

Talking Health: Tulsi: Holy Basil

Let me start the year with an herb that may just light up your new year's herb sales. An herb that most stores carry, but few stores really understand. And herb that should be a key recommendation for almost every situation, a primary herb, Tulsi—or Holy Basil.

What surprised me as this herb slowly entered my intellectual consciousness was how little information was available from many of our most well-known published herbalists. Not even famed world herbalist Michael Tierra, nor premier ethnobotanist James Duke, championed this reverential and versatile herb. Holy Basil may one day prove to be more used than its cousin, the well-known culinary spice, Basil (*Ocimum basilicum*). This recent introduction of a time-honored herb is probably a prelude for the many other useful herbs we have and will be discovering in the years to come. Optimism reigns supreme for herbal health care.

The list of applications for this herb is note-worthy. Holy Basil can be used as a principal or secondary herb for nearly every single health protocol. Primary is the stress reducing effect of Holy Basil. Stress is a

contributing factor in almost every illness, and Holy Basil has made its biggest splash so far in the natural foods marketplace because of the noticeable results this herb affects on stress. But Holy Basil does so much more.

Tulsi, the name that Holy Basil is known for the most in the eastern literature, is a primary adaptogen. It is a recognized adaptogen (and nutritionally a source of Vitamins A and C, calcium, iron and zinc—as well as a good source of chlorophyll) and a useful antioxidant. The oils found in Tulsi have anti-bacterial, anti-fungal and anti-viral properties. Holy Basil reduces cortisol levels and enhances immune function. It is balancing and supportive to the digestive system, and has some intriguing research for its application for diabetes.

At this time if year, Holy Basil should be added for its supportive therapies for fever, infections—colds & the flu. Holy Basil is also recommended as an antidepressant, and potentially for anxiety. Holy Basil is a good herb to turn to because it has a very high safety level and little concern for toxicity. As importantly, Tulsi seems to complement

According to legend, no amount of gold could outweigh Krishna, but a single Tulsi leaf placed on the pan in loving devotion tilted the scale.

To inaugurate the winter wedding season in many parts of India, Tulsi, as a plant, is ceremonially married to Krishna in the form of a sacred stone.

many western modalities without interfering with their direction.

Holy Basil strengthens the whole body system. It is cardio-protective and vascularly supportive. This may be caused by its anti-inflammatory capabilities. More research should be focused on Tulsi's anti-cancer promise as it appears to be anti-mutagenic and there is strong recent research that suggests that Holy Basil has positive influence against sun radiation, radiation therapy and X-rays, and even TV and computer monitors. Holy Basil also is liver protective, and is beneficial in elimination and detoxification. It also prevents and

continued on page 2

Talking Business: The Obligations of a Natural Foods Retailer

As the new year begins, and never being shy of discussion and inspiration, I have spent time recently thinking about and remembering what it is like to be in your shoes as a natural foods retailer, something I miss after my career of 18 years of diligent commitment to that endeavor. Yes, I absolutely consider natural foods retail to be a most noble pursuit. The natural foods movement has naturally, positively changed the way people around the world eat. But we must not rest on our laurels, and this is a nice time to review your standards for running your business. Here are some thoughts to get you to review where you have been and how you want to focus your business in 2007.

Now you may disagree with my "resolution-esque" listing of ten important goals that should drive your business, and

that is to be expected. But what would your list look like? Maybe a ten-minute exercise this week to put your business into perspective will bring about some prioritizations that just might make your business, and your life in your business, better in 2007. A New Year's challenge is therefore put forward here.

Here are the goals that I would work toward:

1. **Be a Community resource.** Nowhere yet in our society is there a place where people can go for truthful information on natural health. The internet fails, government brochures and institutions fail—but all around America, resilient health food stores are providing this valuable oasis of information and "alternatives." While saying congratulations on the one hand, we must pursue with eternal diligence the

continued on page 7

TIP OF THE MONTH

Use the BMC Website

Monday, January 15th is the date for the unveiling of the latest version of the Blue Moose Consulting website. The site, www.BlueMooseConsulting.com, is a user-friendly way to get the information that runs our business every month in one spot. From the full on-line version of our newsletter, to a monthly breakdown of each company's monthly deals, new products and announcements—to a quick link to all the companies we humbly represent, this website is quick, easy and fun. If you haven't visited recently, mark your calendars for January 15th and see what is new at BMC. Bookmark this site and use it to make your business more efficient and profitable.

Tulsi: Holy Basil

continued from page 1

reduces gastric ulcerations. Tulsi is even reported to repel mosquitoes and lice.

Holy Basil is an herb that should be recommended to that growing population of sports and exercise aficionados. It increases physical endurance and is noted to efficiently increase the body's use of oxygen. Some also suggest that Tulsi has Cox2-inhibiting capabilities.

