



## Talking Health: National Menopause Awareness Month

The calendar year is filled with dates assigned by the government for focused energy and awareness on illnesses and social concerns. September is **National Menopause Awareness Month**, and this is a perfect time to educate the public on the many positive nutritional alternatives available in the natural foods store.

We have to remember that our doors are open to a public that is constantly changing. Just because your staff may be aware that there are many effective herbal and nutritional options for a woman as she works to keep her hormonal system balanced throughout her life cycle, don't assume that everyone is aware of the support you supply on your shelves.

Menopause Awareness Month can be as simple as a sign above a selection of products that you place on an endcap. You could also contact your local health department and have them provide you with brochures that you place by a

selection of products. A sale flyer by the register will have every woman picking up the info, reading and passing it along; contact your local community paper and let them know about your promotion and the viable options, or a lecture if you can find a reputable expert to address the issue in a talk during the month.

Certainly, the natural foods industry has collected a healthful arsenal of positive nutritional options for a woman experiencing menopause. Primary for every woman would be a solid one-a-day and an Omega-3 supplement. We should never forget the basics. Likewise, homeopathy is one of the most subtle and positive ways to go for rebalancing the body. **Newton Homeopathics** has an excellent **Menopause Formula (#18)** designed to relieve hot flashes, night sweats, nervousness, depression and anxiety with the cessation of the menstrual cycle. Remember that homeopathy is very sound, in the US legally, and the safety of this product—

taken along with the famous liver supportive Newton **Detoxifier (#1)**—is one of the least-intrusive ways to rebalance subtle energies in the body.

Herbal support is as natural as it gets for keeping a women's cycle in balance. **Herb Pharm** has several time-tested formulas that use organic herbs and are highly bioavailable as liquid extracts. The **Women's Health Tonic** (also called Helonias-Viburnum Compound) utilizes false unicorn, cramp bark, squaw vine and blue cohosh and is a "tonic" for the broadest range of women's issues. It is used for nervousness and hot flashes. **Healthy Menopause Tonic** (pulsatilla-vitex compound) is the primary formula for all of the associated conditions of menopause, and should be your lead liquid herbal to recommend. This formula offers the super herbals chaste tree berry, motherwort, black cohosh, pulsatilla and licorice. It would be a great project for you and your staff to investigate each of

*continued on page 7*

## Talking Business: Fight Back

*"Just trying to do the best thing, help people with their health and do it in a safe and effective manner—and these clowns keep on trying to shut me down!"*

Well, that is the reality of life in capitalist America in the year 2006. The natural foods movement has been consistently attacked over the past decade-plus by many powerful groups that want to see our percentage of market share not only be diminished, but eradicated. And these powers-that-be definitely play dirty. In an effort to protect your business, and preserve a natural and healthful way of life, it is imperative that each store stand up to misinformation in a professional and positive manner and respond to every

false salvo that is aimed at the efforts toward balanced and optimal health and preventative healthcare. So, what to do?

**Science being used for personal gain.** This is not a modern affliction, but the supposed "halls of truth" have been bought, overrun and even organized to represent information to advance certain objectives. Unscientific prejudice is out there to be bought and disseminated on every street-corner! Until medical journals and university board rooms re-establish their moral bearings, it would make sense for every store to have a game plan to respond to unfair and imbalanced media reporting on those products in our industry that have shown excellent track-records and have helped people without

doing any harm. It is possible to fight fire with fire in a positive way. To keep the dialogue morally strong, point out the truth and win the argument. Think about the way to respond that will be most helpful, and will win the minds of the people long-term—and implement as often as necessary.

**The two-faced nature of modern media.** If people are taught to ask questions when reporting, it certainly isn't obvious by the milquetoast coverage of certain articles in the press in the last 15 months. I am sure everyone has become enraged when they hear so-called experts call Echinacea "snakeweed" on national TV; or see a talking head repeat words

*continued on page 2*

## Fight Back

*continued from page 1*

someone else has written that Vitamin E may cause the average healthy person to die. We won't even mention the curveballs thrown when reporters cover the issues of Vioxx or the deaths in hospitals caused by uncontrollable bacteria.

The bottom line is that the natural foods industry is a small player, and we have almost no voice in the mainstream dialogue. This is absolutely a reason to join the NNFA today, so that our unified voice will have the greatest impact. And while we have earned the trust of the people who walk through our doors, and they too

may guffaw and snicker at the puerile stupidity of propaganda on the evening news, it is important to realize that the votes of the minds of the majority could be the weapon used to squash our industry some day. Beware the motives of the competition. Just step outside the healthful aisles of your store and realize how much pharmaceutical dialogue is prevalent in the mainstream mind. There is a battle going on, and to a large extent, we have chosen to ignore it—at our own peril.

So what to do? Well, first—recognize the need and have a game plan. Focus on collecting articles that defend the benefits of the products we sell. Keep them filed together. Have someone on staff dedicated to responding quickly to false-media incidents. Be responsible in everything you say publicly. But say something and say it fast and say it loud and say it often. Don't be docile: don't be the victim. Speak truth in the public forum, and finally—hold the perpetrators accountable. So let's work through this game plan.

**One: Be alert.** Read the mainstream press and news reports. Often a customer will tell you of the incident within 24 hours (we have a large world of allies out there looking to protect our stores). Find what was said and try to be as accurate as possible in getting the wording of what was presented. Words are important, and remember that the writer had days, maybe weeks, to prepare the angle of presentation to make the issue as persuasive as they wanted. **Two: Go to the sources**—the companies who sell to you—and ask for a response, realizing that manufacturers are in a tough spot themselves and they are also responding to a blind-sided shot from unknown sources. Give them time, but expect them to be your allies and to stand by you completely. Look for support from the NNFA and organizations that have fair and ethical objectives. So, I would suggest that you gather information and know that you know what you are saying before you say anything, then speak with the truth.

