



Talking Health: The Dueling Endcaps of May

For most of the stores in BMC territory, May could not have come soon enough. Between soaring gas prices and the taxman, most consumers have found their pockets empty and their expendable income severely limited. Hopefully, this is a momentary problem and not a trend. When sales are sluggish, creativity has to rise. In that spirit, May provides two great marketing events that provide the opportunity for you to bring important products to people who may have been looking elsewhere for solutions to their immediate health concerns.

May is *Asthma & Allergy Awareness Month*. This is certainly an important topic, and probably subject

matter that you haven't focused on too much in your store before. There are many primary options for both maladies, and you would be wise to prominently and diplomatically promote those products now so that people will know the options available to them. Visit www.aafa.org for facts, if not healthy solutions.

First, realize that allergies and immune-deficiencies and imbalances are only going to rise in this polluted world we move through. The obligation of a store now is to address these issues, as western-pharmaceutical solutions are certainly both deficient and actually antagonistic to overall health. Learn the language of immune-building

continued on page 6

MARKETING IDEAS

Herb Day 2006

Finally, we have designated a national day to celebrate the wonders of the herbs that bring such value to our lives. This year, every store is asked to be creative and make some noise in unison with herbalists nationally for the first annual Herb Day. Great ideas are already springing forward, so go to www.herbdays.org and see what people are doing. This is a great opportunity to focus your community on the use and importance of herbs. Teach the children, educate the media and prompt the politicians to attend your Herb Day celebration. Start planning today—More on this brilliant idea later!! Date: October 14, 2006.

The entire herbal community is invited to participate actively in HerbDay 2006, either by hosting an event or providing sponsorship in the form of financial support. Now is the time to start developing ideas for local HerbDay activities to ensure that every community celebrates the wonders of herbs. Visit www.herbdays.org to review the initial menu of ideas that the HerbDay Coalition has developed, and to register to tell others what you are planning to do to join the herbal celebration. The website will be the primary location to organize and disseminate information about HerbDay activities and resources.

Five national nonprofit organizations—American Botanical Council (ABC); American Herbalists Guild (AHG); American Herbal Pharmacopoeia (AHP); American Herbal Products Association (AHPA); and United Plant Savers (UpS) — are working together as the HerbDay Coalition to launch this event. (see: http://www.naturalnewswire.com/2006/04/study_publicize.html)

Talking Business: NNFA Lobby Day ReCap

What a month. It was less than one month ago that we activists were hit with the double whammy of the Anaheim Expo West trade show and the yearly NNFA Natural Foods Lobby Day. Talk about intensity!!

April 4th marked two important milestones in the political actions necessary to define our industry—as the NNFA entered its 70th year, and we followed through on our civic obligations to visit the Legislative Branch of our government for the 9th annual Natural Foods Day.

Everyone reading this knows that political activism is necessary to protect

our livelihood and our rights to sell and have access to natural foods, organic products, nutritional supplements and health information. And most of us know that voter presence and numbers at events like this are a rare way to make a defining impression on our congress-people as we go up against the bank-vaults of the professional lobbyists “K Street” in the Nation’s Capitol. Congratulations to those few determined individuals who took the time and spent the money to visit our legislators and educate them on what we do to keep America healthy. Thank them for doing an important obligation for you if you did not attend!

continued on page 2

Lobby Day ReCap

continued from page 1

This year, we had our biggest attendance ever. Over 170 health food “ambassadors” representing 37 states conducted 170 meetings with 74 Senators and 96 members of the House. Good news, yet with room for improvements—as this newsletter goes to over 700 health foods addresses within driving distance of Washington, and over 2000 people get this monthly network newsletter so we can actually actively take Washington over for a day anytime that people want to do their part!!

Many say that they cannot leave their stores for one day. To them I say, make an announcement—close your store—bring a car load of your most engaging customers and let them know that you are standing up for their rights too! Some say it is all a waste of time. To them I challenge: visit once, be democratic and stand up for your rights. If you don’t feel empowered and reinvigorated by the principles that brought you to this vocation, then never come again. To participate in the process is its own reward. And you will make friends and learn things too. To those who say that the NNFA is balderdash, I say—get a life. Whining people are the cause of all human failure. Pick up a tool and help to change the system, and then realize that this is where respect emanates from.

