

## Talking Health: New Ideas for Allergies, Homeopathy, Herbs & More

Sure enough, I push my body to the extreme and I have my first bout of allergies in five years. For many people though, stress is not the primary activator for this immune system weakness, and they turn every year to options that will help them with issues of the eyes, nose, lungs, skin and digestive system. How well have you grown your sales with natural alternatives for this huge segment of your community?

The best option that you can recommend is something that you can actually RECOMMEND. Homeopathy is the system of medicine that can most effectively change a person's internal imbalances and bring the results closest to an allergy cure. The problem of course is finding the correct remedies. Happily, I see more and more store staff taking homeopathic allergy support formulas, and while this makes me smile it also shows me that more and more stores are starting to understand the concept of homeopathy.

**Newton Homeopathics** offers the most effective formulas for the allergy season: I

say that with confidence and would stake my reputation on it. Their formulas work because of the combinations, and the intent to have each formulas work on the liver in addition to the signaling agents that are present in the homeopathic formula. Newton has a timely counter display that can be configured into any formula of 18 bottles but that would work most effectively if it included Pollen Weeds (#55) Hay Fever (#7) and Dust Mold and Animal Dander (#56). Repeat sales from great products that work.

Herbs provide such a complete nutritional solution for allergies that they should always be considered an important part of every suggested allergy protocol. The most complete formula is the industry's best-selling allergy herbal, **Herb Pharm's** "Eyebright-Nettle Compound." This formula contains herbs that are both anti-inflammatory and antiseptic, and so will control excess mucous and calm the areas of the eyes, nose, throat and the upper respiratory tract. An ideal combination (perfect for the new wooden Herb Pharm 4-

SKU cross-merchandising displays) would add the broad spectrum anti-inflammatory compound "Turmeric-Chamomile" to this formula. To fill the display, you could add "Rue-Fennel," which is an herbal eyewash—and of course Super Echinacea.

The logical need when allergies are present is to fortify the immune system. A good endcap at this time of year would highlight items that can give profound benefits to the overall immune system. Life Source Basic's WGP 3-6 beta glucans are shown to strengthen the immune system without over-stimulation. The most well-researched items we can recommend. As beta glucans and polysaccharides become more accepted as the optimal choice for immune support, more and more stores are recommending the many products from **Mushroom Science**. All the mushrooms probably have an effect on the immune system's response to seasonal allergies, though the most scientific research is shown from Reishi and Cordyceps mushrooms.

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## Talking Business: Selling Big Ticket Items

Our industry continues to evolve. The potential of the nutritional products that have emerged is breathtaking, and the quality of the materials in our better bodycare products is also far beyond what was the best even a few years ago. Advancement.

Certainly, our customers look to us to be on the cutting edge of progress, and they will only consider our stores as vital as the reliability of each store to stockpile the provisions that they need, when they need them.

This can sometimes seem to create a cashflow nightmare for stores, as they work to balance the demands of maintaining a reliable inventory, providing new products as they emerge, and providing consistency in stocking larger sizes and higher cost items. And yet, maintaining a smart consistency between these three goals is probably the greatest objective that any manager can achieve.

Customers want many things, but above all they want consistency, variety and value.

As the world of organic products becomes more popular through consumer demand, the costs of the products are going up, and—the whole industry has had to suffer the inexcusable burden of rising gasoline costs. Things cost more, and that means we have to change our gameplans: even if we make more money, we have to spend more money just to stay competitive.

But likewise, if we do not adjust and give the people what they want, we risk the very real possibility of customers going elsewhere to find what they want. So, we need to be sharp with ordering, astute with new hot items, and aware of the needs and demands of consumers who are looking for savings and value often found in larger size purchases. In thinking about the logic and strategy in this juggling act, one should never lose sight of the fact that it is the profitable

stores that confront these issues with creativity and prudent buying patterns. So, how do you take advantage of and market big sell items?