**Three: Decide how your store will respond.** When I ran stores (and the attacks were much less frequent then), I would put up something positive as a response to counter the accusations. In the current cases of Echinacea, there is so much printed material showing efficacy, safety, and clinical results that it would be easy to make a simple declarative statement that "Echinacea has a long and studied history that holds greater validity than one isolated study". The same is true of Vitamin E. It is

ridiculous to even contemplate that decades of research can be instantly reversed by one (often poorly done) published study. Remind people of the bigger picture.

You also have to think a bit like the enemy (assuming that some of these intrusions are meant to do harm, not advance knowledge) and find holes in their arguments. As BMC has gone to lengths to detail in previous emails and newsletters, each of the Vitamin E and Echinacea studies were severely flawed. Know where they failed, and trip up their conclusions with the facts. You are expected to be the source of knowledge, and by tearing down a falsehood and explaining the "mistakes" in a clear and strong voice, you immediately become the authority on the issue.

The most recent attacks were easy to diffuse, but unfortunately the damage was already done. As they say, one bit of false press heard by 14 or 20 million viewers has caused the damage that was intended, and the time spent trying to reverse the lies is time dedicated to "response" rather than more productive pursuits. But what happens when the issues are not so clear-cut? Luckily, the studies presented to the press so far have hit two health stalwarts—echinacea and Vitamin E—where we have such strong information to refute them: but what happens when the media focuses on something without such documentation, or when they put one bad player up and implicate the whole industry and question the people making good product? Be prepared!!

I am a fan of also firing a salvo back at "them". This may not be everyone's style but it works well with the mainstream consumer. I would question why two articles done poorly where presented about Vitamin E directly after Vioxx was taken off the market. I would remind people that while Echinacea was shown in a poorly done study by a researcher of questionable credentials to have no effect against the common cold, that it is also true that western pharmaceuticals have no known "cure" for the cold either.

Question the questioners. Create doubt in the minds of those who try to bring doubt against things we know work. For 24 years I have seen the results. It will take more than one study for me to believe that these things don't do anything!!

Explain to customers that you have had hundreds or thousands of responses

*continued on page 6*

## TESTIMONIALS COUNT

### **Aloe Life International**

#### **Reflux**

"For many years I've had stomach acid problems and used many over the counter products, in fact my doctors prescribed meds. I found a miracle in **Aloe Life Orange Papaya Aloe Vera Juice Concentrate**. I've been using it for a month now. I cannot believe the relief. No more heart burn. This product has changed my life, it even makes me feel great!!! I want to tell everybody how fantastic I feel."

—M.P. 07/04

#### **Heartburn**

"I have been suffering from heartburn for at least 10 years. I'm talking heartburn at just the thought of eating or the smells of certain foods. I stopped eating which made my weight soar. The M.D. Doctors had me on Zantac for most of that 10 years. The Zantac was not working anymore. I had to take more and it didn't help. I went to my local Natures...she told me about **Aloe Life Whole Leaf Juice Concentrate**. I cannot believe how good I feel. I quit taking the Zantac when I bought my first bottle...and I feel wonderful! I have no more heartburn whatsoever. It's amazing. It's truly changing my life. I'm on my third bottle and I'm using less and less and my weight is going down. I've been using it only 3 weeks now and I will NEVER go back to Zantac. It's wonderful to be able to eat again and to sleep without getting up with the heartburn, not to mention just living without heartburn all of the time. It's magic. Thank you Aloe Life for your wonderful product!

—MLR 08/02





**Expo East Show Specials** buy-in dates September 12 – 23  
**20% OFF orders \$500 or more (before discount)**

**15% OFF orders \$100-499**

Must mention Expo East Show Discount when placing order

**September Promotion: 9/1 – 9/30 20% OFF**

- Brain & Memory Tonic
- Nervous System Tonic
- Ginkgo liquid extract
- Rhodiola liquid extract
- Super Echinacea: liquid extract, veggie caps and six-pack counter display

**Expo East Retailer Education Event**

**Saturday, September 17th 8:00-10:00 AM**

Renaissance Washington DC Hotel. Meeting Room 6

999 Ninth Street NW Washington, DC

Continental Breakfast 8-8:30 AM

**“Thai Food As Medicine: The Healing Powers of the Fruits, Vegetables and Spices of Thailand”** Slide show, history and culture of Thailand, chemical and medicinal properties of Thai fruits vegetables, and spices from Ed’s 25 years of traveling in Thailand.

**Product Name Changes**, effective September 2005

Petasites will now be Butterbur • Helonias will now be False Unicorn

**New Product** Black Elderberry extract — available September 1 made from fully-ripened vine fruit of Sambucus nigra trees, using certified organic pharmaceutical grade alcohol + vegetable glycerine.

