



Talking Business: Protecting Your Business from the Internet

All that hard work. A dream, a place, an open door and a cash register. Whether your business is six-months old or 40 years young, you always want to make decisions that protect your investment, your business. As the past decade has gone by, we have learned to co-exist with many businesses that we once thought were enemies, and we have realized that the expansion of the marketplace has led to a dilution of our exclusivity on products of a health food or natural products nature.

But the biggest danger is still forming, and had not fully reared its head as the formidable foe it will soon be in the next decade: the enemy resides in the current state of the internet and its inevitable growth. Like many problems that are seen early, we can perform a little preventative medicine on our businesses to make intrusion less dramatic—and we can preserve the integrity of our industry as we do so. Here's what we all need to do...

The problem with the internet is not the wonderful tool, but rather the illogical and half-baked ideas that people bring to it. I, for one, feel that stupidity and greed have already destroyed telephone-“book” information directories, and all the major search engines. Whether it is looking for a store in Leonardtown, Maryland and getting 65 hits for internet-only superwarehouses promising everything at “wholesale prices”, or trying to find new information on GliSODin and being directed to unimaginable pornography sites—the internet has been ruined beyond imagination by shallow-minded people without purpose.

But this does not detract from the danger that lurks in the future as more and more people use the internet for shopping and buying and learning information on their health. Believe me, the tangled webs are gonna get worse.

Can you just ignore the internet, and concentrate on your local community? Not really. Market share is a river being

diverted away from your door. We shall constantly be losing customers who think they have found convenience. But, as importantly, we will steadily lose customers who will become prejudiced against your storefront, because they think they are gaining value in the discounts that are prevalent all over the internet. Here is where we can all make a stand, and save the bulk of our business, our livelihood, and the integrity of our industry.

For, discounting on the internet has severely damaged the integrity of our industry in the last decade. Plain and simple. Not one attendee at the Las Vegas trade show can prove this statement untrue. Shoppers have been acculturated to “buy at a discount” for their nutritional supplements (in particular) and it has led to artificial prices in some cases, and a degradation in the materials being used to make products in others. It has actually

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Talking Health: Salon Quality Healing

I am in love. Finally, a shampoo that electrifies me. Let me share some of my feelings with you. When I find the time to wash my hair, I take a palm-ful of the most exotic oils from the Amazonian rainforests and I look at the plant-juice in my hands. Perfect. Hair nutrition that I can intellectually understand as being beneficial. The nose gets involved: this unique treasure, **Surya Nature's Amazonia Preciosa**, cannot be duplicated—the fragrance is too complex, mysterious. Even though I consider myself somewhat a guys guy (OK, I know nothing of cars or gadgets), I am having an affair with my shampoo.

This experience is not uncommon, and we do dis-service when we do not understand this basic, evolving, business premise: people bond with their bodycare. Stores that feel that they are happy with 12% of their business being in bodycare

are missing the trends: people want to have a “Mad-about-you” relationship with their bodycare products. So facilitate!

Another confession. I picked up the Surya Nature line because people told me that the body tattoos were all the rage in certain areas of the country. Have one child, teen, woman or athlete don one of Surya's henna-free tattoos, and the rush is on. I was told that their hennas were unparalleled in quality, ease of use, and conditioning. OK, here we go again...

What interested me even more was that Surya's hair colorings were the cleanest on the market. As every store that sells semi-permanent colorings knows, hair coloring has historically been a near pact with the devil—as ingredients for these products are sometimes leaves, well...a bit to be desired. Surya's products stand alone: they have no peroxide, ammonia, resorcinol, PPD or parabens. Hair coloring

CHECK IT OUT!

We are Health Food People is a celebration of the people who commit their careers to the natural foods movement. This newsletter has covered all the BMC employees, and now we move into sharing with you a series of profiles on the manufacturers whom we represent. With deliberate excitement, we start with the President of Bluebonnet, Gary Barrows, as Bluebonnet continues to display admirable leadership in nutrition and manufacturing as they enter their 15th year of business. Look for info on Gary on page 7 of this newsletter.

without the danger. Quickly, I realized I had a gold-mine. I never realized how many people dye their hair, and the extent of the dangerous junk they put directly

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Protecting Your Business

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led to two-to-three different grades of products in our industry. And that false structuring cannot be good for anyone.

