

## Talking Health: Gems of Modern Day Nutrition

**O**ur industry is amazing. We have mined the field of human nutrition on the canopy of physiology, and found products that no one could have imagined during the revolution in natural foods as it began in the 1960s. New employees on the sales floor are versed in the elementary concepts of cellular health and immunological balance — even if we cannot use some words. The teachers are talking in big pictures, and the students can understand the basics of the most complex physiological processes. Doctors often flounder with the basic principles caught by the teenagers working in your healthfood store in the evening. It is a great time to be active and aware in our industry. Grow!

And so — midyear, 2005 — I present a woven yarn of nutritional excitement to playfully entice you — like a mid-summer night's dream — to consider the tools at your fingertips and personify the important nutritional elements placed before us that can bring lasting and real health to everyone you have the opportunity to transfix with your stories of education and health.

*Concept number one:* Understand inflammation. If medical lawyers can control the use of this word under the purview of a disease that we cannot talk about, then we can still think about the visual implications of inflammation: cellular inflammation, tissue inflammation liver inflammation, CVD inflammation response, etc. Try to understand

### TIP OF THE MONTH:

**Create space in your store.** Be a community resource for healing the mind and the planet. The individual cannot fully heal while the world around them is crippled. Consider this: 12,000,000 million people still literally enslaved on our planet...(work for nearly nothing...the alternative: die of starvation); 350,000 of these in industrialized nations — coffee, chocolate, clothing...  
*More on "fair trade" in a future issue soon.*

how a nutrient works to reduce the inflammatory response; realize the concept of  
*continued on page 2*

## Talking Business: Project: Honest Shelf Life

**P**recious and simple. If you are buying and selling, you have to calculate and respect the issue of product shelf-life time. Too many times, people forget after they buy a product that a little clock has started ticking. And, rummaging through stores daily, it is easy to denote when business practices have forgotten the golden rule to "keep it fresh." This of course is most important with produce, and then packaged food — but it is just as important with body care products and even supplements. Maybe even more important, because the tell-tale signs of spoilage or dysfunction are so hard to monitor.

The issue is fairness in the business transaction, but the more vital concern is the issue of consumer trust. Very few things will turn a consumer off more than buying a dated product in a store more than one time. And once is enough for most customers.

This problem is compounded when buying product via distributor, where a real sloppiness has settled in with re-selling returned products. I heard many times in my years in retail that people stopped shopping at retail stores because their selection was old, and so have you. We all know that we have at one time gotten in a new product that was returned immediately as being "damaged or spoiled," and there was nothing we could do but apologize. We also know that "eternal vigilance" is difficult to maintain in the fast-paced sales environment we engage in today.

So maybe a refresher-course in good business calisthenics! The first rule is to know how manufacturers date their products. You may want to begin asking, and have a file where you keep this information readily available. Train staff to front properly and monitor slow-movers as they front. This good business practice can alleviate almost all embarrassing situations.

The responsibility falls squarely on the buying store. When you commit to a purchase, you have the obligation to sell within a reasonable amount of time. So, create a procedure. Sylvia at Newark Natural Foods in Delaware is meticulous in monitoring product. Her rules are about as strict as any in the marketplace, and she gives a product nine months to show movement, or else — unless its merit is essential — she discounts and puts another item on her fast-moving shelves.

The bottom line is that you cannot let products reach a critical point. Bodycare products are especially time-sensitive, especially if you are carrying the cleaner, organic products. Rather than stocking lotions and creams with a 5-year shelf life, the real money is in fostering a constant selection of fresh products that really make a difference in healthy body care!

Vitamins and supplements are the real mystery. Most companies say that their product has a two-year shelf life, or better. What does that mean? If there are qualified

biochemists making the products (rare these days), then it is a mathematical equation built upon a relative certainty. But some companies choose profit motive over good manufacturing and everyone seems willing to accept the myth of raw material durability. New inventory means better results for the consumer.

