

Talking Health: On the Road with Herbal Ed

Years of learning—book learning and learning on the sales floors of the wonderful health food stores I worked at...and my knowledge of health grows and grows. All the information learned before proves helpful to every situation in the present. Even when bemoaning the realities of no time for reading my books and doing research, I found satisfaction in the realities that every day in my job was a learning-experience in the field of natural health that I loved.

It wasn't every day, therefore, that I could just settle back and experience non-stop teaching on subjects I knew, at levels I would rarely be able to easily find—even in this field of healing where education was the language that we all attempted to speak. I was certainly not prepared for my three days on the road with Herb Pharm's herbal Ed Smith.

Twenty-eight years ago, Ed Smith and Sara Katz fulfilled dream and destiny when they started Herb Pharm—in an Oregon kitchen, in the back of an old International

Scout. The era was the late-70s and the world of the hippies and back-to-nature was very much alive and real—and Ed and Sara were front and center in a wonderful world organic agriculture, questioning the world and reaching for a new, better future.

As I traveled down to Chapel Hill and then Asheville North Carolina this month, I did not imagine that I would hear so many stories about the early days of this natural-foods movement from Ed in the moments we shared between work and travel. Ed's early career was certainly interesting. Between the energies of the era and the characters met along the way, the beginnings of Herb Pharm sound more like sixties fiction that the foundations for an industry-leading herb company.

But what is consistent throughout every tale is Ed's dedication to his work. He should be understood as the classic student of herbalism. From his early days of hunting for books considered "antiquated" (and some of his very good luck here), to the clear visual of Ed even today burning the

midnight oil diligently researching history and questioning information—source and meaning—concerning herbs. Ed has earned the right to be considered a Dean of the Herbal Renaissance that we are so indebted to today.

Beyond the stories, though, the trainings he led for store owners and herbalists reinvigorated my love affair for the power of herbs and their necessary place as paramount in any healing system. As Ed joked, the oldest profession was actually herbalism. For three nights, we followed dinner and conversation with a detailed presentation and slide show for our guests entitled "Optimizing Health with Medicinal Herbs." For three nights Ed spoke candidly, from the resources of his experience and memory, about things many people will never had the fortune to find in books or maybe hear again. The experiences of a dedicated herbalist, the stories of an herbal globetrotter: one who goes to the source and

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Talking Business: Good News for the Industry: Politics & Standards

It is hard work creating this moments foundation for our world of health. Between negative media hits and the constant assaults of devious legislation, we all realize that every day is a fight against odds to protect our industry and make it stronger and keep it pure and honest.

Good news at the midway point of 2007, especially for stores in the mid-Atlantic and the businesses that have joined together to make the Natural Products Association positive and relevant. Due to the work of many people whose efforts will never truly be rewarded, we have scored two consistent political victories in long battles still not won in States legislatures of this region, and we have seen the day when the Federal government has done its job of defining the Good Manufacturing Practices for the

Dietary Supplement Industry. Let us rejoice, for the moment, and be glad.

For those who are paying attention, it is frighteningly obvious that every session of every State legislature in this country poses an opportunity for some adverse and ill-advised legislation to creep into that season's law making session and present potential legal restrictions that could hurt our livelihood as merchants in natural health. Luckily, we have a good track record of defeating or nullifying many of these laws before they reach the backrooms where influence speaks authority to power. Every day, I struggle with the fact that too many stores are mistakenly content in their day-today business and not willing to work together proactively to carve a secure niche for our business survival by working together for smart and organized advocacy and

representation. We have so much power, and yet we all ignore the strengths we could have if we would harness it.

In May and June, as most stores were planning for their summer slowdown, two nefarious bills presented themselves in the Delaware and New York State Legislatures that could have severely effected the stores in Delaware in one instance, and every store in the country in another. For those who missed the battles, we had smallish though significant victories in each case. And that is significant.

Why significant? Because it shows that some stores are getting involved, and more importantly—it showed that the NPA's eastern regional organization, the NNFA East, was learning to cut its teeth on the legislative agenda's which will dominate our existence for the foreseeable future.

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On the Road *continued from page 1*

listens to the elders. Ed was "on", and the information was breath-taking.

