



Talking Business: NPA and Baltimore

Big news that I am sure will influence your business for years to come—the NNFA, which celebrated its 70th anniversary this year at the NNFA Marketplace show in Las Vegas has voted to make a name change and is now to be known as the *Natural Products Association*. The change, “which was overwhelmingly approved by a recent vote of the association’s membership, more accurately describes the organization’s diverse membership base and positions the association to keep pace with the dynamic natural products marketplace.” The new NPA currently represents more than 9,600 retailers and suppliers to the natural foods industry. Is your store a member of the only organization that champions your rights to sell the array of products

we currently offer to bring health to our customers?

Next year will be the last year for this yearly national event in Las Vegas, as the NPA will be looking for a new way to reach out to its membership in an annual event. If you have never been to a natural foods show in the desert, go to Las Vegas next year.

This year, though, you have the ability to really help your industry by attending the **Expo East in Baltimore**. The show, which runs **October 4-7** at the Baltimore Convention Center, is being co-sponsored by the good people at New Hope Natural Media and the NNFA East. The NNFA East represents members in 12 states from Maine to Virginia. This joining of efforts is meant to make the trade shows more meaningful, with more store owners

and personnel understanding that these shows are created to help them be more informed and competitive in the marketplace. For people who do not attend regularly, it should be noted that these shows are not the home of big businesses, but rather are the gathering places for the many people like you and me who work independently and are always looking for more information to do our jobs better.

There really is no reason not to attend at least one show yearly. This is the only way you can fully get the pulse of new things that are happening in the industry. People always ask me where I get all that current and pertinent information: watching me running around one

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Talking Health: Promoting Recuperation

Our world is under stress. Wars rage, soldiers return home. Layoffs and consolidations have everyone working two jobs. The human body strains, then breaks. Whether it be an extended convalescence or a needed weekend off or vacation, people need rest and relaxation more than ever. Our stores are stocked with items for preventative health care and immune-building, but we also have a plentitude of products that are perfect for people involved in recuperation. Thinking of how to direct people to these categories of support may be a way to help your customers in an entirely new way. So, recuperation....

Recuperation is all about regaining strength and the balanced nature of health. People often do not stop until they are tripped up by devices meant to slow them down. The most important concept of the process of healing is time. People must accept the fact that nature’s pace for recovery is slow and deliberate for a reason. Always preach this message to customers coming in for the quick fix. Likewise, be honest and clear about the timetable for results with many of the natural products we sell. In most cases, an effective natural product will manifest a slight improvement in health in 7-14 days but the real tests

for veracity often range from 90 to 180 days. If you suggest the short term moderate benefit, then people will have patience when they hear the realities of the long-term nature of healing. Honesty is communicated, and trust is built!

If the body is a construction company repairing itself during convalescence, then the worker nutrients must always be present. I notice regularly how store personnel seem to gloss over the B-Vitamins these days, as if the newer nutrients are more exciting. The family of B-Vitamins are primary catalysts for many body systems to work properly,

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NPA in Baltimore

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show gaining and giving and you will see that these shows are what you bring to them.

The NNFA has a vested interest in seeing this Baltimore show succeed. This is the first time that the NNFA East has participated in a show in this capacity. You will see that we are actively encouraging people to participate. And that is what it is all about—participating. The show brings together many manufacturers, it provides educational workshops, and this year we will be doing many new and exciting things that retailers have asked for, so that the show will bring more value to their business. The question is: if you organize for strength and networking, will the people come?

The show runs from Wednesday, when educational events commence, through Saturday. The show has been moved mainly midweek—again to try to answer the requests of the retailers. You can leave your store midweek and visit and learn, and still get back to your store for the weekend (if that is your need). You can also enjoy the world of Baltimore's Inner Harbor for a few days of good food, merriment and some necessary distraction. This year's show will set the pace for the relationship between Expo East and the NNFA, so it is not to be missed.

There is no time like the present. If you have joined and networked before, and felt you did not get enough out of the experience, then now is the time to try again. If you have never felt the need to be involved with your peers, then look closely at the changing marketplace and realize that the businesses that succeed are those that realize the importance of adapting. If you attend yearly or even more often, please heed the call to attend this year—and bring key staff and new members alike—and see that a new opportunity is being presented with this new city and the



PICTURE THIS

Our North Carolina rep, Jenny Sudduth, is quite the trooper. In late July, she fell while walking her dog and broke her ankle in three places. With Blue Moose determination, she announced that the show must go on; and so, if you see Jenny making her rounds—Peace sign and Echinacea beautifully emblazoned upon her workaday BLUE cast, realize that she is making the effort, like all of us, for you.