And finally, to those who say that they wanted to attend this year, I say—we invite you with welcome arms next year.

So, what did you miss? The day is orchestrated by the staff of the National NNFA. They plan your meetings and provide you packets with position papers on the bills before Congress that we like and those that we want defeated at this time. This is really pretty serious stuff!!

Your job is to interact with people in your elected officials office to let them know that you vote, you do good and you have pertinent information to provide them as an advocate for the people in your community. The

reception in the office is almost always polite and the office ears are there for you to use your powers of persuasion. Who says that you cannot affect history?

You travel in groups of 2-4 on your Capitol Hill itinerary, usually with other health food store owners and managers. You find through the day that you have much in common, and sharing phone numbers and emails usually brings benefits beyond what you expected. All in all, the day moves fast and the experience is enlightening.

The evening brings good food in a reception, and you experience the novelty of having American Senators and Congressmen praising the natural foods industry. Likewise, you see the passion some legislatures have for what we do, And when you leave, you realize that their passion is our protection. And then you feel the need to bring two more people the next year—and so the process grows.

So once again I vigorously promote participation in the NNFA events, especially the yearly DC pilgrimage. If

ADVERTISING TO HELP YOU SELL

Look for **Nordic Naturals** ads in May issues of *Alternative Medicine*, *Natural Health*, *Taste For Life*, and *Total Health Magazines!*

Himalaya USA has May ads on “Women’s Health” running in *Body & Soul*, *Vegetarian Times*, *Better Nutrition*, *Whole Foods Magazine* and *Healthy Living*

we stopped this, the forces that oppose us would have full sway in the halls of Congress. Thank those who work for our industry, and get involved yourself. Our future depends upon it!!

Next stop for the NNFA, the Las Vegas NNFA Marketplace Trade Show this July (14–16). Make your reservations now. Go to www.nnfa.org. Take the insert to this month’s newsletter and note the address for your local congresspeople. Be active and proactive. *

One year ago in May, BMC— Blue Moose Consulting — took a leap from two employees to eleven. And today, we are 15 strong, all working diligently to service your stores and provide you with the information you need to stay successful in today’s competitive marketplace.

Our function continues to develop as we strive to be the best brokerage and consulting group in the industry. The intention is to deliver new ideas and higher profit through the newsletter you are reading here. This is available through postal and email format, so contact us if you want to adjust or add delivery options. Email makes it available to all store personnel.

We also send a one-page fax listing all the sales. Are you receiving this? Contact a BMC rep if you want this quick-look sales option. Three inside-sales phone reps are available to make sure human contact occurs with every store once a month. Teach us the best time to contact you, and we will promise to be efficient with your time.

Jamie Daly is our general manager and he is available weekdays for question, comments and any problems that may arise. He also works the co-op programs that certain manufacturers provide. Michael is on the road and in the stores non-stop, and up to his moose antlers in new store openings and placements, store counseling, staff trainings and consumer talks. The road to perfect service is long: smile when you see him, allow him to bring you tidings of health and productive ideas, and know that every call is answered (if late, with honest apologies).

One year ago in May we expanded. Many thanks for your support in this growth. Let’s become prosperous and healthy together.

—mph





MAY PROMOTIONAL SALE 15% OFF

1 oz, 4 oz sizes liquid extracts

Eyebright/Nettle Compound

Green Tea liquid extract

Immune Defense Tonic™

Khella/Turmeric Compound

Licorice liquid extract

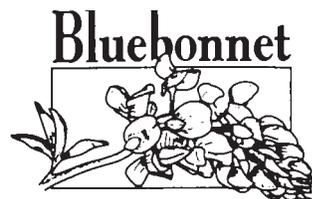
Nettle liquid extract

Rue/Fennel Compound

Turmeric/Chamomile Compound

In addition, remember the Herb Pharm **Allergy & Cleansing Seasonal Promotion** provides a large window for you to promote 28 different products for deep discounts. Ask your BMC rep how you can receive 25% off with this mix-n-match promo!