1 oz \$5.50 MRP \$ 11.00 **20% OFF** 9/1 – 10/31

**Expo booth #3156**

Not represented by BMC in NJ, NC



**BACK TO SCHOOL SAVINGS END SEPTEMBER 16**

Help get your customers back to Nutritional Basics

**BUY 4 AND GET 1 FREE OF ANY OF THE FOLLOWING:**

- Multi One Vcaps
- Super Antioxidant Formula Vcaps
- Stress B-Complex Vcaps
- C-500 Plus Bioflavonoids Caplets
- Vitamin E 400 IU mixed tocopherols
- Calcium Citrate Magnesium Plus D Caplets
- Evening Primrose Oil 1300 mg Softgels
- Flax Seed Oil 1000 mg Softgels
- EPAX Omega 3 Brain Formula Softgels
- EPAX Omega-3 (Salmon Oil) Softgels
- Power Thought Caplets
- Gingko Biloba 60 mg Vcaps
- Super Earth™ PhytoNutrient Soy Protein Powder
- Whey of Life Multi-action Whey Protein Powder



**PLUS, if you buy six (6) different items from the list (@ 4 + 1), you receive one (1) 100% recyclable across the shoulder EARTHPACK BACK PACK FREE. (max 4 back packs per order)**

**EXPO EAST SPECIAL: 20% OFF ENTIRE LINE.** One time buy-in purchase. must identify order as SHOW DEAL. buy in dates 09-12 thru 09-23

Come by the booth to taste the new **Green Utopia** and the **strawberry liquid cal-mag citrate** and the **liquid vanilla l-carnitine** and **raspberry liquid B-12 and folic acid.**

**Expo Booth #2747**



**NORDIC NATURALS**

**NEW PRODUCT**

**Arctic-D Cod Liver Oil**

8oz/bottle, 1 tsp/serving Item #RUS-58783  
Lemon Flavor Retail \$21.95, Wholesale \$13.17

**Notes:** This formula contains the exact same high quality CLO as our existing CLO liquids with only one difference...added Vitamin D (cholecalciferol).

We did not change Vitamins A or E.

Each serving provides:

- Vitamin A 1500-2750 IU
- Vitamin D 400 IU
- Vitamin E 5 IU

**EXPO EAST SPECIAL**

Order must be placed at the show. Buy-in dates, 9/15 thru 9/23

**12-143 bottles 15% OFF 144 + bottles 20% OFF**

**Back to School Part 2 15% OFF:**

- Children’s DHA — 90 count
- Berry Keen — 4 oz.
- Omega 3-6-9 TEEN — 90 count

order at show or use the NPEE-05 order form

**Expo Booth 2845**

Not represented by BMC in NJ and parts of PA

**NEWTON**  
**homeopathics**  
Always safe. Always effective.

**EXPO EAST SPECIAL**

Line drive: buy-in dates 9/14 – 9/22

**15% OFF for show attendees**

**10% OFF for non-attendees**

(excludes magistrals, nosodes and Rx)

**September Sales**

Quantity 1–11 per SKU: **10% DISCOUNT**

Quantity 12–23 per SKU: **15%**

Quantity 24 or more per SKU: **20%**

On the following products:

- #15 Acne
- #35 The Blues
- #04 Fever-Infection
- #66 Stress relief
- #36 Warts

*Newton For Pets*

- P13 Eye Irritation

*Newton For Kids*

- F04 Fever Aid
- F44 Bedwetting

**Expo Booth #3734**

Not represented by BMC in NC, WV





**EXPO EAST SPECIAL**

- 10% line drive**
- 15% all floor displays**
- 10% all counter displays**

buy-in dates September 1-30

*Don't miss out.....Complete line discount only available two times per year!!*

**Nature's Wonderland**

the largest selection of herbs in capsules in the natural foods industry, and all in Veggie Caps. Expand your selection today and see sales grow!

**4 + 1 ON THE FOLLOWING:**

**Horny Goat Weed** (Epimedium sagittatum) 60 Vcaps 500 mg  
\$4.40-\$8.39

**Cinnamon Bark** (cinnamomum aromaticum) 60 Vcaps 700 mg  
\$3.90-\$7.79

**Breathe Free™** 60 Vcaps 450 mg  
\$4.80-\$9.59  
Proprietary Blend — Angelica, Buckthorn Bark, Celandine Herb, Rosemary, Centaury, Speedwell, Wild Plum

*Essential Formulas*

**Probiotic therapy is most beneficial during the change of seasons.**

If a person chose to do one protocol of probiotics per year, the change-of-the-seasons would be the optimal time. As allergies act up and the immune system changes with the temperature, advise the wise to take active probiotics now. **Dr. Ohirra's Probiotics 12** is different from every other product on the market. There is no controversy over this product—recommended with confidence by doctors and professionals, used in hospitals and recommended for the most difficult digestive complaints.

**Book signing at the show:**

Ann Louis Gittleman will be signing her book, **Fast Track ONE-DAY Detox Diet**, at 12:30 PM on Saturday, Sept 17 at the Essential Formulas booth

**EXPO EAST SPECIAL**

**10% OFF** on orders placed at booth during show

**Expo Booth #3657**

Not represented by BMC in PA, NJ



*The Essence of Well-Being®*

**Introductory Promotion on the following ceramic aroma diffusers:**

EVE • PEACEFUL • KIVA

all in the following colors:  
Blue, Latte, Green, Black

Regular Wholesale Price \$9.95  
**Introductory Price \$6.95**  
MSRP = \$19.90

These aroma diffusers, hand crafted in Santa Fe, NM — and proudly marked in the mold "Made in USA" — are being very well received.

The quality is excellent and it's great to put something in your shopping cart that is "Made in the USA!"



