

Talking Health: Preface: Healing Begins with Balance

I lay in bed at night and create protocols for different physiologies that would assist in combatting cancer. Things I should not be thinking about. Yet, it is my mind's eye to understand the many ways of healing. My thoughts will remain to myself, in this world of the power of information.

And then there is homeopathy. So deep, that it must be recognized for its potential by the medical community; so subtle that it works brilliantly and effectively on the immune system that

is a mystery to all science. It is even effective on babies and animals without the need for placebo controlled evidence.

If you have not yet heard the story of Dr. Luc Chaltin and **Newton Homeopathics**, then you are missing one of the most significant biographies of one of our times' most brilliant healers. But first, do you believe in homeopathy? Has it ever worked for you, and do you wonder why? And have you gained enough confidence to be able to recommend, or explain its

potential to those customers who trust you with health questions?

The short version of the story is that Dr. Luc, an engineer by trade, cured himself of tuberculosis with homeopathy, when he found a lesser-known advancement of homeopathy that evolved from Hahnemann's teaching after homeopathy's founder passed on. Dr. Luc then dedicated his life to learning, practicing and then teaching homeopathy. The results of this quest are seen in the clinical

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Talking Business: How Quick is ASAP?

One month into the new year: how quickly time goes by.

Those who make New Years' resolutions most likely need a reminder and some encouragement to reignite those goals. And the same is true with business. Many times we have the brainstorm, and we know the next most important thing that we have to do to increase business or to make the store better—and then the daily pressures come in and we backtrack on those important business objectives. As Blue Moose Consulting enters its fourth year, I look back at the surprisingly high number of stores that have closed their doors in the past three years. I have had hundreds of conversations with store owners and managers about what to do when the sales get sluggish. Often the answers—or at least the options—are self-evident and attainable. But too

often, the words and conversations stay on the drawing board.

Every store needs to evolve within itself for the good of the community and for store survival.

This is particularly saddening when I see so many stores freeze in their actions at the time when they should be reacting to difficult or dangerous business threats. While not every store finds itself in these situations, and while many are proactive in adapting to their circumstances, it is clear that there are many stores within earshot that need to be motivated into making changes. Every store needs different energy and different problem-solving, and every store needs to evolve within itself for the good of the community and for store survival.

I feel fortunate to have been in several excellent managerial positions in my career in health food store management. And in those successes, the stores reinvested and reinvented and responded and self-analyzed and grew. And there are many stores out

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MARKETING IDEAS

Take advantage of the crass attempts at health products from mass-marketeers. Copy the ingredients listings of the latest homeopathic flu remedy touted on TV, and catch the wave of people who watch Dr. Phil now looking for whole leaf aloe vera—and point them to the exceptional price and better quality of Aloe Life International products; and direct them to the homeopathic products Newton Homeopathics make: organic alcohol, well-water, clean ingredients and effectiveness beyond compare!

Preface: Healing Begins with Balance

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homeopathy practices, and the formulas he created in the Newton's Homeopathic line of products. One doctor's investigations into the quantum physics of how to affect changes in the modern human constitution.

Newton's Homeopathy is American homeopathy at its finest, a great advancement on a European discovery. *Modern physiology*: treat the liver first. *Modern diagnosis*: detox from the modern chemical pollutants of heavy metals, food additives, candida, pesticide residues...all those things Hahnemann was fortunate enough not to have to work with when he was working with his "cures".

World Health Organization figures state that homeopathy is the most practiced single medicine in the world today.

Homeopathy currently has a reprieve from the assault of the modern pharmaceutical establishment. While herbal medicine is under constant onslaught, homeopathy is a recognized safe and effective medical protocol. Although WHO (World Health Organization) figures state that homeopathy is the most practiced single medicine in the world today, its medical capacity is allowed to function in the U.S. only because of miscalculations of the legal teams and lobbyists of the medical special interest groups in the early twentieth century. But here we are—with homeopathy as a great, underutilized health option for all our customers. Newton Homeopathics offer a wide range of complex remedies put together to address many serious and obstinate modern illnesses and discomforts.

And so, we *cannot* say that we can treat herpes with homeopathy—

though a good homeopath has methods; we *can* say that we can treat defined medical conditions, though, like arthritis and fever and menopause. We cannot say that we can deal with modern maladies like diabetes and

Newton's homeopathy has created a system to correct underlying imbalances and bring the body back to the point where it can heal itself.

blood pressure or AIDS/HIV, but we can say that we have remedies that are effective against the flu.

Ah, beautiful homeopathy: the most underutilized, understudied and misunderstood gift to the natural foods canon. Newton's homeopathy: a system created to correct underlying imbalances and bring the body back to the point where it can heal itself. Back to the balance point where the body can heal itself. Imagine the implications of this idea: Jump Start Your Health!