One example of good industry standard is the policy enforced at **Bluebonnet**. Once a material is purchased, quarantined and tested, it has an anticipated maximum 90-day shelf life until it is in a bottle and ready to ship. Inventory shipment is hard to determine, but it is not 6 or 15 months before it goes to production. There used to be a high industry standard, until price determinations became the primary purchasing decision-maker. How old is the product when it reaches your shelves? Are companies buying large quantities of raw material to warehouse for the better part of a year before they can actually use it? If freshness means smaller batches, it also means more effective product!

The more each store purchaser knows about manufacturing, the better they will be able to determine which brands offer the best finished products for their clientele! Ask questions. Learn. Monitor and tend the shelves.

Pick an employee to do an organized sweep, and locate aging products. Then get creative with the items that need that little

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## Gems of Modern Nutrition

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free radical damage and its cascading effects — and think antioxidant nutrients.

*Concept number two:* Lead the consumer beyond multivitamins. In my consumer talks, I always state that I believe that people need at least four things above a multi, which everyone takes. When teaching staff, this means mastering the quick dialogue of information used as one explains the merits of the multivitamin choices. And my prejudiced order of nutritional advisement to recommend to everyone is: first — an omega-3 supplement to balance good “essential” fats in the body; second — a round of a strong and viable probiotics (and **Essential Formulas** Probiotics 12 is without peer internationally!); third — a good digestive enzyme for every eating adult; and finally — as a sale to everyone who is looking for foundational support — a well-rounded antioxidant formula (and I suggest rotating among 2-3 that have the widest range of options and berries, berries, berries. A Quality manufacturer for the expensive nutrients is wisest!)

So, your consumer will be groomed for optimal health armed with five solid products that do exponential good on every level of the body!

And to these ideas, we should round off the top ten most important nutrients available to us in our service to health at mid-year, mid decade. Here are the main contenders, with two surprises to many of you.

1. **Vegetarian SOD** — GliSODin. This product is only offered by a few cutting edge companies at the moment, but I stake my reputation on its future as one of three most important antioxidants of the era. A truly measurable, bioavailable dismutase that breaks down the deadliest free radical, superoxide class. Literally, a new class antioxidant. Superoxide dismutase GliSODin: learn its application and ignore inconsistent imitators.

2. **CoQ10**. The best energizer I have ever encountered. We all need a little heart help, and wouldn't energy and antioxidant support be a fruitful combination. Please, though, beware the widespread introduction of inferior CoQ10s in our industry. Results occur with good manufacturers.

3. **Alpha Lipoic Acid**. Antioxidant recycler, liver bodyguard. Water and fat soluble antioxidant. ALA nearly does it all!

4. **Nucleotides**. Catch this solid wave early. As amino acids are to protein, nucleotides are to RND/DNA. Another nutrient with deep scientific evidence. Used in hospitals for decades. Just as important for cell & tissue growth, as the immune system and the revitalization of the gut. Another new nutrient that clinicians will champion once they know availability and verifiable application.

5. **Plant-based probiotics**. The best choice for a healthy human digestive tract. The future of probiotics.

6. **Omega-3 Nutrition**. Why do you think **Nordic Naturals** is such a fantastic seller in every store? It is about balance, and we need functionally-available omega-3 nutrients. While flax, hemp, EPO and borage round out the essential fats — it is fish oil that is the premier choice if you consume animal products: and no research can justify any other credible claim! Remember purity, though. Nordic Naturals has been the quality leader from mercury to dioxins to PBDE.

7. **L-Carnitine**. The gatekeeper of proper cellular fat utilization. Heart strength, antioxidant support and proper energy metabolism. Crucial.

8. **Noni**. Yes, a food. Good to finish with some actual foods. Noni has emerged from the world of multi-level marketing and hype to take its place in the world of the essential. The scientific research is there. Look to **Genesis Today** for the best quality on the market. Article in the July BMC newsletter. ([www.genesistoday.net](http://www.genesistoday.net))

9. **Aloe Vera**. A timeless classic. For the purists/for everyone: they can get 200 nutrients in one miracle plant. Collagen support, immuno-supportive enhancement, and digestive cure. Don't sell diluted stuff: promote something your body will feel — **Aloe Life International**.

