

Talking Business: Taste Matters: Nutrition Never Tasted So Good

Spring is the best time to capitalize on the bitter herbs that make tissue cleansing and “spring cleaning” so successful. If only people could understand that the intensity of bitters can lead to better health. In historical reference, natural foods used to be considered foods that were healthy, if not tasty. During that decade when we mistakenly thought all fat was bad, we created some of the un-tastiest foods ever—in the name of health. Fortunately, our industry has made tremendous advancements with flavors, and the “taste for health” is now as delightful as the bad foods we sometime guiltily desire. And taste does matter. Whether it is bitter herbs or zinc lozenges or liquid calcium, we always have to face the facts that most consumers will be less likely to regularly take something that they do not find

pleasing. Ah, the fickleness people can display in their pursuit of health!!

The time has come for taste to be less of an issue with our most nutritionally beneficial products. Nutrition is becoming a treat rather than something we have to trick ourselves to take. Kudos to the taster-makers and congratulations to these manufacturers represented by *Blue Moose Consulting* for their diligent efforts to take the issue of objectionable taste off the table. Sell these products with the confidence that people will return for seconds since the products are so top-notch and the flavors are so acceptable. Bon appetit!!

Good flavor, well-made

Bluebonnet Nutrition continues to carry the torch of leadership when it comes to

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Talking Health: Mind Boggling Amino Acids

Two areas in most health food stores that seem to galvanize the least attention are the homeopathic section and the amino acid shelves. I am amazed at how many stores carry such a wide variety of amino acid companies. I wonder if they do so because they do not completely understand the function of amino acids in nutritional therapy, and they defer to a large selection over learning and educating about a valuable health tool. Like homeopathy, most stores sell amino acids, but rarely recommend them as a primary option. This is something that we should all re-dedicate ourselves to changing.

For about 25 years, amino acid therapy has been a part of the natural foods industry. While we all know the health value of protein, we do not fully appreciate the advancements made in orthomolecular

nutrition that have occurred since the dawn of the technology of harvesting free-form amino acids.

Amino acid therapy is based on the premise that everyone is biologically unique, that every person derives and integrates amino acids differently. People have differing amino acid profiles, deficiencies and nutritional needs—based upon diet, need and digestion. If one takes time to research the potential applications of all the amino acids we sell, then we can integrate a whole new world of safe and effective options into the educational presentations of the sales conversation.

What is obviously most interesting is the potential of amino acid therapy for brain health. We take for granted the role of protein for muscular support; but amino acids also provide extremely necessary fuel for the brain, and

ATTEND NNFA EAST EDUCATION DAY

Monday April 3, 2006, 1-5 PM
Washington, DC

at Jurys Washington Hotel
1500 New Hampshire Avenue NW
(on Dupont Circle)
202-483-6000

Free to NNFA members and health food store personnel only

Three informative talks for NNFA retailers. A time to learn, a time to network.

NNFA East 888-670-6632

1:00-2:00 GliSODin—the Anti-aging and Anti-Oxidant Catalyst
Paul Flowerman, President P.L. Thomas

2:15-3:30 Living Clean in a Dirty World
Eve Prang Plews L.N.C.

3:45- 5:00 Silver Therapeutic Technology Leaps into the 21st Century

Stephen Quinto, Chairman and CEO of Natural-Immunogenics, makers of Sovereign Silver

Also: the 9th annual NNFA Natural Foods Day

Tuesday, April 4

Info: call 888-670-6632

Friday, March 10—Deadline for headquarters hotel reservations

Friday March 17—Deadline for Natural Foods Day registration

imbalances can have profoundly negative effects. For prevention, everyone should investigate the role that l-glutamine and acetyl-l carnitine play in brain health. Likewise, it is sinful that a government would deny its citizens the tool of l-tryptophan. Luckily, 5-HTP is still available as a valuable nutritional alternative. Finally, l-tyrosine is such an

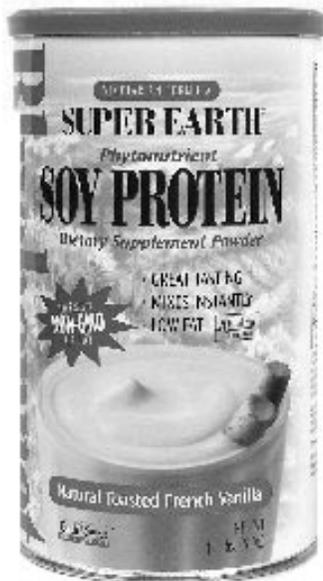
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Taste Matters