If you can't make out the cast in the picture, imagine. And more importantly, imagine the healing process going quickly and painlessly. You are the best Jenny. Thanks and be well.

new name of the Natural Products Association. You can make a difference.

Not a member of the NNFA East yet? Well, act now. Join this truly regional organization and know that you are participating in an organization designed to fight for you, the retailer. Go to www.nnfaeast.org, sign up, and find your way to the www.expoeast.com link from that site. You are now on your way to a stronger and healthier business relationship with many like-minded companies. If you have been a loyal NNFA East participant for years, then thank you, thank you, thank you.

The NPA elected its first new President at this year's NNFA show, and the elections were intriguing. NNFA-East President, Adrienne Mastrobattista who owns a healthfood store in Bartonsville, PA, ran against a store owner from Oklahoma, Debra Short, who won the close election. What was most intriguing about the election was that there was an actual contest. For that, we must congratulate both candidates. I am a big fan of Adrienne, and think that she brings a great spirit and energy to the industry, and I admire her for participating and running, and I strongly urge her to run again in the next election in two years. To Debra, we congratulate you and wish you luck and offer our support.

Yes, there is a great depth to this natural foods movement, and I hope you use this moment to participate more.

TIP OF THE MONTH

Enjoy some days this summer. Life is too short, and the better days of August are too beautiful not to take some time off. Learn your ordering schedule, and your easier days and your slower times of the day/week—and sneak out if you can when the time allows. Spontaneous phone calls to friends on a beautiful day for a short visit, or a quick walk through your favorite local natural trail will make all the difference in the world when the weather turns colder and the days get less inviting.

The business will always be there, and even if your shop is slower at this time of year, you can still afford those key moments of regeneration that friends and "off-time" provide. Learn to find balance and your busy days will somehow seem less overwhelming.

Participation. That is what makes every movement successful. As you want customers to participate in your lectures, and sales promotions—and the way of life that you offer with complete dedication every day, so we all want everyone to participate in these events and the other major event that is fast upon us this Fall. That event is the first national **Herb Day**. This event was conceived by five non-profit organizations (the Herbdays Coalition) to coordinate a "series of independently produced public educational events celebrating the importance of herbs and herbalism." An important and timely idea.

Herb Day 2006 will be what you make of it. This is a grassroots

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August Promotion

"Energy & Relaxation" 15% OFF

- Adrenal Support Tonic™
- American Ginseng liquid extract
- Athlete's Power Tonic™
- Chinese Ginseng liquid extract
- Eleuthero liquid extract
- Holy Basil liquid extract
- Pharma Kava® liquid extract
- Schisandra liquid extract

Adrenal Support Tonic™

Restorative Adrenal Gland Tonic

A blend of the liquid extracts of: Eleuthero root, Licorice root, Oat "milky" seed, Jamaican Sarsaparilla root, Prickly Ash bark.

Not represented by BMC in NJ



New products

- Methylcobalamin Vitamin B12 5000 mcg chewables 60 ct #443
- Vitamin B-6, B-12 Plus Folic acid chewables 60 ct #445
- Inocell™ IP-6 Plus AHCC 60 Vcaps #1180

New LARGER SIZES

- B-12 + Folic Acid 180 chewables #435
- Folic Acid 400 mcg 180 Vcaps #452
- Magnesium 400 mg 200 Vcaps #737
- Super Earth Soy Protein Power 2.2 lb Natural Toasted French Vanilla #1501
Natural Chocolate Truffle #1505



NORDIC NATURALS

Back to School! August Promo 15% OFF

- 01710 Children's DHA - 90 ct
- 01720 Children's DHA - 180 ct
- 56780 Children's DHA liquid 4 oz.
- 02723 Children's DHA liquid 8 oz.
- 01775 Omega 3-6-9 Jr Lemon - 90 ct
- **New!!** 30120 Nordic Berries Children's MultiVitamin 120 ct



Buy-in period July 24 - Aug 23

Nordic Naturals has advanced its enzymatic process to increase the concentration of triglycerides and uses only natural enzymes; they do not use chemicals or excessive heat in the process. The triglyceride form of fish oil, as opposed to the ethyl ester form, allows for optimum preservation of the oil, enhanced absorption and utilization for consumers.

