

Talking Health: Forecast: Flu Season 2006

Taking care of public health should have nothing to do with instilling absolute fear into the public consciousness. If we were to inquire deeply into the current attempt to induce hysteria among people about the impending pandemic flu (that will annihilate millions of lives in this country alone), we would find that the motivation of those expressing these scientific constructs do not have prevention as their concern. Even the stockpiling vaccines is driven by something other than calling people to action to prepare.

Again, the natural food stores can be the clear voice of reason and truth. The message to counter television pronouncements: Preventative Healthcare. Yes, an ounce of prevention is worth a pound of cure—and we should emblazon that idea on our doors for everyone to remember as they enter your stores this cold-n-flu season.

Does it make sense to get people to start an effective health strategy to fine-tune their immune systems? Yes, But not because of some potential flu virus that doesn't exist yet (literally!!). We must accept the fact that we live in an unhealthy world where we could be forced to face dangerous, even life-threatening realities at any moment. The timetable is uncertain, but the concerns are clear: strengthen the immune system.

It is funny therefore, that we are almost legally restricted from using those nebulous though important words, "immune system". What does it mean and how can we strengthen it? The immune system may just be the name for the final frontier in health, and each store is charged with the task of finding a way to educate and lead people to a safe and effective way to bring their bodies to a point of homeostasis.

Homeostasis is the goal of all preventative medicine, and of all natural

TIP OF THE MONTH

Minerals Matter

If you sell Bluebonnet's Albion® amino acids chelates, then you are selling the most trusted and best minerals in the world, Congratulations.

You also can now start receiving Albion® Advanced Nutrition's "Minerals in the News" on-line monthly newsletter, a compilation of recent studies on minerals from various peer-reviewed publications. This is a monthly service from Albion and is intended for the use of Albion's customers and associates. Contact **Blue Moose Consulting** and we will sign you up to receive this monthly, email Jamie.Daly@BlueMooseConsulting

health care. It is bringing the body to the starting point where all its own functions are effectively working—where the body can perform its physiological duties as intended. Hopefully, it is the basis for optimal health.

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Talking Business: Mastering the Product Switch

More stores have told me that they would love to make a huge switch in their product selection—but they either don't know how, or they fear the consequences. That includes most of you who read this newsletter. I understand: remember, I ran stores for 18 years, and realize that no one wants to lose that most precious commodity—a returning customer.

The other end of this argument, naturally, is that we all want to carry the best products possible. As manufacturers and distributors are bought and sold—or change their direction—every store owner and buyer must be capable of

changing with the new market realities. Also, when new companies are introduced with an arguably better-quality product, a store must be prepared to make the changes necessary to stay ahead of the curve. Every store needs to be the place people visit for the best quality selection and the most knowledgeable staff. How then, to make change successfully?

With perfect answers to this question, every store would have an improved look every 5-6 years, with the best products changing hands. Instead, we worry with every product

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MARKETING IDEAS

Change Your Counter Space displays?

How long has your counter display looked the same? This is busy season, so get busy making some beneficial changes. **Suggestions? Perfect Organics'** perfectly clean organic vegan shea butter lip balms, **Himalaya USA's** Koflet lozenges AND **Olbas** pastilles—side-by-side, **Bluebonnet's** new super-popular Green Utopia single packs, and of course—**Herb Pharm's** six-pak Super Echinacea™ and Pharma Kava™ displays.

Mastering the Product Switch

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changeover whether we will lose a customer; or we fear bringing in something we love only to see it languish on the shelf. These are issues that must be addressed, and skills that must be attained to survive in a quickly changing health food marketplace.

Let's face it, we all know that we can sell what we believe in: we do it every day. What happens when you find a product you like and believe in? How hard is it to get the customer to change their selection when you speak from the heart? The sale is successful and effortless.

