

## Talking Health: **Sitting by the Pool and Thinking Herbs**

A sales retreat in late August sounds like a great idea even if you have a monstrous pile of work sitting on your desk at home.

**Herb Pharm** invited its sales team to the *Pharm Farm* in southern Oregon to learn first-hand of their great advancements both undertaken and accomplished, and to help their sales family collect natural healing energies before the winter immune system season begins. I previously sold Herb Pharm for over 15 years as a retailer and now have represented them for slightly over three years, and I have always admired their quality and commitment to true herbalism. So, I was thrilled by the opportunity to tour their fields and facilities. There will be a written review soon of my experiences in an article published on the BMC

website under "Recent Industry News", but the most important lesson (and even obsession) that was reinforced for me was the concern that Herb Pharm has for the quality of the herbs that they produce and how important an issue that is for every natural foods store to constantly be aware of and promote.

There is more to the basic factual statement that the best quality herbs will make the best quality herbal medicine. It should be THE standard to honor when making the decision as to what herb companies we lead with in our stores. Everyone in this industry knows that Herb Pharm is at the pinnacle of quality manufacture—but how do we promote that?

Simultaneously, most stores consider liquid herbal extracts to be a secondary consideration when making

herbal recommendations. How can these two disparities be successfully balanced? The numbers show that Herb Pharm sales are on a significant rise in our region—are you riding this tide, or sitting back on habits that are not increasing your business? What exactly is your store's message when someone is looking for herbal solutions to their health care needs?

If everyone in our industry could spend just two days with Ed Smith, Herb Pharm's founder and co-owner, they would gain a heightened understanding of the proper philosophy one should have when utilizing herbs for health. Herb Pharm just produced a magnificent 21-minute "click-n-play" presentation bringing to life the story of how Ed Smith and Sara

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## Talking Business: **Teaching Yourself New Ways to Buy (Part 1)**

Ready to learn something new? Teach yourself some new work secrets for better business success and profitability. All you need is an open mind, a willingness to make a daily notation during the few weeks necessary to change your learned habits, and the creativity that has led you to all your past business successes. Good luck, and enjoy the extra profits you earn by your improved buying methods.

Our habits lead us to efficiency. In the cyclical workaday bustle of buying and selling, we devise shortcuts and systems to gain time. We all know how slow first-timers are at doing what we

have learned to do effortlessly through trial, error and shrewd observation. Without smart work habits, we would never be able to accomplish the hundreds of everyday tasks necessary to keep our businesses alive and functioning. Remember also that every successful system needs occasional review and evaluation. Let's take a look at the deals offered to us and how we utilize them, and see if anything beneficial can be learned through a change of habit.

First, set aside a good thirty minutes to review your buying habits. This can be achieved with a notepad or a short review after every order

over a week's time. Do you approach every order in the same manner? Do you think differently at different times of the monthly sales cycle? Do you buy ahead or just buy week-to-week?

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### **BALTIMORE WILL BRING YOU SUCCESS**

Expo East is less than one month away. You can make the time to advance your business and add to the support of other stores, hoping to make the Baltimore Trade Show a HUGE success. Remember that this trade show also benefits your regional advocacy association, the NNFA East. Be active, be involved!

## Sitting by the Pool

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Katz started their herb company over 25 years ago. This is a must-see for everyone in our industry. What comes across is their purity of intent when they embarked on this mission: their goals included helping people, giving back to the earth and honoring beauty in all their actions as they learned from the earth. Taking the tours and listening to Herbal Ed, it is obvious that he is still committed to these goals, as well as to advancing the quality assurances learned in the 25 years he has dedicated to studying the plants and the science of analysis and understanding that has grown since those early days.

We all implicitly understand that not all herbs are alike in their effectiveness. But how often do we think about this? If a mother comes in looking for an herb or herbal blend to lower her child's fever, do we want to sell her something on sale or that we provide because it is available through distribution? We should all remember and take seriously the responsibilities we have for people's health, (FDA restrictions notwithstanding), and for providing and informing people about the health that good herbs can bring. As complex and beautiful as the world of nutrition is, it seems innately obvious to me that there are herbal tools out there to heal every illness that will ever afflict humanity. So why do we act so casually about finding the answers?