10. **The educated salesperson**. Yes, nothing is more important to this equation than staff knowledge. With all the crass hype in the media, your consumers need someone who speaks with clear education and an honest heart. These employees are priceless — nurture them!

New nutrients, an emerging vocabulary. Slowly, but surely, these words are being “mainstreamed into our consciousness”... from manufacturer to buyer to staff to customer, everyone is part of education-as-empowerment. So, another year/another crazy Blue Moose pronouncement. Take this info seriously though, it is the storyline for the next wave of healthful human evolution. A strong body leads to the possibility of a strong and evolved mind, which leads to a critical mass necessary to reverse the environmental

## TAKE 5 MINUTES

The time is coming when Blue Moose Consulting will be providing conduits for radio talk shows: we will provide speakers on occasion to go on your local airwaves and expertly talk about products that you sell. Start a file for radio contacts and start to ask other retailers which programs and stations are best venues to “get people in.” This outreach is another channel for you to gain new customers. Ideas now? Call Jamie Daly, General Manager at BMC at 703-521-4567

## ADVERTISING TO HELP YOU SELL

*Manufacturers' ads are maximized when you are informed*

### Essential Formulas

Print ads trade publications: “*Taste For Life – The Retail Approach*”, “*Whole Foods Magazine*”. Print ads consumer publications: “*Taste For Life*”, “*Vegetarian Times*”, “*Total Health for Longevity*”, “*Alternative Therapies*”, “*Integrative Medicine*”

### Himalaya USA

Fast Track Ads in *Vegetarian Times*, *Taste for Life*, and *Whole Foods Magazine* in June.

### Perfect Organics

Shea Butters in an advertorial spread in *Elle* magazine and Super Moisturizing Lip Balms in an advertorial spread in *Elle Girl Magazine*.

### Well-in-Hand

Zero Zitz Astringents are in *Vitamin Retailer* – current issue

degradation of our earth home. Believe. Remember why you are involved, and rise to the occasion through knowledge.

Thanks for all your support for the past 3.5 years, with love,

Michael@Blue Moose Consulting

Support every line that Blue Moose Consulting represents. Become a Blue Moose Store!

*Gems dedicated to the research of Carl Germano, Bluebonnet and to Jen \**

## ANOTHER REASON TO JOIN NNFA.

**NNFA Launches Online Codex Resource Center** In the wake of the widely circulated, erroneous reports regarding Codex Alimentarius and its effect on the U.S. dietary supplement industry, NNFA has launched an online Codex Alimentarius Resource Center. “Although we have regularly communicated the facts to our members about Codex...with all the misinformation that has been circulating, we think it will be helpful to have accurate information collected in one convenient place,” said David Seckman, NNFA executive director and CEO. He added that if DSHEA — the Dietary Supplement Health and Education Act of 1994 — were to actually be imperiled, whether from an international or domestic threat, it would be NNFA's first priority to ensure the law is preserved. The center can be accessed directly at [www.nnfa.org/codex](http://www.nnfa.org/codex)

The National Nutritional Foods Association, founded in 1936, represents the interests of manufacturers and retailers of a wide variety of natural products including organic and health foods, natural ingredient cosmetics, sports nutrition products and vitamins, herbs and other dietary supplements. [www.nnfa.org/](http://www.nnfa.org/)





**Women's Product Special  
20% OFF**

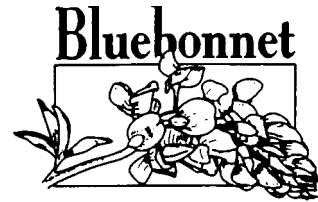
- Female Libido Tonic
- Healthy Menopause Tonic
- Mother's Lactation Tonic
- PMS Tonic
- Women's Health Tonic

