe fruit 1 oz. \$5.50-11.00
Certified Organically Grown and Custom Wildcrafted in their natural habitat. Hand-harvested fully mature, shade-dried and fully extracted

Not represented by BMC in NJ, NC



Introducing the most exciting green foods product on the market today! GREEN UTOPIA

Sea greens and land grasses, a fiber blend of soluble and insoluble fiber from foods, a phytonutrient blend from foods and a great selection of energy rich sprouts!! 7.4 oz \$14.98 - \$29.95

"Super Special on Super Earth"

25% OFF Super Earth Floor Display featuring our most popular multiple, **Super Earth Multi-Nutrient Formula Caplets** and new **Super Earth Green Utopia Powder**. 24-ct display (16) 90-size bottles Super Earth and (8) 7.4-ounce cans Super Earth Green Utopia Powder. Refill sets available. Sale ends Sept 2.

New products: great tasting, clean and unique

- **Liquid B-12 & Folic Acid** 1000 mcg/400 mcg # 433
2 oz \$7.48 - 14.95 59 servings
- **Liquid L-Carnitine** 1100 mg vanilla bean flavor # 037
8 oz. \$11.48 - 22.95 no parabens!
- **Liquid Cal-Mag Citrate** Strawberry flavor 16 oz \$5.48-10.95

Larger sizes: by demand for the connoisseur

- | | | | |
|-----|------------------------------|------|-----------------------------|
| 049 | L-Glutamine Powder 8 oz | 867 | Lycopene 20 mg 120 Softgels |
| 473 | Pantothenic Acid 500 mg | 919 | Perfect Cranberry 500 mg |
| | 360 Vcaps | | 120 Vcaps |
| 553 | Super Quercetin 250 Vcaps | 933 | Lecithin Granules 2 lb |
| 705 | Cal Mag Plus Boron 360 Vcaps | 1202 | Brewer's Yeast Powder 2 lb |
| 737 | Magnesium 400 mg 200 Vcaps | | |
| 863 | Lutein 20 mg 120 Softgels | | |

Not represented by BMC in NC, WV



NORDIC NATURALS

**Back To School Specials!! 15% OFF
Children's DHA (180 count) and
Omega 3-6-9 Teen (90 count)**

Buy these by the 144 count and have entire schools working better!!

**New!! Nordic Naturals introduces EPA Xtra
Introductory deal for EPA Xtra—15% OFF**

- 4:1 EPA to DHA ratio
- Super Concentrated and available from fish and fish oil only
- Great lemon taste
- Purity and freshness 3rd party guaranteed
- 60 capsules/bottle, 2 capsules/serving
- Manufactured in Norway by Nordic Naturals

Item # RUS-01751
Retail \$39.95, Wholesale \$23.97
deals through August 31

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

August Sales: Seasonal and "Back to School"

- 1-11 per SKU - **10% OFF**
- 12-23 per SKU - **15% OFF**
- 24 per SKU - **20% OFF**

On the following products:

- #02 Cough-Asthma
- #46 Feminine Itching
- #07 Hayfever
- #55 Pollen & Weed
- #32 Stage Fright
- #P15 Newton for Pets Skin Relief
- #F59 Nothing But Natural for Kids Hypercalm
- #F20 Nothing But Natural for Kids Tummy Upset

Exceptional products for exceptional Results
(cannot be combined with any other discounts)

Free Training CD now available from

NEWTON Homeopathics NEWTON Homeopathics is pleased to offer a computer training module to their customers. The **Introduction to Homeopathy** CD consists of two parts. "Part one" reviews homeopathy basics and "Part two" introduces you to the uniqueness of NEWTON Homeopathics. Each part takes only 15 minutes to view and comes with a "mini" review which can be submitted for a "certificate of completion."

Not represented by BMC in NC, WV





OLBAS Season is on High-alert.

Remind people of the unforgettable experiences of relief that Olbas brings as the hayfever season settles in. Stock Olbas inhalers on a clip strip and in a display box by the register, near the herbs, near the tissues, near the front door and near the back door.

Need another herb capsule line all of a sudden??

Maybe you should start introducing the Nature's Wonderland line into your store—a line with a history of quality and a reputation for longevity (since 1924). Penn Herb Company is committed to selling natural, safe and clean herbal products for as long as you want to be supporting natural products. Promote Nature's Wonderland with confidence, and support a truly family-owned and operated business.

