



## Talking Business: Peace and Your Business

Peace seems to be the hardest thing in the world to achieve, and that just should not be the case. Love may be elusive—at least something most of us are willing to put some effort into—but peace is really the most sought-after commodity on earth. It sometimes seems that powerful people start wars to find peace, yet it is imbalance that leads to situations where men choose war. It is internal peace here that is lacking. Peace equals love. If we can learn to think peace, this natural state may more easily find itself within our grasp. Ah, we human beings! And what does peace have to do with your business, earning an issue in the BMC newsletter that you turn to for “competitive edge”?

Promoting peace and making peace part of your business philosophy will make your business stronger. Peace is a business issue we must consider, and often negotiate, as we develop and grow our

business now—in these turbulent times: peace is a personal issue every day of our lives. We are actually creating situations of peace when we lead people away from imbalances, and toward health. Health is just another word for peace. Be the vision you have for the world!

Peace brings prosperity. Even though I live in Washington DC, where affluence seems to flourish in these times of pronounced “war,” I will remind everyone—from laissez-faire capitalists to natural foods pacifists—that calm times bring a happy marketplace. Look back at how sales dropped this past April: taxes, gas, and the war in Iraq? The uncertainties that war and conflict bring have created a situation of imbalance—that can have serious complications in the marketplace.

So, how does one deal with the political issue of peace when we see the problems in the world around us? Realize that, at heart, everyone wants peace. Peace

is not a controversial “issue”. Peace is truly patriotic. If one actually understands that peace means cooperation and understanding and bringing opposing views to reconciliation, then no one should fear promoting peace in their business. The song should have been written, “what the world needs now is peace, sweet peace”. By creating an environment that is receptive to the cause of peaceful community, you will reap the rewards of that vibrant, living, healthful and prosperous environment. That rare community resource—where a business makes a stand and becomes a rallying point for something that everyone wants—a peaceful environment—can be the greatest market outreach one could ever pursue.

What would happen if you created an ambience of peace? If you were a source for local information for peace? Forget the fallacy that peace is the issue of

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## Talking Health: Multivitamins Under Attack

We are now in another year of attacks on natural health. Not surprising at all, but again, what can we do about it? An authority, at NIH, speaking on the recommendation of a panel of “experts”, elicits a commentary that high-dosage multivitamins may be doing more harm than good. In general. Based upon no specific data. No Specifics. Pure partisan political opinion presented under the banner of scientific expertise. In an issue, where we are highlighting peace in our communities, it is natural that we respond to such untruths with the clear statements of truth.

How do you deal with institutions that speak out of both sides of their mouth? How can trust be maintained when truth is not the objective of scientific inquiry? How do we counter mainstream media when lies are bought and sold through the

press? The best rallying point is to speak truth to power. I call on all stores to actively promote their multivitamins this month (and next) and to handle with confidence every single consumer question on the safety and efficacy of

those critical dailies that we sell as part of the basic nutritional protocol.

Why value the multivitamin/mineral? Well, as commonplace as these elemental nutrients may seem as we marvel at the

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### ANOTHER REASON TO JOIN THE NNFA REGISTER NOW TO ATTEND

Register by June 23 and save for the **Annual Natural Products Convention and Trade Show**. Held this July 14-16 at the Sands Expo and Convention Center in Las Vegas, Nevada, this show promotes *Creating Health Naturally*. Register online at [tradeshow.nnfa.org](http://tradeshow.nnfa.org)

Also, Please plan to attend the **NNFA East Trade Show** this Fall in Baltimore. Since the NNFA East agreed to co-market this event with New Hope Natural Media, we are depending upon all regional stores to make every effort to show that we are active as an industry, and willing to grow our businesses naturally. Mark your calendars now and plan to bring staff to optimize this local national show. After 5 years, Expo East is back in Baltimore, October 4-7 at the Baltimore Convention Center. [www.expoeast.com/register.cfm](http://www.expoeast.com/register.cfm).

## Peace and Your Business

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progressives, or the so-called liberals and radicals. Peace is sought by every mother and every child; by all. Peace is the greatest curiosity-creator in the world. If you want to draw people who easily understand health food and natural bodycare, then promote peace. Peace is a word well understood by the vast majority of your clientele!!

But is peace just an elusive word? How can one create peace in a business environment in today's America where partisanship is at dry-timber levels? The question is, how to promote peace? In such a delicate time, one would think the conservative action of being quiet and neutral would be wiser. Possibly, when everyone is tiptoeing in black and white, a place that exudes color would be the place that people feel most comfortable in. Peace is a vibrant, multicolor rainbow: fly that flag outside your door and watch people come in. And, as peace starts within, so peace should be felt when a person enters your store. So start there.