Every night, he spoke at length—and answered questions—and told the audience if they had to go he would understand and he thanked them for their time, but that he was going to stay teaching until they kicked us out of our presentation room. Every night the talk was somewhat the same, but with tons of new and important peripheral information to take in, to capture. When he spoke of the stories and benefits of herbs like wild indigo, and spilanthes and celery, everyone in the room was writing and saying, "I have to have that herb for my store/my practice." Clear herbalism learned well from Jethro Kloss's books, and the writing of Dr. Vogel, and the canon of America's treasure of the *Eclectic Physicians*.

I had heard Ed speak many times before, but for these three days he was invigorated and focused and communicative like I had

never seen him before. I felt, with all the respectful attention that good herbalists and dedicated store personnel gave him, like I was traveling with a rock star. I realized that for many, who dedicate themselves to their personal study of the magnificent world of herbs, that this was a rare moment. A time where information that was not always gonna be available was being presented. Ed's favorites and his insights were tiny gems of well-thought herbalism.

For me, the greatest thrill was hearing about the Herb Pharm way. About how Ed had learned and then insisted that every herbal preparation be made with absolute dedication to optimal harvest and manufacture. Whole plant extracts. Custom Wildcrafted™ herbs. Terms that defined an industry gradually over a quarter century. Sure, I too had been involved in natural foods for 26 years myself—but I was a beginner again, as I realized that every herb has a beautiful story, a perfect song that had to be listened to and respected if the plant

MARKETING IDEAS

Are we gonna lose the moral lead on Organic? Could it be that Organic Bodycare products pass the industry by as we all say the costs for the products are too high for our customers? Have we already lost the burgeoning market for green cleaning products?

Unless every store understands how to market their strengths and their core messages to their local communities, other market forces will steal the truths that we have nurtured.

Summertime. Time to analyze your marketing strategies and time to start your planning for the Fall buying season. Plan ahead and start with Nordic Naturals amazing Coop-advertising support: even for first time buyers. Call Laura Pestel at 864-879-3465 and begin a new season of marketing what you love!

IN THE NEWS

Soy again proves positive for heart health

A new meta-analysis from Japan regarding soy isoflavones and soy proteins highlights their positive effect at reducing cholesterol levels, and other significant benefits for cardiovascular health. History will prove soy healthful!

American Journal of Clinical Nutrition April 2007, Volume 85, Number 4, Pages 1148-1156 "Soy isoflavones lower serum total and LDL cholesterol in humans: a meta-analysis of 11 randomized controlled trials"

Authors: K. Taku, K. Umeqaki, Y. Sato, Y. Taki, K. Endoh, and S. Watanabe

Vitamin D Shows Promise for Cancer Prevention

Researchers at Creighton University School of Medicine, Nebraska, studied 1,179 healthy, postmenopausal women over four years to determine the benefits of vitamin D3 for cancer prevention. With randomly assigned daily dosages of 1,400-1,500 milligrams supplemental calcium, 1,400-1,500 milligrams supplemental calcium plus 1,100 IU of vitamin D3, or placebo, women in the calcium with vitamin D3 group experienced a 60-percent decrease in cancer risk compared to the placebo group.

American Journal of Clinical Nutrition, June 8 2007, volume 85, issue 6, pages 1586-1591

Can Cod Liver Oil Help Depression?

In a study of almost 22,000 Norwegians aged over 40, those who regularly took cod liver oil were less likely to suffer depression than those who did not. Scientists said a spoonful of cod liver oil could reduce the risk of depression by as much as 30 percent. The study also suggests that the longer the subjects took the oil, the less depressed they became. *Journal of Affective Disorders*, volume 101, issues 1-3, August 2007, pages 245-249.

Weather and water affect everything

One third of the nation is facing a drought and experts say the situation will get worse. Water reservoirs in many western states are dangerously low now.

