



## Talking Health: Digestion for the End of the Year

Eat it all up. The great feasts that friends provide to entertain, the fine financial ending to this strong 2006, the realities and potential that stomach woes bring with new customers looking for natural solutions. It is time to digest the possibilities and plan for a fine, successful month of digestive support sales. But first, to prepare the table....

When was the last time you looked to see what was cooking on your digestive health shelves? We all can acknowledge that the category of "digestion" has grown prominently in the past five years. Unexpectedly, people are somehow realizing that good health begins with strong digestion. The likely reason for the new interest is that people now experience more severe digestive issues at an earlier age. The consensus is that digestion problems now start in childhood, become gnawingly common in puberty and nag onward into adulthood. Serious stomach and intestinal problems are sending too many young people to doctors and surgeons. So what are

we doing to educate and influence people to go natural and reach healthful balance?

Stores have slowly, almost reluctantly expanded their digestive selections to meet consumer requests. I say that we don't grasp the potential that new realities present. People want solutions, and they want them clearly defined. This may be the most perfect time to size up what you are offering on your shelves today, and see if it is meeting the needs of your clientele.

Clearly demarcating the categories will make things easier for the consumer. People often look for digestive enzymes, and now they are trying to understand the role of probiotics in this equation. Like the omega-3 category years ago, probiotics are on the rise big time—and every store must be prepared to offer the selection and have the appropriate answers. At the same time, we need to educate on the various foods that can assist the digestive system, and to properly offer solutions for that principal digestive exercise of cleansing. But, at this time of year, we think less of cleansing and more of strengthening and surviving.

There is no surprise that I would highlight the topic of digestion, given the realities of the last two months of the year. Most likely, as well, you shall read something on the immune system next month. What may be surprising is that this is the 49th issue of the BMC newsletter. Yes, this is the end of my fourth year in business (serving PA, NJ & NC for half that time) and things still seem like they are getting off the ground! The goals have remained the same, and the employees have been arriving to provide the assistance—with two new people starting in PA/NJ this week. Thank you to everyone for your patience, love and support. Trying to make work fun, and Praying for Peace on Earth. Happy Holidays, with love,

Michael, the Blue Moose

Good digestion begins with daily enzyme support and daily probiotic support. The operative word here of course is "daily."  
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## Talking Business: Going for Your Own End-of-the-Year Cleanup

Gain some insight from the twinkling lights of the holidays. If there is a stale feeling of old products causing a slight dullness amidst the merriment we create at the end of the year, then roll up the sleeves and do something about it now. Rub your eyes ever-so-slightly, blink a few times, then take a fresh look at your inventory. Remind yourself what you are looking for: what has been sitting here for too long? We sometimes have a hard time seeing it, and sometimes we even are blind to the fact—a denial of the spending of Christmases past, Mr. Dickens would say. Open up the purse strings and let things go...

A SKU here, a bad buy there—and think about how much cash you could open if you discounted and moved on a nice chunk of that burdensome inventory. And you could bring in fresh new products that excite and

interest both staff and customers. New energy. The danger with supplements is that they can stay on your shelf, in those sturdy bottles, way longer than they should, and we all fear losing cash invested and so the bottles just sit, collecting dust that must be cleaned sometime!!

Learn from Mr. Scrooge: don't hoard. Use this special time, when people are spending freely, and create a kettle of discounts that people will buy from—piece by piece—to everyone's health delight! As you go through those difficult discountings creatively, think of the positive energies you will bring into your store for the New Year.

Some suggestions for a way to make 2007 a better sales year—guaranteed:

**1. Stop using the excuse that the customers still want an old-school product selection.** Twinlabs is a mass-market

product, available in too many places at a deep discount. Protect your future. Trim your shelves of products you know you no longer trust or feel confident in. Reward loyalty and commitment to quality raw materials. There is more than one manufacturer in this lineup. Now is the time to make **Bluebonnet** your first choice when your customer asks for your advice. Change patterns now and reap the rewards for years to come.

**2. From now on, legitimate companies and actual manufacturers only.** Make a nice sign and get rid of all those one-time deals and special offers that you mistakenly bought from no-name distributors. You know what I mean—how many green bottles and cinnamon products, doctor

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## Digestion for the End of the Year

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Are you promoting this concept in your conversations with customers?

