

Talking Health: A New Marketing Opportunity: Protection from the Sun

For most stores, summer health products are often a break-even proposition at best. You stock the suntan lotions that are best purchased on sale, and then hope that you can sell them all before it is time for the discount shelf. This constant dilemma for many stores can be remedied if there is a critical mass of products in a section legitimate enough for cross-merchandising and public interest. Enter nutrients for healthful summer skin care.

A study was recently published on the effects of GliSODin® vegetarian SOD (superoxide dismutase) in providing significant protection against UV-radiation-induced skin changes. This is another significant advancement in nutrition involving GliSODin supplementation. This randomized, double-blind, placebo-controlled study involved 50 people who had UV-sun burn induced on their inner arms over a four-week period. The study noted a significant reduction in susceptibility

to sunburn, a lower incidence of redness associated with the capillary inflammation of sunburn damage, a notably quick action and performance time resulting from the GliSODin supplementation, and a particularly beneficial result for the test group noted as "fair-skinned". The study was conducted at Center Hospital University, Besancon, France and was presented in May 2005 at the Annual Conference of Dermatological Research (CARD) meeting held in Brest, France and since submitted for publication.

This information is significant and the implications powerful. Here we have what can be called a "new-class antioxidant nutrient", and measurable oral supplementation of superoxide dismutase, that has another far-reaching positive effect on the body. Nutritionally-minded people must learn the implications of this nutrient (GliSODin®) as this "master cellular defense enzyme" displays critical importance beyond its traditional role as an intercellular

antioxidant. (Carl Germano, in his book on GliSODin, reviewed in this issue of the *BMC Newsletter*) Now that the first orally effective SOD has been created—with noticeable blood and tissue absorption—the observations of SOD performance on oxidative stress, lactic acid and inflammatory markers and cellular performance are beginning to be recognized by progressive nutritionists worldwide. Two years ago, sales of GliSODin in Japan rang in at \$32 million. The US is just beginning to pay attention. GliSODin as a cogent preventative for sunburn is intriguing and something your clientele will be naturally interested in and excited about!

But one should not stop here. Sunscreens need good marketing to gain those tanning purchases, and there is no better way than offering clean-ingredient lotions along with a real selection of nutritional possibilities for skin health. The GliSODin study is posted on the

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Talking Business: Eclectic vs. Fast sellers

Decisions in today's business climate have to be made in an instant, and the reality is that once the money is spent, the product purchased has to be dealt with. I remember the good ol' days when our markets were secure, and most health food businesses were experiencing relatively robust growth. Now, for most buyers and account managers, the purchasing decision is less relaxed, and the onetime attitude of "let's

buy it and it will sell eventually" has been replaced with a more strict philosophy of "every penny counts." And yet, no one wants to make the rash mistake of only stocking market bestsellers as this action is the quickest avenue to losing that edge that defines a must-visit store. Energized stores are constantly bringing in cutting-edge and exciting products; and if properly marketed upon arrival, these items define a store as exciting and successful.

So how to define the parameters? Our industry has grown light-years from the days when new products were the talk of the industry for months on end. New products now come in less predictable waves, and their viability is less controllable. In an ideal world, the great products we understand and predict to be winners should have a shelf-life long enough for us to develop them and concentrate on creating their

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Note that with this issue of the *BMC Newsletter* we have expanded again: this time to eight pages. It is our intent to give you as much information as possible, in as timely a manner as we can, for you to make the best business decisions for your store. We hope you utilize the sales information to save money and pace your sales. And we have added more content, which we hope will keep you and your staff well informed. This month we are starting our monthly book review as well. In celebration, we begin with two book reviews on the amazing GliSODin superoxide dismutase that is mentioned throughout this and many recent BMC newsletters.

The book reviews are meant to discuss how these books would help your store sales if you carried them. That is the perspective upon which we review books in this newsletter. Two more pages, delivered monthly, designed to help you.

And remember, all opinions expressed are the responsibility of the editorial board and its primary writer, Michael Hennessey. Any errors in information are not the responsibility of the manufacturer, who provides sales information but otherwise is not involved at all with the production of this document.

Eclectic vs. Fast sellers

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legitimate niche. But with the pressures of money flow so intense, a great dilemma often presents itself.