At Herb Pharm, this search and the challenges that arise are taken very seriously. What most people do not realize is that Herb Pharm employs some of the most complex analytical laboratory capabilities in the world, guiding research, and guaranteeing unparalleled product quality and product purity. Don't be fooled by the stories of their natural hippie beginnings, the people who run Herb Pharm are at the forefront of natural herbal medicine on every possible level. The tour of the manufacturing facility (the "Plant

Plant") attests to their commitment to science and quality assurance. These labs and production facilities are the best in the herbal manufacturing world—one finds cleanliness and processing precision on a pharmaceutical level, and scientists and herbalists at the forefront of managerial oversight and day-to-day operations. Herb Pharm has the most personable business relationships with the world's best wildcrafters, and this makes a huge difference in the materials that they work with. They also grow a majority of their herbs in their certified organic fields (Oregon Tilth certification), and they test everything. Believe me, it ranks as one of the most impressive manufacturing facilities in the natural foods world. And they continue to advance. As this newsletter goes to print, they will be adding two PhDs to their facilities to become more adept at the science of growing and manufacturing.

As Ed said in the tour: to grow echinacea is easy; to grow echinacea well is also easy. But you have to spend years growing echinacea to grow exceptional echinacea as it should be grown. At Herb Pharm they know how to grow echinacea, harvest it optimally, and manufacture it so as to capture the heightened activity of the whole plant. And they test to verify the entire process. Whole herbs received and properly identified; whole herbs, naturally manufactured. Natural medicine, effectively available for natural health. What was also amazing to behold was how much love and care goes into growing the vast array of herbs that they produce. We had a "question & answer" with Ed where we talked about sleeper herbs. Modern day herbalism should be an inspiration for us all to want to learn anew. The answers are out there, in the fields, and in the dialogue that herbalists and growers share in the world of herbs that we bring to customers inside your store. How important it is for us all to learn the uses of oat seeds, nettles and echinacea seeds, eleuthero, the

## ACT NOW: Herb Day 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](http://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 coordinating Herb Day together.

echinacea-propolis throat spray and Herbal Ed's salve!!

Herb Pharm is on a mission, and I am here to testify that they are doing it as well as is humanly possible. Spread the news: Herb Pharm is totally dedicated to go to the next level. As was said at the Pharm Farm and the Plant Plant, "we don't try to compete with our competitors prices, and they don't try to compete with our quality." I have said since I began Blue Moose Consulting, and I saw the world from a manufacturer's eye, that quality matters. No bones about it, Ed Smith is the current dean of natural foods herbalism in the U.S. Ed & Sara have created a philosophy that will continue to guide this company to the forefront of natural herbalism. The path is still growing and growing strong.

Review your commitment to the herb section in your store. Have you momentarily forgotten the importance of quality? Can you visualize a field grown with love and harvested with precision and compare that to a field

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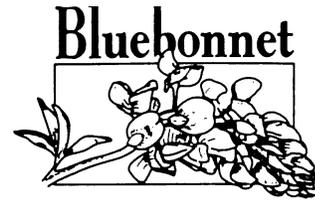


**September Promotion  
15% OFF Brain & Heart Products**

- Brain & Memory Tonic™
- Cayenne liquid extract
- Ginkgo liquid extract
- Hawthorn Blend liquid extract
- Healthy Heart Tonic™
- Healthy Veins Tonic™
- Olive Leaf liquid extract
- Warming Circulation Tonic™

Endcap ideas. Stock a few of these sale items in an Herb Pharm "Herbal Extract Pak" and stock a nice supply of these bottles around the display, advertising the perfect backpack health kit: brain (Brain & Memory and Ginkgo), muscle and workout (Warming Circulation Tonic, Healthy Veins and Healthy Heart) and immune system support (Olive Leaf extract). Show you understand the student lifestyle, and they will dig the extract paks!!

Not represented by BMC in NJ



**MANUFACTURER OF THE YEAR  
BLUEBONNET NUTRITION**

15 years strong, quality unsurpassed, and a consistent loyalty to the natural foods independent retailer that defines once again what a healthy relationship should be between manufacturer and retailer.

**Manufacturer of the Year 2006.** That should tell you something. *Vitamin Retailer* magazine decided to have its first ever manufacturer of the year (after 13 years service themselves to the industry) and *Bluebonnet* was the easy favorite. They have had quite a few amazing years: with their manufacturing expansion, their state-of-the-art analytical labs, their uncompromising quality exemplified by their commitment to kosher certification, their hosting of the NNFA retailer retreat at their facilities this year and the tremendous respect they have gained from raw material suppliers and competitors alike with their quality, honesty and character.

