

Talking Health: Flu #2

Caught it. Despite every intention not to, many people will be the recipients of unwelcome flu bugs this year—and every case is unwanted and many will be life-threatening. What can the consumer do to ward off the flu once it has invaded? How can your store be the voice of beneficial alternatives that either lessen the severity of the symptoms or mollify and eliminate this unwanted visitor?

In Traditional Chinese Medicine (TCM) they actually use the imagery of an 'unwanted guest', and that is how people should treat this invader. The reality is that the flu will take a strong foothold in any host, and that it will linger long and dangerously if allowed. This is the nature of the beast. So, how to help?

People need to think about what is in their cupboards first, because when

the flu hits there is neither time nor energy to go around getting the essentials together. Promote the concept of the healthy cupboard in a manner that people will understand. Make the suggestions to the customers. Create a bountiful and educational medicine cabinet ensemble up front in prominent view, and make sure that you take the time to explain the merit of every product that you add to your nutritional support cupboard.

As mentioned in last month's article in this newsletter (Part 1—*Forecast: Flu Season 2006*), prevention is the best strategy and there is no better path of preparation than homeopathic remedies. Even when the flu has struck, the **Newton Labs Flu** formula (#5) is the one product you can recommend with the greatest confidence for its effectiveness. Containing Influenzinum (1996, 1999, 2002, 2005, Avian) 12x.

Aconitum, Arsenicum album, Baptista, Bryonia, China officinalis, Eupatorium perfoliatum, Gelsemium, Nux vomica, Phosphorus, Rhus toxicodendron, it is the most modern and safe product you can direct your customers to. A new approach might be to create a counter display with **Newton #5 Flu** and **#1 Detoxifier**.

If the flu has entered via the air, the best way to make it exit is through liquids. Water. Many people are aware of the need for constant liquids—and make sure that your tea section does not lean too heavily on flavored fun teas, but that there is substance to useful teas. The #1 support I would like to have on hand if/when I catch that little pesky bugger of the flu would be the instant tea from **Olbas**, and their Olbas nasal inhaler. These herbal remedies soothe the body when the

continued on page 7

Talking Business: All in One

Deciding which products will earn shelf space in your store is one of the most important decisions you make each work day. And quite often those decisions are made quickly. As we sell the ideas of health in this busy time of year—with an eye on 2006—we should be looking at what new items are of value, and which of those will meet consumer demands not currently being realized.

Some sections of your store are doing well, others are performing less successfully, and still others need smart category development, crucial for

overall store success. Two categories that should be growing in your stores are those with heart nutrients, and those that offer health solutions for heart issues like cholesterol.

One of the ironic difficulties in developing a category is that companies continue to create many nutritional alternatives to meet the demands for these serious health imbalances. Should a store carry them all? When a new product is presented, how do you categorize it? What do you do when a customer starts on a formula, and a new

continued on page 2

MARKETING IDEAS

Find the local reporters and writers, and put their skills into motion. Most communities have a local paper that is constantly searching for news stories and successes to share with the community. There are stories that surround your store: and you have to learn how to promote them: excitement about a new product, special acknowledgement of service, outreach to the community. Make the news and realize that every pebble in the stream creates a ripple effect. Why not have the articles be about your store!!

All in One

continued from page 1

and better one is introduced? Do you try to switch the person, or expand your shelf space to accommodate a growing selection even as “old version” options start to pile up?

The biggest concerns are staying on the cutting-edge of the highest-quality products, and getting your customers excited about them. As product selection evolves and expands, we see a new class of therapeutically designed formulas that meet the demands of one of the most difficult consumers: that indecisive buyer.

We know the profile: a person who wants to improve their health, but doesn't want to buy too many bottles; or one who can't decide which ingredient they have read about is best for their needs. They may have five bottles of various products at home that they never take, or they pick up and hold every selection on your shelves but never bring a choice to the register. For this discerning individual, it pays for you to point out the all-in-one product designed for their purchasing style.

