

Talking Health: Daily Herbs

Why do we sell herbs? What is the importance of herbal plant food, and do we remind ourselves daily of its function for overall human health? I am amazed at how so many of us take for granted the magnificent health attributes that are available to us through the plant kingdom. We certainly are in a garden of Eden if we believe in and learn the benefits of the plants, trees and herb species that are available to us for our health. So how do we translate an enthusiasm for the healing modality of herbalism to our clientele?

The miracle of having plant nutrition readily available has become commonplace. Someone has a cold, and they buy a bottle of Echinacea or olive leaf; someone has a headache and they reach for feverfew. It has become a commodity removed from the brilliance of its function. Rather, we should always show amazement at how the world

provides for us, if we take the time to learn—and we should always give thanks for the possibilities that have been uncovered through the imagination and observation skills of the human mind.

And so we sell herbs. But have we really delved deeply into the implications of this endeavor? We memorize cause and effect, and know the one principal action most commonly known about each herb. We recite our limited canon for the purpose of sales. There is so much more to it than this, folks, and we must constantly be looking; constantly be amazed!!

Herbs are health nourishment, and we would do well to learn more about the language that they speak. Remember something that you once learned slowly, and how strange the knowledge felt as you began to grasp it; and then how intuitive your skills became once you were fluent in the

TIP OF THE MONTH

Shatavari—mention an herb twice in a newsletter and you had better do some explaining as to its merits. Shatavari is a century's-old female tonic. Shatavari, *asparagus racemosus*, is considered the women's equivalent to Ashwagandha. The name translates to "she who possesses 100 husbands", referring to the herbs rejuvenative effect upon the female reproductive organs. While the herb's use goes beyond energy and aphrodisiac, many women are finding profoundly noticeable results by using as a daily herbal tonifier.

subject. Well, to be in the field of natural foods nutrition, you really should be concentrating daily on the world of herbalism and the secrets present that are there for you to learn. Be excited; have fun.

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Talking Business: The Daily Read

So much to do, so little time. I write this on a Sunday afternoon where I have already probably logged 12 hours this weekend. How business overwhelms us all!! Fortunately, we love what we do! And yet, how to keep up on what is new, how to advance our knowledge!!? If *GliSODin*® is one of the most important nutritional breakthroughs of the past decade, and we have not integrated this into our knowledge base, or if shatavari is a hot new ancient herb that we have no stories about and cannot generate new

sales from—then how can we find the time to keep up with the rising stacks of information presented to us daily?

Time management is a huge challenge for the education-oriented retailer. As I go from store to store, I realize that everyone is craving more detailed information. We are like sponges when it comes to getting new product info or data, or when we are presented with in-depth analysis. But how to find time to do that reading? And how to create an atmosphere where the mind can fully absorb the complexity of some of the information

TESTIMONIALS COUNT

Dr Ohhira's Probiotics 12

"Just wanted to let you know that when my daughter was tested on the new probiotics she went from taking 8 Healthy Trinity to 2 Dr. Ohhira's a day. She's elated! So, I need to place another order."

—EK Pennsylvania

we are expected to retain? It is important to create a strategy for tackling that paper pile of knowledge

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The Daily Read

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we collect. Find the time *now* to plan for the time *regularly* and see the satisfaction you will achieve by being ahead in your reading.

Defining Your Strategy

Each of us has different scheduling demands and different energetics, so there really is no best plan to suggest. If you are a morning person, setting aside some early reading time is the most ideal circumstance. One of my first retailer mentors, David Stouder, used to arrive at work an hour before he was supposed to so that he could settle into his rhythm naturally and get ready for optimal work performance. Obviously, the challenge then becomes actually “getting to” the desired info. Create habits. Maybe it would first be a cup of tea, and then sorting through yesterday’s pile and seeing what catches your fancy for this day’s daily read. Some people do best by scanning magazines, others by getting engrossed in a long technical piece. Try to rotate between what is easy for you and what is difficult: rewarding yourself when you have succeeded in something you don’t particularly like to do. This methodology obviously translates well into creating time to monitor your financials as well.

