



Talking Health: Spring Bitters: Introducing Andrographis

Spring your clientele into bitters with the season. What could be more natural? As the early shoots of bitter plants make their way through the hard ground of winter in the miracle of life, we should rejoice in the health benefits that bitters bring. If you do not revel in the bitters experience, then maybe you need to share some of my enthusiasm (or maybe you have picked the wrong career!) Bitters, quite plainly, are where it is at!!!!

Yes, I am serious. My whole natural foods education has led me to bitters and I am not gonna be shy about it. Neither should you. Traditional Chinese Medicine taught me all about bitters, the study of organic green vegetables taught me about bitters, the science of Indian Ayurveda and my study of early American herbalism all led me to the conclusion that bitters are good. My current love affair with the aloe plant is based primarily on its delicious bitterness. So, pucker your face, smile and spend the beautiful Spring season injecting your customers with enthusiasm for the most invigorating of the five flavors, the Bitter.

As Julie Plunkett, Herb Pharm staff herbalist and educator, recently shared in one of her free monthly Herb Pharm phone trainings, the best way to get

people to accept the nuanced complexity of the bitters is to introduce them to **Herb Pharm's dandelion glycerite**. Taste test and educate. This delicious extract, made in the intelligent and delicately respectful way that Herb Pharm makes all their herbals, actually captures a more genteel bitter in its most inviting flavor. If you can make herbal extracts correctly, then they will actually taste the way they exist in nature—and this dandelion is pleasantly light with its bitterness, and will not scare away even the most fearful of mono-flavorists.

One should be honest though. The bitters will not always be so discreet. When we look at the superlative bitters, we often think of an herb like gentian. True herbal champions like aloe vera and noni purport to be the King of Bitters, but they both have probably met their match with the hottest new, old-world herb that everyone is talking about, andrographis.

Andrographis paniculata has been working its way through the natural foods industry for the past two decades. This Asian herb has found its way to our shelves through the Scandinavian countries, especially Sweden, where the herb has been embraced for its effects in fighting colds. But andrographis goes back

much further and is deeply entrenched reverentially in the medicinal writings of the Indian and Chinese herbal systems. Andrographis is a heavyweight bitters, and to any herbalist—that is a good thing.

I often wonder why things happen when they do: why are both **Himalaya USA** and **Herb Pharm** bringing out an andrographis within the same sales quarter? These are arguably the best herb companies of the Far East and America, respectively. What took you so long?

Andrographis is a heavy-hitter that just must be necessary for this market at this time. Like the doctor found the remedy for the patient at hand. Personally, I would say that we are certainly living in bitter times—but, could it be that andrographis has emerged now because our communities need it so much? Let's see. What exactly does andrographis do?

Andrographis hails from India, China, Korea and Thailand. Known as the King of Bitters, it does what every bitter does naturally: stimulates bile, assists the liver in producing antioxidant enzymes and has noticeable energetic effects on the immune system. It creates activity within the body. Current research and modern usage shows it to be beneficial for the

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Talking Business: Membership Renewal

What? You are not a member? There must be some oversight here, or maybe you are working off past or bad information. EVERYONE who is active in our natural foods industry, and expects the machinations of the industry to have sustainability and the rules of engagement to remain favorable to our doing business needs to be part of the Natural Products Association. We need you friend: there is strength in numbers.

So we all turn to the other and politely say: are you a member? Use a little pressure and firm persuasion, as I am about to do here—and you will see that the time is now. The industry trade associations have grown up, moved forward, have developed to the point where they provide necessary, beneficial services, and—they can be even stronger if we swell our ranks with active members.

For those coming to the conversation a little late, the **Natural Products**

Association (NPA for short) is the new name for the NNFA, which was founded in 1936 and is therefore the nation's oldest and largest non-profit organization dedicated to the natural products industry. They changed their name last year to be more embracing of the many non-foods aspects of our industry—manufacturing, production, distribution and sales of the products that make our industry vital. The Natural Products Association now

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Spring Bitters *continued from page 1*

liver, as an anti-inflammatory and as an immuno-stimulant. Yes, andrographis might just be showing up at exactly the right time!