Newton's Jump Start Your Health kit contains three remedies, combined to effectively signal the major organs of the body to prompt the activity of change. Whether the body is seriously imbalanced, or mildly ill, this jump-start program will homeopathically activate organ response. Whole body homeopathy. Brilliant healing.

I lay in bed at night and think of all the things that I would like to say to educate the healthseeker about what to do to heal themselves. **Every treatment** should begin with **Newton's Jump-Start Your Health kit**. If you understand the principals, and observe homeopathy's affects and results, and learn to explain the parameters of homeopathy to those who turn to you for guidance on their path—then you will see that Newton's Jump Start Your Health kit is the finest starter's kit for health that this industry has ever seen. Thank you, Dr Luc!

Now, give me twenty minutes to explain how Newton Homeopathics is revolutionary! ✱

INSIDER INFO

Please be forewarned that the latest book by Yale dermatologist, Dr. Nicholas Perricone, is making a stir in the mass-marketplace and in stores throughout the country. This book, *The Perricone Promise*, is a *New York Times* best-seller and has already sold out of its first printing. In it, Dr. Perricone acknowledges the latest research on some cutting-edge products, several of which are available at the moment through **Bluebonnet Nutrition**. So ask your staff if people are looking for these products now:

1. Nucleotides—This product is the building block of RNA/DNA. It greatly outdistances earlier generation products. This is new, exciting, viable and a future best-seller. Crucial for new-cell growth, wound healing, regeneration.

2. Optiberry™—Optimum potency, multiple berry extract containing standardized levels of potent anthocyanins. A patented blend of wild blueberry, strawberry, cranberry, elderberry and raspberry extracts.

3. Maitake Gold—This is the gold standard for mushrooms today. A highly-concentrated and patented MaitakeGold Mushroom extract. Bluebonnet's version is the only one in an organic maitake mushroom mycelia powder base, and in Vcaps.

And don't forget the jump in sales for the nutrients mentioned in his first book, *The Wrinkle Cure*.

Bluebonnet's **Ageless Skin** contains the trio he touted so highly before, Alpha Lipoic Acid, Ascorbyl Palmitate and DMAE. Again, we are in Vcaps with no extra binder, excipients, etc.

Promote the book, endcap the ingredients. Lead the charge in what will most likely be a wave of sales that will span all of 2005.

#109 in book sales on Amazon.com as January ends after three months on the market





**FEBRUARY PROMOTION: SEXY HERBS SPECIAL
20% OFF**

Male Sexual Vitality Tonic™
Female Libido Tonic™
Pharma Maca™
Rhodiola
Yohimbe



**THE GOLD STANDARD OF IMMUNE SUPPORT
20% OFF**

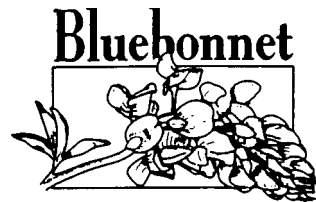
Super Echinacea™ liquid extract
New Super Echinacea™ capsules
Golden Echinacea liquid extract
Golden Echinacea glycerite

Winter 2005 Pharmer's Almanac subjects:

"What's In a Cough? an introduction to herbal expectorants,"
"Wild-Cherry-Petasites Compound" product profile,
"Meadowsweet Investigation," "Regulatory Report," and
"Innovations in Organic Farming"

Sales from Feb 1-28
Promotions apply to 1, 4, 8, 16, 32-ounce sizes

Not represented by BMC in NJ, NC



**Increase sales with the best-tasting protein
powders on the market.**

Super Earth Soy Protein powder
Natural Chocolate Truffle

Super Earth Soy Protein powder
Toasted French Vanilla

Whey of Life™ Natural Chocolate Blitz

Whey of Life™ Natural Vanilla Blast

Also available in single-serving 8-paks
for customers to try

Round out the section with the best taste
and best quality:

- lecithin granules
- brewer's yeast powder

**This is one case-stack that will
move super fast!!!**



NORDIC NATURALS

**Innovation. Products Customers rush for.
Quality Unsurpassed. Keep 'em coming!!**

As requested, another larger size.

Complete Formula - 120 caps!!!

120 caps/bottle, Item # RUS-02770
Retail \$32.95, Wholesale \$19.77

Complete Formula Singles

30 packets per box, 5ml (1 tsp) per packet
RUS-01774 Retail \$27.95, Wholesale \$16.77

Omega-3 Formula Singles

30 packets per box, 5ml (1 tsp) per packet
RUS-01764 Retail \$24.95, Wholesale \$14.99

Arriving by Friday, 2/4

Omega-3 Pet Capsules

90 caps/bottle Item # RUS-50502
Retail \$19.95, Wholesale \$11.97

**February Sales: Loving Your Heart
15% OFF**

EPA Formula 60 caps
Ultimate Omega 4 oz



Not represented by BMC in NJ and parts of PA

**NEWTON
homeopathics**

Always safe, always effective.

