



Talking Health: The Leader of the Pack

Give credit where credit is due. Yes, fish do swim in schools—but some fish are leaders—and **Nordic Naturals** has had an amazingly successful rise to the top in the short time this innovative and quality-driven company has been in business. Nordic Naturals has changed most people's mindsets on the importance and function of fish oils in the natural foods marketplace. Last year they shocked me with the number of innovative products

they created to meet every consumers' needs for getting Omega-3s into the diet. Applause to that Nordic Naturals team, for they have done the colossal in a very short period of time. We are now the best-sellers with the highest reputation.

Fish oils. Let's go back in time about seven years (ah, I remember the time well; I was loving my life in retail), and a time when fish oils were bottom-shelf merchandise, usually asked for by older people and the occasional heart patient.

We were at the end of the fat-is-bad era, and it was not in anyone's mindset to be "taking fats". We've come a long way since that time. In the 1970s, researchers found a correlation between fats and diet while studying the Inuit of Greenland. Thirty years later, every government in the world is identifying the need for "good fats" for overall health. This is, sadly, a story where the natural foods industry did not lead, but followed. Scientists saw the truths as we

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Talking Business: Health Issues are Non-partisan

Last years elections are over, but politics will never end. To think that you can live outside the influence of politics in this world is to believe in an unreal world. This is especially true when you live in a world where your life and business choices are the "minority party," power-wise. We live in a country dominated politically by the pharmaceutical industry, where natural foods are an afterthought for mainstream consumers and for almost all lawmakers. Once elected, most politicians instinctively develop a disconnect from the causes that actually exist in the world of the voters. Even if every politician admitted a long-list of people they know who use supplements, have tried alternative medicine or sought nutritional counseling at some point in time, they quickly adopt a mantra that redefines the words *science*, and *product safety* to fit the definitions of the power-class of America. Pharmaceuticals are definitely the fat cats on the hill.

And yet, we exist. Natural foods is an industry of great strength and power, and we are growing. In the last decade, our industry has entered the mainstream. Kelloggs and Nivea are copying our ideas. This is ultimately why we got into this industry—to change the world around us.

But in our zeal, we have to remember that we are still the minority opinion, and one with little political clout. I know most of us have not sponsored dinners or cocktail hours for our local or State delegates. We also probably rarely write letters expressing our opinions on our business to elected officials or local editorial pages. We don't get involved in the bloody battles of politics and so our ideas, ideals and business concerns never reach the radar screens of the decision-makers of our laws. And, as we now, our laws can be written to hurt us.

The answer is to get involved, to make a presence and to stay involved. Politicians are fickle people often afraid of the magic words public opinion. Behind every interaction, they think about how many votes that comment represents. Words and activity have meaning in politics. Look at the most recent local actions of the health food stores in Virginia. Our politically astute partners saw a bill put before the Virginia legislature affecting the licensing of dietitians. The reality of what this one seemingly unrelated legal action could have in the immediate future on our livelihood in natural foods was easy to see; and stores statewide got active and were able to show enough clout in Richmond to first modify and then defeat the law proposed. One

small, local but very important political victory. Even if you are immersed in your business, it is not hard to get consumers aware, write a letter or make a phone call and do the basics to keep our industry vital. Congratulations to everyone, especially **Don Caffery at Good Foods Grocery** in Richmond Virginia, who did a lot of extra legwork to keep people networked and focused.

And now to the national level. Politics on a national level is even more insidious. Big stakes gambling. Centrum as a product equals one-twentieth of our industry; Vioux was 1.5 times larger as a single item than

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Trade Show Booths:

Bluebonnet Nutrition	2704
Herb Pharm	2016
Nordic Naturals	1616
Aloe Life International	1962
Essential Formulas	1374
Newton Homeopathics	1860
Himalaya USA	2252
AromaLand	2864
Juva/Healthville USA	3265
the Hair Doc Company	2353

The Leader of the Pack

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stressed low-fat/no fat. Where our industry did lead was through the identification of the Achilles' heel of fish consumption—those probable toxins reflective of the poisoned oceans that these animals inhabit. Enter a champion in Nordic Naturals.

Why does Nordic Naturals have such a good reputation with researchers and professionals? Because they were a doctor's line first. And the message that Joar and Michelle Opheim, Nordic's owners, were spreading was that heavy metals were a major issue to be dealt with if dealing in fish oils. While the Omega-3s may be the single most important nutrient we can intake today, it can be downright dangerous if the product is high in heavy metals, or—as importantly—dioxins or rancidity. Looking back, I say shame on those manufacturers who peddled fish oils from the commodity market, who never questioned or educated on the importance of purity in these products. We are selling animal fats. It is logical that concern be paid to purity.

