



Talking Health: **Bluebonnet at the Forefront**

We have to start with the supposition that there are many good companies in our natural foods industry that make healthful, well-made products. I am happy to have sold all of them (that now exist) for the 18 years I was in health food management. I also have my heart entirely in the health movement we are involved in, and am intimately concerned with the long-term viability of our health-food stores. That is the main reason that I wholeheartedly involve myself with .

I took the job as a sales rep for this company based upon the recommendation of a good friend, who told me that this company was the “real deal”. I have had my eyes opened in the last three years and now know that, unfortunately, the retailer decision-makers really know very little about what goes into making the products that we sell. There is truly an art and a science: it is quite beautiful when someone is doing it correctly. My admiration for Bluebonnet has grown immensely, as I see that their intentions are equal to my beliefs. I have also seen

that the image does not always match up to the reality with many products. And cheap cost reflects substandard finished products. Bluebonnet has the respect of every other manufacturer for their determined dedication to quality. Bluebonnet’s prices are better than almost all the major brands—but they sell on quality, not price.

And for three years I have educated and cajoled and converted many well-meaning retailers to try Bluebonnet, and they have gained infinite confidence in

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Talking Business: **Pep Talk 2005**

In 18 years of health food management, I never made a yearly game plan. My focus was always on the next month’s promotion and the events of the day before me. Like a New Year’s resolution, it is most effective to take some time—dedicate a day before February arrives—to sit down and think and dream and make a gameplan. What do you want to move forward in 2005? How can you better the store in three critical ways? What have you been talking about for months/years and never taken the time to start or finish? Don’t be too grandiose, but making an outline and keeping it visible will return many valuable rewards.

I suggest that you start by picking a close friend and having lunch or tea or dinner. Just talk and bat around ideas. Then get the paper out and begin a serious project. Today’s goals and how to achieve them. Make a 3-6-9 month timeline, and stick to this year’s objectives (a larger strategizing is another project). If you can stay organized, as every good retailer should,

you will see that this imagery will guide you to achieve more in 2005 than in previous years.

Ideas? Offer sales—in allotments you feel comfortable with, and which works with your philosophy on business. The fact is that those discounts are offered to you to pass on to customers, and the

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consumer gravitates to places where they can save money on the things they want or need. In this competitive market, we need to offer the basics. So create basic good and notable sales. Sure it is work, that is what we are talking about. Make your sales different from everyone else’s so people have to come to your store to see what is new and exciting.

Is your store in need of a facelift? Many stores change one poster every

year, and other than that the store has a drab, unchanging look. Beverly at Natural Goodness Market & Cafe in Philadelphia changes her window display regularly, and actually has theme decorations in her store year-round. The atmosphere is always noticeably inviting. Even the cash-register area should be redone regularly, not to mention the premier spaces in the store shelf-wise. Commit to monthly or bimonthly changes in look and see customers notice things they never saw before.

Finally, get your staff excited. No matter how hard you work, your staff is the lifeblood to growing the business. What can you do to make them interested, committed, eager to educate themselves, and eager to see the business grow? These are concrete areas to think about, but you know your stores needs—so let the internal dialogue spark itself strong as 2005 begins, and the best of luck to every store Blue Moose Consulting serves in this upcoming year!! *

Bluebonnet at the Forefront

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the results that these products provide. As importantly, they see the future—the five-and ten year plans—and they know that Bluebonnet's loyalty is square on with the independent natural foods stores and what they stand for. The intention is to provide a core product line, that can be depended upon to be available in your stores alone, year's after Bluebonnet is #1 in sales. And the word of the Barrows family stands firm on that promise.

[Bluebonnet is] not only one of the most reputable manufacturers, they are also becoming one of the true innovators in the industry.

But what has changed in the course of my association with them is that they are now not only one of the most reputable manufacturers, they are also becoming one of the true innovators in the industry. In the past year, they have introduced the most important nutritional supplements this industry has seen since alpha lipoic acid, CoQ10 and l-carnitine (and no one involved will deny that these have revolutionized how doctors reverse illness; and that allow every consumer more capable of making their lives better/more healthy.)