All-in-one products are not all alike however. Assembling an ingredients panel with the vast array of the latest fad, or putting everything one could research into a compound provides neither good science nor optimal nutrition. Formulas need to have focus to have value, and they often need to have sufficient dosage to be worthwhile. The consumer who buys a “kitchen-sink” complex, or who buys a formula with a nice name but without

substantial dosage will be disappointed, dissatisfied and possibly lost for good as a customer. Nothing disappoints a finicky buyer more than feeling they wasted their money.

So, how to judge a winning formula? First look beyond the hype. What is in the formula and what is it designed to do? Again, always question the quality of the raw materials, as they will define the efficacy. How does the formula rank as far in potential performance? These are the eyes with which we should start to work as buyers: in that way, we can focus on viable formulas that both make sense and have a high probability of helping the consumer.

In actuality, an all-in-one product is great for everyone as long as the ingredients assembled are of the highest quality. That is why **Nordic Natural's Heart Synergy** is so exceptional. We know that Nordic Naturals has the world's best fish oil, so a product for heart health that leads with this healthful essential nutrient is the product we should get into the consumers' hands. Heart Synergy provides a superior formula made from the best materials possible. Realize that a formula with a fish oil of unknown origin and purity is certainly not what you want to pass to your customers. With fish oils, always deliver the best—Nordic Naturals—pure, fresh and great tasting!

Likewise, **Bluebonnet's** new **CholesteRice™** formula carries the Bluebonnet commitment to procuring the best ingredients available, and keeping that quality in the product from bottle to bottle!

So, you have two new formulas from companies that you trust, with products that are perfect for the one-stop



customer. How to get them interested? Nordic assists with the clarity of its label panel: Heart Synergy—“doctor recommended nutrients for Healthy Heart Support.” The formula contains healthy dosages of CoQ10 and L-carnitine (50 mg each), as well as a synergistic complement of other essential nutrients: vitamin E, B-6, B-12, folic acid,

magnesium and selenium. The proportions presented in this formula are very much in line with recommendations made by the American Heart Association, so you can speak with confidence about what the formula provides. Concerning quality, it cannot be overstated that the most powerful sales pitch is reminding the consumer that the fish oil used in this blend is high-quality Nordic Naturals material. The dosage (506 EPA/ 350 DHA) of Omega-3 is therapeutically relevant for anyone looking for nutritional heart support. Heart Synergy fits the buyer's desire for one product (two caps) with all the essentials to go along with their daily multiple.

CholesteRice™ is built along the same model: give the consumer something substantial in a single bottle format. This formula was created by Bluebonnet's stellar research and development team to include the principal nutrients recognized to enhance the body's ability to lower cholesterol effectively. Bluebonnet takes very seriously its responsibility to create formulas built upon trustworthy data. The research on the ingredients in this compound is substantial. This is a formula in which a nutritionist or progressive doctor will recognize merit. Red yeast rice, policosanol, pantethine

continued on page 6

ADVERTISING TO HELP YOU SELL

Herb Quarterly/November 2005 mentions **Well-in-Hand gentle ExfoliaCremes** for removing toxins without the oily residue that many exfoliators leave behind. Lavender, Vanilla Rum, Neroli, Eucalyptus, Jasmine, Vanilla Mint.





"Rest & Relaxation" Special 20% OFF

- Pharma Kava – Liquid Extract and Capsules
- St. John's Wort Liquid Extract
- Good Mood Tonic
- Valerian – Liquid Extract and Glycerite

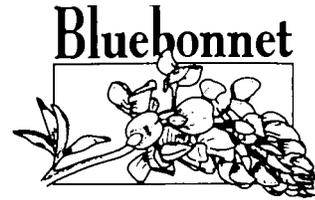
December Echinacea Special 20% OFF

- Super Echinacea Liquid Extract
(be sure to ask about the new Super Echinacea Six Pack Counter Display)
- Super Echinacea Capsules
- Children's Echinacea Glycerite
- Echinacea Root – Liquid Extract and Glycerite

