

Talking Business: Achieving Sustainability

We all talk about business success and we think we understand its measurement, but what we really should be concentrating on is business sustainability—for creating a sustainable relevance and success is truly the measure of our impact on society and its health!

Sustainability is a concept bandied about by the international markets of environmentalists, human rights activists and observers of the world's ecosystems. The term has merit, however, when analyzing and planning for any venture. How can one make the present, with its optimism and wonderful freshness, endure?

And how can we take what we create, and make it a last? This is

about business, but it is also about the effects of goodness—which hopefully is at the core of our daily work.

People have been thinking about this concept for a long time. So, this month's question is: are you thinking about what you are doing and how your actions will create positive sustainability for your store. Think about it: what if your store disappeared? Think of the people who depend upon your guidance and example. Unfortunately, too many stores are functioning on a dated model, where the cost of doing business and profit are the ultimate concerns because cash-flow dictates survival. And yet, it is these stores that have to confront the issue of sustainability the most: for in that

puzzle is the key to their success beyond their survival!

The fair trade movement, which should be regarded as a vital part of the natural foods movement (they should be hand-in-hand), considers sustainability its primary objective. It is about trading fair wages for product and about preserving dwindling cultures while helping them flourish with dignity. We often think of this as a "third-world" issue (a misguided term), but actually the context perfectly fits the small independent retailer. We are being affronted by cookie-cutter malls and civic organizations willing to re-write the laws to benefit the largest and the strongest.

continued on page 7

Talking Health: Vitamin D Gets an A+

Knowledge of nutrition changes and we certainly have to watch the research of progressive clinicians to see how the facts of human nutrition evolve under scrutiny. Just as the natural foods industry seemed to be wrong for over a decade on the 'fat issue,' now it seems that all accepted research on Vitamin D may have been misguided and incorrect for the past 50+ years. The new research on Vitamin D is intriguing and worth noting.

First, it has always been understood that "D" as a vitamin was essential. But the caveat was always that too much D was definitely something to warn against, and the limits established were

clear and low. Vitamin D has been added to milk since the 1930s.

The standard amount for human nutrition since the RDAs were established has been 400 IUs per day. For years, the supplement industry has been worried about getting too much D, as it was understood that this fat soluble nutrient was stored in the body.

Now, recent research suggests that 800/1000 IU of D daily may be needed to keep blood levels high enough to support optimal bone health. It is becoming understood by many researchers that 800 IU daily may be considered a norm, and that many

CONVERSION REFERENCE CHART FOR VITAMIN D

5 mcg = 200 IU

10 mcg = 400 IU

50 mcg = 800 IU

people may need higher amounts for various health concerns.

This will be news to your customers. Now, since the information on Vitamin D is quickly coming to light, there will be more people asking about this sleeper nutrient—the amount in their multis, its usage and the accepted levels. Take the time to know the latest information. One thing that is certain is

continued on page 2

Vitamin D Gets an A+

continued from page 1

that D is important. It is found in few foods—though it is added to milk—and its presence is important for many things, including the immune system; calcium absorption and bone strength as well as flexible joints and arthritis; managing the symptoms of PMS; and supporting healthy brains, hearts, skin and gums. Supplementing with Vitamin D is generally tolerated at levels of 2000 IUs daily with the tolerable upper limit for infants being studied at 1000 IU daily.

Who should be interested in the recent findings on Vitamin D? First, the research on D and children is significant. Usually cod liver oil supplements give pregnant woman enough D to help their growing children, although the D from breastfeeding is not considered enough to meet the human requirements. We all know of the benefits of DHA for the growing child, but Vitamin D intake also seems imperative for infants (studies show that it may reduce the incidence of Type I diabetes if

provided in breast milk) and for children in their first year of life.