Herbal compounds are one good example. I remember looking at some herbal formulas and marveling at the integrity of the combinations I used to buy with the legitimate understanding that this unique formula has merit to be in my store's compendium, and that surely it will be useful when that one person who needs it walks in. For some stores, there is a hesitancy to make that judgment now. I know that **Herb Pharm's** compounds, mostly based upon time-tested and true Eclectic formulas, are usually the slower sellers in some stores. This shocks me, as every time a respectable formula is ingested as opposed to an individual herb, the results are greater.

This is one reason why **Himalaya USA's** herbal compounds are being so strongly received. These formulas have human clinical studies to back up every product offered. These herbal products are the result of the research and testing of the 200 doctors on staff there. Dr. Lindsay Duncan had returned to the natural foods marketplace with his new product line, **Genesis Today**, because he found advancements in formulas through his ongoing clinical practice (over 40,000 clinical hours). The benefit of the formula developing over time—observation and understanding. It is good to be working with products that have such well-established veracity of usage.

And still, the goal is educating the public to the benefits of such respectable formulas. As we have all experienced, the modern consumer thinks in terms of one-herb, one effect/one result: and it is our job to educate them that formulas affect many levels of the body in healing in a holistic manner. So, do we ignore fantastic formulas and sell down to the consumer's knowledge level, or do we accept the challenge of bringing "natural foods" more clearly into their understanding?

Likewise with innovative nutritional advancements. I repeat that the new vegetarian S.O.D. (superoxide dismutase) called GliSODin® (P.L. Thomas & Co., Inc.—available through **Bluebonnet Nutrition**) is arguably the most important antioxidant that has emerged in the field of nutrition in the past twenty years. There have been many false hopes with SOD products: so much so that clinicians scoff at the idea that an oral form of SOD can be measurably beneficial. And to the mainstream consumer, the term SOD is as alien as "CoQ10" or "alpha lipoic acid" once were. And like all antioxidants, SOD is relatively expensive. So, do you stock something in anticipation of it taking hold; do you wait until someone asks for it; or do

CRITERIA BENCHMARKS FOR STANDARD OF EXCELLENCE

Checklist for Bringing in New Products

1. Is the manufacturer a **known and reputable** company?
2. Is their presentation on **merit and quality**, or marketing and fluff?
3. Do they educate you (and the public) on the **quality of their ingredients** or do they hope you won't ask questions on these issues?
4. Are they **dedicated to your store** or are you a stepping-stone to mass market placement?
5. Do they comply with our industry standards?
6. Is there knowledge **behind formulation**? Can they prove product potentiality?
7. Does this fit into the repertoire already available in your store? Can it replace something it is better than? Is it unique? Can you warrant shelf space and purchase? **"How can I make this product sell?"**

Blue Moose Consulting represents the best our industry has to offer: support all our lines!

you embrace the advancement, learn the facts and potential, and champion this product before it crescendos into the next best thing? We have an obligation to keep on the forefront and alert consumers to the most helpful products.

Finally, organic. For years we have talked the talk—but are we always willing to walk the walk? As more organic products reach manufacture, we should embrace them and challenge the marketplace to buy organic as well. Price is a barrier to some people because we treat organic more as a word in our outreach than as a revolutionary way of changing the world. "Organic" represents everything that we stand for as an industry, as "fair trade" one day will too. I have heard countless arguments that people do not highlight organic products in their stores because they cost more and price is an issue with many customers. I remember that truth, but should it inhibit the efforts to nudge organic into everyone's clear vision so that they can see the truth too?

Perfect Organics is a bodycare line that is being built upon the pillars of the benefits of organic ingredients. They source raw materials that are processed as minimally as possible (again, the word on a label does not represent the quality of the material inside: not all aloe is the same, etc.), and they are committed to organic. All of us should realize that if two products sit side-by-side and one is "organic" and the other not, then one product is superior to the other. So, why isn't everyone building an organic bodycare section to capture that growing interest? Or making shelf-talkers, in this instance stating that Perfect Organics is 93% organic ingredients? Believe me, those stores that are realizing and capitalizing on this growing trend are seeing big dollar returns on their (bigger) dollar items. Organic is something that consumers are looking for. Is your bodycare section a flat sale, and is your selection based upon whatever mediocrity the distribution

networks choose? Or are you constantly searching for the best and the most effective for your clientele? Buy, educate, sell and gain market share.