What have we been doing, and what can we do? Well, most stores have been playing the discount shuffle: running line-drives regularly, discounting best-sellers whenever possible—and trying to keep up. The discourse has changed—for the worse. It is about, “how deep a discount can I get,” and most of the smaller stores are losing the game in a most unfair and dangerous way. Who is winning? Internet discounters and the consumer who is satisfied with medium-grade products, overpriced but purchased on a discount. Are you creating any reasons for a person to go into a healthfood store?

We should turn to other business models and see how this trend can be curtailed.

One example is Rolex, makers of a high-quality watches. Go to their website (www.rolex.com): they clearly define the issues—the first page will say that rolex watches are not sold on the internet. You will note that they are not discounted. They talk only of the highest quality and the precision of their manufacture. They control the message and the message is not diluted by price competition. That is a model for your store.

You should find the highest-quality products and sell on results—not on discount. I have heard owners/managers banter with their clientele, and how people won't pay the high prices—and guess what: the argument if false. It holds true NOWHERE. The problem is that the message is not being defined properly. And those stores that care to ignore the solutions are most likely going to cave to decent competition—in their neighborhood, or over the internet.

Because, you see—the strongest tool every store has is its knowledge source, and customer service, and human interaction. But we give these things away for free every day. If a store chooses to sell heavily-discounted products (to even offer them) while giving away the precious knowledge that keeps their stores vital, then that store is leading people to a product that they will naturally seek elsewhere at a discount. Not smart business at all. Inevitably, a self-destructive business model.

Acknowledge this fact: most 20-something people are fully versed and comfortable with buying things on the internet right now. The 8-18 demographic is gonna look at the internet as a huge

ADVERTISING TO HELP YOU SELL

Perfect Organics PRESS: Fox TV “News you can use” Organic Segment
DC Modern Luxury Magazine featured our upcoming **Lip and Cheek Shimmers**...which are already creating a buzz with sleek, environmentally friendly packaging...all vegan and made with nourishing organic ingredients.
Advertisement: *UTNE Magazine*—**Mandarin Rose Coconut Body Glow**

Well-in-Hand: *Today's Health & Wellness* June/July, 2006—**Zero Zitz! Tea Tree Astringent** endorsed as a strategy to banish blemishes. Saying, “You're never too old or too young for acne.”

virtual shopping cart. Unstoppable. The 40-50 year old generation will soon join the baby-boom generation in pushing the limit of shopping for price first on the internet. You are already seeing it happen. The future buyer will be internet savvy, and—for some stores—these next generations will never walk through their doors. But, if the issues are made clear—that better products are found in the “real” health food stores—then a good percentage of people will realize that they have to “find” where the good stuff is!

What every store should be doing is protecting themselves by controlling the messages that come out of their store (offer cogent, trustworthy information—be the gatekeeper of truth in a marketplace filled with advertising innuendo and false conjecture) AND sell products that can only be found in similar stores.

Many manufacturers are tying nooses around their own necks as well. Leading with pricing as the gateway to expanding marketshare, stores have lined up and fallen to addictive discounting to the point of dissolution or sale. Ten major supplement manufacturers have been sold in the past few years. Logic would say that not only did management make short-sighted moves, but that quality and research & development crumbled at some point along the demise. So, some companies have adapted to a “quality” roller coaster predicated on discounting, playing the game more aggressively (30, 40, 50, 75% *limited time* discounts) to stop the tumble. Sadly, the mistake was made upfront. The industry has changed. And will continue to change.