The other end of the age spectrum also seems to need Vitamin D supplementation. Two 2005 studies report that over one-half of the women over the age of 50 being treated for osteoporosis had too little Vitamin D in their blood (Holick, 2005), and that 64% of women over the age of 65 had too little Vitamin D in their blood (Greenspan 2005). These new studies have come to light because new methods of bone density scanning in humans have shown more accurately the role of D in bone metabolism and Cal-Mag uptake as measured in blood levels. Hence, the many new research studies on this issue in the last 18 months.

This would certainly suggest that people should be taking a Vitamin D supplement with their Calcium-Magnesium or multimineral. Since research in the last two years suggests that people who have sufficient D in their diet have stronger bones, fewer bone fractures from falls, and less chronic joint pain, many researchers are saying that 800 IUs may not be sufficient for people over the age of 50. Vitamin D also plays a role in keeping the

ANOTHER REASON TO JOIN NNFA

★ Special Announcement ★

Everyone at Blue Moose Consulting is proud to announce that BMC President Michael Hennessey has been elected to the NNFA- East Regional Board of Directors effective September 16, 2005. "This seems a natural fit for my vision of how the natural foods movement needs to evolve," Michael offers. "Most people know of the National NNFA and its actions of advocacy and networking to help all the independent natural foods retailers in the country to have a forum and a single voice in politics, education or business. What is so sad is that a vibrant area like the eastern region would have had such a quiet NNFA presence for the past decade. The actions of current Board Members has given rebirth to the possibilities of what we all can do if we participate and work together. I believe that I can be a networker, and a unifier and an enlister to get people signed up, active and optimistic. Together, we can do many wonderful things!"

From Michael: "One of the first things I would like to do is create a regional educational event or two—something I have experience coordinating. Anyone interested in joining me on this project? Well, join the NNFA-East regional first. Annual dues are only \$95, for something that means everything to your long-term business existence!"

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IN THE NEWS

from the Natural Foods Merchandiser

NEW ALLIANCE: The National Nutritional Foods Association East (NNFA East) and New Hope Natural Media announced a new collaboration, co-marketing and co-advocacy agreement for Natural Products Expo East 2006, which will serve to increase attendance for East Coast-based independent retailers. The combined strengths of New Hope and NNFA East, with the continued alliance with BioFach America, will make the show even more dynamic and diverse. "This year's Expo East demonstrates the impressive momentum of our industry," said Fredrik Linder, president of New Hope. "Moving to Baltimore and expanding our co-marketing partners are positive moves to keep the show fresh and responsive."

from the NNFA email newsletter

Vitamin E Helps Prevent Heart Disease Deaths...Vitamin E supplementation may help prevent deaths related to heart disease among women, according to a study recently published in the *Journal of the American Medical Association (JAMA, 2005, vol.294, no.1: 56-65)*. Researchers examined nearly 40,000 apparently healthy women, all at least 45 years old, from the Women's Health Study. The women received either 600 international units of natural-source vitamin E or placebo every other day for an average of 10.1 years. The results showed 24 percent fewer deaths due to heart disease in the vitamin E group than in the placebo group. The study adds to the substantial body of evidence of the beneficial effect of vitamin E and opposes results of research published earlier this year in *JAMA* suggesting adverse effects of the vitamin.

calcium/phosphorus levels of the blood balanced appropriately.

And Vitamin D seems to have an effect on the young as well, through promoting stronger bones and reducing the incidence of PMS in young women. The research on D supplementation and the immune system is intriguing, with studies being done on Type I Diabetes, Multiple Sclerosis and Crohn's Disease. What does seem apparent is the long-standing proposition that Vitamin D positively affects the immune system.*

continued on page 6





OCTOBER PROMOTIONS

20% OFF ALL Echinacea products, no minimums required

25% OFF Echinacea Mix & Match Six Case Lot special,

for signed participants of the echinacea seasonal promotion only (ask your BMC rep for details)

- includes 1 oz, 4 oz sizes purchased by the case
- includes the Super Echinacea™ Vcaps

