



Talking Health: Flu #3: The Most Viable Option—Homeopathy

In the yearly cycle of health, we constantly revisit the issues of seasonal colds and the flu (winter) and allergies (spring and fall). Every year, people turn to their natural food store for answers, options and support in battling these immune system maladies. Year-in and year-out, we teach and direct people to natural and safe alternatives. This year's flu season has been forecast to be a doozy (as if such a reality can be forecast), and people should be thinking prevention and defense if these projections come true.

In the last two BMC newsletters of 2005, we discussed arming your store with beneficial products for preventing and treating the flu. In this third installment, we want to concentrate on



the homeopathic options, with the intention of exciting you about homeopathy as a viable option to present to your clientele!

Newton Labs offers some very valuable and unique alternatives that you need to know about and understand if you plan to provide the most complete selection of products to your customers. I believe that they are the only company in the country that offers a product that contains the 2005 Influenzum and the Avian Influenzum. **Their Flu Remedy Complex (#5)** contains a combination of a balanced blend of homeopathic preparations for the symptoms associated with the onset of the flu with these homeopathic nosodes. Quite a focused and exceptional product. So, how do you sell it?

Homeopathy is considered by most stores to be the third avenue

offered when presenting product choices to a customer. This is surprising since Homeopathy is the only legally safe suggestion one can make when discussing illnesses. Homeopathy is sold as an OTC drug in the US, so you can refer with confidence to the claims made on the label. Newton's Flu remedy (#5) states on the label that it "helps prevent and relieve flu symptoms and the aches and pains that accompany the flu". Try saying that about all the great herbal and nutritional alternatives we know are beneficial in mollifying the unconquerable flu. Why then, do we not confidently recommend homeopathic flu remedies as the first suggestion?

The other point many of us have learned throughout the years is that—even though a homeopath will not ascribe to the statement that a homeopathic flu remedy can be taken as a prophylactic or vaccine—many

continued on page 6

Talking Business: Beware Discounts

This issue starts Volume 3 of the monthly Blue Moose Consulting newsletters, and thank you for participating as the reader. It is hoped (and comments verify) that this exercise is helpful and that the articles do stimulate thought, action and occasionally a nice success. Last year began with the feature article on the emergence of Bluebonnet as a national leader in nutritional supplements, and I do believe that their actions this year have proven my forecasting to be correct. Thank you to everyone who has turned to Bluebonnet

Nutrition for quality products of the highest integrity.

This year, the newsletter begins with an inauspicious look at the world of discounting in natural foods today, and what it has done to our industry and how it has shaped the way we think about our vocation. Discounting, I will dare to say, has done more to undercut the health food market than sugar. So let's look at discounting.

Certainly, I understand the purpose of discounting. When I ran my stores, I used to create as many sales as possible to give the consumer an incentive, and

TIP OF THE MONTH

Gandhi believed one of the seven deadly sins was business without morality.

to have the consumer want to visit the store and look around/try new things. In years past, when the industry was a bit more pure, these discounts served a wonderful, even friendly role. But through the past decade, discounts have become the noose that is hanging many stores out to dry in a game that has no valid purpose. And the people that can turn this vicious cycle around are the people reading this newsletter.

continued on page 2

Beware Discounts

continued from page 1

Of course, the items I want you to notice the most in the BMC newsletter are the sales—so what exactly am I talking about? The trend towards false pricing, deep discounting, internet price wars, and the nuances of what your customer has come to expect when they walk in your door. Discounts were meant to be the vehicle of increased sales, and they have instead been misconstrued and become the realities of decreased profits. How did this happen, who is now benefiting, what can be done to make things right again?

You will notice that none of the lines that Blue Moose Consulting represents is a deep discounter: integrity was a major factor in our decision as to whom we worked with. There are companies out there who have instituted price wars that have left scars on our industry that will take years to heal. Companies attempting to exert policies of market domination that have failed, and often left many raw material suppliers with unpaid bills and litigation in bankruptcy courts. Is this the industry we meant to create?

What these market strategies did was create the false impression in the minds of the consumer that the products we sold were overpriced, and therefore they would be wise to search for an outlet that sold these overpriced materials at a reasonable cost. Perpetuating this myth, stores decided to offer daily line-drives off entire lines, foregoing their profit for the sake of customer sales. If other stores did not follow suit, they suffered. Market forces often offer cruel realities. But did

anyone gain? Go back and re-read the article we posted on “Achieving Sustainability” (*BMC Newsletter*, Vol. 2, No. 10) and you shall remember that we all need to save for the funds necessary to create our future.