Anyone in their right mind would realize that **Bluebonnet** is the next generation of natural foods leadership. Read the article, listen to the marketplace—Bluebonnet can and should be the lead brand in your store: *quality* means customer results and loyalty means available only through health food stores.

**Congratulations Bluebonnet Nutrition!! from Blue Moose Consulting**



**NORDIC NATURALS**

*Take some time to relax...  
Reduce Stress & Improve Your Mood*

**September Promotion 15% OFF**

- 01743 DHA Formula 90ct
- 58783 Arctic-D Cod Liver Oil 8 oz Lemon

*Buy-in period ends Sept 23*

*Nordic Naturals* provides the best sales tools and educational materials I have ever seen in my 25 years in this industry. They have mastered marketing as well as manufacturing. Take stock of all your Nordic Naturals sales materials, and ask what is new—and make sure they send you plenty with your next order. Nordic Naturals continues to redefine the fish oil market—making it more accountable, more natural, more healthful, tasty and clean.

Not represented by BMC in NJ and parts of PA

**NEWTON**  
*homeopathics*

*Always safe, always effective.*

**SEPTEMBER PROMOTION 20% OFF  
THE FOLLOWING:**

- #35 The Blues**
- #32 Stage Fright**
- #41 Eye Irritation**
- #55 Pollen & Weed**

*Must ask for discount at time of order.  
Cannot be combined with any other discounts.*

**Website Training Incentive at  
[www.newtonlabs.net](http://www.newtonlabs.net) !**

Newton Labs will give a \$10 credit for each \$100 order for each employee who completes an on-line training and sends in the reviews (up to 7 employees per store - maximum \$70 for \$700 order or combination of smaller orders). Ask your Blue Moose Rep for details.

**FALL RETAILER CERTIFICATION IN HOMEOPATHY**

CLASSES September 15 and 16, 2006 in Conyers, Georgia. Ask your Blue Moose Rep for details

Act now if you want to get a thorough training in homeopathy for you or someone in your store.

Not represented by BMC in NC, WV



# AROMALAND

*The Essence of Well-Being®*

**Attractive to young and old!!  
AROMALAND'S CERAMIC LAMPS**

**Students beginning to burn the candle at both ends?**

Aromatherapy is an excellent growth area in our industry and Aromaland has something unique and really HOT—ceramic aromatherapy lamps that are MADE in the USA. Priced to sell, these products are a staple for every store.

**Don't underestimate the love affair the elderly have with candles and aromatherapy.**

Maybe there is something to the subtle healing that aromatherapy brings, and no gift pleases more than a few quality essential oils and a ceramic lamp. Place near the cash register and sell a few a week.

# BASS®

Brushes

*Finest Quality Hair, Body and Skincare Accessories*

Have you been hearing people talk about how their body care section sales improve after they offer the "total package of hair and skin care" with Bass Brushes and Hair Doc bath & body tools?

Stores grow when they increase their category selection. As the Fall & Winter sales period begins, find the space to offer the industry's best combs, brushes, bath tools and body care equipment. Ask your BMC rep to go through the Bass Brush catalogue with you and you will see that they have a complete selection to outfit your store with the products that your consumers will love!!

Not represented by BMC in NC, NJ, PA



## Essential Formulas

**Good Products take on a life of their own.**

**Dr Ohhira's Probiotics Soap** is being promoted and sold with great success by stores working without BMC prompting. Store buyers see the need for a high-quality probiotics soap (with seaweed) for the many skin complaints they see. And customer response to this product has already been consistently fantastic. When stores are ordering 6-12 soaps per month, it becomes apparent that this soap is a product that many people need to know about.



### Particle size Matters!!

Silver can be very effective in many therapies for the body, but not all silver is the same. The smaller the particle size, the larger the percentage of surface area of the silver is exposed which allows the silver to be more effective. Silver preparations that are under 5 nanometers are ideal as they act more effectively and are handled by the body, especially the liver, more easily.

Sovereign Silver's hydrosol products are manufactured to have the smallest particle size of any silver on the market. As the winter season approaches and school gets back in session, give shelf prominence to Sovereign Silver and see the sales that result when you alert your clientele to the varied and dynamic applications that a silver hydrosol has for overall health.

Not represented by BMC in NC, SC



SURYA  
henna

### September Promotion

**25% OFF  
Amazonia Preciosa  
shampoo line**

All Amazonia Preciosa shampoos, conditioners, and hair masks.

