

## Talking Business: Baltimore Reminds Us: Strength is Important

What a fantastic and important time for the natural foods industry!! The traditionally busy time of the year is upon us, summer sales were uncommonly brisk for most stores and the industry is, relatively speaking, strong. On some level, the industry may even be in a position of strength. We have our own regional trade show in Baltimore and attendance enrollment is the highest it has been in three years. A time to feel good about what we are doing.

Congratulations!

And of course, because we always try to make things better, this may be the time for you to consider or re-consider the function and merit of our regional and national trade associations and your relationship to them.

I hope that you are able to attend the Baltimore Expo East trade show. For everyone on this mailing list, it can be a day-trip or an overnight. There is so much to learn from a convention like this, if your attitude is to be focused and efficient. There is always

something new to learn, or exciting to find. I was in one of my favorite Philly stores the other day, and the store owner commented that she had found a small company that made a healthy cookie, so she brought it in. The show offers great opportunities. The outcome can be uniqueness in product selection. Knowledgeable staff educating themselves, keeping up with the ever-changing world of nutrition. The need to attend the show is strong, and I hope that your busy schedule allows you to make the most of this opportunity. Think of how it must be to be a store owner in Kansas, and never have a trade show of this magnitude anywhere near you. The tools are at your disposal – don't convince yourself that you are too busy (or worse, that it is not worth it) and you miss out.

Being involved, engaged. Even though for most of us natural foods will be our lifelong career and a constant top priority, we can often become complacent in our activities and mentally write off

opportunities such as this. With some fair reflection, though, we should remember that it is the excitement and determination to learn and interact with educators that has led us to our current point of knowledge. I hope that we all will pledge to consistently try to participate in these educational efforts so that we can be better versed to help the people who come into our stores each and every day. Our customers expect no less.

Many people spend a lot of creative time thinking of ways to make it profitable for you to be involved in these events. I have two retailers in mind when I say that if one plans and focuses on the deals that are offered, you can absolutely make the trip to a trade-show a profitable experience, even while bringing an employee or two and having a small mini-vacation with a good dinner, a walk on the town and maybe even a show. Life is always about making the most of the opportunities, and I cajole

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## Talking Health: "A" is for Aloe

Here on your shelves, unobtrusively, sits a miracle plant. Long before someone brought back the lore of noni on a sea vessel, or some brave soul climbed the mountains of Tibet to discover the secrets of goji, the natural foods industry learned of the benefits and usage of aloe vera. Rightfully so. In the recorded history of humanity, aloe and garlic are the two health foods first noted to be used by earlier peoples, and aloe precedes garlic in historical evidence. Is aloe on your health advisory list or has aloe fallen off your radar screen? Warning: aloe is back, with information guaranteeing that it stays on the minds of the consumer long after noni and goji and mangosteen have taken their legitimate places as healthful and good products.

For over two years now, Blue Moose Consulting has been educating consumers and store staff on Aloe Life's whole leaf aloe

vera juice concentrate. In many stores, our efforts have taken aloe vera from an un-recommended, occasional seller to a vibrant health FOOD alternative that stores are excited about and are selling in numbers they never dreamed of.

Why? First, Aloe Life provides a product that is markedly more effective than any other aloe on the market, period. Second, aloe vera is re-emerging as a principle nutrient-rich plant food that enhances health in many ways simultaneously. Aloe vera does not need marketing hype and extreme claims to get people interested. Over half of your clientele knows that aloe equals 'good for you.' Explaining that aloe heals the skin internally as it does externally is a sales pitch that everyone will understand immediately and implicitly. Stage one of the operation complete. Then they try it. Success. Because aloe vera is a bitter it is substantial for the

digestive system. Research recently suggested that aloe vera taken with both water and fat soluble nutrients increases their absorption by 300%. That is not surprising since we know that aloe externally has tremendous transdermal effectiveness. Aloe for stimulating digestive system action and gut and colon healing. Reason enough for daily usage.