Enzymes perform several important roles—breaking down the foods that we do not chew properly and helping to maximize the absorption of their life-giving nutrients. Enzymes with the biggest meal or enzymes twice a day, and for those with specific needs—enzymes with every meal. Remember, we have to *break down* to utilize, and we need to digest to absorb. It is becoming clear, as well, that enzymes help perform many other functions and can be used for allergies and cleansing of metabolic waste in the body. Bluebonnet uses the enzymes manufactured by National Enzyme Company, the oldest enzyme manufacturer in America. To learn more about the vegetarian enzymes that Bluebonnet uses, go to the fun educational website NEC uses and learn more: [www.enzymeuniversity.com](http://www.enzymeuniversity.com). At

Enzyme University (EU), you will learn scientific facts about the present state of enzyme nutrition.

And of course,

**Bluebonnet's**

enzymes do this in a Vcap, in a glass bottle, with an allegiance to only selling to health food stores, and at a price that will make most



consumers willing to experiment with the healing potential of enzyme nutrition. Expand your enzyme selection with Bluebonnet's *Optimum Enzymes*, *Vegetarian Power-Zymes*, *Dairy Zymes*. And, Bluebonnet's *Super Bromelain 500* and *Betaine HCL Plus Pepsin* provide excellent prices for trustworthy quality. Can you explain the benefits of each of these beneficial enzyme products to your customers?

After enzymes, confidently recommend herbal digestive support for everyone to balance and strengthen digestive systems. The best choice is the versatile nutritional powerhouse aloe vera. If, unlike other stores in your region, you have not been recommending Aloe Life International's organic whole leaf aloe juice concentrate, then you almost certainly have not seen the tremendous growth in aloe sales, and you are missing out.

**Aloe Life** provides a *therapeutic* aloe vera unlike any other product on the market. A properly handled aloe effectively stimulates bile and hydrochloric acid, aiding in the absorption of fats and minerals. Aloe does what no enzyme can do in assisting mineral absorption, so it is a perfect pair to any digestive protocol. HCL supplementation is an essential to everyone as we age: an aloe does so much more.

Aloe Life offers many ways to get the 200 nutrients their product offers. The **Aloe Gold** is perfect for purists, and the *Orange Papaya* and *Cherry Berry* flavors mask (for the bitter-taste challenged) the potent power that this concentrate provides. Highlight aloe in December and see aloe sales rise now, and stay high through 2007. Aloe sales should be a natural, and if they are not—then now is the time to change that scenario.

## TIP OF THE MONTH

Stores with the best bodycare sales understand two basic truths:

(1) people will buy a product that they can sample with such a high degree of consistency that it is worth it to demo products; (2) the cost of investing in some passive demos—or having an excited employee assisting in the testing process—more than pays for the investment of time, energy and product if the trials are timed well and done consistently.

## MARKETING IDEAS

### Marketing idea of the year!?

Herb Pharm employee (and fellow broker of Bluebonnet, Aloe Life, Perfect Organics and Hair Doc) George Lake created the smartest marketing idea of any manufacturer last year when he suggested the creation of the small 4 SKU wooden display racks. Sporting the venerable Herb Pharm name, these attractive displays have worked to highlight themed groupings of Herb Pharm single herbs and herbal compounds and have assisted in bringing new life into the extract category. Now, you can cross-merchandise the very effective liquids in sections where they stand out and grab customer's attention. Imagine a wood mini-rack in your immune system section, women's health section, sport's nutrition, liver & detox, skin care, joint care, men's health, headache relief and more.

Herb Pharm's compounds are their best contribution to health, and these racks make them sell!

Aloe Life also offers the strongest products on the market for stomach support and detoxifying capabilities. Start the month with the stomach support—an exceptional pre-meal aperitif—and end the month with the promising daily cleansing that the detox formula provides. As you recommend this superior product with confidence, you will be amazed by many applications an ounce of aloe offers to everyone in your store.

Next to those big aloe bottles, learn the application of the smaller but equally effective **Herb Pharm** extracts, for these products can provide quick, complete focused results when speed of recovery is essential. Gas or nausea—nothing is quicker than **Lavender Spirits Compound**. **Neutralizing Cordial** is a broad-spectrum

## ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

The NNFA East is now **Natural Products Association—East**.