Nordic Naturals' patented oxygen-free manufacturing process delivers peroxide values approximately 14 times below the Norwegian Medicinal Standard and the European Pharmacopeia Standard, the strictest standards in the industry. Freshness is crucial for delivering efficacy, patient compliance and protecting the human body from the negative effects of rancid oil.

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

August Sales
20% OFF Newton
Homeopathics

- #15 Acne
- #31 Diarrhea
- #13 Headache
- #12 Menstrual/PMS

Newton for Pets
#P22 Ear Relief

"Nothing But Natural" for Kids
#F44 Bedwetting

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Learn the therapeutic value of aromatherapy

AromaLand: Therapeutic Grade Essential Oils

Rosemary Oil

Name: *Rosmarinus officinalis*

Country of Origin: Spain

Whole Plant, Steam Distilled

Cultivation Method: Harvested from Wild Growing Plants

Apply a few drops to a tissue and inhale; or add to a diffuser, as a great to wake up and get your brain cells going. Students report that it helped them do better in exams to smell Rosemary during study time and during tests. This may be because the area of the brain for memory and that which processes scent are closely connected.

Add 1 drop to your hairbrush to rejuvenate and naturally scent hair and scalp. Add 5 drops to a warm bath to bring welcome stimulation to sore, stiff and overworked muscles.

BASS® Brushes

Finest Quality Hair, Body and Skincare Accessories

Cross Merchandising increases sales

Stores are starting to appreciate the fact that if they sell brushes and combs beside their shampoos and conditioners, they will see increased sales in both categories.

Hair Doc offers superior combs and brushes, including the wildly popular wood varieties, and the market is growing fast.

Once again this summer, the **Fold-up brush with mirror (#703)** is selling like mad.

Perfect for travel, the beach, summer outdoors—this brush and mirror combo is the perfect cash register impulse purchase.



Not represented by BMC in NC, NJ, PA

Essential Formulas

Have people been reporting problems with *C. Difficilis*???

The difficulties are getting more serious every day. The bacteria, *Clostridium difficile* bacterium, has become aggressive and uncontrollable because of the rampant overuse of antibiotics. "C-diff infection" is marked by severe diarrhea that persists for more than three days or longer.

Chronic Diarrhea: in assisted living homes, hospitals and daycare centers.

Dr Ohhira's Probiotics 12 has been shown to be effective in recent published studies in Japan.

Not represented by BMC in PA, NJ



Sovereign Silver for Skin Care

Silver is now being used in many healing modalities for issues involving skin health.

Some clinical uses being explored include burns, eczema and acne, dermatitis.

For a nice literature piece on silver and its use for skin health, go to BlueMooseConsulting.com and download the article posted there under "Recent Industry News."

20% OFF 8 oz. bottles ordered in 3s for new stores



Not represented by BMC in NC, SC



SURYA henna

Introducing Color Fixation! Introductory deal— **25% OFF invoice**

The products: Shampoo, Conditioner, Leave-in Conditioner, Hair Mask,

Single Application Hair Mask

- Keeps hair color true longer
- Natural oils protect the hair against UV rays
- Contains a blend of herbs and fruit oils to nourish the hair
- Plant-based proteins restore damaged hair
- Contains NO:
 - Sodium Lauryl Sulfate
 - Sodium Laureth Sulfate
 - Artificial coloring
 - Artificial fragrance
 - Parabens

Offer good through Sept 30

Not represented by BMC in NC, SC

WELL-IN-HAND®

Back to School

This is the single best time to highlight your natural alternatives for lice.

Every year, parents seek options and you have an opportunity:

Well-in-Hand provides the best formula on the market.

Clean, effective and with a metal comb and magnifying glass

100% Natural Aromatherapy. Will not dry out hair

Best value, and support for a local company too!!!

Order through your BMC rep today

**Stock the best
20% OFF direct orders of
Nit Kit™
Cut Rescue**

Would you use dangerous insecticides on your child's head if you didn't need to?



Himalaya

HERBAL HEALTHCARE

"Essential School Supplies for Back-to-School"

- ImmunoCare Jr.
- Bacopa
- Guduchi
- MindCare Jr.
- Amla C
- StressCare (for parents)

- Buy 15 products, get **7% off** Formulas®
3% off Pure Herbs
- Buy 25 products, get **15% off** Formulas®
5% off Pure Herbs
- Buy 50 products, get **25% off** Formulas®
10% off Pure Herbs
- Buy 100 products, get **30% off** Formulas®
17% off Pure Herbs

Deeper discounts for higher quantities available. Ask your BMC rep for details

Mind Care® Jr. has been tested extensively on children, particularly with concentration and class conduct, where one study showed the level of concentration doubled in 12 weeks for the test group over the control group.