Peace is not about stopping the war now (although it should be a central part of any peace). Peace is calm, and inviting and embracing: peace is not rhetoric, peace is compassion. When a person enters your store, they should feel some of these things immediately—and all during their visit. That is why people return to some stores with frequency, and other stores aren't generating community. Peace has to be present. It starts with the activities in your store. When I worked retail, my attitude was that I was involved in an almost meditative service: that peace would be found where I worked, that my store stood on holy ground. We can achieve this place if we focus on this goal. And then, no misguided governmental directives or superstore infringements will challenge the sanctity of what we provide to our communities. Can you see this as a truth?

Peace is music and a happy "hello" and the way you say "may I help you?" with love and openness. You need to be the example of how peace in the marketplace can be contagious. People want to shop in a place where the cashiers are genuinely loving and friendly—not robotrons. Peace is human contact with love. It is an important business commodity in the competitive marketplace.

Living peace can be profitable. Retail is hard, and the grind can be overbearing. Creating an internal work environment

## IN THE NEWS

### Dr Luc Chaltin awarded NNFA Clinician Award 2006

Dr Luc Chaltin, D.I., Hom., N.D. founder of Newton Laboratories, will be honored at the NNFA's annual trade show in Las Vegas Nevada this summer for his lifetime service as a "healthcare practitioner who exemplifies the best standards and dedication to responsible holistic medical modalities". Dr Luc has made a tremendous impact on homeopathy and the way it is practiced in the United States, with his specialization in detoxification, clinical homeopathy, and the advancement of homeopathic formulating in complexes that he started while developing the Newton Homeopathics line of products.

that is consciously reaching for betterment has its business rewards. Realize that most people who come to work in a health food store are choosing a way of life where purpose trumps materialistic gain. Treasure and nurture these fellow-travellers. Appreciate their convictions, and create an environment as manager and employer where they feel that their efforts (and yours) are going for a greater common good. Then, you will retain good personnel and life-long friends. People who work for the noble cause should always do better, and work harder—especially if the store is diligently creating a better, more peaceful environment daily.

Likewise, make peace with your competition: they are there to teach you things and should not be viewed as an enemy.

Promoting peace can be inspiring. We forget that inspiration breeds betterment. Don't be shy about humbly making known your dedication to peace. Make your store a meeting place for people seeking a place of peace. *Sangha* is a Sanskrit word meaning "spiritual community". Best known as one of the three pillars of Buddhist teachings and philosophy—The Buddha, The Dharma, The Sangha—Sangha refers to the community of beings aware of the spiritual connection between all life. All religions have this commonality. Show leadership on the issue of peace, and those seeking enlightenment will gather. You provide a place for a community. And in fostering love, you have created an easy

meeting-place: a shopping center that is a place of peace!! When I see customers sharing conversation in stores, my heart leaps with pride in what we do.

Beware of the pitfall of using the word peace as a marketing tool, and then not actively promoting the actions of peace. This is the greatest danger: far greater than insulting any aggressively isolationistic security-conscious regular customers. Peace can work anywhere if you understand what true peace means. True peace is not a marketing plan, it is peace in action. Walking the beauty way: the Christian belief that they will know we are peaceful people by our love. Our love is our store and the health we provide there. Our love is how our store has meaning in the world around us.

And of course you cannot have peace without justice. Justice will be there constantly to trip you up as you speak for peace; because how can you speak for peace and not speak for justice? Justice begins with a fair wage. And being honest to everyone in all your business endeavors. In being a rallying point for efforts locally to help those who have injustices heaped upon them. To work tirelessly to create a world where justice occurs both locally and worldwide. I expect justice in our natural foods marketplace: and so should you and your customers. Always side with those who are working for peace, justice and the common good. Justice begins with how we act.

Finally, there is compassion. We have such an opportunity through our business to bring compassion to people who need it when they need it. By the way we speak to a person in pain, or depressed/lonely/

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## ADVERTISING TO HELP YOU SELL

**Himilaya USA:** Shatavari ads in

- *Body & Soul*
- *Whole Foods Magazine.*

**Nordic Naturals ads in:**

- *Alternative Medicine*
- *Delicious Living*
- *Natural Foods Merchandiser*
- *OnFitness Magazine*

**Perfect Organics**

- Press/Article: *Yogi Times*
- AD Advertorial: *UTNE Magazine*
- Sponsor: Farm Sanctuary 20th Anniversary Gala (Perfect Organics one of the sponsors)





### JUNE PROMOTION 15% OFF

- Arnica Oil
- Connective Tissue Tonic™
- Flexible Joint™ Compound (formerly Angelica/ Devil's Claw Compound)
- Herbal Ed's Salve
- Liquid Lightning™ Compound
- Trauma Drops™ Compound
- Trauma Oil™ Compound
- Turmeric liquid extract
- Willow/Meadowsweet Compound

Outdoor activities necessitate herbal solutions to potential cuts, bruises, scrapes and post-exercise soreness and swelling. Provide options by promoting the best herbals available to your customers!!