For those of us who think better as the day progresses, the timetable usually necessitates greater creativity. If you put off to the evening, invariably other demands push into that time with emergencies and urgencies. Schedule the time and try your best to keep it. Lunchtime reading works for some, but of course there is always the friendly chat to distract. Some stores realize the value of giving key personnel one hour organizational and educational time per week—and then we ask—what about you?

On the floor of the store lit reading is the hardest and I rarely recommend it. It leaves managers wondering why there is no product fronting going on,

and customers often will hesitate to interrupt a person who seems engrossed in a text. The time must be found, though; it must be identified, and that time must be honored and respected in your daily agenda.

Keeping Up

As we learn over the years, many of the things that we read in articles are just repetition of information that we already are familiar with. While I always find value in reading something again, and ingraining words and word patterns into my head, you should learn the art of skimming the preliminaries and focusing on the sentences that you recognize as being new or detailed. I will always read over these principal sentences and stop to think and evaluate and integrate what is being communicated. This is how one gains the depth of the knowledge that many miss when they just read through to finish. As they say, the information IS out there—so always be efficient, but not at the detriment of missing the meaning.

Sorting through the materials at the beginning will also help you get to that information you know little about instead of falling for the temptation of reading that which you already know. I would also suggest that you always add some reading material on sales strategies, business advice and even local events as well. Being informed covers many areas, and your job is best done if you are versed in current events as you develop the art of conversational sales and education.

REMEMBER

Mark your calendars: April 3 and 4 are the NNFA East Education Day followed by the National NNFA *Natural Foods Day* where we show our industry presence on Capitol Hill, lobbying for issues critical to our business. Everyone is within driving distance if you can drive one day to participate in this important event. See next month’s *BMC Newsletter* for details.
www.nnfaeast.org/nnfaeast/Events.cfm

There is no beauty in the finest cloth if it makes hunger & unhappiness"

—Kasturba Ghandhi

More and more companies are coming out with educational tapes and CDs, and I would recommend that you add this educational format to your learning—but not in replacement to the crucial separate reading time. **Herb Pharm** has many good tapes and CDs, and **Newton** just finished their CD on “*Introduction to Homeopathy*”. And this does not take away from the great phone trainings that **Himalaya USA** offers monthly.

What is important is “keeping up.” People depend upon you to know the answers, and to translate the avalanche of misinformation that is disposed into the media turnstiles with ever-increasing frequency. I always find my best catch-up time is the airplane, but how often do I fly? (10x yearly). Maybe that Sunday afternoon lull is not such a bad idea for catching up on the necessary.

Finally, the physical storing of all this information. I am not one to advise here, but we all know that once read, the reading material still has merit in our lives—but what to do with it all? I admire when I see stores that have designated boxes and functioning filing cabinets for their materials and a system for getting things to those repositories. Don’t miss the step of passing the material around to all staff members as well. Paperclip a note telling everyone to read and initial that they have read and now you have an educated staff. Stored research are of great value if you know how to retrieve that data, but that is the subject of a future article.

For now, know that this vocation necessitates constant learning and reading. As we move past the month of New Year’s resolutions, we can now concentrate on creating systems to make this year more productive, more efficient and more satisfying—so be optimistic and take the challenge now. *





February Sales—20% OFF selected items

- Cayenne Liquid Extract
- Children's Winter Health Compound
- Echinacea – Goldenseal Compound
- Female Libido Tonic™
- Propolis – Echinacea Throat Spray
- Rhodiola Liquid Extract
- Wild Cherry – Petasites Compound
- Yohimbe Liquid Extract

Have you received your beautiful Herb Pharm 1st Quarter promotional specials POSTCARD with the lovely hawthorn berry and leaf on the front cover? If not, then contact the BMC office and we will get you on the Herb Pharm mailing list!

Have you signed up for Herbal Ed's BLOG yet? [http://www.herb-pharm.com/News/blog_fs.html] or to receive the Herb Pharm 'Seed to Shelf' monthly newsletter?

Meet Julie Plunkett, Herbalist Any store that has questions about our herbal extracts has a new expert that they can contact: Julie Plunkett. Call Herb Pharm and she will return your call during normal working hours (Monday – Friday, 7:00 AM to 4:30 PM, PST) Julie brings a unique background that is of specific benefit to stores: she is a practicing herbalist and a board certified nutritionist, with decades of clinical experience in both areas, having worked in the natural foods retail business for over 20 years.