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

The Ultimate Skin Gel Treatment is wonderful for treating sun-burned skin. It provides instant relief and helps repair the damage, helping you avoid blistering and peeling. Aloe Vera has tonifying affects when applied to the skin. It will carry moisturizer into the skin up to seven layers deep if a moisturizer is applied over it. The Skin Gel is also a ultimate healing treatment for cuts, scars, stretch marks, hair loss, receding gums, and much more!!!



The applications are limitless. It is 100% natural: you can even brush your teeth with it. The deep yellow color shows the quality of the aloe vera. We use the entire plant, not just the inner fillet! America's only true, certified Organic whole leaf Aloe Vera skin gel.

Your satisfaction is guaranteed 100%!

OLBAS

10% OFF PASTILLES

Prices go up Sept 1! Buy now and save!

Box of 12 w/free display – now \$35.64, will be \$42.84 in September.



Free shipping, no minimums!

Olbas Pastilles—Powerful, cooling vapors help to restore free breathing and make your nasal passages feel clearer, too!

27 pastilles per box.

Active Ingredient (in each drop): Menthol 10 mg (Antitussive, Cough suppressant, Oral anesthetic) with eucalyptus oil, juniper berry oil, wintergreen oil, chlorophyll, clove oil.

JUVO™

Order a case (6 boxes or 90 packets) and receive

- A free floor display
- 50 snack size Juvo sample pouches
- 50 Juvo brochures
- 20 Juvo shaker cup
- A free UPS ground shipping



Not represented by BMC in PA, NJ

MushroomScience®

Reishi Gano 161

New Powerful, Clinically Validated

- Certified Organic
- Guaranteed Potency

In development for over four years, **Reishi Gano 161™** represents the future of mushroom supplements. Using state of the art analytical techniques, **Mushroom Science** has developed a strain of reishi that consistently delivers the best health benefits this ancient mushroom has to offer.

Scientifically validated in human clinical studies at a major US University, Reishi Gano 161™ is the finest Reishi supplement available in the world.

Reishi Gano 161 Buy 3 and GET 1 FREE this month, through BMC reps only

PERFECT® ORGANICS

Sale Extended

Mandarin Rose Coconut Body Glow

15% OFF August 1-31

Glow from head to toe! A luxurious, organic revitalizing treatment for face, body, and hair.

This ultra-hydrating, moisturizing balm is packed with vitamin-rich, beautifying organic ingredients. Repairs, softens, and nourishes! Always vegan, always organic, always making a difference.



Promoting Recuperation

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and this is amplified in nearly every case of regenerative healing. I suggest we all go back to school on the importance of the Bs and their function with both enzyme synthesis and as necessary catalysts for most body functions. The very nature of this catalyst increases efficiency in bodily reactions, using less energy than would be necessary if those nutrients were absent. The body heals best when washed in B Vitamins.

The other nutritional category that should not be overlooked during recuperation is digestive health. It is funny how often we hear about people's elimination problems, but how infrequently the customer wants to follow the advice that is offered for creating a healthy digestive system. I challenge every store to put a little imagination into their digestive system sections. Stores often carry several different enzyme manufacturers and the obligatory colon cleansing options, but these sections never get the attention they merit with the benefits that proper digestive healing can bring. I am partial to **Bluebonnet's Optimum Enzymes**, **Newton Homeopathic's Bowel Discomfort**, and **Himalaya USA's** very unique **GastriCare**®.

Whether a person is bedridden, or just slowed down by an ailment, the digestive system goes through a change of energy that results in both stress and extra effort to break down the daily food intake. Digestive enzymes are not an end-around for healing—but rather, they are a principal prescription. Assist the digestive system and the body's natural healing processes will follow. Bluebonnet introduced a magnificent new nutrient for digestive assistance and repair in its **Nucleotide Complex** (# 1262, 1264) The role of nucleotides is analogous to what amino acids do for proteins: nucleotides are the basic building blocks for RDN development in the cells. So, when the body needs

MARKETING IDEAS

It is the summer and you may be one of those stores that has some time to make some necessary changes. Look at your signage and see how much branding of your business you have around your store. Your name and your logo are valuable marketing tools to help people remember and relate to your location as the place where they do business. All the major businesses understand the importance of branding and it applies to every business equally. Take a moment to see how you can make the first step, or the next step to branding your business effectively to compete successfully in the future. Blue Moose Consulting has three graphic designers to help you if you want to consider making an exciting logo, or changing your current logo. BMC can help you market your business. Ask us how.

quick cellular development and repair—after injury, trauma, surgery—nucleotides are needed in greater amounts. Nucleotides are most essential to the intestines, where they are found in abundance assisting with the ongoing regeneration and development of the mucosal wall.