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innovation. They have created the best-tasting new products of 2005, with a steady stream of palatable alternatives that are cleaner than the competition—without compromising their dedication to quality. Their liquid calcium magnesium is the best-selling liquid-cal on the market. Why? This full-citrate blend contains calcium, magnesium and the cholecalciferol form of Vitamin D without the chalky taste found in most calcium liquids. The best seller is blueberry but lemon, orange and new strawberry are not far behind. With a combination of the highest quality, a fair low price, and great taste, stores now buy these by the 24-piece, and they fly out the door!

Bluebonnet has gained excellent shelf placement with their new liquid carnitines and Vitamin B-12. Their carnitine comes in two flavors—a raspberry that tastes like a rewarding aperitif, and a delicate vanilla that is perfect for smoothies. The liquid B-12 does all the peripheral things well:



glass bottle, good formula (only B-12 and folic acid) and a most delightful raspberry taste.

And they really shine with their protein powders! Many stores are finding the switch to a Bluebonnet protein section easy. First, they love the fact that these products are only found in health-food stores. Second, these products—with their well-formulated flavors—are creating great customer loyalty. The two soy

proteins are probably the best-tasting in the market: Toasted French Vanilla and Natural Chocolate Truffle. The formulas are not filled with glitzy extras, but rather are well-designed protein blends that address heart, bone and hormone health.

The whey protein powders are even more phenomenal—arguably the best protein powders on the market. They are formulated to assist with oxidative stress through the GliSODin vegetarian S.O.D., and with regeneration through the inclusion of nucleotides. Perfect for athletes, the elderly and people with weakened systems. To disguise the flavor



of the un-denatured whey, Bluebonnet uses their Earthsweet® sweetener. This is the first antioxidant blend sweetener in the industry and combines primarily high ORAC-value polyphenol fruits with a touch of sugar cane and fructose. Earthsweet® is also used in the soy formulas, and has satisfied the sweet-tooth without compromising health!!

Finally, the new Green Utopia challenges every green food with the light sweetness it offers as it provides the highest seaweed and sprouts content in a single-serving green foods product. With the high ORAC value, a therapeutic fiber dosage, and 54 whole foods in one serving, Green Utopia is the tastiest bit of health heaven!

Award-winning taste tops the world's best products!!

Nordic Naturals deserves all the success they are now achieving. Sales orbit the

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NPEW 2006 SHOW DEALS

Aloe Life (see box ad) Attendees can place orders at the show or afterwards through April 1 with special show code (provided at the show)

AromaLand 10% off your order when placed at the show, booth #2550

Bluebonnet Nutrition (see box ad) 20% off March 20-31, one order only

Essential Formulas 10% Discount on Show Orders, Free Shipping and Handling. *The Expo west show special will be in effect for all EFI accounts during the show days, regardless of show attendance*

Herb Pharm 15% off orders of \$100-\$499, 20% off orders of \$500 or more (before discount) Buy in March 20-31, buyers do not need to attend to receive the discount.

Himalaya USA great discounts (see box ads)

JUVO 15% OFF Buy-in dates March 20-31

Newton Homeopathic 10% line drive for non-attendees; 15% for attendees. (see box ad) buy-in period March 24-31

Nordic Naturals 12-143 pieces = 15% off; 144+ pieces = 20% for show attendees only

OLBAS 10% Line Drive 15% All Floor Displays Buy-in period – the month of March on direct orders, March 15-31 through distribution

NNFA EAST: GET INVOLVED!!

Here is the latest advocacy info for the NNFA East Region.

Join the NNFA East and support our regional advocacy efforts.

For more information that you should know: <http://www.nnfaeast.org/>

NNFA-East P.O. Box 316 Amherst, NH 03031 1 (888) 670-6632

Fax: 1 (603) 673-1939 Email: nnfaeast@aol.com

Pennsylvania — PA HB 995, banning the sale of dietary supplements to people under 18 and requiring dietary supplements be displayed behind the counter, remains in committee.