Nordic Naturals led the charge on this issue. Joar Opheim, who is from the Arctic region of northern Norway, grew up in a culture where fish oils were prevalent. When he moved to America and started a family, he was appalled at the taste and quality of the fish oils being sold here. No wonder people consistently burped the product up—they were ingesting rancid fish oils—that they were paying for.

Nordic Naturals quickly became the darling of the research community, because the consistency was verifiable and the toxin levels were extremely low. As the technology of manufacture has advanced in the past decade, as the interest in Omega-3s and fish oils has evolved, Nordic has continued to be steps ahead of

the competition on quality assurances. They have patents on manufacture and production, and they brought the discussion from heavy metals to dioxins and oxidized fats literally years before the issue hit the radar screen of any of the competition.

Actually, most companies aren't even discussing these issues yet. Since they buy their products from third or fourth-party manufacturers, they are just cogs in the wheel—not protectors of the purity.

This is where I admire Nordic Naturals the most. They are obsessed with providing the highest quality product in the world, on every product they offer. They can sell their products on taste, which is reflective of purity and freshness, and leads to results because the products are good and therefore beneficial.

So, while other companies fall over each others feet to promise that they are clean, Nordic proves that good fish oils are tasty. Note that the trend will be for customers to buy their fish oils in liquid form in the future. America is already following the Canadian and European models here.

Nordic is an innovator with an eye for the market. They had the forethought to know that a fish oil company could not only command an entire shelf in every store, but that this shelf could become one of the most important financial investments in the store. Fish oils sell. Other companies are literally years behind providing the scope of products that Nordic has produced, one after another with consistency and pizzazz and the backup marketing support so necessary to educate the public correctly. They were the first to think of smart concepts like: kosher fish oils, fish oils in single-serving dosages (perfect for travel), fish oils in fish gelatin and their patented idea of putting the flavors into the gelatin.

MARKETING IDEAS

Alternative Choices in

Greencastle, PA has gotten excellent advertising exposure by working with a local newspaper to provide an article on health monthly for free in exchange for a great deal on an ad in the paper. Double effectiveness of getting consumers attention. Approach your local paper with a solution for their need for good, pertinent, timely health news articles!!

Lead, and they will follow. Look at Nordic's latest consumer brochure. It is the best educational tool on the market today—almost a "good fats" book.

So, are you leading with a winner? My most successful stores understand the importance of Omega-3 nutrition, and they realize the burning fear of the consumer about heavy metal toxins. It makes no sense to offer great variety in fish oils unless the manufacturers can prove to you that they have control of the quality concerns of this volatile product. Nordic Naturals never strays from the concern for quality, and they lead on this issue—making products better as time goes on. Fish oils are now available in dollar stores and Target department stores. Keep your market by promoting quality. As Nordic Natural continues to grow, one thing you can be sure of is that Joar and company will be working day and night to make sure Nordic Naturals is the freshest, cleanest, best-tasting and most beneficial fish oil made in the world. They have achieved it so far, and their mission is only getting stronger. *

SPECIAL: BE THE SOURCE OF CORRECT INFORMATION THE LATEST INTERNET FOLLY

There have been internet articles stating that the new European CODEX laws will prohibit Americans for access to the nutritional supplements that they can currently purchase. This is current incorrect internet banter, but it is good to stay alert on this issue. At this point, US law supersedes any international laws or agreements. We may have concerns as the international community and its power base works to change other markets, but for now our greater threat is from the laws on Capitol Hill. Companies that may be seriously affected are those with a heavy international presence, as it will not be economically feasible for these companies to manufacture different formulas for western Europe and then everywhere else. More later.

Calendar Updates: Tradeshows in the Calendar Year 2005

Event	Place	Date
Expo West	Anaheim	Mar 17-20
NNFA Lobby Day	Washington, DC	April 12
NNFA Midwest	The Dells, WI	May 20-22
NNFA National	Las Vegas	July 15-17
Expo East	Washington, DC	Sept 15-18
NNFA West	Sacramento	Sept 30-Oct 02
NNFA Northwest	Seattle	Oct 28-30
NNFA SOHO	Orlando	Dec 2-4





Expo West Show Specials

March 14-25, (must mention discount when placing order)