Not represented by BMC in NJ, NC



NEW PRODUCTS TO CONSIDER IN 2006

Bluebonnet just keeps on getting better and more innovative

- Alpha Lipoic Acid 300 mg
- Alpha Lipoic Acid 600 mg
- GLiSODin Vegetarian SOD 250 mg
- Glucosamine Celadrin MSM Formula
- CholesteRice™
- Liquid L-carnitine 1100 mg vanilla
- Liquid B-12 & Folic Acid raspberry
- Liquid Calcium-Magnesium Citrate strawberry
- EPAX Omega-3 Heart Formula
- EPAX Omega-3 Brain Formula
- EPAX Omega-3 Joint Formula
- Celadrin
- Red Yeast Rice
- Policosanol
- Plant Sterols
- Cinnulin PF Cinnamon extract
- Super Earth Green Utopia powder 7-pak trial sizes



NORDIC NATURALS

**"Loving Your Heart!"
February Sales 15% OFF**

- EPA Formula** – 60 Count [01750]
- EPA Xtra** – 60 Count [01751]
- Heart Synergy** – 60 Count [08160]

This is an excellent opportunity to introduce these excellent heart nutrients to your Nordic set.

EPA Xtra Each 2 soft gel serving provides:
DHA: 274 mg Other Omega-3s: 202 mg
EPA: 1060 mg Vitamin E (d-alpha tocopherol): 30 IU

EPA Formula Each 2 soft gel serving provides:
DHA: 200 mg Other Omega-3s: 180 mg
EPA: 850 mg Vitamin E (d-alpha tocopherol): 30 IU

Heart Synergy Each 2 soft gel serving provides:
DHA: 350 mg Plus CoQ10 (50 mg), L-carnitine (50 mg)
EPA: 506 mg And more



Nordic Naturals was ranked #1 out of the 10 top fish oil brands in Norway for highest concentration, freshness, and purity. This award is an honor since the products in Norway are monitored by the Norwegian Medicinal Standard, which have the most stringent requirements in the world.

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

February sales

15% OFF these products: OTC Formulas:

- #3 Cold – Sinus #39 Cold Sore
- #4 Fever – Infection #5 Flu

15% OFF Newton for Pets

- #P16 Nervousness

15% OFF Nothing But Natural My for Kids

- #F03 Sniffles

(cannot be combined with any other discount)

NEW PRODUCT:

N67 FOOT FUNGUS

NEW NAMES:

N69 INCONTINENCE (Bedwetting now only in Kid's Line, F44)

N68 LIBIDO (Was Spanish Fly)

N70 NERVOUSNESS (Now split into two separate remedies)

N71 INSOMNIA

N14 IS NO LONGER ON SHELF (Measles now only in Kids Line, F14)

N26 IS NO LONGER ON SHELF (Teething & Colic now only in Kid's Line, F26)

N24 Exhaustion is now combined as one remedy in **N50 Fatigue Fighter**

Note: ask about our new counter-top displays for the Detox, Cold & Flu, and Allergy season. The fall/winter counter display deal can be extended until the end of February.

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

AromaLand has the largest selection of essential oils available. Their eclectic selection is based upon a keen eye for sourcing and a smart nose for quality, sensuous blends. Make a statement by highlighting the fastest-growing aromatherapy company in the region: let your customers know that quality matters in the products you provide to them.

Best Sellers list: one way to fill a 12 SKU display

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

And if you add a few displays of the **Essential Oil Sampler Packs**, you have an instant exceptional aromatherapy section!!

WELL-IN-HAND®

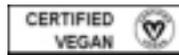
February Promo:
20% OFF direct orders of
Sleep Rescue® Roll-On

SLEEP RESCUE®

Because your rest tonight affects your performance tomorrow!

A quieting botanical and aromatherapy blend of:

- Arnica
- Calendula
- St. John's Wort flower oils
- Ho shou wu
- Betula
- Vitamin E
- pure essential oils including Lavender, Rosemary, Chamomile, in a non-greasy base of Olive and Sweet Almond oils.