New York — HB 4304, HB 8002 and SB 1095 remain active even though they have been referred to committee.

New York — NEW! Two bills, S6572 and A9942. Both bills are worded identically and propose the formation of a state DIETARY SUPPLEMENT COMMITTEE, AER (adverse event reporting), endowing the commissioner of health with the authority to ban dietary supplements as so recommended by the committee.

The NNFA East NY Task Force is in the process of raising funds to pay for a lobbyist to help our advocacy efforts in Albany. The task force has designated Wednesday, April 26, 2006 as a lobby day in Albany.

New Jersey — Executive Order #72 calls for the random testing of dietary supplements to test for steroids. The NJ Department of Education was also instructed to organize steroid educational programs for coaches.





March Promo **20% OFF**

- Adrenal Support Tonic
- Nervous System Tonic
- Pharma Kava® Capsules
- Pharma Kava® Liquid Extract
- Pharma Kava® Six Pack

*Applies to all sizes of these products.
Deal good from March 1-31*

Expo West Show Special

Buy in Dates March 20-31

Orders over \$500 20%

Orders \$100-\$499 15%

Buyers do not need to attend to receive discount,
but need to identify as a show special

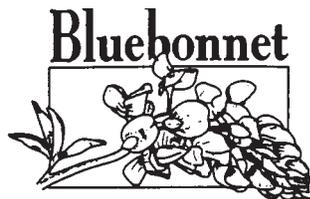
All products. What a great time to stock up!!

New!! Allergy & Cleansing Promotion will begin April 1st.

Buy in period April 1-July 31. 17 different products

Ask your BMC representative for details

Not represented by BMC in NJ, NC



Show special **20% OFF** one order for the national trade show

buy-in dates March 20-31

Best selling new intro product of the past three months:
CholesteRice® Vcaps 60 caps and 90 caps

Are you carrying a product this innovative: that is in Vcaps, with a measurable dosage, and available only in health food stores? Red yeast rice, CoQ10, policosanol, pantethine and plant sterols

Look for an exciting new product intro in late March or early April!!! This one will bring new life to a valuable section of your store!! (hint)

Kosher Update: Bluebonnet is now a registered Kosher manufacturing facility. New kosher label products are rolling off the production lines, and all products should be shipping kosher within a 60+ day period. Look for the new labels as we unveil this new level of purity guarantee through the beginning of 2006.



NORDIC NATURALS

*Now available for your shelves: the perfect pair
Heart Synergy and Eye Synergy*

Introducing Eye Synergy

Containing: Nordic Naturals Fish Oil providing 190 EPA, 697 DHA; Lutein 40 mg; Zeaxanthin 2 mg; Vitamin C 250 mg; Vitamin E 30 IU (d-alpha); Beta Carotene 25,000 IU; Zinc 30 mg (citrate)

New product info **15% OFF** not combined with other discounts. 1st time order only

March Promo Sales

Get Your Pet Ready for Spring! 15% OFF

50502 PET Omega-3 Formula
53783 PET Arctic Cod Liver Oil
(sale ends March 23rd)

Natural Products ExpoWest show deal: available the weekend of the show only for those attending. Expo Sale Order Forms to be provided at show

Nordic Naturals is the ONLY FISH OIL COMPANY referenced in **Dr. Andrew Weil's new book: HEALTHY AGING.** See pg. 255 for the reference!



Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

NEWTON March Promo **20% OFF**

#38 Bug Bites

#3 Cold-Sinus

#7 Hay Fever

#55 Pollen & Weed

Spring/Summer Counter Display

Newton for PETS #P25 Detoxifier

*"Nothing But Natural" for KIDS #F59 Hypercalm
Cannot be combined with any other discounts*

Expo West Show Deals
10% LINE DRIVE for non-attendees;
15% for attendees.

Includes OTC Remedies including Ointments, New-Tonic, Dental Gum Care, Sprays, Single Remedies, and Tinctures. [DOES NOT include Magistrals, Rx, Nosodes, and Organos.]

ASK FOR DISCOUNT AT TIME OF ORDER

Buy-in period March 24 -31

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

**Look for the new
AromaLand catalog**
due sometime around ExpoWest.

Expect exciting new products.