Bluebonnet was this country's first supplement company to introduce what I believe should be the most important antioxidant breakthrough of the past decade, GliSODin™, a vegetarian, bioavailable S.O.D. Beyond all the hype and false starts of previous generations of SOD, which showed nominal benefit and let down clinicians, this SuperOxide Dismutase has shown overwhelming potential in absorption, activity and regeneration within the body. A most important new-class antioxidant now available in a usable form. The potential is limitless—and yet the product has been a sleeper except to all but the very astute.

Now, Bluebonnet is the first company in the industry to offer a product utilized by doctors, hospitals

and nutritionists for decades. The product is **Bluebonnet Nucleotides**, and again the potential is spectacular. Here is a product used in hospitals for trauma, wound healing and post-surgery—that is put into baby formulas to assist growth in children. The potential for the serious athlete and the weekend warrior, for the digestive and immune system, for any situation of healing and regeneration, is amazing. Years from now, nucleotides will be a base nutrient for all healing protocols. A natural product and yet our industry passed over the data until now. Bluebonnet's R&D team is crackling good while others are cutting corners in research to compensate for tighter budgets and irrationally slim margins: business models built to compete, not lead!

Bluebonnet has recently introduced what are definitely the best-tasting soy protein and whey protein powders on the market. Not copycat products, but action-specific powders that are designed to complement other therapies and achieve specific beneficial health results. Bluebonnet introduced the

SuperOxide Dismutase has shown overwhelming potential in absorption, activity and regeneration within the body.

industry's first antioxidant-sweetener to make these acceptable to all palates—an Earthsweet™ blend made mostly of fruit juice concentrates with a formidably high, guaranteed antioxidant profile. These products redefine the whole category of powdered nutrition/protein drinks. Bluebonnet's Earthsweet™ will complement many new innovative products they will introduce soon.

And, as always, Bluebonnet makes the product consistently according to label with the finest ingredients—creating a product with the eye for what is the best available rather than an eye for what is the most profitable for the manufacturer. They provide quality assurances most stores have not even thought about yet, from getting the highest grade Vitamin E to providing a new liquid l-carnitine in glass bottle

TAKE 5 MINUTES

Most stores are still using pricing guns instead of scan tags. Do you utilize your price gun to date your products? There are several clever coding equations: here is one if you haven't ever used them. Take a calendar (the beautiful Nordic Naturals calendars, available while supplies last), and number each week of the year. January would include weeks 1-6. Have the whole staff understand the merits of the system and then use the top portion of the price gun to demarcate products that arrive the first week of January as 015, and the sixth week as 065 and the last week of 2005 as 525. That way you can trace products back, products can be properly fronted, and you can discern slow movers without computer inventory. There are many more sophisticated variations, but the key is to mark that calendar and start now. Consistency will come with habit and you will wonder how you did without this simple system soon enough.

without any parabens. Natural food supplements.

Most people in this region do not know that Bluebonnet was the first company to offer grape seed extract in the US, or that they were the first to offer fish oils with structure-function claims in the product name. They are an 80% capsule line that is 100% vegetarian Vcaps™. Yes, after three years of telling people that Bluebonnet is the most trustworthy company when it comes to providing reputable products—made well with the highest ingredients—we can now add the bi-line that they are also one of the most innovative companies in our industry. The research and development team is unparalleled; there are exciting new products in the pipeline, there is a solvent business plan built with the determination to provide strong service to stores as the company grows, and that soul-ful loyalty issue that makes stores love them when they start buying.

Most people do not know that Bluebonnet chose never to carry a coral calcium product, any ephedra products or a hormonal products (when they could have made millions)—because the research did not pass the litmus test to put their name to these products. Trust,

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Introducing the most innovative and best-tasting whey protein powder ever!