For the average consumer, the option of buying essentials "on sale" will almost always make them take notice. Larger size bottles of best-sellers are the easiest big ticket items to carry. An easy example is **Nordic Naturals'** new super-size bottles of their top best-sellers: Omega-3 caps, Ultimate Omega and Complete Omega caps. In each case, the buyer is already taking America's best-selling fish oil every day, so if they can save on their purchase, they will be thankful for the opportunity. When Nordic Naturals first introduced their 120-cap bottles, stores responded, stocked and found that most customers were happy to buy the larger sizes as soon as they knew they existed. Now, with

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## Selling Big Ticket Items

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the new 180-size bottles, customers who see that they can buy big and save bigger will appreciate the savings even more. For the Omega-3, the savings is \$7.00; for the Ultimate Omega, the savings becomes \$11.00 for the larger size. Since Nordic Naturals controls every level of their manufacturing process, they are also able to provide a product that has a longer shelf-life than the entire field of the competition—so everyone can feel confident that when a person buys Nordic Naturals, they are getting product of the highest caliber and value.

If stores compare sales and merchandising placement, buying Nordic Naturals will consistently prove to be one of the safest investments they can make. As Nordic expands their product selection, and fish oil Omega-3s continue to receive universal approval, increasing the space and inventory for these world-class products is one of the smartest moves any store can make. With fish oils, the issue is not a varied selection of manufacturers, but a consistency of both a top-quality product and a confident message about these critical nutrition products. Two full shelves of Nordic Naturals products is one of the best ways that you can prove to your clientele that you understand the issues surrounding fish oil nutrition.

Sometimes, larger sizes aren't entirely about savings—yet stocking larger size bottles can prove profitable. Two examples are the **Herb Pharm** 4-oz. extracts, and the 8-oz bottles of **Sovereign Silver**, where customers are just appreciative to be able to purchase their essentials in larger sizes. Stores that carry the biggest sizes of these products always see their sales increase. With Herb Pharm, stocking the 4 oz sizes of the top three to six best-sellers make people aware that larger sizes are available, and nothing looks cooler in a person's cabinet than those impressive 4-oz. Herb Pharm extract bottles.

## ADVERTISING TO HELP YOU SELL

**Olbas:** *Utne Reader, Natural Home, Herbs for Health, Mother Earth News Herb Companion*

**Life Source Basics:** Spokesman Dave Foreman mentions Life Source Basics regularly on his new daily satellite radio show, "The Herbal Pharmacist", weekdays at noon, Sirius channel 114

**Essential Formulas:** Ann Louise Gittleman on The Deborah Ray show—Healthy Talk Radio [www.healthytalkradio.com](http://www.healthytalkradio.com) Monday May 14 from 10:30-11:00 AM Eastern. She will discuss the role of probiotics in a multitude of health issues, with the primary focus on Dr. Ohhira's Probiotics 12 PLUS and Essential Formulas.

**Sovereign Silver:** *Healthy Living Magazine* Article on "Silver for all kinds of Bug Bites"

**Himalaya USA:** *Better Nutrition*

**Nordic Naturals:** *Alternative Medicine, Healing Lifestyles and Spas, Mothering, Natural Health, On Fitness, Taste for Life, Total Health*

Showcasing products is the best way to encourage the consumer to stop, look, think and understand the merit of a larger bottle purchase. Big bottles should not get lost on the shelf, but they actually can: additional bright shelf-talkers that shout "extra savings" will often take a good idea and make it a great seller.

Some products are expensive because they have to be. Today's quality antioxidants and immune system modulators often carry a high price tag. We all know that some companies try to capture market share by offering lower priced options, but we also implicitly know that most of these companies are buying second-rate raw materials.

How to educate consumers on the greater value of quality products from quality manufacturers in a marketplace saturated with lower grade products that provide less value?

The bottom line is that you work hard every day to gain customer trust, and that this virtue is your capital to use. It is wiser to offer the industry's best, and to explain that quality matters—than to get into the descending game of cheaper and cheaper products.