Aloe for the immune system? Yes, aloe has been studied in the US for the past 14 years for its effectiveness on the immune system and allergies. The studies are significant and voluminous. (Time for you to go back to school on aloe vera). If aloe is a natural support for the immune system, then its stock should have just risen 10% or better in your store's portfolio. Are you selling your aloe in the juice section now? Many stores are, and for some brands, that makes sense.

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## Baltimore Reminds Us

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everyone to acknowledge that if you make the most of it, these events can be a positive, healthful part of your business life.

The same holds true for the political advocate role that you can play at this year's Expo East. If half the people who read this article became encouraged to become both more politically active and excited, we could have a very powerful and functional effect on the legislation that annually threatens the quality of our livelihood. If participation can out-muscle complacency, then we can have a structure to turn to when the issues become grave. I look back at the misdirected efforts of people crying "the sky is falling" over the European Codex in the last years, and I am saddened by the reality that if all these energies had been organized and directed into valid concerns, we would have in place a good foundation of organizational advocacy, rather than a ragtag collection of angry and fearful shopkeepers with a non-cohesive, desultory political voice, crying into the wind.

Organization. Maybe it is the nature of our ilk to be hesitant to join organizations?

Maybe you just haven't thought enough about the issue and the benefit of being involved in something like our regional NNFA East or the newly renamed Natural Products Association (formerly called the national NNFA). Why should I join? What do I get out of it? Do I want the obligations of joining something like that? It is interesting to see how human nature rejects solutions sometimes, while consistently bumping up against solutions that are missed, ignored, or rejected.

Solutions? Well, let's remember what seems to be historically true: when we mobilized our "constituency", the natural foods consumer, we were able to effect such a dramatic response on Capitol Hill that we influenced the creation of the DSHEA legislation of 1993 that protects our industry from unnecessary government interference. That is quite an accomplishment, yet we take for granted every day that milestone of history. Then, we act as if that is enough, even though this will/can be taken away from us at a moment's notice and make us totally vulnerable to the legislative vagaries of the moment.

But, we don't want to be actively involved in the mechanisms that can safeguard us from negative changes in the future. Human nature? Personally, I have heard every possible excuse for why someone is dissatisfied or uninterested in being

**THE BEST**  
**Heart formulas—because we love health**

**Nordic Naturals—Heart Synergy • Blue Bonnet—Heart Antioxidant formula**  
**Herb Pharm—Healthy Heart Tonic • Himalaya USA—Heart Care**



involved—but I have never heard anyone confidently proclaim that our industry is safe from attack. If we counted all the independent natural food establishments that we consider "similar" in the NNFA East region, would have approximately 5000 stores that would be enrolled in the political

advocacy group we call NNFA East. That could be a formidable organization capable of getting a huge number of voters to be active on issues that impinge upon our right to conduct natural foods commerce.

What is stopping us? For many of you, it is your participation. (For those of you who have been loyal member for years and decades, I apologize but hope that you are nodding your heads as you read this!) As is, we are an unorganized group and can easily be ignored. Under the banner of a group effort, we represent a huge sector of the voting/buying public—and we have the power to show force when needed to make sure that our livelihood is protected.

A little effort and we could remove that constant, gnawing stress in the back of our minds that says, "What if legislation is passed that takes away a third of our income source?" The solution: participation.

As many of you know, I was "drafted" onto the Board of the NNFA East, an organization I believe in and proudly am a member of. At first I did not think that I would have the time to dedicate to the obligations that it would entail. But, in my first year, I can say that the work this group of volunteers does is so intimately necessary to the monitoring of individual state's legislatures that I cannot imagine how I could not be involved. When called, I serve.