No wonder Tulsi is called "The Incomparable One" in the world of Ayurvedic medicine. The herb Tulsi is indeed a pillar of one of the oldest healing systems in our world history. It is classified as a rasayana, an herb that nourishes the entire body: and indeed it does!! Whether you use the word rasayana herb or adaptogen, Holy Basil is recognized as being safe in every application.

The history of Tulsi (pronounced *Tool-see*) is enchanting. Tulsi was believed to be the preferred food of the gods in the Hindu

TESTIMONIALS COUNT

Another Well-In-Hand Zero Zits Fan
(these testimonials come in daily)

"I just wanted to say that I hope you guys never stop making this stuff. I am forever grateful for this stuff I love it so much it has helped me in more ways than one. My face has never looked this good since I was in Jr. High and I am now 23 yrs old. Thank you ! Have a wonderful day."

Sincerely, M.S.

religion. As the herb traveled westward, it was renamed holy basil or St. Josephwort, and is looked upon by many as a gift from Christ. The food of Krishna, Vishnu and Shiva became a religious and ceremonial herb in most cultures in the East. Every part of the Holy Basil plant is steeped in religious lore. Parts of the plant are used ceremonially and even the bark of the plant is used to

NEW YEAR'S RESOLUTIONS

1. Join the **Natural Products Association** and get involved
2. Carry and promote lines that are loyal to the industry
3. Eat well as you promote good health to others
4. Make sure you get a vacation every year
5. Learn more about homeopathy

make meditation beads, necklaces and belts of spiritual importance in Indian culture. In the west, Holy Basil played a critical role in the celebrations during the holiday celebrations for St. Basil. Common Basil has been a culinary herb for centuries, and Basil is mentioned in the Bible.

So why has it taken so long for Holy Basil to become a coveted herb in the U.S.? That is an intriguing question that is worth a case study. But as Holy Basil receives the scrutiny of western science, it is proving every bit as beneficial as the lore of old.

Basil itself is a member of the mint family. It contains a strong-scented volatile oil including terpenoids (eugenol, thymol, and estragole). Basil is also complex, with a variety of what are called chemotypes. There are minor variations of these chemotypes among each plant that affects the range and mixes of constituents. The exact components of basil oil will vary widely, being influenced by factors of harvest and growing patterns. Contrary to some text notes, Basils are actually native to tropical Asia, later migrating to the Mediterranean region. Holy Basil is a cousin of the sweet basil that we are familiar with for cooking.

PLANNING A VACATION? INCORPORATE WORK & FUN

February 16-18 SW Regional Natural Products Association Convention Dallas, TX

March 8-11 Expo West Anaheim, CA

March 26-27 Natural Foods Lobby Day, Washington, DC

May 18-20 Midwest Region Heartland Market Grand Rapids, MI

July 20-22 Natural Products Association Trade Show & Convention Las Vegas, NV

September 26-29 Expo East Baltimore, MD

October 12-14 Natural Products Northwest (35th Anniversary) Seattle, WA

October 26-28 Natural Product Association West's Health Harvest Show Long Beach, CA

November 29-December 2 Southeast region SOHO Expo

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

December 22, 2006

President Bush Signs Dietary Supplement and OTC Bill on Mandatory Adverse Event Reporting

Natural Products Association Supports Law, Says New Requirements Will Illustrate Exemplary Safety Record of Supplements

The president has signed into law the Dietary Supplement and Non-Prescription Drug Consumer Protection Act (the "AER bill"), S. 3546. The legislation cleared the 109th Congress in its final hours, and it amends the federal Food, Drug and Cosmetic Act, requiring the reporting of "serious" adverse events for both over the counter (OTC) drugs and dietary supplements to the U.S. Food and Drug Administration (FDA).

The bill was overwhelmingly supported by dietary supplement retailers and suppliers who welcomed its passage as further proof that the industry is well-regulated and committed to consumer safety. Introduced by two of the dietary supplement industry's strongest supporters in Congress, Sens. Orrin Hatch (R-Utah) and Tom Harkin (D-Iowa), the bill includes several provisions that were key to earning the Natural Products Association's support. These include requiring that the bill: 1) be limited to serious adverse events and not require reporting of just any complaint; 2) not require retailers to report adverse events from customers to the FDA; 3) include OTC drugs; 3) include a state preemption provision; 4) be limited to products sold in the U.S.; 5) allow third parties to report or evaluate claims.

The bill will take effect one year from its being signed into law and requires that the FDA issue a guidance to industry addressing the reporting requirements within nine months of enactment. Congratulations to the Natural Products Association on being organized, focused and willing to go the distance to protect our industry for the long-term!!