The conversation should always start with the principled assumption that people

who want to keep their health, and restore it when imbalances/diseases occur, will agree with you that quality matters, and will want to spend hard-earned money on the best products.

Some antioxidant products have gotten exorbitantly expensive. Pycnogenol® is a fantastic nutrient that does so much more than grape skin extract, and both have risen in price in the past few years. **Bluebonnet Nutrition** offers a great price on this well-researched product, and it is something every store should offer. How to market and warehouse such an expensive supplement? Stores that ignore the value that these higher-priced products represent, and bury the products or let them languish are destined to experience some dissatisfaction when the product remains unsold months after purchase. Look at how you represent your CoQ10 section—important and expensive—and treat every costly product with the same concern. Bluebonnet has a very unique product, a combination Vcap containing IP 6 with AHCC. This product combines two complementary nutrients that many professionals recommend for cancer and immuno-compromised situations. It is expensive. But stores that know the value of these nutrients, and can smoothly communicate their potential, are doing brisk sales with nice profit. Bluebonnet's CholesteRice® has become the best-selling red yeast rice product in many stores. Why? Because if you took all the ingredients in this formula—policosanols, red yeast rice, CoQ10, plant sterols and pantethine—and bought them separately (and they all perform complementary functions for cholesterol health), you would pay a much higher price. As stores understand the value of this product, they will point out the differences and sell a better product that, in this case, can only be bought in health food stores where Bluebonnet is sold!

## ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

Association to Comment on FDA Guidance...The association has recently heard from members concerned about a draft "guidance" document from the Food and Drug Administration (FDA) on complementary and alternative medicine (CAM) that some are claiming will, among other things, classify all dietary supplements as drugs and curtail certain practices. As we stated in the April 16 edition of *The Supplement*, this is untrue. While the Natural Products Association recognizes that the guidance document itself does not affect the practices or products used in CAM, it does represent the FDA's viewpoints about CAM, and in that regard, it could be clearer. The association intends to file formal comments by the new submission deadline, May 29, 2007. Meanwhile, to assist members and others who have questions about the guidance, a new area is being created on the Natural Products Association's Web site at [www.naturalproductsassoc.org/CAMguidance](http://www.naturalproductsassoc.org/CAMguidance).

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## Cleansing & Purifying May Promotion—25% OFF

**Pau d'Arco extract & glycerite**—supports healthy functioning of the immune system and is a good blood and lymph purifier\*

**Red Clover-Stillingia compound**—cleanses and detoxifies blood, lymph and glands\*

**Dandelion liquid extract & glycerite**—supports healthy function and cleansing of the liver & kidneys.\*

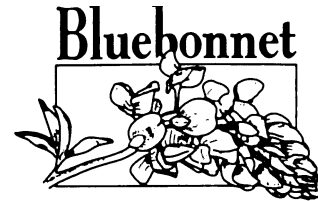
*Promo prices apply to 1 oz. and 4 oz. bottles*

*All herbs in these extracts are either Certified organically Grown or Custom Wildcrafted™ in their natural wild habitat.*

*\*these statements have not been evaluated by the FDA*

*Ask for details of our new, exciting **Women's & Men's Health Seasonal Promotion:** a great way to increase business, sales and profit. Sign up today!*

Not represented by BMC in NJ



**New Counter Displays** Counters are only a quantity of 15-each at 18% discount, while the floor displays are still 48-each at a **20% DISCOUNT**

**New Displays:** Ubiquinol 50 mg 60 ct Cholesterice 60 ct

**Bluebonnet brings innovation to many formulas through the innovation of their complexes, making them completely unique!**

**GliSODin**—More products with GliSODin vegetarian S.O.D. added to them than any company on the market, including their multi's, antioxidant complexes, Whey of Life protein powders, and SOD 100 and SOD 250 mg Vcaps.

**Lanolin Vitamin D**—more products with a non-fish, lanolin-based cholecalciferol Vitamin D than any other company on the market, including their multi's, antioxidant complexes, calciums, multimineral, and liquid Cal-Mag citrates.