Bob Barrows, Jr., one of the owners of **Bluebonnet**, tells of a conversation that we all should realize is true. He asked a store manager how their store went from not selling Bluebonnet, to selling over \$2000 monthly in less than six months. The owner said that she would literally hold the bottle as she told her customers, *"I am responsible for knowing what the best products on the market are, and we now feel that Bluebonnet makes the best product available."* Her customers would take that product with little hesitation because they trust store personnel when they speak with certainty. While it may not be that simple all the time, changing your store's selection certainly is not the life or death difficulty that people sometimes fear it will be. Once you make the decision to switch, realities emerge and the situation usually becomes less difficult than one imagined. Almost always, the successes are exceptional and realized quickly.

Herbs from India and the Ayurvedic tradition are another example of a simple changeover from which stores can benefit. Most stores slowly brought these products in over years, and now all are steady sellers. Now that **Himalaya USA** is here—with their guaranteed testing for impurities and heavy metals—how do you get this line recognized in your store as the company to buy from for quality one can trust?

ANOTHER REASON TO JOIN NNFA

USDA Clarifies NOP Product Standards...The U.S. Department of Agriculture (USDA) said in a memorandum last week that it received numerous inquiries regarding its current thinking on the issue of National Organic Program (NOP) standards for organic products based on content, irrespective of the end use of the product. According to the memo, agricultural products, including personal care products that, by virtue of their organic agricultural product content, may meet the NOP standards and can, therefore, be labeled as "100 percent organic," "organic" or "made with organic" pursuant to NOP regulations. Additionally, products that may be labeled "100 percent organic" or "organic" may also carry the USDA organic seal. The memo added that if the agency finds it is required, it will pursue rulemaking "as expeditiously as possible" for such products to address additional labeling issues or the use of synthetics in such products.

Study Reconfirms Black Cohosh's Role in Relieving Menopause

Symptoms...A study published in the journal *Gynecological Endocrinology* (2005, vol.20: 30-35) demonstrated that an extract of the herb black cohosh (*Cimicifuga racemosa*) relieved menopause symptoms as effectively as a low-dose estrogen patch. For the study, 64 women who had reached menopause at least six months previously, were experiencing daily hot flashes, and had never used hormone replacement therapy were chosen to participate. They received either 40 milligrams of black cohosh extract per day or low-dose estrogen patches, which administered 25 micrograms of estrogen per week, for three months. Both treatments significantly reduced hot flashes, anxiety, and depression throughout the study duration. The degree of improvement in these symptoms was the same for women in both groups.

Fortunately, Himalaya is doing their part with some of the best deals and sales programs of any BMC company month after month. Use these deals, learn the easy educational facts, and attend the monthly staff trainings on the phone—and soon enough you will have people asking only for the best, by name—Himalaya USA.

Perfect Organics presents a unique case. They are the most organic bodycare line in the industry. This is a line every store should be working to market and sell. Instead, most settle into the old habits of stocking their shelves with lesser quality, cheaper products with marginal ingredients that might not heal the skin at all. **Organic** should be where all the excitement is: and this can only happen if you provide the product and the excitement!

Now, Perfect Organics has organic shirts. They have become truly a branded organic line. Is it not our goal—if not our responsibility—to learn how to sell all organic products? Every store that has started an organic clothing line and done it creatively has been happy with the sales created by this new category of merchandise. And, as the

ADVERTISING TO HELP YOU SELL

Newton Homeopathic: The **Alternative Medicine** ad will run in the Nov/Dec 2005 on page 132, it displays Newton for Pets.

Himalaya USA: 1. November, **Better Nutrition**, photo and mention of protein shampoo as part of "Tress Transformation"—a feature article.

2. November, **GreatLife**, both Soothing Body Lotion and LiverCare are featured.

market grows—as truly organic products will—you will reap profit from a product line you never imagined your store carrying. It will only work if you roll up your sleeves and realize that you need to find ways to make it work. You must set the sails to the wind before expecting the products to soar. Perfect Organics holiday gift bags are the most clever way possible to grow interest in organic—at a perfect time. Can you see the possibilities and capitalize on the moment?