Essential oils
Organic essential oils
Carrier oils
Aromatherapy tools
Bath salts
Diffusers
Candles
Shampoos, Conditioners,
Bath gels
Skin care
Massage supplies

WELL-IN-HAND®

March Sale 20% OFF
direct orders only
Therapy Oil™
Buy-in period March 1-31

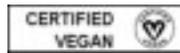
**ALL PURPOSE WELL-IN-HAND®
THERAPY OIL™**
WHAT HURTS?

Relief is Well-in-Hand!
Instant-Action!

Satisfaction Guaranteed!
Joint support and muscle soother.
Extremely effective for itching.
100% genuinely natural comfort.
Pleasing aroma.

Non-greasy.
Non-staining. Highly
concentrated Herbal
Aromatherapy.
Every ingredient is
Active!

One of Michael's
FAVORITE products!!



Essential Formulas

Some people continue to believe the myth that a probiotic product is inferior if the bacterial count does not equal several tens of billions. This belief is wrong and its proponents may not be familiar with state-of-the-art probiotic products developed in Japan using a five-year, natural temperature fermentation process!

The Japanese, leaders in the development and use of probiotics, discontinued their efforts to further increase the bacterial count in their probiotic products more than a decade ago. That decision was based on scientific research that ultimately led to the improvement of new, high technology probiotic products. Today, Japanese probiotic products appear to be several technological generations ahead of freeze-dried and most other probiotic products now being manufactured in North America.

The Japanese are not the only scientists who caution against using high bacterial count probiotics. In *Probiotics: A Critical Review*, the author examines the body's autoimmune response to the entry of tens of billions of lactic acid bacteria—regardless of whether they are alive or dead, friendly or unfriendly (1)

(1) Tannock, Gerald W., *Probiotics: A Critical Review*, Horizon Scientific Press, January 1999.

Expo West Show Deal
10% DISCOUNT on Show Orders,
Free Shipping and Handling all orders placed
between March 23-26 **EFI Booth Number 1579**

Show events:

Saturday, room 205A 12 to 1 PM. Ann Louise Gittleman, Ph.D., C.N.S. Seminar on "Fast Track to Good Health with Probiotics"

Saturday 4 to 5 PM Book Signing. EFI booth 1579.
"The Fast Track One-Day Detox Diet"
Ann Louise Gittleman, Ph.D., C.N.S.

Not represented by BMC in PA, NJ

JUVO™

Show Special
15% OFF Juvo

buy-in period: March 20-31

**Juvo: raw food for people on
the go...Go Juvo!!**

Juvo: great for internal
Spring cleaning with its
natural, food-source super
enzyme profile

Juvo: great for stimulating
the immune system for
Springtime changes

Juvo: for lunchbox, backpack,
camping gear, bike bag,
glove compartment, purse
and breakfast choice

Not represented by BMC in PA, NJ

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

**Encourage people
to let their hair down
this Spring!!
Beautiful healthy hair,
well-groomed
and happy**

Hair Doc has a new
catalogue and price list.

Find this new avenue of
sales that has become
successful for many
stores in 2005.

**Expo West Booth #s
2566, 2568, 2570**

Not represented by BMC in NC, NJ, PA

ADVERTISING TO HELP YOU SELL

Himalaya USA March: *Healthy Living*; March/April/May: *Vegetarian Times*, *Better Nutrition*, *Whole Foods Magazine*; April: *Great Life*

Nordic Naturals March issues of *Alternative Medicine*, *Body & Soul*, *Natural Foods Merchandiser*, *Natural Health*, *Taste For Life*, & *Yoga Journal*

TAKE 5 MINUTES

**Start now:
become a homeopath**

Register for courses offered by the American Academy of clinical homeopathy, and learn from Dr Luc Chaltin, one of America's foremost healers. Take the AACH study courses, and begin now with the *Retailer Certification Program*—Spring session Friday April 7, 11:30-7:30 PM, and Saturday April 8, 9-5. Conyers Georgia (outside Atlanta). Ask BMC rep for details. Register before March 26th.



Himalaya

HERBAL HEALTHCARE

Expo West Promo

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

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

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

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

Deeper discounts available for greater quantities.
 Buy-in dates from March 20th to March 31st.