**GliSODin vegetarian S.O.D. reduced the severity of redness associated with sunburn by almost 10 per cent**, researchers from France have reported in a new study published in the European Journal of Dermatology. Here is a nutrient that may stop sunburn from within...

**"Experts Say Reassess Vitamin D Levels..."** Experts from universities, research institutes and university hospitals around the world assessed evidence from research and concluded that the public health is best served by a recommendation of higher daily intakes of vitamin D. A recent review of the science resulted in a recommendation that the tolerable upper intake level for oral vitamin D3 should be increased five-fold, from the current tolerable upper intake level of 2000 International Units to 10,000 International Units. (*The American Journal of Clinical Nutrition*; March 2007, volume 85, number 3, pages 649-650)"



NORDIC NATURALS

## Women's Health Promotion 15% OFF

**Omega Woman**  
[01780]

**Complete Omega 60 ct.**  
[01770]

**Complete Omega 120**  
ct. [02770]

**DHA Formula 90 ct.**  
[01743]

**NEW Prenatal DHA**  
90 ct. [01741] New!!

*Offer good  
through May 23*



Not represented by BMC in NJ and parts of PA

NEWTON  
homeopathics

Always safe, always effective.

### May Promotion 20% OFF

- Bladder Irritation (N10)
- Hay Fever (N7)
- Lymph Assist ((N79)
- Poison Ivy (N28)
- Stress Relief (N66)

### 20% OFF Newton for PETS

- Skin Relief (P15)

### 20% OFF Newton "Nothing But Natural" for KIDS

- Allergies (F07)

*Cannot be combined with any other discounts*

**GET CERTIFIED IN HOMEOPATHY BY THE AMERICAN  
ACADEMY OF CLINICAL HOMEOPATHY!**

Sign up for Newton's 1-day seminar,  
June 7 in Charlotte NC!

And/or August 2 in Philadelphia, PA.

Ask your BMC rep for details

Not represented by BMC in NC, WV



# AROMA LAND

The Essence of Well-Being®

## Featured Products Facial Massage Oils

These specially designed Facial Massage Oils use precious flower Essential Oils and pure plant oils selected especially for facial skin. They will regenerate, soothe, deeply moisturize, and nourish skin with the comforting aroma from each of the precious Essential Oils.

**Chamomile Facial Massage Oil**  
1 oz [76FMC]

**Neroli Facial massage Oil**  
1 oz [76FMN]

**Rose Facial Massage Oil**  
1 oz [75FMR]

**Ingredients:** Apricot Kernal Oil, Rosehip Seed Oil, Evening Primrose, Vitamin E PLUS each different Essential Oil. Generous 80 ml size for approximately 13 treatments.

All natural. No synthetics.



**Sovereign Silver's Bio-Active™  
Silver Hydrosol makes all  
colloidal silver obsolete**

**15% OFF LINE-EXTENSION  
order**

**20% OFF NEW STORE  
OPENING order**

Bio-Activated™ for 34x greater  
potency...and immune-supporting  
power!!

Through the use of modern  
sub-nanotechnology, Sovereign Silver  
has developed an exclusive  
Bio-Activation™ process that  
dramatically reduces particle size—  
while increasing the immune-  
supporting benefits of Sovereign  
Silver at least 34X over other silvers.\*

\*3rd-party in vitro USP—51 tests  
comparing other brands.

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



## Essential Formulas

**The world's most complete  
and unique probiotics from  
Essential Formulas**

Good health prevails when friendly  
bacteria in the GI tract are properly  
colonized. The goal is an appropriate  
balance between good and bad  
bacteria, which can only be  
accomplished by a reconditioning of  
the Ph of the colon. It is not enough to  
just consume good bacteria, as they  
must be able to colonize in the gut to  
perform their many functions.