Newton Homeopathics often grows slowly in stores as well. This surprises me. If I were offered a line with higher-

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November "Healthy Digestion" Special

20% OFF ALL SIZES of the following:

- Milk Thistle Liquid Extract
- Dandelion Liquid Extract
- Healthy Liver Tonic
- Neutralizing Cordial Compound
- Peppermint Spirits

"A Golden Opportunity!"

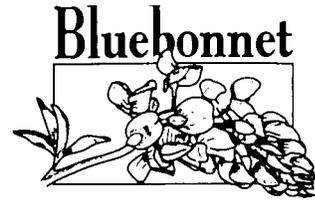
20% OFF ALL SIZES of the following:

- Golden Echinacea™ Liquid Extract
- Golden Echinacea™ Glycerite
- Echinacea/Goldenseal Compound

Echinacea-Goldenseal compound: fresh echinacea root, goldenseal, osha, spilanthes, yerba santa, horseradish, wild indigo, yarrow flower, ginger root, black elderberry.

Golden Echinacea™ extract: blend of 85% fresh echinacea root & 15% dry goldenseal rhizome & roots

Not represented by BMC in NJ, NC



Now is the Time

Turn up the heat on Health with Bluebonnet Nutrition

Bluebonnet offers a timely "Sick of the Cold?" display. What a better time to remind your customers that the best prevention is sound nutritional support. The catchy sign on the Bluebonnet floor display is the perfect way to get your customers asking questions, buying new product and stocking up.

There are two ways to purchase:

1. Buy 4 of any SKU (same product, same size) from the list below and get **1 FREE**.
2. Buy 4 items that fit the display (certain sizes) from the list below, and buy 9 of the same item to receive **3 OF THE SAME ITEM FREE**.

Effectively, a 9 + 3 in units- when filling a display with 48 bottles.

Choose from these great products:

- Super Vita-CoQ10 caplets
- C-500 Plus Bioflavonoid Caplets
- Super Quercetin Vcaps
- Garlic & Parsley softgels
- Elderberry extract 150 mg Vcaps
- Oil of Oregano 150 mg softgels
- Olive Leaf* extract 300 mg Vcap
- Echinacea-Goldenseal* 250 mg standardized Vcaps
- Super Antioxidant Vcaps
- C-1000 Plus Bioflavonoid Caplets
- Zinc Lozenges®
- MaitakeGold® Mushroom 100 mg Vcaps
- Goldenseal* extract 250 mg Vcaps
- Olive Leaf* extract 250 mg Vcaps
- Echinacea Extract* 250 mg standardized Vcaps

*these extracts utilize the e.d.s. (enzyme delivery system) plant enzymes to increase absorption.

Look for the sale postcard in the mail and in your boxes with every order. Sale runs through December 02.



NORDIC NATURALS

Reduce Holiday Stress and Improve Your Mood

15% OFF DHA Formula [#01743] 90 softgels

Nordic Naturals **DHA Formula** provides DHA from fish oil for mood support, proper memory and neurological function. The small, easy-to-swallow capsules are enhanced with strawberry essence for great taste.

Ingredients: Purified deep sea fish oil, soft gel capsule (gelatin, water, glycerin, strawberry essence), strawberry essence, /d-alpha tocopherol, rosemary extract.

Each 2 capsule serving provides:

- DHA: 450 mg other
- Omega-3: 40 mg
- EPA: 90 mg
- Vitamin E (d-alpha tocopherol): 1.5 IU

ANNOUNCEMENT: Nordic Naturals announces the appointment of Joseph Maroon, MD, a board-certified neurosurgeon, as their new Medical Advisor. Awarded one of "America's Best Neurosurgeons" for eight consecutive years in *America's Best Doctors*, Dr. Maroon currently practices at the University of Pittsburgh Medical Center and is a professor of neurosurgery at the University of Pittsburgh School of Medicine. He has achieved international recognition for his advances in neurosurgery with over 250 scientific papers, 4 books, 45 book chapters and many national presentations. In addition, he sits on the editorial board of 2 medical journals.

