



Talking Health: Quit the Habit: Time for a Change

It is hard to quit. No matter how much support one gets—and usually that support is occasional and shallow, if well-intentioned—the attempt to quit an addiction is almost always a lone endeavor. The roller-coaster ride upswing that leads to addictive habits will always have its parallel downturn when one attempts to quit as the body struggles to achieve balance. Withdrawal is always a tremendous stress to the system.

And what support does the gallant reformer get when they go on their quest? A book to guide them, a pat on the back; shared wisdom from someone who has blazed that personal path before them and returned victorious? What can a health food store do? Certainly more than most of us are doing now—but efforts must validate our claims to be the true community resource and health center that we claim to be. So, in this season of renewal and cleansing, let's paint signs on the doors and create a pathway to the

shelves with supportive signposts so that everyone who wants to is able to switch to a more healthful, less harmful, lifestyle.

People want a map, so provide it. Should we expect them to know that we stock ALL the resources that they will need, just because they are in our store? Even now, most of us have not catalogued all the beneficial tools we have for holistic health guiding the metamorphosis from death culture to optimal health. Make a checklist for the gallant health crusaders as they begin. Pepper your store with ideas and affirmations. Create an energy where customers will team to join the caravan of change toward a healthier and therefore happier tomorrow.

Tobacco and caffeine. Two perilous temptations that have ridden the tide of capitalism like some forbidden taboo and have become accepted for centuries. Both are bitters. One kills the lungs, the other makes the liver wacky. Why do these foods (?) conquer our will power?

Because we crave bitters. And since budding Spring is the season of bitters, one needs to fight fire with fire in using bitters to exorcise these demons. Offer bitters everywhere in April and May. Exalt in a bitters celebration. Teach of dandelion and burdock, and superior aloe. Explain that bitters will squeeze out the built-up memories of bad health choices from the past. Suggest rewards of chocolate and mixed greens—both bitters—for successes made during the journey. But make the experience of cleansing the first job!

Tobacco taxes the lungs. The lungs are a tricky organ, difficult to cleanse and usually sloughing off toxins in layers. "Gradual" is often the philosophy for cleansing the lungs from a long-term habit. **Herb Pharm** has a superior tobacco addiction formula (Avena-Licorice Compound) consisting of "milky" oat seeds (*avena sativa*), licorice root, lobelia, sassafras root and calamus. These

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Talking Business: Pondering Difficult Choices

Fantasy world: running a successful store stocked with all the products that you believe in, and everybody buys everything you recommend. Wouldn't that be nice? Whether you opened your own store, inherited an existing store or work in a place that offers a large percentage of products that you don't really believe in, the issue of handling unattractive products haunts us all at times, as we try to give the people what they want.

One of the most interesting comments I hear (weekly at least) is that store personnel are constantly battling their instincts and selling products that they don't trust or believe in. I am always curious how each individual case developed: opinion or preference, accumulated consumer response, gut instinct—there are many factors, but the reality is out there. Likewise, many stores

have large handfuls of products they sell even though they do not want to, because of a customer request or market push.

For me, this is particularly disconcerting when the comments conflict with their interest in switching the store to the products that I offer. What can a store do then, I wonder, when they want to transition to something they anticipate will have momentum and they will sell with confidence?

There are usually two different scenarios in this dilemma, and neither puzzle has any easy answer. On the one hand, there is the store owner or decision-maker. My conversations with these individuals often lead to logical game plans to accomplish changes and upgrades. Still, almost always, people worry about whether they will lose customers if they stop carrying something their clientele has become familiar with.

TESTIMONIALS COUNT

What health food stores report

"I've gradually stopped carrying all other brands of colloidal silver. Sovereign Silver speaks for itself, the bottles just fly off the shelves. Natural-ImmunoGenics is doing something right!"
—LW, Indiana

Learn about Sovereign Silver at
www.sovereignsilver.info

My confident advice is to rely on the trust they have developed with the customers, as this is their greatest selling tool. When discussing a new item, holding the newly appointed favorite in hand, a suggestion like "I know that this used to be what we recommended but now

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Quit the Habit

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ingredients acknowledge the many facets of support needed to counter addiction in the many levels of the body.