We also have a new president, Andy Fox. Andy is a retail member and President of N.E.E.D.S. Inc. of East Syracuse, New York. And the Natural Products Association East now has a new Executive Director, Paul Kushner. Paul will be based out of Marlton New Jersey. The East region of the Natural Products Association has made historic advancements in the past year, and has great plans to be more active and forceful in supporting members and addressing advocacy concerns in the 12 state region it serves (Delaware, New Jersey, Pennsylvania, Virginia and the District of Columbia, Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont).\*

This evolution from NNFA East to Natural Products Association East has been historical and has led to historical membership. Now is the time for you to make history and join your colleagues in working together for the survival and advancement of our natural foods movement. Find out how to join today, and sign up at [www.nnfaeast.org](http://www.nnfaeast.org)

\* North Carolina and South Carolina are part of the Natural Products Association's South region available at [www.nnfase.org](http://www.nnfase.org).



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## December Monthly Promo 15% OFF

- Children's Echinacea glycerite
- Echinacea glycerite
- Echinacea liquid extract
- Good Mood Tonic
- Holy Basil liquid extract
- Mullein Garlic Compound
- Nervous System Tonic
- Pharma Kava liquid extract / and Six Pack
- Relaxing Sleep Tonic
- Rhodiola liquid extract
- St. John's Wort liquid extract

*No minimums, prices apply to all sizes*

**The online educational program is now ready to be used: get your entire staff educated NOW!!**

*ask your BMC rep for details*

**Note:** Kava is very available at Herb Pharm—highlight America's best selling, BEST kava with Herb Pharm's *Pharma Kava*. Kava will not be on sale anytime again soon...Buy now!

Not represented by BMC in NJ



## Finally—Ubiquinol is here.

Bluebonnet introduces the first BioActive™ Ubiquinol CoQ10.

A step above all previous ubiquinone products, ubiquinol will redefine the therapeutic applications of CoQ10. Start with the best with industry leader, Bluebonnet Nutrition.

### Bluebonnet Nutrition Corporation Nutrition to the 5th Power

- Powered by Nature
- Powered by Science
- Powered by Quality
- Powered by Truth
- Powered by Knowledge

Go to SOHO or ask about the information shared by author and nutritionist Carl Germano on the topics of prenatal health and nutritional advancements for the babyboomers. Seminal information on cutting-edge, scientific and responsible nutrition. The SOHO keynote breakfast topic: Breakthrough Nutrition from baby to baby boomer. Sponsored by Manufacturer of the Year, Bluebonnet Nutrition.

*Highlighting their latest innovative product, the*  
**Early Promise Prenatal™ TriPlex Care System**



## NORDIC NATURALS

**Another new Product:** finally another 16 oz option to our best-seller, Orange Cod 16 oz

### Arctic Cod Liver Oil now in Strawberry Flavor

**16 ounce**, 1 tsp/serving

Item # RUS-56782 UPC: 7 68990 56782 7

Retail \$39.95, Wholesale \$23.97

### Happy Holidays! Choose Your Discount!

Choose up to 3 SKUs at **15% OFF!** Sale good thru Dec 23

*Note that Nordic will have a slight increase on some products in January. Buy smart now, and use this special deal to promote your best-sellers.*

#### Ideas:

- DHA caps; Omega-3 liquid; Arctic Cod liver oil with Vitamin D (lemon)
- Omega 3 120s; Ultimate Omega 120s; Complete Omega 120s
- EPA caps; EPAXtra caps and Heart Synergy
- Omega 3 60s; Complete Omega 60s; Ultimate Omega 60s
- Childrens' DHA liquid 8 oz; Children's DHA 180 caps; Nordic Berries

Not represented by BMC in NJ and parts of PA

## NEWTON homeopathics

*Always safe, always effective.*

## Amazing Line drive

**15% LINE DRIVE thru Dec 31!!**

Includes all **Newton for Pets liquids**

and all

**Nothing but Natural for Kids  
liquids and pellets**

Newton Homeopathic complexes are the simplest way to care for your health. Newton makes easy-to-use formulas, promoting health and wellness for the entire family, pets included. Our remedies are safe, effective, have no side effects, and are economical too.