And so, daily, we are involved in making choices. From purchase to shelf-placement to the products we reach for when we recommend something in answer to a customer's request. If we keep our mind clear and focused on what we want to achieve on this mission of service that we are involved in, then new, innovative, eclectic products will never fall to the wayside. Again, we can successfully sell whatever we want. It is our fault if we settle into a rut—selling mediocre, unexciting old products, because the marketplace is constantly evolving. A store that wants to thrive must accept change and lead with confidence. If you find a new product that you like and believe in, then buy it knowing that it is your obligation to sell it—but also that you have the ability to sell it well if you believe in it. Believe in the natural foods movement, and participate as a leader. Eclectic vs. fastseller? Maybe you should be one of those magical stores that makes the eclectic the fastsellers. That is the store with the ringing cash registers! *

NNFA TRADE SHOW EXHIBITOR BOOTHS

Aloe Life	736
Bluebonnet	805
Essential Formulas	631
Genesis Today	933
Hair Doc	944
Himalaya USA	1041
Newton Homeopathics	1028
Nordic Naturals	841





July Monthly Special - 20% OFF

Herbal First Aid

- Arnica Oil
- Mullein Garlic Compound
- Super Echinacea Extract
- Herbal Ed's Salve
- Propolis Echinacea Throat Spray

All Twelve Energy & Emotion Products - 20% OFF

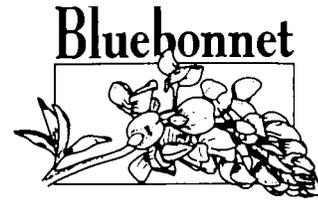
- American Ginseng
- Chinese Ginseng Glycerite
- Eleuthero Glycerite
- Pharma Kava Capsules
- Pharma Kava Six Pack
- Rhodiola Extract
- Chinese Ginseng
- Eleuthero Extract
- Good Mood Tonic
- Pharma Kava Extract
- Pharma Maca Extract
- St. John's Wort Extract

NNFA show specials

Order of \$100-\$499 (before discount) **15% DISCOUNT**
Order of \$500 or more (before discount) **20% DISCOUNT**

Good news!! Herb Pharm has found a source of bladderwrack again that meets its quality standards, and so will be reintroducing bladderwrack around July 15th. All direct accounts will be notified when available. Contact BMC to be put on the notification list (202-588-8238)

Not represented by BMC in NJ, NC



20% SHOW SPECIAL

one-time trade show discount with buy-in dates July 11-22. Must ask for discount at time of order

New Products: introducing at the NNFA trade show

- **Super Earth® Green Utopia™** 7.4 oz
A Unique Greens Formula with Unrivaled Antioxidant (ORAC) Protection including nutrient dense sea vegetables, sprouts, soluble and insoluble plant fibers for an ORAC value of 2500 units per serving. No added sweeteners or flavors and yet delicious.
- **Liquid L-Carnitine 1100 mg, 8 oz**
Natural Vanilla Bean flavor
- **Liquid Vitamin B-12 & Folic Acid**
Natural Raspberry flavor, 2 oz
- **Liquid Calcium-Magnesium Citrate**
Natural Strawberry flavor, 16 oz

Bluebonnet: a full line of innovative, high-quality dietary supplements

Booth 805



NORDIC NATURALS

JULY SPECIALS: 15% OFF

**The easy tasty way to Omega Health...
Summer nutrition on the road!**

- Omega-3 Liquid Lemon Singles - 30 count
- Complete Liquid Lemon Singles - 30 count
- 100% Arctic Cod Liver Oil Liquid Orange Singles - 30 count

**LAS VEGAS SHOW SPECIALS:
BUY-IN DATES JULY 15-22**

15% OFF orders from 12-144 bottles
20% OFF orders from 144 upwards

Booth 841

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

July Specials—Select Items below

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

- #34 Accident Rescue
- #08 Constipation
- #28 Poison Ivy
- #38 Bug Bites
- #45 Motion Sickness

- #P12 Flea & Bug Bites—Newton Homeopathic for Pets
- #F 31 Diarrhea—Nothing but Natural for Kids
- #F 10 Kid Detox—Nothing but Natural for Kids



Show specials: buy in dates July 12-22

10% if not at the show, 15% if store can show proof of attendance

Newton Homeopathics is education

Dr Luc's Perspective on Potencies

The 6x to 10x potencies are considered low attenuations, the 12x to 15x are considered middle high attenuations, and the 30x and above are considered high attenuations. For **acute diseases**, the lower potencies from 6x to 10x are most often used, although higher potencies can treat these diseases as well. With **chronic diseases**, it is prudent to start with a low potency such as a 10x to avoid possible aggravation of the symptoms. When the treatment is successful and some improvement is visible, 15x or higher can be used to accelerate the healing process. Potencies under 6x are seldom used in homeopathic prescribing.