**Herbal Ed's Salve™** is a regional best-seller: are you promoting this effective all-purpose salve? Ingredients: dried comfrey root\*, fresh St John's wort flowering and budding and tops, dried calendula flowers\*, dried plantain leaf\*, dried chickweed herb\*, dried mullein leaf\*, bees' wax (crude unbleached), bee's propolis.

Available in a 25 gm, watch-pocket-size ointment can. Great outdoor gifts. Front-counter sales. AMAZING!!!

Not represented by BMC in NJ

\*certified organic



### New Products Innovative new Products that are Instant-sellers

Vitamin D (lanolin)	# 311	90 Vcaps	3.98	7.95
	# 313	180 Vcaps	6.98	13.95
Vitamin D (fish oil)	# 306	100 softgels	3.48	6.95
	# 307	250 softgels	6.48	12.95
BroccoliActive™500 mg	#1260	60 Vcaps	11.98	23.95
Multi-EFA's 1000 mg	#1012	90 softgels	9.48	18.95

### Ask for intro deals

**BroccoliActive™** has the highest total glucosinolates on the market (30 mg) and is the only broccoli extract to contain standardized amounts of the entire family of glucosinolates from each nutrient-dense stage of the vegetable's development—broccoli seeds, sprouts and immature plant. (not just isolated metabolites!)

**Multi-EFA** provides a unique blend of flax oil, evening primrose oil, and borage oil in one capsule. This obvious combination is currently not available on your shelves. The three most requested plant oils all together in a convenient one-a-day. (50 Mg GLA per cap)  
Note: Multi-EFA [1012] replaced the previous item with the same UPC that is listed in price lists as a perilla oil product. The manufacturer of perilla oil folded; but Bluebonnet kept the name and same UPC code because this product more appropriately fits the name MultiEFA!]

**Every store needs to carry a lanolin-based Vitamin D.** 1000 mg is the dosage everyone is looking for.

**Bluebonnet—continuing to lead the way with well-researched innovative nutritional products**



### NORDIC NATURALS

### JUNE PROMOTION 15% OFF Promo good through June 23

- Men's Health**
- #01750 EPA Formula 60 ct.  
Each softgels DHA: 200 mg. EPA: 850 mg
  - #01751 EPA Xtra 60 ct.  
Each softgels DHA: 274 mg. EPA: 1060 mg

### New Item: Coming Soon!!

The Best-selling *Berry Keen* will be taking a name change to unify the line of children's products. The new name will be **Children's DHA Liquid**. The label will match the look of the other great selling children's products and make it easier for your customers to understand they have options for getting these great products to their children. Expect new items to roll out sometime soon. Ask BMC reps for details.

Children's DHA (Strawberry Flavor) 8 ounce, 1/2 tsp/serving  
Item # RUS-02723 Retail \$21.95, Wholesale \$13.17

Note: This is an 8oz version of the *Berry Keen* (whose name will change to *Children's DHA* very shortly).

**Please consider this your formal notice that Nordic Naturals has made the decision to discontinue our Singles Line for the interim.** This includes: Omega-3 Singles, Complete Singles, Arctic Cod Liver Oil Singles

Not represented by BMC in NJ and parts of PA

### NEWTON homeopathics

Always safe, always effective.

### JUNE SPECIALS 20% OFF

- #38 Bug Bites
- #18 Menopause
- #27 Appetite Control
- #25 Throat Irritation
- Newton for Pets** #P24 Pet's Fatigue
- "Nothing But Natural" for Kids** #F29 Bowel Discomfort (cannot be combined with any other discount)

### 20% NEW PRODUCT LINE EXTENSION DISCOUNT

- #67 Foot Fungus
  - #69 Incontinence
  - #73 Shingles
- UPC CODES FOR SHINGLES: 07 88199 00073 L01; 07 88199 00573 MDC  
Pellets and one ounce liquid. Must ask for discount at time of order

**PLUS Get a homeopathy certification and a discount on your next order!** Complete a half-hour website training at [www.newtonlabs.net](http://www.newtonlabs.net)\*\* and receive a 10% discount for each \$100 order for each employee who completes the training and sends in the reviews (up to 7 employees per store—maximum \$70 for \$700 order). For example if 3 employees complete the training then the store gets 10% off of a \$300 order or 10% off of 3 \$100 orders, etc. \*\*ask your BMC rep for training details

On our website [www.newtonlabs.net](http://www.newtonlabs.net) on the left-hand side, place your cursor on Products/More Links, then click on "About Homeopathy". You will be presented with the option to take (2) 15 minute sessions on Homeopathy and Newton Homeopathics and receive a certificate of completion.