February deals: 3 ways to save

**1) BUY 6 OR MORE OF THE SAME SKU
20% OFF**

OTC Complexes

30 Tobacco addiction
27 Weight control
40 Caffeine addiction

Pump Sprays

213 Throat Miracle
215 Hangover Relief
217 Panic Button

**2) 4 OR MORE OF THE SAME SKU & GET
15% OFF**

3 Cold + Sinus
4 Fever + Infection
25 Throat Irritation

5 Flu
6 Earache

**3) 5 OR MORE OF THE SAME SKU AND GET
25% OFF**

All Pet complexes, available in our new label design

Must mention discounts at the time of order!

**Homeopathy, Where it helps
www.newtonlabs.net**

Not represented by BMC in NC, WV





Make Olbas a part of everyone's everyday lifestyle. Natural Health in 2005

Olbas instant Herbal Tea; a perfect instant tisane with 20 herb extracts—Peppermint, chamomile, fennel, thyme, Iceland moss, licorice root, lungwort herb, star anise, marigold, yarrow root, elder flowers, lime flowers, blackberry leaves, sage, eucalyptus leaves, plantain leaves, cyanic flowers, cowslip, mullein flowers, malva flowers with fruit pectin, peppermint oil, eucalyptus oil. Sweetened with grape sugar and sugar. **Delicious! Soothing Relief for Colds & Flu**

February Sales: **BUY FOUR AND GET ONE FREE** of the following: (ask for deal when ordering)

Mullein Flowers (*Verbascum thapsus*) 60 caps \$4.65; retail: \$9.29 Vcaps

Mullein Leaves (*Verbascum thapsus*) 60 caps \$4.20; retail: \$8.39 Vcaps

Healthy Heart Support™, 60 Vcaps—450mg: Proprietary Blend 450mg- Borage, Motherwort, Skullcap, Tansy, Valerian Root, Hawthorn Berries.

Essential Formulas

Are you versed in the potential of real healing?

Every customer can benefit from, every customer needs a viable, strong probiotic.

The sooner people become accustomed to this fact, the quicker we will see long-term and dramatic healing.

Probiotics 12—30 caps
Probiotics 12—60 caps

Natural fermentation

100% vegetarian

Enteric coated

Published clinical studies prove efficacy

The world's best-selling probiotic
Stronger than any other probiotic on the market.

This probiotic will make you a believer in the importance of probiotics for overall health!



The Essence of Well-Being®

2005 is the year to make aromatherapy a best-selling category in your store!

- Single Note Essential Oils
- Organic Single Note Essential Oils
- Essential Oil Blends

FEBRUARY SALES



Blue Line Body Care:

Full Blue Line Body Care

[753SPEC12 Promo #1] with Free 5-tier (shelf) black, free standing display—260 pieces
50% OFF Reg. \$980.30; Sale \$490.15

[753SPEC06 Promo #2] with Free 5-tier (shelf) black, free standing display—155 pieces
30% OFF Reg. \$537.65; Sale \$376.36

Single Item only: Blue Line Body Care
6 or more same item **30% OFF**
(e.g., 6 Lavender Lotion [75LOL])

Simplicity Lamps—now available in Red New Mexico Clay—Natural (Bowl clear glaze) (10SIM) 12 or more Reg. \$8.75;
SALE \$7.75 EA.
Adobe (Full glaze) (10SIMA) 12 or more Reg. \$7.50; **SALE \$6.50 EA.**



One pouch of JUVO Raw Food a day can change your body?

1. JUVO is a plant-based meal: Organic whole grains, vegetables, sea-vegetables and mushrooms make up the premium plant-based ingredients.

2. JUVO is a living and uncooked food: Over 25 natural ingredients are freeze-dried to protect essential nutrients and retain freshness.

3. JUVO is a complete meal full of nutrition and also low-calorie: Perfect for weight loss in a healthy, natural way

One pouch of JUVO a day can provide optimum energy, enhance metabolism, strengthen the immune system, cleanse the digestive system, and reduce daily total calorie intake, thus improving overall body function and eventually **rejuvenating** your body.