Did heavy discounts improve your relationship with your customer based? Did it create a greater depth of trust? Or did it make dollar value the principal consideration they had when they shopped in your store? And what happened when they found Walmart to be the lowest price of the low? Or when they saw that the internet offered some products at 50-75% off every day? In wining these battles, wars were lost.

Marty Burman runs a store in Brookhaven Pa, nestled between Philly and Wilmington, Delaware. He wrote to me recently that when he shifted his agenda from discounting and back to customer service and education, his sales jumped immediately.

Marty is the President-elect of the NNFA East region. He has learned first-hand, that discounting was not the panacea it seemed to be. Price created a disconnect with his people, and he always had to choose between the highest quality line that he admired and the lower cost option that the price-seeker demanded. There are many lessons like this out there for us to learn—and it just may spike our sales in ways we forgot about.

Quality matters and quality sells. Price is a cheap cop-out. Price is an addiction from which there is no cure. Our industry cannot win the price wars against the major market players. It was never our intention. Our field is health, and health is most affected by products imbued with the love that goes into the manufacture of the herbs Herb Pharm produces, or the manufacturing obsessions of Nordic Naturals for clean products, or the understanding of organics that drives Perfect Organics to produce such glorious bodycare products. BMC represents lines that understand value—and value is in quality, integrity, raw material selection, product expertise and creating a fair and

IN THE NEWS

NNFA EAST announces its new website.

NNFA EAST extends an invitation to every store to join this non-profit, regional advocacy organization. With an expanded Board of Directors, the NNFA East region has been one of the most active and enthusiastic in the past year. See what all the excitement is about, and know that we can achieve greater goals if we all work together. Visit the site, www.nnfaeast.org and consider joining a group of fellow retailers, along with suppliers and others, who are working together to protect our livelihood, improve our business contacts and take advantage of deals where numbers allow greater negotiating power. See what it is all about and join today.

level playing field for all of us involved in this beautiful natural foods movement.

Price took the fun out of what we do, and I can see it in the moods of many of the dear people I work with as they toil to compete in a market where the margins are tight and the competition is fierce. So, how can we create an armistice? Slow down on discounting.

Offer sales on items that deserve promotion. Learn the wise skills of talking quality over price. Revel in the stories each product has, stories that make the better products more appealing. Create a situation where every customer should find something on sale every time they come in—something they want to try or something they might want to stock up on—but let them leave feeling excited that they have filled their cart with the best that is offered, because that is the mission for the existence of your store.

Try some of this philosophy in 2006, and see how the mood of everything around you changes, as we heal the world every day through our every good action. The best of luck and a world of love to you in 2006.

—*Michael Hennessey* *

TAKE 5 MINUTES

Interested in taking advantage of an opportunity to integrate **Ed Smith's Therapeutic Herb Manual** into your frame-based website?

Ask us to give you a “how-to guide” to bring this asset to your website, or contact Liz Butler at 800-348-4372 ext. 153, or webmaster@herbaled.org





January Winter Support Sale 20% OFF

- Astragalus Liquid Extract
- Black Elderberry Liquid Extract & Glycerite
- Goldenseal Liquid Extract
- Green Tea Liquid Extract
- Healthy Liver Tonic
- Immune Defense Tonic
- Olive Leaf Liquid Extract
- Super Echinacea® Capsules
- Super Echinacea Liquid Extract
- Super Echinacea® Six Pack

1 oz, 4 oz and 8 oz sizes

an interesting article on lomatium and influenza at http://www.herb-pharm.com/blogs/herbaled_weblog/

and a great formula to add to your stores shelves is the **Lomatium-St John's Wort Compound** (lomatium root, St. John's wort, hyssop, lemon balm, thuja and echinacea) learn about its application in the Therapeutic Herb Manual.

Are you signed up for the free email 'seed to shelf' monthly retailer newsletter? Herb Pharm now announces monthly special in advance to help you plan for sales. Call the office or ask your BMC rep for information on February and March sales now

Not represented by BMC in NJ, NC



1991-2006

15 years in pursuit of excellence
nature, science, quality, truth, knowledge
Bluebonnet: Nutrition to the 5th Power

2006

Bluebonnet begins Kosher certification process with KOF-K
Kosher Supervision

The Next Step: Bluebonnet is announcing that they are reaching for another level of certainty for you and the consumer in the quality of manufacture of their products. They now are receiving Kosher certification for their products. Look for the Kosher label on all products that comply, as the Bluebonnet facilities are now acknowledged for the quality standards we have achieved.