Clinical trials support its use for upper respiratory tract infections, GI infections and UTI, bacterial infections, hepatitis, liver disease and AIDS. It also may exert some influence over abnormal cell growths. Andrographis is certainly worth learning about.

Andrographis is an extreme bitter, so a little goes a long way. It is energetically cold so is best combined with a warming herb like ginger or astragalus for people with cold conditions. It is a good tool for conditions of heat, fever or inflammation and may be an herb to consider for situations of antibiotic resistant infections.

Herb Pharm uses the whole flowering herb to make their liquid extract from hand-harvested plants in their natural habitat. They do not use the root for this new product. Furthermore, Herb Pharm employs the skill and technology of their in-house Analytical Chemistry laboratory to make sure that they preserve those compounds that many believe are

immuno-modulating* and hepatoprotective*, namely andrographolide, neoandrographolide and andrograpanin.

In traditional Ayurvedic medicine, andrographis is actually a common household remedy, given to children and used for fevers. This is probably because the Indian folk medicines never abandoned the beneficial bitters. It is used to support healthy digestive, cardiovascular and urinary systems. It also has recognized hepatoprotective activity, and is commonly used for blood-purifying. There are no known toxicity concerns—warnings about avoiding the herb while pregnant are not substantiated by specific facts. Again, this strong bitter is best used in small amounts.

And so we may choose to add another bitter to our herbal selection. Are we able to utilize the benefits that this herb brings? The modern modalities say that it is good for many serious chronic illnesses. Common sense herbal wisdom says that it is essential, and a necessary part of any well-rounded dietary consideration. But, how do we get bitters back into the American health consciousness? Currently, the accepted mainstream bitters are tobacco, chocolate and coffee. Obviously, we crave bitters. Can we get a daily dose of bitters to everyone? Certainly, educating on the green leafy kales and collards and endives is one way. Daily digestive support with **Aloe Life's whole leaf aloe concentrate** is a better way. Dandelion, burdock and the ginsengs are excellent bitters for energy



activation as the weather changes. The benefits are also real as a preemptive measure to get the immune system potentiated against allergies.

At this time of year, I also recommend **Nature's Wonderland's Catfish Bitters** caps and/or **Himalaya USA's HemoCare** which contains andrographis.

Any way you can get people to incorporate bitters into their diet, you will see the benefits in the digestive system, fat absorption, dieting and detox, and moderate but noticeable results with the immune system. From basic health needs to powerful plants for modern scourges, bitter herbs like andrographis are here before us for a use that is beneficial and necessary for everyone in today's polluted, overwhelming and complex world. 🌿

** These statements have not been reviewed by the FDA, and are intended only as the basis for further research.*

(Special thanks goes to the good people of Herb Pharm and Himalaya USA for their support in researching the information on this new natural foods herbal, andrographis)

TAKE 5 MINUTES

Wanna do something great???

Go to the newly-updated NNFA east website, www.nnfaeast.org and click on the JOIN NNFA EAST button. Join the excitement of natural foods retail stores working together. Stay informed, become involved, know that you are a part of the solutions for a better tomorrow. It will be your smartest investment this year.

IN THE NEWS

Experts Say Reassess Vitamin D Levels... Experts from universities, research institutes and university hospitals around the world assessed evidence from research and concluded that the public health is best served by a recommendation of higher daily intakes of vitamin D. Changes such as increasing the amount of vitamin D in vitamin supplement products could bring about rapid and important reductions in the morbidity associated with low vitamin D (both D3, produced on the skin on exposure to UVB radiation, and D2, derived from plants and ingested) status, according to the experts. A recent review of the science resulted in **the recommendation that the tolerable upper intake level for oral vitamin D3 should be increased five-fold**, from the current tolerable upper intake level in Europe and the U.S. of 2000 International Units, equivalent to 50 micrograms per day, to 10,000 International Units (250 micrograms per day). (*The American Journal of Clinical Nutrition*; March 2007, volume 85, number 3, pages 649-650)

TIP OF THE MONTH

Spring cleaning begins at home. Pick one day a week and make a list: the next eight weeks to clean up the store, front door to back door, one day at a time.