A perfect complement for the deeper levels of reaction and response affected by addictions is

Newton Homeopathic's Tobacco Addiction Formula.

Placing these two complementary cleansers next to each other by the register with a sign "What Better Time than Now" will certainly ignite serious conversation. And that is the first step toward showing support to someone who wants to quit. Believe it or not, this experiment will succeed in the tobacco states of North Carolina and Virginia more effectively than anywhere else. People want directions to health!

Don't make the solutions too simple though, as healing is always complex, even when a direct cause and effect solution may be available. Lung support will always require a more full-spectrum, long-term approach for regeneration. People forget about the trauma the body goes through with even the slightest withdrawal. Chemical addictions have lulled nerves into dependencies; and glandular systems have been the errand boys of illicit, improper, and unhealthy stimulation. The communication systems of the body have become imbalanced.

Encourage the courageous quitter to bathe the body in antioxidants.

Bluebonnet's GliSODin

Vegetarian S.O.D. is the best antioxidant life-saver for the lungs. Their *Super Quercetin* and *Mega-Bio C* give the best one-two punch of any Vitamin-C combination available today. Look at the potent support these two supply together. Add an antioxidant complex—and think how the eyes and heart have suffered through years of health abuse—and you can see a platform of health assistance one could use for 3 to 9 months to refresh the body as it heals

The liver is obviously the master organ for cleansing. So, no matter if it is tobacco addiction,

caffeine, alcohol, narcotics, pharmaceutical poisons or modern stimulant addictions, get an ambulance of support to the liver ASAP.

Three quintessential liver allies should be promoted heavily these next two months: **Himalaya USA's LiverCare®**. Herb Pharm's *Healthy Liver Tonic*, and the herb milk thistle. Each is exceptional alone, but a combination of two or three are the perfect short-term arsenal to get the liver through initial withdrawal symptoms. LiverCare® has helped people (now available in 60 countries, and recommended for use by over 300,000 physicians) to strengthen and regenerate an abused liver. Bluebonnet's milk thistle is a unique, standardized product that combines Lonza's European standardized product with the vegetarian enzyme E.D.S. technology of plant enzymes developed by National Enzyme Company, demonstrating effective absorption of this well-researched herb.

Daily detox—this is an opportune time to address this broader issue too. Now is the time to put Himalaya's LiverCare and Newton Homeopathic's *Detox Formula* into everyone's hands. "Six drops a day takes the daily toxins away". Now that is a good habit!

Drug addictions are a more serious dilemma. From marijuana excess to OxiContin's prescription withdrawal, the body will experience a more pronounced stress as the reformer tries to clean their body. Everyone should be aware of the emotional wounds that will be exposed as one cleanses. The Bach Flower Remedies should be included in any kit meant to help this traveler on their health journey. Herb Pharm's *Nervous System Tonic and Adrenal Support Tonic* seem natural adjuncts to any protocol.

Remember, though, that all herbs have spiritual value. Have confidence recommending organic adaptogens; ethically-harvested anti-inflammatory herbal blends; and know that these herbs heal on levels beyond what we know at this time. But



TAKE 5 MINUTES Homeopathic WEBSITE TRAINING

Go to www.newtonlabs.net. On the left-hand side, place your cursor on **Products/More Links**, then click on **About Homeopathy**. You will be presented with the option to take (2) 15 minute sessions on Homeopathy and Newton Homeopathics and receive a certificate of completion.

healing will occur, if you can get the willing excited about immersing themselves in a new way of life—the healthful natural way.

You will be surprised how the weekend drinker and the after-work pot sharers will become perky when you mention nutritional support systems for them. Don't take the lazy approach of recommending to these people the "special products" reserved behind the counter with the mysterious names. They are asking for direction, and it is our responsibility to show them the healthy alternatives. So map out your selections beforehand, and speak with the authority that your accumulated knowledge allows.