*Discount good on 1 oz, 4 oz and 8 oz bottles
December 1 – December 31*

Supporting Our Customers' Health Since 1979

Not represented by BMC in NJ, NC



New Products—Constant Innovation

1122	Glucosamine-Celadrin-MSM 60 Vcaps	12.48	..24.95
1123	Glucosamine-Celadrin-MSM 120 Vcaps	23.48	..46.95
1126	Glucosamine-Celadrin-MSM 180 Vcaps	34.48	..68.95
872	GliSODin 250 mg Vegetarian S.O.D. 30 Vcaps .	9.98	..19.95
873	GliSODin 250 mg Vegetarian S.O.D. 60 Vcaps	18.98	..37.95
1177	Plant Sterols 500 mg 60	7.98	..15.95
1178	Plant Sterols 500 mg 90	11.98	..23.95
1174	Policosanol Vcaps 20 mg 60 Vcaps	9.98	..19.95
1170	Red Yeast Rice 600 mg 60 Vcaps	7.48	..14.95
1171	Red Yeast Rice 600 mg 120 Vcaps	13.48	..26.95
1127	Celadrin 90 Softgels	13.48	..26.95
1129	Celadrin 180 Softgels	24.98	..49.95

Super Great News !!

**Bluebonnet has lowered the price
on their entire line of CoQ10 products.**

Make sure that you check their prices on the highest quality natural CoQ10 in the world!



NORDIC NATURALS

**Keeping a healthy mind and immune system
through the Holidays...**

15% OFF All Cod Liver Oils including:

- Children's DHA 90 and 180 Ct.
- CLO Orange 8oz. And 16 oz.
- CLO Peach 8 oz.
- CLO Lemon 8 oz.
- CLO Arctic-D 8 oz.
- CLO Singles
- CLO Plain 8 oz.
- CLO Berry Keen 4 oz

Heart Synergy is selling super!!

Formula has been improved; now with homocysteine added to the formula.

Not represented by BMC in NJ and parts of PA

**NEWTON
homeopathics**

Always safe, always effective.

**20% LINE DRIVE!
on the following:**

- **Newton Homeopathics for Pets**
Includes all "for Pets" liquids
- **"Nothing But Natural" for Kids**
Includes all liquids and pellets

Must ask for discount at time of order.
Offer cannot be combined with any other discounts.

Newton Homeopathics will be closed for the holidays Dec 23-Jan 1.

Orders must be received by December 20 to ensure prompt shipping.

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

AromaLand is sporting delightful new labels—Check them out!!

Essential Oils have been the heart of our company since 1986. The characteristics of Essential Oils can vary like wine. Depending on the species, location, ground and weather conditions, environmental circumstances, and the expertise and care given by the farmer and distiller, the oil of the same plant can vary strongly from supplier to supplier. Our experience will assist you in sourcing high quality oils at very competitive prices.

This month: FREE SHIPPING on all \$100 + orders placed over the phone or online.

All ceramic lamp diffusers made here at AromaLand are now at an everyday price of \$6

How can you not stock one of every variety??

Capture the eclectic buyer of the growing category of healing aromatherapy by carrying the most eclectic, highest quality company—AromaLand

WELL-IN-HAND®

**December 2005 20% OFF
Zero Zitz!® Moisture Marvel
Kreamy Kleanzer**



The Magic of Zero Zits in a pure castile base. So sensuously Kreamy and pure that you'll want to take your shower three times. Looking for a clean ingredients-panel for your discerning customers? Why stock a large selection of mediocre options, when you can provide something with no unsightly ingredients and is marvelously pure and effective? Moisture Marvel is one Kreamy Kleanzer!

Moisture Marvel with Lavender Flower, Hemp & Myrrh 6 FL OZ



EssentialFormulas

Special December discount for Blue Moose Consulting accounts only

Buy 24 boxes of any size and GET 2 BOXES OF THE SAME SKU FREE

Dr. Ohhira's **Probiotics 12** 30 caps

Dr. Ohhira's **Probiotics 12** 60 caps

Must mention discount at time of purchase

Ask for copies of the two excellent articles by Nan Fuchs in the *Women's Health Letter*.