**April Promotions:
Cleansing & Purifying 25% OFF**

Wormwood
Goldenrod-Horsetail Compound
Healthy Cholesterol Tonic

Applies to 1 oz, 4 oz and 8 oz sizes.
Minimum order 3 ea per SKU

New Products:

Andrographis: whole flowering herb extract.
Supports healthy functioning of the Immune System and
Liver. **Introductory offer at 20% OFF**

Immunattack Compound: extract compound of
echinacea root, spilanthes, wild indigo root and myrrh.
Introductory offer at 20% OFF

Both available NOW

Male Sexual Vitality: ingredients change
Pharma Maca replaces Saw Palmetto and Oat Seed to
improve sexual tonic properties.

Not represented by BMC in NJ



Earth Day promotion: Highlight Vcaps
Vegetarian Capsules as competitive advantage

In celebration of All Things Natural during Earth Month,
Bluebonnet Offers a **"BUY 4 GET 1 FREE"** special on
select Vcap Products. Offer good April 2 – May 4.
Minimum order \$299.00. Ask your BMC rep for details.

Products on promotion: Multi One, Optiberry AntiOxidant™, Super
Quercetin™, Grape Seed Extract 100 Vcaps, Super Bromelain 500 Vcaps,
Perfect Cranberry® Vcaps, Lecithin granules, Brewer's yeast powder, MSM
1000 Vcaps, Plant Sterols 500 mg Vcaps, Maitake® Gold Mushroom 100
Vcaps, BroccoliActive™ Vcaps, Super Earth® Green Utopia™ powder,
Cinnulin PF® 125 mg Vcaps, Echinacea Extract 250 mg Vcaps with E.D.S.,
Ginkgo Biloba 60 mg Vcaps with E.D.S.

Ubiquinol becoming the CoQ10 of choice: stock now
Bluebonnet has the largest selection of CoQ10 Ubiquinol products
25 mg, 50 mg and 100 mg and a blend of ubiquinol/ubiquinone {25/25}
Bluebonnet offers the best CoQ10 on the market, available only
through health food stores

New Product: Vegetarian Glucosamine MSM (Shell-fish free):
produced from a vegetable source (corn) fermented, and is the
only non-animal, non-shellfish glucosamine. 120 Vcaps.
1500 mg Gucosamine and 1000 mg OPTiMSM—high dosage
support in Vcaps & kosher-certified. Items # 1113 [60 Vcaps]
and # 1115 [120 Vcaps]



NORDIC NATURALS

Great Products, new larger sizes

Know that consumers will buy the
largest sizes of these best-sellers:

Omega-3 180 caps
Ultimate Omega 180 caps
Ultimate Omega liquid 8 oz

**April Promotion: Mega-Dose
EPA/DHA—15% OFF**

Stock up and promote this best-seller
01790 Ultimate Omega 60 ct.
02790 Ultimate Omega 120 ct.
Offer good through April 23

Ultimate Omega: Each 2 soft gel
serving provides:
EPA: 650 mg; DHA: 450 mg; Other Omega-3s: 180 mg



**Gold Standard: Nordic raises the bar on
freshness and purity**

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

**April Monthly Promotion:
20% OFF**

*Newton continues to advance
with great new formulas*

Ear Ringing (N77)*
Foot Fungus (N67)
Restless Leg Syndrome (N80)*
Shingles (N73)
Thyroid Assist (N74)
**new products*

NEWTON FOR PETS
Pet's Fatigue (P24)

"NOTHING BUT NATURAL" for KIDS
Fever Aid (F04)

Cannot be combined with any other discount

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Scent Your World

Imagine a world where aromatherapy was understood as an integral part of the healing process, with your customers expanding their selection of healing modalities to include quality essential oils and the many, full-body benefits that aromatherapy brings.