The question is—will you be one of the stores to define your future, and survive—or thrive? Stores are making the changes right now. Product integrity is the mantra, and industry loyalty is the codeword. Discounting is a game created by those without sufficient resources to offer anything else. Discounting actually undermines effective marketing—it is an anti-marketing fiasco. Currently, two major players have over 4 million internet addresses that they sell directly to. Is that

JULY 2006 NNFA

Las Vegas Marketplace Booth Directory

“you can't win if you don't play”

ALOE LIFE INTERNATIONAL.....	722
BASS BRUSHES/HAIR DOC	1044
BLUEBONNET NUTRITION	805
ESSENTIAL FORMULAS	1011
HIMALAYA USA	520
JUVO	430
MUSHROOM SCIENCE.....	739
NORDIC NATURALS	725
SOVEREIGN SILVER	1029

good for your business? And what are THEY selling?

This industry has done good business before successfully: branding is this generation's new term. It is time to make people understand what good quality offers, the return on investment. Let customers come back to turning to you as the font of trustworthy information. Pricing should be an honest transaction for true value, not a tv-game-show guessing game.

Other industries have done a lot to protect the integrity of their products. Firestone Brand tires are available only at a certain discount. Some of this industry's earlier leaders taught that health food STORES could be authorized dealers, and a new class of leaders is leading that charge again. Two companies who have earned my respect for their business acumen are **Bluebonnet Nutrition** and **Nordic Naturals**.

Bluebonnet is this industry's most loyal supporter. They cheer and shout support for the true healthfood stores. They have the strictest rules in the business (and have turned down business consistently to hold true to those ethics). Loyalty to you, the independent health food stores. Long ago they made their decisions on discounting—and they have been winning the battles. Their growth is steady and strong, their market position

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**"Women and Men"
July Specials 15% OFF**
(1, 4, 8 oz sizes)

- Black Cohosh liquid extract
- Chaste Tree liquid extract
- Healthy Menopause Tonic™
- Male Sexual Vitality Tonic™
- Mother's Lactation Tonic™
- Pharma Maca® liquid extract
- Women's Health Tonic™

NNFA show deal:

Orders of \$100-\$499 (before discount) get a
15% DISCOUNT

Orders of \$500 or more (before discount)
get a **20% DISCOUNT**

Buy-in period July 10 - 21

Not represented by BMC in NJ



TIE-DYED T-SHIRT DEAL

On any order placed through July 21, for every \$395 worth of Bluebonnet products you purchase, you'll get one 100% cotton tie-dyed cotton T-shirt **FREE**

(offer cannot be combined with the NNFA show deal. Ask your BMC rep for further details.)

New products:

- Methylcobalamin 5000 mcg Chewable Tablets
- Vitamin B6, B12, Folic Acid Chewable Tablets
- Inocell IP6 Plus AHCC, Vcaps
- Soy Protein 2 lb Cans, available July 15

Join Bluebonnet in Las Vegas and help them celebrate their 15th anniversary



NORDIC NATURALS

Bestseller Madness - Everyone needs Omega-3!

15% OFF

- 01760 Omega-3 60s
- 02760 Omega-3 120s
- 02763 Omega-3 8 oz.
- 41760 Omega-3 Fish Gel 60s

Offer good through July 23.

NNFA Show Specials:

- 12 units = **15% OFF**
- 72 units = **17.5% OFF**
- 144 units = **20% OFF**
- New Items = **20% OFF**

Show orders can be placed at the show or through July 21 using the NN trade show order form (obtained at the show)

Nordic Naturals Retail Partners enjoy an **EXTRA 5% DISCOUNT** on all these show order options! Ask your BMC rep how YOU can become a Nordic Naturals Retail Partner!

Label Changes:

Product Title: Omega Woman, REV 07

WAS: "OMEGA WOMAN"

IS: "OMEGA WOMAN - EVENING PRIMROSE OIL BLEND"

Product Title: DHA Strawberry, REV 08

WAS: "DHA"

IS: "DHA" with added subtext: "from Purified Fish Oil"

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

July Specials 20% OFF

OTC Complexes

- #69 Incontinence
- #73 Shingles **New!!**
- #67 Foot Fungus **New!!**
- #34 Accident Rescue

NEWTON for PETS

- #P14 Bowel Discomfort

"Nothing But Natural" for KIDS

- #F20 Tummy Upset

Not represented by BMC in NC, WV



AROMALAND

The Essence of Well-Being®

A wonderful way to start

Haven't started buying from this eclectic aromatherapy company yet?