Nothing is more powerful than a loud and concerted store-wide effort. Create a challenge: for every person who kicks a habit within a two-month period, offer to donate a sum to a health organization (or hurricane relief or to aid the starving in Africa). Think about the best way to get your message heard to those who need to hear it. There are multitudes of people out there craving for a way to get relief and return to healthiness.

There is no better way to encourage change than by example. Too many health food store people smoke. What example does it give when the teacher is standing outside the store sucking in smoke five times a day? Back door, back room—all people involved in any aspect of health should consider saying goodbye to nicotine now. Ask one brave soul on the staff to take the challenge, and watch the crowds get interested. Yes, it can be cool to be healthy—and we can supply the peer pressure to attain that goal!

Newton Homeopathics addresses issues of detoxification and liver support

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Blue Moose Consulting Newsletter





April Monthly special 15% OFF

- Black Walnut liquid extract
- Burdock/Sarsaparilla Compound
- Dandelion liquid extract
- Dandelion glycerite
- Healthy Liver Tonic™
- Pau D' Arco liquid extract
- Wormwood liquid extract

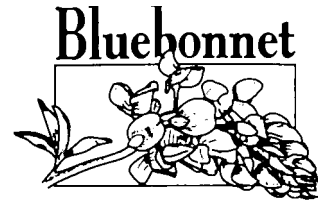
April 1 marks the beginning of Herb Pharm's four-month "Allergy & Cleansing" Seasonal Promotion! Ask your Blue Moose rep for details

**Allergy and Spring cleaning promo
Set Your Own Promotion—April 1 to July 31**

Buy 72 pieces from a select list of Herb Pharm's best-sellers for allergy and cleansing (in units of 6 pieces per SKU) and receive **25% OFF** that order.

Order as many times as you like, put the items on sale and see your cleansing and allergy sections sales skyrocket!!
28 great items to choose from. Orders must be placed through your Herb Pharm rep.

Not represented by BMC in NJ, NC



In commemoration of Bluebonnet's 15th Crystal Anniversary and Earth Month, from April 3 to April 28 get **15% OFF** the top 15 natural Bluebonnet products PLUS an **EXTRA 5%** "SAVE THE EARTH" discount to be used any way you see fit!

Products included in the discount program:

- Super Earth Multi-Nutrient Caplets
- OptiBerry Antioxidant Formula Vcaps
- Super Quercetin Vcaps
- Natural Vitamin E 400 IU Mixed Softgels
- Calcium Citrate Magnesium Vitamin D Caplets
- GliSODin® Vegetarian S.O.D. Complex Vcaps
- Vegetarian Optimum Enzymes Vcaps
- Perfect Cranberry Vcaps
- Evening Primrose Oil 1300 mg Softgels
- Flax Seed Oil 1000 mg Softgels
- Plant Sterols 500 mg Vcaps
- Garlic & Parsley 500 mg Softgels
- Maitake Gold Mushroom Vcaps
- Super Earth Green Utopia Powder
- Super Earth Phytonutrient Soy Protein Powders

Ask your Blue Moose rep for details



NORDIC NATURALS

Set Sail with this Great Sale

April Promotion—Change Your Oil 15% OFF:

- 01790 Ultimate Omega 60 count
- 02790 Ultimate Omega 120 count
- 01793 Ultimate Omega 4 oz.

...from the purest oceans in the world. Offer good through April 23

Nordic Naturals Ultimate Omega contains 70% pure Omega-3, and is purified through molecular distillation to ensure the absence of impurities including PCBs and heavy metals.

Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract

Each 2 soft gel serving provides:

- DHA: 450 mg Other Omega-3s: 180 mg
- EPA: 650 mg Vitamin E (d-alpha tocopherol): 30 IU

It is time to start stocking those shelves with those popular Single paks. Great for the travel months.

