

Speaking Health: In the World of Elderberry, Hype is Unnecessary

Happy Holidays. Elderberry red. Gushing with color and flavor and health. How did elderberry get so lost in all this hype? Berries. So beautiful and yet so vulnerable to exploitation. I wanna start a rescue fund for the poor, delicious and healthful elderberry. Why don't people just let the elderberry be itself: beautiful and irreplaceable plant food that is precious and necessary for health in winter season of Cold and colds.

When did we all follow lock-step when the marketing departments started sipping their own kool-aid? Get a grip, folks. Elderberry is spectacular, and we do not need to put our reputations at risk by creating unrealistic expectations about a product that can *do-just-as-well-on-its-own*, thank you.

So, in an attempt to bring sanity to the elderberry debate, I will state (something that we all already know) most

unequivocally that what matters about elderberry is the place it is grown, the season and the harvest; the testing that insures quality and strength; and the vitality and constitution of the plant. It is simply delicious elderberries that are most beneficial: as with any food.

So let's poke a harvester's stick at the elderberry (as we poke fun at the new world of market hype-sters who are creating dangerous advertising on products that may be truly less than what they seem). In reading some of the history of The Elder tree from which we derive these wondrous berries, it is not surprising to see how a sales-driven marketer could have a field-day with this product. The Elder has been credited with being the tree used at Calvary, to the tree Judas hung himself on; to a medieval magic tree, to tree that warded off evil, and elsewhere—brought luck at weddings. Native

Americans used them for coughs and infections. Ah... myth, rumor and the facts that are often hidden among them.

As Mrs. Grieve comments in her wonderful *Modern Herbal*, the English summer does not begin until the Elder is fully in flower and the summer ends when the berries are ripe. In this adage is the truth that elderberry is a plant with a specific harvest season, and yet, why is this fact forgotten in all the clever information pieces on the product?

Elderberry, *sambucus nigra*, is best known for its use in the European tradition. It is the berry from the Elder tree. The black and bluish berries are the medicinal variety. Traditional usage stipulates that the berries' benefits are heightened when a ripe berry is dried before consumption.

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Speaking Business: Keep Your Ear to the Wind

The 24-hour news cycle is neither positive nor negative. It is modern. But in this new world, we have a constant need to be informed about articles and news that affects our livelihood. We now have a large sector of the populace that reads the media daily; and many of these news junkies shop health food.

How can you keep up with all the news: good articles and bad press in a workday world that is overwhelming, and in a world where we seek to have personal balance with business responsibility? Juggling balance and awareness can be daunting to be sure.

Just one example. In the past three weeks, we have all felt the Oprah-affect at least three times. First, she had Cindy Crawford on her show mentioning homeopathy for her family; then the effervescent Dr. Oz (Oprah's favorite medical side-kick) enlightening OprahNation to the benefits of rhodiola (anti-aging nutrient was the claim). And then, yet another instance of Omega-3s and the benefits of Cod Liver Oil, with a bottle of Nordic Naturals on the table in plain sight. Sales jumped in most stores enough that it can actually be said that Oprah has an effect on our business.

More than enough people commented to me that they wish they were alerted to these public rushes a few days beforehand (Don't we all!). But even to be informed of the program content after the airing would at least let stores know what was coming, and that they should stock shelves again quickly when products suddenly disappear in a day.

In sticking with the Oprah Effect, it can fairly be said that our geographic area sold well more than 2300 neti pots in the two Oprah cycles where she mentioned their benefits. While this one day may lead to a glut of neti pots on Ebay and in yard sales, it is certainly not a situation where we want to miss the sales wave. Timing is of the essence, for when stores respond quickly they gain the sale (and don't have to worry about explaining the excuse of manufacturer out-of-stocks—as everyone is usually caught off guard when these things happen). Likewise, when a product is ordered too late and the wave has passed, a store can end up with excess inventory of a product that has already found its audience. Timing, as I said, is everything.

This trend and complication is not limited to Oprah. Just last week, a news cycle ran its course on the adverse affect and

potential dangers of the herbal sex stimulants offered in the natural foods marketplace. Regardless of where you stand on this issue, the AP-posting (Associated Press) started small and local and eventually hit most mainstream news, radio and internet "top stories" within three days. Add to this the fact that one of the products mentioned in the articles was in about one-third of all the stores I visit. In this instance, early detection would mean that the store could prepare its answer, and be more proactive, and even make the most of the negativity.

In this instance, stores could have instantly ordered (and still can) the two sterling products from **Himalaya USA** that have so much clinical support behind them that any salesperson could take any customers comments and turn the inquiry into a sale for a safe, reputable and effective natural alternative.