EssentialFormulas

DR OHHIRA'S PROBIOTCS 12 is 100% plant-based, vegetarian and vegan.

92 vegetable-source nutrients, seaweeds and organic vegetables are combined with twelve strains of lactic acid bacteria and fermented for up to 5 years. **Dr Ohhira's Probiotics 12** product possesses the highest proteolytic power of any food in the world, and has been measured by leading authorities to be 6.25 times stronger than any known natural source lactic acid bacteria.

WORLD'S # 1 SELLING PROBIOTIC, PREBIOTIC AND BIOGENIC SUPPLEMENT

Available in 30 and 60 cap BOXES. Enteric coated capsule. No refrigeration needed.

Dr Ohhira's **Probiotic Kampuku Soap** contains this very valuable and effective probiotic in a natural base with many exotic and valuable skin nutrients.

Case Purchase Discounts:

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.

Not represented by BMC in PA, NJ

JUVO™

EXCITING MESSAGE

JUVO HAS A SECOND PRODUCT and what a second product!!

MBRAN 3

MBran 3 contains two major ingredients: Arabinoxylane (MGN3) compound and PSO (polysaccharide-Peptide).

The net synergistic effect of this combination makes this product greater in its effect than other competitive products taken alone.

Visit the website, www.mbran3.com

15-count trial pack \$15.95
(wholesale \$10.40)

60 tablets, wholesale \$39.00
SRP \$59.95

Initial promo (**15% OFF**) \$33.10

300 tab wholesale \$194.85
SRP \$299.75

Initial promo (**15% OFF**) \$165.60

Source materials: rice bran polysaccharides and the enzymes from edible Shitake mushrooms, and Cloud mushrooms.

Formulated and developed by

Dr James Hwang, MD. Manufactured in Korea

Serving suggestion: 3 tablets daily, one hour before/after meal. **Available soon!!**

Not represented by BMC in PA, NJ

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Hair Doc now has a new catalogue and price list.

See what all the fuss is about.

Hair Doc has steadily proven to stores in this region that combs, brushes and bodycare products sell well, and that this category should not be ignored.

The new catalogue displays the current inventory, and your mind will swirl with the potential this huge selection provides. Many of the new products are already best-sellers. Twenty hairbrushes will make an attractive section, and our bodycare products are the best available. Great prices, and a whole new market for your store.

Also, see the exciting new selection of shaving gear.

Natural health just got better.

Not represented by BMC in NC, NJ, PA

IN THE NEWS

Daryl Hannah to give Keynote at Natural Products Expo West

Daryl Hannah's career has spanned a 20-year period and 40 feature films. She is an active member of the environmental community who walks the walk by living on solar power and maintaining organic gardens.

Perfect Organics goes to the Sundance Film Festival and gets rave reviews!

Perfect Organics gets noticed by Trendcentral News in an article titled "Making Trends at the Festival". Featured in a Park City "eco-designed" style lounge, Perfect Organics partnered with the Children's Health Environmental Coalition to present healthy product choices to talent, media and entertainment elite including Darryl Hannah and Anne Heche. Celebs enjoyed organic hand treatments and were given sustainable gift bags filled with **Perfect Organics products**.

And why are you not carrying a line this is 96% organic with no parabens or synthetics??



Himalaya

HERBAL HEALTHCARE

February is 'Take Care of Your Heart Month'

Buy any combo of HeartCare®, Arjuna, Guggul, Garlic or Turmeric and receive the following discounts:

- Buy 15 products – 7% off HeartCare, 3% off Pure Herbs
- Buy 25 products – 15% off HeartCare, 5% off Pure Herbs
- Buy 50 products – 25% off HeartCare, 10% off Pure Herbs
- Buy 100 products – 30% off HeartCare, 17% off Pure Herbs
- Buy 250 products – 32% off HeartCare, 20% off Pure Herbs
- Buy 500 products – 35% off HeartCare, 22% off Pure Herbs.

Himalaya Herbal Healthcare announced their complete Pure Herb line is now available in Vcaps®. Himalaya's Pure Herb line consists of 21 products, all of which are chromatographically fingerprinted for safety, potency and consistency. These herbs can also be found in several of Himalaya's proprietary herbal formulations.