"Simply changing the diet can make a healthier America" **This is Juvolution.**

Not represented by BMC in PA, NJ



Since 1979
MANUFACTURER / IMPORTER / DISTRIBUTOR

New Year's Resolutions

1. Increase sales in the bodycare department
2. Stimulate interest in shampoo and hair care and increase sales
3. Make bath care products and skin care tools a section worth getting excited about
4. Take sales away from the local drug stores for all of the above
5. Provide the best products on the market

**All your needs in one company:
Hair Doc/Bass Brushes**

- The oldest purveyor of hair care and bath care products in the natural foods industry
- The largest seller in this category in the industry
- The importer and distributor of the best products available

**Time to act on those
New Year's Resolutions!**

TAKE 5 MINUTES

Looking to carry new lines? Want to get rid of those COD charges and establish terms with regular vendors? How many times have you filled out a credit application, and how much time does each take? Why not create your own pre-made credit application with all the information always requested. Then, when you want to submit one, fax over your information along with your signature at the bottom of the form from the company. Preplanning equals more time for you to focus on your sales.



TIP OF THE MONTH:

The **Whole Foods Market in Vienna Virginia** has placed signs throughout their bodycare section demarcating every products they carry that is paraben-free. The signs just say the salient, pertinent statement, "No parabens".

Himalaya

HERBAL HEALTHCARE

Provide advanced Herbal HealthCare from Himalaya USA. Be bold and offer complete and well-balanced herbal protocols.

1. Clean Living Detox Program: contains 1 HemoCare® and 3 LiverCare®

2. TotalCare for Women

Phase 1 contains 2 MenstriCare®, 1 StressCare® and 1 Livercare®.

Phase 2 contains 1 each of MenstriCare®, MenoCare®, StressCare® and Livercare®

Phase 3 contains 2 MenoCare®, 1 StressCare® and 1 Livercare®

for the three phases of a women's life cycle.

TotalCare for Women is recommended by Ann Louise Gittleman, PhD, CNS

Add to your Bodycare/Personal Care Nutrition section. Herbal answers are:

Dermacare™ 120 tabs

NailCare™ 60 caps

VeinCare™ 60 caps

All Himalaya USA products are tested for heavy metals and all the HerbalCare Formulas are created after human clinical tests prove their efficacy.

Learn the value of Himalaya USA for effective herbal sales and solutions.

AloeLife

INTERNATIONAL

Health Education ❖ Health Products ❖ Aloe Vera

Aloe vera is one of the most miraculous plants for skin health. **But most aloe used in bodycare products is either inferior quality aloe or not an active aloe.**

Customers will see the difference when they use Aloe Life International. Bodycare products with whole leaf aloe vera juice as the active ingredient.

Healing bodycare for your skin!



Face & Body Lotion 4 oz and 16 oz

Aloe Healing Skin Gel 4 oz and 8 oz

Body Heat 4 oz and 8 oz

Personal Gel Lubricant 4 oz

Ear Drops 1 oz

And new this month:

Vein Repair Formula 3 oz. roll on bottle

Remember our Face and Body lotion is now paraben free!

PERFECT™ ORGANICS

Natural Skin and Body Luxury™
Pure, Simple and Clean...

With only the finest natural and organic ingredients:



Dry Lips?
SHEA BUTTER LIP BALMS

Super Lip Moisture!

Available in:

Fresh Mint

Citrus Orange

Vanilla Twist

And new this month: a counter display to prominently present these ultra-moisturizing lip balms

Super hydrating and nourishing...
your customer's best bet for smooth, soft lips!!

WELL-IN-HAND®

10% OFF
Zero Zitz

Unscented Creamy Kleanzer

Choose products that are effective and enhance your well being!

Zero Zitz nourishes, exfoliates, hydrates, cleanses and tones while helping you see your way clear!

The magic of Zero Zits, in a pure castile. So sensuously Creamy that you will want to take your shower three times! Unscented with Hemp & Egyptian Blackseed. 6 fl. oz.



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

How Quick is ASAP?

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there that know they need to do some house-cleaning, and some reevaluating. The competition has gotten broader, the options the consumer now has are infinitely more vast and growing—and many stores are stuck in a financial equation where they have constant sales but never enough extra money in the bank.

*The competition has
gotten broader, the
options the consumer
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So, with all these dilemmas to address for business health, why ignore or put off the necessary? First on that list may be addressing the issue of how to get more customers for your store (two owners be-cried this question to me just this week). While I don't mind stirring the pot of potential—encouraging focus and action—I have no idea what the answer is for any store. When I managed my stores, though, I instinctively knew what I had to do for my customer base in my

market—and I learned how to prioritize. And so as we enter the second month of 2005, the question

is raised: what must you do now, how can you achieve it, and how quick is *as soon as possible*? *

How to reach Blue Moose Consulting



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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave. # 150 NW • Washington, DC 20008

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, Texas 77478

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, Oregon 97544

Nordic Naturals: The Ocean Product Authority

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA. 95076

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.wellinhand.com
434-384-1800 • 888-550-7774
Forest, VA. 24551-1200

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA. 92107

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



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