### PLAN AHEAD: FALL RETAILER CERTIFICATION CLASS

Sept 15 and 16, 2006 in Conyers, GA

Not represented by BMC in NC, WV



# AROMA LAND

The Essence of Well-Being®

## Great Summertime Sales

### AromaLand™ Sampler Paks

Essential Oil Sampler Paks are a great way to introduce people to aromatherapy and its great applications during the summer months. Capture new sales with a selection of great introductory sample paks by the register. Suggestions:

- Home & Travel
- Sports & Fitness
- Relaxing
- Sensual
- Personal Spa
- Energizing
- Respiration
- Romance

Each sample pak contains six individually labeled 1 ml bottles of pure essential oil.

### Made for Men pak for Father's Day and Men's Health Month

This sampler pack contains six individually labeled 1ml. vials blended with Jojoba Oil for direct application to the skin. Contains: Jasmine-Sambac, Patchouli, Peru Balsam, Rosewood, Sandalwood and Vetiver... cherished by women, too! Aromaland's Essential Oil Sampler Paks are an economical introduction to the fascinating world of Essential Oils and Aromatherapy. A brochure is included, explaining applications, blending, cautions, etc. The stylish and handy packaging performs well as a gift box, storage and travel case. The award-winning drawer-like design keeps the oils organized while protecting them when on the go.



## MAY PROMOS EXTENDED THROUGH JUNE

### 22% End Cap Discount

Enhance your immune support area! 90 pieces (mix and match) gets you this great end cap deal!

### 15% Line-Extension Discount

Add any SKU not currently carried:

- 2 oz vertical spray-top
- 2 oz fine mist spray-top
- 2 oz dropper top
- 4 oz dropper top
- 8 oz dropper top

Note: Sovereign Silver™ uses glass for all its products. These products should never be stored in plastic.

Carry the brand with a guaranteed quality, silver hydrosol by Natural-ImmunoGenics

Not represented by BMC in NC, SC

# BASS® Brushes

Finest Quality Hair, Body and Skincare Accessories

## Men's Health Month & Father's Day

They say that buying a gift for the man who has everything is always difficult.

R.S. Stein Brushes from Germany are a high-class gift that will last for years.

Promote these men's line brushes in your growing men's bodycare section, and on your Men's month endcap. Fine hard wood, the highest quality pure bristles, finished with gold screws in the wood handles make the R.S. Stein collection a fine piece of craftsmanship as well as beauty.

Military square & oval brushes, club style, professional style, wave brush style, and the facial cleansing brush.

Not represented by BMC in NC, NJ, PA

## Essential Formulas

Probiotics from a world's leading authority of lactic acid bacteria:

### DR OHHIRA'S PROBIOTICS 12

Dr. Iichiroh Ohhira, an award-winning microbiologist from Okayama University in Japan, initially attended Okayama University, receiving his initial post-graduate degree from the school of agriculture. He later received a doctorate degree in Veterinary Medical Science from Azabu University in Japan.

In 1991, Dr. Ohhira was honored by the Japanese Dairy Science Association for his paper describing a special strain of lactic acid bacteria—*E. faecalis* TH10. This strain was determined to be 6.25 times stronger than any other strain of lactic acid bacteria known to bacteriologists. It is found only in Dr. Ohhira's products including Probiotics 12 PLUS.

Dr. Ohhira has authored or coauthored more than 20 scientific articles on lactic acid bacteria. His main areas of scientific research include:

1. **Research and development of anti-allergy foods**, utilizing lactic acid bacteria and other useful microorganisms.
2. **Promotion of chemical-free organic farming and fruit cultivation**, including prevention of continuous cropping-related problems, through the use of lactic acid bacteria and various useful microorganisms.
3. **Research in chemical-free golf courses**, exploiting the benefits of lactic acid bacteria and other useful microorganisms.

**Safety, Quality, Efficacy and Results. Recommend the best.**

Not represented by BMC in PA, NJ



Surya Henna™ and hair color products are taking the region by storm.