Now, realize that world is within your reach.

Start creating this new world with a quality line renowned for its exquisite blending skills, **AromaLand®**

Providing the very best in aromatherapy products since 1986.

Essential oils, organic essential oils, essential oils blends, aqua essentials, diffusers and candles, massage supplies. Hair care, skin care, bath & shower care—all from the best essential oils anywhere. Let AromaLand® bring you the Essence of Well-Being®



15% OFF Line Extension order
20% OFF Opening order

Why would Sovereign Silver be your most effective natural choice for **Sinus Infections** or **Allergies?**

The properties of silver are second to none!

You have the:

anti-viral properties,
anti-bacterial properties,
anti-fungal properties,
anti-inflammatory properties,
regenerative properties,
astringent properties,
the immune boosting properties,
and finally the **oxygenating properties**
(silver can transport with it up to 40 times its molecular weight worth of oxygen)

What other nasal supplement can do this much?

5-10 sprays, per nostril, while inhaling, repeat 4 times per day will knock-out any microbe or allergy. **Spread the word!**

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



Essential Formulas

Dr Ohhira's Probiotic Formulas have profound effects as body care products as well...

For products that address health solutions you have never been able to offer before, consider learning the benefits of these great probiotics products:

Probiotic Kampuku Soap: with seaweeds, probiotics and wildcrafted Japanese herbs and fruits

Probiotic Magoroku Skin Lotion: 14 wild plants, probiotics, and highly-prized magoroku oil. Fragrance-free, highly absorbent, deeply moisturizing

Probiotic Hadayubi Skin Care Treatment: anti-aging rejuvenating oil. With fermented plants, herbs and seaweeds blended in royal jelly extract, magoroku oil and lavender essential oil.

JUVO™

20% OFF orders of a case or more, includes samples, brochures, cups

(1 case is equal to 6 boxes of 15 packs each)

Juvo is being reformulated!!

Look for the Juvolution to continue with products that are made in America from certified organic, kosher ingredients!!!!

Not represented by BMC in PA, NJ



SURYA Brasil

New Organic skin care products from Surya Brasil

Surya Brasil Introduces Amazonia Preciosa Body Care

Surya Brasil's new Amazonia Preciosa body care is an extension line to the already popular shampoos, conditioners and hair masks using special Amazonian plants such as Acai, Cupuacu, Buriti, Babacu, Andiroba, Murumuru, Brazil Nut and Preciosa.

Products include liquid hand soap, shower gel, facial toner, hand and body lotion, leg and foot balm, massage oil, facial mask with clay, facial moisturizer and clay mask.

The line is vegan, certified organic by Ecocert and does not contain sulfates, artificial dyes or fragrance, parabens, silicone, DEA, phthalates, GMOs or propylene glycol. The "award-winning" pots for the face products are 100% biodegradable flasks with no chemical ingredients in their composition and once discarded degrade naturally in 8 months.

Not represented by BMC in NC, SC

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

The Finest Quality brushes. Combs, Bath & Bodycare products.

More than accessories, these are integral tools for optimal health

Have you looked at the Hair Doc catalogue lately??

New hair care products, a full line of cosmetic brushes, salon hair styling brushes, bath mitts, loofahs, sisal fiber bath tools to satisfy anyone, fun infant-to-toddler bath & shower animal sponges, tweezers and eyelash curlers, shaving brushes and German-made razors.

Capture a whole new market and revitalize your entire bodycare section just in time for the summer hair season!!

Not represented by BMC in NC, NJ, PA

WELL-IN-HAND®

April Promotion: 15% OFF
Zero Zitz! Tea Tree Astringent
Direct orders only

Daily Care for all skin types, with witch hazel, St. Johns Wort and comfrey

100% herbal. Nourishes, tones, softens skin and clears fast!!