**"Energy & Emotion" Program  
20% OFF**

- American Ginseng
- Chinese Ginseng
- Chinese Glycerite
- Eleuthro Extract
- Eleuthro Glycerite

*Note: Herb Pharm will no longer carry Tea Tree Suppositories.*

Not represented by BMC in NJ, NC



**ACTIVE LIFESTYLE T-SHIRT PROMOTION  
May 30-July 15**

between these dates, for every \$395 worth of Bluebonnet products purchased, the store will get (1) one Bluebonnet "Healthy Living" T-shirt for free. Max (4) t-shirts per order

- A thrill to wear: 100% cotton, heavy-weight, wheat colored t-shirts
- Sale applies to every product
- Expand the line and get shirts for the entire staff!!
- Carrying a message that promotes natural foods stores: **"Healthy Living Requires Higher Learning. Find Both at Your Favorite Natural Foods Store"**

*Bluebonnet, working for you.*

You pick the products, you create the sales, all existing discounts still apply. And you reap the rewards.  
*Healthy Living Requires Higher Learning*



**NORDIC NATURALS**

**June Specials** Buy-in dates (June 1-June 30)

**20% SPECIAL**

- #2790 Ultimate Omega 120s **New!!**
- #1770 Complete Omega 60s

**New Products: Great News!!!**

The great-tasting, strong-selling liquid Nordic fish oils are now available in larger bottles, at great savings. Whereas before, they were sold in 4 oz bottles for around \$20, we are moving to less expensive, 8 oz bottles for a tremendously better price. Sometimes the packaging is an important part of the price, and these oils have caught on in America, so offer the best and sell-sell-sell! Available early June!

**15% OFF INTRODUCTORY ORDER**

**Omega-3 Liquid- 8oz!!!**

- 8 oz/bottle, 1 tsp/serving
- Item # RUS-02763
- Retail \$24.95, Wholesale \$14.97

**Complete Liquid- 8oz!!!**

- 8 oz/bottle, 1 tsp/serving
- Item # RUS-02773
- Retail \$29.95, Wholesale \$17.97

Not represented by BMC in NJ and parts of PA

**NEWTON**  
*homeopathics*

*Always safe, always effective.*

You have my word on it. Buy the Newton allergy formulas. Recommend them for every applicable instance. And see better results than you have ever seen with homeopathy for allergies of every kind. Dr. Luc's formulas are different, and they are that good. Plus, in the season, you can make an extra profit on all the best-sellers in these categories. Newton Homeopathics is not the same thing every drug store offers. From the #1 detoxifier onward, these formulas are clinically developed to work with modern maladies. Back to the liver, for results.

**ALLERGIES AND HAYFEVER**

**Stock Up This Spring With These Seasonal Specials**

**Over the Counter**

- # 2 Cough & Asthma
- # 7 Hayfever
- # 17 Eczema
- # 25 Throat Irritation
- # 28 Poison Ivy
- # 38 Bug Bites
- # 39 Cold Sores
- # 41 Eye Irritation
- # 43 Hives
- # 55 Pollen & Weed Formula
- # 56 Dust, Mold & Animal Dander
- # 57 Dairy & Grain Formula
- # 58 Food Additive Formula

**Newton's For My Kid**

- F02 Asthma Rescue
- F03 Sniffles
- F06 Earache
- F08 Allergies
- F34 Bangs and Scrapes
- F59 Hypercalm

**Women**

- # 10 Bladder Irritation
- # 16 Candida
- # 21 Varicose Veins
- # 46 Feminine Itching
- # 47 Hair & Scalp

**Special #1** Buy 6-11 Same SKU—**SAVE 10%**

**Special #2** Buy 12-23 Same SKU—**SAVE 15%**

**Special #3** Buy 24-more—**SAVE 20%**

Must mention discounts at time of order. Discounts good until June 30

Not represented by BMC in NC, WV





**Outdoor fun means Olbas inhalers.** Stock the Olbas inhalers and the power inhalers. The Power Inhalers are geared for the sports market and everyone is now gearing up for the outdoors.