HOW TO DIFFERENTIATE

Holy Basil has this variety of active constituents in its family as well. Simply said, not all herbs sold as Holy Basil will perform with the effectiveness that a properly grown and harvested Holy Basil will. Holy Basil can actually refer to several different varieties within the species. Leaf color ranges from light green to dark purple, and flowers can vary from white to reddish purple. This is not just a fancy name for some foreign-grown basil. Likewise, smell and taste of various Tulsi's can vary from peppermint and licorice to clove or lemon. Tulsi has been cultivated and wildcrafted in India for millennia, but realize that there are superior sources as well as less reputable ones.

If we look at the merits of the plant, it is curious to note that there are dramatic differences in the chemical composition of each harvest based upon growing conditions, harvesting and even storage. Therefore, we

continued on page 6





January Monthly Promo 25% OFF

Virattack™ Compound
Black Elderberry Glycerite
Wild Cherry-Petasites Compound
minimum order 3 per SKU

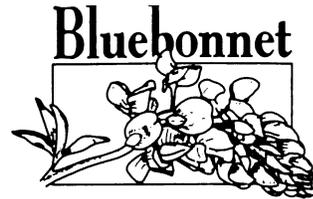
Virattack™ Compound is Herb Pharm's premier antiviral remedy. Equal amounts of lomatium root, St. Johnswort flower & bud, lemon balm flower & bud, olive leaf, and echinacea mature seed provide a balanced formula with many uses at this time of year and for many other serious disease conditions.

Wild Cherry-Petasites Compound is Herb Pharm's superior quality herb combination comprised of equal parts wild cherry bark, butterbur rhizome, skunk cabbage rhizome & roots, licorice root, and thyme leaf & flower. It relieves coughs and irritation of the respiratory tract.

A new 2006 edition of the **Therapeutic Herb Manual**, written by **Ed Smith**, is now available. Ask for one when you place your *Winter Immune Promotion!* This manual will become a daily source of information about the use of 119 single liquid herbal extracts as well as 57 herbal compounds. A lifetime's worth of knowledge at your fingertips!!

Breath Tonic™ is a smashing success. Stock the industry's first Organic Herbal Breath Spray by the register, and see the smiles and smell the fresh breath from satisfied, discerning consumers: organic peppermint, organic cinnamon, organic ginger & organic clove.

Not represented by BMC in NJ



New Products for the New Year

Are you carrying any of these recent innovations?

- *Early Promise* Prenatal Triplex Care System
- CellularActive™ CoQ10 Ubiquinol 50 mg softgels
- *Whey of Life™* Protein powder *Vanilla blast* 2.2 lb
- *Whey of Life™* Protein powder *Chocolate blitz* 2.2 lb
- 100% All Natural Whey Protein isolate powder, unsweetened 1.1 lbs
- Methylcobalamin Vitamin B12 5000 mcg, chewable tablets 60s
- Liquid Calcium-Magnesium Citrate Strawberry 16 oz
- Multi-EFAs 1000 mg softgels (flax, EPO and borage oils) 90 softgels
- Glucosamine Celadrin® MSM Vcaps
- Inocell™ IP-6 Plus AHCC Vcaps
- BroccoliActive™ 500 mg Vcaps
- Cinnulin PF® 125 mg Vcaps
- CholesterRice® Vcaps

Last quarter was a busy time for the Manufacturer of the Year.



NORDIC NATURALS

New product: Prenatal™ DHA

Prenatal DHA (unflavored capsules)
90 capsules/bottle, 2 capsules/serving
Item # RUS-01741
Retail \$26.95, Wholesale \$16.17
Omega-3s: DHA 450 mg, EPA 90 mg

January monthly sales 15% OFF

"Eye Health"

08260 Eye Synergy – 60 ct.
01743 DHA – 90 ct.

Buy-in period through Jan 23

Eye Synergy – a full spectrum formulation for eye health, with the world's best fish oil from Nordic Naturals.

Each 2 soft gel serving provides:

DHA: 713 mg **Vitamin C:** 250 mg **EPA:** 143 mg **Zinc:** 30 mg
Vitamin A: 18,000 IU **Lutein:** 40 mg **Vitamin E:** 30 IU
Zeaxanthin: 2 mg

There is a new Nordic Natural training available from a new Nordic trainer, Stuart Tomc. Ask your BMC rep for details on how to participate—training available until January 10th. Listen and respond and receive a FREE bottle of a Nordic Naturals product.



Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

Whether New Year's resolutions, cleansing or the concerns of the season—now is the time to promote the natural goodness of Newton Homeopathics—always safe and always effective!