Are you familiar with the role and purpose of the NNFA East? Did you know that this year they have joined with the people at New Hope and Expo East to sponsor the Baltimore trade show? In the grand scheme of things, Expo East is the perfect opportunity for you to get involved

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## ADVERTISING TO HELP YOU SELL

### Sovereign Silver article

"Back to School With Silver Hydrosol"  
*The Doctor's Prescription For Healthy Living*  
Vol. 9, No. 9

**Nordic Naturals ads** appearing in Oct issues of  
*The Natural Foods Merchandiser*  
*Natural Health*  
*OnFitness Magazine*  
*Taste For Life*

**Himalaya USA ads** appearing in Oct issues of  
*Body & Soul*  
*Vegetarian Times*  
*Better Nutrition*  
*Great Life*  
*Whole Foods Magazine*

**Perfect Organics** Perfect Organics Body Wash was featured on *IVILLAGE*. Lip and Cheek Shimmers featured in the *Organic Products Retailer* September/October Edition  
Perfect Organics products used on celebs at the "Ultimate Green Room" Pre-Emmy Eco Spa  
Perfect Organics T Shirts and products shown on Daryl Hannah's Blog Site.

### Surya Brasil

Fixation Line review in the *Better Nutrition Magazine* Sep 2006





### October monthly Promotion **15% OFF**

- Astragalus Liquid Extract
- Black Elderberry glycerite
- Super Echinacea® capsules
- Super Echinacea® liquid extract
- Super Echinacea® six-pack
- Wild Cherry/Petasites Compound

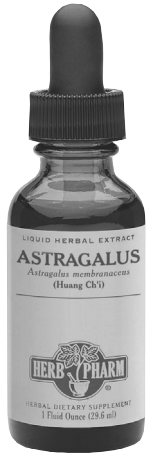
Promo prices apply to 1, 4, 8, 16 and 32 oz sizes

**Get in gear with the best promotion Herb Pharm has ever offered:** ask your BMC sales rep about the current **"Winter Immune Support"** promotion.

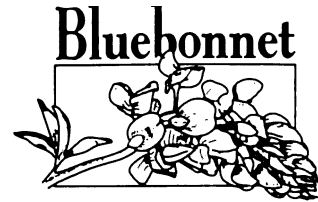
Now, you can highlight your echinacea and much more!!!

Good news to share: **Sassafras returns!!** Stock up today.

**Expo East Booth #1055**



Not represented by BMC in NJ



### **THE BEST KEEP GETTING BETTER!!!**

#### *New Products*

#### **Early Promise Prenatal™ Triplex Care System**

Everything you would expect from Bluebonnet — quality raw materials, good science, and the health results that follow. The complete nutritional supplement for the pregnant woman and her child. Revolutionizing the category in your store. And available only in health food stores.

#### **Whey Protein Isolate**

Finally an unsweetened whey protein that is only isolate and the naturally occurring cofactors.

**Show special: 20% OFF** the entire line, one order, buy-in period Oct 2 through Oct 13. *Show attendance not required. Must request discount at time of order*

**Expo East Booth #1819**



### **NORDIC NATURALS**

#### **"Get Ready for Winter" October Sales Promotions**

#### **15% OFF**

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

*Buy-in period Sept 24 thru Oct 23*

Nordic has launched several new promos that offer wonderful visuals for store window posters and advertisements. Learn the fascination people are having with the trolls and their children's multivitamin, and facilitate an understanding of the quality of Nordic by advertising the fisherman and cat picture and the Nordic Arctic way of life.

**Expo East Booth #1409**



Not represented by BMC in NJ and parts of PA

### **NEWTON homeopathics**

*Always safe, always effective.*

#### **October promotion 20% OFF**

- Accident-Rescue (#34)
- Cough-Asthma (#02)
- Thyroid Assist (#74)
- Lymph Assist (#79)

#### **20% OFF Newton Homeopathics for Pets**

Cough-Asthma (P19)

#### **20% OFF Newton "Nothing But Natural" for Kids**

Kid Detox (F01)

New Products:

Thyroid Assist and Lymph Assist

*Cannot be combined with any other discount*

**REMINDER:** Newton "Flu" formula is the perfect remedy to highlight in your store: current formula, created by a homeopath, a formula whose effectiveness you can count on

**Expo East Booth #718**

Not represented by BMC in NC, WV



# AROMA LAND

*The Essence of Well-Being®*

## **Tired of sluggish sales in your aromatherapy sections?**

The world of aromatherapy awaits with a visit to AromaLand.