**Nature's Wonderland  
June Special: BUY 4, GET 1 FREE**

**Healthy Liver & Gall Bladder Support™**, 60 Vcaps/450mg  
Proprietary Blend, 450mg — Dandelion root, Rhubarb root, Milk Thistle seed, Blessed Thistle herb, Buckthorn bark, Celandine herb, Red Clover blossoms, Rest Harrow root, Yarrow herb, Lungwort leaves.

Wholesale: \$5.25 Retail: \$8.75

**Blueberry Leaves**, 60 Vcaps™ /525mg (Vaccinium myrtillus)  
Wholesale: \$4.05 Retail: \$6.75

Did you know that many of the Penn Herb Company herbal formulas are also sold in boxed loose packages? Great formulas ready for the tea ball and some healing water.

Check out their updated website and get information on these great formulas or call BMC and ask for a price list and an herbal ingredients page today

## Essential Formulas

**Fast Track promo pricing** continues on either size (or mix-and match) of

**Dr. Ohhira's Probiotics 12 PLUS:**

- Buy 6 boxes get **FREE SHIPPING**
- Buy 10 boxes get **5% OFF AND FREE SHIPPING**
- Buy 20 boxes get **10% OFF AND FREE SHIPPING**

*(larger discount quantities available)*

Display contest begins – details in *Whole Foods Magazine*

Not represented by BMC in PA, NJ



*The Essence of Well-Being®*

### AROMALAND's New Ceramic Aroma Diffusers

- Hand Crafted by AROMALAND in Santa Fe, NM
- Proudly marked "Made in USA"
- Quality diffusers at competitive prices
- Distinctive, contemporary styling
- Wide color and price selection
- Suitable for use in home, spa, office and reception settings
- All diffusers ship with tea light and Essential Oil sample



### 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 allows 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

### Summer exercise and summer sun means summer baths!!

Stock up now and capture this market, suggest this market, promote this market—and see the sales rise!!!

Hair Doc has a large, high-quality, well-priced selection of bath tools, loofahs (mitts and hand pads), sponges, and all the other essential instruments of fine body care: nail files and clippers, even cosmetic brushes and lip and eye pencils!

For a discerning collection of body brushes (sizes and textures), sisal products, and more—**stock the best, Hair Doc!**

Also available, the finest quality European toothbrushes in natural and nylon bristle by Bass®

### TESTIMONIALS COUNT

*(Clostridium difficile (C. Difficile) is a species belonging to the genus "Clostridium", known as one of the causative agents of food intoxication and chronic diarrhea found in hospitals and nursing homes everywhere nowadays. The latest rampant superbug!)*

"My stools are back to pre c-diff and are normal again. After a year of suffering I am extremely excited and I know that your product has helped me! My last c-diff test came back negative and everything was normal with my colonoscopy. I was on the verge of having a bowel flora transplant and going on "experimental" drugs before I started your probiotics. I had become resistant to the antibiotics they had me on, and was basically out of options. Strangely enough I told the Doctors what I am taking, and they don't seem to care too much. And it's a shame because I know there are thousands out there like me who they could help with this product if they would just listen.

Well, I just wanted to give you an update on my condition. We were able to drive to Pennsylvania from Kansas City (a 13-hour drive) for the holidays with no problems! Please let Dr. Ohirra know how much I appreciate what he has done with this product."  
— BP, 11/05





**Himalaya**  
HERBAL HEALTHCARE

**Himalaya USA bodycare** products continue to get accolades in the press.

Our Natural Himalaya Herbals Soothing Body Lotion was named "Editors Choice" by Women's Health & Fitness magazine for May. A demand is being generated for these products.