Did you know that a dose of Newton's is 3 to 6 drops while most of the competition offers products deemed effective at 15 drops or more? Newton is economically effective too!!

Not represented by BMC in NC, WV



# AROMA LAND

*The Essence of Well-Being®*

**Order early for these great gift ideas.**

December is the best time of year to highlight AromaLand's:

- Gifts that bring health
- Aroma Disks
- Aroma Rings
- Spirit Diffusers
- Aromatherapy Candle Diffusers
- Electric Diffusers
- Candles

**Aromatherapy Sampler Paks**—a great way to start

*Blessed is the store that does not settle for cheap and flat essential oils!!!*

*AromaLand—eclectic, affordable, effective with a large selection of organic.*

*Create an essential oil section that is meaningful this year!!*



**News alert: Cold & Flu Season is here and stronger than the last two years.**

Prepare your community. Educate on the uses of Sovereign Silver

**Sovereign Silver is the go-to product for winter.**

*"More stores are endcapping Sovereign Silver in December than I have ever seen. They are taking advantage of the deep discounts and buying wisely to promote this one-of-a-kind product. Sovereign Silver is a product I thoroughly believe in"*

—Michael Hennessey, Blue Moose

Ask for copies for distribution in your store of a great article on the use of **Silver and Conjunctivitis**. "We haven't seen any product more able than Sovereign Silver when it comes to its healing or anti-infective properties." Silver Hydrosol—the Crystal Clear Solution for Conjunctivitis

—*The Doctor's Prescription for Healthy Living*, November 2006. Pgs 36-37.

Not represented by BMC in NC, SC, NJ, eastern PA



*Essential Formulas*

**SOHO Show special:**

**10% OFF from December 1-15**

*Applies to phone orders as well*

- World's best-selling Probiotic Supplement
- 12 powerful strains of Lactic Acid Bacteria
- Unique TH10 strain effective during in vitro and in vivo studies
- University-based scientific research
- Natural temperature fermentation process
- Adherence to gut tract guaranteed
- Vegetarian ingredients in an enteric coated soft capsule
- Blends 21st century technology with ancient Japanese fermentation skills
- The only product with Probiotic, Prebiotic & Biogenically active ingredients

# JUVO™

**Not getting good food with the holiday rush??** Carry a pouch of Juvo for an instant health meal

**Floor Display Set Special!**

Buy 6 boxes of Juvo (1 case) in December and receive FREE

- 6 shaker cups
- 20 Juvo brochures
- Free UPS ground shipping
- Free floor display!

Not represented by BMC in PA, NJ



# SURYA henna

**December promotion  
20% OFF items in  
the Color Fixation line**

*Direct orders only*

**The Color Fixation line** is the smart way to keep colors in your hair after a henna treatment or after using our semi-permanent hair coloring. The restorative shampoo and conditioner are recommended for everyday use; the leave-in cream conditioner performs deeper conditioning; the restorative mask provides intensive treatment; and the single application treatment acts intensively on the hair strands, closes the cuticles, and restores and protects.

Not represented by BMC in NC, SC

# BASS®

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

**Thanks to everyone for  
this best year of hair  
care sales.**

Hair Doc provides the best in combs, brushes, bodycare, loofahs and bath tools, tooth brushes and shaving gear... And many stores made the wise move to increase or create this new section this year...And they are profiting.

**To a bigger and better hair  
care year in 2007!!**

Many thanks,  
from the people at Hair Doc

Not represented by BMC in NC, NJ, PA

# WELL-IN-HAND®

**20% OFF direct orders of Zero Zitz!®  
Moisture Marvel Creamy Kleanser**

The Magic of Well-in-Hand's Zero Zitz in a pure castile face & body wash. So sensuously Creamy you'll want to take your shower three times.

Moisture Marvel is perfect for dry skin, and includes lavender flower, hemp & myrrh.