AromaLand offers the highest quality essential oils, organic essential oils and perfect blends. As the Fall sales increase, look to re-style your aromatherapy section with the products that consumers will return for

### **AromaLand quality is what you need.**

Ask your BMC rep for a catalogue today, and consider their attractive displays with 24 or 36 of the best-selling products.

AromaLand is much, much more too: shampoos, conditioners, massage oils, aromatherapy tools and our fantastic ceramic lamps.



**Be Prepared** Sovereign Silver provides the most effective silver hydrosol ever invented. More stores now tell me that they only need to carry one silver and the only one they carry is Sovereign Silver. Stores are endcapping these products, and buy 120 at a time.

**Why?** Sovereign Silver is the perfect solution for so many issues that can arise unsuspected and affect our health. Learn the many crucial uses that a silver hydrosol offers: understand why Sovereign Silver has evolved the category beyond colloidal silvers.

Sovereign Silver is the most important product you have on your shelf that you are not promoting enough. One in every household; one always close at hand.

As we enter flu season, and we see E. coli becoming an issue in the national press on many fronts, you should know what is safe and what is effective. **Sovereign Silver: the one to offer.**

**First-time customers: talk to your BMC rep**  
Remember: this product is available in an 8 oz bottle. Particle Size does matter!

**Show special: Show discount: 10% OFF all quantity discounts!** An order of 84 bottles will be \$5.95 ea, or **25% OFF** the 6-to-11 bottle price of \$7.98!

**Expo East Booth #1612**

Not represented by BMC in NC, SC, NJ, eastern PA



## Essential Formulas

**Scientific certainty, well documented:  
Dr. Ohirra's Probiotic 12**

Articles available on the website or in print:

- Antimicrobial Activity Against Methicillin-resistant *Staphylococcus aureus*
- Antimicrobial Activity Against MRSA
- *In Vitro* Efficacy of OM-X Capsules Against *Helicobacter Pylori*.
- The Safety of Capsules Containing OM-X Lactic Acid Bacilli.
- Antimicrobial effect of OM-X against *Clostridium difficile*
- The Effect of Probiotics in the Treatment of Acute Non-Bloody Diarrhea in Infants Aged 3-24 Months
- Study on Prebiotic Effects of OM-X
- Clinical Research Studies on the Influences of Lactic Acid Bacteria (OM-X) on Bone Structure
- Friendly Help for Baby's Health, Published in Prevention Magazine

**Show Discounts:** 10% line drive discount during the show, place order at our booth

**Expo East Booth #1405**

# BASS®

Brushes

*Finest Quality Hair, Body and Skincare Accessories*

**Hair Doc brings every product they distribute to the trade shows.** What a booth to

visit. See the quality and selection available through the industry's oldest and most respected hair and bodycare line. One look and you will know there are products that you must provide in your store for your customers. Make the Hair Doc booth a priority visit.



**Expo East Booth #254**

Not represented by BMC in NC, NJ, PA



## SURYA henna

**Bring excitement and the most natural cleanness to your hair color line**

No better time to introduce Surya Brasil to your clientele than right NOW

**October Line Drive — 25% OFF**  
direct orders only

- Surya Henna
- Surya Semi-permanent Hair Creams
- Amazonia Preciosa Shampoos and Conditioners
- Amazonia Preciosa Hair Masks
- Surya Color Fixation line: shampoo, conditioner, mask
- Surya Tattoos

**See new products at the show:**

Surya Brasil will be on display at one **Showcase** with the full **Fixation** line, and at the **Beauty Bar** with the **Amazonia Preciosa** Shampoo and Conditioner.

**Expo East Booth #243**

Not represented by BMC in NC, SC

## AloeLife®

INTERNATIONAL

**October Promotion  
20% OFF direct orders  
of Zero Zitz!®**

**Original Astringent**

- Nourishing Zero Zitz® astringents.
- Never harsh or drying.
- Natural acne blitz for normal to oily skin
- including frankincense, lemon and lavender.
- 4 oz.