**EXPO EAST SPECIAL**

**15% OFF 9/12 thru 9/23**

Contact your sales rep

Juvo demos are selling the product better than ever. **Are you carrying Juvo?**

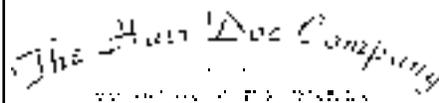
Let's make this product sell by letting consumers taste the simple health of enzyme-rich raw food.

**For Weight Loss or to maintain weight:** JUVO raw food meals are low-fat, low-carb and contain ZERO sugar.

**For Diabetic Diets:** JUVO vegetarian raw foods improve absorption, strengthen the immune system, and assist in following American Diabetes Association recommendations easily.

**For Vegans:** JUVO vegetarian raw foods are made from organically grown whole grains, vegetables, sea vegetables and mushrooms. No meat, No dairy. JUVO vegetarian raw foods are complete meals

Not represented by BMC in PA, NJ



The busiest selling season begins now, culminating in gift-giving before year's end. Make this the year that you take advantage of a growing category: **make this the year that you see how well Bass Brushes sell.**

- Brushes
- combs
- bath and bodycare products
- toothbrushes
- shaving gear
- mirrors
- cosmetic brushes
- and more

Show deals are available

**25% OFF, free freight, contact your rep for details**

**Expo Booth #4114**

Not represented by BMC in NC, NJ, PA



**This is a must-have fantastic product!!**  
**20% Monthly Promo**

**Yeast Rescue Treatment & Yeast Rescue Natural Soap Soother**

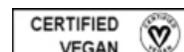
*Award-winning intimate care and comfort for both men and women!*

Buy-in dates Sept 1-30

Super soothing Yeast Rescue!® is an instant-acting herbal and aromatherapy complex blend of organic and wildcrafted botanicals and quieting pure essential oils with a pleasant aroma and specifically designed to stop intimate itching and burning within minutes of the first application. Whether you apply it at the very first hint of infection or if you have been battling it for what would seem like forever, Yeast Rescue!® is designed to stop the itching, burning and soreness with the first application!

- For vaginal and penile yeast conditions.
- Relieve redness, intense itching and burning.
- Kill the overgrowth of Candida fast!
- Eliminate the white cheesy discharge.

End the cycle of yeast infections by restoring proper balance to genital area.





**Hot Products for Hot Times** Ann Louise Gittleman's new book *Hot Times*, released on August 18 mentions StressCare, MenoCare, Ashwagandha, Mucuna, Licorice, Shatavari, & Chyavanprash.

**Three displays to support the book:**

**20 UNIT=20% DISCOUNT** [cost: \$162.72]

Menocare (10), StressCare (5); VigorCare for Women (5)

**30 UNIT PURE HERBS DISPLAY=15% DISCOUNT** [cost: \$146.47]

Ashwagandha (12), Shatavari (6), Chyavanprash (6), Licorice (6)

**64 INIT = 25% DISCOUNT** [cost: 382.30]

MenoCare (16), Stresscare (8), VigorCare for Women (8), Ashwagandha (8), Shatavari (8), Mucuna (8), Licorice (8)

Offer ends September 30, 2005

**EXPO EAST SPECIAL**

**Herbal Healthcare Formulas**

**27% OFF** 64-unit floor displays      **20% OFF** 32-unit floor displays

**17% OFF** 20-unit counter displays      **10% OFF** all other orders

**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

Discounts not applicable to Chyavanprash with honey, Forest Honey and Koflet.

Buy in dates September 12-23.

Himalaya Herbal HealthCare presents

**LICORICE AND VALERIAN: A Himalaya Pure Herbs Seminar**

Wednesday, September 28, 2005, Eastern Time 11AM, 3PM, 5PM, & 7PM

call **1-866-308-9700** and enter **access code 81356**

**Expo Booth #3945**



Health Education • Health Products • Aloe Vera

**New Product: Leg Gel**

2 oz. roll-on \$11.02-18.99

**Face & Body Vein Support Formula**

- Most complete formula available
- 19 Active ingredients
- 60-days to more beautiful legs!
- With whole leaf organic aloe vera for superior results

Look for it at the show!!

Do you carry this book? It is an excellent reference guide to help you sell aloe!

**Gift of Nature: Whole Leaf Aloe Vera**

No. 1 Clinical Observations & Applications by Karen Masterson Koch C.N., clinical nutritionist and health educator an easy to read intro about whole leaf aloe, including 39 different health conditions and diseases that have benefited from the use of aloe. SRP \$4.95

**EXPO EAST SPECIAL**

**10% OFF 2-5 CASES**

**20% OFF 6 CASES AND ABOVE**

Store must come to booth to receive discount!!

**Expo Booth #3761**



**GENESIS Today™**

**We taste-test NONI.**

**Noni** is a product receiving credibility as being excellent for internal regeneration. People buy it and you don't even know why!! Let Blue Moose Consulting make noni a best-seller in your store. Let customers taste and learn the benefits of a daily dose of Genesis Today Noni. Bring in Genesis Today Noni and let the tasting begin.

**And, we specialize in internal detoxification**

**4Total Cleanse**, a unique 2 part program, is the most complete and powerful internal detoxification system on the market today. Developed with years of real-life nutritional and clinical experience, it is a revolutionary cleansing program that helps to support the body's own natural detoxification processes of all organs, cells and tissues, with special emphasis on the blood and 5 channels of elimination (skin, kidneys, lungs, bowel and lymphatic system). You will notice improved elimination of waste and better digestion within days.