Sale extends from October 01 thru October 31

Time to sell Echinacea. Lead with America's # 1 Echinacea

Not represented by BMC in NJ, NC



Bluebonnet leads the way with Innovative products

NEW PRODUCTS

CholesteRice™ 60 + 90 Vcaps

Cinnulin PF™ 60 Vcaps

Super Earth Green Utopia Powder

box containing 7 individual packets

Alpha Lipoic Acid 300 mg Vcaps 30 + 60 Vcaps

Alpha Lipoic Acid 600 mg Vcaps 30 + 60 Vcaps

BLUEBONNET PRICE REDUCTIONS ON OTHER ALPHA LIPOIC ACID PRODUCTS

	Wholesale	Retail
Alpha Lipoic Acid 100 mg Vcaps 30	\$3.48	\$6.95
Alpha Lipoic Acid 100 mg Vcaps 60	\$6.48	\$12.95
Alpha Lipoic Acid 200 mg Vcaps 30	\$5.48	\$10.95
Alpha Lipoic Acid 200 mg Vcaps 60	\$9.48	\$18.95

CholesteRice™ contains a beneficial amount of: red yeast rice, policosanol, pantethine, plant sterols, CoQ10.

Cinnulin PF™—the only product on the market containing a standardized herbal extract containing Cinnulin PF, including 1% trimeric and tetrameric type-A polymers in a whole raw herb cinnamon powder base.



NORDIC NATURALS

OCTOBER PROMOTION

Omega-3s and Breast Health 15% OFF

Omega-3 caps 60 count

Omega-3 caps 120 count

Omega-3 Liquid – 4 oz.

Omega-3 Liquid Singles – 30 count

These are best-sellers. Isn't it time to put all four together as an endcap?

Every store could easily sell 144 bottles of this combination in one month on an endcap.

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

October promotions: 15% OFF

#34 Cut Rescue

#02 Cough-Asthma

#08 Constipation

15% OFF Newton Homeopathics for Pets

P19 Cough-Asthma

15% OFF Newton Nothing But Natural for Kids

F01 Kid Detox

*Must ask for discount at time of order
Cannot be combined with
any other discount.*

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

New from AromaLand:

Brand new labels for our Essential Oils and Essential Oil Blends.

Clean, crisp design.

All labels are more informative, with clear detail on country of origin, plant part used, extraction method, etc.

New labels will ship early October

Top 12 Essential Oils

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

WELL-IN-HAND®

10% OFF Monthly Promo: October

Perfect for addition to a Halloween endcap promotion!!

Spicy Rumor Body Wash Foamer

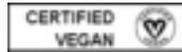
A grapefruit and ginger body wash and shaving foam.

Good. Clean. Fun

Well-in-Hand® Natural Body Wash Foamers start and end with pure Castile soap, organic and wildcrafted herbs, and pure essential oils...and out comes a thick rich aromatic foam. \$9.99 SRP.

Available thru Frontier, Lotus Life, Threshold Enterprises, or direct.

Buy in ends October 15



EssentialFormulas

15% discount on the new counter displays—

Dr. Ohhira's Probiotics 12 Plus

(10 boxes/60 caps & 10 boxes/30 caps boxes)

10% OFF on purchases of six bottles+ of the new **Essential Living Oils** product.

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

The oils are extracted from eight medicinal seed plants never before available in a single source: Green tea, Perilla, Borage, Flax, Sunflower, Avocado, Olive and Rice.

Product requires no refrigeration and supplies Omega 3,6 & 9 essential fatty acids in a beneficial 4:1:1 ratio.

Not represented by BMC in PA, NJ

JUVO™

15% OFF through mid-October.

Contact your BMC rep for details.

Your store will receive 25 samples and 6 shakers with every order of a case or more!

BACK TO SCHOOL

imagine a meal that is full of all the enzymes and nutrients that you might need, a whole foods raw food meal packet that could be kept in the napsack just in case lunch is forgotten, lost or stolen—or an extra meal that becomes a necessity.