The research behind **VigorCare for Men®** and **VigorCare for Women®** is substantial, with human clinicals, safety and potency guarantees. Without begging the question why we carry much less reputable products to begin with, here is a situation where knowledge can lead to capital gain. It

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The World of Elderberry

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Entire books have been written about Elder tree and its berries. What becomes clear is that different plant parts have different merit, and that use is often delineated by ripeness level. Berries harvested from different soils have been shown to have different constitutions, something that modern science is now confirming. So, my question understandably would be: what elderberry is being provided in any particular product and how is it “brought to market”?

A good example of herbal clarity in manufacture is the responsible tone that **Herb Pharm** communicates when they state that they provide a liquid extract of the dried, fully-ripened berry. You need no further proof than to taste their product. Herb Pharm’s full-spectrum whole plant extracting could not be more evident than in the delicious taste of their elderberry extracts: Herb Pharm’s elderberry is the best-tasting elderberry on the market, (now there is a *verifiable* claim!)

Elderberry is first and foremost a food. It has a nutritive value and is naturally-high in antioxidants. The interesting observation is that some herbalists consider the berries the least active of all the parts of the tree—with the bark, flower, leaf and berries all being utilized for some noticeable health effect. The leaves actually have as intriguing a benefit against influenza as the berries do, according to studies. Most of the human research on the berries for influenza is actually 6-12 years old, with little current verification of the exciting initial studies. The berries are rich in anthocyanins and flavonoids, as would be expected, and therefore they would naturally be beneficial as anti-inflammatory and immuno-supportive foods.

Elderberry’s use for colds is truly as old as the hills. More on that in a second. Why, though, would we want to limit the market of the dear elderberry to its anti-viral capabilities? Well-made, fully-ripe, opulent elderberries are known to be good for rheumatism; as part of a detox protocol and a diuretic; and even useful in weight-loss programs. Elderberries are a truly versatile plant. To cubby-hole them as an antiviral is to truly do the berries a vast dis-service. As any herbalist will tell you, listen to the plant (not the marketing department).

I now raise the question that no one in the room wants to ask: if elderberry is so absolute as an antiviral, is it actually a drug or a food? DSHEA should always be the standard upon which we develop our industry. If something in it could realize this amazing claim, do you think we would be getting the product on deep discount in a floor display? Dear Elderberry, you don’t need any help with “science” proving your merit, nor do you deserve to be manipulated for quick gain by claims contraindicated by unclear qualifiers! Can elderberry in any

form stop virus flawlessly in its tracks? Only a fool would listen to that sales-pitch! I would run away from any product that promised to block viruses, the claim is so utterly outrageous! Prepare for the *60 Minutes* investigative reporting!

But let’s acknowledge the importance of elderberry for viruses, colds & flus. The world of herbal medicine is so capable and powerful. First, find a quality elderberry product and you have found a critical ally in the battle to ward off the unwanted visitors of the cold season. The concern began when *Nature’s Way* withdrew their Sambucol product: immediately, every purchaser in the country decided it was time launch a “powerful, effective” elderberry. The *Nature’s Way* concerns should have caused everyone to ask the question, where does (any) company’s elderberry come from? Instead, price immediately became the benchmark. In shining the light on truth on popular products, the question arises: is an elderberry

product. There are constant battles and legal filings over guaranteeing the standardization with flavonoids and other critical nutrients in a berry formula, and possessing the technology to identify and capture the nutrients sought. Again, we are in a buyer-beware market, which is why it is advised to use a company that values quality over cost. There are now several known ways to “cheat” in standardization: where herb material is spiked to show the testing machine the numbers sought for the bottle labels (and that is for companies that desire to be ethical!). Again, we go back to the fact that well-grown, harvested and manufactured materials will prove consistency in the highly technical testing procedures now available for the herbal materials we use in our industry. Companies should list “sourcing” since it is just as critical as the nutrition-panel number guarantees as a way to notify buyer and consumer of a superior product. Of course, this would separate the superior products from the fakers.

For quality certainty, **Bluebonnet Nutrition** has earned the reputation of buying top-quality herbs from the world’s most respected sources, and buying the top-grade products constantly. With berries, this is important, as we now have a market flooded with questionable material and sub-par “scientific” production.

Bluebonnet states on its label that their elderberry fruit extract is imported from the eastern regions of the United Kingdom and Germany. This sourcing clarity mirrors where the most scientifically well-documented elderberry products have come from (no Indian or Thai elderberry here). The manufacturer of their raw materials is respected worldwide for their consistent dedication studying and extracting the active ingredients of herbal plants. Bluebonnet’s standardized Elderberry is a nice complement to Herb Pharm’s delicious liquid extract. Bluebonnet’s Vcap offers 150 mg extract guaranteeing 30% polyphenols.