Multi-action

Whey of Life™ Protein powder: two flavors
Natural Vanilla Blast (# 1550)
Natural Chocolate Blitz (#1555)

Unadulterated, low heat whey with casein for long-lasting amino acid availability, with **GLISODin™**—bioavailable vegetarian SOD and Nucleotides for oxidative stress and digestive support.

Available now in 1.1 lb containers
wholesale \$ 11.98, retail \$19.95

- Mixes instantly *low cholesterol/ low fat/ low sodium
- sweetened with Earthsweet™, and delicious (a feat for whey)

Also new:

Nucleotide Complex

- 30 Vcaps (# 1262), 60 Vcaps (# 1264) 300 mg
- See Carl Germano's new book,
- "Nucleotides: building blocks to optimal health"

Liquid L-carnitine, raspberry (# 035) 8 oz. 1100 mg

- wholesale \$11.48, retail \$22.95
- Lonza L-carnitine in a glass bottle with no parabens added
- a taste better than any L-carnitine on the market

Available mid-January, Whey of Life sample packets



**WINTER SUPPORT SPECIAL
20% OFF**

- Astragalus
- Goldenseal
- Immune Defense Tonic™
- Mullein-Garlic Compound
- Olive Leaf
- Propolis Echinacea Throat Spray

Sale pertains to 1, 4, 8, 16 & 32 oz. sizes

buy-in dates January 1-31

Not represented by BMC in NJ, NC



NORDIC NATURALS

Expect excitement from Nordic Naturals again, the first and only...

New Product:

Omega 3 capsules in **fish gelatin capsules**

- 60 caps, lemon flavor
- ideal for pesco-vegetarians
- 60 fish-derived gelatin caps, 1000 mg fish oil
- 2 caps = 360 EPA, 240 DHA
- wholesale \$10.77 retail \$17.95

Wonderful new product reminders:

The best-tasting, freshest cod liver oil in the world in a new flavor
Arctic Cod Liver Oil, **Lemon**

- 8 ounce bottles # RUS-58785
- Wholesale \$11.97, Retail \$19.95,

Our best selling product, by popular demand, in a larger size.

Omega-3 Formula 120 caps/bottle

- # RUS-02760
- Wholesale \$16.17 Retail \$26.95

Not represented by BMC in PA, NJ

NEWTON
homeopathics

Always safe. Always effective.

New consumer catalogues, our revised Reference Guide 2005 and they are great!

THIS MONTHS DEALS: 3 WAYS TO SAVE

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

4 or more of the same SKU and get 15% off

- # 3 Cold + Sinus
- # 4 Fever + Infection
- # 5 Flu
- #6 Earache
- # 25 Throat Irritation

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!

www.newtonlabs.net

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AROMA LAND

The Essence of Well-Being®

2005 is the year to focus on increasing your sales of aromatherapy products

Top 12 Essential Oils

Bergamot	Eucalyptus Globulus
Grapefruit Red	Lavender Bulgarian
Lemon	Lemongrass
Patchouli	Peppermint
Rose Moroccan Abs	Rosemary
Tea Tree	Ylang Ylang #3

Other best sellers: Aroma Ring, Aroma Shell Diffuser, Lotus Aromatherapy Diffuser, Rose Face & Body oil, Hand & Nail treatment, Bay Laurel Mint Foot lotion

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®*

The Hair Doc Company

Announcing, two new items and a great new look for a previous item:

- 1. Sleep mask # SM 1** comes in blue and black
wholesale: \$3.30 SRP: \$5.49
- 2. Face mask # FM 1** comes in pink, blue and green
wholesale: \$9.00 SRP: \$14.95
- 3. Pedicure set** (new look): comes in blue, green, pink, purple
wholesale: \$3.00 SRP: \$4.95

We've moved

Rolodex change for the best in brushes, hair and body wash tools!