Not represented by BMC in NJ, NC



"Shape Up For the Summer" with a Bluebonnet Special!

To help celebrate our 15th Anniversary...We are offering some great deals on 15 top-selling, active lifestyle products – just in time for summer!

BUY 4 GET ONE FREE For 15 Products in Counter Display (select up to 3 different SKUs x 5)

BUY 3 GET ONE FREE for 48 Products in Counter Display (select up to 4 different SKUs x 12)

BUY 3 GET ONE FREE on All *Whey of Life*™ Multi-Action Whey Protein

Products Included in the Promo:

- L-carnitine Vcaps 250 + 500 mg 60
- Liquine 60 Iron-free Vcaps
- Super Antioxidant 60 + 90 Vcaps
- Chromium Picolinate 500 mg 100
- GliSODin Vegetarian S.O.D. Complex 250 mg 60 Vcaps
- Tonalin CLA 60 Softgels
- Super Chrometene 60 Vcaps
- Diet Chrome-Care 60 + 90 Vcaps
- Ultimate Hair & Nail 60 Vcaps
- Glucosamine-Celadrin-MSM 60 Vcaps
- Ageless Skin 60 Vcaps
- Nucleotide Complex 60 Vcaps
- All *Whey of Life*™ Protein Powders including 8 pak

Ask your BMC rep for details. Cannot be combined with any other promotional discount. Offer good through June 15th.



NORDIC NATURALS

May Women's Health Specials

15% OFF

- 01780 Omega Woman 120 count
- 02773 Complete Omega Liquid 8 oz
- 01770 Complete Omega 60s
- 02770 Complete Omega 120s
- 01774 Complete Liquid Lemon Singles 30 count

Offer good through May 23

Nordic Naturals offers you the most for your business:

- excellent educational material
- Coop advertising (ask rep for details)
- product demos to help sell the product
- staff trainings on Omega-3 nutrition and how to sell Nordic

Superior Products:

Nordic Naturals provides the world's only complete line of natural triglyceride-form fish oils. Fish oils in an ethyl-ester form are highly unstable and rapidly break down during storage. Also, fatty acids not converted into triglycerides pose an oxidation burden in the form of free radical formation. Ethyl esters have been rejected as a source of fish oils in Denmark, Sweden, and Norway. Promote Nordic Naturals—offer only the best!!

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

May Promotional Sales 20% OFF

OTC Formulas

- #28 Poison Ivy
- #55 Pollen & Weeds
- #58 Food Additive
- #67 Foot Fungus

NEWTON for PETS™

- #P12 Flea & Bug Bites

"Nothing But Natural" for KIDS™

- #F34 Bangs & Scrapes

Warm weather months are the best time to highlight the pet products. Now is the time to purchase the pet counter display.

New item: Shingles available soon.

Ask for launch date

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

**Aromatherapy. Essential Oils.
Hair Care. Body Care. Spa
Treatments. Massage Supply**

1986-2006: 20 Years of Excellence

AromaLand was established in 1986 by Ralf Moller, one of the pioneering visionaries of aromatherapy in the United States. His vision of using only pure, natural and high-quality products is the very foundation upon which AromaLand has been built and continues to grow. Pure Essential Oils are the heart and soul of the Company's product line. Aromaland incorporates pure Essential Oils into its full line of body care and aromatherapy products.

**Now with online wholesale ordering.
Ask for details.**

www.aromaland.com/wholesale.

*Make sure that you mention BMC with
your first order!!*

JUVO™

ReJUVO nate Yourself™

Juvo mission: To promote a healthier & more energetic lifestyle for the general American public.

The people behind Juvo are dedicated to the science of "living-naturally."

Formed in 1998, Juvo, Inc. continuously strives to promote healthier lifestyles through high-quality products. Juvo, Inc. is also committed to make the world a better place by donating 10% of annual profits to support medical missionaries in South America. Please visit www.gojuvo.com for LCI2020 project details.

Dr James Hwang, Creator of Juvo:

James Hwang, MD is an internationally renowned oncologist specializing in immunity-enhancing remedies. He leads a 12-person research team that has developed protocols for cancer and degenerative diseases. His belief is that a raw foods diet is a revolutionary means to promote health.