September 2004, Volume X, No 9
"How Safe Are the Probiotics You Are Taking?"

October 2004, Volume X, No. 10
"Don't Waste Your Money on Mediocre Probiotics: These Are the Best Ones I Have Ever Found."

Not represented by BMC in PA, NJ

JUVO™

Fall Season Promo

Buy a box of 15 packs, and the consumer will get a 12 OZ BOTTLE OF HONEY POWDER FREE!

Juvo is packaging Arizona honey as a give-away for the purchase of a case of Juvo.

New! Juvo Cactus Honey Powder Organic Food

Plant-Based Organic Nutrients for Body Cleansing & Detoxification
while supplies last

Why Is JUVO Called Raw Food?

It's simple. JUVO is a tasty vegetarian whole grain salad. It is freeze-dried and powdered from vegetables, mushrooms, many kind of whole grains and sea vegetables.

Vegetarian raw foods are alive; uncooked, nutrient and enzyme-rich. Just as salad is raw, JUVO vegetarian is raw. JUVO goes perfectly with soy milk for a breakfast cereal meal. Enjoy delicious energy foods, like fresh freeze-dried JUVO Vegetarian Raw Food for body-cleansing detoxification.

JUVO Raw Foods are nutrient rich—A whole food, complete meal: vitamins, minerals, enzymes, fiber, and phytonutrients.

Not represented by BMC in PA, NJ

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Hair Doc New Year's resolution!!

Increase the sales percentage on non-grocery merchandise in your store.

Last year, more stores than ever brought in Bass Brushes and Bodycare products...and they are proving consistent sellers everywhere. If you have not brought in these excellent holiday gift items yet, you can still capitalize now and in January 2006.

Have you looked through the Hair Doc catalogue? You could fill an entire aisle with the selection, and you can make use of that one unprofitable corner that just sits empty now!!

Join the stores that are selling brushes, combs, loofahs, bath mitts and sponges, natural toothbrushes, shaving gear, skin brushes and more. Show the catalogue to staff and see the excitement that diversifying your inventory will make!!

Bass Brushes—the oldest and largest provider of natural brushes and bodycare products to the natural foods industry. Quality at an exceptional price.

Not represented by BMC in NC, NJ, PA

TESTIMONIALS COUNT

Aloe Life Leg Gel for Face & Body Vein Support Formula

"Aloe Life Leg Gel seems to work from the outside in—to lighten, strengthen and stimulate circulation. I was amazed to watch my own red thread veins (also called spider veins) fade away and the annoying itching and even pain stop. Eating well, taking antioxidants like Vitamins A, C, E and B-complex are important to build healthy connective tissue along with exercise and drinking 6-8 glasses of water daily. I believe every thing good we put in our body helps us to be healthier and I have done my best! Yet through normal aging I developed some very unsightly veins and sadly I did not want to wear clothing that showed my legs. The good news is using Leg Gel roll-on twice daily my legs look and feel 10 years younger!"

—KM/practitioner



Himalaya

HERBAL HEALTHCARE

Here is a display that will sell, sell, sell

November/December Free Koflet Promo

With the cold and cough season upon us this is a great opportunity to present proven and tested supplements which can help your stores increase profits. Programs are intended as a "buy a bottle of product get a box of Koflet free." Koflet is a great product, and really works. The floor display combines all the products in a very attractive presentation with a header talking about the free box of Koflet.