6 FL OZ

Certified vegan. Member CCIC: The Coalition for Consumer Information on Cosmetics  
laepingbunny.org



# Himalaya

HERBAL HEALTHCARE

## "EDGE TRIMMER"—Weight Control for the Holidays!

### Himalaya Herbal Healthcare Formulas

- LeanCare® • LiverCare® • StressCare®

Buy 15 Products - 7% off

Buy 25 Products - 15%

Buy 50 Products - 25%

Buy 100 Products - 30%

### Himalaya Pure Herbs—Single Herbs

- Garcinia • Gymnema • Bitter Melon

Buy 15 Products - 3% off

Buy 25 Products - 5%

Buy 50 Products - 10%

Buy 100 Products - 17%

### Same topic and products for the Dec Phone training

Wed Dec 27 and Thu Dec 28

ALL CALLS, ALL SESSIONS HELD AT:  
Eastern Time: 11AM, 3 PM, 5PM, & 7PM

Identical Half-Hour Sessions

Ask BMC rep for toll free number and access code

Not represented by BMC in PA, NJ

# AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Aloe Life thanks everyone who made them the fastest growing and most profitable aloe company in the mid-Atlantic this past year. The magic of aloe and its healing energies are doing good for many, thanks to the efforts and education of all the good-spirited people who are reading this and are now Aloe Life supporters. Peace and blessings to all who work for health.

—the Aloe Life team

### Aloe and the Holidays

- perfect for those big meals
- perfect for that taxed immune system
- perfect for those extra hours spent indoors
- perfect for daily health; just one ounce a day
- perfect as a healthful gift for your many loved ones who need aloe now
- Aloe Life's whole leaf organic aloe juice concentrate—perfect aloe for health!!!

# OLBAS

## Olbas season: get creative

### This month's direct sales

#### 1. Olbas Samplers Kits are great for sampling

reg. wholesale \$19.77—

**20% OFF!** Now \$15.82 ea.

#### 2. Relax with a cup of Olbas tea after hectic holiday shopping

reg wholesale \$8.37 –

**20% OFF** now \$6.70 a can

#### 3. Olbas Inhalers—the perfect stocking stuffers

12 for \$32.08 – by the register, and every endcap!!

These deals are direct only and must announce special BMC deal at time of order



## LIFE SOURCE

B A S I C S

With the realities of today's environment and our stressed immune systems, Beta Glucan products are becoming more and more sought-after as a viable, effective and safe option for overall health and balance.

Life Source Basics has the patents on beta glucans manufacture, and the newly understood "mechanism of actions" of this natural substance. Doesn't it make sense that you carry the best—Life Source Basics?

### Opening Order Discounts range from 20 TO 25%

Ask your BMC rep for details.

"Since I started representing Life Source Basics, their beta glucans product is the only product that I have taken every day. Beta Glucan will become a daily essential for everyone concerned with their immune health in the decade to come. Beta glucan, like polysaccharides and probiotics, are the future of natural immune system health."

—Michael Hennessey, Blue Moose

## MushroomScience®

### Cordyceps is the present every athlete will love!!!

December sale

**Cordyceps**

**20% OFF in 3s**

**25% OFF in 6s**

Mushroom Science's Cordyceps Cs-4 is a cultivated mushroom strain, using a hot water/ethanol extract providing all the active constituents that makes

Cordyceps a most highly prized medicinal mushroom. A hot water extract of the Cs-4 strain of Cordyceps is the strain that all the primary published research is based upon, and this is the strain that Mushroom Science provides in its product that guarantees a 16% beta glucan (polysaccharide), 7% cordycepic acid and a 2% Adenosine ratio that no other American mushroom manufacturer can provide.

**Mushroom Science—Guaranteed Potency. Research Validated.**

## PERFECT® ORGANICS

The Time of Year for Big Changes in your Bodycare section

**Perfect Organics**

### NEW Lip & Cheek Shimmers

Introducing the world's first Organic, Vegan Lip & Cheek Shimmers. Made with certified organic ingredients, Perfect Organics' Lip and Cheek Shimmers are available in 7 stunning shades with nature's most generous ingredients including: organic argan oil, organic shea butter, organic macadamia nut oil, and organic aloe vera. Naturally scented, Perfect Organics' Lip and Cheek Shimmers are super smooth with amazingly glossy color that gives an instant glow for both lips and cheeks. (.15 oz./tube)

**Seven shades for seven cities on this earth's seven continents**

**DC**—Inspired Earth Goddess Brown

**Tokyo**—Night's Sky Pink Dazzle

**London**—Shimmery Golden Burgundy

**Cairo**—Sunkissed Spring Rose

**Faz**—Touch of Peace Shimmer

**Santiago**—Sun-baked Bronze Glitter

**Sydney**—Soft Sparkling Swirl of Lilac

**20% OFF the beautiful environmentally-friendly display**  
Holiday gift buying is the perfect time for this new beautiful display!!