Himalaya

HERBAL HEALTHCARE

Get Lean With No Stress

Formulas- StressCare®, LeanCare®
Pure Herbs- Gymnema, Garcinia, Bael Fruit

Discounts:	Formulas	Pure Herbs
Buy 15 >	7%	3%
Buy 25 >	15%	5%
Buy 50 >	25%	10%

Deeper discounts available, ask your BMC rep for details

StressCare®—assists in preserving the naturally existing anti-oxidative system within the body's cells. Supports healthy, normal functioning of adrenal gland cells and brain cells. Relieves occasional stress, fatigue, frustration, mood swings and sleeplessness.

LeanCare®—helps maintain blood sugar levels, cholesterol, triglycerides that are already within normal limits. Helps maintain a normal healthy appetite level.

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

April Promotion:

Get Ready for Summer!

20% DISCOUNT on the Leg Gel Display, includes 12 bottle display, plus literature.

This roll-on aloe Vein Support Formula includes Horse Chestnut, Arnica, Gotu Kola, and Vitamins C, E, & K.

60-Days to More Beautiful Legs! Rid the legs of those unsightly red spider veins—guaranteed!

Aloe and the immune system: not all aloe is alike
 Research of the quality whole leaf Aloe Vera in itself has shown stimulation of the bodies own immune function to combat oxidative stress through 1) increased SOD production and 2) polysaccharide-induced macrophage activity of the long chain (polysaccharide / glycomannans in the 50 – 100,000 Dalton size). Check the label to see the statement of the long chain sugars in the Aloe Life products. 3) Aloe Vera's actions provide bioavailability that carries Herb Pharm's 11 herbs in Aloe Life's **DetoxPlus** formula deeper into the body for effectiveness to protect the lungs with the Red Clover, Essiac Herbs, American Ginseng and Pau d' Arco for fungus support, and Milk Thistle to stimulate liver regeneration and support!!!

Adding the **FiberMate** adds cost effective colon cleanse that carries out waste and cleanses the large intestines with food fiber from wheat grass, alfalfa, beet, okra, Jerusalem artichoke. It is also a daily parasite formula for kids and adults alike!

OLBAS

April Promotion

Olbas Bath 4 oz. 10% OFF
 plus...**BUY 5 GET 6TH FREE**
 Only \$21.45 & FREE SHIPPING
 direct only

More and more stores are stocking the full selection of Olbas products.

Olbas Bath: turn your bath into a Swiss spa. No SLS, or SLES. You can use it in your normal bathtub. Or, for lots of bubbles—try it in a whirlpool bath! A little bit goes a long way. Or use it in the shower as a liquid soap—makes an excellent body wash that will stimulate all your senses and leave you feeling clean and refreshed. Also excellent as a footbath for tired, aching feet.

Many uses, naturally: backache, sprains, headache, neck pain, sports injury, and arthritis pain

Nature's WonderLand:

Line extension: buy any of the excellent herbs or herbal formulas from Nature's WonderLand, and get a **BUY 4, GET 1 FREE DEAL** for any new item. Ask your BMC rep for the updated price list for these herbals.



LIFE SOURCE BASICS

You can compete with pharmaceutical allergy drugs.

Strengthening the immune system the proactive way, with a highly safe and efficacious immune system modulator. Learn the benefits of beta glucans for overall immune system function, and help people with allergies everywhere. More than 60 years of research and 800 scientific studies have proven beta glucan's unique ability to help the body defend itself.

Our immune systems face millions of challenges each day. Life Source Basics can help strengthen your immune response so nothing slows you down. WGP 3-6 is a patented ingredient that contains beta 1,3/1,6 glucan, a complex carbohydrate purified from (Baker's yeast) *Saccharomyces cerevisiae* that has been widely recognized since the 1960s as an immune enhancer.

WGP 3-6 triggers human immune defenses that have evolved over thousands of years to protect the body. WGP 3-6 works with the body's first line of defense that consists primarily of key immune cells (monocytes/macrophages, neutrophils and natural killer cells) that circulate throughout the body and identify and destroy foreign intruders.