These shampoos have the BMC seal of approval as "the best ever"

*Direct orders only*

Not represented by BMC in NC, SC

## WELL-IN-HAND®

**September promotion  
20% OFF**

**Yeast Rescue® Spray**

**Yeast Rescue®  
Natural Soap Soother**

*Direct orders only*

...a major store in Maryland told me today that they are selling these products by the 18s now and that they cannot keep the products in. While they are developing a massive clientele for a product that works, I ask you—are you promoting the **Well-in-Hand Yeast Rescue** products?





HERBAL HEALTHCARE

*"The Royal Flush" Featuring The King of Clean Living, LiverCare® and His Royal Court, Hemocare®, Andrographis, Neem and Triphala!*

Buy any combination of the above products and receive the following discounts

**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

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

MONTHLY TELECONFERENCE TRAINING  
*Tuesday, September 26 & Wednesday, September 27*

**Learn to play THE ROYAL FLUSH** featuring the worldwide best-seller LiverCare® and products you really must learn... HemoCare®, Andrographis, Neem & Triphala  
*Ask your BMC rep for details*

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

### Aloe Life Skin Gel & Acne

**Why does Aloe Vera help with skin problems?**

Typically the yellow sap found in mature plants fights infection on contact with the naturally occurring Saponins found in the plant. This compound also keeps staph and other bacterial, viral and fungus organisms from causing further infection and irritation. Aloe's yellow sap also contains natural anti-inflammatory agents that aid tissue repair

**Many people refer to Aloe Vera as a moisturizer, is this correct?** Actually, No. An undiluted aloe vera maintains an acidic pH, and is found to be astringent. This is why the Aloe Skin Gel is best used after washing the skin. Afterwards, it would be most beneficial to apply a good moisturizer like Aloe Life's refreshing lightly scented Face & Body Lotion to nourish and moisturized the skin for complete skin renewal.

**Acne scars can take years to improve: will Aloe Vera help?** Yes and much faster than you might imagine. Even older scars will respond to a quality Skin Gel that contains naturally existing growth factors called gibberellins. These are found in Aloe Life's products and research has show that gibberellins stimulate new cell growth on contact.

**Will drinking a quality Aloe Life juice help with overall skin health?** Yes definitely. Taken before meals, aloe will increase essential fatty acid and mineral absorption, including Zinc, Calcium and Magnesium. Proper nutritional absorption is so important for both the maintenance and repair of healthy skin.



Sneezing occurs during *hayfever season* and during *cold & flu season*

So, start double-stocking these inhalers: one of the most consistently successful selling products in the natural foods industry.

**September Promotion**  
**10% OFF Olbas INHALERS**

**Box of 12 w/free display – \$32.08**

*Free shipping, no minimums!*

The best thing about buying direct is that Olbas will supply you with samples of the pastilles and the essential oils. Olbas also has posters that you can ask for that are great for the front windows as we enter "the season."



### Warning: Juvo sales are taking off

Enough people have tried Juvo and liked it and now they are asking for it by name. It is not too late to join the Juvo revolution!

**September promotion**  
**Order a case today and receive:**

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

Add Juvo to your green foods section today, or place it by the produce case, as these freeze-dried greens, grains, beans, herbs, seaweeds and mushrooms exemplify what whole foods are all about. Juvo is in a class by itself: the perfect meal replacement.

Not represented by BMC in PA, NJ



### Entering Immune Health Season

While most stores know and understand the veracity of mushroom supplementation for every type of immune system disorder, they hesitate to promote mushroom products for three reasons:

1. They have not had great sales with mushroom products before because
2. They do not know how mushrooms work or how to promote them because
3. They have not been introduced to the most accurately manufactured and scientifically valid mushroom company until now.

Welcome Mushroom Science products into your store this Fall and re-dedicate yourselves to learning about how fantastic mushrooms can be for immune system activation, moderation and strengthening. Mushroom can be a profitable base for sales for your immune category for years to come, if you promote the quality found only in Mushroom Science. Learn, understand and educate polysaccharides and beta glucans—the future of nutritional support for the immune system.

### OCTOBER SALES PROMOTIONS

- **Cordyceps caps**
- **Maitake**
- **Reishi Caps**

Mix and Match for 12 bottles total and receive **20% OFF**

*Available through your BMC reps only*



### Reward Your Skin

*Your store should provide total health*

*Organic on the inside,  
Organic on the outside*

Perfect Organics has the highest percentage of organic ingredients in a body care line today



## Teaching Yourself

*continued from page 1*

Most of us will find that we have settled into one buying pattern and that we approach every activity in the same manner. This may be counter-productive.