Counter Display With Pure Herbs

5 Holy Basil
5 Amla C
10 Koflet

Promotional Price \$55.00

Savings \$23.70

Counter Display Formulations

5 ImmunoCare
5 RespiCare
10 Koflet

Promotional Price \$107.70

Savings \$23.70

Koflet contains: Yellow Berry (solanum xanthocarpum), Malabar Nut (Adhatoda vasica), Holy Basil (Ocimum sanctum), False Black Pepper (Embelia ribes), Grape (Vitis vinifera)

Floor Display to promote Koflet

8 ImmunoCare
8 RespiCare
8 Holy Basil
8 Amla C
32 Koflet

Promotional Price \$260.32

Savings \$75.84

Also, Chyavanprash with Honey Special Promo

BUY 9 GET 3 FREE

Promotional Price \$62.91

Everyday Price \$83.88

Savings \$20.97

25% savings

Himalaya December Phone Training topic will be "Hot Times" with Ann Louise Gittleman on her new book about menopause with info on MenoCare and StressCare. **Wed 12/21/05: General Training** - all Health Food Stores Eastern Time - 11AM, 3PM, 5PM, & 7PM. Four Identical Sessions For Your Convenience. Call BMC office for 800 number and access code

AloeLife.

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Give the People What They Need

Great food and holiday cheer are taxing in the digestive system, especially for people with digestive issues already. Place aloe vera in eyesight, and let people ask the question: what does this do?

Stomach Plus Formula has provided relief from Reflux, Gastritis, Nausea and Upset Stomach. This very soothing formula helps rebalance stomach acids, calming the intestinal tract naturally.

Aloe Life Stomach Plus is most effective because Aloe Life chooses the most effective herbs used by herbalists for centuries. The quality Whole Leaf Aloe Vera Juice carries the herbs deep down into the tissues for fast relief.

Great Formulas for an aloe life endcap

(don't be the last person on the block to reignite aloe sales!!)

- Aloe Gold Whole Leaf Aloe
- Orange Papaya Whole Leaf Aloe
- Cherry Berry Whole Leaf Aloe
- Detox Plus Formula
- Stomach Plus Formula (Stomach Plus may just be the perfect essential holiday gift for that special someone!)

Did you know that Aloe Vera stimulates the body's natural production of S.O.D.? Yes just one more reason to take Aloe Vera to look and feel our best!

LBAS®

Olbas Season is Here, Stock Up and Save

15% OFF all Olbas displays
free consumer samples, store staff
goodies! *direct only*

Nature's Wonderland
a full line of herbs in Vcaps
December 2005

**3+1 DEAL ON THESE TIMELY
HERBAL COMPOUNDS**

**Cough & Cold Formula 60
Vcaps™ (#S68X)**

Proprietary Blend 675mg
Garlic, Golden Seal Root, Scullcap Herb.

Immune Boost™, 60 Vcaps (#S56X)

Proprietary Blend...600mg Burdock,
Echinacea, Yellow Dock.

PERFECT® ORGANICS

Perfect Organics Brings you More Organic.

Available Now

Organic Cotton T-shirts!

Environmentally correct fashion: Make a positive statement
while supporting a healthier environment!!

Distressed dyed with soy based inks. Available with the
following printed messages:

- WAKE UP
- KEEP UP
- GROW
- GREEN UP
- ORGANIC

10% OFF T-shirt orders during December



All in One

continued from page 2

and plant sterols all have recent and significant scientific data to support their inclusion in this formula. CholesteRice™ is currently the only formula on the market that includes all four of these major players, and as importantly—the dosages are combined to have an impact that the consumer will be satisfied with.

CholesteRice™ also includes CoQ10 which is essential when a person is taking red yeast rice, since taking red yeast rice diminishes this critical nutrient at a cellular level. Bluebonnet's commitment to quality and an all-natural product hold true again as they only use the 100% natural trans-isomer yeast fermented CoQ10—something many companies are moving away from because of cost and profit concerns.

Four major nutritional elements to assist the body in reducing cholesterol production in the liver, blocking its absorption into the intestines, and helping the body to breakdown and metabolize cholesterol in a healthy



manner. This is something that the all-in-one consumer will find most appealing. And, with noticeable dosages, the buyer will be satisfied with the gradual and beneficial results as they return for their second and third bottles—and onward!