MushroomScience®

Take the challenge and educate your consumers on the benefits of medicinal mushrooms

New product announcement: Chaga (Inonotus obliquus)

Chaga is a mushroom that must be wildcrafted, and grows exclusively in the wilds of Siberia on Birch trees. Long revered in Russian herbalism, this wood-grown mushroom is proving very beneficial to the immune system as current research verifies traditional usage. Wood-grown mushrooms are recognized as producing the richest, most potent nutrients desired from medicinal mushrooms. Mushroom Science® extracts are manufactured to the exacting quality standards presented in the supporting scientific research. For the most beneficial results, choose Mushroom Science.



Line extension/April Promotion:

New Store deal – 30% OFF,
 minimum order 3 bottles of Chaga,
 minimum order 12 bottles

Existing accounts – 25% OFF
 Chaga as part of overall MS order,
 minimum order 12 bottles

PERFECT® ORGANICS

Selling well everywhere
Perfect Organics' Shea Butters are shea butter, perfectly manufactured.

Only Perfect Organics shea butters are manufactured without heat to maintain the high nutritional profile that shea butter can offer. No solvents, hexanes, or other chemicals. Perfect Organics uses certified-organic essential oils. Pure, wholesome treatment for dry skin, sunburns, dermatitis and stretch marks.

Shea butter is saturating the marketplace: are you carrying nature's best?

Perfect Organics: ethically-traded shea butter available in 1 oz cylindrical jars. Testers available; stock them all!!

- 100% Shea Butter
- Lavender Lavish shea butter
- Mandarin Chocolate shea butter
- Mint Chocolate shea butter
- Orange Ginger shea butter
- Hazelnut Coffee shea butter



Membership Renewal

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represents more than 9,600 retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Are you a member?

Equally important is the regional organization, currently called the *NNFA East* (though there is currently a vote being prepared for all active members to approve the suggested name change). As the *NNFA East* website reads,

"NNFA East has one of the great success stories of our industry over the past few years. Thanks to the efforts of a core group of dedicated volunteers, this organization has re-emerged to become an active and valid player in many areas directly affecting every participating business in our industry. In recent years, we have increased membership, joined with New Hope Media to co-sponsor the resurgent Expo East, increased organization revenue, become better at orderly communication and networking, and strengthened the group's infrastructure. NNFA East has never been better positioned for the important work ahead."

[www.nnfaeast.org]

Yes, our industry trade associations seem to be making the necessary motions to become indispensable for any natural products business wishing to grow. For some stores, it is a badge of honor to proudly promote that they are "active members" of the *NPA* or *NNFA East*. They place their yearly registrations prominently on their doors

MARKETING IDEAS

Have you had difficulty selling Ayurvedic herbs despite your understanding that they are credentialed by centuries of effective use and scientific scrutiny? Concentrate on the other credible dimensions of education about these herbs. The scientific support for the top 40 Ayurvedic herbs is voluminous. The challenge is not so difficult if you use your creativity.

This month, utilize these facts on **Himalaya USA**:

- Head-to-Toe Herbal healthcare for over 76 years, now in 76 countries
- 80, 000 sq feet Research & Development center, with over 102 practicing physicians and scientists doing primary research.
- All Himalaya formulas come to market with double-blind placebo-controlled human studies verifying their credibility.
- Stresscare® alone is supported by 136 published clinical trials
- Every quarter of a second, a Himalaya product is purchased by someone somewhere in the world.



ENDCAP IDEAS

Vitamin D is hot, and **Bluebonnet** again leads the way with smart and safe nutritional products. Endcap a clever "Vitamin D" section, alerting women of all ages to the increased benefits of Vitamin D supplementation in their diet.

Bluebonnet has converted nearly all their Vitamin D products to a lanolin-sourced Vitamin D cholecalciferol (D-3). There have been concerns that Vitamin D from a fish oil source may not meet the quality assurance concerns for purity, and this is a cleaner, more confirmable source of this vital nutrient.

