



Talking Health: Truth Trumps "Science"

Katie Couric made me do it. That unimpressive talking head, who reads the words that are put before her, raised this writer's ire so much that this month we dropped a positive article on pregnancy health to deal with the despicable antics of CBS News as once again a deliberate, weak-kneed and false attack was launched on our natural foods industry.

Shame on you, everyone involved in that project for your lack of interest in the truth.

In this case, you also have to feel a little pity though. Here is the next anointed Voice to America, suffering in the ratings, so her team decided to elicit fear in the evening news viewers by promising to expose the duplicity of vitamins and supplements—"if you or anyone you know takes vitamins, they have to watch" this exposé. Katie, you have become a drama queen!

And yet, to make the best of the situation, it might be a good time to look at the philosophy that drives all these attacks meant to topple our industry, and see what leg these charlatans think they stand on. Because, as we all know, the affronts will continue.

The CBS fiasco may be something that you choose to just let go. After all, the two-day piece was highly edited and relied on old footage: obviously, the sensationalism wasn't easy to conjure up, and the news cycle's kidnappings and reportage on killings overrode what was obviously originally a longer, more drawn out attempt at scathing controversy. In actuality, our industry was very well represented by Natural Product Association's CEO David Seckman in the second night's airing. This battle was a draw.

And yet, every time the words "unregulated" and "dangerous" are connected in the public domain with the word's "natural foods industry", we lose the bigger battle.

So if you are in a fighting mood, it is time for the power of the pen and paper. Write the TV station and its advertisers, and hit them where it hurts: I will not watch your show and I will not buy the products advertised in the commercials that feed it. To see some direction on where to write, and ideas on what to say—go to the newly updated Blue Moose Consulting website and get the details for action by clicking on the "Industry News" tab at the top.

Why concentrate on this negativity? Because it is wrong. These planned attacks are mean-spirited, wrong and unethical. The media needs correcting and the only way to do that is to protest

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Talking Business: Time to Plan Ahead

The year is moving forward fast. It is fun to watch how the many different stores we work with deal with their yearly plans. And, then there are the stores that do very little advanced planning for their sales. So, this year a chance to start anew.

Planning comes in many sizes. Some stores find it beneficial to plot out their year in the early months so that they can build momentum to their sales, create themes, or even just get some of the planning completed before they get lost in the day-to-day facts of business life. Some manufacturers like to work with a yearly planner to alert stores to their

sales model in the hopes that stores will take advantage of their promotions. Now is the time for the brokers at BMC to be the match-makers connecting these organized planners.

This system can work for some companies, but it does not fit into everyone's game plan. If a manufacturer builds their promotions on new product launches, then this agenda will not work. Likewise, if a manufacturer is dependent upon the ebb and flow of raw materials, then they may be hesitant to promise availability too far into the future.

Companies like **Nordic Naturals** and **Herb Pharm** have traditionally

SPECIAL NOTE

Good news. Blue Moose Consulting now has the selection of lines that any brokerage would love—truly an all-star cast. And, at this time, we are no longer accepting any applications for any new manufacturers. We are intent on growing all the lines that we currently have and hope that you will join us on the merry ride. So, no more new lines for BMC in 2007. Thank you to everyone who has been recommending us to lines that they love—we appreciate the trust. But, our dance card for manufacturers is full. Now, we are looking for a few more stores interested in optimal success.

defined their promotional calendar well in advance, so ask your BMC rep to sit down with you and forecast

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Truth Trumps Science

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and correct. But, on a philosophical level as well, we need to educate the public, to lead them on to a true paradigm—for this is the only way to heal the world and to bring about true health. Yes, our mission goes beyond our store, our order pad, our cash register, and our community—all the way into our television, and more importantly into the minds of the people we service in our stores. Education means to lead forward.

For how can we expect people to heal unless we point out to them the toxins in the world they live in? People will not get well until they know what is making them ill.