Show events: Ann Louise Gittleman book signing *Hot Times*
 Friday March 24, 2pm at booth #2252

MONTHLY CONFERENCE CALL TRAINING

General Training – All Stores
 Tues. & Wed. March 28 & 29 – ask BMC rep for details
 Receive a **free bottle of product** for attending
 "Tax Relief: *StressCare & Ashwagandha*"

AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Most children and seniors have low-functioning immune systems, and will benefit from taking Aloe Vera juice daily. The recommended dose for children 1-5 years is 1-3 tsp or until bowel tolerance. Children with illness or bowel conditions may take up to 1-2 tablespoons if need be. Seniors may experience help with energy levels, achy joints and renewed elasticity of the skin due to collagen support. The daily dosage for seniors is the same as adults and individuals: 1-3 ounces daily to bowel tolerance. Pregnant women can take Aloe Life Aloe Vera Juice concentrate throughout the entire pregnancy just keep the dosage at 1 ounce = 2 tbs daily. The **Stomach Plus Formula** by Aloe Life is especially helpful for nausea, and the **Fiber Mate** proves effective for constipation and healthy regularity.

Expo West Promo

10% OFF 2-case order up to 6-case
20% OFF 6-case order or more

Attendees can place orders at the show or afterwards through April 1 with special show code (provided at the show)

LBAS®

Monthly Promo deal

10% Line Drive
15% All Floor Displays
(direct orders only)

Expo West: orders through distributor
 Buy-in period: March 15-31 through distribution

That Time of Year again.

Nature's Wonderland Herbs
 from Penn Herb Company

Catfish Bitters™ 120 Vcaps, 525 mg. 4 + 1

Catfish Bitters™ 6 oz tea

same popular formula: try it in tea form 4 + 1

March Promo: for BMC accounts only.

BUY 4, GET ONE FREE

of either of the SKUs above

This 18-herb tonic stimulates,
 strengthens and cleanses

PERFECT® ORGANICS

The Perfect Time to bring in Perfect Organics

Expo West show deals

15% OFF all opening orders

show attendance not required

buy-in period March 15-31

shea butters • body washes

body scrubs • bath salts

lip balms • and the perfect Body Balm



Taste Matters

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competition, with everyone saying this is the only product to recommend. Why? No one can compete with their exceptional taste, which is surpassed only by their purity guarantees. Nordic Naturals manufactures with a different philosophy than other fish oil companies, as they consider freshness to be of paramount importance. The results are Omega-3 liquids that taste pleasurable: light, delicate and with no fishy smell or taste.

In demoing this product, I have had people say that these products have the texture of a fine wine and are worthy of adding to their salads. These are compliments no one ever envisioned being applied to cod liver or fish oil products.

The cod liver oils are not only 100% cod and 100% Arctic, but they have also won awards from the American Culinary Institute yearly as the best-tasting fish oil available. A recent article in the Norwegian magazine *Mat og Helse (Food & Health)* showed Nordic Naturals outperforms the top ten brands currently available in Norway. Taste, freshness and a burp-free

experience make Nordic Naturals the best-selling fish oil supplement available today. While I personally love the delicate flavor of the unflavored cod liver oil, Nordic offers a perfect selection of cod liver oils in orange, lemon and peach. The children's Berry Keen has a delightful strawberry flavor, and the Omega-3, Ultimate Omega and Complete Omega 3,6,9 blends feature the refreshing lemon flavor people will enjoy as they take their daily Omega-3s.

While the liquids are delightful, the capsules also bring pleasure to the consumer.

Nordic Naturals has the unique distinction of putting the flavorings for their products into the

gelatin, bringing either lemon, orange or strawberry to the tastebuds first—while protecting the health-benefits of the oil held inside. The adult DHA formula smells sweeter than the tastiest candy in the world! Children LOVE all the children's formulas; as they now ask for their "fishy pills."

Nordic Naturals has changed the perception of Omega-3 nutrition forever, producing a product that has changed the way business is done in the fish oil industry. If you provide their fish oils on your shelves, your battle to convince people to take their daily Omega-3s will be over. Talk to your Blue Moose Consulting rep about scheduling a demo.



Aloe should have flavor: Aloe Life provides it all

Aloe Vera: another superfood with a bad-taste rap. Truthfully, **Aloe Life** Aloe Gold whole leaf aloe juice concentrate is wonderfully sour, salty and bitter, but for those who cannot appreciate this complex flavor there are two flavored aloe blends that contain 7% juice concentrate (with no added sugar).