- Omega-3 Singles
- Complete Omega 3, 6, 9 Singles
- Arctic Cod Liver Oil Singles

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

RETAILER CERTIFICATION IN HOMEOPATHY Friday April 7 and Saturday April 8 in Atlanta. This is your chance to start the path to become a certified Homeopath!

Ask your Blue Moose rep for details

NEWTON APRIL PROMO

20% OFF (both 1 oz liquid and 500-pellet bottle) of the following:

- #2 Cough-Asthma
- #3 Cold-Sinus
- #37 Muscle Ease
- Spring-Summer Counter Display

Newton For Pets

- Pet Spring-Summer Counter Display

"Nothing But Natural" for Kids

- #F03 Sniffles

We are getting some very positive feedback on the new labels. Some people have commented about the product numbers missing on the labels, mainly those who have their products arranged in numerical order. If you arrange them in alphabetical order—and customers are used to looking for things alphabetically—people may actually find the product more easily. Customers would look for something for Hemorrhoids under H not under number 11.

Show Specials April 29-30, Alive Expo, Atlanta
Alive expo show April 29-May 5

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

AromaLand Worth Asking For

AromaLand's **new 2006 catalogue** is available now. This 95-page guide will further show that AromaLand provides the highest-quality products available today. What an untapped resource for you to explore! As AromaLand continues to grow on the East Coast, you should be one of the premier stores that values the healing power of aromatherapy at its best.

Ask your Blue Moose rep for a copy now.

WELL-IN-HAND®

**April Monthly Sales
20% off direct orders only**

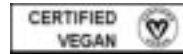
NEW MAMA® TUSH SOOTHING BATH
Soothe and renew delicate tissue!
Support the urinary tract system.

Mom needs very special attention
before and after delivery, too!

Traditional herbs of birth to comfort
Mama during pregnancy and
afterward to help her sit down sooner
after the blessed event!

The perfect shower gift!

Aching back
Swollen ankles
Stretch marks
Perineal massage
Labor aid
Cradle cap
Infant massage
Soothe and renew delicate tissue.



EssentialFormulas

**You can trust a probiotic created by
recognized international expert in
probiotics, Dr Ohhira**

Dr. Ohhira is a distinguished member of the New York Academy of Sciences, Japanese Society of Bacteriology, Japan Health Food & Nutrition Food Association, Brewing Society of Japan, Japanese Society for Food Science and Technology, Japanese Society of Food Microbiology, Japan Society for Bioscience, Biotechnology and Agrochemistry, Japanese Dairy Science Association, Japanese Society of Soil Science and Plant Nutrition, Japan Society for Lactic Acid Bacteria, Japanese Society of Veterinary Science, Japanese Society for Virology and Society for Antibacterial and Antifungal Agents. He has lectured at various universities in Japan, Korea, and Malaysia and has consulted with various governmental entities in China. He is a 2004 recipient of the prestigious Gusi Award.

April Specials

Buy 48 units of any same-SKU product and receive a **3% DISCOUNT** off the regular wholesale price.

Buy 60 units or more and receive a **5% DISCOUNT** off the wholesale price. Discounts apply only to purchases of product having the same SKU.

Coming soon, the **new Essential Formulas website**. Thorough information at your fingertips!

Not represented by BMC in PA, NJ



April Promotions

22% End Cap Discount

Enhance your immune support area!
90 Pieces (mix and match) gets you
this Great Endcap Deal!

15% Line Extension Discount

Add any sku not currently carried:

- 2oz Vertical Spray-top
- 2oz Fine Mist Spray-top
- 2oz Dropper-top
- 4oz Dropper-top
- 8oz Dropper-top

**10 ppm Silver Hydrosol—
Beyond Colloidal Silver!
Sovereign Immune Defense!**



Surya Henna Cream is a new semi-permanent hair coloring from Brazil that does not use peroxide, ammonia, PPD, resorcinol, parabens or heavy metals such as lead. A combination of mild hair color dyes and henna, the product uses a blend of 15 herbs and fruits.