Dr Ohhira's **Probiotics 12** also  
provides naturally-occurring  
bacteriocins and hydrogen peroxide in  
the fermentation process, and these  
nutrients are essential if the intent is to  
kill and eliminate pathogenic invaders.

**vegan, plant-based fermented  
probiotics, soaps, body lotions for health**

 **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!  
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Visit us online at [www.ancientsuninc.com](http://www.ancientsuninc.com)



## May Promotion

**15% OFF Invoice Line  
Drive on Surya Brasil  
Cream Haircolor line;**

**15% OFF Invoice Line  
Drive on Surya Brasil  
Henna Powder  
Haircolor**

*Offer good through May 18*

All five color fixation  
products are now available  
from Select Nutrition from  
May 1 (check catalogue  
for availability)

Not represented by BMC in NC, SC

**BASS**®  
Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

## Babies Love Hair Doc

Put something irresistible  
in your children's natural  
product section. Hair  
Doc's children's bath  
products are really fun  
toys. 100% cotton, the  
Infant to Toddler animal  
wash clothes are the best  
way to have fun on the  
tub while getting  
the kids clean.

**Great sellers, available  
only from Hair Doc!!**

Not represented by BMC in NC, NJ, PA



# Himalaya

HERBAL HEALTHCARE

## MAY PROMOTION EXCITING!!! LINE DRIVE!

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

Deeper discounts available,  
ask your BMC rep  
for details

Not represented by BMC in PA, NJ

# AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Get Ready for Summer! Leg Gel  
Promo Extended Through May!**  
**20% DISCOUNT** on the Leg Gel  
Display, includes 12 bottle display,  
plus literature.

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

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

**Aloe Vera King of Herbal Bitters:**  
Turns on digestive juices and speeds the  
body's ability to heal on the inside with  
colitis, ulcers, heartburn, reflux and  
sour stomach.

**Testimony:** A woman getting chemo  
developed nausea and began drinking the  
Cherry Berry Whole Leaf Juice Concentrate  
1 oz before each meal. She not only had her  
stomach return to normal her blood count  
built back to normal values in just 6 weeks.  
There is a big difference in Aloe products.

**Make sure your store carries the best!**  
[www.aloelife.com](http://www.aloelife.com) • 800-414-ALOE

# HAMPSTEAD TEA

LONDON

## Distinctive Organic, Biodynamic and Fairtrade Teas

Created by London's finest tea tasters,  
Hampstead Teas taste perceptibly different  
because we use only the finest pure teas and  
herbs, drawing their natural flavors out in  
subtle, sophisticated combinations. Our  
single estate teas are grown at Makaibari, a  
125-year old heritage estate in Darjeeling,  
India that has been designated a "Gift of the  
Earth" by the World Wildlife Foundation.

**All of our teas are certified Demeter  
Biodynamic**—the highest standard for  
sustainable agriculture. Often called "organic  
plus", it utilizes holistic, proactive techniques  
such as integrating plant and animal lives and  
using rigorous composting systems. It is an  
intrinsically harmonious, entirely self-  
sustainable method.

Our award-winning range includes classic  
black teas such as English Breakfast, Earl Grey  
and Darjeeling, delicious green teas such as  
Ginger Green and Mint Green, and a  
selection of six jewel bright herbal infusions.  
No artificial flavors, sweeteners or inputs are  
ever used in any of our products.



## LIFE SOURCE BASICS

**Beta Glucans—  
the preeminent natural  
immune system supplement**

**Life Source Basics**—holding  
America's patents for beta glucan  
manufacture, and mechanism  
of action.

**WGP 3-6**—Life Source Basics is the  
best natural product to support your  
immune system. It 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.

**15% OFF orders over \$200  
(before discount)**

## MushroomScience®

### Volume Incentive Sale

*Promote, advertise and create a  
vibrant market for America's best  
mushroom extracts*

#### May open stock sale

**Buy 16 bottles - 20% OFF**

**Buy 30 bottles - 25% OFF**

**Buy 50 bottles - 30% OFF**

Mushroom Science is the only  
company in North America offering  
their customers research quality  
PSK (VPS) and PSP, and has been  
acting as a consultant for the  
recently funded \$1,000,000.00  
study on these extracts.