The return rate on the Zero Zitz® line of astringents and moisturizers is amazing.

People notice the results immediately and they return for more.

As importantly, the cleanest astringent product on the market.



# Himalaya

HERBAL HEALTHCARE

## Women's Health Month

featuring the formulas MenoCare, MenstriCare, OsteoCare, VigorCare for Women, DermaCare and LiverCare and the pure herbs Andrographis and Neem

**Buy 15 products, get 7% OFF** formulas  
**3% OFF** pure herbs

**Buy 25 products, get 15% OFF** formulas  
**5% OFF** pure herbs

**Buy 50 products, get 25% OFF** formulas  
**10% OFF** pure herbs

Deeper discounts available for higher quantities, ask your BMC rep for details

See page 7 for Show Deals

**Expo East Booth #1927**

Not represented by BMC in PA, NJ

# AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Did you know that Aloe is for Allergies?** Yes—quality Aloe Vera contains the glyconutrients that, together with Vitamin C, builds healthier connective tissue. Only when the body builds this healthier cell wall structure will microscopic pollens, chemicals and even animal dander stop entering through the cell wall into the blood causing havoc. These actions also are a reason why people look more youthful when drinking Aloe. Just 1–2 oz. or 2 tablets daily of the Whole Leaf Juice Concentrate or Aloe Gold tablets by Aloe Life. Allergy protection all year long. **100% Satisfaction Guaranteed!**

*It is a good time to talk Allergies. Lots of rain and sunshine = Allergies*

**Enter to win a free Leg Gel Display valued at \$240** just by putting in a business card into the fish bowl at the Expo booth

**Show Discounts for Show Attendees Only:**

**10% on 24+ items**

**20% on 72 items**

Must have a show price list (available at the Aloe Life booth) to order

**Expo East Booth #1614**

# OLBAS

**October line drive 10% OFF the entire line, plus a free gift and consumer samples**

## Stock up and Sell

Olbas essential oil blend

Olbas nasal inhalers

Olbas pastilles

Olbas cough syrup

Olbas herbal bath oil

Olbas analgesic salve

Olbas sports massage



**Cold, flu and allergies aches and pains**  
[www.olbas.com](http://www.olbas.com)

# JUVO™

## September Promo Extended thru October!

Order a case and receive:

- 15% discount
- Free floor display
- Free UPS shipping
- Free brochures
- Free shaker cups

Juvo is the ultimate schoolbag requirement: extra nourishment, emergency meal, thin and easy to store and if one kid has fun with it, the whole class will turn to Juvo

Offer a prize to the child who does a research paper on the benefits of raw food and convert the class to enzyme rich raw foods!!



Not represented by BMC in PA, NJ

# MushroomScience®

## "The Best Mushroom products in America"

Come by the booth and see why I say that —Michael Hennessey

- Coriolus
- Agaricus blazei
- Cordyceps
- Lion's Mane
- Maittake
- Reishi
- Immune Builder®
- Anti-fatigue formula

No hype, just scientifically valid and effective mushroom products from the oldest mushroom company in the country.

Once available only to doctors, now available to you.

**Expo East Booth #1316**

# PERFECT® ORGANICS

**Special Promotion 15% OFF your opening order** offer good thru Oct 15. Must meet minimum order requirement of \$250, includes free shipping

## New products

The latest luxurious organic editions to the Perfect Organics family

**Grapefruit Lavender Coconut Body Glow**

**Grapefruit Lavender Coconut Bath Therapy**

**Lip and Cheek Shimmers**

*organic and vegan*—the industry's first!!

**8 stunning shades** that include nature's most generous ingredients including: organic argan oil, organic shea butter, organic macadamia nut oil, and organic aloe vera.

**Naturally scented**, the lip and cheek shimmers are super smooth with an amazingly glossy color that gives an instant glow for both cheeks and lips.