Diversify your way of carrying this exceptional quality essential oil, bath & body care line. Start with a product that is a guaranteed sale. Aromaland provides affordable, quality **Aromatherapy Candle Diffusers** that are handmade in Aromaland's new ceramic factory in New Mexico, therefore carrying the Made in the USA symbol.

Stock these by the dozen, and stock up on them during this Las Vegas show deal.

Soon, you will realize that Aromaland's essential oil blends and blended bodycare products are quality you can be confident in. The best time to open a new account is during the show sales.

NNFA Show special: Aromaland is offering **15% OFF** any order placed through the Las Vegas show. Offer good June 30 through July 16

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

New Customers are HAIR Today

Unless you gain the market, they may be GONE tomorrow.

NNFA Las Vegas show deal:

25% OFF your order, plus free freight. Order must be placed at the show.

Hair brushes, combs, styling brushes, shaving brushes, bath tools, massage tools, baby bath products, toothbrushes. A great way to grow your bodycare section.

Not represented by BMC in NC, NJ, PA

EssentialFormulas

Essential Formulas has a brand-new website!

Visit www.essentialformulas.com for all the info on probiotic products, research, and more!

NNFA show deal: 10% LINE DRIVE, plus complimentary shipping and handling for orders placed at the show.

In addition, **EFI and Ann Louise Gittleman** will be presenting a vendor seminar on Friday, July 14th from 3-4 PM, as well as an ALG book signing on Saturday, July 15th from 2-3 PM. The complimentary book, *Guess What Came to Dinner* which will be provided by Essential Formulas.

Not represented by BMC in PA, NJ



Nobody does it Better... In a class by themselves. Defining the term silver hydrosol.

"Sovereign Silver represents the most significant breakthrough in colloidal technology in the last 90 years. It is an omnipotent resource in the defense of health, one with which to confront the ever increasing immune challenges threatening man, even the whole of mankind."

One perfect product, in 2 oz bottles (dropper-top, fine mist spray and vertical spray-top), 4 oz dropper top and 8 oz dropper top GLASS bottles

NNFA show special: Place an 84-piece order or more and get **25% OFF** the minimum order price!

- Mix and match anyway you like.
- Offer for show attendees only.
- Buy-in period July 12 – July 18

Not represented by BMC in NC, SC



SURYA henna

20% OFF all powders
direct orders only.

Surya Henna Powder

Surya henna powder contains the following ingredients: amla, shikakai, henna, aritha, indigo, acacia arabica. And a honey packet added as an antioxidant and moisturizer.

Colors: black, ash brown, brown, golden brown, mahogany, red, burgundy, strawberry blonde, swedish blonde and neutral

If you don't yet carry this fine bodycare line, ask your BMC rep for details on opening order specials!

Learning about the nut and seed oils of the Amazon: Brazil Nut Oil Indicated for dry and damaged hair. Brazil Nut Oil stands out for its rich composition that gives hydration, shine and softness to the hair. Brazil nut oil is high in linoleic acid, an essential fatty acid food for the skin and hair. It also contains vitamins that give the hair nutrients, and oligoelements that offer vitality to the hair. The wonderful nutrient profile of this oil make it one of nature's most valuable oils for use in cosmetics.

Not represented by BMC in NC, SC

WELL-IN-HAND®

July Sales Special:
20% OFF direct orders of
**Zero Zitz!® Tangerine
Vanilla Astringent**

Tangerine Vanilla for combination skin.

- Daily Care for Combination Skin.
- 4 FL OZ with Calendula, Echinacea and Hibiscus.
- 100% Natural Herbal and Aromatherapy nourishes, tones, softens skin.
- Clears Fast!
- Guaranteed!
- A nourishing astringent. Never harsh or drying.