**EXPO EAST SPECIAL**

**Opening Order: \$300-\$500 10% OFF**

**Opening Order: \$501 and more 15% OFF**

Buy-in Dates: September 1-30

**Free Freight Included. Open to non-attendees.**

Not represented by BMC in NC

**PERFECT® ORGANICS**

**Are you carrying these new scrubs?**

**Mandarin Rose Coconut Ultimate Face and Body Scrub**

Are you in paradise? With this sweet, exotic scrub, you'll feel like it! Uplifting and toning Mandarin, rejuvenating Rose, and nourishing Coconut oil blend together to create a truly unique face and body scrub. Decadent and extremely beneficial...leaves your skin silky soft and perfectly radiant! (8oz.)

**Hazelnut Coffee Ultimate Body Scrub**

Take in the sweet, awakening aroma of fresh Hazelnut Coffee while treating your skin to a stimulating and super-smoothing experience. Coffee...a natural exfoliant known for its toning and energizing properties combines with luxurious plant oils and other gentle exfoliants to nourish, soften, and revive your skin perfectly! (8 oz.)

Perfect Organics supports its products with in-store demos. What better way to sell clean and organic bodycare products than to let the customers feel the difference that organic makes.

**EXPO EAST SPECIAL**

**New accounts only: 15% OFF entire line**

Buy-in dates 9/12-9/23



## Fight Back

*continued from page 2*

from your clientele, and a properly manufactured and harvested Echinacea is a best-seller in your store because it works consistently. Ask doubters where they bought their Echinacea: if it was at Walmart, then explain that they cannot compare apples and dirt.

We all know the defense-mechanisms. That is important, but that is the place we are being placed! Instead, go on the offensive. When a wrong has been done, we must work to right it. And the best place is at the source. Make the media accountable. This will take some work, but this is the most important step to stop the insidious falsehoods.

Write to your local paper, your regional paper and your local television station. Explain to them who you are, that you saw their report and that you challenge it. Have the facts available (what date, who spoke or wrote and what they said; and the information that supports your claims). Make sure that you address the correct person in the organization, or better yet—copy the letter to multiple people. Demand to know how they reviewed the information that they received, what process was used to corroborate the information, how they sought an opposing viewpoint and who they turned to for experts on both sides of the issue. After they respond, tell them if they did not practice fair reporting. Take that information to someone willing to write about this issue. Post your letter and their response in your store, and tell the media outlet that you have done this (after they respond). Make this an issue in

your community. Say, “I expect fair reporting in issues regarding health.”

To take these actions may put you in the limelight, so be prepared. Designate one or two spokespersons to be the voice of the store. Perhaps you can coordinate with the local stores to have one spokesperson (with a back-up) for the area when the media comes knocking so that the correct person is there to be the voice of truth and reason. Don't be inhibited by this reality. If you are a storeowner in a smaller town, seek out a person who may be willing to help with these media relations: someone who can be focused and precise and diplomatic and calm. You are being challenged for the battle of the mind in an electronic age, and you must be willing to stand your ground if assaulted.

But, back to the media. If you make enough clatter, the press will take notice. Often, it is very easy to find someone sympathetic to the realities of natural foods health. Even if they report programmed words by day, most people in the media outlets probably shop for health foods somewhere. Earn these peoples' trust, and don't approach them with any conspiratorial accusations. Even if the trail is clearly marked with foul play, play your cards diplomatically in public. Deal with the facts, and in simple terms build a logical defense. People will see the truth when it is presented to them clearly. Trust in truth winning out, but be willing to battle.

You have jurisdiction in your store. Use your space to present more factual evidence than one smear campaign can generate. Make a poster-board sign countering the claims (in a professional manner): “Vitamin E was in the press recently, and its efficacy has been

challenged by the mainstream media. Here are the facts: E has a long history of effectiveness with thousands of positive studies”; “This study was technically flawed because...”; “Eight out of 10 doctors take Vitamin E”; “Without Vitamin E, these illnesses would emerge...”; or “The people who did the Echinacea study knew nothing about the product they chose to analyze and a product on my shelves is nothing like this product because...” Create your own community dialogue, and be more thorough than the 10-second blurb. You will win.

And always, ask your clientele to write to the people who reported without analysis, and make sure that the letter-writers hit all the key points: demanding fair and balanced reporting, having a legitimate expert on file for the “minority” viewpoint. If time allows, take industry information and make up a one-page sheet proving that natural foods is strong, legitimate and growing in the US and world-wide—as people demand control of their own health—and make these available for everyone to send to the media. Overwhelm them and show them that you are organized.

Write an editorial to the local newspaper and post it in your store if they do not print it: call them to task for practicing bad reporting and disseminating misinformation. “As a community leader, I demand fair and balanced reporting and a checking of the facts before going to print.” Call bad work what it is, and request a follow-up story or a positive story on the benefits of our products.

The shenanigans going on to carve natural foods health into some frivolous “alternative” market are downright despicable. We all know that. But we must be organized, and effective and quick and thorough and consistent if we are going to get the media to give fair and balanced reporting. Train the two-faced reporters to show both sides. It is for the survival of your business.