Illness and danger does not emanate from a bottle of herbs or from a nutritional supplement. Cancer is caused by a breakdown in the body system. Alzheimer's disease is the result of years of nutritional neglect and bad life choices. Watching television has a higher probability of causing cancer than Bloodroot or St. John's Wort or Echinacea (the products highlighted in the TV diatribe). The plastic that holds the tainted cow's milk is the culprit. And the expensive drugs "proven" to "cure" the symptoms of real disease—the supposed science behind the "doctor recommended" products etched into people's minds in the daily TV programming—create the greatest degree of illness ever foisted on a people by its so-called leaders. And who is to blame? The scientists, the media, the law-makers and the lawyers who protect them all. "Follow the established order and we will not shut you down".

And so what? Well, we are not in this business to make war on the world

(we are here to promote peace).

Acknowledging the truth that we seek, even amongst ourselves, is at least somewhat gratifying. We are neither crazy nor alone, and every person who walks through your door and finds health can testify to that!

But we have to intelligently win this battle for truth.

Every store must decide how they intend to educate correctly. Some may choose a bulletin board that highlights commentary and articles proving the flaws in the arguments of the so-called mainstream. It is clear that to be passive against this relentless assault is to make oneself open to attack. Others may just continue to communicate truth through the daily talk in the store. But you must have a strategy, and you must be consistent in your message.

Everyone should consider joining the Natural Products Association. This year—right now—every state in the NNFA East is organizing to prepare a political action committee to lobby their state Legislature if necessary to protect our industry from assaults from every side. Join, and participate according to your interest in preserving your livelihood: write letters when necessary, help monitor your Legislature, call and make your voice and your opinion heard, and let your representative know that you vote and you are watching how they handle the issues that affect you.

In my opinion after 26 years studying health, it is apparent that we in the natural foods movement are pursuing truth and the mysteries of health and the human body. Science, I say most declaratively, has been co-opted by partisan forces. It happened to homeopathy, herbalism and many other

TESTIMONIALS COUNT

Delicate topics resolved—Well in Hand Wart Wonder

"I'm using your "Wart Wonder for Delicate Places" on rectal warts that I had for two years. I have been spraying 3-4 times daily and am having good results. I cannot imagine what I would have had to do at the doctor's office to get rid of those little terrors. Really, thank you so much for your product."

—T.M., CA

IN THE NEWS

We can shape the news

Whenever bad press unfairly targets our market, we should activate and influence our clientele. Go to www.BlueMooseConsulting.com and get some ideas on how to respond immediately and forcefully to every unjustified bad press event. Click on "Industry News" and on the file called "How to respond to Media Attacks"

healing modalities in the past century. Truth is no longer the goal of modern science, and the scientific method has been stolen and bastardized in the pursuit of desired results leading to monetary profit. As I write this, Pfizer announces they are laying off 10,000 workers: I guess their pursuit of health for humankind is subjugated to the all-important financial bottom-line.

What exactly does the corporate machine fear about proactive, successful, safe preventative health care? We are achieving tremendous good with little or no danger to public health. The store owners and buyers are wise gatekeepers to present the reputable products and shun the sensational and unethical. The marketplace works as suggested and the people speak—by turning to natural foods and natural health care more and more, every day.

Like choreographed clockwork, flawed studies yield misinformation. Hundreds of positive clinical results are ignored by the press, but one phone call

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

2007 promises to be a difficult year for the natural foods industry if we don't get organized, politically astute and prepared to be both proactive and defensive to the expected onslaught of bills that will arise in this legislative session. The concerns are both national and in state Legislatures. Don't sit in fear. Get active. Join the national Natural Products Association, and your regional NNFA. Ask how you can help. It is your industry and your future.

And plan to go to Washington DC this March for the **National Education Day** and the **Natural Products Lobby Day. March 26 & 27.**



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February Sales help people "Get Warm"

25% OFF

Warming Circulation Tonic™

Ginger

Healthy Veins Tonic™

minimum order 3 ea per SKU for discount

Applies to all sizes: 1 oz., 4 oz., 8 oz.