Ingredients: Brown rice*, Sprouted brown rice*, pumpkin*, kale*, job's tears. Non-GMO black soybeans*, buckwheat, red bean, lotus root, burdock root*, carrot*, radish*, radish leaves*, cabbage*, laver (seaweed), brown seaweed, tangle (seaweed), Angelica utilis*, Codonopsis lanceolata*, reishi mushroom*, shiitake mushroom*, non-GMO soybean*, millet, sorghum, barley, and lots of love! {* organically -grown}

Not represented by BMC in PA, NJ

EssentialFormulas

Dr Ohhira's Probiotics 12 Plus

The fastest-growing probiotic in America. Universally respected and appreciated as the most sophisticated and effective probiotic in the world.

Are you offering your clientele Dr Ohhira's Probiotics 12??

- 100% vegetarian
- 36 Micronutrients
- 12 Strains LAB
- Natural Prebiotics (FOS)
- Natural Fermentation
- No Refrigeration required
- Non-Dairy, Non-GMO
- Enteric-coated capsule

This product is 100% natural and truly vegetarian, including the capsule material. There are no chemicals, fertilizers, pesticides, herbicides, preservatives, artificial additives, coloring agents and/or animal products used in the ingredients or production of this product.

Not represented by BMC in PA, NJ



April Promo Extended Through May! 22% End Cap Discount

Enhance your immune support area!
90 Pieces (mix and match) gets you this Great Endcap Deal!

15% Line-Extension Discount

Add any sku not currently carried:

- 2oz Vertical Spray-top
- 2oz Fine Mist Spray-top
- 2oz Dropper-top
- 4oz Dropper-top
- 8oz Dropper-top

Ask for copies of an excellent article on Sovereign Silver in the Spring issue of *Healthy Living* magazine. The article, **Romancing Silver: How Stephen Quinto turned Silver into an American Health Supplement** provides another great way to alert your customers to the value silver hydrosol brings to the everyone today!!

Sovereign Silver, 10 ppm, is the only true silver hydrosol on the market



SURYA henna

Surya Temporary Tattoo is unique, and quite the warm-weather fun. Black temporary tattoo with no PPD.

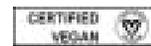
20% OFF direct orders only off all Tattoos!

- 100% natural and vegetal product. No chemicals added
- Made only with plants from Amazon Forest and India.
- Colors the surface of the skin with a fine bluish black color just like a real tattoo.
- Does not contain henna—this is not mehndi.
- Dermatologically-tested. Lasts about 10 days on the skin
- 30 original drawings in four different variety packs: Extreme, Surf, Teen, Mystic
- Surya Tattoo reacts naturally and colors the skin with the bluish black color of a real tattoo, displaying its color intensity in the following 24-hours after application.

WELL-IN-HAND®

20% OFF direct orders of:

Vanilla Rum ExfoliaCreme
Neroli ExfoliaCreme
Chamomile ExfoliaCreme
Lavender ExfoliaCreme
Peppermint ExfoliaCreme
Eucalyptus ExfoliaCreme
Jasmine ExfoliaCreme



BASS® Brushes

Finest Quality Hair, Body and Skincare Accessories

- 100% wild boar-hair brushes
- solid wood handles, hand-finished, heat-resistant nylon bristles for styling with a blow dryer
- professional thermal hot curl brushes with solid wood handles
- natural wood & acrylic tortoise combs
- cosmetic brushes, bath brushes and more.

**Quality you will not find elsewhere, and at prices
that bring repeat sales!**

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

Prices So Low, "Mom's" The Word!
May is Women's Health Month and Mother's Day!