Good news—the monthly training sessions are now 2 days instead of 1 day. Still 4 sessions per day. Last Tuesday and last Wednesday of each month. **This month: UriCare and Urinary Tract Health.**

Contact your BMC rep for details.

We hope these additional times and dates will offer even more convenience to your managers and staff members. Please encourage them to join us, as they get a free bottle of product for attending.

Note: Price Increase effective February 1, 2006

AloeLife.

INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Detox Plus by Aloe Life is two great products in one!

This nine-year old product combines Aloe Life's superior Whole Leaf Aloe and eleven herbal extracts by Herb Pharm into an exceptional Detox product. Red Clover extract is added to support the lungs and the Essiac herbs, Milk Thistle and Pau d Arco are included for tissue cleansing and supporting the liver. With American Ginseng, Sheep Sorrel, Cats Claw and Astragalus, this formula is nothing short of brilliant for keeping the immune system active and helping the liver with all skin conditions and viral concerns.

Tastes delicious too, with stevia and 100% lemon-lime juice!

To prime the immune system and detox, take 1-3 oz. daily.

Best between meals.

Super buy for the customer. **Formulated for both children & adults!**

(This is a good dependable product to build a Winter preventative program or to resolve sickness. Take throughout the Spring with **Daily Greens by Aloe Life.**)

Special: Buy 72 items receive 15% DISCOUNT.



OLBAS®

INSTANT HERBAL TEA

Delicious, Soothing and Healthy

- Soothes Cold and Flu Symptoms
- Calming To Your Stomach and Digestive Tract
- Delicious Peppermint Flavor & Aroma
- Excellent Hot or Iced
- A Blend of 20 Soothing Herbs
- Instant—No Tea Bags, Straining or Mess



15% OFF Olbas Instant Herbal Tea, plus if you BUY 12 YOU GET ONE FREE!
Direct orders only

PERFECT® ORGANICS

Best Valentine's Day Gifts

Consider this perfect package for your endcap:
Ultimate Mandarin Rose & Coconut Face & Body Scrub
Mandarin Rose & Coconut Bath Therapy
Mandarin Rose Coconut Body Glow

Decadent and extremely beneficial...leaves your skin silky soft and perfectly radiant!

An outstanding blend of detoxifying and therapeutic sea salts from exotic locations around the world...creates a bath soak like no other...with floating organic rose petals, this luxurious treatment will leave you relaxed and rejuvenated.



The new organic **Perfect Organic apparel** is in great demand.

Just introduced: T-shirts for men. Ask for details.



Daily Herbs

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Most of your customers probably have an unenlightened perspective on herbs, and you can change that just by how you present herbs to them. I would suggest that you redefine your own mental classification of herbs to delineate those which are recognized to be taken daily, and make these tonic herbs part of your regular dialogue with your customers. Speak with confidence about the prospects of people looking at herbs as part of their daily food intake. Encourage them to explore those herbs that are acknowledged to be nutritively beneficial for daily consumption, and stress the possibilities of health that can be realized with the adaptogenic herbs. The health arsenal is there—you are in the business of importing these products into your store weekly. Now, you just have to explain the prospects of natural food health to people in your workaday dialogues with them. Everyone will benefit if people add herbs to their daily nutritional protocols.

Now, we all know that some herbs are point-specific. In the beauty of the plant chemicals and their effects on the body, a large majority of herbs are best used when attempting certain actions to bring the body back to balance or to alleviate or counteract health imbalances. It is crucial that you understand the parameters of use for these crucial healing nutrients. There should always be a respect as we search for healing knowledge.

Just as important, though, we should understand that we are finding a growing number of herbs that are safe for daily use, which seem to impart benefits to the immune system that almost no other foods can do. Yes, look at the category of superfoods and you will notice that most of them are of herbal plant-based origin. The depth and wealth of a complex living plant (or plant material).