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

20% LINE DRIVE! on the following:

- **Newton Homeopathics for Pets**
Includes all "for Pets" liquids
- **"Nothing But Natural" for Kids**
Includes all liquids and pellets

Must ask for discount at time of order. Offer cannot be combined with any other discounts.

Newton Homeopathics will exhibit at NNFA-SOHO December 2-4, 2005 Booth #300.

Join Marjorie Roberts at the **1st ever** Presentation Theater on Saturday 12/3 @ 12:30-1:00 for **Homeopathy—The Ideal Home Remedy.**

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Now is the time

Looking to introduce a quality essential oil line to your store repertoire?

Looking to expand your aromatherapy department to coincide with interest at the holidays?

Aromaland is a full-service aromatherapy line providing the highest quality essential oils, organic essential oils, exquisite and eclectic blends (more than anyone), candles and diffusers; shampoos, conditioners, bath salts, skincare and massage products; and more.

Want to start? Bring in the best-selling Essential Oil Sampler Packs for the holiday season and watch interest soar!!

These sampler packs contain 6 individually-labeled 1ml. vials of pure essential oils for use in any aromatherapy diffuser. They are the perfect gift item and stocking stuffer. Excellent to rotate the styles at the cash register.

Many assortments available. Try: *classic, day to night, energizing, goddess, home & travel, la femme, made for men, personal spa, relaxing, precious flowers, respiration, romance, sensual, and sport & fitness.*

Have fun and expand interest on an important part of the total health package—aromatherapy heals!

WELL-IN-HAND®

20% OFF Minty Mischief Body Wash Foamer

Well-in-Hand® *Natural Body Wash Foamers* start and end with pure Castile soap; organic and wildcrafted herbs; and pure essential oils. The botanical foaming body washes are certified vegan. Rinses clean. This new line (5 great reasons to take a long shower, including four fun scents and one wonderful unscented mystique) is available in a wooden counter-display which holds five of each of the five varieties.

"The airy suds of Well-in-Hand's Natural Body Wash Foamer in Minty Mischief got me shaving even before skirt season, but can be used all over for a hint of chocolate-chip-mint Tofutti Cutie."

—BUST! Magazine, May, 2005.

Clean products are getting noticed all over the place these days, aren't they?!

Buy in dates Nov 1 – Nov 30



Essential Formulas

November stock-up-for-the-holidays deal

Buy 24 boxes of one size Probiotics 12 and GET 2 BOXES FREE

Now is the Time

I have several stores calling weekly asking how they can get **Dr Ohhira's Probiotics 12:**

- Probiotics are being recognized everywhere as essential to immune system health
- Dr Ohhira's **Probiotics 12** are tested for safety, are the only plant-based product on the market, show immediate activity and results, and do many things no other probiotic is capable of doing
- as a fermented product, this twelve-strain product needs no refrigeration
- This is the best-selling probiotic in the world, and is fast gaining the best reputation in the US
- carry the best, Dr Ohhira's **Probiotics 12** – in 30 and 60 vegan cap sizes.

Not represented by BMC in PA, NJ

JUVO™

Fall Season Promo

Buy a box of 15 packs, and the consumer will get a 12 OZ BOTTLE OF HONEY POWDER FREE!

Juvo is packaging Arizona honey as a giveaway for the purchase of a case of Juvo.

New! Juvo Cactus Honey Powder

Organic Food

Plant-Based Organic Nutrients for Body Cleansing & Detoxification

Why Is JUVO Called Raw Food?

It's simple. JUVO is a tasty vegetarian whole grain salad. It is freeze-dried and powdered from vegetables, mushrooms, many kind of whole grains and sea vegetables.