Coriolus, Reishi, Maitake, Chaga,  
Agaricus blazei, Cordyceps, and  
Immune Builder complex, and  
Anti-Fatigue liquid spray.

## PERFECT® ORGANICS

### Nourishing, Organic Lip and Cheek Shimmers

Luxurious, Healthy, Moisturizing  
Glow for Lips and Cheeks

- Organic Treatment with  
Natural Color
- Certified by GOCA
- Vegan
- Sleek Eco-friendly Metal  
Container
- Reclaimed Wood Display

The Perfect Organics  
certified organic, vegan  
Lip & Cheek Shimmers  
are now one of the lines'  
best-sellers. Keeping with  
the "multi-use"  
philosophy...these lip  
and cheek shimmers are  
a lip balm, moisturizer  
and glossy lip and cheek  
color all in one!



## Selling Big Ticket Items

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The same with **Nordic Naturals'** Heart Synergy, Eye Synergy and new Blood Sugar Synergy. The expensive price tag of these products is easily explained when you tabulate the costs of all the nutrients provided, with the fish oil that has made Nordic Naturals famous. These products are clearly cost-saving to the consumer. The goal is to highlight their benefits as complete formulas, so that the consumer will understand the products' value.

A great example of a high-ticket item worthy of investment is the "Immune Builder" mushroom complex. Only **Mushroom Science** guarantees the per-capsule dosage of the important nutrients polysaccharides and beta glucans. This formula contains it all: *Agaricus blazei*, *Cordyceps sinensis*, *Coriolus versicolor*, *Reishi (Ganoderma lucidum)*, *Shitake (Lentinula edodes)*, and *Maitake (Grifola frondosa)*. Ounce for ounce, this product has some of the best manufacturing guarantees of any in our industry. Stores that carry it now believe in its merits and therefore will direct people towards it. Yet, how do you get the product understood and into the hands of the many people who need it?

How do we get people to understand that **Bluebonnet's** new Ubiquinol CoQ10

may be a bit more expensive than the ubiquinone form of this nutrient, when we have spent decades making the price of ubiquinone affordable? In this case, the answer is clear: dramatically increased absorption.

Customers should not be denied these products because you are afraid of the price tag. People with immune issues want to know about the best, they don't want to have to search in the corners for the products and they want to learn the benefits in clear concise language.

Organic bodycare products are easier for everyone to understand, but people do not fully understand the current cost differences in a bottle full of organic products in comparison to the standard fare that saturates today's marketplace. It is exciting to promote product lines filled with organic ingredients like **Perfect Organics** line of moisturizers, washes and scrubs. Their new organic, vegan lip & cheek shimmers are probably the best selling new bodycare products Blue Moose Consulting has ever presented. The concept of a lip moisturizer that also functions as a lip shimmer was innovative when Perfect Organics introduced it (Neutrogena is now creating similar, non-organic products), and the market is responding with vigor. Let the consumer decide if they want a \$3.95 lip color that smells bad and has shady ingredients or if they want to beautify with

elegant, healthy ingredients and a company philosophy that represents the new world we want to create.

Finally, when you listen to the responses from people who have tried and adore **Surya Brasil's** line of rainforest shampoos (*Amazonia Preciosa*), you realize that these products produce a salon-quality never seen in our stores before. Here is the opportunity to capture a new market. Surya merchandised near **Hair Doc** brushes—you can make this section as attractive as any found in the high-end beauty supply stores that are sprouting all over the country.