What makes Bluebonnet distinctly unique (other than the fact that their products are sold only in independent health food stores), is that they add to their standardized product a unique and effective E.D.S. “enzyme delivery system.” This technology, developed by *National Enzyme Company*, adds plant-based enzymes which aid in the break-down of the plant cellular walls and actively releases the herbal constituents from their plant matrix, making them more bioavailable

As many of you may have heard me say before, I love elderberry. Take it whenever I can: a cure-all for me. When I first tried Bluebonnet’s Elderberry, I noticed the effectiveness immediately. (The EDS delivery system is also noticeable with the herbals olive leaf, black cohosh, feverfew and ginkgo—where the immediacy of the herb’s effect is most often sought!). Between Herb Pharm and Bluebonnet, I am personally convinced that I am strengthening my body

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from India the same as an elderberry from Israel, as an elderberry from different regions of Europe or from Asia? The answer, when looking for powerful immune response, is clearly “no.”

Quality elderberry taken as a night tea will work wonders for any body fighting off the beginnings of a cold. I would be taking this delicious elixir all day long if I had concerns about the cold or flu. Especially when a well-made product tastes sweetly delightful. (thank you Herb Pharm!) Never has a health elixir tasted so much like a treat. If you want to fully revel in the winter season while the world is being shocked and coerced by fear into being inoculated with unproved flu shots, enjoy some cinnamon with your elderberry every day.

In actuality, there should be a concern when discussing activity guarantees in a berry





December Monthly Promotion Digestive Support:

Cinnamon Liquid extract – Enhances the action of insulin and improves glucose and fat metabolism. Warming to the stomach and intestinal tract and stimulates appetite.

Lavender Spirits compound – Flavorful tonic that soothes and settles a stressed stomach.

Neutralizing Cordial compound – Soothing pH support for acidic digestive tract.

All of the herbs in these extracts are either Certified Organically Grown or Custom Wildcrafted™ in their natural wild habitat.

25% OFF with minimum order of 3 for each product ordered.

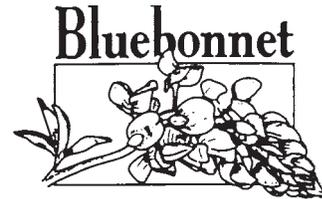
Promo period: Dec. 1 thru Dec. 31

Now is the perfect time to bring in the Winter Immune Promo and promote the best-selling Herb Pharm herbs and formulas at 25% OFF. Ask your BMC rep for the details.

Products include: astragalus, echinacea, elderberry, oregano spirits, olive leaf extract, *Immune Attack™ Immune Defense™, Virratack™*, Propolis-Echinacea Throat Spray, *Children's Echinacea™* Glycerite, *Children's Winter Health™* Compound and more....

Buy now, stock up, promote with sales and then buy again... all season long!

Not represented by BMC in NJ



Coming in December

**Trimology™—The Science of Slimming
A Revolutionary New Diet System**

Bluebonnet will be announcing the industry's most exciting, science-based slimming ingredient, a Licorice Flavanoid Oil, Glavonoid®

Supported by very intriguing research, this product will be the talk of January, so bring it in ASAP.

Natural, safe slimness now!

#1000 \$24.98/\$49.95 90 count box

Enzymes Hip Pocket Promo

Selected Enzymes Only

Vegetarian Power-Zymes 60 Vcaps, Dairy-Zymes

30 Vcaps, Super Bromelain 30 Vcaps, Optimum

Enzymes 60 Vcaps, Optimum Enzymes 90 Vcaps

4 different products 3 deep for 15% OFF

5 different products 4 deep for 20% OFF

6 different products 8 deep for 25% OFF

Promo dates: Dec 1 - Dec 31

Not represented by BMC in NJ

**NORDIC®
NATURALS** 

Pure and Great Tasting Omega Oils

Introducing Ultimate Omega 500 chewable

Providing the same powerful concentration of EPA and DHA in a smaller, easier to swallow 500 mg soft gel. Now with great-tasting strawberry flavor.

December Monthly Promotion 15% OFF Our Best Sellers in liquid form!
Ultimate Omega – 4 oz • Complete Omega – Lemon 8 oz • Omega-3 – 8 oz

Buy in dates Nov 24 – Dec 23

Nordic Displays are in stock

16 unit counter display; 40 unit floor display (with samples & catalogues)

Ask your BMC rep on how to highlight Nordic now!

Nordic Naturals Pet Products...

Do you carry them for your loyal pet owners?

Pets thrive on Omega-3 nutrition!

Pet Cod Liver Oil Liquid 8 oz & 16 oz...just pour on their food

Pet Omega-3 Capsules 90 softgels...whole fish body

Note: updated labels + formulation for Arctic-D Cod Liver Oil reflecting higher levels of Vitamin D. D3 now 1000 IU/tsp.