Another consideration in the choices of potency is its effectiveness in both chronic and acute diseases. The 10x is unique because it is effective in both chronic and acute diseases.

Reminder: beautiful new Newton Homeopathics for Pets display is selling great. Place near counter for new sales!!

Booth 1028

Not represented by BMC in NC, WV





**NNFA show specials:
15% OFF all counter and floor
displays ordered July 15-22**

Must mention show deal at time of order includes free consumer and employee samples

Olbas History

The name OLBAS is an acronym for Oleum Basileum, "Oil from Basle". Basle is enviably nestled on the border of Switzerland, Germany and France in the very heart of Europe, and to this day is a center of pharmaceutical research in Switzerland.

Over the years, Olbas has found its way into the far reaches of the earth. From England to Australia, from South Africa to Sweden, Olbas has truly become an internationally favorite remedy. In the United States, Olbas has been available for over 50 years. Initially, it was imported into the USA by Mrs. Heidi Ritter, a kindly woman of German descent, who lived in Oak Creek, Wisconsin. She provided Olbas Remedies to many in the midwest and throughout the United States.

In 1975, Mrs. Ritter turned over the importing of Olbas to Penn Herb Company Ltd. in Philadelphia, PA. The line of remedies has also been extended to expand on the many and various uses of Olbas. Take the Olbas history tour, www.olbas.com/olbashistory.htm

New website provides loads of information, www.olbas.com.

EssentialFormulas

Essential Formulas is on the Fast Track with Ann Louise Gittleman

As summer is heating up, the **Fast Track One Day Detox Diet** is gaining public awareness and a public following with the noticeable results. Is your store signed up as a **Fast Track Center**? Ann Louise's website directs its visitors (70,000 daily and 1 million + weekend) to stores that are participating in this natural foods-store-driven diet & fast/organic/lifestyle-changing diet, and we would like you to gain from the public awareness and consumer interest.

Probiotics, especially fermented plant varieties, are the hottest topic this summer. Now is the time to switch your customers to a safe, proven winner in Dr Ohhira's **Probiotics 12**.

New Product Introduction:

Dr. Ohhira's Essential Living Oils

Essential Formulas, Inc. introduces Dr. Ohhira's Essential Living Oils, a complete and balanced EFA product that is a **vegetarian alternative to fish oils**.

The oils are extracted from 8 medicinal seed plants never before available in a single source: **Green tea, Pepper, Borage, Flax, Sunflower, Avocado, Olive and Rice**. Product requires no refrigeration and supplies Omega 3,6 & 9 essential fatty acids in a 4:1:1 ratio. SRP \$32.95 and wholesale \$17.95.

NNFA Show News

Book signing with **Ann Louise Gittleman** Saturday 12:30 to 1:30 PM.

Special 10% discount on entire line; good until July 31.

Booth 631

Not represented by BMC in PA, NJ



Welcome to Aromaland...

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

Products that make a difference for the people and the planet—made exclusively from Nature. Knowing that Nature does it best, we trust Water, Sun, Wind and plenty of Time to do what no factory could ever achieve. Instead of chemical laboratories, Aromaland uses the slow, patient, natural and powerful way of plants for all its products, recognizing and treasuring them as precious and pristine gifts from Nature.

Ordinary moments transform into extraordinary experiences when we turn to Nature: Its Creation provides us with everything we need to find harmony, beauty, health and effortless well-being. Fusing science with the art of natural healing and utilizing holistic wisdom from many different cultures, we promise to create products of uncompromising purity.

Our mission is to take you to the Land of Aroma, a place where you can be yourself, in harmony with Nature, enriched by its beauty. A place of well-being — where your spirit soars...your mind unwinds...your body communes with Nature. Share in our vision of a natural future for this planet and its people.