Vegetarian raw foods are alive; uncooked, nutrient and enzyme-rich. Just as salad is raw, JUVO vegetarian is raw. JUVO goes perfectly with soy milk for a breakfast cereal meal. Enjoy delicious energy foods, like fresh freeze-dried JUVO Vegetarian Raw Food for body-cleansing detoxification.

JUVO Raw Foods are nutrient rich—A whole food, complete meal: vitamins, minerals, enzymes, fiber, and phytonutrients.

Not represented by BMC in PA, NJ

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Now is the time

The Bass Brush company sells huge volumes of bathcare product.

What is the best "bath product" season? From now until January 1.

Do you want to carry the best quality bath products at the best time of year? Look to Bass Brush products as a way to increase your sales and gain a whole new market.

Products that have a market in every store:

- The body brush collection by Bass
- The loofah collection by Bass
- The sisal collection by Bass
- Quality European toothbrushes in nylon and natural bristle by Bass

Holidays are the best time to stock "gift sets" that include many fine bath products for your customers to give a great gift that will bring smiles for the entire year!

Not represented by BMC in NC, NJ, PA

TRAINING FOR YOUR STAFF

GENERAL SESSION

(All Retailers Welcome)

Himalaya Herbal HealthCare

presents

ARJUNA, GUGGUL & GARLIC: the Heart-Healthy Combo

Michael asks: "Did you know that ARJUNA is one of the best-selling Ayurvedic herbs in America and at Himalaya USA? Are you carrying it, and do you know how to recommend its use?"

WEDNESDAY, NOVEMBER 30, 2005
Eastern Time 11am, 3pm, 5pm, & 7pm:
sessions last around 30 minutes or less

Four Identical Sessions For Your Convenience

Himalaya Phone Trainings are held the Last Wednesday of Every Month

Toll-Free number. Attendees get free product and a code for discount off that week's purchase.

Call BMC office or email for number and access code.



Himalaya

HERBAL HEALTHCARE

Here is a display that will sell, sell, sell

November/December Free Koflet Promo

With the cold and cough season upon us this is a great opportunity to present proven and tested supplements which can help your stores increase profits. Programs are intended as a "buy a bottle of product get a box of Koflet free." Koflet is a great product, and really works. The floor display combines all the products in a very attractive presentation with a header talking about the free box of Koflet.

Counter Display With Pure Herbs

5 Holy Basil
5 Amla C
10 Koflet

Promotional Price \$55.00

Savings \$23.70

Counter Display Formulations

5 ImmunoCare
5 RespiCare
10 Koflet

Promotional Price \$107.70

Savings \$23.70

Koflet contains: Yellow Berry (solanum xanthocarpum), Malabar Nut (Adhatoda vasica), Holy Basil (Ocimum sanctum), False Black Pepper (Embelia ribes), Grape (Vitis vinifera)

Floor Display to promote Koflet

8 ImmunoCare
8 RespiCare
8 Holy Basil
8 Amla C

32 Koflet

Promotional Price \$260.32

Savings \$75.84

Also, Chyavanprash with

Honey Special Promo

BUY 9 GET 3 FREE

Promotional Price \$62.91

Everyday Price \$83.88

Savings \$20.97

25% savings

AloeLife.

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Boost Immunity with Aloe Life juices!

- Research confirms that Aloe Vera products containing intact complex sugars (polysaccharides) in the long chains 80,000 Dalton size and larger to show significant immune modulation dose dependent.
- These long chains were selected to be called **Active Aloe** in this range by ARF.
- Aloe Life juices have earned and displayed this laboratory certification logo since 1999 and gives your customers results with boosting immunity and help with heart burn too!

There is a big difference in Aloe Vera products!

Educate your customers 1-2 oz to support digestive, etc. & 3-4 oz. of Aloe Life juices to support Immune System protocols.

See for yourself why more and more stores choose Aloe Life products!