## Going for Your Own End-of-the-Year Cleanup

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blends and special formulas are you gonna allow to haunt your shelves again this year. Deep discounting out the door and, "never more".

3. **Make smart fish choices.** How is it that everyone has become a fisherman all of a sudden? The world may be mostly water, but leave your fish sales to a manufacturer who is the industry leader—not someone with a dear-diary entry about they always wanted to be a fisherman. **Nordic Naturals** has no competition—but for variety, Bluebonnet's glass bottle EPAX products sure do seem like friendly competition!! Get rid of those poseurs and keep your customer's trust: cheap fish oil is just that!

4. **Pretty packaging does not a great bodycare product make.** Read labels because your customers are—more and more. And pay attention beyond the top two ingredients—those other eighteen ingredients are important too...out with the last year's duds, and bring in the new dudes—the people at **Perfect Organics**. Organic products are super hot so take the challenge—and they are a local company too! Remember your beliefs and spiff up your bodycare section once again.

5. **Time to sell some real herbal products.** Liquid herb extracts are back in the mid-Atlantic, and **Herb Pharm** continues to be #1. In this echinacea season, think the best echinacea, adorned with the excellent complements of astragalus and elderberry and olive leaf and oregano spirits—all available to the smart buyer at 25% off. Ask your BMC rep how. As importantly, clean out those old faded

## A STORY FOR THE HOLIDAYS

This industry is filled with good-hearted people, and we should always give thanks. In 2006, one story stood out for me. I got a call at 8:05 one morning from Joyce Barrows, CFO of Bluebonnet Nutrition and Mom to the three sons of the Barrows family that make up Bluebonnet.

"Michael," she began graciously as her first task of the day (7 AM there), "did you receive your June check??" She noted that I had cashed my July check but that my June check remained uncashed. Later, I found that the check was mistakenly put back in the envelope: a nice chunk of change I needed to fuel BMC that I had misplaced. My error could have caused a paperwork nightmare. But Joyce was going the extra step in her job.

Here was the Chief Financial Officer of a major supplement manufacturer taking the time to call one of her employees first thing in the morning to make sure that things were OK in my life and that I was taking care of my business. Loving, caring extra effort that impressed me; and one of the reasons I love and admire the ownership at Bluebonnet for how they care for their employees and live the lifestyle we all profess. You won't hear that story replicated every day!!

Remember that the next time you decide which companies you want to put your good name behind!!

Thank you Joyce and Happy Holiday and blessings to you and your family this year. Merry Christmas to you.

Michael Hennessey

bottles of the competition, and start afresh with the best.

6. **Recommit (or finally commit) to homeopathy.** Imagine a tight, clean and prosperous shelf that has a beautiful arrangement of Herb Pharm liquid herbal extracts next to a dynamic and very effective selection of **Newton Homeopathics** liquid compounds. Invest in a company that supports you with education (one reason homeopathy is an afterthought in some stores is the lack of training and educational support). Why keep buying products sold in pharmacies from distributors who sell far outside our market? Newton's is clinical homeopathy at its most effective best. Believe in homeopathy.

7. **Never stock or sell any other silver product again.** There is only ONE silver hydrosol, and only one silver that you

## TESTIMONIALS COUNT

**Juvo** "I found Juvo at a wholefoods store in W. Hollywood about one month ago. Over the past ten or more years I have tried dozens of different vitamin products; protein shakes and combinations of diets.

The person displaying Juvo was very informed and the "raw food" aspect really intrigued me since I had recently started investigating raw foods. Once I tried Juvo I was hooked. The taste was pleasant, the consistency felt right and that same day or the next day I noticed a lack of my usual "snack" hunger. Juvo had left me feeling more satisfied than just ordinary meals. Now I use it everyday, without fail, and recommend it to my friends."