Buy any combination of the formulas MenoCare®, MenstriCare®, OsteoCare®, VigorCare for Women®, or the pure herbs Shatavari or Mucuna and receive the following discounts:

Buy 15 products, get 7% OFF HerbalCare Formulas®, 3% OFF Pure Herbs

Buy 25 products, get 15% OFF HerbalCare Formulas®, 5% OFF Pure Herbs

Buy 50 products, get 25% OFF HerbalCare Formulas®, 10% OFF Pure Herbs

Buy 100 products, get 30% OFF Formulas®, 17% OFF Pure Herbs

*Deeper discounts for larger quantities available.
Ask your BMC rep for details.*

HIMALAYA MONTHLY TELECONFERENCE TRAINING – Attend this toll-free call and receive a bottle of the product of your choice free! Open to all sales people in the store. Tuesday, May 30 and Wednesday, May 31 **"Men's Health: ProstaCare®, VigorCare for Men®, Guggul & Ashwagandha"**
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

AloeLife.

INTERNATIONAL

Health Education ✦ Health Products ✦ Aloe Vera

Skin Gel—Ultimate Skin Treatment by Aloe Life
Beautiful Skin—Takes Aloe Vera Both Inside & Out
By Karen Masterson Koch CN

Aloe Vera is a high sulfur herb in the garlic family. Sulfur is an essential building component for healthy collagen that heals wounds and creates healthy skin. Maybe this is one reason why I have found people who regularly drink Aloe Vera have a more youthful glow.

This ancient herb is called the First Aid Plant by many, yet categorized as an Herbal Bitter. Bitters stimulate digestive juices including the valuable hydrochloric acid (HCL) in the stomach and bile from the liver.

Modern research and herbal traditions have both shown that by improving digestion and liver health the body absorbs minerals, protein and fat-soluble nutrients that build and promote healthy skin. Healthy skin relies on healthy digestion and the correct nutrients!

The impact of drinking Aloe Vera and applying it on the skin is great for reversing acne, psoriasis, stretch marks, scarred, damaged and premature aging skin. For best results look for Aloe Life skin gel, lotion and juices made from the Whole Leaf Concentrated Aloe Vera without water or sulfites.

OLBAS®

Olbas® Pastilles

- Clears Your Head,
- Soothes Your Throat,
- Suppresses that Nagging Cough!

Nature's Wonderland® Vcaps:

- #4x Kanten (Agar Agar) for weight control (see: <http://www.pennherb.com/kanten.html>)

Buy 3 get 4TH FREE!

Agar Agar is a sea plant rich in vitamins, minerals & trace minerals including Iodine, Calcium & Iron. This popular ingredient in Asian cuisine, was recently featured in a leading news journal as a no-calorie, bulk fiber which can help curb appetite. In Japan, where Agar Agar is known as Kanten, the dietary fiber is added to everything from soups to noodles to desserts, because of its ability to expand in the stomach—causing a feeling of fullness.

PERFECT® ORGANICS

Perfect Organics™ adds Indulgence to Natural SkinCare

Perfect Organics™ has become the premier bodycare line for every store that carries the products. This truly Organic line blends purity and luxury in providing products that are exquisite beauty remedies.

Pamper the entire body, with ultra hydrating shea butters and the sumptuous Body Glow; exfoliate and polish with the most natural Ultimate Body Scrubs; bathe with the best with the Mandarin Rose Coconut Ultimate Bath Therapy; wash to perfection with the super-clean Ultimate Body Washes; and moisturize, protect and soften the lips with the vitamin-rich, vegan Shea Butter Lip Balms.

"Perfect Organics™ has achieved perfection because we are committed to using the most pure ingredients and healthful production techniques to promote the long-term health of the skin, the body and environment"

**Bring Perfect Organics™
to your store today!!**



The Dueling Endcaps of May

continued from page 1

preventative health care, and train your staff to understand the perspective they should have when interacting with customers in your store.

One way to accomplish this is through eye-catching signage. A prominent sign announcing that May is dedicated to allergies and asthma will bring attention to the products you place on display below that sign. Sometime that is enough to start a conversation. Use the information created by mainstream and government agencies: create a few placards defining the concern and directing people to organizations that offer public education. And then be creative and provide the answers that are only found in the natural foods stores of America!!