Promote Juvo as the perfect lunchbox addition: an emergency meal that can be made by adding water. Let's start a natural food craze at schools for a change!!!

Juvo can sell well by any cash register as a repeat sale—if you promote effectively.

Not represented by BMC in PA, NJ

The Hair Doc Company

Since 1979
MANUFACTURER / IMPORTER / DISTRIBUTOR

Finest Quality Hair, Body and Skincare Accessories

Hair Doc's sales keep growing. People love the results they get when they introduce hair brushes to their store bodycare sets. And the "Bass Brush" name is synonymous with the highest-quality bath care products in the entire natural foods industry. Quality, support and a program that can work for you to grow sales in a category most stores haven't even touched yet—but which other stores are running strong with.

Bass Brushes—the oldest and most reputable name in the industry in quality hair brushes/combs, bath care products, toothbrushes, cosmetic brushes and more.

From the management of Bass Brushes: "Great to see everyone at Expo East. Thanks for your continued support"

Not represented by BMC in NC, NJ, PA

TIP OF THE MONTH

I remember my perspective when I was in retail: I wanted my product and I wanted it the next day! I understood shipment times, but I rarely understood out-of-stocks unless I was given a logical, clear, and timely explanation.

Now that I am involved more with manufacturers, I understand the vagaries of shipping and importing and other variables that are outside of their control. One thing that people have not been talking about recently is how the new 'Homeland Security' rules have affected the expected lead and ship times of products coming into the country. Products that used to have a predictable transit time can now be held up for an extra one to four weeks because of spot-checks.

Be aware of this and the strain it sometimes puts on a particular product. For the smarter companies, it means that they are warehousing more product to compensate for the unpredictable. Understanding the chain of delivery often leads to clearer heads and better ways to explain the unexpected to your customers.



Himalaya

HERBAL HEALTHCARE

Himalaya's Best Sellers Now on Sale!

20-unit Formulations

Display 20% DISCOUNT

LiverCare (5)
 StressCare (5)
 GlucoCare (5)
 HeartCare (5)
Cost: \$162.72 **SRP:** \$339.00
Profit: \$176.28 **52% margin**

64-unit Formulations

Display 30% DISCOUNT

LiverCare (16)
 StressCare (8)
 GlucoCare (8)
 HeartCare (8)
 MenoCare (4)
 MindCare (4)
 ProstaCare (4)
 UriCare (4)
 VigorCare for Men (4)
 JointCare (4)
Cost: \$462.34 **SRP:** \$1,100.80
Profit: \$638.46 **58% margin**

30-unit Pure Herbs

Display 15% DISCOUNT

Arjuna (6)
 Ashwagandha (6)
 Bacopa (6)
 Guggul (6)
 Gymnema (6)
Cost: \$151.42 **SRP:** \$370.50
Profit: \$219.08 **59% margin**

64-unit Pure Herbs

Display 21% DISCOUNT

Arjuna (8)
 Ashwagandha (8)
 Guggul (8)
 Gymnema (8)
 Bacopa (8)
 Triphala (4)
 Bitter Melon (4)
 Amla C (4)
 Boswellia (4)
 Mucuna (4)
 Turmeric (4)
Cost: \$294.99 **SRP:** \$776.80
Profit: \$481.81 **62% margin**

Offer ends October 31, 2005

AloeLife.

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Did you know that Aloe Life juices are detoxifying?

Yes—quality Whole Leaf Aloe Vera is very detoxifying and good to use with all detox protocols: to cleanse, reduce candida infection, stimulate liver function and rebuild healthy tissue.

Aloe Life Detox Plus Formula is a great end cap if you're encouraging your customers to do a seasonal cleanse!! This is the only formula on the market to use a whole leaf aloe vera concentrate—and the whole leaf acts as a carrier to get the herbs into the tissue for optimal benefit. We use organic whole plant extracts to provide a formula more effective than most products in your detox section. An excellent formula to use at this time of year to educate your clientele on effective seasonal detoxifying.