Himalaya

HERBAL HEALTHCARE

4th of July Blowout.

All **Pure Herbs** by Himalaya are on sale through July 31st.
5% OFF an already **52% line.**

MONTHLY CONFERENCE CALL TRAINING
"Ann Louise Gittleman and the Pure Herbs of Hot Times" Best Selling author Ann Louise Gittleman ("The Fat Flush Plan," "Hot Times") discusses her favorite Himalaya Pure Herbs and why they're so important to women in menopause.

General/All Store Session:
 Tues July 25, Wed. July 26
 Eastern Time – 11AM, 3 PM, 5PM, & 7PM
 Identical Half-Hour Sessions
 Toll-Free 1-866-308-9700 Access Code 81356#

NNFA Show Specials:

buy-in dates July 10-21

NNFA MarketPlace	Show Specials		
	Himalaya Herbal Healthcare	Himalaya Pure Herbs	Himalaya Herbals
Buy 15 Products, Get	7%	3%	3%
Buy 25 Products, Get	15%	5%	5%
Buy 50 Products, Get	25%	10%	10%
Buy 100 Products, Get	30%	17%	17%
Buy 250 Products, Get	32%	20%	20%
Buy 500 Products, Get	35%	22%	22%

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Understanding extracts

Aloe Life juice concentrates – at **great everyday low prices.** The potency brings the best value to customers because only 1-2 oz. daily covers almost all health needs. Potency of the Aloe Life products is a great topic in educating consumers: each quart equals 25 lbs of aloe vera leaves – in other words, more than a full gallon of quality juice. Even a teaspoon really impacts the health of the body.

Show deal: for attendees only. Order must be placed at the booth

10% OFF on 24 – 72 units.
20% OFF on higher quantity.

Stop by the Aloe Life booth to get the discount

OLBAS

- Gives the Power To Breathe—Naturally!
- Powerful Vapors Open Stuffy Noses & Sinuses Fast
- Relieves Cold & Allergy Symptoms Naturally
- Lessens Effects of Low Humidity
- Fast Acting, Instant Relief
- All Natural Formula, Non Habit Forming, Does Not Cause Drowsiness

Powerful Olbas aromatic vapors provide a pleasant cooling sensation to dry, inflamed nasal passages. Opens stuffy noses fast! Carry one with you for colds, allergies, hay fever, low humidity and other nasal irritations. Helps clear congestion naturally without harmful ingredients. Non-habit forming with no decongestant drugs, yet its all natural ingredients work wonders!



July stock-up sale
10% OFF 12-pack of Olbas Inhalers, perfect for allergy season!
 Total cost \$32.08, no freight, no minimums, plus Pastilles samples included with your order!

JUVO™

Juvo: Real, Raw, and ready to Go

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. Enjoy delicious Energy Foods, like fresh freeze-dried JUVO Vegetarian Raw Foods. Breakfast: JUVO goes perfect with soy milk for a breakfast cereal meal.

NNFA show special & July Special:

Available upon request with any case order.

1. **FREE** Unlimited Juvo Sample Pouch/Brochure (up to 100 combined)
2. **FREE** Floor Display
3. **FREE** Shaker cup (up to 20) with order
4. **15%** discount on any opening order
5. **FREE** UPS Ground shipping

Not represented by BMC in PA, NJ

MushroomScience™

Medicinal Mushrooms

MushroomScience has been offering their customers the purest and most effective medicinal mushroom supplements and organic mushrooms since 1994, longer than any other medicinal mushroom company in North America.

MushroomScience is the only mushroom company in North America that is willing to list the levels of all the scientifically validated active compounds on every supplement label.

Coriolus, Cordyceps, Reishi, Maitake and MaitakeGold 404, Lion's Mane, Agaricus blazei, and more...