*Sleek environmentally friendly* packaging

*Is your bodycare section growing with recent organic trends of organic bodycare?*

**Perfect Organics:** organic ingredients, perfectly made. **VEGAN**

**Expo East Booth #247**



## Baltimore Reminds Us

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with your industry again. Go by the booth at the show (booth #2210) and ask for literature on both the local organization and the national advocacy group, the Natural Products Association. Check out the website: [www.nnfaeast.org](http://www.nnfaeast.org) where you can actually register in a quick moment.

What do you get out of it? Well, the NNFA East is an organization that you will be excited to be a part of. Truth be told, if it were not for the efforts of a small group of retailers (I acknowledge Adrienne Mastrobattista in Pennsylvania and Don Caffery and Denise De La Montaigne in Virginia—all store owners), we would be a

rudderless ship and we would all have greater reason to fear.

And certainly, it is possible to sit back and let other people do all the work. Not only is that an unnatural and unhealthy attitude, but it is ineffective. And as business people, we always seek solutions to the issues before us. So what does participation involve? First, become a dues-paying member. The cost for NNFA East is \$90 yearly. For that, you get monitoring and organizational structure if we need to mobilize, anywhere in a twelve-state radius, against (or in favor of, if we're lucky) pertinent legislation. As we work together to hear what retailers and manufacturers want and need, we hopefully will be able to provide other positive services for our members. Note: "our" members. This means

that you would "be a part of". Therefore, it is what you make of it.

At the same time, for a \$35 annual membership, you could be a member of the national Natural Products Association. Their mission is similar to that of the regional organization, on a national level. You could proudly display your logo on the front of your door, announcing to the consumer, the news reporter, and the legislative assistant who walks in your store that you are part of an organization that can mobilize to protect you. As I live in Washington, DC I am very aware that decisions always factor in the voter-interest quotient. And for around \$10 a month, you could have all your bases covered, and know that you are part of the solution.

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## E X P O E A S T S H O W D E A L S

### ALOE LIFE

#### Booth #1614

Enter to win a free Leg Gel Display valued at \$240 just by putting in a business card into the fish bowl.

**Show Discounts:** Show Attendees Only: 10% on 24+ items; 20% on 72 items

Must have a show price list (available at the Aloe Life booth) to order

### BASS BRUSHES

#### Booth #254

For all BASS products, Bass Brushes and Bass Bodycare.

**Show Discounts:** 25% discount and free shipping. Orders must be placed at the show.

### BLUEBONNET NUTRITION

#### Booth #1819

**Show Discounts:** 20% off one order, buy-in period Oct 2 through Oct 13.

Show attendance not required.

Must request discount at time of order

### ESSENTIAL FORMULAS

#### Booth #1405

**Show Discounts:** 10% line drive discount during the show, place order at booth #1405

### HERB PHARM

#### Booth #1055

**Show Discounts:** Order amount \$100 - \$499 (before discount) = 15% off or Order amount \$500 or more (before discount) = 20% off.

Offer open to all, buy-in period Oct 2 thru Oct 13.

Must mention discount at time of order.

Direct orders only

### HIMALAYA USA

#### Booth #1927

##### Show Discounts:

Combine 15 products, get  
10% off Himalaya Herbal Healthcare  
5% off Himalaya Pure Herbs  
3% off Himalaya Herbals

Combine 25 products, get  
17% off Himalaya Herbal Healthcare  
7% off Himalaya Pure Herbs  
9% off Himalaya Herbals

Combine 50 products, get  
20% off Himalaya Herbal Healthcare  
10% off Himalaya Pure Herbs  
10% off Himalaya Herbals

Offer good Oct 3 thru Oct 10.

Show attendance not required.

Deeper discounts for higher quantities available, ask your BMC rep for details

### MUSHROOM SCIENCE

#### Booth #1316

**Show Discounts:** 15% off orders from existing Mushroom Science accounts.

25% off for new customers at the show.

Offer good for non-attendees.

Buy-in period Oct 4 Thru Oct 13

### NEWTON HOMEOPATHICS

#### Booth #718

**Show Discounts:** 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.

Buy-in period Oct 5 thru Oct 13.