The Hair Doc Company

9136 DeSoto Avenue
Chattsworth, California 91311
1-800-7 HAIR DOC
800-742-4736
phone 818-882-4247
fax: 818-341-3104

Himalaya

HERBAL HEALTHCARE

JANUARY 2005 RESTOCKING SALE

	Formulations	Pure Herbs
Buy 15 Products, Get	7%	3%
Buy 25 Products, Get	15%	5%
Buy 50 Products, Get	25%	10%
Buy 100 Products, Get	30%	17%

and deeper.....

through January 2005

New for 2005

ALL OPENING ORDERS FOR OUR NEW PERSONAL CARE LINE ARE NOW 25% OFF

Are you aware of how many Ayurvedic herbs are now prominent in the lexicon of good alternative medicine practitioners? These are now national best-sellers: ashwagandha, holy basil, boswellia, guggul, gymnemna, neem, triphala, turmeric.

And how about these great herbs? Amla, bacopa, chayvanprash, garcinia, shatavari.

MARKETING IDEAS

How to help the world, and create a buzz in your store? Go to <http://www.vitaminangel.org/> or call **805-565-9919** and ask how you can key into their efforts to get urgently needed supplements to the tsunami victims in Southeast Asia, and Africa. They have donated 16.2 million supplements to 45 countries since 1994, they are partnered with other relief groups and are working with FedEx to get the supplies to these places where the donations will be most effective.

Create a collage or a basket and explain the concept. A person buys a children's vitamin, or something commonly known to doctors (echinacea, probiotics) and puts it in the donation box. You agree to ship all donations every seven days. You help and people appreciate your effort. Call the local newspaper and alert them to your project: ask for free advertising. Good work! Make a 10-Best suggestions list and put it by the literature. Now follow-through on that commitment!! Vitamin Angel Alliance 1450 Orange Grove Avenue, Santa Barbara, CA 93105

TIP OF THE MONTH:

How much do you advertise your senior citizen discount? (Do you give one at all?) Many stores notice that a well-advertised senior discount brings a steady flow of money-conscious seniors in like clockwork when deals are generously offered. Make that sign you have offering the discount 5-times bigger, place it in several places including the front window, and identify the deal in your ads. the best idea is to make your slowest day a Senior Day: you can highlight products and display literature and increase your market share with just a little larger signage





News!!!

Face & Body Lotion is now available without parabens

The formula has been changed by adding more jojoba oil. 4 oz and 16 oz sizes

Digestive repair after the holidays is a must for everyone, with many New year's resolutions to lose some weight: a **GREAT TIME TO ENDCAP ALOE VERA**

Educate the public on aloe's uses in 2005, and Aloe Life's whole leaf aloe juice concentrates

Prepare for this February new product launch

Vein Repair Formula

3 oz. roll on bottle
wholesale \$14.95, SRP \$29.95

Aloe Vera Plant—the natural choice, for so many healthful protocols



Happy New Year

Let your customers start the year off with our best selling **Lavender Lavish trio.**

- Lavender Lavish Shea Butter
- Lavender Lavish Ultimate Body Wash
- Lavender Lavish Ultimate Body Scrub

Contains Fresh and Aromatic Wild Grown Lavender from France

SAVE 10% on all Lavender products for the month of January

A great 3 piece Valentine's Day Gift!!

Promote with an end cap display early!!

*minimum order 6 of each



Reminder

Olbas inhalers come in two varieties: Olbas Inhaler and Olbas Power Inhaler™

It is smart to stock Olbas inhalers in many places: cold & flu section, sports nutrition section, near the cash register

The Olbas power inhaler is a necessity for all skiers, and for every gym bag

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

Nature's Wonderland

Want to make a smart New Year's change? Consider switching all your herbal capsules to Nature's Wonderland

All our herbs are in **veggie caps!!** Advance beyond the competition!