Staph Superbug may be more prevalent than previously suspected

A dangerous and drug-resistant staph germ may be infecting as much as 5% of hospital and nursing home patients nationally, according to a recently conducted, comprehensive study. At least 30,000 U.S. hospital patients may have the superbug at any given time, according to survey results released June 25th by the Association for Professionals in Infection Control and Epidemiology. The estimate, from a sampling of 1,237 hospitals and nursing homes representing about 20% of the US inpatient health care facilities, is about 10X the rate that some health officials had previously estimated.

was to fulfill its ultimate service—healing and changing the spirit of the people who turned to herbs for their health. Each herb had an optimal harvest time and method, and Ed Smith probably knew more than most people alive about the plant secrets from the plants Herb Pharm handled—because he had listened long, and with a clear and earnest ear.

The Pharm farm that is Herb Pharm has seen thousands of people come and go across its fields and through the doors of the houses of the people of Herb Pharm. More stories have been told amongst that special core of American (and modern international) herbalists we all listen to today than anyone could have expected when Ed started his journey a lifetime ago. Possibly, Ed was juiced because he was touring his way to an International Herb Symposium that Herb Pharm supported as a corporate sponsor for many years. He was going to the wellspring of the world's herbalists to learn more about the topic he loved.

We are in a better place today because of the stewardship of Ed and his many friends as they championed herbalism in the marketplace, bringing herbal magic to the party of modern science. *United Plants Savers*—a precious mission started by those hippies back then when the world was so different and their rebellion seemed so outlandish to outsiders but so true to them. Daily work to save the planet's plant kingdom by revealing its importance to human health. Beautiful. Like the three days I spent on the road with Herbal Ed, a student, listening to the whispers learned by talking with Mother Nature. ☺





**Nutritive & Restorative Extracts
July Specials
25% OFF with a min. of 3 for each product**

Hawthorn Blend liquid extract
Licorice liquid extract
Skullcap liquid extract and glycerite

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

Herb Pharm announces the official launch of their online "Education Modules for Retailers". Go to www.herbpharmeducation.com, or ask your BMC rep about this innovative educational tool built to accommodate busy schedules and varying levels of herbal knowledge. Open to all retail stores that carry Herb Pharm products.

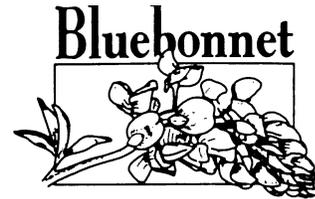
Seven condition-oriented modules currently available. The reward? A free bottle of Herb Pharm product for every modules completed.

Herb Pharm Customer Survey—Win an iPod Nano!

Take Herb Pharm's short online survey and be eligible for a drawing for an iPod Nano. We look forward to learning about your views on extracts and Herb Pharm

Also, **Women's & Men's Health Seasonal Promotion** is continuing through Aug. Ask your BMC rep for details and save big on this extended promotion.

Not represented by BMC in NJ



**NPA Trade Show deal
20% OFF all Bluebonnet products in a one-time
"Show Deal" ordered & identified
between July 16-27**

4 new products: Look for them this month

I-Tryptophan 500 mg Vcaps

I-Theanine 500 mg Vcaps

Green Utopia™ Caplets – a Bluebonnet best-seller, now in convenient caplets

GarLo—garlic and olive oil A high-allyl-in garlic product

Great Ways to market Bluebonnet to higher sales

Counters displays are sold in quantities of "15" each @
18% DISCOUNT

Floor displays are "48" each @ **20% DISCOUNT**

New Displays:

Ubiquinol CellularActive™ CoQ10 50 mg 60 ct

CholesteRice™ 60 ct Vcaps

Do you know where your CoQ10 come from?

Kaneka Q10 is the world's only CoQ10 with GRAS (generally recognized as safe) status, because it alone has safety studies.

Not represented by BMC in NJ



NORDIC NATURALS

**July Nordic Naturals promo is
Bestseller Madness 15% OFF**

01760 Omega-3 60 ct

02760 Omega-3 120ct

41760 Omega-3 Fish Gel 60 ct

Buy In: June 24 - July 23

Now is the time to endcap this best-seller and perk up summer sales.

LAS VEGAS NPA TRADE SHOW DEALS:

Get the Show Deal order from the booth in Las Vegas and Save

**A Great Time to Bring in the Large Size,
180-Ct Products**

OMEGA-3 180 CAPS

COMPLETE OMEGA 180 CAPS

ULTIMATE OMEGA 180 CAPS

Not represented by BMC in NJ and parts of PA

**NEWTON
homeopathics**

Always safe, always effective.