250% daily value for adults & children under 4 years.

Note: New label change: Arctic Cod Liver Oil Capsules • NEW SERVING SIZE!

*WAS: 2 soft gels (164mg EPA/serving + 250mg DHA/serving)

*IS: 3 soft gels (246mg EPA/serving + 375mg DHA/serving)

The new serving size now satisfies the ISSFAL (International Society for the Study of Fatty Acids and Lipids) standard of a minimum of 600mg of EPA + DHA daily.

Back in stock: **"Fish Oil: The Natural Anti-Inflammatory"** by Dr. Joseph Maroon (MKTG-01703, Sell Price: \$14.95)

Not represented by BMC in NJ and parts of PA

NEWTON
homeopathics

Always safe, always effective.

**December promotion 20% OFF
OTC Complexes**

Blues & Mood Support (N035 formerly The Blues)

Flu (N005)

Indigestion – Gas (N020)

Rheumatic Pain (N009)

Spray: Joint Pain Relief (N220)

Newton for Pets

Cough – Asthma (P019)

Newton for Kids

Constipation (F008)

Display homeopathic alternatives at your register.

Order a counter display (18 bottles) with...

Products that you know will sell!!!

Not represented by BMC in NC, WV



AROMA LAND

Holiday **Buying Alert!**

People are window shopping now for gifts for friends and family. A smart-looking display brings value and sales to your store.

Offer natural selections for the holiday shopper. Displaying this year's gift selection now will ensure that people come back to your store to fulfill their wishlists.

AromaLand has some of the most sought-after holiday treats:

Diffusers

Essential Oil Sampler Paks (the ULTIMATE holiday gift)

Rose face & body oil

A full line of AromaFree® body care products for the allergy sensitive

AromaLand: Pure Essence in every bottle!!

AromaLand has an in-house GC/MS that can verify the quality of the oils they use. With Organic Tea tree and Patchouli up 300% + in price, it is most important to be able to verify. AromaLand has been doing this for 30 years: all our oil shipments are tested.



A suggestion for everyone!

During the Holidays, we tend to buy disposable or unhealthy gifts for our friends and families. This season, why not suggest to others that they instead consider giving the gift of health? A bottle of **Sovereign Silver** will be the perfect gift of protection and health.

No matter who the loved one, or whatever else the gifting, add Sovereign Silver to everyone's stocking this year. Show you care where it counts. Safe, good health all winter long!

Holiday **Buying Alert!**

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



Essential Formulas

Wash your hands in a manner that restores the proper beneficial probiotic mantle to your skin.

Have you tried Dr. Ohhira's Probiotic Kampuku Soap yet?

There is no other product like it on the market!!

This soap with natural plant extracts and essential herbs leaves your skin supple, radiant and youthful!

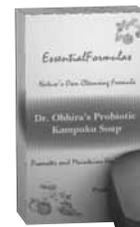
As with all products formulated by award-winning microbiologist Ichiroh Ohhira, Ph.D., this beauty and revitalizing soap does not contain fragrances, stabilizers, deodorants, preservatives, chemicals, minerals (i.e., titanium oxide) or artificial colors.

Natural Moisturizer and DEODORANT...

Ideal for dry or oily skin

**December promotion
Kampuku Soap**

10% OFF
in units of 6 ea.
on orders placed
Dec 1-30



NUTREX Hawaii

New Words for Health

"Hawaiian Spirulina"
"BioAstin Astaxanthin"
"MD Formulas Hawaii"

Doctor-formulated products highlighting the "King of the Carotenoids", BioAstin astaxanthin.

Here now is the nutritional advancement of 2008—today!! Ask your BMC rep about these exciting products from the world's most nutrient-dense **Hawaiian-Spirulina**; to the most powerful antioxidant available, **astaxanthin**; to these new, vegetarian **MD Formulas Hawaii**.

JointAstin™ – astaxanthin with vegetarian Glucosamine, and more

CardioAstin™ – astaxanthin with CoQ10, acetyl-carnitine, flax and DHA and more

DermaAstin™ – astaxanthin with flax oil, vitamins C & E and more

Nutrex December Line Drive
20% OFF



SURYA *Brasil*

Holiday **Buying Alert!**

Looking your best this Holiday Season
Naturally and healthfully
Semi-permanent Henna Creams

15 vivid colors

Light brown	Dark brown
Red	Golden brown
Burgundy	Ash blonde
Copper	Golden blonde
Mahogany	Swedish blonde
Light blonde	Black
Chocolate	Silver Fox
Reddish dark blonde	

BASS® Brushes

Finest Quality Hair, Body and Skincare Accessories

Special for the Holidays!
25% OFF entire line!*

Something for everyone of your holiday gift list

Combs, brushes

Bath and body tools

Razors and cosmetic brushes

Children's bath buddies

Loofahs, body brushes

Fits just right in stockings!