NNFA show deal:

Existing accounts – **20% OFF** order placed July 10 – 21

New accounts – **25% OFF** opening order placed July 10 – 21

www.mushroomscience.com

PERFECT® ORGANICS

Mandarin Rose Coconut Body Glow

July Special **15% OFF** July 1-31

Glow from head to toe! A luxurious, organic revitalizing treatment for face, body, and hair. This ultra-hydrating, moisturizing balm is packed with vitamin-rich, beautifying organic ingredients. Repairs, softens, and nourishes! Always vegan, always organic, always making a difference.



Protecting Your Business

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constantly improving, their financial stability unshakable and their mission statements clear, transparent and true. Everyone should reward Bluebonnet for this stance. The math is simple: they will be there for you in a decade and a generation beyond that—supportive, loyal, and available only in similar establishments.

Bluebonnet is more than a brand, it is a philosophy. Fair prices, the highest quality raw materials, expertly manufactured and tested, regard for allergenic considerations, available only in independent health food stores. This model needs to be the model of all the companies you promote. You can count on Bluebonnet into the future to protect the independent retailer at all costs: against internet discounters, catalogue discounters and deep discount chains. Family-owned and operated, with a family commitment to health-food stores.

Now, maybe you see that there is a benefit to being a “direct line”. You can control who carries your product. That is lesson # 1. Distributor-sold products lose that control. Pure and simple. Don't put all your eggs in that one basket. (Many people now feel that our current distributor systems are a primary cause of the flatness of sales in the independent arena—topic for another day). What you have to demand is protection.

Nordic Naturals has also made a heroic stand to protect the stores that have made them the dominant fish oil manufacturer in the industry. They have created a method to guarantee that stores don't put the product that they have made so healthful into a price war: a discount product. It is almost dangerous to consider this in the hot fish oil market. But Nordic Naturals has always been this industry's leader in education, on product purity, freshness and safety. So, even as other big-name players discount below

TESTIMONIALS COUNT

“Over two years ago, my mother was diagnosed with cancer in her jaw. She had surgery, and her prognosis was good. Unfortunately, the cancer returned, which meant that she was going to have to remain on a liquid diet. According to the nutritionist, the only way to satisfy her 2000 calories daily requirement was by feeding her canned drinks loaded with artificial sweeteners and chemically formulated nutrients.

Knowing the importance of high-quality, real food nutrition...we started searching for a raw food meal supplement that could be mixed into a liquid and...We discovered **Juvo**. Just reading the ingredient list convinced us we were on the right track. Juvo is easy to mix, and a little raw honey gives it delicious flavor. To boost the calorie count, we blend it with extra virgin olive oil and organic apple juice.

My mother has been taking Juvo for four months. She has already exceeded the doctor's life expectancy prognosis, and she has had minimal side effects from chemotherapy. Most importantly, she has managed to maintain her weight, and she even gained a few pounds in the last few weeks. Juvo has made a tremendous impact on my mother's quality of life, and we are grateful to have found this wonderful product. Thank you.”

—LC, California

logical levels to gain market-share, Nordic Naturals still remains the only brand that most stores (doctors and consumers) trust for unparalleled quality and satisfaction.

This reality could create the perfect opportunity for stores to fight with price on this product. Nordic Naturals has intervened, and created a dialogue where price is not the deciding factor. They have consistently tried to make business fair and profitable to those stores that support them. Their Co-op Advertising and Partnership Agreements are the best in the industry. Nordic is protecting your business, supporting your business, and offering you a product priced fairly on the quality provided.

Two industry leaders who have re-established a business dialogue of integrity. How to create more models like this? First, do business with them. Make this model the envy of profitability for everyone. Second, call all manufacturers: because it starts there. Tell them to get control of their pricing (and distribution) or you will stop selling their brands. Shun deep discounters for your own good. Don't highlight the lower-quality brands just to get that shopper—that shopper is a fickle buyer today who will probably be gone in a fortnight. Nurture those who

TIP OF THE MONTH

Clean your air-conditioning vents, your bathroom exhaust vents, and get the scheduled maintenance for the A/C. It is gonna be a hot summer. Preventative health-care for your cooling equipment will always pay dividends. Keep the store temperature pleasant, and bring some light music to the air – so people will want to stay and shop.

appreciate the health you offer, educate those who don't yet understand that health is real wealth. Market and highlight the products that will sustain your business long-term. Protection should have some value in your decision-making as you buy. The market that you create with every new buyer is the market you will inherit in future years.