Aromaland — a full line of essential oils & organic essential oils; eclectic blends; face and body care using quality essential oils, aromatherapy and massage supplies

Effective July 1, 2005, there will be a 10% price increase on most products. We thank you for your understanding.



JUVO'S SUPER DISPLAY DEAL CONTINUES.

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!"**

This deal is while supplies last, so...make summer Juvo time.

Juvo is a raw foods meal replacement high in enzymes. It is like no other product out there and attracts raw-foodists, outdoors-people, dieters and the smart health food buyer who understands the benefits of high-enzyme raw foods.

"The good news is that most modern degenerative diseases are preventable including obesity. Vegetarian raw foods allow our bodies to function more smoothly with less health related problems. Eating plant-based foods such as vegetables, whole grains, and sea-vegetables is the best way to maintain a strong, healthy body". — Juvo

Not represented by BMC in PA, NJ



Since 1979
MANUFACTURER / IMPORTER / DISTRIBUTOR

More stores are adding Hair Doc to their store sets each month, and consumers are loving it. Provide the highest quality hair and body tool products. Grow your bath care section and see additional sales. And take advantage of this deep discounting during the show to get product in at great prices.

**NNFA Show Specials
25% OFF to show attendees only**

discount good for one week after show: July 18-22

\$250 minimum purchase.

\$500—free freight

Booth 944

TESTIMONIALS COUNT

"What a Gift" Dr Ohhira's Probiotics 12, Essential Formulas

"I was sick for over well over a year, with diarrhea and cramps and gas and never being able to get far from the bathroom. I tried EVERYTHING in order to get better, exploring the possibility of allergies, following a very strict diet, even treating myself for parasites and absolutely nothing worked. It got to the point where I was leery of eating anything.

Thanks to you and the new probiotics you gave me, I was back to normal within two weeks. Now I'm traveling through Europe, and you have no idea what a blessing it is to just be well again. What freedom! I can't begin to express how grateful I am for your help and patience. That stuff works!

Thank you again. I will recommend you and these new probiotics to all my friends who are having digestive problems. It is a very powerful and safe alternative to the invasive procedures that the traditional medical doctors were encouraging me to use."

— A.D. 5/2004



Himalaya

HERBAL HEALTHCARE

Himalaya USA's **Livercare** is a new find for many stores in the mid-Atlantic region, and what a successful find it has been. For many stores, it has become an instant bestseller in a few short months. An international bestseller, this all herbal remedy has a well-documented clinical history since 1955. Ayurveda translated into a sales model understandable to the typical American consumer. True, successful herbalism. Follow the lead set by Ann Louise Gittleman's new book, and highlight and promote this excellent and versatile product.

Summer Sale: three months to stock up, advertise, and increase business with strong sales



	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™
Summer Sale ends August 31, 2005

Ann Louise Gittleman book signing at booth 1041 Sunday at 11 am, complimentary copies of "Fast Track" book available, please reserve your copy by show end Saturday. Limited quantities.

Booth 1041

AloeLife.

INTERNATIONAL

Health Education ❖ Health Products ❖ Aloe Vera

Did you know that people who drink Aloe Life juices stop making polyps in the colon? Yes—just 1 oz. per day gives great results if taken before meals. And for your non-vegetable-eating customers throw in 1 tsp of cod liver oil daily to help repair old cells.

Aloe Life Whole Leaf Aloe Vera Concentrates are stronger than ever—25 lbs. of leaves to make just 1 quart of juice. Taste the kick from the high mineral content! Over 60 minerals in the Aloe Life juices, and as you know Minerals are the knitters of healing tissue according to Dr. Bernard Jensen. Just one more reason to take 1 oz of Aloe Life juices to stay healthier!

NNFA Trade Show Specials:
July 16 thru July 25

10% OFF 24 items mix & match

20% OFF 72 items mix & match

Booth 736

WELL-IN-HAND®

Real Herbs, Real Results, Real Fast. Guaranteed!

How do we make our special formulas so powerfully effective?

Expertly, we Super-Infuse! Super-Infusions are the highest concentration of organic and wildcrafted, nourishing and heroic herbs which we process by traditional methods for months in the finest menstruums of rich oils, local apple cider vinegars and or food grade alcohol—the latter of which pulls out the highest amount of beneficial properties from the plant.