January Monthly Promotion 20% OFF

Appetite Control
Bowel Discomfort
Caffeine Addiction
Cold-Sinus
Constipation
Indigestion-Gas
Inflammation
Parasites

Newton Homeopathics for Pets

Bowel Discomfort (P14)

"Nothing But Natural" for Kids

Bowel Discomfort (F29)

Cannot be combined with any other discount

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Never Underestimate the Power of LAVENDER

Immerse yourself from head to toe in pure Aromatherapy with the Aromaland's "Lavender-Shower Me With Aromatherapy" Set. It includes a selection of natural body products made from plant-derived ingredients and pure Essential Oil Blends to stir your senses. Bodycare products with lavender from the experts.

Set includes:

- 'Lavender' Shampoo – 240ml. (8oz.)
- 'Lavender' Conditioner – 240ml. (8oz.)
- 'Lavender' Shower Gel – 240ml. (8oz.)
- 'Lavender' Hand & Body Lotion – 240ml. (8oz.)
- 'Lavender' Soap Bar – 4oz.
- 'Bay Laurel & Mint' Foot & Leg Lotion – 240ml. (8oz.)



Wintering with Silver

Holiday stress may have created an imbalance around the holidays, and now is not the time to be unprepared for the cold facts of winter. When you want to ward off infection, silver should always be at hand. Doctors and researchers are now starting to recognize what the mechanisms of action for silver are in the body and their observations are nothing short of monumental. The adage for your store should be "one bottle of silver hydrosol in every household medicine cabinet." And, at this time of year, a bottle of Sovereign Silver in every hand. Sovereign Silver—in a class of effectiveness, purity and safeness all by itself. Stock only the best-selling silver in America, Sovereign Silver. There is no viable substitute!!

Buy in quantity and save. Sovereign Silver Endcaps sell

See the informative article on the importance of silver hydrosol for cold and flu care in the *Healthy Living* magazine.

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



Essential Formulas

Issues that will define probiotic viability for the next decade:

"gut adhesion"—is the lactic acid bacteria staying in the body, adapting and colonizing in the gut, or just an expensive supplement passing through?

"immune system response"—the natural inclination of the body's immune system is to view bacterial supplementation as an outsider antagonist. As such, most of the LAB (lactic acid bacteria) consumed is destroyed by an immune system that has to respond to the product presented. It is not about how high the count of the product, but rather its function in causing positive results [gut adhesion and colonization] while affecting the least immune system response.

safety—are the strains in the probiotic identified, tested for toxicity, and shown to be safe? The World Health Organization asks all probiotic manufacturers to prove that any strain they use is safe.

Not all Probiotics are alike.

Dr Ohhira's Probiotics 12 PLUS is the world leader in safety and efficacy, and is the only company to present credible gut adhesion studies. Do you know what is in your probiotics??

The word *Probiotics* was first used in 1965 to describe a function opposite that of antibiotics. It is currently defined as "a preparation of or a product containing viable, defined microorganisms in sufficient numbers, which alter the microflora (by implantation or colonization) in a compartment of the host and by that exert beneficial health effects on the host"



Juvo - helping improve lives

JUVO was founded in 1998 by renowned oncologist Dr. James Hwang, MD, specializing in holistic health alternative methods. He discovered through his practice that raw foods are a alternative means to promote regenerative response in the human body, and has used these cholesterol-lowering food as a powerful method of heart disease prevention.

Today JUVO serves the world in seeing the vision of improving life by delivering enzyme-rich holistic health food products.

JUVO, freeze-dried, raw food meal replacements

Not represented by BMC in PA, NJ



SURYA Brasil

New year, beautiful hair

15% OFF Invoice Line Drive on Amazonia Preciosa line

15% OFF Invoice Line Drive on Fixation line

Buy-in period thru Jan 19

Amazonia Preciosa—a salon quality shampoo and conditioner line utilizing nutrient-rich oils from rainforest nuts and seeds. With the unique scent of the Amazonia Preciosa tree, this product is the most delightful shampoo in America. A totally new hair care experience.

Surya Color Fixation line helps keep the color in while moisturizing and gently cleaning the hair. Shampoo, conditioner and several masks and leave-in conditioners. For Surya's semi-permanent hair colorings creams, hennas, and for any color treatments—a perfect addition.

Surya Brasil has over 25 years experience as a supplier of high quality, natural hair care products and is the leading semi-permanent hair care brand in Brazil. They are the only company in the US that uses none of the following harmful ingredients: peroxide, ammonia, resorcinol, PPDs, GMOs, heavy metals, SLS or parabens in any of their products—the safest, cleanest option available for hair coloring—and products that are easy to use and colorfully beautiful for every hair type. All raw materials are extracted with environmental care and responsibility according to a company philosophy based in Ayurvedic principles. All products are dermatologically tested to minimize allergic reaction. Surya is a member of such key trade organizations as Campaign for Safe Cosmetics and AHPA. No animal ingredients, no animal testing.