\$500 or more any extract 20% OFF

\$100-\$499 15% OFF

sales available direct or thru Robinjay Enterprises

MARCH PROMO Echinacea specials 20% OFF

Super Echinacea [®] liquid extract	Echinacea Root Glycerite
Super Echinacea [®] Caps	Echinacea-Goldenseal Compound
now in Vcaps	Golden Echinacea [™] Liquid Extract
Children's Echinacea [™] Glycerite	Golden Echinacea [™] Glycerite
Children's Winter Health [™]	Immune Defense Tonic [™]
Compound	Propolis Echinacea Throat Spray
Echinacea Root	

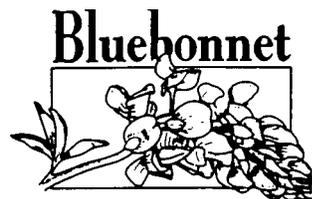
New Product, coming this month—*Shatavari*

Retailer Education Event: Anaheim Expo West Ed Smith discusses, **"Sleeper Herbs: Great herbs that are not well known"** including: spilanthes, wild indigo, black haw, blue flag, cactus, fringe tree, Jamaican dogwood, khella and scotch broom"

Supporting Your Health Since 1979

Booth #2016

Not represented by BMC in NJ, NC



Expo West Sale 20% OFF LINE DRIVE

one order, delineated as show order March 14-25

Great price reduction on what is being hailed as **"the most significant antioxidant of the decade"**

Vegetarian S.O.D. GliSODin

PRICE DROP

870 30 Vcaps wholesale \$7.48—retail \$14.95
871 60 Vcaps wholesale \$13.98—retail \$27.95

Case stack ideas:

Whey of Life Protein powders and SuperEarth Soy Protein powders and Bluebonnet lecithin granules, and brewer's yeast powders
Now that is exciting! (and only available in health food stores)

Note that Bluebonnet will have price increases effective March 1.

They have kept price increases to those products where raw materials increased; and so, prices rise on only 25% of the products

Booth # 2704



NORDIC NATURALS

From Winter to Spring.

Complete your day with larger sizes of our best sellers.

15% OFF IN MARCH

- **New!** Complete Omega 120 caps
- **New!** Omega-3 120 caps
- 16 oz Arctic Cod Liver Oil—Orange

Freshness + Convenience do sell.

Our three single-serving 30-paks of pure fish oil are catching on with consumers. Big sales for those wanting fish oil on the go!

Arctic Cod Liver Oil Singles—Orange [54788]

Omega-3 Singles—lemon [01764]

Complete Omega-3 singles—lemon [01774]

Show special

12 bottle mix and match—**15% OFF**

Orders 144 bottles or more—**20% OFF**

Order dates March 18-25, for those attending show

Booth #1616

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

15% LINE DRIVE (at show)

Buy-in dates March 14-21
must mention "show order" when placing order

Expand your markets

Newton Homeopathics for Pets

Limited Time introductory offer
Purchase the full line of Newton's Homeopathics for Pets

**(1 oz. liquid) 4-6 deep at 20% OFF
and get the wooden shelf display
FREE** offer good until April 30, 2005

Booth #1860

Not represented by BMC in NC, WV





Olbas

**LINE DRIVE, 10% OFF
FLOOR DISPLAYS, ALL 15% OFF**

buy direct for great sales materials and consumer samples

Nature's Wonderland

Eyebright Vcaps "00" size
575 mg 60 Vcaps

Catfish Bitters MixTM
525 mg 60 Vcaps

Now is the beginning of "bitters season"
Proprietary Blend 525mg—Black Cohosh, Blood root, Burdock root, Comfrey Leaves, Ginseng Root, Golden Seal Root, Labelia Herb, Peppermint, Pipsissewa Herb, Queen Of The Meadow Root, Red Clover, Sarsaparilla, Slippery Elm Bark, Solomon Seal Root, Spikenard Root, Wild Cherry Bark, Yarrow Herb, Yellow Dock Root.