July 2007 Promotions

Accident – Rescue (N034)

Bug Bites (N038)

Earache (N006)

Swimmer's Support Spray (N214)

Varicose Veins (N021)

Newton Homeopathics for Pets

Flea & Bug Bites (P012)

Newton Homeopathic For Kids

Vaccination Relief (F098)

Want to Jump Start your pet care sales?

Put a counter display of Newton Pet care products near the register: Offer 6 ea. of the Flea & Bug Bites, and the complementary products of the Pets Detoxifier, the Skin Relief, and the Bowel Discomfort. Ask your BMC rep for marketing support to stimulate sales for these seasonal products.

Not represented by BMC in NC, WV



AROMA LAND

The Essence of Well-Being®

Welcome to AromaLand !!!

2007 marks the year that AromaLand, a 21-year old aromatherapy company that has always held the distinctions of quality products and exceptional blends, re-enters the Natural Foods Industry with a new freshness and vitality. Join the excitement early. New products, a new look and new marketing/educational materials. **Ask your BMC rep why AromaLand has everyone at our company excited.**

Start with **250 Essential Oils and Blends**, add a new line of essential shampoos, conditioners, bath + shower gels and bath salts, hand & body lotions and massage & body oils, and a whole new energy—and the world of aromatherapy suddenly gets very exciting again.



Silver Hydrosol should be used year-round. Silver Hydrosol's immune benefits are for everyone. Stock Sovereign Silver all summer long, and request sales materials with your order that will increase sales every day.
Lit includes:

The Doctor's Prescription for Healthy Living articles

Silver for Bug Bites—May 2007
Silver for Feet—June 2007

NPA Las Vegas Show Special: 10% ABOVE and beyond all quantity discounts

Deal only available to attendees

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



July Sales Promo
All products 10% OFF
with a minimum order of \$500.00!
Save at least \$50.00!

May not be combined with other promotional discounts.

Did you now that Essential Formulas Dr Ohhira's Probiotics 12 is wheat-free, gluten-free and free of soy, vegan, non-GMO, hypoallergenic, no preservative, no sugars, no fillers?

Dr Ohhira's Probiotics 12 has been clinically-proven safe since 1979 by the Japan Foods Research Laboratories, and is authorized by the Japanese Government.

 **Ancient Sun**®
Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

CRYSTAL MANNA™

Wild, Organic Blue-Green Algae for energy, immune support, detoxification and superfood nutrition.

Bestseller: 120 count Crystal Manna™ Capsules, 50 gram Crystal Manna™ Flakes

BLUE MANNA™

Wild, Organic Blue-Green Algae Extract for brain and emotional support, bone and joint support; anti-inflammatory.

Bestseller: 60 count Blue Manna™ Capsules, 50 gram Blue Manna™ Powder

DIGESTIVE ENZYMES PLUS

A broad-spectrum, proprietary blend of 17 enzymes plus Blue Green Algae, Anise & Ginger. Promotes Digestion and assimilation, emotional support,

Digestive Enzyme Plus 180 count vegetarian Capsules

WILDBAR™

Raw, Organic, Vegan, Gluten-free, Low Glycemic nutritional superfood bar with Raw Cacao, Blue Green Algae, Macadamia Nuts, Agave Nectar and other power food ingredients. Promotes sustained energy, well-being, immune support, detoxification; high in fiber and antioxidants

Flavors: Mountain Mint Mayan Spice

Available **NOW** through Blue Moose Consulting!
Call for samples: 877-429-0509
Visit us online at www.ancientsuninc.com



SURYA Brasil

SUMMER HAIR COLOR PROTECTION

Surya Brasil's Color Fixation Hair Care line uses conditioning formulas enriched with exotic herbs and fruits ethically-derived from the Amazon rainforest to protect hair from UV rays, as well as provide hair shine and vitality.

Feature all the Color fixation products:

Restorative shampoo; Restorative conditioner; Restorative mask; Leave-in Conditioner; and a single-application Intensive Hair Mask, that restores chemically damaged hair.