Available in 15 different shades: Light Brown, Dark Brown, Golden Brown, Ash Blonde, Golden Blonde, Swedish Blonde, Reddish Dark Blonde, Red, Black, Silver Fox, Burgundy, Chocolate, Light Blonde, Copper and Mahogany.



**It is guaranteed to
cover gray hair on
the first application
and can be used
safely on hair that
has been
chemically
treated.**



15% OFF Juvo in April

Why One Pouch Of JUVO A Day Changes Your Health?

1. JUVO is a plant-based vegetarian meal: Organic whole grains, vegetables, sea vegetables and mushrooms make up the premium vegetarian ingredient list.
2. JUVO is a living and uncooked vegetarian food: Over 25 natural ingredients are freeze-dried to protect essential nutrients and retain freshness.
3. JUVO is a complete whole food meal, full of nutrition but low-calorie: Perfect for weight loss in a healthy natural way. One JUVO meal a day can provide optimum energy, enhance metabolism, strengthen the immune system, cleanse the digestive system, and control (reduce) daily total calorie intake, thus improving overall body function and eventually reJUVOning your body. "One JUVO vegetarian meal a day can make a healthier America". This is JUVOlution.

Not represented by BMC in PA, NJ



Finest Quality Hair, Body and Skincare Accessories

Every month, more stores are bringing in Hair Doc. Bass Brushes are becoming a health store staple.

And why now?

High-quality combs, brushes, and bodycare products make natural grooming fun again.

Bass Brushes has a new catalogue
It's time you stocked your store with the best.

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

Tax Time Woes Got You Shaken?
Turn it around with StressCare® & Ashwagandha!

**Buy 15 products save
7% OFF StressCare®
3% OFF Ashwagandha**

**Buy 25 products save
15% OFF StressCare®
5% OFF Ashwagandha**

**Buy 50 products save
25% OFF StressCare®
10% OFF Ashwagandha**

**Buy 100 products save
30% OFF StressCare®
17% OFF Ashwagandha**

Ashwagandha improves the body's ability to maintain physical effort and helps the body adapt to various types of stress. Perhaps the most famous ayurvedic rejuvenative botanical, Ashwagandha is used in many tonics and formulas.

AloeLife..

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Aloe Vera: Are You Confused about all the Aloe out there?

- 1.) Simply put, all Aloe Vera products that contain some form of Aloe are health promoting.
- 2.) When you process the entire plant, or whole leaf, and do not over-filter the active ingredients—leaving the yellow sap and glyco-nutrients in—the consumer receives more value and will taste the herbal bitter properties
- 3.) If a juice tastes like water, it is water and has minimal healing properties. Bitters should taste bitter, proving they contain a pH of acidity.
- 4.) HCL found in aloe breaks down minerals and alkalanize the body, greatly enhancing the rebuilding of the bones and bringing about a better sound sleep
- 5.) Aloe Vera products are all made differently, from different parts of the plant, and with varying processing methods, additives and oxidation.
- 6.) Some companies use high heat to avoid preservatives. Heat destroys the valuable polysaccharide bonds that give the immune system a super charge.

To receive all of the value the King of Herbal bitters can give for energy, sleep and immune-system rebalancing, use Aloe Life products. One will notice a huge difference in health. A small amount is needed for daily maintenance and chronic health conditions too! www.aloelife.com or 800-414-ALOE

OLBAS®

Outdoor sports demand Olbas!!

Be prepared to gain the outdoor sports market

www.powerinhaler.com A Unique Formulation

The secret of Olbas' power lies in a unique Swiss formula that blends the essential oils of Peppermint, Eucalyptus, Cajeput, Clove, Juniper Berry and Wintergreen with Menthol. Research shows that the inhalation of peppermint vapors results in increases in running speed, hand grip strength, and number of push-ups. Olbas originated in Switzerland over 100 years ago, and is now available in 20 countries around the world, including Germany, England, Sweden, Australia, Canada and the USA.