As we approach the Fall-Winter sales season, it may be a good time to look at your buying behavior and see if new habits can be learned, new ideas explored, and old habits that may have fit an earlier marketplace reality adjusted to better serve your store in the present.

There are no “perfect systems” that someone else can teach you. We all know that our patterns are the result of our own natural selection: we adapt to the deals that are offered, and the goals to be obtained with the money available, and the time allotted to focus on the important actions of buying and selling. But are we habitually buying based upon outdated (or even inefficient) assumptions? Are there nuances present that we can take advantage of to eke precious profit out of the order habits we currently employ? It is through creative self-analysis that we can make ourselves better, and our businesses more profitable. So take the advice and monitor your habits for the next month: what you may observe could bring the cash for that store improvement, that new employee or that week away that you have been promising yourself for far too long.

Let's make an assumption that I think most of us would agree is true: the industry has changed dramatically in the past few years. Distribution has become a hindrance rather than a benefit, we have gone past the fat-days of good deals and now can see that the deep discounting hurt much of our industry. The internet and the mass-market intrusions have affected our businesses and many companies are now catering to those market sectors as opposed to serving the mainstream natural foods market.

## THE BEST

*This new section highlights BMC products that are simply the best in their category, best on the market, best for returning sales.*

### **Aloe Life aloe healing skin gel and Natural Immunogenics Sovereign Silver**

These products travel with Michael wherever he goes: “These two products can get you through anything”—MPH  
Are you putting these in every customer's hands?



The way we approach buying a best-seller is usually different from the way we buy the special items that are slower-movers. Even here, we probably have rote patterns of behavior: twelves of certain items every time it is on sale; threes of an item that moves in a three month period. “Sales” can be a time to expand those decisions into something exciting. Jumping to 24s or 36s may seem irresponsible to our trained minds, but careful decision-making and a commitment to proper merchandising and marketing could take a product to a whole new level in your store. Every month or two, you should be courageous enough to experiment with items you trust and know have merit to promote, and see how the push works—learning as you go along.

When was the last time that you thought about your philosophy on passing along discounts? For many stores, I think that we all can admit,

the policy of passing along discounts has been superseded by the need to have that extra profit necessary to make ends meet as the competition has gotten tighter. A few comments here: First, it is always good to remember that the bigger competitors have been passing along those discounts (with many internet-only companies having little overhead, less investment in personnel and the ability to ship free). So when you pocket a high percentage of your discounts, rather than passing them along, you are making yourself vulnerable to a big issue, one that has controlled the decision-making for too many of the customers who turn to us for health solutions. Look at how you approach this issue. Are you communicating through your actions an interest in saving money for your customers? As long as they see effort, they have less of a reason to create a negative impression. For that reason, I strongly urge all stores to do the extra work, and use the available materials and the signage from manufacturers who spend the extra money to provide these marketing tools—and decorate your store with statements that “sales” are an aspect of your business that you take seriously.

Making your own sale programs is also creative. Highlight sale items you believe in, and that your customers love. Get your employees involved (create a bonus structure if the store sells 44 or 144 of a sale item in one month's time), and show enthusiasm for the items you highlight. Endcaps were made for you to promote things in volume—so re-explore your commitment.

The truth is that the smarter manufacturers have cut back (or, shall we say, moderated) the amount of discounting that they offer. That is because their profits sunk after this illogical over-discounting policy. Any company will tell you that if they are being candid. Most companies are now offering moderate sales in lieu of price increases (thanks fuel costs!!), or are



choosing to invest in marketing materials, demos, or things where the monetary extension is improving their bottom line. Smart business once again prevailing. So, how do you respond to this reality (especially when warehouse companies are willing to sell things like supplements with a 15% profit margin)?

Again, I would suggest that you look at how you are buying. Have your patterns changed at all in the past three+ years? Many of the more progressive stores have begun adjusting, with as many strategies as there are creative minds to respond to these outside indicators. Think about the function of those adaptogens we are always talking about!!

One important thing that we all need to do is pay more attention to the deals that are presented to us. Blue Moose Consulting (BMC) helps you by sending this newsletter, along with a one-page monthly sales fax sheet which we create with the intention of giving you the tools to buy on sale. Many companies spend endless hours trying to find ways to communicate to you their sales—how are you cataloguing, monitoring, and utilizing them?