Surya Henna Powders are great for summertime hair coloring

Surya hennas, available in 10 shades including neutral, are different than other hennas with their guarantees to cover gray and white hair in a one-step process, and their effectiveness on chemically-damaged hair. With the added natural plant extracts, Surya henna will actually improve damaged hair. Each use lasts up to 30 washings!

NPA Las Vegas Show Special: 15% OFF Entire Surya Line

Plus distributor's discount. One order only to both retailer and distributor. *Buy In dates July 22-July 31*

Not represented by BMC in NC, SC

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Hair Doc thrives in the summer months
Keep your display full, and see sales fly.

Bring in quality hair brushes and combs in this peak season and create a new category of success.

Las Vegas Show Deal
25% OFF all orders written at the show
25% OFF all orders for new accounts through July 31

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

4th of July Blowout!

All Pure Herbs **EXTRA 5% DISCOUNT** through 7/31/07

Buy min. of 15....get **8%**

Buy min. of 25....get **10%**

Buy min. of 50....get **15%**

Buy min. of 100.. get **23%**

Himalaya USA delivers a full range of single herbal capsules with their Pure Herbs line of products. Now you can have the best of the Indian herbal pharmacopoeia in convenient Vcap forms. Turn to Himalaya Herbal Healthcare for safety and efficacy with the most clinically proven herbs each with a long tradition of safe and effective use.

Top sellers

- | | |
|-----------------|------------------|
| 1. Arjuna | 9. Garcinia |
| 2. Gymnema | 10. Boswellia |
| 3. Guggul | 11. Turmeric |
| 4. Ashwagandha | 12. Neem |
| 5. Triphala | 13. Chyavanprash |
| 6. Bitter Melon | 14. Mucuna |
| 7. Bacopa | 15. Andrographis |
| 8. Amla C | 16. Guduchi |

Carry all the Pure Herbs line:
quality you can count on!

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Leg Gel Promo Extended Through July!

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

- This roll-on aloe "Vein Support Formula" includes Horse Chestnut, Arnica, Gotu Kola, and Vitamins C, E, & K.
- 60 Days to More Beautiful Legs!
- Rid the legs of those unsightly red spider veins—**GUARANTEED!**



Also, for those suffering from allergies, try Aloe Life concentrated formulas:

- Aloe Gold Juice Concentrate
- Orange Papaya Juice Concentrate
- Cherry Berry Juice Concentrate
- Detox Plus Aloe Formula
- Stomach Plus Aloe Formula

Launching **Daily Green Tablets** and **FiberMate Powder** in glass bottles

HAMPSTEAD TEA LONDON

In the heat of summer, the pure, clean flavours of our biodynamic teas make delicious iced drinks. Try the suggestion below:

- 5 rosehip hibiscus teabags
- 2 cups freshly boiled water
- 1 cup ice cubes
- fresh orange wedges
- mint leaves
- 3 tbsp honey

Steep teabags for 5 minutes in the just boiled water. Remove the teabags and stir in honey to dissolve. Pour the tea over 1 cup ice cubes to chill. Garnish with orange slices and mint springs and enjoy!



www.hampsteadtea.com



LIFE SOURCE

BASICS

One Product—Essential

Life Source Basics: one product that works better than all else.

Life Source Basics contains WGP 3-6, a patented compound 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.

One product—different dosages— one dosage for everyone—for immune system strength

- 75mg - 30 count
- 125mg - 60 count
- 250mg - 30 count
- 250mg - 60 count
- 500mg - 60 count
- Basics Children's Chewable 50 mg - 30 count

And, for the largest organ of your body, the skin....**Life Source Basics Skin Renewal Cream:** the best-kept beauty secret, for skin integrity.

MushroomScience®

Certified Organic Mushrooms

Guaranteed Potency Formulas
Research Validated Products
Since 1994—longer than any medicinal mushroom company in North America

Mushroom sales are rising every month.

Bring in the best with Mushroom Science.

Vcaps, exceptional prices—and products from science, not hype.

NPA Las Vegas Show Deal Line Drive

20% OFF all sales placed between July 16-27

25% OFF all new accounts opened before July 31

PERFECT® ORGANICS

Summertime Fun Organically
15% OFF all T-Shirts!