"Finally", buyers are saying, "a natural hair coloring without the dangerous chemical additives [peroxide, ammonia, resorcinol, PPDs or parabens]. Now I can get excited about recommending these products to my customers" —EJ, store buyer

**Opening Order Discounts:** Several ways to save from **15% TO 25% OFF** on opening order discounts. Ask your BMC rep

Surya Henna Cremes

- 15 different shades
- Guaranteed to cover grey hair in one easy application
- Semi-permanent: washes out after 7-10 washings
- made with gentle dyes, and no heavy metals
- No peroxide, ammonia, resorcinol, PPDs or parabens
- Safe for consumers with certain chemical sensitivities

Not represented by BMC in NC, SC



June Promo: **20% OFF** direct orders of

- Lavender Lunacy™ Body Wash Foamer
- Jasmine Desire Body™ Wash Foamer
- Unscented Mystique™ Body Wash Foamer
- Spicy Rumor Body™ Wash Foamer

The botanical foaming body washes are certified vegan and are made with 100% natural castile soap, Calendula and pure, aromatic essential oils

Virginia-made. Well in Hand



June Special **15% OFF** & a free shaker for every box\* purchase reJUVO nate yourself with a natural raw meal!

1. JUVO® is a plant-based vegetarian/vegan meal: Organic whole grains, vegetables, sea vegetables and mushrooms make up this vegetarian ingredient list.
2. Over 25 ingredients, freeze-dried, to protect essential nutrients and retain freshness.
3. JUVO® is a complete whole food meal replacement: a balanced low-calorie meal in on-the-go pouch.

"One JUVO meal a day can make a healthier America."

**This is JUVOlution!** [\*7 or 15-meal box]

Not represented by BMC in PA, NJ





**The Key to a Man's Health starts with products from Himalaya USA!  
June is Men's Health Month**

<b>June Promo</b>	<b>ProstaCare® VigorCare®</b>	<b>Ashwagandha Guggul</b>
Buy 15 products	<b>7% OFF</b>	<b>3% OFF</b>
Buy 25 products	<b>15% OFF</b>	<b>5% OFF</b>
Buy 50 products	<b>25% OFF</b>	<b>10% OFF</b>
Buy 100 products	<b>30% OFF</b>	<b>17% OFF</b>

**Himalaya June Phone Trainings:**

Tuesday, June 27 and Wednesday, June 28

*Pure Herb Review:* Ashwagandha, Amla C, Bacopa, Triphala, Arjuna, Neem, Gymnema, Guggul, & Chyavanprash

ALL CALLS, ALL SESSIONS HELD AT:

Eastern Time – 11AM, 3 PM, 5PM, & 7PM

Identical Half-Hour Sessions

Toll-Free 1-866-308-9700 Access Code 81356#

Not represented by BMC in PA, NJ



Health Education ❖ Health Products ❖ Aloe Vera

**The Power of FiberMate®**

FiberMate® provides healthy regularity with a nutritional combination of green vegetable fibers and Aloe Life whole leaf aloe vera in a psyllium-free, senna-free, casgara-sagrada-free formula. A necessary addition to every intestinal health section. Consumers read labels and they will buy this product.

**Whole sprouted wheat grass, alfalfa, parsley, black walnut hull, carrot, clove, whole leaf aloe vera, pectin, beet, slippery elm, okra, bromelain, kelp, spinach, DDS-1 lactobacillus B. acidophilus, F.O.S. from Jerusalem artichoke.**

- Contains 3 grams of dietary fiber per serving.
- Effective. BMC has untold testimonials for noticeable effectiveness. Some stores buy them by the dozen—in tabs or powder
- Great for children and adults
- 3 tablets are equal to one serving of dark green vegetables.
- Dairy and gluten free

**Aloe Vera's benefits when taken daily include longevity!**

Studies show that Aloe Vera taken daily can increase the life span of mammals 20%, equating an additional 10-15 years for people! Aloe Vera is a remarkable plant helping all the organs to function better, including: digestive tract; absorption of nutrients; candida and fungus control; skin, collagen support; allergies and immune function. The daily dosage of Aloe Life Juice Concentrate is 1 ounce—equal to 2 tablespoons. Best taken before meals and/or supplements to increase absorption 3-10 times.

People have been misinformed of Aloe Vera's safety for children, seniors and pregnant women. The impression that all Aloe Vera is a laxative and will cause the depletion of electrolytes because of the onset of diarrhea is not correct! Aloe Vera from the Barbados Miller species Whole Leaf Juice that contains the yellow sap is not a laxative. It gently encourages the bowels to move, which people with constipation welcome. Aloe Vera balances the bowels. If one is constipated it will help with elimination, and if one has diarrhea it will slow it. Studies also show Aloe Vera is safe and not toxic!