Business facts: Products cannot be sold at 30% off regularly for the good of any business. And profits cannot be made on that model, and quality will never be maintained long-term. It is a free-fall paradigm. Learn to combat it, and build on surer ground. Survival is about protecting your own business. Making someone else rich by being a pawn in a game they created is never going to make your business successful. Find quality, learn to speak the language of quality, offer quality first and second, and explain that your store is where quality solutions for health concerns are to be found. There is a smart philosophy that this business was built upon and which we should make return: we all work together for the common good. People who are searching for health will find you, support you and send friends to you for years to come. You have to be prepared to offer them the lines that are supportive of you. *

TAKE 5 MINUTES

Humanitarian Relief can be generated from your store

The **Vitamin Angel Alliance** was started in 1994 to assist in providing for urgent nutritional needs around the world by sending and distributing nutritional supplements donated to bring health and assistance to people in areas of crisis around the world. Currently the call is going out to help the earthquake victims in Indonesia (May 2006). Go to this website or call, and see how you can become involved as a collection site, promoting the idea of community donations (usually multi-vitamins and minerals; children's nutritional supplements). A great way to help and rally your community to be directly involved in humanitarian aid www.vitaminangel.org/how_to_help.html



Salon Quality Healing

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onto their scalps. To educate, and change the marketplace again.

But, in my evolution, it was more about the shampoos. I realized that these shampoos provided something different, unlike anything on the market to this point. Like **Perfect Organics Ultimate Body Scrub**, here was a product that was a class above everything else on our shelves. A nutritively noticeable conditioning shampoo. BMC's graphic designer, Theresa Welling, praised she would "never buy another shampoo again". Other staff members gushed at how it made their hair feel different. Buyers added to the praise. While most shampoos clean and not much else, this product brought viably nutritive oil nutrition to hungry hair. And hair responds magnificently.

In a training for Surya (they have great training materials), our expert Elisana used the words "salon quality". I wrote that down and have been mulling the implications for several months. I think that we would all agree that most of the bodycare products we stock are—on a scale of one to ten—a solid 6, 7 or 8. Even some of our favorites are good though mediocre when it comes to ingredients, scent, texture, feel, results. And for some, that is sufficient. But the marketplace has changed exponentially in the last decade.

The ingredients panels that we used to think were cleaner than what the drugstores offered are now the same as what the drug store products have now evolved to (for the most part). Yes, we have changed the industry—but we have not evolved consistently ourselves.

Perfect Organics is actually a family evolution from a manufacturer who catered to salons, high-end hotels and boutiques to a new company that focuses solely on organic. The niche market entering the specialty market, and bringing a different perspective. How many products are on your shelves right now that were *created* by a third-party company sporting a qualified chemist hired to make a product for someone else with the directions to use this certain material, stay within the confines of these fillers and preservatives, and highlight a few natural or organic ingredients at the top? This old-school bodycare manufacture is falling out of favor. Salon-quality natural bodycare is rising rapidly—and you should understand what is happening and why. More on this in a future article, but for now...more about my new favorites.