Not represented by BMC in NC, SC

BASS® Brushes

Finest Quality Hair, Body and Skincare Accessories

Next year, beautiful hair

100% wild boar hair brushes

Natural and nylon hair brushes

The Professional Collection

Salon/Spa Displays

Toothbrushes

Cosmetic Brushes

Bath & Body Care

Loofah Collection

Sisal Collection

R. S. Steiner—Men's Brushes

*Skin Care, Body Care, Hair Care
Manufacturer, Importer, Distributor
Since 1979*

Not represented by BMC in NC, NJ, PA

WELL-IN-HAND®

15% OFF direct orders of SLEEP RESCUE® ROLL-ONS

a non-addictive snooze aid

A quieting botanical and aromatherapy blend of: Arnica, Calendula, St. John's Wort flower oils, Ho shou wu, Betula, Vitamin E and pure essential oils including Lavender, Rosemary, Chamomile, in a non-greasy base of Olive and Sweet Almond





HERBAL HEALTHCARE

Super Sale: Holy Basil 40% OFF

Tulsi—"The Incomparable One"

- from Himalaya USA, guaranteeing incomparable quality, now at incomparable prices.
- Buy 24 and create a display that will make Holy Basil a best-seller in your store.
- read about holy basil in this issue's Talking Health article. Educate your clientele and bring them this cherished herb for health today

Himalaya USA has the best sale of the year and it is here now in January.

Himalaya Pure Herbs

Holy Basil 60 vcaps

Regular Wholesale price 6.26

Regular Retail price 12.95

Now 3.75

no minimums for discount.

Free shipping, \$75

Look for Himalaya USA's new bottles.

Larger bottles with vibrant orange caps.

The combination formulas will now be in extract form and in Vcaps as well!!!

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

Aloe Life—Aloe for Electrolytes & Energy

Many people are not aware of what electrolytes even are!

Electrolytes represent minerals inside our own bodies. These minerals are needed to control cellular energy (electrical conductivity) and blood pressure on the inside and outside of the cell, and to maintain the pH of the blood. Sodium [Na] and Chloride [Cl], (usually found together in sodium chloride, NaCl), Calcium [Ca], Magnesium [Mg], Potassium [K], are the most commonly referred to electrolytes.

Aloe Life Aloe Vera helps electrolyte balance:

- 1.) The juice contains 13 minerals including higher levels of K and Ca, along with 50+ trace minerals added with our Azteca trace minerals. We do not over-filter our aloe.
- 2.) Aloe Life juice is an herbal bitter (containing the yellow sap) that enhances HCL (hydrochloric acid) flow into the stomach for proper digestion of minerals. Minerals need HCL for proper digestion and absorption. Enzymes are not enough for mineral absorption.
- 3.) Minerals help in the process of the hydration cycle, in creating and maintaining energy.



Olbas Instant Herbal Tea a blend of 20 soothing herbs. An instant European tisane: instant. No tea bags, straining, or mess

Directions: For Hot Tea: Use 1 teaspoon per cup of hot water. Stir until completely dissolved. If a stronger tea is desired, use more.

For Iced Tea: Dissolve in a small amount of hot water, then add cold water and ice.
Net Wt. 7 oz (200g) Makes about 65 cups.

Ingredients: Grape Sugar, Sugar, 20 Herb Extract (Peppermint, Chamomile, Fennel, Thyme, Iceland Moss, Licorice Root, Lungwort Herb, Star Anise, Marigold, Yarrow Root, Elder Flowers, Lime Flowers, Blackberry Leaves, Sage, Eucalyptus Leaves, Plantain Leaves, Cyani Flowers, Cowslip, Mullein Flowers, Malva Flowers), Fruit Pectin, Menthol, Peppermint Oil, and Eucalyptus Oil.

Olbas Tea—The Only Thing That Works!

"Olbas Herbal Tea is the only thing that works for my bronchial lung condition, when not even vitamins or antibiotics help. It opens, relaxes and soothes my lungs so that I can breathe easily all day." —C.S. NJ

Penn Herb Company, Nature's Wonderland

Bladderwrack Plant, 60 Vcaps™/800mg (Fucus vesiculosus) Bladderwrack is a marine plant that is particularly rich in Iodine, a vital mineral for a healthy thyroid. Herbalists suggest the herb as a part of a weight loss program. **Buy 4, GET 1 FREE** of this product, direct orders only



LIFE SOURCE
BASICS

Soon to be one of the best-selling immune system supplements in your store!!!