<http://www.kof-k.org/> Click on Consumer Products, look for Newest Companies and click on it.

Bluebonnet will continue to grow naturally as the premier supplement line in 2006
We invite you to join us!

Note: Ester-C coupons in national print media can be redeemed using when buying Bluebonnet products. Coupons redeemable through Zila Nutraceuticals. Bluebonnet Ester-C formulas are best sellers and available only in health food stores!



NORDIC NATURALS

Support your New Year's Resolution with better vision
15% OFF

08260 **Eye Synergy** new product expected this month.
Keep an eye out for its arrival

01743 **DHA**

58783 **Arctic-D Cod Liver Oil**, Lemon 8 oz.

ASK ABOUT the new "Liquid Sunshine" posters from *Nordic Naturals*, featuring the Arctic-D Cod Liver Oil with the words, "The easiest way to get a sunny day for the inside out!"

Important Notations:

1. Omega-3 120 caps will be out-of-stock for the entire month. Apologies. Stock up on the 60 cap size and let customers know that is bestseller will return
2. Cod Liver Oil Capsules are now "Lemon Flavored" instead of peach flavored. PLEASE NOTE: The SKU number has not changed, only the label flavor.
3. Nordic 16 oz cod liver oil is NOW back in stock. Fill the selves with this super-seller.
4. Have you received your Nordic Naturals 2006 calendar yet. While supplies last...

Not represented by BMC in NJ and parts of PA



Winter Time Promotions 20% OFF

- #3 Cold-Sinus
- #2 Cough-Asthma
- #4 Fever-Infection
- #14 Foot Fungus
- Winter Counter Display
- #P19 Cough-Asthma (Newton for Pets)
- #F04 Fever Aid ("Nothing But Natural" for Kids)

Must ask for discount when placing order

NEW PRODUCT

- # 14 Foot Fungus

Name Changes:

- Bedwetting changed to "Incontinence" (adult line); staying as Bedwetting in the children's line;
- Spanish Fly has been changed to "Libido";
- Nervousness-Insomnia has been changed to two remedies—"Nervousness" and "Insomnia"
- Exhaustion and Fatigue Fighter have been combined into one, "Fatigue Fighter"
- Measles-Chicken Pox is available only in the children line as "Chicken Pox & Measles"

Winter Counter Display reads "Prepare Naturally for Cold & Flu Season" and holds 18 bottles of the liquid homeopathic remedies (formulas 1-5; three each)

Our new, easier-to-use website has gotten easier-to-use. Re-visit at www.newtonlabs.net

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Store Success Resolution

1. Offer unique aromatherapy products that people will love
2. Invest in an eclectic line that connoisseurs will compliment and the beginner will indulge in.
3. Grow this category from a peripheral extra to a major complement for healing the mind and body
4. Learn about essential oils and the best blends available
5. Create an "Organic Essential Oil" section

WELL-IN-HAND®

20% OFF these wonderfully effective products

Pain Rescue® Warm Roll-on 2 fl. oz
Pain Rescue® Cool Roll-on 2 fl.oz.

A recent survey commissioned by Partners Against Pain® found that 43 percent of U.S. households, have at least one family member who suffers from chronic pain.

PAIN RESCUE Warm is a natural, non-addictive product designed for those suffering from chronic pain conditions, such as fibromyalgia and tendonitis.

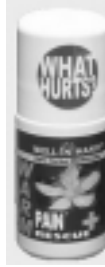
Formulated in the same high-potency infusion method of International Award-Winning Therapy Oil, PAIN RESCUE Warm ingredients include Arnica, Calendula, Betula, Ho Shou Wu and pure essential oils of Lavender, Roman Chamomile, ginger, black pepper, cinnamon leaf, and Rosemary in a soothing base of St. John's Wort Flower Oil, Extra Virgin Olive and Sweet Almond Oils.

Likewise, **PAIN RESCUE Cool** is handcrafted in small batches. It contains organic and wildcrafted Arnica, Calendula, St. Johns Wort blossoms, Ho Shou Wu, Rosemary, Peppermint, Eucalyptus, Bergamot, Spearmint, Basil, Camphor, Wintergreen, Menthol, and Lime in a non-greasy base of Olive and Grapeseed Oils.