Must ask for discount at time of order

### NORDIC NATURALS

#### Booth #1409

##### Show Discounts:

Order 12 units = 15% off

72 units = 17.5% off

144 units = 20% off

New items (items store doesn't carry) = 20% off

Buy-in period Oct 5 thru Oct 13.

Orders must be placed using the special NN Expo East order form available at their booth #1409, buy-in period Oct 5 thru Oct 13

### PERFECT ORGANICS

#### Booth #247

**Show Discounts:** 20% off Lip and Cheek Shimmer display ordered Friday, Saturday or Sunday of Show.

Store Buyer: visit the booth and drop off a business card to win Perfect Organics products

### SOVEREIGN SILVER/ NATURAL IMMUNOGENICS

#### Booth #1612

**Show Discounts:** 10% off all quantity discounts! An order of 84 bottles will be \$5.95 ea, or 25% off the 6-to-11 bottle price of \$7.98!

### SURYA NATURE

#### Booth #243

**Show Discounts:** 25% line drive, direct orders only, offer good all month for show attendees and non-attendees alike





## "A" is for Aloe

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But aloe should be considered a cardinal herb in the herbal options that you lead with. Good for so many things, and an immune-supportive food. Do the research—aloe is beneficial for the immune and the autoimmune systems. Aloe is immunomodulating, proving the elements necessary to get a person's immune system functioning optimally and naturally.

What's so new about our understanding of aloe now? When the aloe industry became aware of the process to juice the whole aloe plant, latex skin and all, we discovered a whole new nutrient source, previously ignored, as we previously sought the water-logged nutrients found in the aloe's inner gel. The polysaccharides in aloe are the secret ingredient we had not focused on. Polysaccharides and mucopolysaccharides—critical sugars for the immune system. Glycoproteins. These are the nutrients of the next decade as our understanding of the immune system evolves. Time to go back to the schoolbooks on this emerging class of health nutrients. For, like beta glucans, these nutrients will define our industry's ability to effectively adjust and modulate immune system needs in our ever-changing, toxic work.

## TESTIMONIALS COUNT

### ***Aloe Life Body Heat, with organic whole leaf aloe vera juice concentrate***

I recently gave an elderly cousin with a sore shoulder some Body Heat Vanilla Rub to try when I was visiting her from out of town. I left that night to return home and two days later her husband called me to tell me that this is the first time her shoulder has not hurt her in years and not only that but it took the pain away from her shingles. She has suffered from shingles since 1999 and she is in her late 80's. He wanted me to send her a bottle of Body Heat. I did so immediately. I assumed it was just a coincidence that the pain of the shingles had let up at the same time since I have been told that there is nothing that can be done to ease the pain of shingles. Well to my surprise Thursday night, September 14, 2006, her husband called me again on my cell phone to ask me to get them four more bottles of Body Heat that he had tried it and it is helping his arthritis and still helping her shoulder and her sciatica and they have never slept so good in years. I ask "what about (her) shingles" and the answer was "Oh! it helps so much that they (the shingles) never bother her at all any more, it takes the pain away completely".  
— GA, Monroe, WA

It is not my goal here to do the science for you; that is what our BMC store visits and phone calls and staff trainings are for. This newsletter is just to alert you. And believe me, aloe vera is back with a value that should be understood and vocalized. Aloe Life aloe does the most responsible manufacturing practices for the express reason of capturing as much of this miraculous plant as possible, so that all of the 200 known nutrients identified in a living aloe vera plant are in their products. We have the most polysaccharides you will find in any aloe vera juice in the world. Ask your BMC

representative to explain to you why, or read Karen Masterson's book on aloe which Aloe Life can provide.

Aloe vera. Internal healer. Digestive system health, total skin health, antifungal, vegetarian source of a complete amino acid profile (whole leaf only), anti-allergen, cell and tissue strengthener, lymphatic balancer and now also an immune-supportive food. Aloe vera with your supplements in the morning, a most healthful way to fully benefit from all that the plant kingdom has to offer. Aloe gets an A for health and Aloe Life is the fastest growing, most store supportive, complete organic aloe manufacturer in the world. Isn't it time that you researched the current information on aloe and considered an endcap of the highly profitable Aloe Life whole leaf aloe vera juice concentrates today?