Bluebonnet now offers Vitamin D in Vcaps in dosages from **400 IU to 1000 IU to 2000 IU**. AND, now nearly all of their products that contain D (Calcium citrates with D, multivitamins etc.) are being made with this newer version of Vitamin D: now that is innovation! Also, it adds to the Kosher choices that Bluebonnet is able to offer!

Lanolin-derived D-3 is contained in the following Bluebonnet formulas:

- All Multivitamins containing Vitamin D3—Vcap and Caplet
- Calcium, or any Mineral formula containing Vitamin D3—Vcap or Caplet
- Powdered Vitamin D3—V Cap
- Liquid Cal/Mag Vitamin D3

(Note that the liquid gel forms of Calcium will still be using Vitamin D3 from fish oil, and that Bluebonnet still carries Vitamin D-3 from fish oil as well)

or behind their registers, announcing to the public that they are part of, and protected by, an organization of like-minded business people working together for a common good.

Last week, I participated in my fourth consecutive *NPA Natural Foods Lobby Day* on Capitol Hill. Each year, I am more happy to take the day off—as the rewards, and the knowledge that I am doing something good for the future of our industry far outweigh the loss of a day's business for BMC. As I go to the assigned appointments with elected officials in both the U.S. House and the Senate, I realize that the people who work in these offices—who have great influence over the future of our

INDUSTRY CHAMPIONS

Please recognize these legislators acknowledged as friends of our industry by the Natural Products Association with the annual Industry champions award. Tell all your friends in their jurisdictions to remember them favorably at election time.

- Sen. Tom Harkin (D-Iowa)
- Sen. Orrin Hatch (R-Utah)
- Rep. Chris Cannon (R-Utah)
- Sen. Tom Coburn (R-Oklahoma)
- Sen. Michael Enzi (R-Wyoming)
- Rep. Frank Pallone Jr. (D-New Jersey)
- Rep. Edolphus Towns (D-New York)

industry—do not know much about what we do, how we service our communities and how our efforts actually keep down the health-care costs of our nation through our promotion of good health practices and preventative health care strategies. For the most part, the people of the Hill are receptive and sympathetic to our presentations—and these are good friends to have if the political tides should ever turn against us, which can happen tomorrow if we are not smart.

Eternal vigilance is the operative strategy we have had to employ as an industry since before the DHSEA legislation was passed in 1994, and every
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year we see that forces are constantly seeking to conspire to close our doors and limit our abilities to do good. You may sit and fret about this once a month or every day: hopefully, you are not oblivious to the legislative agendas that rise yearly to challenge our ability to function as a natural products industry. How do you think that we have been able to stave off these misguided and ill-intentioned legal contrivances? Through being involved in participatory democracy: by exercising our rights and by becoming involved in the legislative process.

Just this year, there are nefarious bills in both the Texas and New York state legislatures that would dramatically affect all of us if they were to pass. Every year it seems, new bills are introduced that could harm our stores in Virginia. These threats do not just go away because smart legislators realize the intents are misguided. It takes constant effort from dedicated people, a working advocacy agenda and time, money and the power that comes from numbers. The more people we can say we represent through our organization, and the more people we can say depend upon our stores, and the income, taxes, and revenue that we can

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

The Natural Product Association's TruLabel program

Did you know? Under the program, products are selected randomly from store shelves and sent to independent laboratories for purity tests. More than 23,000 product labels are currently registered as part of the TruLabel program. Since 1990, the Natural Products Association's TruLabel program has garnered national and international respect among industry members by promoting quality assurance and label compliance to dietary supplement suppliers. Go to www.NaturalProductsAssoc.org and click on the "Natural Products Association Quality Assurance Programs".

claim to produce—the more our side of the issues will be heard.