**Soothing Body Lotion—dry** 7 oz \$5.39 – retail \$8.99

**Soothing Body Lotion – normal** 7 oz \$5.39 – retail \$8.99

**Stock up and Save on this HOT-selling products**

**PURE HERBS AND LIVERCARE PROMO**

Quantity	LiverCare	Pure Herbs
<20	10%	5%
20	17%	7%
32	20%	10%
64	27%	15%
100	30%	18%
250	32%	20%
500	35%	23%

Really Grow the section: **Clean Living Detox Program®** and Women's Product Kits—**Total Care for Women®** are **NOW an additional 35% OFF!** Beautiful packaging for these effective programs. Ask for details.



**AloeLife.**  
INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

**Aloe Healing Skin Gel®** is one of the best products you can offer your customers this summer !!

The Skin Gel is made from fresh Certified Organic Whole Leaf Aloe Vera Juice, thickened naturally with seaweed. The formula contains 1% skin nutrients of Vitamin E, A and C combined with herbal extracts of Azulene from Chamomile and Allantoin...

*Aloe is a lifetime educational course on healing:*

**The best Aloe is Aloe Life**

Skin irritation such as hives, eczema and psoriasis have received great relief from detoxing and cleansing, of the liver. To encourage detoxing and liver cleansing, drink 1-3 ounces of the **Aloe Life Aloe Vera Juice** daily along with the **Fiber Mate** by Aloe Life.

**Herbal Aloe Detox Formula** by Aloe Life can provide even more of a detox. A great formula to take at least once a year (1-3 Months at 1-8 ounces) for a very effective cleaning of the tissues and liver!



**WELL-IN-HAND®**

**June Sales**

**Zero Zitz! Cease-the-Grease Creamy Kleanzer**  
**10% OFF DIRECT ORDERS**

Choose products that are both effective and enhance your well being! Zero Zitz nourishes, exfoliates, hydrates, cleanses and tones while helping you see your way clear!

Cease-the-Grease includes Hempseed, Hibiscus & Rosemary. 6 FL OZ

**Well-in-Hand Goes Hollywood**

Universal Studios wanted only the coolest natural products as background scenery for their new comedy movie *Kicking & Screaming* set for release on May 13, 2005. Written by the late screenwriter Leo Benvenuti the movie boasts an all-star cast that includes; Will Ferrell, Robert Duvall, Kate Walsh, Mike Ditka and Musetta Vander.

Well-in-Hand products in a major Hollywood movie. How cool!

Well-in-Hand is now available through Threshold Enterprises and the ever-popular local distributor, Robinjay Enterprises.




**PERFECT®**  
**ORGANICS**

**Summer Skin Care**

**100% Pure Shea Butter**  
**original unscented**

**15% OFF NEW ORDERS**  
**OF 8 OR MORE**  
**Certified Organic**

Our unique and gentle production method creates a Shea Butter unmatched in purity and natural content...with a smooth, soft consistency it absorbs easily into the skin. Offering exceptional benefits for face and body care. Super concentrated and super effective!

Great for after sun care...helps soothe sunburns and keeps summer skin hydrated and nourished.



## 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

### Project: Honest Shelf Life

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TLC. Bottom line is that we can all sell whatever we put our minds to; so remember why you bought these items, and highlight them.

If that is not the course of action (most people buy items that they want to sell, so let the joy in that experience resonate!!), then be pragmatic and get rid of the items in a creative way. Having a discount shelf is a solution for some but not others. But, even here—it is how you do it. Make decisions early in the timeline, and you can fairly discount 20-25% and still make a profit. Too many people discount dated products, using old logic that “this is OK.” To the consumer, it tells a different story. Take a loss when you have marketed a product ineffectively for two years: it will be good for your business! Fact: word of a negative incident spreads 100 times faster than any good news (*Guerilla Marketing*, volume one).

Make a discount sales sheet, itemizing the products you no longer plan to carry, suggesting that these “unknown jewels” are a find for the smart consumer. Creativity can keep cash flow steady, and customers

looking closely at all items for a savings on what they perceive as good products. Even the deal hounds will have a more legitimate confidence in your business intentions!