This may stir the fires a bit, and we should expect some reaction to our action. But the alternative is to sit and watch as the media turns the majority mind to doubt and distrust what we have dedicated our lives to. The void will fill with their alternatives that we all know are deadly. We have been forced into a situation where we must defend ourselves against falsehood. And we have the upper-hand—truth. \*

### TAKE 5 MINUTES

The Environmental Coordinator at **My Organic Market (MOMS) in College Park Maryland** has started a program in that location that uses the product scraps from their organic produce to manufacture a liquefied soil enhancer that they sell. The machine, a BioBlender, brews a mix in a simple process: first, they collect the organic waste, and then introduce it to a vermiculture that breaks down the nutrients in about one week; then they harvest and filter this through a machine (adding molasses, which oxygenates it) causing a reaction that produces millions of valuable nutrients. Congratulations to MOMS, and may every store follow the model, [www.soilsoup.com](http://www.soilsoup.com)

**Whole Foods in Tenleytown in Washington DC** helped start a pilot program in the region to recycle more. Team member Laurel Rubinstein initiated the project which they hope to institute in the entire mid-Atlantic region, creating store Green Teams who implement creative ideas to constantly become more green with paper, co-mingled recyclables, and composting. Natural foods necessities.



## National Menopause Awareness Month

continued from page 1

these herbs this month so that you can speak confidently on the possibilities of all the herbs listed above. Finally, you have tremendous natural herbal food support for the body through the **"Phytoestrogen Tonic"** (black cohosh, chaste tree berry, saw palmetto berry, sage leaf and licorice root).

**Himalaya USA** has a wonderful selection of products for women's health, and the best thing about this line—new to the US but an international player for over 75 years—is that all of their formulas have been assembled with the findings of human clinical studies. Himalaya has over 200 doctors on staff in their ISO-9000 registered pharmaceutical manufacturing facilities. Like Herb Pharm, these products are all herbal, although Himalaya products are in tablets.

In her latest book released this month, *Hot Times*, Ann Louise Gittleman recommends a trio of products that are sold under the banner of "TotalCare for Women". **MenoCare**, **MenstriCare** and **StressCare** give you a nice system to work with to treat the whole body in bringing herbal nourishment and support. She also recommends more herbs from the Ayurvedic arsenal that I would suggest every store pay attention to: Ashwagandha, Mucuna, Licorice, Shatavari, & Chyavanprash.

If the therapy calls for calming an anxious body, then there are great complementary blends in Herb Pharm's **Cactus-Hawthorn** and **Valerian-Passionflower** blends

And, there are the other herbs and supplements that women have been having success with for years. **Bluebonnet** offers the highest-quality standardized herbs with their popular black cohosh, dong quai, ginger, and vitex extracts. They offer superior absorption through the unique plant-enzyme complex they add to the herb Vcap that assists in absorption of the nutrients. Women will notice faster and more long-lasting results with these tested enzyme enhancers, the *e.d.s.* (Enzyme Delivery System) technology championed by National Enzyme Company.

Bluebonnet also offers the best-quality plant oils and phytoestrogens in their Soy Isoflavone Plus Genistein Vcaps, and their Super Isoflavones Vcaps—at great prices. And they are one of the few companies to offer flax seed oil and evening primrose oils in glass bottles. (Keep women away from those plastics!), and remember that Bluebonnet only sells to health food stores!

It bears repeating: Omega-3s play a critical role in cellular metabolism and hormonal balancing. Probably more important than a daily multiple. Highlight **Nordic Naturals Complete Omega** (with borage oil, in caps and liquid) and **Omega-Woman** (with EPO); and speak with authority on the overall

## IN THE NEWS

**Just Breaking News** The USDA announced today that it will allow organic personal care products to use the USDA seal if they meet the required standards. Debra Claire, President of Perfect Organics, presented at the NOSB (National Organic Standards Board) hearing on August 15th in Washington DC during the comment period in an effort to convince the board of the merits of allowing the USDA seal on personal care products. This is especially good news for companies that sell truly organic products, for the consumers who purchase organic products and for the organic farms that supply agricultural ingredients.

benefits of high-absorption Omega-3 from a fish source that is pure and Arctic and in its natural triglyceride form—only Nordic Naturals.

When discussing hormonal health, we cannot ignore the role of fats and likewise we cannot ignore the role of the liver. Complement this set with products for liver health, like Newtons Detoxifier, Himalaya USA's LiverCare, Herb Pharm's Health Liver Tonic, Aloe Life's Detox Formula, and Genesis Today's Noni. Liver health reflects balanced hormonal health.

And don't forget the role of smell in healing. **AromaLand** has a very popular essential oil blend in its Well Being line called **Feminine Balance**. The formula is available as an essential oil or as a blend with jojoba oil, and contains essential oils of Orange, Sandalwood, Clary Sage, Moroccan Rose, Jasmine Absolute, Yarrow, Tanacetum, Ylang Ylang, and Vetiver. The beauty of this formula is that, in nourishing the feminine essence, it seems to soothe (and actually create cravings for the fragrance) when needed. The body knows how to heal itself, and aromatherapy should be an integral part of what we offer as solutions. An aromatherapy option on an endcap? Think new customers!

September is also National Cholesterol Education Month, Ovarian Cancer and Gynecological Cancer Awareness Month, National Sickle Cell Month and Prostate Cancer Awareness Month. If looking for a way to coalesce a women's theme into the month, September 28th is also National Women's Health & Fitness Day. Planning ahead and

### "WE ARE HEALTH FOOD PEOPLE" Employee profile—Theresa Welling Graphic Designer, Blue Moose Consulting



I first met Michael Hennessey 12 years ago as I shopped for clean bodycare products in a store he managed. We became, and have remained, good friends.

I have been a graphic designer for over 20 years and I do design work for Blue Moose Consulting through my company, Black Sheep Studios. I specialize in working for environmental, alternative health, and community development and outreach causes. I have also designed logos, brochures and signage for several health food stores. I've watched Blue Moose Consulting grow from concept to successful business in the last 3 years and have been pleased and proud to be a part of it.