The term “adaptogen” was coined to scientifically explain the phenomenon where a plant nutrient could affect the immune system to react to outside environmental dangers in a capacity that actually responded to the needs of the human

MARKETING IDEAS

Shelf-talker replacement time

Many companies have a great selection of shelf talkers. Are you utilizing them, and are they care-worn or shiny-new and inviting? New Years means replenishing the marketing materials available to you. Take an inventory and call your manufacturers, talk to your sales reps—and make your shelves functional for sales with the materials the manufacturers supply.

ENDCAP IDEAS

March 2005

- National Kidney Month
- National Chronic Fatigue Syndrome Awareness Month
- National Colorectal Cancer Awareness Month

body and its reaction to any variables of external intruders. Adaptogens help our body adapt—as the immune system helps our body to respond. How often do we remember this, and have we really explored the implications for health? Adaptogens by definition are beneficial when taken regularly as any other food would be. Do we educate people on this health principal?

As the pharmaceutical industry chants a war-cry of impending epidemic and the need for frivolous expenditures on unproven drugs, we should all be learning earnestly the potential that adaptogens provide the body. When I was in retail, I would present several adaptogens to the consumer, given them a brief delineation of how each was different while saying that the consumer should constantly be rotating among several of these herbal treasures. If most people were ingesting eleuthro and astragalus and maca or rhodiola or chyvanprash or holy basil in a consistent manner, we would have a

“WE ARE HEALTH FOOD PEOPLE”

Employee profile—Laura Marshall Outside Sales, North and South Carolina, BMC



I live in Charlotte, NC and work the North and South Carolina territory for BMC. I worked for a health food store in Charlotte 10 years ago, after I got an M.S. in a Wellness Program from American University in Washington, DC. I decided Corporate Wellness wasn't quite getting to the heart of True Wellness and I wanted more. I did have some role models to guide me while at school—I got to meet Patch Adams, Joan Borysenko, and Dr. James Gordon of the Center for Mind/Body Studies who works with NIH.

My goal has been to find a way of integrating True Health and Wellness into our Western Medical model. On my journey through 10 years in this industry, I have worked for Nutraceutical and New Chapter, and now Blue Moose

Consulting. It's been wonderful working for such wonderful product lines—and such wonderful stores. I am finishing up my Acupuncture degree at the JungTao School of Classical Chinese Medicine in Boone, NC and hope to be able to still integrate the Natural Products field with my practice. Thanks to each and every one of you for your efforts and devotion in helping to show your communities the way to true health and wellness. I commend you!



ANOTHER REASON TO JOIN NNFA

Food Allergen Law Now in Effect... The Food Allergen Consumer Protection Act of 2004 (FALCPA), which requires food labeling of the eight major foods or food groups that are considered allergens, went into effect January 1, 2006. It's important to note that according to FDA, FALCPA does not require food manufacturers or retailers to re-label or remove products without the new labeling already on store shelves as long as the products were labeled before the effective date of January 1, 2006. FDA has published an industry guidance on the statute to provide its interpretation of the requirements. The guidance, along with other useful documents, is available on FDA's Web site at www.cfsan.fda.gov/~dms/wh-alrgy.html.

larger pool of very healthful people in our society.

Traditional Chinese Medicine (TCM) speaks of tonic herbs, and that word scares the lawyers who advise manufacturers in this country—but herbs have that name for a reason. Tonic herbs tonify the system by nourishing many body systems as a superfood would. There are wise books written on the benefits and applications of tonic herbs, and most of these formulas are recommended to be taken daily. Tonifiers show how herbs affect many channels of the body simultaneously. Out of the 600+ herbs of TCM, a few have been studied to earn the appellation tonic herbs. Schisandra benefits the heart, the liver and the nervous system—it is beneficial for the digestive system: these are the solutions to many health issues in the miracle of how some herbs nourish on many levels. This herb has been diligently studied for centuries and is revered for its benefit to memory and sexual vitality. As it assists the kidneys, it nourishes the overall hormonal system of both men and women. And yet, this is a sleeper herb in almost every store.