Nature's Wonderland®

Trim & Slim™ 60 Vcaps/700mg **BUY 3, GET ONE FREE !**

The Weight Is Over- Slim Down and Shed Pounds Naturally with Trim & Slim™

Here's the smart way to feel great about your body once again. Trim & Slim combines two of nature's fat fighters in one potent capsule. Together they work to help you slim down naturally (without drugs or a prescription) so you can look & feel great!

Trim & Slim™ is used by thousands to not only shed pounds but to maintain a healthy weight. Here's what this fantastic formula gives you: BLADDERWRACK... this plant from the oceans depths is high in iodine which is vital to the thyroid, so it can help fire up your body's ability to burn calories and fat. CHICKWEED...loaded with vitamins and minerals. Chickweed can help flush away excess body weight fluids. It is believed to be effective in helping to curb the appetite. If you want to win the battle of the bulge, Trim & Slim™ formula is the way to do it.

AMOUNT PER SERVING (1 CAPSULE) Proprietary Herbal Blend...700mg: Bladderwrack, Chickweed. **OTHER INGREDIENTS:** Plant Cellulose (Vcaps™).

PERFECT® ORGANICS

APRIL SPECIAL

Offer your customers this unique and decadent product duo:

Hazelnut Coffee Ultimate Body Scrub
Hazelnut Coffee Shea Butter Balm

Indulge your senses with the awakening aroma of sweet hazelnut and invigorating fresh coffee.

These are the most amazing coffee products available!

SAVE 10% on all new orders



Pondering Difficult Choices

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we feel that this product is better" will provide exciting results.

The customer will usually take the product with a smile and become a newly-converted customer. If you do not have the trust of your client base or do not have the casual rapport of conversation about what you supply, then there are deeper problems. But for most, the customers look to you as the guardian of quality products and healthful alternatives.

Some people live in areas where price is an issue. If this is the case, then you have had constant exercise in getting the message through to people that cheaper rarely reflects better.

Obviously, this rosy scenario of success doesn't happen every time. Personally, I would ask as a consumer why you believed that the new product was better. Since you would not make the case if you did not believe the statement yourself, you should be prepared to give a clear answer.

Some people will instinctively dig in their heels and resist, even if you are positive that you are offering a healthier, higher-quality, safer and/or more effective product to them. People often do not like change. If you speak with confidence and authority, and don't become wishy-washy

when the customer challenges your assertions, you will most likely convert the majority of these dissenters on the very first conversation. Believe in yourself, your skills and your intuition. Never get argumentative, and know that every consumer likes to shop in a venue where the person with the expertise speaks with assured and educationally persuasive authority. And when you lose a specific battle, know that you are on the road to winning the war where you can recommend the products that you believe in and provide for the best results for all.

The stores that have made the switch to **Bluebonnet** are a perfect example. Everyone who has brought Bluebonnet into their stores has almost always chosen to drop a line they have become disenchanted with, as the supplement industry has gone through massive changes these last three years. ten (10) companies have been bought and sold recently and everyone has a crisis of faith as buyers worry about quality and consistency staying high in the transfer. An obvious concern). These stores are seeing a rapid and comfortable conversion of their clientele to Bluebonnet within a short period of time, with many stores making Bluebonnet Nutrition their #2 selling line without customer clamor. With the industry loyalty that Bluebonnet

MARKETING IDEAS

Herb Pharm has taken their six paks one step further

Herb Pharm's popular six-pak displays have successfully increased sales on America's # 1 selling Echinacea by allowing stores to cross-merchandise six of these great sellers at the register or anywhere. When they expanded the idea to *Pharma Kava*, the results were continued success. Ask your BMC rep about the newest Herb Pharm six-pak display headers, and keep great Herb Pharm products out in front for people to pick up and take home.

provides by selling only to real health food stores, these buyers are happy and smart to do it!

Change usually means a little more work. But even for retailers, change may be difficult but necessary and worth the effort as the marketplace shifts. The biggest challenge to our industry is some manufacturers' attempts to penetrate the larger mass-market. They have to stoop to a discounting philosophy in following this strategy, and now more and more stores are realizing that it is in their interest to support manufacturers who show loyalty to them. There is a strong undercurrent of resentment and rejection of major distributors who are selling to the mass-market sector. If a product is found in Trader Joes or Walmart (Eckerd, CVS or Rite Aid), discount catalogues or internet discount entities, then it is time to make a conversion.