Research: Qui, Z., Jones, K., Wylie, M., Jia, Q. and Orndorff, S., "Modified Aloe Vera Polysaccharide with Immunoregulatory Activity." June 1999 (1,2,3,) Aloe Research Foundation (ARF).

OLBAS®

Now it the **TIME**
Every store needs to capitalize on
"Olbas" season

Twice a year, a display

a counter display and then a floor display, or...

- Buy direct and get extra samples to let people feel the difference the Olbas pastilles and the Olbas oil essential blend can make.
- Every purse, pocket, glove compartment and desk will benefit with a personal Olbas nasal inhaler ready when necessary.
- Olbas is the category leader, and the only problem you may experience is keeping these products in stock.
- Olbas: a line that people trust: nasal inhalers; pastilles throat lozenges; Olbas oil; cough syrup; herbal bath oil; Olbas analgesic salve; sports massage oil; and the newest and now best-selling Olbas Instant Herbal Tea.
- 10% off displays for direct customers only. Must announce deal through BMC at time of order

We all need a little comfort from time to time ...especially when we're not feeling well. That's where Olbas is unique. Olbas helps you feel better...naturally!

PERFECT® ORGANICS

Truly Organic Beauty Rescue...

Detoxify, polish and moisturize with our **unique holiday gift bags!**

Available in:

- Lavender Lavish
- Hazelnut Coffee
- Mandarin Rose Coconut

Each reusable gift bag contains our luxurious, vitamin-rich formulations with exquisite, replenishing, essential oils and a natural circulation sponge.



This month Perfect Organics Mandarin Rose Coconut Bath Therapy and Body Glow products were included in the celebrity gift bags at the 2005 American Cinematheque Awards honoring Al Pacino.

Mastering the Product Switch

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quality assurances than the competition—and if most homeopathic lines are owned by, and sold to big businesses—I would be grateful to a homeopathic line that supported me and that offered products that no other company provided. Yet most stores convert too slowly if at all to Newtons because they don't concentrate on their homeopathic section. Talk about missing extra sales!! A simple switch to a new line is often the calayst to improve sales and an invigorated department.

Lines like **Aloe Life International** and **Essential Formulas** don't have to worry about impressing store buyers with their exceptional and unique qualities. Here the challenge is getting the consumer to buy something new, and seemingly more expensive, when they have been buying another aloe or

probiotic for years. Once the staff sees the superiority of the product with customers satisfied like never before, the product becomes a new store favorite. How, then, to create that enthusiasm? Staff trainings and concise explanations will help your team understand why this product is now on your shelves. After every training for these lines, sales soar: so, how to constantly recreate this enthusiasm for these great products? Incremental education buoys constant interest in the new lines as they grow.

How to switch consumers to a new product line or a new favorite? First, you need to be excited. Second, you need to take the time to explain the products to your staff—passing the enthusiasm to the salespeople. Next, make sure the new product placement allows for an opportunity for sales success. Pass on all deals for the first 6 months to a year: it takes time for products to go beyond just being good sellers.

IN THE NEWS

The Market is There Whole Foods To Open Lifestyle Store

September 27, 2005 reported by Collin Dunn, Durham, North Carolina
http://www.treehugger.com/files/2005/09/wip_whole_foods.php

Whole Foods Market is planning on opening a "lifestyle" store in West Hollywood in late October. The new store, set to open October 28, will not sell any food, but instead will feature an array of lifestyle products reflective of its industry-leading earth-friendliness, from clothing to handbags to paint. The 2,000-square-foot store, which sits in the same shopping complex as an existing Whole Foods, was built using sustainable and environmentally-friendly materials: flooring, shelves, walls, paint, hemp curtains for the dressing rooms and even reclaimed and reused furniture as displays and for sale.