Nature's Wonderland® herbs and herbal formulas have been available for over 75 years. Blends are manufactured to exact proportions, immediately packaged in airtight, light-protected and double safety-sealed bottles to bring you the best of herbs, naturally, and in Vcaps veggie caps. This is the largest selection of herbs in caps available in America, a line you should have represented in your store.

buy-in-dates:3/1-3/31

EssentialFormulas

**Expo West sales specials
10% OFF LINE DRIVE**

sales dates March 16-22

Dr. Ichiroh Ohhira's Probiotics 12 Plus:

- is guaranteed to kill and eliminate bad bacteria from the colon and to remove toxins.
- protects against the invasion of bacteria and viruses, including E. coli 0-157, H. pylori and MRSA.
- enhances the body's immune system and promotes good health
- is the only product containing TH10 strain of friendly bacteria developed by Dr. Ohhira, Ph.D. and leading Japanese scientists.
- peer-reviewed studies and over a decade of human clinical trials in Japan

**International Best Alternative
Medicine Gold Medal** (Euro East West Intellect). **Known and recognized** as safe and effective by doctors and hospitals from the US to Asia. An **international best-seller** and most importantly, **safe** for you to sell with confidence. *Probiotics are essential for 21st century health!!*

Booth #1374

AROMA LAND

The Essence of Well-Being®

**Expo West show deals
10% LINE DRIVE**

deals run from March 18-25 .
Must mention "show deal" for one-time discount

New products and marketing:
come see our booth

New ceramic lamps
(now in colors)

**New packaging for
"gift line"** (includes spirit and disc diffusers, and rings)

**Make aromatherapy a
best-selling category
in your store!**

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

Booth #2864



**Expo West Sales Specials
15% SHOW SPECIAL**

**Why One Pouch Of JUVO
Vegetarian Raw Food A Day
Changes Your Body:**

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

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

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

One JUVO meal a day can provide optimum energy, enhance metabolism, strengthen the immune system, cleanse the digestive system, and control (reduce) daily total calorie intake, thus improving overall body function and eventually reJUVOing your body.

"One JUVO vegetarian meal a day can make a healthier America" **This is JUVOlution.**

Booth #3265

Not represented by BMC in PA, NJ



**Expo West show specials
25% OFF**

Free freight; \$ 100.00 min.
Orders must be in-house
one week after the show

This is a great time to stock up
or introduce this high quality
hair & bath care line

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

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

Booth #2353

TAKE 5 MINUTES

Take 'em on... Put up a cortisol sign. Say "Thinking about Cortisol?" and list some of the great nutrients in your store that would benefit people more than this unproven, market-driven, low-quality commercial product. Be thankful that these false products are being touted to an audience you might not have been addressing before. How to get them to try your options? Good signage, and then the truthful sales follow-through. Digestive enzymes, Omega-3s, CLA, alpha-lipoic acid, Aloe Life whole leaf aloe vera, Himalaya USA's LeanCare

TIP OF THE MONTH:

Spring cleaning is here. Time to look at every shelf and see if changes should be made in the store. First, replace old shelf-talkers and sunbleached signs. Old product? Do something innovative to sell off slow-movers. Now is the time to make those desired changes to your set.



Himalaya

HERBAL HEALTHCARE

Expo West Deals:

Formulas:

- 27% OFF** 64-unit floor displays
- 20% OFF** 32-unit floor displays
- 17% OFF** 20-unit counter displays
- 10% OFF** all other orders (anything below 20 bottles)

Pure Herbs:

- 15% OFF** 64-unit floor displays
- 10% OFF** 32-unit floor displays
- 7% OFF** 20-unit counter displays
- 5% OFF** all other orders (anything below 20 bottles)

Discounts are not applicable to Chyavanprash with Honey, Forest Honey, and Koflet. Personal Care has its own exclusive discounts.

March/April Promo

Pure Herbs

- | | |
|--------------------------|---------------------------|
| 20 pieces 5% OFF | 100 pieces 15% OFF |
| 32 pieces 7% OFF | 250 pieces 17% OFF |
| 64 pieces 12% OFF | 500 pieces 20% OFF |

We have 3 new Pure Herbs: Valerian, Ginger, Licorice

Ann **Louise Gittleman** will be signing complimentary copies of *Living Beauty Detox* at Expo West – Himalaya USA booth #2252 Saturday, March 19th at 3:00pm.

Booth #2252

AloeLife

INTERNATIONAL

Health Education ❖ Health Products ❖ Aloe Vera

Show specials

- 10%—2 CASES**
- 20%—6 CASES, MIX AND MATCH**

Must attend show: deals March 18–25

Whole Leaf Aloe Vera Concentrate is the **King of Bitters**. The bitter in the yellow sap pH 5.7 (Aloe Life juices and Skin Gel contain more than any other product) along with the valuable polysaccharides—in the juice—assist HCL in the stomach, stimulating other digestive juices including bile.

Research confirms it heals the skin on contact while decreasing fungal growth.

There is no other Aloe like **Aloe Life Aloe!**

Did you know that children can use the Aloe Life juices and Fiber Mate: they are delicious. The Detox Plus formula is great for all fungal and skin conditions.