For best detoxification use with **Fiber Mate** by Aloe Life. This 10 year old product FiberMate is both Psyllium-free and Flax-free, containing 16 vegetables & herbs. Safe for children and adults! Non-habit forming, FiberMate moves the bowels without senna or cascara sagrada. Each 3 tablets equal to one serving of green vegetables.

New size better value for the customer and great margins for the store! 160 tablets ws \$11.02 srp \$18.99 (2 months supply)

New label too!!

OLBAS®

Olbas season is right around the corner

- is your stock of Olbas products sufficient?
- are you stocking all the products people will be asking for?
- have you experienced the great success of having a floor display or a counter display highlighting all the products just as allergy season explodes and before cold + flu season hits?
- market Olbas effectively and see this best-seller flourish more this year than ever
- excellent consumer recognition to capitalize upon!

Tonic is the Topic

Tonic herbs gently strengthen & invigorate the whole body, while providing a gentle detoxification and cleansing effect on the various systems. **Catfish Bitters**, formulated by Appalachian herb doctor "Catfish" Gray is the perfect revitalizing tonic. Beneficial for any season, this formulation of 18 herbs & roots is by far the best-selling tonic from Nature's Wonderland herbal products. The formula includes Burdock, Red Clover, Black Cohosh, Ginseng, Queen Of The Meadow, Pipsissewa, Blood Root as well as supportive herbs Comfrey leaves, Golden Seal root, Lobelia herb, Peppermint, Sarsaparilla, Slippery Elm, Solomon Seal, Spikenard, Wild Cherry, and Yarrow.

"**Catfish**" Gray is a fifth generation folk-healer living near Glenwood West Virginia. He gathers herbs and roots from the mountains surrounding his home, and his formula is known in the mountains for its effectiveness for years. Bring some local folklore to your store, and sell a product that is perfect for this time of year.

BUY 4 CATFISH BITTERS AND GET 1 BOTTLE FREE

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.



Vitamin D Gets an A+

continued from page 2

While Vitamin D seems to be well-absorbed, it is not readily available through a typical diet. This is another reason to either eat fish or take a superior fish oil source like Nordic Naturals. There are several forms of Vitamin D, but only two are physiologically relevant—cholecalciferol and ergocalciferol. Cholecalciferol—D3—is the natural animal/human form. Ergocalciferol—D2—is the plant source, usually derived from yeast. This form needs to be converted to be utilized. Cholecalciferol has been shown to raise blood levels of D better than Ergocalciferol (Trang, 1998).

Bluebonnet uses only the cholecalciferol form because the source is generally recognized as being stable and absorbable. While Vitamin D is absorbed into the body through sun exposure, it has been shown that seniors are less efficient at absorbing D than young adults. Remember that while we are recommending people to use daily

sunscreen, this will inhibit the absorption of D from environmental sources.

Vitamin D seems to be very important for optimal health. Make sure that you are well-versed in the recent research and can answer questions effectively, because D is becoming an issue in modern nutrition.

Nordic Naturals has introduced a new cod liver oil product called **Arctic-D™ Cod Liver Oil**. Because Nordic Naturals sources its cod liver oil directly, providing the only *100% Arctic cod liver oil* that is *100% cod* from northern Arctic waters, they have always had a concern that their cod liver oil has been naturally low in Vitamins A & D. In response to the recent research, they have presented their pure and tasty cod liver oil with a high and safe amount of Vitamin D from an unsuspected source—lanolin.

Nordic Naturals chose their source for added cholecalciferol from lanolin (from sheep's wool) because it was the naturally occurring form of Vitamin D that most resembles the D found in humans and fish. The sourcing does

MARKETING IDEAS

Aloe Life Aloe Healing Skin Gel

is one of the most versatile products you can have in your store. Where to stock it? Everywhere!!