At Well-in-Hand, we Super-Infuse for all our formulas here at our facility and then blend them into formulae in just the right ratios in small batches to create fast, pleasing results for your customers

July sales — 20% OFF direct

Zero Zitz! Tangerine Vanilla Astringent Spritz

a nourishing astringent: never harsh or drying...a natural acne blitz

Las Vegas show special—for attendees only—20% OFF week of July 18-22nd. Must request discount when placing order. Direct orders only

Wart Wonder endorsed in Linda Page's "Healthy Healing" 12th edition, just published. On page 562, Well In Hand's Wart Wonder is highly recommended, "especially for children"



PERFECT® ORGANICS

Perfect Organics proves that perfection is in fact possible and it's a beautiful thing!

Offer your customers truly organic skin and body care products...show your customers that you care about their health and the environment. Give your customers the opportunity to choose organic and they will be truly appreciative.

July Special 15% OFF any opening order!!!*

Take advantage of super savings and make Perfect Organics available to your customers!

* For all new accounts Minimum order required.

Perfect Organics new **Mandarin Rose Coconut Ultimate Face and Body Scrub** featured in a July advertorial spread in *Lucky Magazine's* top ten markets.



New Manufacturer Introduction: **Genesis Today**

Blue Moose Consulting has neared the end of the selection of companies we can represent, as we have found a superior manufacturer for nearly every possible natural food supplement and bodycare product (liquid herbal extracts, encapsulated herbs, standardized herbs, vitamins, homeopathics, Omega-3 nutrition and the world's best fish oils, whole leaf aloe, the world's safest probiotic, aromatherapy products and the cleanest bodycare products on the market). But there was one thing missing, and that was a good colon-cleansing product. The cleansing mantra has an important place in any natural healing modality, and this has been important to the natural foods movement since way before the rise of health food stores in the early 1960s.

Most stores have several product lines that sell consistently with a huge percentage of stores carrying nearly every cleansing product imaginable. It would be obvious that Blue Moose Consulting would not just pick up a line to fill a category need, and so it is with great pride and excitement that we introduce the new and innovative **Genesis Today** to most of the stores in the mid-Atlantic region.

Genesis Today marks the return of one of the industry's most influential healers, as it is a line created by, selling the formulations of, and financially started by Dr. Lindsey Duncan, ND, CN. This world-renowned herbalist and Naturopath revolutionized cleansing products when he introduced the first AM/PM herbal body cleanse in the mid 1980s. The success of his formulas was based on his years of clinical experience and his study under Dr. Bernard Jensen. When Lindsey took the line public in the mid-1990s, it again set precedent for an herb line groomed within the natural foods industry. Lindsey comes out of retirement now because, as he says, Genesis Today nutritional products are the best that he has ever created.

Genesis Today will once again revolutionize the way internal body cleansing products are understood. He has taken the premise that he developed, many beneficial herbs compounded into a safe formula (all the herbs used are organic or wildcrafted) and gone several steps further than any of the competition in this field. Primary facts of interest are that Dr. Duncan's formulas have the lowest amount of binders and excipients (compared to the competition), that his **Internal Cleanser** uses a small but effective amounts of Cascara Sagrada that has been specially aged and buffered—removing some of the negative side-effects of this important herb; that these formulas contain no common laxatives (like the magnesium hydroxide

found in too many products on your shelves at the moment); and his formulas are offered in easy to absorb veggie capsules.

As importantly, these products are not sold via internet marketers at deeper discounts than any store would want to compete with: this direct line allows you to control price and market share!

As Dr. Duncan has proven before, he can command primary market share by a sales format based upon education, and the growing reputation of his products and their success among users. You can anticipate that this product line will be the industry leader within a short period of time. Already, Genesis Today products rank as overall best-sellers in many stores in the Texas market where they began. This is quite simply because they are now the best products in their category. Fine formulation and manufacturing.

So, we invite you to call and ask us about these products and to spend a few minutes with your BMC sales rep when he or she visits. Learn the facts and take the time to compare what you have been selling to what Genesis Today offers. You will be quite impressed!

But Genesis Today did not come into being just because of the new and improved Internal Cleanser product: it was Dr. Duncan's complete fascination with the **Noni** plant that led him to re-enter our Natural Foods industry in a manufacturing capacity. Yes, noni. This year-round evergreen has been famous throughout tropical volcanic regions of the world for millennia. Unfortunately, multi-level marketing companies found and promulgated noni first, which raised the suspicions of most of the health-food store audience. But, as Dr. Duncan has gone on to educate, noni is spectacular. And Michael at Blue Moose Consulting (and the entire BMC staff) has become as impressed as Dr. Duncan was when he first started to investigate noni. For many reasons, take noni every day.