**June Promotion 10% DISCOUNT**  
(direct orders only)

**Olbas Oil [25 cc]**

This 100% pure essential oil formula has been a European household favorite for over 100 years. Applied to the body, *Olbas Oil™* tends to increase circulation at the surface of the skin, opening up the pores, and providing a warm feeling of relief in muscles and joints. Olbas readily diffuses into the air, providing extraordinary sensory benefits to nasal and bronchial areas, cooling and invigorating dry inflamed nasal passages due to colds, allergies and hayfever.

**Olbas™:** peppermint oil, eucalyptus oil, cajepout oil, wintergreen oil, juniper berry oil, clove oil

Inhalation, massage, sports & exercise

**Also:**

**Direct Order Incentive:**

**Free Olbas™ Pastilles Samples:**  
100 ea. w/ order of 12 boxes

Pastilles in handy Counter Display  
ONLY \$35.64! [10% off]



**JUNE SPECIAL**  
**10% OFF all opening orders of the Body Washes**

**3 in 1 Ultimate Body Wash**

For: Shower, Shave Gel, Bath Soak

Super Lather, Super Moisturizing, Always Organic, Always Vegan

No Sodium Laurel Sulfates or Parabens

**Stock all four products**

Lavender Lavish, Orange Ginger  
Nilla-Mint, Citrus Fresh

**Join the Organic Beauty Revolution!!**

Perfect Organics™ was one of the sponsors of the 20th Anniversary Gala anniversary of **Farm Sanctuary**, May 20, 2006, where 600 advocates gathered in honor of Farm Animals at an event held at the Cipriani Wall Street Ballroom in New York City.

[www.farmsanctuary.org/gala/2006/post2006.htm](http://www.farmsanctuary.org/gala/2006/post2006.htm)



## Multivitamins Under Attack

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benefits that can be realized by some of the newer nutritional superstars, it is really the basic work that vitamins and minerals do that create the environment for all the other nutrients to do what they do effectively. Look at the essential Omega-3s. If not for the co-factors of certain B-Vitamins and Minerals, the effectiveness of EPA and DHA would be lessened.

Certainly, we need no reminders that vitamins are called such because their absence leads to a situation of imbalance, "dis-ease". So where are the newly christened nutritional experts coming from with their blanket pronouncements that high amounts may cause more harm than good? If nutritional supplementation with quality raw materials done in a controlled setting by impartial observers shows that the ingestion of these nutrients removes the cause of the ill-ness in question, then the products work.

But that is not being challenged. What is being cleverly posited by the biased "experts" is that centrum-like dosages are indeed splendid, while therapeutic dosages (or dosages meant to compensate for the realities of lower absorption from isolated

## TAKE 5 MINUTES

Wanna learn more? See the **Newton** ad in this issue about their homeopathic training session on-line, and make it a monthly habit to attend the **Himalaya USA™** 30-minute free phone trainings. Don't say the information isn't being offered. Mark your calendars now!

nutrients) can lead to a host of bugaboo, too-scary-to-define adverse reactions. The issue for the administrators is not determining the truth, but maintaining control. For their purposes, valid studies need not be conducted, as the goal is simply to create doubt in the mind of those who watch the evening news and read the daily headlines in the major, corporate newspapers.

So once again, we are forced to respond with a reactive-education. Dispelling non-truths, and explaining truths against unsubstantiated, one-line pronouncements. We must counter a feigned truth, and exert energy not on "helping"—but on defending.

Your customers trust you. People who have had health restored per your direction know that you have your ear to

## ENDCAP IDEAS

Bring out the best in your men's healthcare products and position them next to products promoting exercise, sports and travel in the great outdoors. Everyone will be interested in a well-formulated dueling endcaps promo highlighting these timely ideas.

**Men's Healthcare:** Bluebonnet's Super Vita CoQ10, Saw Palmetto; Nordic Naturals EPA & EPA*Xtra*; Herb Pharm's Athlete's Power Tonic™ and Male Sexual Vitality™—great up front in the 6-pak displays; Himalaya USA's VigorCare™ and ProstaCare™; Newton's Prostate OTC Complex and Libido Formula; and, men comb their hair—see the Bass Brush ad—and dye their hair—Surya hennas—too!!

the ground, ever on the lookout for honest research. They understand the deceptions prevalent in the modern media today, and they also look to you for guidance. So, spur sales this June by highlighting with pride your favorite multivitamins. Say loudly that everyone should absolutely be showing wisdom by taking the daily multi that provides the essential insurance policy they may need if they are not getting all the crucial base-nutrients their bodies require to function efficiently.

Make it a crusade to get everyone taking a high-quality multivitamin now.

And somewhere, someone who is watching national trends will see that multivitamin sales actually went up after that timed and planted story—evidence that the public can not be swayed hither and thither by the words of authority misdirected.