PAIN RESCUE Cool has a menthol-mint cool sensation on the skin, and is formulated to provide pain relief for fresh injuries such as twists, sprains, bruises and strains. It is nut-free to accommodate people with allergies.

Quality of this caliber is easy to guarantee!

Relief is Well-in-Hand!



Essential Formulas

Dr Ohhira's Probiotic Kampuku Soap

This beauty soap uses natural plant extracts and herbs to leave the skin supple, radiant and youthful. Great for the dry, problem skin that occurs during the winter months.

Includes Apricot, Wild Vine, Chinese Matrimony, Mulberry, Sea Tangle, Chinese Cabbage, Oleaster, Plum, Wild Strawberry, Loquat, Mugwort, Brown Seaweed, Shiitake Mushroom, Chinese Bayberry, and Probiotic Extract with E. Faecalis TH10 LAB

This therapeutic soap has no fragrances, deodorants, stabilizers, preservatives, chemicals or artificial colors.

This is a seaweed soap that so many people are looking for...with Sea Tangle and Brown Seaweed, and the added benefit of probiotics.

Product of Japan



Not represented by BMC in PA, NJ

JUVO™

Winter Season Promo

Buy a box of 15 packs, and the consumer will get a 12 OZ BOTTLE OF HONEY POWDER FREE!

Juvo is packaging Arizona honey as a give-away for the purchase of a case of Juvo.

New! Juvo Cactus Honey Powder while supplies last

Why Is JUVO Called Raw Food?

It's simple. JUVO is a tasty vegetarian whole grain salad. It is freeze-dried and powdered from vegetables, mushrooms, many kind of whole grains and sea vegetables.

Vegetarian raw foods are alive; uncooked, nutrient and enzyme-rich. Just as salad is raw, JUVO vegetarian is raw. JUVO goes perfectly with soy milk for a breakfast cereal meal. Enjoy delicious energy foods, like fresh freeze-dried JUVO Vegetarian Raw Food for body-cleansing detoxification.

JUVO Raw Foods are nutrient rich—A whole food, complete meal: vitamins, minerals, enzymes, fiber, and phytonutrients.

Not represented by BMC in PA, NJ

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Store Success Resolution

1. Sell quality brushes and bath products to the huge market that is buying these goods elsewhere
2. Create an inviting store section for products for hair and body.
3. Make the category successful

Not represented by BMC in NC, NJ, PA

ANOTHER REASON TO JOIN NNFA

Mark Your Calendars for NNFA's 2006 Natural Foods Day

Plan now to join your industry colleagues at NNFA's 9th annual Natural Foods Day advocacy event, April 4, 2006 in Washington, D.C. Last year, more than 160 participants representing all segments of the natural products industry gathered at the nation's capital, where they met personally with their congressional leaders on important industry-impacting legislation. In 2006, NNFA will continue the momentum in rallying to protect and advocate the consumer's right to choose safe and beneficial health care alternatives and your right to sell them. There is no cost to attend this full-day event in D.C. and it includes an evening reception with the industry's Congressional Champions. Look for more details coming soon!





January '06 Restocking Sale

Buy 15 products, get 7% OFF Himalaya Herbal Healthcare,
3% OFF Himalaya Pure Herbs and Herbals

Buy 25 products, get 15% OFF Himalaya Herbal Healthcare,
5% OFF Himalaya Pure Herbs and Herbals

Buy 50 products, get 25% OFF Himalaya Herbal Healthcare,
10% OFF Himalaya Pure Herbs and Herbals

Buy 100 products, get 30% OFF Himalaya Herbal Healthcare,
17% OFF Himalaya Pure Herbs and Herbals

New Year Promotion!

Chyavanprash with Honey—**Buy 9, GET 3 FREE!**

Promo price \$62.91—Everyday Price \$83.88—

SAVINGS \$20.97!

Monthly Training Call

Wednesday, January 25, 2006

WINTER IMMUNE HELPERS

Chyavanprash Spread & Caps, Amla C & Guduchi

11AM, 3PM, 5PM, & 7PM

Four Identical Sessions For Your Convenience

Call Blue Moose, or ask your BMC sales rep for details



INTERNATIONAL

Health Education • Health Products • Aloe Vera

LOOK & FEEL YOUR BEST IN 2006—

Drinking Aloe vera juice by Aloe Life!