—J.D. California

## IMPORTANT ACTION NEEDED

As everyone knows, Congress will be changing its majority status in 2007. That means new committee chairs and new agendas. Bypassing the issues of whether this is good or bad, it is obvious that the perspective of the lawmakers will be different. Without comment on the differences between Democrat and Republicans ( I could insert a few jokes here), it has generally been understood that the free market capitalist republicans were willing to let our industry police itself, while the consumer-protective democrats have often been the party more interested in regulation of the nutritional supplement industry.

Now is the time to make a statement and be proactive. Not many new congress-people get letters of congratulations and welcome from their constituents. Prepare an informative letter now to introduce your issue to the new staffs. Tell them that you welcome them and will be watching, and that health care freedom and the agenda of the Natural Products Association is your # 1 concern. Tell them that you expect them to represent you and your business. This letter (coupled with your participation in the Natural Products Association's yearly Lobby Day this March 27th 2007) can do more to influence your livelihood than any bad press or insider lobbyist luncheons.

Act now, write a letter when the mind is fresh and the agenda open: natural foods is a way of life that must be protected.

should book your future on. A true silver product can do mostly everything that the competition claims on the internet, but **Sovereign Silver** is DSHEA compliant, *not* available at deep-discount on the internet, #1 in sales by every measure and a product that will amaze you when you understand its applications correctly. There is no need for sloppily made competitors, especially those improperly packaged in plastic. Keep your inventory manageable with Sovereign Silver as your only silver in 2007.

Seven lucky suggestions for you to make your business better in 2007. Out with the old and in with the new. Good luck with your positive cleanup, and be as creative with your New Year replacements. \*





## Digestion for the End of the Year

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remedy for sour stomach, belching, antacid and antidiarrheal. And, as a recently re-discovered digestive champion, look at all the excellent uses of best-seller **Peppermint Spirits** on the [www.HerbalEd.org](http://www.HerbalEd.org) website.

Herb Pharm now has these perfect 4-SKU wooden POP displays that would dignify any digestion section. To round out a digestive foursome for the holidays, add their new and popular **Healthy Cholesterol Tonic** to the set and *viola!!*—herbal support in the tummy, where people actually need it the most.

**Himalaya USA** leads the way with clinically-tested herbal formulas that work on the entire system, providing a wholistic approach to helping to correct imbalances that may be difficult to diagnose. **GastriCare** is probably a formula that you have not yet discovered as a basic and complete herbal digestive aid formula. This product provides western newcomers triphala, amalaki and more and brings an overall synergism that Ayurvedic medicine is famous for. Every digestion section deserves **GastriCare**.



**DiarCare** brings intestinal comfort when time is an issue. When digestive issues take center stage, customers don't want any "maybe's or should-works". They want immediate relief pronto. Likewise, occasional bowel sluggishness can really crimp a person's holiday spirit. **LaxaCare** brings time-tested, well-rounded safe herbal relief.

A product to add to this trio of herbal solutions is **Fiber Mate**, the rising star by Aloe Life. **Fiber Mate**, like all Himalaya's products, does not rely on harsher herbal options like senna, cascara sagrada or the overused psyllium. **Fiber Mate** has been

### "WE ARE HEALTH FOOD PEOPLE"

**Debra Claire**

**President and CEO, Perfect Organics**



Debra Claire seemed destined to start Perfect Organics. The daughter of a chemist, she was raised in an organic, green household in the San Francisco Bay Area. Debra practically grew up in labs observing natural product formulations and accompanying her mother on ingredient sourcing trips to Europe and Africa. Sustainable living combined with a deep rooted respect for natural ingredients and the environment formed the foundation for Perfect Organics.

At Perfect Organics' eco-friendly headquarters in Tyson's Corner, VA you will often hear Debra repeating her favorite mission statement... "There cannot be any long-term health or beauty without clean air, water and soil". This statement reflects the very heart and soul of Perfect Organics. "If you keep the environment in mind when producing products... from start to finish then you will end up with a more effective, more luxurious, healthier and longer lasting item... it is a win, win situation" says Claire. Since its inception in 2003 Perfect Organics has been adhering to a sound, progressive business philosophy. Debra proudly states, "our work environment and company philosophy will always consist of nurturing all living things while creating the highest quality, trendy and most effective products". Perfect Organics' new Lip and Cheek Shimmers are a perfect example of the cutting edge, luxurious quality and sustainability that Debra always strives for. The brand new Lip and Cheek shimmers are made with certified, organic ingredients, are 100% natural, and vegan. This product is sustainable luxury from start to finish...from the reclaimed wood display and the upscale metal container to the manufacturing process, everything is eco-friendly...and the product is multi-use and amazing! It is exciting to see the rapid growth of Perfect Organics and the great team of people who diligently work to support the company mission. Debra's environmental and social commitment is truly inspirational to all who meet or work with her.