- FDA-registered facility, selling wildcrafted herbs
- Using 100% vegetarian capsules
- Exceptional, time-tested original formulas

This month: BUY 4, GET ONE FREE of the following:

- * **Turmeric Root**, 60 Vcaps™/ 625mg (Curcuma longa)
- * **Glands Support™**, 60 Vcaps/ 475mg Proprietary Blend 475mg- Calendula flowers, Centaury, Elder leaves, Elder root, Horsetail, Walnut leaves.

Essential Formulas

Don't let your customers leave the store without some

DR. OHHIRA'S PROBIOTICS 12—

the world's best selling probiotics Recommended by Ann Louis Gittleman in her best-seller, the *One Day Fast Track Detox Diet*.

A good probiotics is:

- necessary to replenish the digestive tract with an excellent probiotics colony
- especially beneficial after fasting
- essential for pregnancy health, and overall immune health

No other probiotic is attracting as much interest and response as Dr. Ohhira's Probiotics 12

- 100% vegetarian
- Enteric coated, needing no refrigeration
- A 5-year fermentation process yielding 4 organic acids
- One-of-a-kind and without peer

August is the last month of the Fast Track promo.

Fast Track display contest in *Whole Foods magazine*, deadline to enter Aug 31.

Not represented by BMC in PA, NJ



The Essence of Well-Being®

30% OFF Selected Diffusers

- 3 new models— Eve Aromatherapy, Kiva Aromatherapy, and Peaceful Aromatherapy
- 4 colors to choose from Blue, Black, Sage Green, Latte

ON SALE FOR \$6.95 THIS MONTH ONLY!

- Hand Crafted by AROMALAND in Santa Fe, NM
- Proudly marked "Made in USA"
- Distinctive, contemporary styling
- All diffusers ship with tea light and Essential Oil sample



"last call for free mixers, while supplies last."

Juvo's super display deal

Get a sturdy and versatile hand blender to giveaway with case purchases of Juvo.

The deal:

- BUY 2 CASES OF JUVO AND GET 12 FREE MIXERS**
- BUY 3 CASES OF JUVO AND GET 18 FREE MIXERS**

Display header reads, *"Buy Juvo by the box and get a free mixer!"*

Also, request a sample supply of Juvo with every order placed. Promote Juvo!

Real Athletes use JUVO

"By existing exclusively on unrefined whole, plant-based foods, energy levels and performance will improve. Juvo is a convenient way to ensure that nutritional requirements are being met when time is at a premium. When traveling, Juvo is an excellent way to supply the body natural, raw, whole food vegan nutrition. For my 2004 six-week summer speaking tour of the US, I consumed Juvo daily to maintain my energy levels naturally."

—Brendan Brazier, World Famous Vegan Ironman Triathlete

Not represented by BMC in PA, NJ



Since 1979
MANUFACTURER / IMPORTER / DISTRIBUTOR

Hair Doc's sales keep growing.

People love the results they get when they introduce hair brushes to their store bodycare sets. And the "Bass Brush" name is synonymous with the highest-quality bath care products in the entire natural foods industry. Quality, support and a program that can work for you to grow sales in a category most stores haven't even touched yet—but which other stores are running strong with.

Bass Brushes—the oldest and most reputable name in the industry in quality hair brushes/combs, bath care products, toothbrushes, cosmetic brushes and more.

Invest in every aspect of natural health care.

(How can you offer natural beer and wine or greeting cards and not combs and brushes?)



10% OFF August promo

Nit Kit and Cut Rescue
Make your Back-to-School section reflect reality!!!!

Nit Kit—the cleanest natural lice remedy on the market. Non-toxic, 'happy to use,' metal lice comb and 5x magnifier; 100% aromatherapy. Contains: Soya and Olive Oils, Vitamin E, Pure Essential Oils of Rosemary, Tea Tree, Thyme, Anise, Peppermint.

Cut Rescue™—natural first aid for cuts. Perfect for gymnasts, active children and those learning to shave...and everyone else who has ever cut themselves!!

- Aluminum free.
- 100% Natural non-sting Slippery Elm, Lavender, Plantain and Golden Seal herbs

Buy-In ends Aug 15.

Well-in-Hand is a member of the NHF—National Hemophilia Foundation



Himalaya

HERBAL HEALTHCARE

The next big herb on the national stage—Turmeric.

This age-old herb has been on the radio and in print consistently for the past month. Are you catching the herbal wave?