The other important building block that should always be recommended is protein and amino acids. Protein is ubiquitous in the American diet, but there is universal doubt that all this weight does not translate into usable nutrition for this valuable nutrient. During convalescence or even an active repair, amino acids become a crucial building block to the body's many repair functions. Bluebonnet's **Amino Acid 750 Vcaps** provide a unique complex combining enzymatically digested egg albumin and whey lactoalbumin—and it is the only Kosher product of its kind on the market. Never underestimate the benefits of high-absorption protein.

The immune system goes through reactions and actions very specific to illness and the recovery period that follows. Each incidence is a new stress with a new set of factors for the body to respond to. One should always recommend a general immune system tonic when a person is recovering their health. Here, we have no shortage of suggestions. My favorites include **Herb Pharm's Immune Defense Tonic**, any guaranteed mushroom formula from **Mushroom Science—Organic Reishi Gano 161™**, **Full Spectrum Maitake**, or the versatile **Immune Builder compound**. Another new option I highly recommend people investigate is the

ADVERTISING TO HELP YOU SELL

Himalaya USA

*Body & Soul – Pure Herbs
Veggie Times – Pure Herbs
Better Nutrition - StressCare
Whole Foods Magazine*

Well in Hand

Herbs for Health named Well In Hand as a top authority in natural topical herbal remedies in the June/July 2006 issue

Beta Glucans products from **Life Source Basics** (www.lifesourcebasics.com). In this day and age, we have to offer all the best options for the immune system, and Blue Moose Consulting certainly has you covered.

Products that should be considered first when talking about general digestive and immune system repair are **Aloe Life's** whole leaf aloe vera and **Sovereign Silver's** silver hydrosols. Both can be used externally for wound healing, cuts and burns as well as internally for their benefits to the overall immune system. If a person must stay in a bed for a long period of time, Aloe Life's aloe **Skin Healing Gel** is the best product in the world to prevent the dangers of bed sores.

Bed care, and hospital stays often occur for the more serious health illnesses. Unfortunately, the reality is that hospitals have become the homes for dangerous bacterial enemies like MRSA and C. Diff which are being understood by health care professionals as being as dangerous as the illnesses people turn to hospitals for. The product you want to be well-versed in for someone going to the hospital—or the dentist's office—is



Dr Ohhira's Probiotics 12. The THX10 strain of that complex is a well-researched and safe necessity for someone wanting to remain strong, and avert staph infection and chronic diarrhea.

As the immune system responds to illness and recovery, so does the nervous system. **Himalaya's StressCare®** is becoming known as a most effective formula for countering the stresses evenly and on a daily basis. You can recommend this formula as the best single option for a person who does not want to buy many products. This product covers many bases, as you will see as its reputation continues to evolve. **Herb Pharm's Nervous System Tonic** contains skullcap, oat seed, St. Johns wort, celery and lavender. Oat seed by itself is such an underutilized nervous system repair herb. It works wonders. And in conditions where the adrenal glands are shattered, they also make the very popular **Adrenal Support Tonic** (eleuthero, licorice, oat, sarsaparilla and prickly ash bark). Licorice itself is a fantastic herb that is anti-inflammatory, good for the intestines, stomach and adrenals. Himalaya USA's licorice is

TESTIMONIALS COUNT

Well-In-Hand Nit Kit—Thank you for making the NIT KIT. I used it on my four kids ages 6, 8, 12 and 15. The medicomb was very useful, your instructions were clear and the Nit Kit left the kids hair healthy and shiny. I recommend the Nit Kit to others. After months of battling lice using every drug store remedy I could find, I found Nit Kit at Life's Vigor here in Brazoria. Your Nit Kit killed my kids' lice.

—G. P., Brazoria, TX

grown from "seed to shelf" by the company, insuring a well-manufactured product in Vcaps while Herb Pharm also does an excellent job of quality guarantees with their delicious licorice extract. Licorice and oat seed—perfect for recuperation.

Healing involves rest and slowing the body down, and promoting teas involves the person in the practiced ritual of slowing down. Liquids are very important at this time, and the more water consumed the better. Coffee should be eliminated and replaced with soothing teas for the duration of recovery. Citrus juices should be replaced with berry beverages.