But, by all means, don't ignore the freshness factor. To have a customer feel that your shelves are minefields of dated, ineffective miscalculations is to probably

lose that customer. Take the time. Clean the shelves. This is the best time to bring the Spring Cleaning mentality to your store. A big sweep now, and a new system for the future. You will feel good about every item your customer picks up, and they will feel good about you. That is the healthy way our industry needs to function! \*

## 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.gujuvo.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.

### MARKETING IDEAS

Some stores are “basket stores”. Baskets by the front door, at the base of each department, near the register — are a creative way to display items with various intention: sales items, highlighted items, items to be eliminated from current inventory; seasonal items made for the “basket sale” — local handicrafts from artisans, etc. A basket is to be mulled through like a treasure quest. The sunny months are the best time for basket sales — so get some baskets (fair trade vendors) and make a shelf in a new shape.



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



5-18-2005

Dear Valued Bluebonnet Retailer:

Over the past few years, I have noticed a trend that is changing the face of our industry. Many of the family businesses that helped catapult this industry to where it is today have changed hands over the past several years. As the industry evolves and business owners age, I suppose some of this is inevitable. However, I can count 10 supplement companies alone that have had ownership changes in the past 2 years. This is an alarming rate, and I believe it is important to ask ourselves why.

As I look at our company, we were founded on the basic principle that we offer the highest quality nutritional supplements in the industry, sold exclusively to natural food stores. However, like all businesses, inevitably, they must make a profit, or they become extinct. Being one of the youngest, full-line vitamin companies in the industry, I suppose the reason we are not in company with other contemporary players is because it has become increasingly difficult to enter this marketplace and make money in today's business climate. Newcomers just cannot figure out how to compete with the mass market, catalogs, the internet and the discounting mentality that has evolved over the past few years. As a matter of fact, even the older players are having difficulty with these issues, which has thrown several of them into financial hardship or peril. Manufacturers are often requested to give large discounts to retailers, and quite honestly, I believe this has put heavy burdens on these companies to make a profit. Unfortunately, many have given in to these pressures rather than fight a battle making it impossible for them to remain profitable and forcing many to either sell or bring on a financial partner.

Here, at Bluebonnet, we often have to make difficult decisions when it comes to offering retailers our brand. With the pressure of discounting being a major factor for many stores, we are asked to discount our brand at a level that puts our existence in jeopardy. We miss out on many new store openings because of our decision to pass on these opportunities. This is always difficult; however, it is our intent to remain in business and family-owned, as well as, consistently offer a premium, high-quality product line your store will be proud to sell. Our family commitment to you is to stay independent, offer a world-class product, at fair market prices sold exclusively to natural food retailers.

In making these decisions, we always remember that we are an industry of specialty products sold by specialty retailers. After all, carrying exclusive brands, like Bluebonnet, is the foundation upon which most stores were built. In fact, that's precisely what makes our specialty channel so "special" - the fact that our customers can buy unique products and get invaluable information and education that are not available elsewhere - on the internet or in mass market. It is important to remember why each of us got into this business: to be passionate advocates for healthy living to health-conscious consumers through the use of superior natural foods and supplements. Of course, we must all remain profitable in doing so. Our customers depend on each of us to not only be educated about the fine products we sell but to be fiscally smart and responsible to stay in business. In a specialty industry like ours, retailers and manufacturers need to recognize that our success is symbiotic. There is a built-in dependency on each other. We need to be an active part of each other's futures by running businesses that will be viable for many years to come. With many wounded and dead soldiers in the field - both on the manufacturing and retail side - it's obvious that discounting and supporting brands that don't support this channel will not secure either of our futures.

So please keep our wonderful industry alive. Keep it unique, keep it specialized. Support those who support you. We at Bluebonnet have been committed to the Natural Foods Industry since 1991. I hope our market position today is living proof that our industry alone is enough to support all of us. Thank you for your continued business and best of health to you!