## ENDCAP IDEAS

### Digestive Health begins with smart choices.

Bring good supplemental support to the eyes of the buyer with an endcap that includes:

Aloe Life aloe veras including the whole leaf aloe tablets and the **Fiber Mate**; Herb Pharm's **Peppermint Spirits**, **Neutralizing Cordial**, **Lavender Spirits Compound**, **Healthy Cholesterol** and **Healthy Liver compounds**; Himalaya USA's **GastriCare**, **LaxaCare**, and **DiarCare**, **Triphala** and **Gymnema**; Dr. Ohhira's **Probiotics 12** in 30 & 60 cap sizes; **Bluebonnet's** optimum **Enzymes**, **Dairy Zymes** and **Nucleotides**; **Newton Homeopathic's** **Bowel Discomfort**, **Appetite Control**, **Constipation**, **Diarrhea**, and **Indigestion-Gas** and **Olbas'** instant herbal tea.

## ADVERTISING TO HELP YOU SELL

**Nordic Naturals** "Natural Inflammatory Agents for Pain Relief in Athletes". Joseph Maroon, MD; Jeffery Bost, P.A.-C., *Neurosurgeon Focus* 21 (4): E11, 2006.

**Sovereign Silver** "Silver Hydrosol—the Crystal Clear Solution for Conjunctivitis" *The Doctor's Prescription for Healthy Living*, November 2006. Pgs 36-37.

impressing buyers in the mid-Atlantic region for the last three years, and now it is an area best-seller. Time to expand those digestive system shelves??

Digestive support can be most dramatically effected through homeopathy. Never underestimate the responses the body will have to a homeopathic like **Newton Homeopathics'** **Bowel Discomfort**, **Diarrhea** and **Indigestion-Gas Complexes**. Acute symptoms? The best course of action may just be homeopathy; and at Newton's, Dr Luc Chaltin built all his clinically-developed formulas with the notion that's all health starts with liver health. Another common holiday complaint can be regulated safely with their **Constipation** complex. Accept the challenge to always incorporate homeopathy into every recommendation: Homeopathy works!!

Finally, and with the greatest fanfare, are you carrying the world's best-selling probiotic yet?? My one holiday confession is

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## 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."*

that I now make such a profound commission on this vegetarian multi-faceted, scientifically studied probiotic that I have to tell you—don't miss the boat here. **Essential Formulas' Dr. Ohhira's Probiotics 12** could just be the single most important nutrient every customer in your store is currently not taking. But thousands of our neighbors who have had long-standing digestive complaints have already found this fermented herbal food and are sold forever for the relief and support this product brings. Move over unproven probiotics, the best is here and claiming its space on the shelves of cutting-edge stores. 2007 will see Essential Formulas become one of the best-selling lines in the BMC line-up. And the best month to introduce this most effective product?? December.

So, you run through the selection and you say to yourself—"I need more space in my digestive healthcare section." One more shelf, a category properly defined, your interest and educational perspective properly aligned—and now you are helping people where they will appreciate it most—in their stomach.

Bon appetite!! \*

**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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Michael@bluemooseconsulting.com • 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  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

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

#### Himalaya USA

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

#### Perfect Organics, Inc.

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

#### AromaLand, Inc.

www.aromaland.com  
505-438-0402 • 800-933-5267  
fax: 505-438-7223  
Santa Fe, NM 87507

#### The Hair Doc Company

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

#### Herb Pharm

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Life Source Basics

www.lifesourcebasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

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

www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA 19154

#### 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

#### Nordic Naturals: The Ocean Product Authority

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

#### Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com  
888-328-8840 • 954-979-0885  
fax: 954-979-0838  
Pompano Beach, FL 33069

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Surya Brasil

www.suryacosmetics.com  
877-997-8792 • 718-267-9696  
fax: 718-267-9648  
Long Island City, NY 11105

#### Healthville USA Corp./Juvo

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

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

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