Life Source Basics is a life science company that is dedicated to improving immune health. Life Source Basics is the best natural product to support your immune system. It contains WGP 3-6, a patented natural carbohydrate derived from the cell wall of Baker's yeast. Backed by numerous independent studies at leading universities and medical centers, Life Source Basics activates key immune cells to more quickly identify and fight foreign challenges. And it's gentle and safe to take every day.

Life Source Basics Skin Renewal Cream

Perhaps the best-kept beauty secret is Life Source Basics Skin Renewal Cream. It works naturally to activate immune cells (Langerhans cells) that play a key role in healing and maintaining skin integrity. Skin Renewal Cream may help improve skin hydration, increase skin firmness and elasticity, and help protect against the harmful effects of the sun, toxins and other pollutants.

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.

MushroomScience®

Mushroom Science offers **Cordyceps Cs-4** in a guaranteed potency Vcap. In traditional Chinese medicine, Cordyceps sinensis, also called "caterpillar fungus" is considered to benefit the lung and kidney channels. It is commonly used in China as a type of "super ginseng" for rejuvenation and stamina. Cs-4 is an isolates strain of wild cordyceps that has been the focus of much study for fatigue, adrenal function, respiratory support, kidney health and cardiovascular support. Cordyceps is one of the world's top selling sports supplements. Cs-4 from Mushroom Science is research validated and clinically validated. (90 Vcaps)

Anti-Fatigue Formula is an easy-to-use Spray combining Cordyceps and Rhodiola. Subtle but effective, a few sprays can make the difference, giving a person the energy to finish the day strong while also smoothing out the stress that comes with a long day of work. (1 fluid oz)

January Monthly Sale
Cordyceps, and Anti-Fatigue Formula
20% OFF in units of 3 ea per SKU
25% OFF in units of 6 ea per SKU

**PERFECT®
ORGANICS**

*The Time of Year for Big Changes
in your Bodycare section*
**Perfect Organics NEW
Lip & Cheek Shimmers**

Introducing the world's first *Organic, Vegan Lip & Cheek Shimmers*. Made with certified organic ingredients, Perfect Organics' Lip and Cheek Shimmers are available in 7 stunning shades with nature's most generous ingredients including: organic argan oil, organic shea butter, organic macadamia nut oil, and organic aloe vera. Naturally scented, Perfect Organics' Lip and Cheek Shimmers are super smooth with amazingly glossy color that gives an instant glow for both lips and cheeks. (.15 oz./tube)

Seven shades for seven cities on this earth's seven continents:

- DC** Inspired Earth Goddess Brown
- Tokyo** Night's Sky Pink Dazzle
- London** Shimmery Golden Burgundy
- Cairo** Sunkissed Spring Rose
- Faz** Touch of Peace Shimmer
- Santiago** Sun-baked Bronze Glitter
- Sydney** Soft Sparkling Swirl of Lilac

20% OFF the beautiful environmentally-friendly display for one final month

Includes 49 pieces plus 7 testers.

MSRP \$930.51
Wholesale price \$558.31
January price \$446.65



Tulsi: Holy Basil

continued from page 2

should be particularly concerned with the plant's chemical footprint, and the expertise of growing and manufacturing when looking for the greatest beneficial attributes of this plant. Companies that use hype and dramatic word games often miss the boat when it comes to quality product. Beware overpriced and over-hyped products that miss the important health benefits evident in this plant, respectfully handled.

Blue Moose Consulting is lucky to offer two of the best-produced Holy Basils in the world—in liquid from Herb Pharm and in Vcaps from Himalaya USA. The more you learn about Tulsi, the more you will want to recommend it: and make sure that you are suggesting products whose merits you can count on.

Herb Pharm uses the liquid extract of the dried leaves of three varieties of Holy Basil—Rama Tulsi, Krishna Tulsi and Vana Tulsi, (*Ocimum sanctum* and *Ocimum gratissimum*). The decision to use three



distinct varieties reflects the understanding that each type offers something distinct and beneficial.

With the Herb Pharm's commitment to quality, and the benefits of a liquid herbal extract, their Holy Basil should be one that is recommended with confidence whenever Tulsi is the needed herb.

Himalaya USA may be the *only* company in the world that compares with quality assurances.

Himalaya grows their own Tulsi, and—as a 75-year old company—they

certainly are not new to this legendary herb. As a world-renowned pharmaceutical company (that only manufactures herbal formulas), **Himalaya USA** can guarantee quality controls against heavy metals, sulfites, and other environmental contaminants that other companies can only hope to avoid. Each batch is tested,

something no other current manufacturer can claim; and each and every product is

ENDCAP IDEAS

January is **Thyroid Awareness Month**. This is a great time to highlight health issues on this important gland so integral to our immune system and overall health. **Herb Pharm** has two excellent herbal compounds that address this issue, Nettle-Bladderwrack Compound and Bugleweed-Motherwort Compound, and **Penn Herb Company** has a Bladderwrack Plant (800 mg) in Vcaps. Stock these products with a good selection of carnitines from **Bluebonnet** (250 and 500 mg in Vcaps) and you are pointing out natural health alternatives that everyone should be aware of!!