Michael likes to get my opinion as a shopper, so I often get to try out new products in the Blue Moose lines. I've learned a great deal about natural foods products and have incorporated more into my lifestyle every year. I truly believe in their use as healthy, effective medicines without the harsh side effects that so often accompany the use of pharmaceuticals.

My other interests include biking, gardening, documentary photography, and visionary art.

continued on page 8



## Blue Moose Consulting

P.O. Box 557  
Falls Church, Va. 22040-0557

### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE  
INFORMATION BY EMAIL,  
SEND YOUR REQUEST TO  
MICHAEL@BLUEMOOSECONSULTING.COM

## VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

### National Menopause Awareness Month

*continued from page 7*

highlighting these months is a great way to get consumers watching for your educational themes. This could be the most successful seasonal education system you could incorporate, as you can utilize government materials. Go to <http://www.healthfinder.gov/library/nho/nho.asp> for a 24 month listing.

For information on National Menopause Month, contact: Office of Women's Health, U.S. Food and Drug Administration, 5600 Fishers Lane, Rockville, MD 20857, (888) 463-6332 or (301) 827-0926, Fax, (301) 827-0350 [www.fda.gov/womens/menopause](http://www.fda.gov/womens/menopause) and tell them you want information that highlights alternative choices and general health advice.

Be helpful during menopause, and gain a customer for life!! \*

### MARKETING IDEAS

**Earth Fare** has replaced the petroleum-based plastic packaging used for produce, bakery and delicatessen items with clear containers made from the corn-based packaging: NatureWorks PLA™. The new containers look and feel just like regular plastic, but their natural source brings fresh appeal to all the natural food delicacies.

**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*

Blue Moose Consulting • Michael Hennessey  
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • [www.bluemooseconsulting.com](http://www.bluemooseconsulting.com)  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

#### COMPANIES REPRESENTED:

##### Bluebonnet Nutrition Corporation

[www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, Texas 77478

##### Herb Pharm

[www.herb-pharm.com](http://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](http://www.nordicnaturals.com)  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA. 95076

##### Essential Formulas, Inc.

[www.EssentialFormulas.com](http://www.EssentialFormulas.com)  
972-255-3918  
fax: 972-255-6648  
Irving, Texas 75062-8005

##### Perfect Organics, Inc.

[www.perfectorganics.com](http://www.perfectorganics.com)  
888-304-4558  
fax: 703-852-7199  
Merrifield, VA 22116

##### Newton Homeopathics

[www.newtonlabs.net](http://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](http://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](http://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](http://www.thehairdoccompany.com)  
800-7 hair doc • 818-882-4247  
fax: 818-341-3104  
Chattsworth, California 91406

##### Genesis Today, Inc.,

14101W Hwy 290, Bldg. 1900  
Austin, Texas 78737  
512-858-1977 • 800-916-6642  
fax: 512 858-2501

##### Olbas/Penn Herb Co., Ltd.

[www.olbas.com](http://www.olbas.com) • [pennherb.com](http://pennherb.com)  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA. 19154

##### Himalaya USA

[www.himalayausa.com](http://www.himalayausa.com)  
800-869-4640  
fax: 713-863-1686  
Houston, Texas 77042

##### AromaLand, Inc.

[www.aromaland.com](http://www.aromaland.com)  
505-438-0402 • 800-933-5267  
fax: 505-438-7223  
Santa Fe, NM 87507

##### Healthville USA Corp./Juvo

[www.gojuvo.com](http://www.gojuvo.com)  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

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

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



# EXPO EAST SHOW DEALS

## **ALOE LIFE**

**Booth #3761**

**10% off** two - five cases

**20% off** six cases and above

*Stores must come to the booth to receive the discount*

## **BLUEBONNET**

**Booth #2747**

**20% off** your order, 1-time offer.

*Store must mention the offer at time of order*

Buy in dates Sept 12-23

## **ESSENTIAL FORMULAS**

**Booth #3657**

**10% off**

*Buy-in dates – at booth during show time so if you're not attending, get your order to your rep by Sept 15*

## **GENESIS TODAY**

Opening order \$300 to \$500 – **10% off**

Opening order \$501 or more – **15% off**

**Free Freight included!**

Offer open to non-attendees

*Buy-in dates Sept 1-30*

## **HERB PHARM**

**Booth #3156**

Order total \$100-\$499 (before discount) – **15% off**

Order total \$500 + (before discount) – **20% off**

*Buy-in dates Sept 12-23*

## **HIMALAYA USA**

**Booth #3945**

### **Herbal Healthcare 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 not applicable to Chyavanprash with Honey, Forest Honey, and Kofflet. Himalaya Herbals personal care products have their own exclusive discounts

*Buy-in dates Sept 12-23*

## **NEWTON HOMEOPATHICS**

**Booth #3734**

### **Line Drive**

**15% off** for show attendees (with documentation of attendance)

**10% off** for non-attendees

Excludes magistrals, nosodes and Rx

*Buy-in dates Sept 14-22*

## **NORDIC NATURALS**

**Booth #2845**

12 – 143 bottles **15% off**

144 bottles + **20% off**

Order must be placed at the show, or placed using the NPPE 05 order form.

Buy in dates Sept 15-23

## **PENN HERB/OLBAS**

### **10% Olbas Line Drive**

**15% off** All Floor Displays

**10% off** All Counter Displays.

*Buy-in dates Sept 1-30 for stores direct, distributor buy-in dates Sept 15-30*

No limit to number of orders.