Make a Statement with 100% Organic Cotton T-Shirts for Men and Women!

Eco-Dyed to European Standards. Lightweight, Trendy and Flattering!

Made in the USA

See this month's newsletter insert for t-shirt pics and pricing information

Where are people in your community going for their organic clothing? Try this new category this summer and see that you can service another natural market profitably in your health food store.....

VEGAN



Good News *continued from page 1*

In Delaware, despite organizing extremely late, several stores in a State with very few stores were able to make enough ruckus and stimulate enough public attention to stave off an attempted power grab by the State's dieticians to minimize the abilities of the basic health food store to perform its traditional basic missions of education and influence. The Bill was pushed through a very lopsided legislature stacked against us, but we were able to exert enough support to modify the outcome of the bill with a strong and comprehensive amendment that protected the rights of Delaware natural products retailers to continue their current business practices. Up until the last hour and beyond, we felt we might lose this battle, but through hard work and persistence, we won a greater outcome than we anticipated throughout most of the flurry of political maneuverings.

In New York, our temporary victories were even more dramatic. Here, legislatures and elected officials were trying to re-write New York state law creating provisions that would have affected how every business that sold to New York would have to label the products that were sold here. A veritable

can of worms for the entire country and our whole health food industry. By hiring a lobbyist, and working with many concerned retailers and manufacturers, we were able to stem the tide and stop any activity on this issue in this legislative session. This could be a case where the longer we have to organize, and the longer the bills intentions see the light of day—the greater the chances of our gathering enough political capital to prevent the bill from ever reaching the Legislative Assembly. For now, time has run out on these bills and we have time to organize further and interact with the opposing side to negotiate them away from their positions.

Two for two. Not a bad first half of the year, considering we have no organized strategies when we found out about the well-orchestrated assaults. The most important lesson is that we have to be more prepared next time, which is why at the half-way point of the year, every store owner should consider it essential to their survival to join the Natural Products Association and the NNFA east: our national and regional advocacy groups.

On June 22, a major landmark legal hurdle was crossed, reflecting the successes of hundred of people over nearly a decade to get the GMPs passed for our

TESTIMONIALS COUNT

Addictive Surya Brazil Amazonia Preciosa shampoos—Get them in people's hands for lifelong pleasure.

A serious consumer comment:

"I almost didn't go to an employee's going-away party because I didn't think I would have enough Surya Preciosa shampoo to get me through the week. Seriously. I thought I would skip it and go to the health food store to get some, but then I saw I had enough for another day or two."

—SB, Virginia

industry. The U.S. Food and Drug Administration (FDA) released its long-awaited final regulation on Good Manufacturing Practices (GMPs) for dietary supplements for products in the United States. The rule, according to the FDA, will ensure that "dietary supplements are produced in a quality manner, do not contain contaminants or impurities, and are accurately labeled."

This is the next step necessary for our industry to counter false media claims

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OLBAS

July Summer Outdoor Promo Direct promo:

Buy 6 ea. Olbas Sport [4 oz] and save reg price: \$61.02 plus \$4.95 shipping.
July promo: Sale \$54.90

FREE SHIPPING, plus ONE FREE bottle for a total of 7 bottles of Sport.

(you save \$21.24 over regular Wholesale pricing—a Resale Value of \$118.65 for your store!)

OLBAS Sport Skin Care Oil... Especially soothing skin care oil that moisturizes, cools, softens and protects your skin.

Olbas Sport Massage and Skin Care Oil is a vitamin rich skin conditioning oil. It contains a unique European vitamin oil blend containing Vitamins B1, B2, B6, E, and F (essential fatty acids), enriched with Vitamins A & D. This powerful combination effectively softens, protects and relieves skin.

- Soothes and protects your skin before exposure
- Relieves discomforts caused by sunburn and windburn
- Moisturizes dry, chapped skin
- Conditions muscles before exercise, sports or any strenuous activity
- Prevents strains, sprains and injuries
- Provides a delightful, cool feeling and imparts a pleasant fragrance

JUVO™

New Formula Receiving Rave Reviews

Juvo re-loaded and re-introduced their meal replacement with the highest percentage of USDA Certified Organic ingredients in the industry. Kosher too. And with a delicious great taste.