**Not to be combined with any other discounts.*

Purchases Dec 1-20

Holiday **Buying Alert!**

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

Calm One Calm All

Help your customers stay stress-free and focused during the hustle and bustle of the holiday season with the following formulas and herbs.

StressCare, ImmunoCare, and MindCare formulas
Ashwagandha, Bacopa, Chyavanprash, Gotu Kola,
& Valerian pure herbs

Buy 15 7% OFF formulations 3% OFF pure herbs
Buy 25 15% OFF formulations 5% OFF pure herbs
Buy 50 25% OFF formulations 10% OFF pure herbs

Himalaya USA now has colorful new floor displays. Pick any items in units of 4 totaling 36 items of the Herbal Healthcare Formulas and voila!! Instant increased sales! Fill the display at 15% off (no other discounts apply: initial fill only)

LiverCare and StressCare are great products for the Holiday over-indulgences!

Good Thru Dec 31st

USDA Organic Soliga Forest Honey
www.soligahoney.com

Himalaya Soliga Forest Honey is 100% organic forest honey made from the nectar of hundreds of forest flowers found in the forests of South India. The honey is collected by the Soliga tribe of South India. The tribe are expert honey collectors, harvesting honey in a sustainable and eco-friendly manner. Himalaya Soliga Forest Honey has 7 times more antioxidants than other honey.

USDA certified organic Himalaya Soliga Forest Honey
Minimum order = 6 units

1 case (24) = 5% off; 2-3 cases = 10% OFF
4+ cases = 15% OFF

Himalaya Forest Honey display. Net cost = \$120.74
wholesale \$5.59. Suggested Retail \$7.99

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education ♦ Health Products ♦ Aloe Vera

Healthy & Slim Daily Greens

20% OFF when bringing in both tablets, box set packets and 10 oz powder equaling 24 item or more. (suggestion = 8 each – Save \$88.88)

WS \$355.52 SRP \$855.04

Healthy & Slim Daily Greens 120 tabs

Healthy & Slim Daily Greens
single packets box of 30

Healthy & Slim Daily Greens
10 oz powder (2 month supply!)

Daily Greens is a combination of 12 green vegetables and 9 exotic foods in an aloe vera matrix...1 Tbs. contains 4-5 servings of vegetables! Detoxify the body with this incredible green vegetable blend.

No fillers or irritants to gluten intolerant individuals such as beans, seeds, wheat, flax meal, psyllium, apple pectin, oat bran, wheat bran, soy, tomatoes (night shades), brown rice, herbs, and other veggies.

**Best Greens Formula...Best Margins...
Best Value to Your Customers!**

HAMPSTEAD TEA LONDON

Our delicious teas can spice up classic sweet treats. Try the festive recipe below:

EASY GINGER DROP COOKIES

1 cup butter
2 cups brown sugar
2 eggs
1/3 cup sour cream
10 Hampstead lemon ginger tea bags
1 teaspoon vanilla
3 1/2 cups sifted all-purpose flour
2 teaspoons baking soda
2 teaspoons cream of tartar
1 teaspoon salt

Cream together the butter and brown sugar. Beat in eggs, sour cream, and emptied tea bags until light and fluffy. Next, sift together the dry ingredients and add to creamed mixture, stirring to blend well.

Drop spoonfuls of dough about 2 inches apart on a lightly greased baking sheet and bake at 350° for about 12 minutes or until done. Makes about 6 dozen cookies.

See the exciting endcap idea for case stacking Hampstead teas this Holiday season in our Endcap Ideas section

www.hampsteadtea.com



LIFE SOURCE BASICS

Safe Children's Immune Products
People are looking for Natural and Safe options and Life Source Basics is the perfect fit.

Every children's section should offer beta glucans from Life Source Basics

Life Source Basics Children's Chewable

Nothing is more important than the health and happiness of our children. Unfortunately they are constantly exposed to foreign challenges at school, daycare or the playground. To keep their immune systems strong, Life Source Basics has created a delicious, all-natural immune supplement especially for kids. **Life Source Basics Children's Chewable** contains WGP 3-6, which researchers at leading universities and medical centers have shown activates key immune cells to more quickly identify and fight foreign challenges. This Children's Chewable product is specifically designed for children ages 2 and older. The product is available in both orange and berry flavors.
50 mg 30 count

MushroomScience®

Mushroom Science and their culinary mushroom line, **Harvest Moon Mushrooms**, are all tested

to comply with the EU definition of "certified organic." They are tested at least twice before extraction and once after extraction for any levels of herbicides, pesticides or pollutants like heavy metals.