**Don't miss out...complete line discount only available 2 times a year!**

## **PERFECT ORGANICS**

**15% off entire line**, opening orders only.

*Buy-in dates Sept 12-23*

## **BASS BRUSHES**

**Booth #4114**

**25% off**, ask BMC rep for details



### *Contact Information:*

Michael Hennessey • office: 202-588-8238 • Michael@bluemooseconsulting.com  
For Inside Sales or To Fax Orders: 571-323-2280

# NATURAL PRODUCTS EXPO EAST

SPONSORED NEW HOPE NATURAL MEDIA

at the Washington Convention Center Authority

801 Mount Vernon Place, N.W. • Washington, DC 20001 • phone: 1-800-368-9000 / 202-249-3000 • <http://www.expoeast.com/>

## SHOW FLOOR HOURS

Friday and Saturday, 09/16 and 9/17

10:00am - 6:00pm

Sunday, 09/18

10:00am - 4:00pm

## MAJOR TRADE SHOW EVENTS FOR BMC STORES:

### Wed Sept 14: Special Educational Event

7-9PM

**Store personnel staff training, Herb Pharm. RSVP ONLY.**  
Shayne Foley, Education Director for Herb Pharm visiting once a year, a must-see event!  
Topic: "Stress and the Female Fertility Cycle" This event will include a light snack buffet, drinks and will include a question and answer period. Speak to a BMC staff member or call 703-521-4567 to reserve space at **Sangha**, a fair trade store and performance space in Takoma Park Maryland, 7014 Westmoreland Avenue, Takoma Park, MD 20912 (301) 891-321 • <http://www.sangha.ws>

### Fri Sept 16 : show floor hours 10-6

9 – 10AM

Nordic Naturals  
Author Kat James: Talk sponsored by Nordic Naturals Room 145A  
"The Extreme Natural Makeover without Extreme Measures through Cellular Transformation"

11AM – 1PM

Kat James. Book Signing, "The Truth About Beauty"  
Nordic Naturals booth #2845

### Sat Sept 17: show floor hours 10-6

8-10 AM

**Special Educational Lecture** Ed Smith lecture  
"Thai Food As Medicine: The Healing Powers of the Fruits, Vegetables and Spices of Thailand"  
Renaissance Washington DC Hotel. Meeting Room 6  
999 Ninth Street NW Washington, DC  
8-8:30 AM Continental Breakfast  
Slide show, history and culture of Thailand, chemical & medicinal properties of Thai fruits, vegetables, and spices from Ed's 25 years of traveling in Thailand.

12:30-1:30 PM

**Book Signing:** sponsored by **Essential Formulas: booth 3657**  
"FastTrack ONE-DAY Detox Diet"-- Best-selling book by Ann Louise Gittleman (2005)

2-3 PM

**Book Signing:** sponsored by **Himalaya USA: booth 3945**  
"Hot Times"-- brand new book by Ann Louise Gittleman (2005) on women's health and menopause

### Sun Sept 18: show floor hours 10-4. A full day of expoing

### Mon Sept 19: Special Educational Lecture

7 PM

Lecture: **William Schoor of Essential Formulas Incorporated** will be offering a FREE presentation open to store personnel and the public.

"Essential Formula Presents 21st Century Probiotics by Dr. Ichiroh Ohhira". Presenter, William Schoor, V.P., E.F.I.

Followed by a brief discussion by Connie Deans, R.D. on a unique vegetarian alternative to fish oils at Sangha, a fair trade store and performance space in Takoma Park Maryland 7014 Westmoreland Avenue, Takoma Park, MD 20912 (301) 891-3214 <http://www.sangha.ws>

### BMC Contact Information:

Michael Hennessey, cell: 202-236-3725

Jamie Daly, General Manager, cell: 703-868-6789

## Manufacturers represented by

### Blue Moose Consulting (BMC) at Expo East

Manufacturer	Booth #
Bluebonnet	2747
Nordic Naturals	2845
Herb Pharm	3156
Essential Formulas	3657
Newton Homeopathic	3734
Aloe Life International	3761
Himalaya USA	3945
Bass Brushes	4114

Support the NNFA. Sign up while you are there, booth number 2602

## DAILY BOOTH COMMITMENTS FOR MICHAEL, BMC

To facilitate seeing people at the booths when they want to talk about a particular line, Michael is preparing an outline of when he plans to be at every booth (unexpected variables notwithstanding). If you want to make an appointment to see Michael, call Jamie Daly (BMC General Manager) and we will schedule a meeting. Please note that we will have Blue Moose Consulting employees at all the booths of the manufacturers we represent throughout the show, so you can meet the employees (9 of 12 attending) of BMC. On the floor, call Jamie or Michael if their cell phones get reception!!

### Michael Hennessey's Planned Booth Scheduling:

other times will be spent roaming the BMC manufacturers booths entirely

#### Friday, September 16: show floor hours 10-6

10-11am	Bluebonnet Nutrition
1-2pm	Nordic Naturals
3-4pm	Herb Pharm
4-5pm	Bluebonnet
5-6pm	Newton Homeopathic

#### Saturday, September 17: show floor hours 10-6

10-11am	Bluebonnet Nutrition
1-1:30pm	Nordic Naturals
1:30-2:30pm	Essential Formulas
2:30-3:30pm	Himalaya USA
4-5pm	Bass Brushes

#### Sunday, September 18: show floor hours 10-4

10-11am	Bluebonnet Nutrition
11am-12pm	Herb Pharm
12-1pm	Nordic Naturals
2-3pm	Aloe Life International