Warming Circulation Tonic™—Ginkgo leaf, eleuthero root, rosemary, ginger, prickly ash bark, cayenne. Supports Healthy Blood Circulation*

Health Veins Tonic™—collinsonia (stoneroot), horse chestnut, butcher's broom, rosemary, prickly ash bark. Supports Healthy Structure & Function of the Veins.*

*(*statements not evaluated by the FDA)*

Please note the following formula change to Herb Pharm's Male Sexual Vitality Formula: Saw Palmetto and Oat are being removed from the compound, and Maca is being included. The new formula will be:

Sarsaparilla root	30%	Ginseng root	30%
Maca root	30%	Cardamom seed & pod	10%

Not represented by BMC in NJ



Kosher continues.....

Bluebonnet's **Multi One** is the first multiple vitamin/mineral of theirs to carry the Kosher logo. As the selection of Kosher products grows, the excitement and sales of these products continues. Bluebonnet should be your primary supplement line!

Albion® Advanced Nutrition celebrated its 50th anniversary in 2006 without the recognition it deserved. Albion is the champion of amino acid chelation, and the product you should educate on if you want to gain trust concerning minerals. Albion's first nutritional patent was filed in 1968 by company founder Dr. Harvey Ashmead in Ogden Utah. Congratulations to the company that has written the books (10 in all) on chelation.

Bluebonnet is the only company in America to carry the entire line of Albion Amino acid chelates.

Go to www.Albion-AN.com to learn more and ask your BMC sales rep to be signed up for the Albion newsletter.

Bluebonnet—Quality raw materials make quality supplements

"The New Wave in Education" FREE Retailer Webinar Thursday March 29 on **"The Most Relevant Breakthrough in Baby-Boomer Nutrition Since Glucosamine: Ubiquinol—The Active Form of CoQ10"** hosted by Nutrition Expert Dr. Carl Germano. Ask your BMC rep for details



NORDIC NATURALS

February Heart Health promotion

15% OFF

EPA formula 60 ct

EPA Xtra 60 ct

Heart Synergy 60 ct

Buy in good through February 23

This is the best month of the year to alert new customers to the role of EPA and Omega-3s in cardiovascular and overall circulatory support

New recorded audio training now available (through February 8th) **"The Benefits of Essential Fatty Acids"**. If your store carries Nordic Naturals, you can listen and receive a free bottle. Ask your BMC sales rep for details.

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

WINTER SPECIALS—20% OFF

Newton Homeopathic OTC formulas

Accident-Rescue (#34)

Rheumatic Pain (#9)

Amalga-Detox (#60)

Headache (#13)

The Blues (#35)

Candida (#16)

Dental Gum Care (MR-8)

Teeth & Gums (#42)

Newton for Pets

Rheumatic pain (#P18)

Nothing But Natural for Kids

HyperCalm (#F59)

Cannot be combined with any other discounts

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

**The smell of love is in the air this month.
Don't let it get away.**

AromaLand offers the most eclectic selection of romantic blends available anywhere.

AromaLand's essential oils blends are the perfect small gift. Buy now and have in stock for the holiday gift-seekers.

Call your BMC rep to see what opening order deals can be worked out to get you started in an essential oil line that good aromatherapists know is top rate.



Wintering with Silver

15% OFF line extension
20% OFF opening order

Think big

Sovereign Silver's unparalleled silver hydrosol is an essential for the immune needs of the winter months.

Everyone in every family should have this product available at home, for preventative health care use and in case the undesirable occurs. Now is the time to get your consumers comfortable with the idea of stocking the 8 oz bottle at home. Buy deep and highlight the larger sizes with substantial savings. Your customers will be glad you directed them if and when the winter cold & flu season gets more intense.