The markets are changing. The argument that people don't want high-cost alternatives and that "my customers always shop price" is no longer valid, and stores that do not adjust may have to suffer the consequences. From larger size bottles of best-sellers, to critical new nutrients for serious health conditions; from well-formulated blends that offer price savings in the final cost, to organic and salon-quality products that are the future of bodycare—stores need to look at their big ticket items and make sure they are properly displayed and marketed, understood by staff and made the integral part of your everyday education. Higher profit per sale can almost certainly mean more business and more profit for your store—but only if you capitalize on the opportunity that this new class of higher-end products offers. ☺

# LBAS

**Allergy Season Kick-Off  
10% OFF!!!**

**Lin12 - Olbas Inhalers**

12 in counter display \$32.08 or

**Lins12- Olbas Inhalers**

12-on-a-clip strip \$32.08

**OR Item Number: Lin-sport-12**

\$35.64 Your Price:

**10% OFF \$32.08**

Olbas® POWER Inhaler,

Sports Package, Tray of 12

No Minimum for this promo:

(\$50. min is usual) **FREE SHIPPING!**

Natural Olbas Vapors provide a cool, peppermint-menthol sensation that helps athletes and "weekend warriors" maximize their performance potential! These fast-acting vapors provide an immediate feeling of increased airflow to the sinuses and lungs.

Cross-merchandise in the sports nutrition section for added summertime sales

# JUVO™

**15% Off**

**orders of a case or more  
of new Juvo canisters!**

**12 canisters per case,  
each canister holds a**

**15-day supply!**

includes brochures and cups

**Juvo is being  
reformulated!!**

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

Ask your BMC rep  
for details

Not represented by BMC in PA, NJ

# WELL-IN-HAND®

**May Specials**

**15% OFF Direct Orders of  
Herpa Rescue Spray**

This product is a **MUST** for every product that wants to offer the best in natural alternatives.

**HERPA RESCUE™** may be able to help you side step your next breakout when you apply the natural herbal and aromatherapy formula to the areas when you first feel the tingle or sense that you are in Prodrome.

- Fast Effects!
- Ease outbreaks
- Soothe itchy, tender, painful recurrences
- Satisfaction Guaranteed!

Contains only pure ingredients including organic apple cider vinegar, vegetable glycerin, Olive leaf, antiviral Creosote leaf, Calendula, nutrient-rich Dulse, and Bloodroot extracts, pure antiseptic essential oils chosen from reputable folklore to be antiviral and antiseptic.





## New Ideas for Allergies, Homeopathy, Herbs & More

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As the "Rue-Fennel Compound" from Herb Pharm is a great eye wash, the silver hydrosol from **Sovereign Silver** should be considered an essential for anyone experiencing nasal and sinus congestion, infection, or irritation. While silver is a rising star for cold/flu season, its application in allergy season is important and effective. Sovereign Silver's vertical spray bottle will outperform conventional nasal sprays – and has many added benefits for tissue cleansing and healing. Market these two products together as natural allergy relief!

One forgotten foundational support for allergy season is a quality probiotics. Since Dr. Ohhira's Probiotics 12 (from **Essential Formulas**) has the only published gut adhesion study in the world, it is particularly effective when a person wants short-term relief from their immune imbalances. Probiotics obviously have a profound effect on immune health, and that which colonizes

fastest and best should be the primary recommendation.

One should never forget the benefits of vitamin C and quercetin for allergies. Bluebonnet Nutrition's Super Quercetin™ contains a therapeutic amount of quercetin (1000 mg per 2 Vcaps) with bromelain, bioflavonoids, rose hips, acerola, rutin, and hesperidin. This is an essential for every allergy complaint!

There are many beneficial anti-allergy items in your store which are often forgotten in the simplicity of thought for "cause-and-effect" that we employ in discussing health options. Examples: elderberry is great at this time of year as well (anti-inflammatory, anti-viral, high antioxidant, great for dieting and water elimination); digestive enzymes (well-accepted now for breaking down metabolic waste when taken between meals); whole leaf aloe vera (superb and underrated for its effect



on histamine response); omega-3s (those splendid anti-inflammatories); and liver support compounds.