The products are now on the market, and the end-user has always been there: now, how to get them together. Product

placement is certainly important. Many stores now make shelf tags denoting “staff favorite” near the products they appreciate; and an endcap highlighting both formulas—with possibly the individual nutrients (see Bluebonnet's newest selection of products in their newsletter box ad this month) and the great selection of Nordic Naturals' other Omega formulas are certainly ways to bring prominence to these products. Some stores have even made counter displays of the Heart Synergy and done very well drawing awareness to this attractive formula.

TIP OF THE MONTH

The holiday season is only as merry as you make it. You may choose non-denominational lights—white or multi-colored—in your window and around your doorway to invite people to feel “merry” as they visit your shop.

Make a conscious effort to help people be inspired at this special time of year.

Feel comfortable reveling in your faith, but be respectful of the other traditions that are going through spiritual rebirth at this time of year as well.

The sales pitch also needs to reflect the benefits of the compound. By simply stating that this formula has all the most recognized nutrients for the structure/function claim asserted, and that they are found in noticeable dosages in one bottle—the concept of convenience will be understood. Remember how many times you have heard people say, “I already take so many supplements”. In some cases you can actually reduce the number of bottles a person is buying, while getting them the important nutrients—and guaranteeing that they will return to your store to buy these star products. A win-win all around, as you provide the best to your consumers.

But remember: purchasing the inventory does not guarantee the product will move in your store. This product is earmarked for that certain all-in-one sector of your market, and for that customer who will see that convenience and quality go hand-in-hand with industry leaders such as Nordic Naturals and Bluebonnet. We now have several products we can turn to and present with confidence when a person expects unrealistic convenience when they say to you, “I am concerned about my heart health,” or “I have high cholesterol”. Take this opportunity to make your store the place people turn for healthful, beneficial natural alternatives. *

“WE ARE HEALTH FOOD PEOPLE”

Employee profile—Lara Brown Inside Sales, Blue Moose Consulting



Hi, I'm Lara Brown and I've been working for Blue Moose about a year and a half. I first met Michael & some of you in the early 80s when I worked for a natural food distributor and he was one of my favorite customers. I got to know him, and many of you, better while working for a natural products broker for over 10 years in the mid-atlantic region. Some of you may also know me from trainings, demos, and lectures. The people in this industry are so wonderful it's great to get to work with you!

Lately I stay pretty close to home caring for my 2 & 12 year old sons. I'm also working on my organic gardens and go see live music when I can. I look forward to speaking with you on

the phone and hopefully in person sometime too.



Flu #2

continued from page 1

immune system is under siege. The **Olbas Instant Herbal Tea** is perfect, because it is *instant* and no one wants to steep a tea when they are down and out. Twenty soothing herbs with a delicious peppermint flavor that is calming to the stomach and digestive system. When someone is stopping in, sick and home quick to bed, they will look at these products as fast relief when they need it most.

As we learn more about the immune system, we realize that keeping the digestive system strong is always the key to regenerating the body when it is down. Sometimes people forget that what may seem like the peripheral item on the resource chart is often very crucial. Along with all those liquids, we should encourage people to address their stomach at a time when they might not feel the desire to be healing themselves at all. **Aloe Life Stomach Formula** has proven very effective for a broad range of stomach complaints, and 1-4 ounces of organic aloe juice concentrate to counter viral distress is something we should be educating everyone to incorporate into those few things they can muster the strength to do while resting. Dr Ohhira's **Probiotics 12** from **Essential Formulas** should also be close-at-hand when the digestive system is trying to meet the challenges of the flu.

Protecting and supporting the organs to do their job is probably the most important strategy we can employ to

TAKE 5 MINUTES

Yearly reminder to get your 2006 calendars ready. The **Nordic Naturals** calendar is perfect for the office and by the cash register. Number the weeks of the year for 2006, and set a code for your pricing guns so that you can trace every item that you bring into your store back to the invoice of origin: life is so much more efficient when you plan ahead.