While almost every store in this territory carries noni, most only sell a small number of bottles. I predict that this will change—fast. Likewise, there are many clipped claims by most of the manufacturers that their product is unique, or the best. What we can safely say is that the Genesis Today noni is the most pure and clinically researched noni product in the world. With Dr. Duncan's marketing genius at the helm, you will see noni grow in stature as the incredibly beneficial product that it has always been. We manufacture our organic noni with perfection according to traditional methods, and it is shipped from the islands refrigerated and sold only to health food stores.

MARKETING IDEAS

Gift cards are an excellent way to drum up new business. Most people leave their gift card forms filed away in the office. Create a system that displays the cards, or an announcement suggesting the cards in a prominent place at the register. **Chestertown Natural Foods** has a nice wooden crate holding cards by their register: they have purchased a program from their credit card company that actually provides reusable credit card gift certificates. Be high-tech or fancy, but use the most creative method for your store to get people to buy credit cards to support you and natural foods!!!

Finally, Genesis Today has the most innovative marketing ideas every introduced into the natural foods marketplace. They ask you to carry the products and seize the opportunities by investing in their program. In turn, they have devised a marketing plan that will literally bring new people to you asking for a shopping list of products for their health that can only be found in health food stores. As importantly, Genesis Today is here to stay—redefining quality in their product categories.

A great market (internal cleansing), a new/better product and products (cleansing and noni), and marketing support beyond anything this industry has ever seen. Introducing, Genesis Today. *



**GENESIS
Today**

Who We Are

The Genesis Today products focus on internal cleansing, internal regeneration, and the support of specific problems, such as weight loss, joint health, immune and sleep. Genesis Today has also continued the superior method of producing pure, unadulterated Noni juice and has developed an innovative Synergy Line of Noni-based products.

Genesis Today provides you a complete health solution, an education for optimal health

Genesis Today, Inc.,
14101W Hwy 290, Building 1900
Austin, Texas 78737
Phone: (512) 858-1977 or (800) 916-6642
Fax: 512 858-2501



BMC Special Book Review: Two Books on GliSODin

GliSODin is gonna be big and we will all have to be able to explain its merits and pathways of action as people come in asking questions about this new, exciting nutrient.

Fortunately, there are two books out there already that give strong indicators as to the research that has preceded this “master cellular defense enzyme”. The first book, written by Carl Germano and entitled *SOD Gliadin: The Ultimate Defense Against Disease and Aging* was really the ground-breaking title on this antioxidant in the US market (Twinstreams Press, Kensington Publishing Corp. ISBN 1-57566-819-X. www.kensingtonbooks.com). His explanation at the beginning of the book is clear and understandable, and should bring excitement to anyone who reads it.

His presentation is already a bit dated, as he was limited by the fact that most of the exciting human clinical trials

were not published at the time of his writing the book (although, as he has been intimately involved with the oversight of the product development, he already knew the implications). So many of the well-researched studies he quotes include studies on the bovine-injectable forms of SOD. He consistently notes that GliSODin will ultimately prove to be more beneficial than this option. The book’s strength lies in the scope of usage that he suggests for the product. For a person learning the application, this book defines the science. In highlighting those areas of health that show the greatest promise (and they are pretty impressive) to the first-time student of SOD, Carl helps you explain SOD to those asking for answers. This book serves its best purpose if you are trying to get a medical professional or clinician intrigued by what GliSODin has to offer,

as the case is clearly made if in more formal, precise, scientific terms.