Organization has its rewards

One way that we could prevent some of the constant assaults is to be more proactive, and to gain influence by the strength and power that our organization can have. If you can imagine this for one moment: what is stopping us from having every store and every company and every manufacturer in our industry united in one strong, vital and influential trade organization? A special interest group for the natural foods lifestyle that elected

officials would want to appeal to because of its size and strength?

The only thing that is stopping us is your participation. We begin with the one, and then move onward. If you joined the *Natural Products Association* and the *NNFA East* today as a business, it would cost you \$125 yearly to be a member of both groups. These national and regional groups are the single most important business organizations you can be involved in: they work directly for you. Are you a member of your local business association, your town SBA or some other group? Good business sense: but these groups will do nothing to protect you legislatively—and they cannot help you with our industry's special issues no matter what they say. Being united with other health food stores is the smartest thing you can do, both statewide and nationally, to network and organize to act on all issues—positive and negative.

And your power extends even further. You should stridently encourage all of your manufacturers, distributors and business partners to join as well. For while the stores are often well-apprised of the present dangers in today's political environment, most small manufacturers are not thinking of the future the way that you may be. But, they will listen when enough stores tell them that they want to buy from companies that are active members of our industry trade organization.

There is power in numbers, and we need to get everyone involved. First, you must do your part. I am doing mine. And so I ask that you consider joining or re-registering for both the Natural Products Association (join on the website or ask for a packet to be sent to you:

www.naturalproductsassoc.org or call (202) 223-0101 or (800) 966-6632) and the NNFA East www.nnfaeast.org/Join.htm or call (856) 985-5446).

After you have joined, you will have a similar satisfaction I had when looking at

"WE ARE HEALTH FOOD PEOPLE"

Ron Weinstein
Owner, Bass Brushes



Bass Brushes has been an innovative brand in both the natural products and professional salon & spa markets since 1979. Company founder, Ron Weinstein, created the BASS line to ensure high quality professional standards, but with an emphasis on the beauty and benefits of natural materials.

As a well-known professional stylist and product designer, Ron Weinstein saw the need for hair and body care tools that would satisfy the natural products customer—people who demand only the highest quality and performance in their personal care tools.

Incorporating his years of experience in styling and knowledge of fine natural fibers and woods, Ron soon developed a line that won the praise of professionals and consumers alike.

Today Bass Brushes and Spa Tools are widely recognized as the industry leader. With over 200 well-developed products, there is something in the BASS line that can please even the most discerning customer. Fine hand finished hard woods, polished boar bristle, natural vegetable fibers, and several other materials are painstakingly tested to ensure optimal quality.

Ron still designs the majority of new items, and has strict standards for the company's product development criteria, ensuring that BASS stays true to its original concept and continues to satisfy customers world-wide. Bass Products are featured at fine natural products stores and co-ops, and are often the exclusive brand at luxurious day spas and professional salons. They maintain a close working partnership with retail outlets to ensure a commitment to quality products and relationships that drive the company's outstanding reputation.

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Blue Moose Consulting

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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY
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"If you don't read this newsletter every month, you are missing something."

Membership Renewal

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our Nation's Capitol, I knew that I had done something good to influence the health of the people of this nation for years to come. I look forward to doing the same with you next year.

Special thanks to **Bluebonnet**

Nutrition who donated the funding for BMC to print the names and addresses of each national legislator in every region that BMC services on the back of the insert included in this month's newsletter. This information will also be online on our website under the sub-heading "Recent Industry News" for the upcoming legislative session. The Barrows family is always represented at these events by one of the brothers, supporting our industry—another reason to make Bluebonnet your premier choice for nutritional supplements. And you should ask every vendor—are you a member, and are you working to help us on Capitol Hill and in our state legislatures? Support and commitment matter!!

Every organization is as successful as its members' commitment to it. You have something valuable to contribute, and your industry is very ready for your support. Join today! 🍀

Note: The BMC newsletter sale list is available 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 all the deals on the great BMC lines this via fax early every month? 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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Support all the lines we represent: Independence, Quality, Strength

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