Every store needs a natural whole foods raw meal.

- Juvo is high in enzymes.
- Juvo is a tasty, vegetarian whole grain, USDA certified meal.
- Juvo is the perfect food to highlight in your store.
- Juvo for cleansing, detoxification, energy, strengthening the whole digestive system.

Available in a 15-serving canister, and a 12-count 40-gm packet box for travel and impulse-sales.

Not represented by BMC in PA, NJ

WELL-IN-HAND®

Yeast Rescue Spray

"Intimate Comfort for Men and Women"
Direct orders only 10% OFF
July 1 - 31

Yeast Rescue® is an intimately soothing, instant-acting botanical and aromatherapy blend of organic and wildcrafted botanicals and pure essential oils with Vitamin E.

Yeast infections (Candida) are not just a feminine issue. Women may experience a cheesy white vaginal discharge intense itching, redness, and sores on the vulva. Men with yeast infections may notice a white discharge, redness and irritation of the penis and scrotum although they may be asymptomatic.

What causes this overgrowth of yeast? Antibiotics, diabetes and intimate contact with an infected person can cause yeast infections. Antibiotics, diabetes and Partners create conditions where this yeast-like condition transfers back and forth, creating a never ending cycle of irritation. If you start itching, share your bottle of Yeast Rescue!® with your partner!

Yeast Rescue® is available in a liquid spray, and as a liquid soap too.

Try the Yeast Rescue® Natural Soothing Soap too...
Award-winning: Yeast Rescue® won 3rd Place in 2002 as the New Product of the Year

Learn more about Well-in-Hand formulator, Linda Doby, in this issue of the BMC newsletter, "We Are Health Food People." Linda is also the co-founder of the Green Products Alliance (greenproductsalliance.com), a consortium of manufacturers and marketers who make and sell extraordinary natural personal care products



that we are an unregulated industry. The regulations establish controls throughout the manufacturing process, including packaging, labeling, and storing, to ensure quality and purity standards are met. The final rule includes requirements for establishing quality control procedures, designing and constructing manufacturing plants, and testing ingredients and the finished product. It also includes requirements for recordkeeping and handling consumer product complaints.

More information can be found at the FDA website, www.fda.gov and by seeking the latest industry concerns at the NPA website, www.naturalproductsassoc.org/GMPnotes or by calling the NNFA East offices at 856.985.5446.

While these rules and guidelines are in some ways stronger than the proposed legislation (it can be argued that we won some battles and didn't win others but nothing they plan to institute is overly unreasonable or will prevent well-managed business from conducting their business in a profitable manner) on some issues, it is very much in lines with what

we expected, and—bottom line—the industry has wanted these regulations made public for 2-3 years. This is a crown

of respectability for us against those naysayers who would attempt to derail the natural supplements industry, and now we know the rules and can compete with confidence and the ability to prove our legitimacy and proficiency when the evening news slings its misinformation.

Legislative agendas succeeding. But not without grueling effort. So let's take a moment to give thanks, and appreciate those who did the yeoman's work for the cause; to stop by the water fountain and smile, before we go back into the fray—expecting greater support and networking strength, and knowing that what we are doing is good and fair and honest and righteous. To our momentary successes: hurray. And to all as of yet not involved—an open and sincere invitation to help us: each other and ourselves! ☺

TAKE 5 MINUTES

Education matters

1. Mark your calendar for the monthly trainings provided by **Herb Pharm** and **Himalaya USA**. Knowledge is the lifeline to long-term sales and trust. These trainings are free and the effort proves worth the time every session. Plus, you get a free bottle of product for your participation.
2. Learn about the industry's most relevant nutritional breakthrough this decade, Ubiquinol, by listening to the Natural Products Marketplace Webinar series sponsored by **Bluebonnet Nutrition** at www.NutriLearn.com
3. Participate in the consistently professional educational trainings from Stuart Tomc at The Education Department at **Nordic Naturals**. With ongoing recorded and "live sessions," there is no reason everyone on your staff cannot be an expert of the best information on Omega-3s. Ask your BMC rep how to get involved. live-trainings on Omega-3 and the industry's best-selling fish oils.
4. Wanna join the latest trend of nutrition with the best single whole food nutrient on the market? Learn what makes **Ancient Sun** Blue-green algae so fantastic—for complete nutrition, pure energetics and vegetarian organic wild blue-green food. Contact your BMC rep to set up a training.
5. Set aside 30-minutes at the beginning of every month to see what is "new" in the BMC monthly newsletter!