"WE ARE HEALTH FOOD PEOPLE"

Employee profile—Tara Catherine Morgan Inside Sales Support, Blue Moose Consulting

Hello, I'm Tara, and I work for Michael in sales and account support. I have known Michael for at least 5 years, and first met him when I was working as a buyer/sales associate at a large health food store. Michael's style always impressed me, and I took special note of him as our paths crossed many more times. Finally, we talked about my coming on board with Blue Moose, and I gave a strong "yes!" That "yes" has evolved into working with Michael for over a year, and a friendship as well. It is a pleasure to work for what you believe in, and support the fine people who comprise the natural foods industry.



I have been involved in the health food industry since I was a teenager, and THAT was in the 1970's. During that time I lived the healthy food lifestyle, and was even a vegetarian for 4 years. I have remained active in the lifestyle, growth and change in the industry ever since then. In the last 7 years I became very involved in the fitness/athletic world, and continued to work in the health food arena, always supporting the alternative to eat and live healthier. Athletic performance wise I noted the incredibly positive effect supplements have on me. In particular I recently started using **Blue Bonnet's VitaQ10**, and am astounded at the energy boost, and the incredible reduction of general aches—another reason to love this world of naturals foods!

When I am not working for Michael, I explore art, health books, and the sciences of life from many aspects, including all the new goodies of info in our industry. So in closing...many of you will be hearing from me with a friendly reminder of our current sales, and an offer to solve any difficulties that may arise as we work together to give you the best service from our manufacturers. Stay healthy!

The next steps are the hardest. You have to have faith in your decision, and communicate this interest to your clientele. Keep the new products in your mind and be excited when you introduce them. Get out of the habit of reaching for the old: instead, present new and old product together, and state "this is a new product that I like..." Speak with confidence when asked why the new products are worth the consumers' purchase. Explain with the expectation that the listener will hear this new information with excitement as well. You will be surprised how quickly you can convert your most unchangeable customer once you fully understand why you have made the change yourself. There, the switch has been made successfully. Congratulations! *



Forecast: Flu Season 2006

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So, your customers come in looking for the silver bullet against an unknown bug-a-boo: the greatest health challenge of our lifetime. How can you direct them to the foundation nutrients that they will need to get their body functioning healthfully, and then optimally? We have been training our whole careers to answer that question.

Once we speak about the big picture, many people will start to understand that the answers for their concerns are right before them. So, this cold-n-flu season, don't fall for the deception of expecting some new product to be the long-awaited answer. Look to your shelves and build a system that will guide people to choices that we already know will help them in their desire to prepare their bodies for either the flu to end all flus, or the even the normal illnesses that visit our earth every winter. The answers are there: just figure out a way to express them!

Foundation nutrients

How have you been educating your clientele about the importance of a foundation protocol? When people come in for a multivitamin, are you consciously discussing other important nutritional choices? Everyone who asks for a multi-vitamin needs an omega-3 supplement, a probiotic and a digestive enzyme as much as that multi. Pick your foundation protocol, train your staff and make sure that everyone learns the importance of every level of wholistic nutritional support.

Bluebonnet is running an exciting seasonal promotion now, with a floor display with the catchy title: "Sick of the cold?" The theme is captured in the pictures of three people sneezing—those pictures say a thousand words to the viewer. Prepare your body!! You build the floor display from a selection of a multivitamin, antioxidant, vitamin C, zinc lozenges, garlic, MaitakeGold™ Mushroom and an great selection of standardized herbs including echinacea, echinacea-goldenseal, oregano oil caps, elderberry and olive leaf. Bluebonnet's

TAKE 5 MINUTES

Participating makes you a winner

Denise Panner who opened a new store in Orefield, PA this month, won an Herb Pharm iPod at the Expo East trade show. Congratulations twice Denise!

Margo Schneider, MS, Clinical Herbalist at **Village Green** in Bethesda, MD also won an iPod by attending an Herb Pharm training and answering a difficult herbal challenge. It pays to attend trainings! And—for the second year in a row—Valerie Deptula, owner of the very organized **Good Earth Natural Foods Company** in Leonardtown, MD, won the contest for placing the most show ads.

olive leaf is an absolute best-seller, made more effective by the e.d.s. (enzyme delivery system) that makes it noticeably more effective.