Customers shared many testimonials in 2005 about their improved health status. There is a big difference among the various Aloe Vera products on the market.

An ounce of *Aloe Life* juice is worth a pound of cure.

Special Testimonies of 2005:

Several people have stated they are no longer making **Polyps** in the colon after drinking just an ounce of the Whole Leaf Juice Concentrate. **Note:** All digestive and skin ailments benefit including Diverticulitis, Roseacea, etc.

Irritable Bowel Syndrome IBS in a young Nevada woman turning around with adhering to the special gluten free diet in the handbook—*Gift of Nature—Whole Leaf Aloe Vera*, by Karen Masterson, CN. She used 1-2 oz of Aloe Gold juice. Book reviews 39 conditions, diet & support nutrients and is available by request with orders.

Systemic Staph infection threatened a woman's life in Utah. After drinking 2 oz. of the Cherry Berry Whole Leaf Concentrate for 3 weeks her attending doctor could not find any Staph.

Scar Reversal with Skin Gel was a big surprise to a young man in California who had previously spent thousands of dollars on therapies that were not satisfactory.

Allergy Relief is a given when drinking Aloe Life juices. For children and adults if they drink it for at least 3 months it helps to rebuild the connective tissue that keeps the irritants (allergens) from entering the body.

Aloe Life thanks you for your support in 2005—together we will keep getting people healthier!



January Promotion 15% OFF Olbas Cough Syrup

Five herbal extracts, six essential oils and wildflower honey are masterfully blended into this highly effective yet pleasant tasting cough syrup. **Olbas Cough Syrup** helps support healthy bronchial activity as it cools, soothes and coats dry, sore throats. Beneficial for the temporary relief of coughs due to colds and minor throat or bronchial irritations. Great for both children and adults. Dr. Ehninger's Swiss Formula is blended with just the right amount of aromatic, sinus-clearing **Olbas Oil** and natural Herbal Extracts to create this natural cough remedy.

All Natural Formula: Wildflower Honey, Water, Extracts of Thyme, Licorice, Plantain, Pine and Chestnut, Essential Oils of: Peppermint, Eucalyptus, Cajeput, Wintergreen, Juniper and Clove, Citric Acid.

Deal available with direct orders only. Must mention discount when placing order



HAPPY NEW YEAR FROM THE ENTIRE PERFECT ORGANICS TEAM

GO Organic this year...
offer your customers the very best
in organic body care!

**New Year Special
15% OFF any opening
orders in January.**



Flu #3

continued from page 1

consumers have reported that they have used these remedies in this manner and have avoided the flu while those around them succumbed to the viral attack. There is great merit to the logic of this argument. The theory of nosodes, remedies derived from a bacterial or viral source, is that the preparation captures the molecular imprint of the proteins and other constituents of the biological agent and sensitizes the body to this imprint without an exposure to the virulence of the living agent. This is one manner to prepare the body's own defense mechanisms to create a system of response should the actual viral infection assert its presence.

In other channels of medical theory, they call this a vaccine. Unfortunately, the manner of action employed to make pharmaceutical vaccines is regarded in some sectors as being unsafe, unproven and potentially capable of eliciting

harmful side-effects. The beauty of homeopathy, as its detractors so often assert, is that its manifestation is so subtle that the cynic would consider the remedy completely useless. Science shows that homeopathy has an effect, and legally we are comfortable with the decision that homeopathic remedies do no harm when taken as directed.

So, homeopathic nosodes for the 2005 variety of the Influenzum, and a combination of past and present strains of the Avarian Influenzum. Certainly not harmful; potentially beneficial and very inexpensive. Why wouldn't every person who fears the flu take this precaution, and would there be harm in taking it in advance of the potential of an infection? Historically, the Influenzum nosode has been taken during epidemics for both prevention and treatment. Let's just say that I will be taking a dosage at intervals throughout this winter season.

How to sell? Well, many stores have tried to market other companies' flu

MARKETING IDEAS

Use this month of the new calendar to your benefit. Create a one-month calendar out of a flip-chart, place it prominently, and change it every day to read:

"You have gone three (then four) days into the New Year: what have you done to improve your health?" or, "You have 361 more days in this year: what is your plan of action to achieve optimal wellness?"