TAKE 5 MINUTES

Make yourself known. Go to the website www.greenpeople.org and register your business. As they say, they are an "online directory of eco-friendly products, services, organizations and events. (since 1998)." With the motto "Buy Green, Sell Green, Be Green," you know that they will draw people who would like to know about your store!

Himalaya's **Chyavanprash** is the perfect tea companion in the morning with one's tea—a tonifying herbal jam to add to your morning breakfast.

Persuading people to add one ounce of Aloe Life's **Whole Leaf Aloe Vera** to their meals is one of the most effective ways to accelerate overall recovery from every illness.

Promote the powers of the adaptogenic herbs—eleuthero, ashwagandha, schizandra, and rhodiola. I repeat that shatavari has become the newest herb that women are talking about as being a helpful rejuvenator in every way. Again, Himalaya USA and Herb Pharm have exquisite organic options in Vcaps and liquid.

Recuperation to Rejuvenation. It is possible, and we have the tools in our stores to make it happen. Learn to utilize these protocols effectively, to suggest alternatives to people at this very delicate point in their healing process. Likewise, each of us should look at our work cycles and habits and make sure that we are not pushing ourselves so hard that we will hit burnout and then need a period of recuperation ourselves. If you are willing to keep balance in your life, you can lead by example and your word will mean more to the people who turn to you for advice. Keep health in your store as well by how you treat your employees. None of us can afford the down time that long recuperation demands, and the best way to avoid this is to live the life that we preach—a life of health and wellness and balance. To those who falter, it is our job to be there with the solutions they need. To health, everyone!! *

"WE ARE HEALTH FOOD PEOPLE"

Luc Chaltin, N.D., D.I.Hom

Founder, Newton Homeopathics



In 1965, while still living in Belgium and after doctors had given up on him, Luc Chaltin healed himself of tuberculosis using homeopathy. This life-threatening experience changed his career from that of an engineer to one of a homeopath. After healing himself of tuberculosis, Dr. Chaltin assisted in the recovery of thousands of patients throughout the United States, Europe, and the Caribbean via his clinical homeopathic practice.

Dr. Luc brought the concept of clinical homeopathy and homeopathic detoxification to the United States and founded Newton Laboratories, Inc., a major manufacturer of homeopathic medicines, in 1987. He continues today, at age 83, to serve as its consultant.

Chaltin earned his diploma from the British Institute of Homeopathy and also holds a Naturopathic Doctor's degree. Luc is a noted lecturer and author of the most advanced Correspondence Course on Clinical Homeopathy available through The American Academy of Clinical Homeopathy (AACH). He has contributed articles to scientific journals and publications in all areas of holistic health and healing. In 1992, one of his papers on "auto-immune" diseases was presented to the International Conference on AIDS in Amsterdam by noted scientific author, Christopher Bird.

Dr. Chaltin, who specializes in detoxification for overcoming toxic, chronic afflictions, remains at the forefront of strengthening homeopathy as it develops into a modern science of healing, able to successfully meet the challenging conditions of today.



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."

NPA in Baltimore

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endeavor, and so the ideas and the implementations in your local area are all up to you (although the Herb Day people would like to be notified of what you are doing). Go to www.HerbDay.org to learn more.

What better way to change the complexion of how your local community perceives the world of herbalism and the role that herbs play in their lives. Contrary to a year of bad press insinuated by people with other agendas, here is a national event where you control the message. So, have a meeting with staff and friends, use your imagination and resources, get volunteers, get your people motivated—and do something.

These are exercises that will make all our businesses better and stronger. These are the activities that make our lives more fulfilling as we work for the good and the health of all, including ourselves. Participate, enjoy and have fun doing what you are doing! *

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



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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COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, Texas 77478

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, Oregon 97544

Nordic Naturals: The Ocean Product Authority

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA. 95076

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
Irving, Texas 75062-8005

Newton Homeopathics

www.newtonlabs.net
800-448-7256 • 770-922-2644
fax: 1-800-760-5550
Conyers, GA 30012

Perfect Organics, Inc.

www.perfectorganics.com
703-734-2434 • 800-653-1078
fax: 703-852-7199
Merrifield, VA 22116

Well-in-Hand: Epic Herbal Medicinals

www.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA. 24551-1200

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA. 92107

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc • 818-882-4247
fax: 818-341-3104
Chattsworth, California 91406

Himalaya USA

www.himalayausa.com
800-869-4640
fax: 713-863-1686
Houston, Texas 77042

Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com
215-632-6100
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