TAKE 5 MINUTES

Place a **Nordic Naturals** order today and ask for the best small and useable 2007 calendar in the industry. The pictures of pristine Norwegian scenery motivate you to carry the cleanest and purest fish oils in the world. A bigger calendar for the hallway?: place an **Olbas** order for a floor or counter display, and ask for a 2007 Olbas calendar, while supplies last – herbal Alpine herbs make Olbas an industry leader.

ADVERTISING TO HELP YOU SELL

Aloe Life—advertising in *Dolphin Publishing* every month this year. Consider subscribing. "Developing Healthy Habits: a newsletter with your health in mind"

Essential Formulas—Article by Ronald Hoffman MD, CNS, well known physician and radio talk show host, on Dr. Ohhira's Probiotics 12 PLUS in the February/March issue of the *Townsend Letter for Physicians & Patients*, a leading publications provided to health care practitioners nation-wide.

Nordic Naturals—*AARP Magazine* (for retired persons), Jan/Feb issue, page 32 discusses the importance of vitamin D.

Olbas—*Go-Air Tran in-flight magazine*—Dec '06, Jan-Feb '07—full page.

Sovereign Silver—*Healthy Living magazine*. January and February issues, "Wintering With Silver"

IN THE NEWS

Herb Pharm receives Socially Responsible Business Award

Herb Pharm received the **2006 Socially Responsible Business award** at the Natural Products Expo East last October. The award is voted on by an independent panel of judges for individuals and businesses who demonstrate exceptional tracks records in ethics, accountability, governance, employment practices, business relationships, financial return, products and services, community involvement and environmental protection. Sara Katz and Ed Smith said in receiving the award, "Since 1979 we have striven to be fair and responsible to our employees, our customers, our suppliers, our community and to the environment."

You have **Herb Pharm**. Congratulations.



The Obligations of a Natural Foods Retailer

continued from page 1

development of a user-friendly community resource in our stores—so that anyone considering a natural and healthful way of life will feel comfortable searching for the best available options in your store.

2. Run a viable and profitable business.

The best intentions do not keep a store afloat. If you are in business, then take responsibility for the business end of the store. Many stores treat finances as a secondary concern. Whether you like balancing the books and financial planning, every business needs a plan and some degree of oversight. Only a well run business will succeed in the modern competitive marketplace. Take this obligation seriously as people depend upon you!

3. Provide access to the best natural alternatives available.

The world of health continues to advance and change, and people depend upon their trustworthy health food stores for the latest and best information. So consider those sky-high piles of literature that cover your desk and various sectors of your home as part of the important pact you have with the customers

who depend upon you. Recent information should be your middle name.

4. Be a good employer and a socially conscious business.

Now I know that many stores out there are truly mom & pop, and only one person can open the store. But being a good employer involves being fair to yourself as well. Vacations, weekly pay, treating yourself right are legitimate requirements for the small store owner as well as for a business that has evolved into a strong community employer. You cannot say that you run a health food store unless you walk the walk of health in every aspect of your business. This should translate into the way that you treat your employees and how your business interacts with the world around you, both locally and globally.

5. Seek consistent ways to be more environmentally responsible.

It is not easy, but we all—everyone—have to do all we can everyday (and more and more as every day goes by) to make intelligent choices to run a green business that puts as little stress on the environment as possible. And we should promote this idea to all of our customers as well. Carry a full line of environmental cleaners even if large profit is not there, support organic wherever possible, and educate, inform and lead by example.

6. Develop layers of educational outreach.

People are hungry for information

MARKETING IDEAS

February 04 is Super Bowl XLI in Miami. This game has become a national party tradition. Go beyond the usual chips and nuts and finger foods, and create some excitement about sports supplements in your store the second half of January. Primary quality athlete's products to accentuate include **Bluebonnet's** new 100% All natural Whey Protein Isolate powder unsweetened, l-carnitine Vcaps and liquids; **Nordic Naturals** Omega-3s; **Herb Pharm's** Athlete's Power Tonic and Male Sexual Vitality; and **Himalaya USA's** VigorCare for Women and VigorCare for Men.

Bet on winners for year-long profit.

and they want to learn. Start small if necessary but offer consistent informative platforms of education. Whether it means offering a monthly magazine by the counter (with educational articles), delving into the task of providing local speakers in a lecture series, or creating an active informational bulletin board, give the people what they want—information on health.