After one month, the idea will have run its course, but people will smile and appreciate your guerrilla-marketing, and your care to prompt them to better health!!

remedies before—and no one purchased them. They were often hidden in the corner under other homeopathic remedies. Some stores even laid a few bottles by the register, and tried to stumble through the explanation of the products' use when asked—or forgot to train the cashiers as to the viability and use of these products that would certainly cause questions and interest. I hope that this description of what Newton's offers renews your interest in trying this path again, only with greater enthusiasm.

Newton's **Winter Counter Display** holds 18 bottles of the liquid remedies. This new and attractive container holds 3 each of the five best-selling remedies for the winter cold-n-flu season (detox, cough-asthma, cold-sinus, fever-infection, and flu). You could order this, and then integrate and regularly fill with six (6) each of the Flu Remedy #5 the Influenzum Nosodes and the Avarian Nosodes, after you purchased the counter display itself; or include the #1 Detox which is recommended to complement every formula in the Newton line.

A counter display would put your philosophy up front, on the table: here are some safe alternatives to what you are being sold on the TV news; here are products that may help and which will certainly do no harm. Will every customer show interest in the homeopathic preparations? Probably not. But you also have to be able to explain

"WE ARE HEALTH FOOD PEOPLE"

Employee profile—Alice Masotes Outside Sales, NJ-PA Blue Moose Consulting



Alice and her
16-year-old friend, Lulu

Hi, I have been in the health food industry for 18 years. I started as a consumer reading everything I got my hands on, then took the opportunity to work at a health food store while developing a massage practice. I managed a wonderful store in New Jersey—Black Forest Acres. There, I met some amazing women who shared amazing information. I have worked for Country Life vitamins, Herbalist & Alchemist and Tree of Life. After leaving Tree of Life, I decided to start my own business, becoming a broker. I met Michael Hennessey in California at ExpoWest. I was looking to add lines, and we met at the Bluebonnet booth. I didn't know who he was at first, but when he said his name, I realized I had heard about him from many stores. Everyone always spoke very highly of him. Now I understand what everybody was talking about. He has a wonderful heart and is dedicated to promoting his lines with integrity and education.

BMC has great lines, so it's a pleasure going into stores to sell the products. I like that we can provide consumer talks, strong education and good demo support. As the industry has changed some things have remained the same: we need to continue to provide quality products, strong education and good customer service. Blue Moose Consulting takes this very seriously. We are all here because we want to help our communities, and so I hope you choose to work with us on fulfilling this mission.

It has been great working for Michael and I look forward to meeting everyone in their stores—as we continue the excellent service that Blue Moose attempt to provide. I hope everyone had a happy and safe holiday. Be Well—See you soon.



the merits and usage of the products effectively, and make sure that your staff feels confident answering inquiries as well. If this can be achieved, the products will sell themselves once people have tried them.

Remember, even though there are clear legal safeguards about the particulars of homeopathy, these products are not sold as vaccines or to mitigate the spread of something like a potential Avian Flu epidemic. Understand the theory, because it is encouraging and intriguing—but do not misrepresent it for the sake of a sale. First, it seems apparent that if the Avian flu should transmute to humans, then the mutated strain that evolves will be distinct from these past or current strains. Second, in the theory of homeopathy, an exposure to any given strain of influenza is thought to be beneficial in the body's recognition and response to all strains of influenza. Homeopathic remedies would therefore seem to be a viable consideration when trying to work with the energetics of your body's response mechanisms. The symptoms addressed by the *influenzavirus* nosode would include pharyngitis, coughing, aching and weakness, sinus congestion, and other symptoms which accompany the flu.

In the 1919 flu epidemic, which ravaged so much of the world's population, homeopaths were challenged with something they knew much less



about than we now know, working primarily on the relief of the most recognizable symptoms of the disease. The remedy that apparently was reported to have the greatest effectiveness was Gelsemium. It would be prudent to learn the rationale for every traditional homeopathic remedy for the flu: Newton #5 contains Aconitum, Arsenicum album, Baptista, Byronia, China officinalis, Eupatorium perfoliatum, Gelsemium, Nux vomica, Phosphorus, Rhus toxicodendron. You have been selling many of these for years, and maybe now is the appropriate time to learn some of the symptomology that each of these address!!