This is the only aloe product using a certified organic whole leaf aloe. People intuitively know it is exceptional when they touch it: amazing. So cross merchandise this product everywhere: the front counter with a tester, the skin repair section, the sunscreen section, the wrinkle-prevention section, cuts and bruises, varicose veins, brown spots, acne, scarring, near the shampoos to boost their effect, near the thinning-hair products, athlete's foot, psoriasis and eczema, and even baby's diaper rash products.

The more you educate about superior products, the more customers learn the natural foods lifestyle. Learn to educate.

not involve the slaughter of any animals; and the source is steady, can be monitored and does not affect the good taste of the cod liver oil that Nordic Naturals is famous for. As most other sourcing of fish oil is unreliable—people choose Nordic because they are always assured a clean fresh source of fish oil—we could not use a fish oil source that did not have guaranteed sources, safe quality or good taste. Nordic Naturals—redefining the way fish oils are manufactured and consumed.

Vitamin D has always been considered crucial. As it becomes better understood, its purpose and potential will continue to be admired by those who look at the total picture when considering optimal health. Vitamin D—an A+ for optimal health today. *

** all nutritional statements are for educational discussion within the parameters of the BMC newsletter only, and have not been reviewed by the FDA. These statements are not meant to be used to make decisions on medical issues that should involve the supervision of a qualified nutritional expert.*

TESTIMONIALS COUNT

To the rescue: "Sleep Rescue" by Well-in-Hand

"With the pain in my knees I tossed and turned at night. SLEEP RESCUE relieved the pain and allowed me to get a good night's sleep...it sure does make my days more pleasant."
—B.K., VA

"This product has opened up my nights to sleep eight hours instead of two. The Well In Hand SLEEP RESCUE has caused me to wake refreshed and ready for the day instead of groggy and grumpy. Thank you so much for the relief SLEEP RESCUE has given me."
—J.H., Va

"Thank you for 'SLEEP RESCUE.' It not only helps me sleep through the night but it takes the edge off any anxiousness I'm having. It also worked better than antidepressants. My family I'm, happy to tell you, is having the same results."
—S.S., Canada

"For the first time in months, my son didn't come into our room in the night saying that he can't sleep. Our whole family thanks you for SLEEP RESCUE!"
—J. T. OR

SLEEP RESCUE® Because your rest tonight affects your performance tomorrow!

A quieting botanical and aromatherapy blend of: Arnica, Calendula, St. John's Wort flower oils, Ho shou wu, Betula, Vitamin E and pure essential oils including Lavender, Rosemary, Chamomile, in a non-greasy base of Olive and Sweet Almond oils. Delightful aroma. Apply topically

(testimonials cannot be reproduced without the approval of the manufacturer, please!!)



Achieving Sustainability

continued from page 1

Each store needs to think about its own plans for sustainability. How can you plan for the future? How can you create a model that is not built upon heavy discounting to achieve business success, but rather draws from internal resources such as personal service, knowledge and compassion, to counter the vampire tendencies of American capitalism? Do you see how you are providing for the community, and are you translating that to your consumer base? Do they see it and realize your value, and is the relationship being nurtured so that it will stay tight during hard times? If these questions are not dealt with in a salient manner, and consistently revisited and explored, then your store may be earmarked for a ten-year life cycle or less. That is not sustainability.

Look at the stores that have succeeded. Learn from the stores that are 20-30 years old (and even some of them have lost focus of the core values

that got them there). Look at the manufacturers who are hitting stride at 15-20 years of age and what they are doing. **Herb Pharm** (25 years old) has done it all correctly. They have invested in research, the **United Plant Savers** [www.unitedplantsavers.org], giving back to the earth, the herbalists and the community. They are the model of good stewardship for a natural foods company. And now they are growing into education and internet trainings that will allow anyone who is interested to continue to learn and stay on the cutting-edge of herbal advancements.