The second booklet, *GliSODin, the Anti-Aging and Antioxidant Catalyst*, benefits from later research that was published and is able to capture more effectively the clear benefits of GliSODin in primary scientific research. Interestingly, Carl Germano wrote the forward to this book as well, and it contains his normal thorough and scientific presentation. At thirty-five pages, it is a great introduction for a product that you need to know. The book is divided into chapters describing SOD; its relationship to disease; its potential against inflammation and as an immuno-modulator; and a clear definition of how this SOD is unique and a breakthrough. The chapter, “Buyer Beware: Ineffective Forms of SOD,” will explain to the consumer why GliSODin® is something they should consistently look for and buy in your store. This book is available through Live Well Publishing in Orem, Utah (888-285-6028) at about \$2.25 wholesale. *

“WE ARE HEALTH FOOD PEOPLE”

Employee profile—Michael Hennessey President Blue Moose Consulting



I did not come into the natural foods movement consciously. A friend, John Holback, got me a summer job after college as I prepared to enter the career workforce. That first store, The P Street Store, fascinated me; and the manager, David Stouder, inspired me that nutrition was more exciting than almost anything. Peggy Kleysteuber at Cash Grocer taught me about the power of food as a healing agent. And after approximately 6000 days of answering customer’s questions, I have learned enough info to be a humble teacher.

I wanted to find a job where I would not hurt anyone, and this calling has succeeded in providing me that opportunity. I end every day as tired as a farmer, but with the feeling that I have helped someone with their life and their health. I am somewhat saddened that

the mainstream has co-opted the words “health food”, but I am proud that our health food movement has positively changed the way health is viewed in the western world. Natural Foods has a lot to teach other cultures about the purity of a food and nutrition system, but we also have a lot to do here to get people in our local communities as well as people in other countries to participate in the goals of **optimal health**. Food has taught me the richness of healthy balance. Nutrition has shown me that we can heal anything and anyone successfully along the strictures of the idealism of a medicine past: “Above all else, do no harm.”

I continue my path on a career as a natural foods person. I admire and encourage anyone who walks for any length of time on this path less chosen. I have many dear friends who chose more “serious” careers who turn to me for help with their greatest concerns—and I am honored to be of service. I will remain in this industry, and will work to make the movement better, for the rest of my life. Natural Foods has changed me in every way for the positive; and I hope my company—Blue Moose Consulting—can reflect the attitudes that steered me into this service—and assist the independent stores that made natural foods so great to continue to survive and thrive.

Eighteen years natural food retail/24 years in natural health. A student, a teacher and a leader in the fight to preserve the purity of the idealism we proclaim: natural food health.

TIP OF THE MONTH:

Did you know that paper made from hemp never yellows and lasts for hundreds of years? Start to prepare your store for a tree-free paper section, as this market is rising and natural food stores are the logical destination for these environmentally sound products.

TAKE 5 MINUTES

To help your store keep up with sales from every BMC manufacturer, Blue Moose Consulting sends you a mailed newsletter, an emailed newsletter and a fax copy of all the sales available monthly. We also have inside sales people calling to make sure the communications channels are left open. Are you receiving the newsletter monthly? Have you given us your email address for the email newsletter? Have you requested that we fax the one-page sale alert sheet to your store each month? **Take 5** and contact us with your info—Michael@BlueMooseConsulting.com or 202-588-8238. Or, contact 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

Protection from the Sun

continued from page 1

www.BlueMooseConsulting.com website, and you can get good marketing information from the North American importer at www.PLThomas.com. Remember that **Bluebonnet** offers this wonderful vegetarian nutrient in a Vcap. Post this hot info and add complementary nutrients alongside this important product.

Other nutrients that would be beneficial in creating a sun-protectant nutrient category might include

On June 02, the news program *20/20* did a segment on the amazing potential of SOD, calling the piece by the alluring catchphrase, "the possible fountain of youth". They concentrated on a patented product called Protandim, which claims an SOD activity based upon several herbs and had one animal study and one human study of 30 days for 13 people. While their results were significant, this is another instant science product. Plus, the product costs \$50 for 30 pills. As usual with mainstream reportage, there were many flaws in the coverage, including missing the point that Isocell from France had patented an SOD from vegetarian sources (cantaloupe) and that this product had superior absorption and a host of human clinical studies. Still, the word SOD is being seeped into the mainstream consumer consciousness. If someone comes into your store looking for Prolandin, though, you can direct them to a more interesting, superior product with Bluebonnet's **Vegetarian SOD**.

glutathione, Vitamin C, ascorbyl palmitate, alpha lipoic acid (a perfect time to highlight Bluebonnet's **Ageless Skin** Formula), all ORAC-rich foods and nutritional supplements—the possibilities

are limitless. And to the consumer, you are connecting the concept of summer skin health and optimal antioxidant supplementation—a beneficial lesson for us all! *

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

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

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