A is for aloe. In the encyclopedia of nutrients available for total health care, the best answers may be right in front of you. ☺

## "WE ARE HEALTH FOOD PEOPLE"

**Joar Opheim**

**CEO, Nordic Naturals**



When Joar arrived in the U.S. 20 years ago, he recognized the lack of Omega-3 fish oils in the American diet. As fish is not part of the American culture the way it is in Norway, Joar and his wife Michele wanted to provide the public with great-tasting fish oil supplements. To make this dream come true, Joar continued to build his career in the high tech industry while continuing to work on an innovative and exclusive fish oil that would be unsurpassed in purity, and freshness while tasting terrific. Ten years ago, they founded Nordic Naturals to answer this need. Having been from a small town in Northern Norway where fishing is a primary industry, he was able to build strong relationships with fishermen of this area, where the water is cleaner, and the fish, higher in Omega-3s. By working directly with these fishermen, Nordic Naturals has been able to ensure

that there is a much shorter holding time between catch and extraction of the fish oil, resulting in the freshest fish oil in the world. These patented fish oil supplements are doctor recommended and used by leading research institutions. Now people everywhere can enjoy the many benefits of Omega-3 fatty acids—the "good" fats.

Joar's education includes: Intermediary degree in Mathematics from the University of Bodø, Norway; Intermediary degree in Physical Education from University of Bodø, Norway; Bachelor of Science from the University of Oregon; Master of Business Administration from the University of Santa Clara. Joar worked for 13 years in the High Tech industry in the area of IT and E-commerce.

## SPECIAL NOTE

**Perfect Organics**, the cleanest organic bodycare line in America today, is attending their first Expo East trade show. They are a local company, and their products are worth searching out. **Please note that this late addition is not in the initial print of the Expo East guide, so pencil in and highlight your need to visit their booth. Perfect Organics Booth # 247** See their new lip and cheek shimmers, the cleanest vegan, organic, environmentally friendly, moisturizing, best smelling lip & cheek shimmers in the world. Michael just wishes he used a cheek shimmer!! Great products, great people, good-for-ya organics. Reward your Skin!!



## Blue Moose Consulting

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### 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."*

### Baltimore Reminds Us

*continued from page 6*

But no amount of explaining will cause you to act. This has to be something that you intellectually understand is good, and towards which you act with intuitive reasoning that it just makes good sense. My job is to remind you that now is a good time to consider this option. The weather is changing, the mood is good, you know that more money should start to roll in during the next four months—and here is an event in Baltimore and a newsletter discussion and now is the time for you to make our organization one closer to 5000 strong (think of how many voters we could access) for the betterment and protection of the way of life that we advocate, the natural foods movement.

Please attend Baltimore Expo East with enthusiasm. Please visit booth #2210 and say, "I want to join." Please become a member, with me, of that group of natural foods people who are excited to do good and who know that we can make a difference in the future. Act now and become involved! Being part of what you believe in is healthy, and being active makes you stronger. Act today. ☺

**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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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, TX 77478

##### Newton Homeopathics

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

##### Himalaya USA

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

##### Perfect Organics, Inc.

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

##### AromaLand, Inc.

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

##### The Hair Doc Company

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

##### Herb Pharm

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

##### Aloe Life International

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

##### Essential Formulas, Inc.

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

##### Life Source Basics

www.lifesourcebasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

##### Olbas/Penn Herb Co., Ltd.

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

##### 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

##### Nordic Naturals: The Ocean Product Authority

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

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

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fax: 954-979-0838  
Pompano Beach, FL 33069

##### Mushroom Science

www.mushrooms-science.com  
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fax: 541-344-3107  
Eugene, OR 97405

##### Surya Nature

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

##### Healthville USA Corp./Juvo

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

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

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