"WE ARE HEALTH FOOD PEOPLE"

Linda Doby

President and Formulator—Well-In-Hand



Linda Doby started out her career in Alaska teaching the deaf in 1977 after finishing graduate school. At the same time, she started learning from master herbalists about growing food and herbs responsibly, and treating people with natural healing through diet and various healing practices. When Linda moved to Virginia to settle a 65-acre homestead, she raised and home-schooled her four children (now ages 16-25) as vegans, and used natural remedies for their bumps, bruises and hurt feelings.

It was her own case of severe tendonitis that led Linda to formulat her now famous THERAPY OIL. She wanted something to

address the pain, spasms and bad mood associated with the frustration of only being able to use one hand to get through the rigors of her day. In 1994 that wonderful balm was judged "Outstanding" by master herbalists, and awarded Grand Prize at the 2nd International Herb Symposium. Thus, her company was born!

Today, Linda designs personal care products that address "confidential" conditions such as herpes, yeast infections, arthritis, fungal nails, acne, lice, insomnia, bleeding, and skin issues like itching, psoriasis, burns, rashes, bee stings, and shingles.

Recent endorsements of Well-in-Hand products in leading national magazines including Teen and YM have reached millions of consumers boosting the company out of Doby's basement and into the national arena with the big personal care companies. In 2002, Linda purchased what is now The Well-in-Hand Center, a veritable vegan beehive—a 13,000 square foot manufacturing facility in beautiful central Virginia at the foot of the Blue Ridge Mountains. Well-in-Hand products can be found only in natural foods stores, spas, and the naturopathic dispensaries.

Today, Linda still blends every drop of every product used by her beloved customers. She designs the product labels and literature, pays the bills, and oversees her staff. If that were not enough, she has started law school as a distance-learner in order to further serve naturopaths.

Come visit Linda and her staff in her retail outlet when you want to lose the hustle and bustle of the city! She is open weekdays and random Saturdays at 5164 Waterlick Road, Forest, VA 24551.

NPA LAS VEGAS 2007 SHOW ATTENDEES

Aloe Life	Booth 631
Bluebonnet	Booth 805
Essential Formulas	Booth 1011
Hair Doc	
Juvo	Booth 1137
Mushroom Science	Booth 121
Sovrign Silver	Booth 102
Nordic Naturals	Booth 625

Info Session: Theatre #1, Sat. July 21st, 12:15 – 1:15 with Todd Scarborough
At the Booth on Sat. from 2 – 4: Mr. & Mrs. Arkansas aka Mr. & Mrs. Todd Scarborough "5 Fitness Tips with Todd"



Blue Moose Consulting

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GOT EMAIL?

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

TIP OF THE MONTH

Do Your Customers Understand the Importance of DHA?

A survey of recent moms and moms-to-be showed these results:

- 50% of the women surveyed did not know about the need for DHA, a critical nutrient for the healthy development of a baby
- 68% said their doctor did not tell them about DHA
- 72% said they had no idea how to get DHA into their diets
- 17% said they were aware that fish is a source of DHA
- 92% were interested in including DHA in the diet once they were advised of its benefits

Source: The Kelton Study sponsored by the Society for Women's Health Research located in Washington DC. For more information, visit www.womenshealthresearch.org.

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.

How to reach Blue Moose Consulting

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

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COMPANIES REPRESENTED:

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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

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

Perfect Organics, Inc.

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Merrifield, VA 22116

AromaLand, Inc.

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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
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fax: 866-888-1127
Broad Run, VA 20137

Herb Pharm

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information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
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orders: 1-800-414-ALOE (2563)
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San Diego, CA. 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
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Life Source Basics

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

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