So I unabashedly speak with confidence about the only multivitamins that I represent (deliberately)—Bluebonnet's team of multis.

Super Earth® was one of the founding members of the Bluebonnet stable of products. A whole foods based nutrient product, this multi is Bluebonnet's best-seller in our region. As with all Bluebonnet products, what makes them stand out is the quality of their raw materials and the art & science corralled to make them consistent and efficacious. Super Earth® Formula has a beautiful green color that proudly proves its high plant-sourced nutrient base of spirulina and chlorella. The caplets break in a strong hand showing Bluebonnet's expertise in packing a product with essentials without compromising

## "WE ARE HEALTH FOOD PEOPLE" Employee Profile—Nancy Hennessey Blue Moose Consulting Payroll Officer



Hello every one. I am Michael's Mom, Nancy Hennessey. I could not believe that he asked me to be in the newsletter, but I am now the person who does the payroll for his staff, so I guess it makes sense to include me in these profiles. This also makes us a "family business" like all the other companies Michael talks about in these newsletters.

I guess I will just mention that it is good to see my son having all this success with natural foods. I watched him for years working in stores and didn't know if he would stay with this career, but he is a man of principles and it seems as if he knew what he was doing after all. And all the things that he said all these years seem to be correct.

It started to worry me when he began hiring all these people. "Where are you getting the money?" I would ask. But he wants to make sure that every store gets the appropriate service and I am proud of him for trying to help everybody. That's my Michael!

Anyway, just so you know, the bill paying department is in Philadelphia, and I am enjoying the computer I use to get the messages before I write the checks. I can check on my grandchildren now, and that is fun. Michael has gotten me to take a few supplements and I really like the **Aloe Life** Face & Body Lotion. Every day I take the **Bluebonnet** protein shake. Natural Foods has become my second job (I work for Go Go Tours), and I have to say that Blue Moose Consulting sells a lot of stuff. Thanks for helping us grow.

My favorite shows are American Idol and Survivor and I really like true-story movies on Lifetime. Nice to meet you all, Nancy



availability to the digestive system. Super Earth® adds meaningful amounts of carotenoids, antioxidants, nutritional oils and plant-based enzymes making it one of the most complete multis on the market. Greens and all the nutrients spirulina provides, quality USP-nutrients, and enough cofactors to have a positive effect on anyone who takes them regularly. This product will naturally bring energy along with the structural support one expects from a daily.

Super Earth®, lead product of a family of food-based nutrients that include the Super Earth protein powders, is good safe nutrition, and more. Super Earth® works! Quality manufacturing and formulation come from finding ways to “fit” lycopene, lutein, grape seed extract (25 mg), and quercetin/bioflavonoids in because they affect everyone’s health. A multi can only do so much, but this multi can do that much and more. Bluebonnet is also the only manufacturer to date who has invested in the promise and science that the super-antioxidant GliSODin® vegetarian S.O.D. brings to the health marketplace. This SOD in itself makes Super Earth® the premier green-foods based antioxidant multi on the market. One rounded caplet, three times a day.

Going a step further, Bluebonnet has a superior antioxidant multi in their Super Vita CoQ10. What makes it super? It provides what most multiples do not with its high CoQ10. The synergy that this nutrient brings must play well because athletes and the nutritionally-aware love this product as a quality based addition to their nutritional protocol. It is also a 3-a-day, and it spreads its 75 mg of the Bs, and 400 IU of the E to the user over the course of the day. Super Vita CoQ10 also offers the GliSODin® S.O.D. This caplet utilizes the vegetable-coating that Bluebonnet uses in their manufacturing

## TESTIMONIALS COUNT

“Mixed with my faith in Jesus’ name and a little waiting period, removing toxic behaviors and using the product Liv.52 (Himalaya USA’s LiverCare™)—my life came back!!! The overwhelming fatigue, disinterest in everything, dark urine, sluggish thinking are disappearing more and more as time goes by!”

When asked if he would recommend this product to others, he gave an overwhelming “ABSOLUTELY”! R. was taking 4 tablets per day.

process—another innovation they use to make their products more natural, and better for you.

For the one-a-day crowd, Bluebonnet offers two solid nutritional options. Multi One® provides the basic essentials. Again, with their multiples as with every product, the highest quality raw materials are used in manufacturing. Since Vcaps are becoming the norm for our industry, this product appeals to anyone looking for a one-daily. The easy-to-swallow caps provide the basics accepted by all progressive nutritionists and nothing more. No fancy little gadgets made to make the product stand out. Good platform nutrition is what it is, and Bluebonnet delivers consistently as expected. Albion® amino acid chelate minerals make this product the choice for the nutritionally astute.