The Cherry Berry is sweet enough that kids adore their daily dosage, and the Orange Papaya is my favorite flavor. Aloe Life has a product unlike anything else on the market: their success is providing *all* the nutrition of this miraculous herbal food. And, in making a true aloe vera palatable, they are bringing aloe's benefits to more people. Most companies work to remove the natural flavor restrictions, in turn denigrating the health value of the product. Aloe Life has unraveled the secrets of aloe vera, and made it something everyone can now take daily.

Finally, Chyavanprash paste is a tasty product that provides excellent tonic nutritional support. Encourage daily herbal support. This **Himalaya USA** product has been finding its way onto many shelves, and customers are please with its consistency and safety guarantees. A truly full-spectrum, energizing herbal food.

So, tip your hat to the chefs. Nutrients are becoming more user-friendly. Make sure that you don't forget this important salespoint when you are describing the options to your clientele. People may be finicky about taste, and now we can provide them with genuinely enjoyable products that will help them work on their health. *

"WE ARE HEALTH FOOD PEOPLE" Employee profile—Maggie Rotunda Pennsylvania BMC Sales Representative



I'm one of the new kids on the team; my name is Maggie Rotunda. Most of my working life has been in sales, marketing and service. There are jobs where you work extra hard, because what you are selling either isn't all that it appears to be or just isn't for everybody. I did it very well, because I love working with people and my personal style is to bring the best of whatever I am involved in to the forefront.

When I met Michael Hennessey, I knew I had found a really EASY job. Easy, because Michael's passion and knowledge of this industry is so impressive that I knew I would never stop learning and being inspired. Easy, because the lines we represent are the best. Easy, because when I walk in a store, I am welcomed like an old friend. And most of all,

EASY, because natural health and nutrition is the foundation of my life.

In the early 1990's I became very sick. Very sick. Multiple auto-immune diseases that two Philadelphia hospitals and expert medical opinion came to the conclusion I would probably die. During that time I started to work with a nutritionist at Black Forest Acres in New Jersey, met several physicians who saw beyond modern medicine. They saw the truth in natural healing. A DNA test caught my Lyme Disease in time to save me and those people who healed me in the wisdom and power of natural healing instilled their same knowledge in me. I continued not only to learn more and keep up with new information, but to share with the people who crossed my path. I took it into natural healing for animals, most of all for my springer, Molly! My work with *Blue Moose Consulting*, and the wonderful products we represent, give me the opportunity to continue to learn, educate and make new friends, and most of all, get paid for doing what I love!



Mind Boggling Amino Acids

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important and valuable supplement for brain balance that I am surprised more people don't investigate its applications for optimal brain health. These four amazing amino acids may elevate a person's mental performance, and help them appreciate life more fully.

I often say that l-carnitine is one of my favorite superior nutrients, one that every store employee should understand and recommend. Its function in muscle, heart health, lipid metabolism—with diabetes, liver and dieting—make it essential for everyone. Now there are several specific subcategories of carnitine, but the research does not seem to indicate any carnitine

being better than the tartrate form currently being used (and the cheaper forms may not have the benefits people are looking for).

Taurine sales have grown steadily over the past seven years as doctors have seen the value of recommending this nutrient for heart patients. Likewise, GABA sales have quietly increased as people attempt to use this neurotransmitter for stress, hyperactivity and anxiety. It seems that these sales grow despite very little information being offered about them by the stores. Maybe the prescriptions are working?

An opposite phenomenon occurs in some stores where the amino acid section receives little merchandising: and sales always reflect this. If attention is given to the category, sales usually increase.

Amino acids also play a prominent role in digestive health. Again, l-glutamine is becoming understood for its role in gut health, and its subsequent affect on the immune system. **Bluebonnet** utilizes



l-glutamine very wisely in their **Whey of Life**® protein powder.

NAC, n-acetyl cysteine, has shown to be very important for lung health and as a critical nutrient for combating colds and flus, asthma and radiation therapy. Bluebonnet's **Amino Acid 750 mg Vcaps** provide an excellent, balanced variety of free-form amino acids and peptide-bond amino acids derived entirely from whey lactalbumin and egg white albumin protein. More and more stores carry this product as buyers gain trust in Bluebonnet's raw material decisions. Only the best materials make it into a product that carries the Bluebonnet name.