Warm and Healthy Regards,  
Gary Barrows  
President

# Blue Moose Consulting



Everybody likes a good time. And any time that you get a group of natural foods entrepreneurs together where they can interact, network, and create influence on a mutually-beneficial project, the feelings of a good time ensue! And so I attended the NNFA National Health Foods Lobby Day for the second straight year, and felt invigorated by the participation in our democratic process. I attended this yearly event at the invitation of both the NNFA (National Nutritional Foods Association ([www.nnfa.org](http://www.nnfa.org)), and Bluebonnet Nutrition Corporation — a manufacturer intimately involved with the NNFA and supporting our industry on issues of importance to the survival of the independent health foods store. It is actually interesting how few manufacturers attend, as this day is one where we can really influence legislators on issues that can influence the livelihood of the natural foods movement. A Capitol Hill staffer takes note of any employer who visits their office, but when a manufacturing sector visitor voices a concern, it is taken most seriously. Encourage every company that you sell to to attend next year's event — and to join the NNFA! Kudos to Bluebonnet for consistently putting their actions where their mission statement says they will be: with our industry!

The day moves very quickly, and this year's agenda involved a morning meeting to update those involved on current news and issues; and to give simple pointers on how to conduct the business at each Congressperson's office. A light breakfast is provided, and meeting like-minded retailers from across the nation is exciting and quite beneficial. When I see retailers like Garners from South Carolina and Gene's Health Foods from Kentucky there, I am inspired but also mystified how people who live one morning's drive away cannot take the time to create influence in an arena of such serious power.

The NNFA does most of the work for you after you register. They make the appointments for you with the offices — House and Senate — and provide solid position packets so that you can share clear and concise information at your meetings. This is not a task that anyone would find difficult, although there may be trepidation until the first visit is over. It seems that the actual lobbying involves hitting an average of three offices after the morning meetings and lunch. We drive to Capitol Hill together, take a group picture, and then separate into groupings of three or four. The visits may seem unexceptional because most often you don't actually meet with your elected representatives — who have very intense daily workloads before them. The truth is that, with so many pages of bureaucratic information passing across legislators' desks, it is the support people and the office personnel who carry the information up the ladder to the decision-makers. Most offices have a point person who specializes in health issues, and — with the rising costs of healthcare — who are very willing to hear our message: that preventative "medicine" is actually a proven way to keep spiraling "medical" costs down. Interesting to note how the mainstream is starting to listen. Every staffer I met with sees that there is a connection when we spell it out for them. We need to have that presence and that message delivered for action to be taken!

Staffers are often young, bright and enthusiastic people who take very seriously their obligation to legislate for the good of the people. Once the connection is made — that everyone is taking supplements for example — they come to see our industry not as some peripheral alternative, but as part of the solution. A connection is made. And then, quickly, the day is done. A reception is held that evening, where we all get together to share results. This year, Whole Foods graciously donated a wonderful buffet of natural and organic foods and there was even an organic wine tasting. Congressional allies are thanked with awards, and the mingling is kind of surreal in the building that houses our government. Everyone has a great sense of satisfaction, even when sharing the stories of a visit gone awry; or, when it becomes apparent that the information presented was being heard for the first time by someone who hasn't ever been exposed to these issues before. It is all part of an important process in getting things done.

How change occurs: The truth is that many of our legislative staffers turn over in any given 8-year cycle and it is sad when one realizes that very few people know what DSHEA is, or even the small battles we have won since we got more proactive in the last decade. Again, a reason to get involved. Once you try it, you will realize that to effect change you have to get involved — and that this is a crucial arena to have your voice counted. Natural foods Lobby Day can be anything we make of it; but think of the response we would get if all 650 stores in the seven states surrounding Washington, DC do the diligent chore of participation, and make their voices as voting concerned citizens heard loudly and clearly.

Surely, we can continue this natural foods revolution tactfully and efficiently, and for the good of all.