When I was in retail, I kept all my sales flyers together, and at the beginning of every month, I burned the midnight oil checking and cross-referencing sales to see what I could best offer my customers. Is your system optimally efficient? This is a necessary, cyclical review that will make your margins work with your purchase patterns for the month and will force you to choose which items you want to highlight that month.

The questions remain as to what discount percentages you want to get your customers accustomed to. It would be imprudent to give away the shop (only coops are built on the notion of passing along all the savings). A balanced approach would be to pick a few winners to discount heavily (2-5 items per month at 25% off is attractive enough to draw anyone into your store or to see your newsletter monthly), and to add another 10+ items at 15-20% off and likewise promote items regularly at 10% off. This moderate discounting will get people to appreciate once again that a 10% off discount has merit. These sales should be in addition to any EDLP (every-day low

## TESTIMONIALS COUNT

### Perfect Organics Citrus Fresh Body Wash

—On a whim I bought your Citrus Fresh Body Wash...[at a] Whole Foods Market when it was being “demo’d” by one of your reps. With the exception of Dr. Hauschka facial and body moisturizers, I’d never really found “natural” body products that I’ve liked. I was also a bit skeptical when the rep said I only needed a small amount and then had to keep lathering it up. Therefore, my expectations weren’t very high when I tried it out in the shower that evening. Wow—was I pleasantly surprised! The product is very gentle, leaves our skin clean and soft, and has proven to be a great shaving gel. A little does go a long way! I haven’t used it as a bath soak yet, but plan to do so in the future. Suffice it to say, since that day about two months ago, the Olay Body Wash (the previous favorite) in my shower has gone largely unused. Both of my daughters love the product as well, though my 8 year old leans toward the Vanilla Mint. We’re now on our third bottle of Citrus Fresh and my husband and son now have begun using it as well!

FYI—I’m 45 years old and this is only the second time that I’ve ever written a company to express an opinion about a product! It was such a pleasant surprise that I had to let you know how much we love your body wash.

Sincerely, NS, MD

## “WE ARE HEALTH FOOD PEOPLE”

Ed Smith

Founder, Herb Pharm



Ed Smith, popularly known as “Herbal Ed,” has been working as a medical herbalist for 30 years and is founder and owner of Herb Pharm, an organic herb farm and herbal extract company located in Williams, Oregon.

Ed is an internationally respected teacher and lecturer on herbs and herbal healthcare, and appears at many herbal gatherings, symposiums and expositions throughout the world. His work and teachings incorporate old-world herbal folk wisdom with modern herbal science, and also express his love for Nature and her healing plants.

In his constant search for herbal knowledge, Ed travels frequently throughout North America, Latin America, Europe, Africa, Asia, and the South Pacific, seeking out medicinal herbs and information about their health-promoting powers. It is his

worldly perspective, his integration of old and new herbal knowledge, and his vast herbal experience that make Ed such a highly respected herbal resource.

For more information about Ed Smith and his work, go to [www.herbaled.org](http://www.herbaled.org). Here you will find an electronic copy of the *Therapeutic Herb Manual*, streaming audio of Ed’s lectures and interviews, photos, and written educational articles and news about medicinal herbs and herbal healthcare.

prices) that you may strategize to draw customers into your store.

These ideas mean more work every month, but they create an environment where there is a vitality to your sales program that excites consumers and keeps people interested in what you are doing every month.

Look for a further discussion on this important issue, other ideas that may have you rethinking your positions on sales and buying will arrive in the November issue of the BMC newsletter. Our October promotional energies will focus on the Baltimore trade show co-sponsored by the NNFA East and Expo East. Until then, enjoy the introspection and the evaluation of your sales programs. Go to the show October 4-7, talk to fellow retailers and always feel free to talk to Michael or any BMC rep about the possibilities discussed above. ☺



## 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."*

## Sitting by the Pool

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bulldozed without care for constituent parts? Can you intuit the differences? Herb Pharm's greatest passion is supporting wildcrafters who do their work with integrity. Herb Pharm supports the environment with a realness that is inspirational. The emphasis is on the herbs at Herb Pharm, and the experience can be felt in every drop of product you taste. Herbal liquid extracts—the way real herbalism needs to be taught. Herb Pharm—as good as it gets.

Now is the time to review your approach to herbal medicine. Herb Pharm's path should be the path you choose! Optimal health is best attained through superior herbs. ☼

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

**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*

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

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, Texas 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, Texas 77042

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