7. Plan for the future—even to pass on the mission of the store to someone else someday.

Health food retailers live so much in the moment by necessity. Think ahead and have a strategic plan for profits and how to invest them, store improvements and how to afford them, and retirement and how to achieve it. Every day should be a movement toward a better store and a better life for you as the leader of this health food movement in your community.

8. Have fun, smile, stay involved in your store.

The wise store owners and managers know their customers by name; they invest in their store's clientele and the people develop a loyalty based upon the relationships established. Even on the hardest days it pays to smile and show love to the people who are doing something to transform their lives. Hopefully, you chose this career to have fun and you have found ways to find enjoyment in your tasks. I remember writing poetry in my head about the pleasure of pouring rice into the bulk bins. Make your own happiness: it is easier in a health food store than many other less attractive arenas!!

9. Never underestimate the importance of a clean, neat store.

Sometimes we can get overwhelmed in business cycles that envelope us. But remember, you have new customers coming in to your store every day and that first impression is so very crucial. From checking the store before you open the doors to taking the time to clean the floors, reorganizing the shelves after children run through, to making sure that

"WE ARE HEALTH FOOD PEOPLE"

Stephen L. Quinto

Founder and CEO, Natural Immunogenics



In 1997, late in an eventful 30-year career during which he had made a significant (if esoteric) contribution to the aviation industry, Stephen Quinto entered upon a new project that was to resolve his future for the next decade. His attention had been drawn to an alternative health care product that was proliferating on the internet. Recognized by some as a "miracle", the product increasingly fascinated him, and after initial research he realized that there was deeper, hidden value in the technology for making a "colloidal silver" and that its true potential had therefore never been achieved, in fact was further than ever from being realized.

From this hypothesis—that the ultimate therapeutic value of

silver had yet to be achieved—the vision to create a state-of-the-art product flowed. Mr. Quinto established Natural-Immunogenics Corp in 1998. In late 1998, under his leadership, the Company finally produced a colloid so fine its trace could not be detected even in a laser beam. Further testing at the University of Miami confirmed its antibacterial effectiveness to dilutions of 150ppb.

Seven years later, the number of retail outlets where **Sovereign Silver** (NIC's consumer brand) is sold has grown to close to 4000; while **Argentyn 23** (its professional brand) is being used by over 1,000 healthcare professionals. Mr. Quinto has overseen the birth and development of an important medical development, while simultaneously restoring confidence in a category that had been ignorantly abandoned long before it was understood by an otherwise-interested establishment.

Mr. Quinto has recently relocated to the South Pacific with his wife Nicola, but still serves as CEO and visionary for the company. His son, Theo, continues to work with that vision to carry on the family integrity and mission for Natural-Immunogenics. Ultimately, Stephen Quinto intends to leave behind everything that comprises the customary paradigm called contemporary civilization, convinced that the only purpose left for him (and for us all) is to serve nature itself. His parting words: "Take only from nature what you can restore to it..."

continued on page 8



Blue Moose Consulting

P.O. Box 557
Falls Church, Va. 22040-0557

GOT EMAIL?

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

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

The Obligations of a Natural Foods Retailer

continued from page 7

the bathrooms are presentable—you gain or lose a valuable customer with every observation the consumer makes once they enter your domain.

10. **Always refresh. It is a new year.** Open your doors to new ideas. View your inventory as fluid, reflective of the best products available today. Monitor your inventory and be courageous enough to move out products that you don't believe in. Likewise, always be willing to recreate your store. Every day is another opportunity to make your store more vital and valuable. Know that people are watching and the reward is a loyal clientele for your necessary community resource—the living natural foods store.

I always consider my January newsletter to be the marker for the year. Ambitious and truthful. I say these things because I mean them. Believe me when I say that I will be making my ten points for ways to better my business, and I am open to your suggestions here as well. Or, if you want to add to these ten humble points—send me an email and keep the dialogue going. So, with one more point—join the Natural Products Association (national and local)—I enter a new year with you. Thanks for reading and for being there. I admire you, and encourage you to continue to become better every day. ☺

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. To receive this via fax early every month for all the deals on the great BMC lines, call Jamie Daly at 703-521-4567 and put in your request now.*



How to reach Blue Moose Consulting

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

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

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, TX 77478

Newton Homeopathics

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

Himalaya USA

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

Perfect Organics, Inc.

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

AromaLand, Inc.

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

The Hair Doc Company

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

Herb Pharm

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

Aloe Life International

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

Essential Formulas, Inc.

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

Life Source Basics

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

Olbas/Penn Herb Co., Ltd.

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

Well-in-Hand:

Epic Herbal Medicinals
www.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA 24551-1200

Nordic Naturals: The Ocean Product Authority

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

Natural-Immunogenics Corp./Sovereign Silver

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

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