Every asthmatic is deficient in S.O.D. (superoxide dismutase) and an asthmatic attack exacerbates that condition. Again, I implore every store to understand the milestone that has been achieved by the availability of a bioavailable form of S.O.D. (superoxide

dismutase) that is now available from P.L. Thomas (Bluebonnet provides in 100 and 250 mg Vcaps.) Once nutritionists and professionals see the absorption rates of this product, it will be major news. Until then, it is your job to educate. Bluebonnet's promotion at this moment provides a perfect opportunity as you can use their counter displays to highlight this product (see the monthly box ads for details).

All antioxidants, especially C and quercetin, are sound nutritional protocols for both asthma and allergies. Whole leaf Aloe Vera (with those beneficial polysaccharides) is also a primary recommendation. Top the shelf with supplements, then display your herbs at eye-level, and round out the set with a prominent selection of **Aloe Life** products on the bottom. Plenty of options lead to plenty of sales.

Herbs are crucial at this time of year, both for cellular (and glandular) cleaning and for the unparalleled benefits provided by these nutritive



foods. Any herb that is high in flavonoids (and there are many) is a blessing at this time of year. One of the **Herb Pharm** formulas that has impressed me the most in the past two years (I never appreciated its effectiveness while in retail) is their Eyebright-Nettle formula. This product will bring you confidence when you see how effective it is for all aspects of the allergy experience. If you need to supplement more anti-inflammatory elements to the prescription, then add the Turmeric-Chamomile compound, and/or Echinacea. The beauty of the Herb Pharm compounds is that they are built so productively. For the asthmatic condition in general, the Khella-Turmeric compound is something that should always be pointed out to those seeking relief. Herb Pharm has an ambitious sale promotion going on now that invites you to highlight selected formulas and single extracts to help anyone build an intelligent herbal program to deal with their health imbalances. Education leads to health and healthy sales. So, now is the time to open your mind to products that are known to help people: we are all always learning new things!!

continued on next page

"WE ARE HEALTH FOOD PEOPLE" **Employee profile—Jenny Sudduth** **BMC Representative, North and South Carolina**



Hi, My name is Jenny Sudduth and I recently joined BMC in March of 2006. I have always had a burning interest in nutrition and the natural supplement industry.

I recently met Michael Hennessey while employed as a buyer for a locally owned organic market located just outside of Charlotte NC. Michael was a wealth of knowledge, not only on the excellent companies that BMC represents but on the overall industry in general. I appreciate the opportunity Michael has offered me and I welcome the challenges, and I look forward to expanding my knowledge via the educational opportunities that lie ahead.

I hold a Nutritional Consulting degree from Global Institute for Alternative Medicine as well as a board certification with the American Association of Drugless Practitioners. I also have an extensive background in finance, though holistic health has by far been my passion.

However, all work and no play makes for an unhealthy balance, so in my leisure time I enjoy skiing, skydiving, hiking and I am also PADI certified and really love to scuba dive. Since moving to North Carolina I have learned to appreciate the Blue Ridge Mountains and I absolutely love taking the Harley Davidson up for a spin.

I look forward to working with a wonderful group of individuals that share the same passions as myself. Be well!



ANOTHER REASON TO JOIN THE NNFA

NNFA 2006 Poster Session: Call for Abstracts...

NNFA is now accepting abstracts for the third annual Scientific Poster Session, which will take place at NNFA 2006, the association's annual natural products convention and trade show, July 14-16, in Las Vegas. This session allows scientists to present their research and have one-to-one contact with the convention's large and diverse audience. Join the NNFA and find out how.

Finally, allergies, allergies everywhere—and **Olbas** products in everyone's hands.

Place the Olbas nasal inhalers in plain view everywhere.

The month of May also brings a hallmark-moment to highlight products specific to women. While there are advertisements everywhere about rings and cars and weekend getaways, what greater gift can you ever provide Mom and spouse than the gift of health? Again, start with an effervescent sign applauding the Mom-tradition that has guided our human spirit. And then remind everyone that the female reproductive system is acutely sensitive

to the disharmonies of the environment that we live in. Herbal support is the nourishing support that may just bring balance to a body-system short-circuited by the preservative-pharmaceutical assaults that bombard every woman and her delicate, procreatively capable hormonal systems. Can you think of a more gentle solution?