So how to do this? Your dialogue with the consumer is still your greatest asset to your business success. Learn the nuances of the conversation on 'quality' as the marketplace changes and quality is no longer the assumption. This is crucial. Don't accentuate the negatives about the lines that you no longer respect, but know the stories about the new industry leaders. Bank on the next generation of companies looking to support you. I was taken by store owners recently to Food Lion and Kroger, and have seen what they are offering. Start to look for alternatives to the products they are selling because this indicates where the dilution of the market is occurring

Don't go so far as to carry only a hodgepodge of esoteric smaller companies no one has heard of: quality is still the overriding issue. Pick the products from

"WE ARE HEALTH FOOD PEOPLE"

Employee profile—Alice K. Maher

BMC Pennsylvania, Inside Sales & Virginia Sales



Hello, I'm Alice Maher & I joined the Blue Moose Consulting Team in December 2005.

I became interested in natural foods & supplements decades ago, long before my three happy & healthy children were born. I have two daughters - Kaleigh 20, Carmel 17, and a son Conor 15. As they grew so did my interest in the natural foods industry - in fact it blossomed into a full blown passion.

I had been working in a top quality, full service health food store for almost nine years when I met Michael Hennessey and the excellent products and services Blue Moose Consulting offers. Tapping into BMC and Michael's seemingly endless knowledge, educational opportunities, & tireless dedication, plus good business principals, was a winning combination for my

store, not only in helping with sales but more importantly, helping people improve their health. What could be more rewarding?

I'm completing degrees in Natural Health, Nutrition, & Philosophy through Clayton College of Natural Health. I also devote attention to my own growing business, Natural Options, which includes ear candling, hair analysis, & nutritional counseling, with special interest in helping adults & children with ADD & ADHD.

Blue Moose Consulting ties right into what I love & believe in. As I continue pursuing further knowledge in holistic health, I look forward to also tying a relationship between your team and ours.



the next round of leaders and the ride to long-term viability together with them.

Nordic Naturals is a perfect case in point. Three years ago they were considered by some to be an industry renegade with their frank discussion of quality-sourcing and manufacturing standards for fish oils. 'How dare they discuss heavy metals and rancidity' one industry idiot yelled. Now, they are unequivocally the number one brand of fish oil and the world leader on the issues of quality, freshness, taste and education.

Two years ago, most stores struggled with the idea of a 12-bottle opening order. Now, a store that does not highlight this stellar line as one of their premier products is missing the boat and making an unwise business decision. Things change; developments occur. Stores had to educate, and now those smaller stores are buying 144 bottles minimum monthly. Easy conversion, greater trusts form the customer, long-term sales security.

The situation with store personnel is somewhat more complex if the decision-maker is convinced but the staff is not. Again, a little more work pays dividends, because these people have their favorites and their villains and this can hurt the bottom line. Focused direction and clear education just don't occur—these tools and understandings must be instilled. Many stores now have a significant chunk of real estate for products the staff is not turning to, or aware of. It is the obligation of a good business to explain why lines are recommended: and a line that sells specifically to health food stores is one you should promote.

A straight-forward dialogue with full and part-time personnel on store philosophy and business needs will often bring enthusiasm and make every section more profitable. Provide the salient sale points and realize that repeating information as consistent education is your job. When staff hears and knows what you believe, everyone unites and the message leads to consistent sales increases.

Bringing in products you believe in that may seem 'too good' or 'ahead

of their time' may sometimes feel like a gamble, but they are actually the lifeblood of your store's sustainability. You need to be determined in explaining and marketing and highlighting the fantastic new products you choose to promote. Be a leader — this industry has grown through that courageous vision.