One lesser-noticed benefit of amino acids is the use of tyrosine

for thyroid conditions. This amino acid is beneficial in conditions of stress and high blood pressure and depression. It also energizes the body as a result of its effect on brain health. Everyone could use support for her or his thyroid gland. This is just one example of the many great benefits this critical nutrient can have on overall health.

Another undervalued use of amino acid therapy is the role of the sulfur-containing amino acids. Cysteine, methionine and taurine all assist in detoxification.

Amino acids likewise can have a pronounced effect on the aging process. Free-form amino acids create less stress on the body, while simultaneously becoming more bio-available. Too many people take in too much protein—which is difficult to process and eliminate—and they could be getting the benefits of amino acid therapy more easily through the fermented versions of the isolated amino acids.

Finally, amino acids received some negative publicity recently when a news

EXPO WEST 2006 BOOTH NUMBERS

Aloe Life International	1954
Aromaland	2550
Bass Brushes/Hair Doc	2566, 2568 & 2570
Bluebonnet Nutrition	2706 & 2708
Essential Formulas	1579
Herb Pharm	1856
Himalaya USA	2252
Juvo	481
Newton Homeopathics	2657
Nordic Naturals	1820

TESTIMONIALS COUNT

On Sale this month: Well-in-Hand Therapy Oil

Seborrhea Dermatitis "Incredible! Since childhood, I've had seborrhea dermatitis with cracking and bleeding. It would weep like a sore. I applied the little, tiny sample of that magic THERAPY OIL on my scalp and 2 days later IT'S GONE! I want more! To me this is a miracle!" —C.H., VA

Scleroderma "Howdy from Tucson. I've had alot of experience with SCLERODERMA. Ran a rheumatology clinic years ago, not much has changed with this autoimmune classified disease. After the session I would recommend a light massage with a great product called WELL-IN-HAND THERAPY OIL, a mixture of arnica, lavender, calendula, St. John's Wort flower oils. I've used this product for 10 years and never travel without it. A few drops in the bath will help soften the skin. Hope this info helps."

—Occupational Therapist, AZ

Sore Neck "My wife sends you blessings! She has me run your THERAPY OIL on her sore neck and back every night. That stuff is good for marriages. It is rekindling fuel."

—D.Z., PA

Even a Hockey Coach "As the coach I have experienced using all kinds of remedies to provide relief for injuries that we receive during games. We have never found a product that we could use on everyone and achieve wonderful results. Our team at this moment is in desperate need of some of the THERAPY OIL as we are out and we cannot get any here. We have players that need to be ready for next week and without the oil that will be hard. If you can overnight it we would gladly pay for the shipping. Thank you so much and attached you will find a picture of the team." —Mindy and Charles G., TX

TIP OF THE MONTH

Take a Camera to work. Leave it in an accessible drawer and use it to capture special moments with friends and customers. Have a board with pictures of smiling health food people. Record events so that you have a history. And, have a way to capture certain incidents where that camera will be worth having around. Even if you only use it twice a year, it is worth the effort.



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."

Mind Boggling Amino Acids

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story reported that l-arginine could be dangerous for people with heart conditions. Once again, the press failed to distinguish the fact that the dosages being studied that could elicit a possible adverse effect were well beyond what any health food store would ever consider. Let it be noted, though, that should amino acids be understood as the blessing they are in a number of nutritional applications, then they too will soon feel the wrath of mainstream attack. But even now, amino acids are flying too low under the radar screen of most stores. This is a condition that we all should work to change as we continue to improve health in our communities.

Consider your mind unbogged. *

MARKETING IDEAS

Spring is the time to sell protein powders. People are getting more active with outdoor activities and their eyes are open for new products and ideas. Create a case stack or end-cap of the protein powders that you like, and get the staff excited about promoting protein now. Sales will flow all year after this seasonal promo. See the article in this issue under **Talking Business** about Bluebonnet's delicious soy protein and whey protein products. Time for a change with your protein menu? Bluebonnet is a taste and quality leader. Stock up and sell out!!

Note: The BMC newsletter sale list is available each month by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive this via fax early every month for all the deals on the great BMC lines? Call *Jamie Daly* at 703-521-4567 and put in your request now.

How to reach Blue Moose Consulting

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

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