The multivitamin, the antioxidant-rich Super Vit-CoQ10, has become a Bluebonnet best-seller because people can feel the difference in energy provided by the CoQ10. People will see the display, and build a strategy for prevention that helps them become stronger and more prepared for the colds and flus that will eventually surround us in the coming months.

The Primary Role of Probiotics

As customers and salespeople have asked me in the past month what I think people should be doing against the aforementioned potential avian flu disaster, I have stated unequivocally that I believe the immune system is best supported by strengthening the whole digestive system through a superior probiotic. True preventative health. And there is no better probiotic on the market to strengthen the body's abilities than Dr. Ohhira's *Probiotics 12* plant-based product from **Essential Formulas**. If you are not carrying this product yet, or have not fully investigated—take the time to read their introductory material.

This is a new-class probiotic on many levels. It is completely vegetarian and contains an intriguing transient-strain

bacteria called TH10, which is derived from tempeh and fermented for five years. This plant-based mixture is naturally fermented in a university setting under the guidance of one of the world's authorities on probiotics. Their effects on immune-system response are receiving international attention. **Dr. Ohhira's Probiotics 12** is the best-selling probiotic in the world. This is what I am taking to prepare myself for the uncertainties of my future health this year!

One or two a day, combined with Bluebonnet's nucleotides, and you have a regeneration of your own body's most effective mechanisms for reaction and response.

Effective Activators

And let's not forget the things we already know work effectively. I have been reminding people all year that echinacea is time-tested and true, and if people aren't buying echinacea in your store they will be stockpiling from someone else. So, how effective have you been the past three years in selling echinacea?

Herb Pharm offers the best-selling echinacea in America. It's also the most well-made extract. Are you buying echinacea by the piece as others are displaying on the counter and endcapping? Is the competition getting people to stock their homes with an herbal essential for an impending cold or flu? Super Echinacea™ by Herb Pharm—lead with the best.

Two great formulas to compliment Echinacea are Herb Pharm's *Immune Defense Tonic*, my favorite multi-effect herbal preventative; and their *Echinacea-Goldenseal* formula that is built for every common seasonal flare-up. Great blends, herbally prepared with a skill that makes them effective! The echinacea-goldenseal formula now offers two new herbs: black elderberry and ginger for even greater effectiveness.

And don't forget to mention the beneficial adaptogens that people should be rotating into their herbal diet at this time of year: rhodiola, eleuthro, astragalus, schizandra. Between a

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Blue Moose Consulting

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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE
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"If you don't read this newsletter every month, you are missing something."

Forecast: Flu Season 2006

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Bluebonnet floor display and a well-constructed endcap promoting legitimate options, you will create a dialogue with your customers that will help them realize all that they can do to prepare healthfully and wisely for the winter wellness season ahead.

The Digestive System

Has anyone ever questioned why people get so sick around the holidays? Could over-eating indulgence and poor eating habits play a role? Make sure that you start talking early about the importance of digestive enzymes before meals, and learn the facts on the beneficial nutrients for the digestive system. **Himalaya USA** offers several wonderful herbal blends that you can alert people to as they enter the holiday eating season.

Triphala is one blend that everyone can benefit from to tonify their digestive system. And gymnema is an herb that every sweet-tooth should be made aware of. And, in the Ayurvedic tradition, chyavanprash is a champion herbal adaptogen to add to that formidable display of natural alternatives you provide to assist your community to get well and stay well.

Scared? Our unhealthy society is consciously making people scared. What are you gonna do about it? The administration announced its strategy

for a "likely pandemic": government action includes an improved vaccine and plans to prepare the American people for restricted travel. Let's make

legitimate health-care a priority, and concentrate on improving the health of those we can help. *

How to reach Blue Moose Consulting

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

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

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