Look at the world of Ayurvedic medicine and the foods that they have brought us. Chyvanprash was literally the first multivitamin and it is herbal. Ayurveda is a science and this philosophy learned of anti-aging long before laboratories were set up and TV commercials had happy people running on beaches in love!! The term used for the way tonic herbs affect health rejuvenation is called Rasayana. How many of these herbs do you sell,

and how many do you speak of? Amla C, Ashwagandha, Holy Basil, Shatavari. {believe me, woman are finding shatavari on their own!!!}

Between TCM and Ayurveda, we are being exposed to the greatest medical traditions in history—and we are not taking the time to learn the stories or applications. Between **Herb Pharm** and **Himalaya USA**, we have the best herbs in the world available to us every day, and we are not participating. Get excited; have fun. Nothing is more exciting than seeing a store bring in an Herb Pharm display and begin to play with the immense knowledge that herbal alternatives provide.

What can you do? Learn the classic adaptogens and tonics. Modern terminology or ancient classifications—these herbs should be included into your repertoire so that people can become educated and learn the value of daily herbal intake.

Develop a list. Nettles are fantastic for so many applications—learn and recommend. Last year turmeric made a splash because of modern research, but we all should be informed as to the herbs that are high in antioxidants or in anti-inflammation.

Having a few favorite herbs is fine, but always expanding your understanding to appreciate all the safe-for-daily-use herbs is imperative.

Stress teas. Convert coffee drinkers to daily herbal imbibers. Promote rotating a daily herb into the foundation protocols people create for their health. Listen when people tell you that their vitality was reignited by Herb Pharm formulas or oat seed or

rhodiola or powerful maca or ashwaganda. Whether it be a man speaking of lowered energetics or a woman acknowledging her chronic tiredness, there is no better cure for a weakened body than constant tonic herbal food. The immune system in all its unknown complexity is most fairly strengthened when using the whole foods of the plant kingdom. I personally love all ginsengs, and have been playing with rhodiola for a year.

Herb Pharm's rhodiola tastes

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VOTE ADRIENNE

Are you a member in good standing with the National NNFA (National Nutritional Foods Association)? If you are, then you are eligible to vote for the President of this important natural foods advocacy group. Most who are active in supporting and protecting our industry do so on a volunteer basis, and everyone works while maintaining their own businesses. The NNFA President should obviously be a person of integrity, charisma and vision. With this in mind—and after seeing her gallant efforts to reinvigorate the NNFA East to become both active and pertinent—I use the editorial capacity of this newsletter to ask you to vote for Adrienne Mastrobattista, CNC, who runs on this year's ballot. Adrienne owns a store in Bartonsville, Pennsylvania. So, look for her platform, know she is a good person, and make her your choice for NNFA President—your vote counts!

ADVERTISING TO HELP YOU SELL

Himalaya USA—their Pure Herb line, Turmeric, is in the Volume 10, Number 1 (January) edition of *Doctors' Prescription for Healthy Living*. It starts on page 4 with the full story on page 21. Himalaya USA is also advertising Turmeric in *Whole Foods* magazine, *Great Life* and *Body & Soul*.

Newton Homeopathics has an ad in the February issue of *Alternative Medicine*.



Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

GOT EMAIL?

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

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Daily Herbs

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delicious and **Bluebonnet's** superior standardized rhodiola blend is perfect for everyone's energy.

You stock most of these herbal sensations already (make sure that you sell products from superior manufacturers or the results will not be extraordinary). Now, you have to understand the potential and keep the educational channels open in your dialogues. Your customers' health will be the beneficiary of this world of health if you can learn how to stress daily herbal nourishment. *

TAKE 5 MINUTES

Missing SKUS?? How crucial it is to tend to your shelves. Especially for best-sellers and popular specialty items. Since most stores do not have computer-integrated inventory systems, it could become a financially useful habit to walk your store daily to check for out-of-stock items. How often do I notice **Olbas** inhaler displays almost empty at this time of year, or **Herb Pharm** echinaceas down to a precious two, or inexcusable absences of **Nordic Naturals** best SKUs as people look for their *essential* fatty acid.

Good sales means never being out of a product. Walk, look, listen and succeed!

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:

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www.bluebonnetnutrition.com
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Herb Pharm

www.herb-pharm.com
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Williams, Oregon 97544

Nordic Naturals: The Ocean Product Authority

www.nordicnaturals.com
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Essential Formulas, Inc.

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AromaLand, Inc.

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

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