The turmeric to be recommending is Himalaya USA's Pure Herbs "turmeric"

- We grow the herb from "seed to shelf" overseeing quality
- As a registered pharmaceutical company with ISO 9000 status, we test every batch of herbs produced for heavy metal and other contaminants.
- Unrivalled quality you can trust

Free telephone-training each month. If staff attends, each person gets a free bottle with the next order, and the store gets a **10% DISCOUNT** on the next order placed with the training code. Himalaya USA supports education for your staff members!

Himalaya Herbal HealthCare Toll-Free Monthly Telephone Training

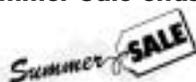
August subject: TURMERIC & GINGER

WEDNESDAY, AUGUST 31, 2005, 23 Minute 11AM, 3PM, 5PM & 7PM times.

(4 identical sessions for your convenience)

Himalaya Herbal HealthCare trainer Ryan Malone discusses "Turmeric & Ginger", two of the stars of the Himalaya Pure Herbs line. Himalaya Phone Trainings are held the last Wednesday of every month Toll-Free 1-866-308-9700 Access Code 81356#

Summer Sale ends August 31



| | Himalaya Herbal Healthcare | Himalaya Pure Herbs | Himalaya Herbals |
|---------------------|----------------------------|---------------------|------------------|
| Combine 25 products | 17% off | 7% off | 9% off |
| Combine 50 products | 20% off | 10% off | 10% off |
| combine 75 products | 27% off | 15% off | 12% off |

Discounts not applicable to Chyavanprash with honey, Forest Honey, or Koflet™

AloeLife

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

New Product: Leg Gel

2 oz. roll-on \$11.02-18.99

Face & Body Vein Support Formula

- Most complete formula available
- 19 Active ingredients
- 60-days to more beautiful legs!
- With whole leaf organic aloe vera for superior results

Order NOW for 15% OFF on 6 bottles or more

Did you know that Aloe Life products are key in Detoxification?

Whole leaf Aloe helps the liver.

Add 2 oz. of juice concentrate to any other detox program and feel the difference.

Health is truly our greatest wealth!



GENESIS Today™

INTERESTED IN GROWING A LINE THAT WILL BE LOYAL TO YOUR STORE?

Genesis Today offers a unique line of nutritional products based upon the clinical experiences of Dr. Lindsey Duncan, and they are in demand now and only available through health food stores. No need to discount heavily or lose market share to internet marketeers.

Make the change and see the investment now bring secure dividends from now on.

This market is strong and growing

Internal Cleansing • Detoxification • Internal Regeneration

Learn today about these great Genesis Today's products:

4Total Cleanse—the industry's newest and best internal cleansing system

4Digestion—do you want an herbal digestive aid??

4Total Nutrition—a liquid multivitamin

Noni 100—Noni100 is 100% pure, aged, Noni juice (Morinda Citrifolia) and NOTHING else!

Noni 99—our powerful, pure Noni Juice mixed with less than 1% natural Raspberry flavor.

PERFECT[®] ORGANICS

More Clean Organic products from Perfect Organics

NEW PRODUCTS

MANDARIN ROSE COCONUT BODY GLOW

A luxurious, organic revitalizing treatment for face, body and hair. This ultra-hydrating balm is packed with vitamin-rich beautifying ingredients. Repairs, softens, and nourishes from head to toe!

MANDARIN ROSE COCONUT BATH THERAPY

A unique blend of the world's finest mineral rich, therapeutic, and detoxifying sea salts. A pampering bath soak...purifies, relaxes, and rejuvenates your body, mind and spirit.

NEW PRODUCT AUGUST SPECIAL SAVE 15%



Going GREEN with Greens

continued from page 2

Finally, the Bluebonnet sweetener of choice—flavor-filled phytonutrient foods. This blend packs a walloping 2500 ORAC value per serving; sweetness derived from foods as whole food nutrition. No added sweeteners, and—like most of the new Bluebonnet products—this green food “necessity” tastes great!! Grasses, fiber, phytonutrients, sprouts—comprehensive supplement compounding.

Something new to the shelf: more sea veggies, more sprouts, more antioxidant protection and most likely more sales. If it can be said that every green foods product is good, then this one stands out as the best in the completeness of its effect. In a 7-ounce can, seven grams per day of light, tasty, nutrient-dense food makes this a one-month supply for the health-smart consumer.

Give Us Each Day, Our Daily Greens

Before Bluebonnet introduced their product, there was only one new darling in the green foods category this year, and that was Aloe Life's *Daily Greens*. The product shines first through its packaging: one of the only green foods products packaged in glass.