Perfect Organics is the leader of the organic bodycare movement at the moment. They have quietly jumped to the top. Organic ingredients, perfectly combined. As Perfect Organic's President, Debra Claire, says, you can purchase the best ingredients, but if you mishandle

ANOTHER REASON TO JOIN THE NNFA

A region-specific political action newsletter

Join **NNFA East**, and receive their new, quarterly newsletter as an added benefit to support the advocacy necessary to keep our industry strong and thriving in a business-friendly political climate. Go to NNFA East now to join, and attend the NNFA-co-sponsored **Expo East** this October (4-7) (www.nnfaeast.org or call 888-670-6632)

them during manufacturer, then their value is always diminished and sometimes lost completely. Their shea butters are the most health-promoting in the world. Customers are returning to stores with stories of how this well-manufactured product (shea and organic essential oils, perfectly combined) is changing their skin health—and their confidence in their bodies. In 2005, over 32 new companies created shea butter products: almost every one went the cheap, third-party, copycat route: chemical extraction, bleached product, and heated processing destroying all the natural vitamin-rich benefits of shea. Perfect Organics sources, manufactures and concentrates on capturing the best that nature provides: their shea is salon quality, unlike anything else on the market.

Actually though, it is their **Body Glow** that knocks my socks off. This product is exquisite. I am always the proud salesperson when someone calls me to tell me that this product opened their eyes to what a moisturizer could do. Just this weekend, one of my favorite buyers called to say that she can feel the difference on her skin, and she looks forward to using the product every day. Perfect Organics **Mandarin Rose Coconut Body Glow** is a perfectly made whipped-blend of organic shea butter, organic coconut oil, organic mandarin and organic rose essential oils and non-GMO vitamin E. The market for this product is growing by word of mouth. People are excited about Perfect Organics, while store buyers sulk in the mentality that people will not buy high-end products. The market is booming, people. Find a way to join.

Ingredients make the product, not fancy packaging. **Aloe Life** uses an organic whole leaf aloe juice in their **Face & Body Lotion** and their **Ultimate Healing Skin Gel**. These products are best-sellers

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"WE ARE HEALTH FOOD PEOPLE"

Gary Barrows

President, Blue Bonnet Nutrition



Hello Retailers, my name is Gary Barrows, President of Bluebonnet Nutrition. The health food industry has been a part of our family for over 30 years. My grandparents had a health food store in Minot, North Dakota in the 1970's and my first full time job was working at a health food store in 1977. Since then I have worked for two other vitamin manufacturers and my family and I started Bluebonnet in 1991. This year is our 15 year anniversary and I'm pleased to say that today we still hold the same values we started our business with: To be the leader of and passionate advocate for healthy living through the use of superior vitamin supplements sold exclusively to independent health food retailers. With this pledge we invite you to judge Bluebonnet by what we have done the past 15 years, not what we

promise to do. Bluebonnet is a specialty brand sold exclusively to health food retailers. We believe you will find that our integrity to the industry is intact and you will have a partner with whom to grow your business in the future. After all, we are an industry of specialty products, and if your store is filled with products highly discounted in mass market stores, through internet or catalog only companies...then what makes your store so special? Judge us and judge others as well, then, come join our family of retailers as we work together to educate consumers and protect our beloved industry.



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GOT EMAIL?

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VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Salon Quality Healing

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throughout the BMC territory. The skin gel is literally one of my favorite products of everything I sell: miraculous medicine from aloe. **AromaLand** uses the highest quality essential oils in everything they make: try their lavender hair care, skin care or massage products and experience the difference quality makes. Natural "Salon-quality" means making a product with the intention for superior results through superior ingredients, with expert and loving manufacture. Salon-quality is out there in many small and growing bodycare products. These are products we can say "work", and that makes people have a personal relationship with the products that affect them so. So look around and see how the market is rapidly changing for natural bodycare. Organic is the rage, ingredients have transcended "natural" and gone to a level of visceral pleasure and instinctive joy.

Finally, price is being trumped by clean ingredients, well-made products with superior ingredients, and the results that these products create. You have to know the language of selling superior products, and you will see a whole new clientele shopping for new products in your store. Salon quality has reached the natural foods market, and it is stirring sells everywhere. I am a recent convert, and my excitement is real and fervent.

Surya, Perfect Organics, Aloe Life, Well-in-Hand, AromaLand—new products to enliven your bodycare section and catapult sales above the 12% threshold. *Salon-quality*—spread the word. *

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.*

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

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

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