The flu is a dangerous condition and can be life-threatening. Smart preventative measures are the best strategy. Newton has three compounds that can be used in rotation throughout this winter season. If the bug strikes, Newton is there with a broad selection of individual remedies, and some smart complexes—designed by one of the leading innovators of homeopathy culled from his experience in a 40-year clinical practice—for many of the symptoms that your body manifests as

continued on page 8

TESTIMONIALS COUNT

Olbas Cough Syrup and Pastilles

1. "I am completely amazed at the effectiveness of Olbas cough syrup!! Whenever I get a cold it is accompanied by a cough that lingers well beyond any of the other cold symptoms. The biggest problem for me is how much my sleep is disrupted by coughing spasms at night. In the past my physician has given me cough syrup with codeine to suppress the cough and to help me sleep. Well, it is not effective on the cough at all, but does allow me to sleep for 3-4 hours before I wake from more coughing. I bought Olbas just to give it a try and have had 3 consecutive nights of uninterrupted sleep. It is the most effective cough remedy I have encountered" —*JW, Ann Arbor, MI*
2. "Cough syrup is a real life saver for me, my children and friends. Try it (especially when you wake up in the middle of the night with the choking cough)—you will never buy anything else." —*Lana, Brooklyn, NY*
3. "My Dad had a cough for some time when I went to visit him. He went to the doctor but got no relief from the medications that he received. I decided that I have to get some help for him, so I sent and got the Olbas Cough Syrup and the Pastilles and now he is doing much better. The cough has been lessened, and he is improving greatly!" —*(internet)*

2006 PLANNING GUIDE

NNFA Southwest

517-575-0520
Adam's Mark Hotel
Dallas, Texas
February 17-19

NNFA Expo West

800-621-8354
Anaheim Convention Center,
Anaheim, CA
March 23-26

NNFA East Education Day

Washington, DC
April 3

Proceeds the lobby day efforts of the National NNFA. This year's speakers will discuss GliSODin S.O.D., homeopathy and cleansing in a dirty world, and colloidal silver as a silver hydrosol. Mark your calendars to attend this great free event, open to NNFA members

NNFA's 9th Annual Natural Foods Day Advocacy Event

Washington, DC
April 4

NNFA Midwest

800-795-6246
Radisson Hotel Star Plaza
Merrillville, IN
May 19-21

National NNFA Show 2006

800-966-6632 ext 230
Sands Expo Convention Center
Las Vegas, NV
July 14-16

NNFA West Healthy Harvest Show

Santa Clara Westin
Santa Clara, CA
September 15-17

NNFA & Expo East

603-676-1939
Baltimore Convention Center
Baltimore, MD
October 4-7

NNFA Northwest

360-379-2805
Washington State Convention Center
Seattle, WA
November 3-5

SOHO Expo Southeast

800-828-7250
Orange County Convention Center
Orlando, FL
December 1-3



Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

**2006
Mini Calendar
Inside**

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

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

Flu #3

continued from page 7

the flu runs its course and your immune system works to battle it.

Knowing the homeopathic alternatives is a worthy goal—using what is now known to help ourselves and those around us. Remember that homeopathic remedies have a very long shelf life, so what doesn't get noticed this season may be a solution for someone else in the winter of 2006.

In conclusion, Newton seems to be most innovative in addressing the issues surrounding the upcoming flu season. While other companies have previous years' flu strains in a few of their formulas, Newton stand alone as offering the 2005 strain, the avian flu strain, and a remedy that includes both of these plus the accepted homeopathic remedies for relief and prevention for the common disease of the flu (#5 FLU). Have you been missing the benefits of homeopathy for too long? Can you go through another winter flu cycle without enthusiastically providing such a potentially beneficial alternative to your customers? Are you willing to remain healthy yourself by learning from experience the benefits that homeopathy offers today?

Please note that all the information presented here is education for store personnel only and is provided by BMC and was not reviewed or approved by any

other companies. The views presented are for educational purposes only, and any illness warrants the attention of qualified health professionals.

*Also note that Newton is updating their labels, and the 2005 influenzum and Avarian strains will be with the old Newton labels should you decide to purchase! **

How to reach Blue Moose Consulting

Call as often as necessary: we want to be of assistance

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
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, 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

Perfect Organics, Inc.

www.perfectorganics.com
888-304-4558
fax: 703-852-7199
Merrifield, VA 22116

Newton Homeopathics

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

Well-in-Hand: Epic Herbal Medicinals

www.well-in-hand.com
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

Olbas/Penn Herb Co., Ltd.

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

Himalaya USA

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

AromaLand, Inc.

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

Healthville USA Corp./Juvo

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

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

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

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