ANOTHER REASON TO JOIN NNFA

Study Says Certain Dietary Supplements Improve Seniors' Lives, Save Billions...

A new study was recently released that reaffirms the fact that regular use of certain dietary supplements could save the U.S. healthcare system billions of dollars. According to the new study, commissioned by the Dietary Supplement Education Alliance (DSEA), of which NNFA is a founding member, and conducted by The Lewin Group, taking omega-3 fatty acids and lutein with zeaxanthin could help seniors live independently longer, and offset healthcare expenditures by more than \$5 billion over a period of five years.

cause a quick exit for this pernicious intruder. Obviously, the liver needs support.

Himalaya USA's LiverCare has many liver-supportive attributes, and it would be one product that should be added to your medicine cabinet display. Guarding the lungs is crucial, because once the problem gravitates to the lungs the duration of the symptoms and the chances of relapse are greatest. NAC (N-acetyl cysteine) is beneficial for the lungs along with Vitamin C, Quercetin, *GliSODin* S.O.D. and herbal support from Amalaki (Amla C), and **Herb Pharm's Wild Cherry-Petasites blend**.

Herbal support options are abundant, and people should feel comfortable with a variety of choices. Echinacea is the most crucial herb to have at home, and Herb Pharm's newly improved **Echinacea-Goldenseal Compound** now sports ginger root and black elderberry and is assembled for the treatment of the flu especially in response to respiratory and nasal symptoms. Olive leaf has become a rising star in most stores' repertoires, and Herb Pharm makes a superior olive leaf extract. **Bluebonnet** offers a bestseller in their standardized olive leaf product (6% oleuropein) with the *e.d.s.* enzyme delivery system for increased absorption.

If you offer many possibilities, the consumer will gain confidence from the



viable options available in blanketing the body with herbal immunostimulators and natural aids.

Remember chamomile and peppermint spirits for the stomach; horehound, garlic and boneset—and the Herb Pharm's **Children's Compound** for the youngest, and the **Children's Winter Health Compound** for all the little ones.

Himalaya USA has several excellent herbal compounds that have the benefit of being developed by doctors with clinical testing using double-blind, placebo-controlled studies. The astute buyer will offer their **ImmunoCare, RespiraCare, CoughCare** and **ImmunoCare Jr.** [for children]. Look at how vast the choices your display can offer!!

Consumers are not concentrating on all the options available: and once they see the possibilities, many will surely plan to have their remedy-drawer filled with a few alternatives to take with some tea before they get under the covers. Create enticing displays where people will stockpile lozenges at home for that special moment. Don't run out of Olbas' strong and cooling herbal **Pastilles**—for throat and nasal passage—and the equally effective, newly popular, **Koflet Lozenges** from Himalaya USA, which activate and soothe the bronchial mucosal membranes. **Olbas Oil** is the original Swiss cold and flu remedy—for aching muscles, as an aromatic inhalant, and in

continued on page 8



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

"If you don't read this newsletter every month, you are missing something."

Flu #2

continued from page 7

a tissue tucked inside the pillow case for a good night's sleep.

Don't be shy to suggest that everyone stock up. Once the malady has struck and the person is home to recover and convalesce, the products need to be home and ready. People will appreciate your advice for options when the home was supplied with what they needed [that is our job!!]. An ounce of preparedness helps to achieve a pound of cure. Make sure your home is healthfully prepared too. And stay safe and healthy this year and the next! *

CONGRATULATIONS TO A VERY PROGRESSIVE RETAILER

My Organic Market [Maryland and Virginia]: MOM's has recently purchased 1.2 million kilowatt-hours of Wind Energy. This purchase represents the entire energy use for one year at all three stores. The benefits of this wind-power energy are: the elimination of the emissions equal to: 104 cars per year, or offsetting the contamination of the air produced by 120 average households, or the positive value of planting 97,989 trees, which naturally remove harmful amounts of carbon dioxide from the air.

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. Want to receive this via fax early every month for all the deals on the great BMC lines? Call Jamie Daly at 703-521-4567 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

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