Perfect Organics is the best example of this reality. This line is 96% organic ingredients, and is becoming the talk of the country among the cool and hip and aware. Organics is in, and organic bodycare is gonna be more expensive. Bring it, and explain it, and they will buy! How do you create the excitement in your store for the organic products that you want so passionately to see succeed? In Good News Natural Foods in Dover Delaware, Marcie Collins sold six bottles of the product as we tested the samples while she was placing her first order—she knows her customers and they trust her. It is easy if you speak from the heart and believe. So Believe!

Surya Naturals has recently expanded their market in a significant way by bringing their well-established hennas and hair colorings into the American market. As the hair color market has evolved, health food stores have consistently supported every new innovation as chemicals in hair dyes



IN THE NEWS

GliSODin has a new website

GliSodin.org is a virtual community with sponsors from around the world.

www.glisodin.org/sponsors.htm. Contributors to the site represent academia, clinicians, researchers and industry—all of whom believe GliSODin to be one of the most therapeutically relevant natural compounds available today.

The gliSodin SOD/Gliadin complex is the first orally-effective delivery of superoxide dismutase (SOD). SOD constitutes the first and most vital role in the defense process against free radical damage. Acting as an antioxidant catalyst, gliSodin supplementation has been shown to promote SOD, catalase, and glutathione peroxidase.

GliSodin.org provides research links and studies establishing proof of concept in vitro and in vivo, and efficacy in animal and human models. Human studies include protection of mitochondrial DNA, inhibition of isoprostanes, protection against UV radiation and sun allergy, inhibition of lactic acid accumulation under physical stress, and normalization of endogenous antioxidant levels in immune compromised individuals.

Learn about this amazing new nutrient.



have become cleaner and cleaner. Surya now has the most natural and safe evolution. What are you gonna do to get rid of the old and bring in the better?

In the daily running of your store, many factors demand your attention. Don't lose sight of the long-term health of your store. Spring is the perfect time to review your shelves and

clean house of products that reflect a bygone era, or may not be up to the standards you hold for your business. Have faith, and be strong to your convictions. Have the courage to remove what you dislike and have the vision to promote what you believe is the best. There is a whole world of products that are available to you: hone your store to be the resource center that you feel will do the most good for the community. A healthy store will be the result, and your customers will feel that energy and be confident in doing business with you. Good luck.*

TIP OF THE MONTH

Spring is here, and people are out walking the streets, enjoying the weather, and looking at your windows. Go outside and look at your windows: what are people seeing? Now is the time to replace light-worn posters. Ask your BMC rep which companies have posters or marketing materials that you can refresh your windows with. Image is important, for new customers and old.



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."

Quit the Habit

continued from page 2

more than any other BMC company. Dr. Luc's forty-year practice specialized in detoxifying. As they say: first, clear the terrain. Second, organic foods. Third, gradual tissue cleansing. **Aloe Life** Detox Formula is a primary adjunct to all these suggestions. From the start of the natural foods movement to Ann Louis Gittleman's **Fat Flush** best-sellers, detox has always been the message. These guidelines will help anyone, but especially someone trying to reverse past bad health choices.

If you are there pointing to creative options, the person will take your smile and trustworthy advice and use the enthusiasm to kick the habits. You will have a friend and customer for life. This Spring, take the challenge yourself. *

Dedicated to a dear friend of Michael and Jamie, who recently passed too early for friends to lose.

ADVERTISING TO HELP YOU SELL

Perfect Organics receives mention in *Yogi Times*, *Fifth Avenue*, *Utne* magazine, *Washington Times* and *DC Magazine*. Check out these current events: Perfect Organics is quickly gaining popularity as the hottest bodycare line around. Organic is "in" www.trendcentral.com/trends/trendarticle.asp?tcArticleId=1511
www.treehugger.com/files/2006/01/sundance_organics.php
www.swagtime.com/swagable/?id=211

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. Want to receive this via fax early every month for all the deals on the great BMC lines? Call Jamie Daly at 703-521-4567 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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Herb Pharm

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Nordic Naturals: The Ocean Product Authority

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

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