Himalaya USA has formulas that you need to know and understand. The success of Ayurvedic herbalism is that the compound always has such a varied array of herbs in such low dosages that their effects are gentle and broad-based. Himalaya is offering significant discounts on their formulas for women, and now is the time to learn the

effectiveness of daily herbalism for women through these formulas for menopausal and menstrual health, bone support, and healthy feminine vigor. Shatavari is the special herb of the year that all women should learn about. Ask your BMC rep to tell you about this herb, available in capsule form Himalaya and through liquid herbal extract from **Herb Pharm**.

Mother's Day can be as lovingly simple as the correct information on a calcium supplement. Educate on the absorption-rates of Albion® minerals (through **Bluebonnet**),

TESTIMONIALS COUNT

Olbas

Uses it for Everything!

"I use Olbas for everything! Headaches, stress muscle aches, sinus pressure and congestion. Tiger Balm used to be my favorite — now it's Olbas!"

—K.S., Santa Fe, NM

Best Stuff in the World

"I never had sinus problems — then I moved back to Cleveland. This is the best stuff in the world! and we're out of it! Please send more Olbas...we love it!"

—T.A., Gates Mills, OH



and the benefit of a night-cap of calcium with Bluebonnet's best-selling liquid calcium citrates. And make sure every woman is taking Vitamin D for her bones and her immune system. Bluebonnet's new Lanolin-sourced Vitamin D is the hottest selling new product they provide: have you stocked this 1000 mg gem yet? **Nordic Naturals** is offering discounts on their

ever-popular Complete Omega formulas. You can have shelves filled top

continued on page 8

TIP OF THE MONTH

You can create a bright future for your business and the industry by making sure that you are an active member of the NNFA and voting in the present election for NNFA President.

There are two active candidates, and one is from your region. Adrienne Mastrobattista has a progressive store in central Pennsylvania. She is not only a born leader with an astute eye for what we need to do to keep this industry resilient and sustainably relevant, but she also conducts herself in a manner that encourages success and results. You should become involved, consider volunteering and gain from real participation. And my suggestion is that you become active immediately by voting for Adrienne for NNFA President now!!!



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."

The Dueling Endcaps of May *continued from page 7*

to bottom with important health alternatives. Educate, and they will benefit.

One shelf of herbal choices should be **Himalaya's** guaranteed-purity herbs, and the next shelf can include the effective Herb Pharm solutions: Women's Health Tonic, Phytoestrogen Tonic, Healthy Menopause, PMS Comfort, and Female Libido Tonic.

Obviously, opportunities for new sales abound—if you highlight products that people can use.

Dueling endcaps: on one side, herbs for allergy season and asthmatic control. Adjacent, a complete selection of products for women's health. And let's not forget the organic bodycare presents—or the fact that June is Father's Day. Happy selling!! *

Apologies. This newsletter was sent later than planned.

Computer burn out on a 9-day road trip, and then the home computer failed. Such luck.

Anyway, we work hard, we try, we do it all for you. And thanks to the BMC graphics team for the fastest turnaround under heaven.

—mph



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
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, Texas 77478

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, Oregon 97544

Nordic Naturals: The Ocean Product Authority

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA. 95076

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
Irving, Texas 75062-8005

Newton Homeopathics

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

Perfect Organics, Inc.

www.perfectorganics.com
703-734-2434 • 800-653-1078
fax: 703-852-7199
Merrifield, VA 22116

Well-in-Hand: Epic Herbal Medicinals

www.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA. 24551-1200

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA. 92107

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc • 818-882-4247
fax: 818-341-3104
Chattsworth, California 91406

Himalaya USA

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

Olbas/Penn Herb Co., Ltd.

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

AromaLand, Inc.

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

Healthville USA Corp./Juvo

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

Natural-Immunogenics Corp./ Sovereign Silver

www.natural-immunogenics.com
888-328-8840 • 954-979-0885
fax: 954-979-0838
Pompano Beach, FL 33069

Surya Nature

www.suryahenna.com.br
877-997-8792 • 718-267-9696
fax: 718-267-9648
Woodside, New York 11377

Mushroom Science

www.mushroomscience.com
888-283-6583 • 541-344-8753
Fax 541-344-3107
Eugene, OR 97405

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

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