Aloe Life's Healthy & Slim Daily Greens is just that—greens!! The ingredients panel reads down to the bottom as nearly all greens. A full selection that includes 12 green vegetables adding up to the highest amount of greens per serving of any product in the



marketplace. The product is light, and feels healthy as you spoon it out of the jar. *Daily Greens* was created by a nutritionist—Karen Masterson Koch—with modern allergies in mind, and as such contains no fillers, or potential irritants. No heavy, unnecessary extra nutrients or nutrients that could possibly rancidify. Green perfection.

How is it different? *Daily Greens* is perfect for the green foods purist. Someone who does not want every nutrient category under the sun, but rather just the good clean fun of greens,

and a few selected additional vegetables. One tablespoon contains 4-5 servings of vegetables and 2 grams of fiber. This product is unique in the addition of whole leaf aloe vera, nopal cactus and bamboo. The connoisseur will also like that this product is admirably priced since one jar is a two-month serving. Green savings.

Daily Greens is brought to you by the people at **Aloe Life International**, and they know aloe better than anyone in the industry. This product joins daily aloe to daily greens, making it beneficial in ways only the miraculous whole leaf aloe vera plant can.

As a high-green product, *Daily Greens* is highly alkalizing and the blend is designed with a 3:1 ratio of calcium to phosphorus—important for the proper utilization of calcium and to achieve alkalinity. As the name implies, *Healthy & Slim Daily Greens* is one of the best protocols for assisting people who are weight-conscious. This product will achieve the benefits of detoxification, energy-increase, and digestive tonifying/weight-loss. *Daily Greens* is one of the most successful products on the market to utilize the sweetener stevia correctly, and it just tastes delightful!

ADVERTISING TO HELP YOU SELL

Media ads and articles this month

Bluebonnet: *Dolphin Publishing newsletter, NFM, Vitamin Retailer* are running a Bluebonnet Ad for the Super Earth Green Utopia.

Hair Doc: full-page ad appeared in *Women's Health & Fitness Magazine*.

Himalaya USA: “Pure Herbs” ad “Single In The City” will appear in *Taste For Life* and *Whole Foods* magazines.

Perfect Organics: Mandarin Rose Coconut Face and Body Scrub featured in *Elle* magazine advertorial August issue.

Herb Pharm: COOL MEDIA HIT – Ed Smith's HerbalEd.org “podcast” (available at <http://www.herbaled.org/>) has been nominated for a “People's Choice Award” by www.PodcastAwards.com. Visit Herbal Ed's site and see what all the excitement is about.

Essential Formulas: has ads and articles appearing at the end of this month in *Taste of Life, Women's Health & Fitness, Alternative Medicine* magazine, and an article by Lyle Hurd in *Total Health for Longevity* that should appear around Expo East.

Himalaya USA: *Taste for Life, Vegetarian Times, Whole Foods* and *Natural Health* – Himalaya ad for Pure Herbs – bitter melon, shatavari, gymnema, guduchi, ashwagandha, arjuna.

ANOTHER REASON TO JOIN NNFA

Here is a great information piece to print out to have available to show customers when they come in with worries about false information being spread via email and fax about CAFTA, our industry and the future of nutritional supplements. The NNFA has done a good job here. Go to the link; read; print and post. Thanks for being a link in the communication tree.

The NNFA link: www.nnfa.org/codex/news.htm#senatecafta

Also available on the BlueMooseConsulting.com website under Recent Industry News.

Hard copies available from your Blue Moose representative or call Jamie Daly at the office.





Enzyme-rich Greens in every meal

The final super-green product new to the marketplace is one that has drawn a very loyal and loving following. **Juvo** is a single product raw food meal-replacement, and it caused some stores to think JUVOLUTION. **Juvo™** is the creation of a Korean oncologist, Dr. James Hwang, MD. He noted that all his cancer patients were severely deficient in enzymes, and he went about making a superfood product that could be taken in place of a meal. This product has become the rage in an area where both raw-food and dieting are of paramount importance. Most store

buyers admire the product, and want to see it become a most-popular food option.

How is it different? *Juvo* is a portion-defined blend of organic whole grains, vegetables, sea vegetables, herbs and mushrooms. It is blended to provide all the essentials needed for one meal. The foods are sourced directly from a network of farms, and are sent to manufacturing facility for cleaning and immediate freeze-drying to preserve the life-generating enzymes found in farm-fresh foods. *Juvo* therefore retains freshness more than almost any other product on the market: they have a direct connection to the raw materials. *Juvo* has no added sweetener, is a complete food meal, but low in calories. Great for those concerned with sugar metabolism, recharging the immune system, dieting or just looking to consume more raw foods.