**Certified Organic
Hot Water Extract
Guaranteed levels of
Polysaccharides
Free of common
contaminants**

**The World's Best
Medicinal Mushrooms**

PERFECT® ORGANICS

*Holiday
Buying Alert!*

Beautiful and reusable fiber gift bags can make any Present Perfect

Show the best gift ideas prominently with the fair trade fiber gift bags from Perfect Organics!

Four Perfect Gift ideas:

Ultimate Lavender Lavish Gift Set
Orange Ginger Spa Gift Set
Grapefruit Lavender Coconut Gift Set
Mandarin Rose Coconut Gift Set

**Buy 8 gift bag sets, mix and match and
SAVE 15%
Dec 1 – Dec 19**

As referenced on Treehugger.com

Beauty Lab...Cup O' Joe
Perfect Organics Hazelnut Coffee
Ultimate Body Scrub...

For an invigorating, skin-toning buzz, slough away with this heady brew of finely ground coffee beans, moisturizing organic plant oils, and gentle botanical extracts. Allow to percolate on skin before rinsing for best results!

www.treehugger.com/fashion_beauty/



Guest Opinion: Clorox buys Burts Bees: One Perspective

Buy Low, Sell High? Clorox owning Burt's Bees? They have a diverse product mix of brands—Clorox, 409, Armour All, STP, Liquid Plumr, Pine Sol, Brita, Glad, Handi-Wipes, Kingsford Charcoal, several Cat Litter brands, Hidden Valley Ranch, KC Masterpiece, Kitchen Bouquet, SOS Pads, Tilex Cleaner, & many other brands, & now Burt's Bees (all mentioned brands are registered trademarks of their current ownership corporation, The Clorox Company, except for Burt's Bees, with that deal expected to close by the end of the year!)

Where are all these other product brands distributed? Mostly Mass Market Grocery, Drug Stores, Hardware Stores, & Home Stores, from Albertson's, & CVS to Costco, Home Depot, Kroger, K-Mart, Target, Walgreen's, Walmart and every large chain they can find...Do they plan to fill these same channels with all or most of the Burt's Bees products? How will the Natural Foods Industry retailers that helped to build the brand to such prominence, embrace Burt's Bees, if the Clorox Company pushes all their products through their other current distribution retailers to critical mass? Stay tuned...this will be very interesting to watch unfold, as a case study in further market positioning of an extremely successful & growing brand, up until now....

We'll see if "Dancing with whoever brought you to the dance" becomes an issue, or whether pushing an expensive value

added "Natural" brand to critical mass pushes Burt's Bees to Billion Dollar brand status that will be sustained over time. Or if it kills the brand within a few short years as their current retailers become estranged from carrying the brand for the ambition of returning stockholder value to a multibillion dollar corporation & their shareholders, by selling to every mass market outlet available, while the brand slowly loses the "added value" it's most appreciated for, by becoming cheap & available everywhere.

Will the quality of the products produced by Burt's Bees now, be reduced for cheaper ingredients, cheaper labor, & other shortcuts to maximize the return to investor shareholders? Will we see Burt's Bees products being outsourced & produced in a

"cheaper labor" based factory in another country, or staying where they are now in North Carolina?

Will competing manufacturers of similar natural body care category products as Burt's Bees, seize the opportunity provided by this breaking news? Probably! Current Burt's Bees retailers who can't operate on the small margins that large Mass Market chains operate with, might soon find themselves looking to fill open shelf space, or they may just wait & see what unfolds, first.

Time will tell & we'll all see the results. All just my opinion, of course."

The statements expressed here are opinions of one smart industry veteran, Brian Agar

ENDCAP IDEAS

Bring more Green and Red Home this Holiday Season

Everyone should be eating more green and red foods. So incite your customers to think Good Green and Essential Red this gift-giving season. Offer an endcap of reds & greens that are healthful, adding some colorful green + red ribbon to wrap the two items together. Maybe offer a seasonal special that if they buy one of one color, they get the other colorful supplement at 10% off; and if they buy three or more bottles, they get 20% off! Put a chimney stocking by the display and *voila!!*, instant seasonal promotion.

Ideas: Daily Greens by Aloe Life • Nutrex astaxanthin • Green Utopia from Bluebonnet • Bluebonnet lycopene • Juvo organic meal replacement • Hampstead Tea Green Tea • Nutrex spirulina with a book on green algae • Herb Pharm rhodiola • Ancient Sun blue-green algae with a Wildbar • Herb Pharm cranberry • UMAC-Core marine plankton and a seashell • Himalaya USA Soliga honey (red jar) • Surya Brasil hennas (red boxes and colors)



New lozenges are here!
Clears the Head,
Soothes the Throat!

Maximum Strength, Sugar-Free,
Black Currant Flavor. Fights
coughs, provides instant, cool
soothing relief for sore throats.

Powerful cooling vapors help
nasal passages feel clearer.
Pleasant tasting Black Currant
flavor combined with soothing
Menthol, Eucalyptus and Vitamin
C. Suitable for those on sugar
controlled diets and vegetarians.

Olbas Lozenges

(24 per box) Suggested Retail
only \$5.95

Counter Display (12 boxes)
**20% DISCOUNT through
December!**

No minimum order!

Free shipping on counter display!



**Vegetarian Raw Food
Organic freeze-dried Meal
Replacement**

JUVO

USDA certified ingredients
kosher certified ingredients
50+ whole foods in one meal
and they taste great!!

**Make a splash with your greens this
holiday season.**

Juvo tastes great and we want your
customers to know that!!

**Buy a Juvo display, and get a
Juvo demo this holiday season.**

The energetic green Juvo label makes
the perfect gift for the purist and the
raw foodist and the healthfooder
on the go

Signage by the Register:
Travelers. Sick of airline food?
Try Juvo
Compact, complete, seconds to
prepare a complete meal

Not represented by BMC in PA, NJ



Velvet Vixen Bath
10% OFF December
direct orders only. Dec 1-31

Crystal Sea Baths from Well-in-Hand
are Organic Aromatherapy Seaweed
baths that soften the skin with a
nourishing seaweed blend while
exciting the mind with pure essential
oils. This wonderfully aromatic bath
contains the following:

Organic Calendula, Spirulina,
Sea Kelp, Baking Soda, Epsom Salts,
pure Carrot Seed essential oil and
natural raspberry and vanilla.
Velvet Vixen, (9) of nine (9) sea bath
blends is brought to life with its
delicious raspberry vanilla aroma!

**24 oz. makes it an excellent value for
a luscious, healthful bath!!**

\$6.00 wholesale \$9.99 retail



Keep Your Ear to the Wind

continued from page 1

is now becoming a weekly or monthly occurrence and we are becoming stores chasing the news cycle's fast-moving tale.

Before we discuss strategies for dealing with this, we should also add the equally compelling reality that the same 24-hour news cycle is now often filled with the landmines of subterfuge of malicious articles on many products in our industry. Too often over the past 2-3 years, we have been caught playing catch-up when articles, stories, or bad science hits the media waves and we are left spending the next month explaining over and over how the story was false, incomplete, mis-communicated or just downright wrong. In this instance as well, advance notice would certainly make the response-time more manageable and effective.

So, we have before us the need for some assistance in the fastlane of modern media interventions into the workings of our business. Blue Moose Consulting will offer to help as much as we can. Some of you may have already received my three quick Oprah emails, and I hope that the information was valuable to some of you. I spend a lot of time on the airwaves at night (in hotel rooms there is not too much to do), and I have found effective ways to hear this info more quickly than others. BMC wants to be of assistance however possible, and for some of you that can mean that you look to us as one

source of the information-at-large that you may need to know to keep your business current.

So now BMC asks you to communicate with us if you want to be on the "call list" of stores we alert to pressing and immediate current news, as well as whether you find our occasional emails about sales, sale timetables and other news to be beneficial.

We are looking for direction on how to serve you better.

In 2008, we will establish two mailing lists for information that we will use to inform stores. The first list will involve current media news—good and bad—and we will shoot out warnings and alerts as quickly as we can when something arises. Michael will be the keeper of the list, and the email list will never be shared with anyone outside the BMC corporate office. The second email list will encompass those stores that appreciate and utilize the many sales promotions that are constantly arising every month. The sooner you are alerted to the deals, the longer you have to participate and save/market/profit. Again, this list will be kept confidential and only communicated by Michael to all the stores that wish to participate.

Your choice

We ask that you let us know your interest, and we shall be happy to work with you.

For stores that aren't excited about the technology of the internet, we are also currently establishing a broadcast fax service

MARKETING IDEAS

Grab a Strong Market with the best products!!

Nordic Naturals is offering a 20% introductory offer to any health food store that agrees to place the Nordic PET products on their shelf right next to the rest of their line (minimum order of 6 bottles each Omega-3 PET and PET Cod Liver Oil).

This product works so well to improve the health of their best pal's coat, and joints – that it will continue to sell as well!

that will perform a similar function. We will ask you for your interest in participation in this service, but we are also very open to your initiative to get this project up and running. Contact us and let's get rolling together!

You can email me at bluemoosestudios@aol.com or contact the BMC General Manager, Laura Pestel, at Laura.Pestel@BlueMooseConsulting.com. You can also call Laura at her office at **864-879-3465**. All we need to know is that you are interested and how best to contact you. Let us know, and we will build the list as quickly as the requests come in.

To be honest, all these promises and all this work—presented in a professional manner—takes time, and I have made the promise to give the time. I would be very happy to add you to this important task. Let's be effective in 2008 in an organized way of smart survival, and let's learn to adapt to change positively.

If the world doesn't want to follow the path of natural health willingly, we can certainly learn creative ways to flourish in the world that we live and operate in.

Let BMC help you more in 2008, and enjoy the Holiday season ahead.

With love,
and warm wishes for a Merry Christmas,
Michael 🌟

" WE ARE HEALTH FOOD PEOPLE "



Blue Moose Consulting continues to grow, with BMC reps strategically placed in many areas of our service territory. Expo East presented a unique moment where many mooses were all gathered in one spot.

This photo represents some of the growth of our company, with the largest selection of BMC reps ever captured in one photo. As we move to the end of this calendar year, BMC employs 9 sales people, 4 office personnel and graphics/media people, and 20 demo people. With a payroll of 33 contractors, we have some of the best coverage capabilities of any brokerage in the country. BMC promises to become more efficient and consistent – with plans to add more personnel dedicated to supporting the independent health food stores – in 2008. Support our lines, work with us and understand that, at BMC, we believe in the goodness of the future. We have come a long way in the four years since we expanded beyond the first moose, Michael, and we are more committed than ever to working with our fantastic lines to help your business grow. Thanks for sharing this mission with us!

Expo East BMC Staff photo: (from left to right): Michael Hennessey, Christina Porter, Laura Tache (BMC demo coordinator), Linda Bechtolt (and her wonderful daughter Hannah), Jenny Sudduth, Jackie Irwin, Alice Maher and BMC General Manager Laura Pestel. (Lara Brown and Theresa Welling were at the show but not in this photo) Thanks to Kerry Dunleavy for providing this picture.

TAKE 5 MINUTES

Plan Ahead—Company Closings for the Holidays

Herb Pharm closed Dec 24, 25, 31, Jan 1

Aloe Life closed Dec 24, 25, 26, Jan 1

Bluebonnet Closed Dec 25, Jan 1

Newton Homepathics Closed Dec 21 – Jan 2

Essential Formulas Closed Dec 24, 25, 31, Jan 1

Himalaya USA Closed Dec 24, 25, 31, Jan 1

Sovereign Silver Closed Dec 25, Jan 1

Nutrex Closed Dec 24, 25, Jan 1

Life Source Basics Closed Dec 25, Jan 1

Bass/Hair Doc Closed Dec 25, Jan 1

Penn Herb Company/Olbias Closed Dec 25, Jan 1

Surya Brasil Closed Dec 24 – Jan 1

Juvo Closed Dec 25, Jan 1



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 UPDATED WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

"If you don't read this newsletter every month, you are missing something."

with the two best elderberries on the market. Well-priced, these are products that will return health on investment.

Remember this, elderberry should not arise only in cold/flu season but rather it should be turned to with confidence in allergy season, cleaning/dieting protocols and as a quality antioxidant herb/berry that should be incorporated into daily herbal health strategies.

Mrs. Grieve cautions in her wonderful histories that Elderberry has often been used as a flavoring agent to fake good wine. ("Men of nice palates," says Berkeley (Querist, 1735), 'have been

imposed on by Elder Wine for French Claret.'). Today, the same concern rings true.

As always, we must understand that not all elderberry is equal. Look beyond the product claims, and reach for scientific logic and proof. The emperor may have no clothes, especially when a venture capitalist is driving the script. Do your homework, as it is expected from you!

When looking for quality for optimal effect, always trust growers, harvesters and manufacturers who are true herbalists first. Let the marketeers dally with claims and assurances: you keep your reputation secure and your community healthy with elderberry products you can trust! 🌿

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 Laura Pestel at 864-879-3465 and put in your request now.

"Doctoring port wine with Elderberry juice seems to have assumed such dimensions that in 1747 this practice was forbidden in Portugal"

—A Modern Herbal
by Mrs M. Grieve
(1931)

How to reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation
www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, 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

Hampstead Tea
www.hampsteadtea.com
U.S. Inquiries: 703-791-1818 •
fax: 866-888-1127
Broad Run, VA 20137

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
Farmers Branch, TX 75234-8906

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

Mushroom Science
www.mushrooms-science.com
888-283-6583 • 541-344-8753
fax: 541-344-3107
Eugene, OR 97405

Surya Brasil
www.suryacosmetics.com
877-997-8792 • 718-267-9696
fax: 718-267-9648
Long Island City, NY 11105

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

Ancient Sun Nutrition, Inc.
www.ancientsunnutrition.com
877-429-0509 • 828-51-9290
fax: 828-651-0473
Asheville, NC 28802

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

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

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