Maxi One® is Multi One’s full spectrum caplet counterpart. This daily standard has more B-complex per tab as the caplet can hold more nutrients than a capsule can. Your customers need to have a capsule and tablet option from your prime brands, and Bluebonnet delivers this choice better than any major company. Maxi One® and Multi One are also actually simple names that your customers will easily learn to ask for. Both products come in an iron and iron-free version for consumer choice.

Maxi Two® works for the person who wants that product in the middle—neither one nor three a day. Multi-Vita

## TIP OF THE MONTH

### Stock Rotation is a Mutual Responsibility.

Note that for manufacturers, returns are a total loss 95% of the time. So, except for consumer returns, any other return adds to the overall inefficiency of the natural foods industry and adds to overall price increases!! Summer is the best seasonal opportunity for most stores to make sure that they have the systems in place to honor their responsibility to make sure that product is rotated properly, and that slow-moving items are re-discovered and promoted again.

Softgels rounds out the multi line, with a product that has slowly gotten very popular; maybe because it provides 800 IU of Vitamin D per two caps, and D has become so important. Bluebonnet only uses the well-accepted cholecalciferol-source of Vitamin D.

How complete a line to highlight in your store!! Again, Bluebonnet is built with the conservativeness to be the backbone of your nutritional product selection for years to come. They deliberately do everything right by science so that you can always speak with confidence. And they never sell to anyone except the independent health food stores. Protection added to superior quality: results and long-term return sales.

Now is the time to encap your multivitamins, capture more customers with the quality you provide and move forward with confidence against the adversity created in this month’s news cycle. Maybe we can highlight every category in response to the misinformation campaigns as a strategy response. Anyway you respond, know that your multis are both good and important every day for all the people who turn to you for trust. I’ll take my multi today!!

Be well, Michael \*



## 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."*

### Peace and Your Business

*continued from page 2*

or isolated people who come to our stores when in distress. By the way we deal with the homeless—we waste such food in our business. By creating funds and community activities to help others. These outreach activities will always bring people in: especially if done regularly/seasonally and marketed well.

Enclosed as an insert in this month's *BMC Newsletter* is a flyer from an organization leading the efforts to bring peace to all the political processes of the world starting with our own government. It is something many people in your store may like to learn about (the Peace Alliance, and their efforts to create a Department of Peace: see [www.thepeacealliance.org](http://www.thepeacealliance.org).) Post it prominently all summer long.

Peace is part of all health. Peace from within and peace from your heart outward. We spend so much time working on the symptoms of illnesses caused by human imbalances and non-peaceful insecurities, when we should be looking to the root causes. To create health, we must address justice, fill our actions with compassion and love, and sow the seeds that will bring peace in today's moment and in the future for everyone in our next seven generations and until heaven is attained here on earth. Any way you look at it, peace is a reality that is plausible in your business today. You should take some time this summer to consider the role of peace in your business. With love, peace to everyone.

Michael \*



**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.

## 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](http://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](http://www.bluebonnetnutrition.com)  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, Texas 77478

#### Herb Pharm

[www.herb-pharm.com](http://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](http://www.nordicnaturals.com)  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA. 95076

#### Essential Formulas, Inc.

[www.EssentialFormulas.com](http://www.EssentialFormulas.com)  
972-255-3918  
fax: 972-255-6648  
Irving, Texas 75062-8005

#### Newton Homeopathics

[www.newtonlabs.net](http://www.newtonlabs.net)  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Perfect Organics, Inc.

[www.perfectorganics.com](http://www.perfectorganics.com)  
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fax: 703-852-7199  
Merrifield, VA 22116

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#### Aloe Life International

[www.aloelife.com](http://www.aloelife.com)  
619-258-0145  
orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
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#### The Hair Doc Company

[www.thehairdoccompany.com](http://www.thehairdoccompany.com)  
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fax: 818-341-3104  
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orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA. 19154

#### AromaLand, Inc.

[www.aromaland.com](http://www.aromaland.com)  
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fax: 505-438-7223  
Santa Fe, NM 87507

#### Healthville USA Corp./Juvo

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fax: 714-562-1516  
Buena Park, CA 90620

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

[www.natural-immunogenics.com](http://www.natural-immunogenics.com)  
888-328-8840 • 954-979-0885  
Fax 954-979-0838  
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#### Surya Nature

[www.suryahenna.com.br](http://www.suryahenna.com.br)  
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fax 718-267-9648  
Woodside, New York 11377

#### Mushroom Science

[www.mushroomscience.com](http://www.mushroomscience.com)  
888-283-6583 • 541-344-8753  
Fax 541-344-3107  
Eugene, OR 97405

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