Juvo is more a whole new category of meal replacement—concentrating on freeze-dried nutrients—than a green food, strictly speaking. But adding *Juvo* to the green food's section of your store would certainly spice up the selection

TESTIMONIALS COUNT

Yeast Rescue Soap Soother from Well-In-Hand

"I love Yeast Rescue Soap Soother. It's Great! I hate that Monistat stuff; it's horrible. Yeast Rescue works twice as well and twice as fast. Birth control pills screwed up my system and your Yeast Rescue Soap has changed my life. It worked so well that I bought your Yeast Rescue Treatment. It was fantastic! Please just keep making it!"

—S.L., MA

and bring a depth of variety that will excite the healthfood buyer. *Juvo* is great for travel and quick meals and sells super by the cash register. *Juvo's* commitment is to change the health of America by getting people excited to incorporate one packet of *Juvo* into their diet every day—a health JUVOLUTION!

Green foods. The selection has never been this exciting or varied. When there is such a cornucopia of superfoods, how can sales not skyrocket? Maybe because we are not sharing the excitement that such life-transforming products can bring. Green foods detoxify and they energize. They are considered superior nutrition for children, adults and the elderly. Are green foods a foundation to your sales approach? Are green foods looked at as a nutritional goldmine in your store? Place them in a position of prominence, review your selection and understand the merits and distinctions among the options you offer to your clientele. Check out these three relatively new products, and compare—I feel confident you will decide that they deserve space on your shelves. Comment to your healthier customers that you have introduced new products of such great merit. Even if you just stock them on the shelf, and make your greens section a destination point in your store, they will sell themselves—as the discerning consumer will choose these winners over and over again. Great for health, great for business. Green foods for green business success! *

"WE ARE HEALTH FOOD PEOPLE" Employee profile—Jamie Daly General Manager, Blue Moose Consulting



Hello! My name is Jamie Daly, and I am the new General Manager of Blue Moose Consulting! I am new to the Natural Nutrition industry. In March of this year, I was looking for a career change at the time my old college buddy Michael Hennessey was looking to expand his business. My old friend became my new boss!

I come from a unique background of sales, customer service, and political organizing, positions that solidified my success as a responsible, supportive team player. I am enjoying working my way into the natural foods community.

This spirit is also reflected in my two main hobbies – playing music and scouting out places to eat – in both areas it's more fun and rewarding to work with a group!

I work closely with your Blue Moose sales rep as part of the Blue Moose team. I also am in charge of coordinating your co-op advertising, special promotions subsidized by the manufacturer to increase your foot traffic and sales. Feel free to call or write me, anytime. I am here to help!

Thanks to one and all,

Jamie

Phone and fax 703-521-4567

Jamie.Daly@BlueMooseConsulting.com



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 WEBSITE! WWW.BLUEMOOSECONSULTING.COM

Making Promotions Work

continued from page 1

product promotion. If the consumer looks at your store as a visually unexciting place, they get lazy. And that is when sales slumps set in.

Finally, make signage an area of importance in your store. Too often, stores have sloppy scrawl taped underneath products that should be shouting, "buy me." The latest fun signs I saw where just today in the French Broad Food Coop in Asheville North Carolina. My guess is that these signs were the latest in a series of signs that looked more like lovely simple art or careful arts & crafts than store signage. In my retail days, I always groomed one person with good script and an artistic eye to be the sign-maker. Small store or big store, signs should never be taken for granted, they are the communication channel to your customer. And well-made signs speak volumes about the care you put into your practice of "providing product".

So, recommit and re-evaluate. Every day is another opportunity to take your store to a new level. Every action is another marking in your store. Does the customer see love and care when they enter? That is what makes them want to come back for every shopping need that they can give to your store, and that is what we all want. So, make that sign and share it. *

Note: The BMC newsletter sale list is available each month by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Wanna receive this via fax early every month for all the deals on the great BMC lines? Call Jamie Daly and put in your request now.

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., NW, # 150 • 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

Perfect Organics, Inc.

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

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

Genesis Today, Inc.,

14101W Hwy 290, Bldg. 1900
Austin, Texas 78737
512-858-1977 • 800-916-6642
fax: 512 858-2501

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

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

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

Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher