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



Essential Formulas

**Show special
10% OFF** line drive

*Buy-in period February 14-20.
Includes free shipping*

In conjunction with the NFA-SW regional show Feb 17-18

**A great time to stock up on
Dr. Ohirra's Probiotics 12 Plus**
and all other items that are gaining sales momentum.

Dr Ohhira's Probiotic Skin Care Products

- Probiotic Kampuku Soap, with seaweed
- Probiotic Magoroku Skin Lotion, with Magoroku oil

JUVO™

How to Eat Juvo

1. **Open:** pour one package of Juvo—a single serving equal to a regular healthy enzyme rich meal—into a large glass.
2. **Mix:** stir in 8 ounces of water or your favorite beverage.
3. **Drink & Enjoy.**
Any time, anywhere: Now that is fast nutritional food

Not represented by BMC in PA, NJ



SURYA Brasil

Love Your Hair

Give yourself a Valentine's Day gift, or show admiration to your loved one with the tantalizing hair with a present of the best shampoo available. The Amazonia Preciosa hair care line offers shampoos, conditioners, and treatment conditioning masks that rejuvenates and enlivens one's hair.

The line utilizes essential oils from the seeds of the Amazon Rain Forest. By using the oils from these seeds, we help not only preserve the forests but also its inhabitants. Preserving Nature and Future Generations, and regenerating your hair. A noble cause with a reward. Surya Brasil.

The Preciosa essential oil provides an exotic seductive scent that evokes the magic and power of the forest. Amazonia Preciosa's fragrance cannot be duplicated in a laboratory, and the oil is extracted using ethical and sustainable harvesting methods.

Preciosa: because life is precious

- Buriti**—for dyed and damaged hair
- Brazil Nut**—for dry and damaged hair
- Ucuvubu**—for curly and fragile hair
- Cupuacu**—for normal and straight hair
- Murumuru**—for oily hair

Not represented by BMC in NC, SC

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

Valentine's Day can be an **"I Love You"**...and a beautiful brush or an indulgent bath tool.

Customers will love you when you show you care by reminding them that the simple things are the best gifts to **"Show they care"**.

Make a list by the register of clever, quick gifts and see that response.

Not represented by BMC in NC, NJ, PA

WELL-IN-HAND®

Go away aches and pains
Relief is Well in Hand

**February Promotion
15% OFF**

**Pain Rescue Warm roll-on
Pain Rescues Cool roll-on**



Himalaya

HERBAL HEALTHCARE

Heart Health month

Sale items

**HeartCare
LiverCare
Arjuna, Garlic, Guggul,
Turmeric**

Total Purchase	Formulas	Pure Herbs
Buy 15	7%	3%
Buy 25	15%	5%
Buy 50	25%	10%
Buy 100	30%	17%

Deeper discounts available for larger buys

Not represented by BMC in PA, NJ

AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Look for the Bubbles & Boost Immunity with Aloe Life products All Winter Long

Just shake the bottle of juice and see the bubbles form! These bubbles are infection fighters called saponins natural occurring in the Whole Leaf Aloe Vera Concentrate - Not Over Filtered - No Sulfites or Water Added. The saponins help to kill staph and other bacterial infections along with viruses that often go untouched by main stream anti-biotics. Dose dependent for immune support.

15% DISCOUNT Everyday 72 Items Mixed

Look & Feel Your Best with Aloe Life products today!

Parabens have been removed from the Face & Body lotion and the Body Heat.

OLBAS

It's the best time of year for Olbas

1. Be diligent and never run out of the **Olbas Inhalers**
2. Keep your stock of **Olbas Cough Syrups** high
3. Promote the versatility of the **Olbas Oil**



4. Take a warm bath on cold nights yourself with **Olbas Bath**

To know Olbas is to love Olbas



LIFE SOURCE BASICS

February Promotion

**Children's Chewable
50 mg 30 ct.**

15% OFF

minimum purchase 6 bottles

Opening Order Discounts range from 20 TO 25%

Ask your BMC rep for details.

"Since I started representing Life Source Basics, their beta glucans product is the only product that I have taken every day. Beta Glucan will become a daily essential for everyone concerned with their immune health in the decade to come. Beta glucan, like polysaccharides and probiotics, are the future of natural immune system health."

—Michael Hennessey, Blue Moose

MushroomScience®

Significant!!! February Promotion

Coriolus PSP -

- the only Coriolus PSP sold in North America
- of all the medicinal mushrooms used in traditional east Asian medicine, the one most studied is probably the one least known outside of China and Japan. Coriolus versicolor has extensive use in both traditional medicine and modern clinical practice.
- used for immuno-modulating properties, and to stimulate immune function after surgeries, chemotherapy and/or radiation treatment, for pulmonary infections, hepatitis and cancer.

Note: Coriolus is highlighted this month in *Lef's Live* and *Better Nutrition* magazines

This month: highlight Coriolus

New accounts: 25% OFF per 6 ea

existing accounts: 15% OFF per 6 ea

20% OFF per 8 ea

25% OFF per 10 ea

PERFECT® ORGANICS

Best Valentine's Day Gifts

Consider this perfect package for your endcap:

**Mandarin Rose & Coconut
Bath Therapy
Mandarin Rose Coconut
Body Glow**

Decadent and extremely beneficial...leaves your skin silky soft and perfectly radiant!

An outstanding blend of detoxifying and therapeutic sea salts from exotic locations around the world...creates a bath soak like no other...with floating organic rose petals, this luxurious treatment will leave you relaxed and rejuvenated.

The new organic **Perfect Organic apparel** is in great demand. Ask for details.



VEGAN

Time to Plan Ahead

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some creative ways to develop coordinated sales promotions based upon seasonal sales.

Other companies have predictable sales promotions. Bluebonnet gears their sales around the three major trade shows, and is now in its third season of offering theme sales events throughout the year. Next up will be their always popular *Earth Day* promotion. This is an opportunity to create a little fanfare around the best nutritional supplements being manufactured today. Stores that use Bluebonnet's counter and floor displays to pull the product off the shelf are more successful at introducing this line to their consumers, making **Bluebonnet** the asked-for product in their store. And with Bluebonnet's commitment to sell only to the independent retailer, this is one product line everyone should be excited to put on sale and promote.

Some companies announce their sales events quarterly. **Newton Homeopathics** highlight products in all three of their categories—the OTC complexes, the *Nothing But Natural for Kids*, and the *Newton for Pets* lines—in a manner that allows you to create excitement around an effective homeopathic line. This year, more companies than ever are turning to these seasonal promotions to gear up sales for your stores.

And then there are the wonderful monthly sales that we are all so familiar with. **Himalaya USA** works

ENDCAP IDEAS

Happy Valentines Day, with a special kiss for the heart. Promoting heart-healthy nutrients is easy, and why not have dual displays of items physiological and emotional?

Along with the **Omega-3s, EPA, carnitine, Heart Synergy, CoQ10, Himalaya's HeartCare**, and **Bluebonnet's Cellular Active Ubiquinol CoQ10** and **CholesteRice™**, you should highlight these unique and effective mood enhancers:

Newton's The Blues

AromaLand's Lavender line of body care products and essential oil blends

Perfect Organic's Body Glow and **Perfection Cream**

Herb Pharm's NEW Breath Tonic. The perfect way to prepare for that special kiss.

a theme every month to help you to educate and explain the merits of the time-tested, clinically-validated herbs and formulas that they provide. Himalaya also offers a free phone training every month to convey information to all staff members who are available and interested in learning more about the exceptional quality of these superior herbal products. Blue Moose Consulting works diligently to ensure that all our stores are aware of the monthly promotions our manufacturers offer. This year, we are going to work harder to give you this information as early as possible so that you can maximize the sales potential that these monthly discounts provide.

Check with your BMC phones sales support person, or with your BMC rep, each month for this month's deals and as many of next month's deals as we know. Herb Pharm, Nordic Naturals, Newton, Perfect Organics, Himalaya, Mushroom Science, Penn Herb Company, and Well-in-Hand offer something special every month. For you, it pays to utilize these deals to market great products, pass on savings

MARKETING IDEAS

The old "copy-and-cut strategy" for shelf talkers may just be the best method to highlight essentials for heart health this month. Find heart shapes or make them—we all have this talent—and stick hearts all over your store, speaking from the heart to your customers about products they should be using to protect their heart health as they age. 'Cause everyone wants to ability to continue to love into old age!!

TAKE 5 MINUTES

How are you using the space around your shopping carts and baskets? People go there first when they arrive at your store. Are you alerting them to sales items or literature that is new and timely? Here is the first place to affect sales. Excite them to fill that basket. Be creative and change the scenery several times a year. Take 5 minutes to see what your options are: something easy will often be most effective.

and get your customers shopping for new things and discounts. Sales work, and they work best when presented intelligently, creatively and prominently.

One successful strategy we at BMC have been suggesting is to coordinate their monthly promotions with the National Health Awareness months that the US government delineates each year. The logic is simple. If a store places thyroid products on an endcap during National Thyroid Awareness month, then the probability of customers being alerted to this issue through radio, TV and newspaper public awareness campaigns is high; as is the chance that your endcap will

ADVERTISING TO HELP YOU SELL

Essential Formulas—EFI is now advertising daily and hosting a 30-minute radio interview on the Nutritional Living show by Dr. Ward Bond. Hosting the 30-minute sequence in that show will be guests Ann Louise Gittleman, Martie Whittekin and Fred Pecatore. Nutritional Living is available on the DISH and SKY ANGEL networks, TCT Network, and on various national and regional Christian television channels

Essential Formulas—Ronald Hoffman, MD, CNS of New York City, is publishing an article of Dr Ohhira's Probiotics 12 for the February/March issue of the *Townsend Newsletter*, entitled "Probiotics: 21st Century Support for Healthy Digestive and Immune Systems."

Mushroom Science—full page ad in *Let's Live* and half page ad in *Better Nutrition* magazines on Coriolus mushroom.

Sovereign Silver – *Healthy Living* magazine article entitled "A Silver Lining for Sore Throats"



generate interest, education and sales. February is National Heart Awareness month. Plans should have started January 15th. A good promotion runs more than four weeks, is presented before the actual event, is clearly demarcated and highlights both the sale and the discount, and the buy-in dates for the promotion. Now you have a customer learning your system, and buying accordingly.

To plan ahead and use this yearly sales calendar, go to www.healthfinder.gov.library.nho.nho.asp.

Another clever way to use the public health sector of our government is to contact the organizations that promote these events and request that they send you free health education materials to correspond with your store's awareness campaigns. Always review the literature before you put it on display, as many so-called public education pieces disregard nutrition and preventative health care and

promote drugs and surgery. If the literature fits, you have free sales materials (free except for the fact that your tax payer dollars often go towards the production of these literature pieces anyway!)

How to get organized to do this effectively?

Well, for the yearly and quarterly sales promotions, make an appointment with your BMC sales representative now. Either meet, or go over the potential via a phone call. With our sales team now nearing a dozen folks, we are able to tune you in, stay organized with your needs, and even send you reminders on what you were interested in. Our BMC General Manager, Jamie Daly, has been doing an exceptional job coordinating buy-in dates, demos, Coop ad dollars where available, and even consumer talks. In 2006, we very cleverly teamed several companies ideas into neatly packaged ads that ran in local papers where we were able to announce a demo or talk

TIP OF THE MONTH

Ubiquinol is being asked for everywhere

The verdict is in. The consumer understands the benefits of ubiquinol with the simplest of explanations. Bluebonnet's new Cellular Active™ Ubiquinol CoQ10 is one of the hottest product launches ever. The first delivery sold out in four days, and millions of capsules have been sold and reordered already. Stores are buying by the gross and highlighting the product, and—with minimal fanfare—the product is selling. Surprised? We all know CoQ10 sells, so why would the newest and best CoQ10—a form that literally redefines the product—not be an immediate hit? So, the simple question is: are you providing this cutting edge nutrient, are you explaining it with enthusiasm, and are you leading the charge with the most important advancement in CoQ10 nutrition in over 40 years?

at the same time. If we can provide a training to correspond with this organized sales event, we will. Contact your BMC sales rep first, or ask your phone sales associate when they call; or tell Jamie you are ready to roll by calling (703-521-4567) or emailing him at Jamie.Daly@BlueMooseConsulting.com or Michael@BlueMooseConsulting.com.

Of course, you then have the obligation to follow a basic rule of sales in making sure that you have the merchandise in on time and in sufficient numbers to last the duration of the sale. This involves a sharp eye, budgetary planning and an enthusiasm and desire to see the project succeed.

We are here for you. We want to see your store succeed. Blue Moose Consulting is being built to work with you to help you maximize your sales potential. Let's work together in 2007. If every willing health food store accentuated the same health theme for preventative health care and optimal health nutrition in the same month—what would be the harm? A more healthy populace. Take the time. Organize. Educate, promote and succeed. Your community's health needs your leadership. 🍷

"WE ARE HEALTH FOOD PEOPLE"

Michael M. Schoor, J.D.

Founder, President and CEO, Essential Formulas, Inc.



Since the 1970s, Michael has represented various integrative health care entities including several chiropractic educational institutions including Palmer College of Chiropractic, Logan College of Chiropractic and the then-Columbia College of Chiropractic. He has represented and counseled national and state associations of naturopaths, chiropractors, doctors of oriental medicine and clinical nutritionists. He was the first chairman of the Clinical Nutrition Certification Board (CNCB).

During a stay in Malaysia in 1997, Michael incurred the gastro-intestinal wrath of what is known in Mexico as "Montezuma's Revenge." Because he was without a

pharmaceutical drug he had used since he was ten years old to treat what is now known as IBS, he asked a local doctor, with whom he was traveling, for help.

Michael's doctor friend provided a medicine from Japan known as OMX. The medicine helped immediately and substantially. In fact, it worked more effectively than did the western pharmaceutical drug. The "shaky, sped-up feeling in his stomach and colon" ended in two days, as opposed to 10 days when using the pharmaceutical, and with no negative side-effects.

Impressed by the results of this product, he was determined to learn everything about it. His search ultimately led him to Dr. Ichiroh Ohhira, one of Japan's leading microbiologists and the formulator of OMX. Michael learned that the little brown capsule that saved him from days of discomfort had been proven safe and effective by over 20 university-based, scientific research studies. He became convinced that Americans needed access to this incredible product. Thus Essential Formulas was established in 2000 to bring OMX, now called Dr. Ohhira's Probiotics 12 PLUS, to North America. Since then, Essential Formulas has added other dietary supplements and skin care products formulated by Dr. Ohhira to their catalog.

Michael and his wife Jo Len reside near a small mountain village in northern New Mexico. Essential Formulas Incorporated is based in Dallas.



Blue Moose Consulting

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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY
EMAIL, SEND YOUR REQUEST TO
MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR NEW UPDATED WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

Truth Trumps Science

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about a "lead" that will garner viewer ratings, and a crackpot gets airtime on the evening news. And this whole heist is managed by a corporate media machine. As the health of modern America shows, this modern medical emperor has no clothes. The healthy people are the ones treating themselves in your stores. Use this information wisely and with a level tone to your education. Have compassion in your voice as you point out the wrong, and be smart and clear in pointing out the truth.

And yet, through it all, truth is winning out. So, how organized are you to carry the mantle of truth, and how are you subtly teaching its messages? Many cunning people with impressive degrees are working the argument against you. Your mission is one you have chosen, so take the flag and go forth to victory. The truth shall set you free. ☺

Note: The BMC newsletter sale list is available each month by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive this via fax early every month for all the deals on the great BMC lines? Call Jamie Daly at 703-521-4567 and put in your request now.



How to reach Blue Moose Consulting

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

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
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Sugar Land, TX 77478

Newton Homeopathics

www.newtonlabs.net
800-448-7256 • 770-922-2644
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Conyers, GA 30012

Himalaya USA

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AromaLand, Inc.

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

The Hair Doc Company

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

Herb Pharm

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

Aloe Life International

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

Essential Formulas, Inc.

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

Life Source Basics

www.lifeforcebasics.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.mushroomscience.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

Healthville USA Corp./Juvo

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

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