Terrific support literature available upon request.

The most Therapeutic Aloe personal care products on the market Face & Body, Healing Skin Gel, Body Heat, Personal Gel and soon—Vein Repair Formula

The yellow sap makes a huge difference in these organic whole leaf aloe products: Aloe is the King of Bitters. Are you part of the Aloe Life health revitalization movement?

Booth #1962



WELL-IN-HAND®

MARCH SPECIALS 10% OFF

NEW MAMA®—Tush Soothing Bath

- Aching Back
- Swollen Ankles
- Stretch marks
- Perineal massage

Soothe and renew delicate tissue.

Ancient Cherokee remedy passed down to Well-In-Hand from senior tribal midwife For comfort throughout pregnancy.

Folklore: Relieve and protect swollen tissue, tears, nerves and urinary tract.

Uva ursi analgesic, antibiotic, relaxes urethra, drawn up into urinary tract

Comfrey deep healing for perineal muscles, soothes tissue, relaxes nerves

Sage drying, relieves swollen labia

Shepherd's Purse coagulant

Myrrh best antibiotic, symbolic, sacred herb of birth

Ginger penetrates skin, tightens cervix

Golden Seal repair the tear

Sea salt

Mom needs very special attention before and after delivery, too! Traditional herbs of birth to comfort Mama during pregnancy and afterward to help her sit down sooner after the blessed event!

Power Prism rock crystal deodorants have a new look!



PERFECT™ ORGANICS

What we are first is an organic company. Starting with organic essential oils—every company uses scents and fragrances, but check the labels of the products you carry. Do they say organic essential oils? For example: there is a huge difference between lavender fragrance and conventionally-produced lavender essential oil vs. organic lavender essential oil.

Customers are seeking out products that offer the fullest level of therapeutic, health and skin benefits. **We only use organic essential oils**—as in our Orange-Ginger Ultimate Body Scrub and Orange-Ginger Shea Butter which both convey a healing sense of warmth to the skin that is noticeable and appreciated.

Our commitment is foremost to using the best of organic ingredients that we can find.

Reward your skin with Perfect Organics.

New this month:

Display boxes for our popular Shea Butter Lip Balms. These vegan lip balms moisturize lips so incredibly that customers will accept no substitute. Display includes 8 each of all three balms:

- Citrus Orange • Vanilla Twist • Fresh Mint

Our Shea Butter Lip Balms moisturize, protect, and soften your lips with 100% natural, vitamin-rich, organic and healing ingredients including sweet almond oil and hazelnut oil.

15% OFF all Lip Balm displays or 24-piece Lip Balm order refills in March



Blue Moose Consulting

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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

Health Issues are Non-Partisan

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our entire industry. The eyes of the politicians and their advisors cannot miss these facts. But their eyes are also aware of the headcounts, and your presence speaks volumes to them. We have a political organization, the NNFA, that works carefully to make our case heard on Capitol Hill, and you should join and be a part of our strength—if just to know quickly when things are happening.

The yearly Lobby Day they organize allows an orchestrated effort for us to make an impression upon lawmakers and their staffs. In meeting one's elected officials and their staffs, we have an opportunity to detail the facts that we are a local business, bringing money into the neighborhood; that we are a strong and healthful industry, promoting health to keep people strong through illness prevention; and, it should be made clear that our consumers are very passionate about their abilities to get good, clean food and natural supplements at a low cost without a prescription, on their terms.

The Lobby Day is an experience to remember. It revitalizes your interest in our democracy. Since many staff members stay on the Hill for a short period of time, the lessons and impressions must constantly be reinforced. It is easy to explain to a staffer (or the big cheese in person) that most people around them take nutritional supplements with great results every day.

The mission is yours and yours alone. You are the business owners. Come to Washington on Natural Foods Lobby Day

this April 12th and join us. Democrat or Republican; Independent, Green or other—take a day to influence your future. you live close enough, and the

change of scenery will be refreshing. Meet like-minded people in our political healthfood militia. It is the natural way to protect our livelihood. *

How to reach Blue Moose Consulting

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

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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.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

Perfect Organics, Inc.

www.perfectorganics.com
888-304-4558
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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
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Houston, Texas 77042

AromaLand, Inc.

www.aromaland.com
505-438-0402 • 800-933-5267
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Santa Fe, NM 87507

Healthville USA Corp./Juvo

www.gojuvo.com
714-562-1515 •
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fax: 714-562-1516
Buena Park, CA 90620



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