January sales: BUY 4, AND GET ONE FREE of the following:

Hibiscus Flowers, 60 Vcaps™ (Hibiscus sabdariffa)*

Nature's Wonderland **Accu-Cold™**, 60 Vcaps/525mg

Proprietary Blend 525 mg- Pleurisy Root, Ginger, Rosemary, Pennyroyal, Boneset, Horehound, Peppermint.

We use no binders, fillers, extenders, additives or preservatives.

**Recent studies have suggested hibiscus may be good for lowering high blood pressure*



January Sales, just in time

Help Consumers keep their New Year's resolutions, our herbs are in action to keep them in action!!

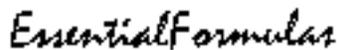
Pain Rescue Warm

Pain Rescue Cool

10% OFF ON DIRECT ORDERS

Pain Rescue Warm is a natural, non-addictive product designed for those suffering from chronic pain conditions. Ingredients: arnica, calendula, betula, ho shou wu and pure essential oils of lavender, roman chamomile, ginger, black pepper, cinnamon leaf and rosemary in a soothing base of St. johnswort flower oil, extra virgin olive oil and sweet almond oils

Pain Rescue Cool has a menthol-mint cool sensation to the skin, and is formulated to provide pain relief for fresh injuries such as twists, bruises and strains. Ingredients: arnica, calendula, St. johnswort blossoms, ho shou wu, rosemary, peppermint, eucalyptus, bergamot, spearmint, menthol and lime in a non-greasy base of olive oil and grapeseed oils



Wanted!!!!: Probiotics that performs well

January is the time to repair the digestive systems that were treated too well over the holidays.

Essential formulas has quietly become the probiotics of choice for many health food stores in this region. Carry the best!

JANUARY SALE:

Buy ten boxes of Dr. Ohhira's Probiotic soap and receive two soaps complimentary.



January, "New Year's Resolutions" and weight loss

Now, more than ever, people want simple + effective answers.

Enter Juvo™. One product, a complete meal, to have on the go, and in place of meals.

Enzyme-rich, a raw food product and **perfect for the needs of dieters.**

From **organically grown** whole grains, vegetables, sea vegetables and mushrooms.

No meat—No dairy. JUVO raw food meals are complete vegan meals.

Support Healthy Glucose Levels:

JUVO raw food meals improve absorption, strengthen the immune system, and assists in following ADA recommendations easily.

The Next Food Revolution starts here with Juvo.

Not represented by BMC in PA, NJ



Blue Moose Consulting

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

GOT EMAIL?

IF YOU'D LIKE TO RECEIVE
INFORMATION BY EMAIL,
SEND YOUR REQUEST TO
MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

Bluebonnet at the Forefront *continued from page 2*

and a promise to support you for years to come. The best products, available only in healthfood stores--real health food stores-- with storefronts, not warehouses and websites.

So, I express my admiration for Bluebonnet and dedicate myself in 2005 to impress these issues to you over and over again. We all should read the writing on the wall that the discount game hurt us and left our industry exposed to many viruses of people trying to capitalize on the profit without interest in the merits of the those health-related philosophies that created our natural foods movement.

Bluebonnet is good people, and unsurpassed manufacturing and quality-assurance, and the finest ingredients available, and the line that you should turn to as you build into the next decade. What is holding you back? The decisions are always yours. The customers will always follow your recommendations; the conversion of diehard fans from earlier generation products has been easier than most imagine, and the rewards benefit your business most. Bluebonnet will continue to be a leader, and I hope you support them every step of the way—starting today.

So, Bluebonnet—the most innovative manufacturer of the last two years, the most likable company

of the past 14 years, and the most interesting decision for your store in the upcoming days and months and years. Choose the best, for you.

*(The statements made reflect the opinions and observations of Michael at Blue Moose Consulting, and were written upon my counsel alone) **

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
800-258-0145
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
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fax: 703-852-7199
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Olbas/Penn Herb Co., Ltd.

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orders: 800-523-9971
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Philadelphia, PA. 19154

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fax: 713-863-1686
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AromaLand, Inc.

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