Bluebonnet has dedicated itself in its mission statement to the independent health food stores. They have drawn a line in the sand, making it clear that they will not become a discount brand cheapening the superior product they manufacture. These are the moral goals that make sustainability successful. As other industry giants tumble and shoot themselves in the foot from bad decision-making, Bluebonnet continues to gain the trust of forward-thinking stores in the country as they enter their 15th year.

Nordic Naturals is a fish oil company that talks consistently about over-harvesting and the need for oceanic environmental concerns. They have dedicated themselves to the sole goal of making the cleanest, most healthful Omega-3 supplements in the world. They have quietly been the world leader in education, marketing and quality manufacture for 10 years.

This is leadership. This is creating relationships where both sides gain and have interests in long-term sustainability. Each gives to the community knowing the value of doing so. Is your store reaching out beyond its front door to be involved, to network, to offer education and to promote civic involvement and connectivity?

What can you do? First, see where you are, consider changes, and make both short-and-long-term goals. The plan should be: how can I make my love of this business stay, and how can I involve everyone in this love? Do you reach out beyond your walls to embrace the community? Does your staff have the right attitude to do this, and are they involved in the goals as well? Create incentives and task them to do their own outreach: the pool of people you can influence is limitless.

Budget for future growth and investment. Make your business decisions based upon the mantra of having small extra cash constantly going to the future fund, and know that the dream-goals are for making constant upgrades and advancements that will make your store a pleasure to visit over and over again, year after year. Think seasonally and constantly reinvent and have excitement for each month and each day. Love what you do.

Be fair and respectful and honest to your customers: they are your life-blood. And recognize that your manufacturers are an integral part of the operation too. Work with them; don't drain them of resources with short-sighted demands. See the big picture, and think of the 7th generation

"WE ARE HEALTH FOOD PEOPLE" **Employee profile—Jessica Wood** **Sales Support, DC Metropolitan Area** **Blue Moose Consulting**



I grew up in Arlington Virginia and have been an avid fan of health food and nutrition since high school. I've always liked to visit different health food stores, and have worked in several of them. I helped manage a health food co-op in Arlington for four years which was one of the best and most intensive work experiences I've had. After the co-op unfortunately had to close down Michael offered me a job at Blue Moose Consulting. I was hesitant to consider the job at first, being unsure I wanted to work directly in sales.

However after giving it a try I learned that I really enjoyed getting to visit the different stores and meeting the people who were working to make these stores a success. I am happy to be able to represent companies that I really believe in, and to get

a chance to learn more about the health food industry.

I have a B.A. in Fine Arts and am an artist in my spare time. I also work on a local organic farm, and am a practicing Buddhist. If I have any time left I like to read books on herbalism and Chinese medicine, and get together with family and friends.



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

"If you don't read this newsletter every month, you are missing something."

Achieving Sustainability

continued from page 7

in all that you do. That will create fair trade in your store, and create sustainability that will make your store thrive for this generation and the next. It takes forethought, consistency, the sharing of ideas, and a heart belief that this is the most honest way to conduct yourself. **Blue Moose Consulting** is here to help you on this magnificent journey. Good luck with your goals! *

Dedicated to the dreams of Jennifer Lyn Carter and the hard work necessary to make them into realities (www.sangha.us)

TAKE 5 MINUTES

Best Use of time for employees to understand Omega-3s

If you have new employees, or even people on your staff who are not familiar enough with the benefits of Omega-3 nutrition to speak comfortably to customers, you may want to give them 30 minutes to do some research on the web. It will be time well-spent, even for your smartest Omega-3 answer-person. The site below can help everyone realize that the uses of Omega-3 are for more complete than anyone ever discusses **www.Omega-research.com** "Your fish oil resource library"

Note: The BMC newsletter sale list is available each month by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Wanna receive this via fax early every month for all the deals on the great BMC lines? Call Jamie Daly and put in your request now.

How to reach Blue Moose Consulting

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

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www.bluebonnetnutrition.com
800-580-8866
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Sugar Land, Texas 77478

Herb Pharm

www.herb-pharm.com
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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
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