If building an allergy support center, **Aloe Life's** Detox formula and their Daily Greens should be in the mix, as well as **Himalaya USA's** dependable LiverCare®. Too often we forget about the irritation that occurs with dermal allergies at this time. Herb Pharm's Healthy Liver Compound™ is an excellent one-two recommendation with their versatile Dermal Health Compound™ (burdock, nettle sarsaparilla, yellow dock, spilanthes, ginger).

Allergies are a response. An announcement that the immune system is off kilter. This is the time for education and overhaul. For every allergy complaint, there is a change to make the whole body system better—if you merchandise, advertise, educate and explain with clarity and confidence. May is Asthma and Allergy Awareness Month (get free consumer literature from [www.aafa.org](http://www.aafa.org) though it will be your store that gives the best consumer education). Let's help people learn to enjoy the joys of Spring and Summer more and more with our promotion of the products that help. ☺

### "WE ARE HEALTH FOOD PEOPLE"

**Bill Betz Jr. and Ron Betz**  
Owners, Penn Herb Company



Bill Betz Jr. and his brother Ron are the owners of Penn Herb Company, Ltd., "Pennsylvania's Largest Medicinal Herb House." Penn Herb was founded in 1924 by Dr. Konstanty Kalkosinski, a respected Naturopath who grew and formulated his own herbs according to the needs of his patients. In 1962, the Betz family became involved in the

business, and they continue to make available the herbal formulations of Dr. Kalkosinski. Today they carry over 7000 time-tested natural remedies, including over 400 encapsulated and cut herbs and spices that benefit a wide variety of common complaints, including stress, menopause, colds, allergies and more.

The company is also the United States Importer for **Olbas Herbal Remedies from Switzerland**, an all-natural line of remedies for everything from aches and pains to cold, flu and allergies. The Betz family started selling Olbas in the 1960's in their retail store at 2nd and Spring Garden Streets in the historic Northern Liberties section of Philadelphia. Since those early beginnings, Olbas has become a popular remedy not only here in the United States, but also worldwide—being sold in over 20 countries around the globe. **Olbas Oil is the Number 1 nasal decongestant** in England—even more popular than Vicks. For more information on Olbas, check out [www.Olbas.com](http://www.Olbas.com).

At Penn Herb headquarters, the brothers direct daily operations on multiple levels, including the purchasing of herbs and remedies from sources worldwide, and the oversight of their modern herb processing facility in northeast Philadelphia, which utilizes the latest cutting, sifting, packaging, bottling and encapsulation equipment. They also carefully oversee quality control and the technical aspects of the business, while continually discovering new remedies to benefit their many satisfied customers.

The Penn Herb retail herb store is still at 2nd and Spring Garden Streets in Philadelphia. Their website is [www.PennHerb.com](http://www.PennHerb.com).

### SPECIAL ACKNOWLEDGEMENTS

It should be noted that two companies, **Herb Pharm** and **Himalaya USA** sent products to the Blacksburg, VA area as a message of hope and support for the students and citizens of the area affected by the recent school shootings. I am proud and thankful for both companies for their consideration!



## Blue Moose Consulting

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### GOT EMAIL?

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

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

### INDUSTRY INFO

**As reported:** "The American Association for Health Freedom is pleased to announce a small victory.

The FDA has moved the deadline from April 30, 2007 to **May 29, 2007** for public comments to the FDA document 2006D-0480—Draft Guidance for Industry on Complementary and Alternative Medicine Products and Their Regulation by the Food and Drug Administration.

This extension provides us time to execute the most effective strategy, which is to prepare and deliver a reasoned, specific and technically accurate response that covers the law and case history that delineates the FDA's role, power and authority in these areas.

We have been talking with many members of Congress about the FDA CAM Regulation Guidance and they're listening. Pressure has been exerted on the FDA from organized groups in the community and from Congress. Unfortunately, writing directly to the unelected bureaucrats at the FDA has little impact, even if a million citizens write. Writing to your elected officials has had an impact, and we've sent thousands of letters to the Hill."

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

### How to reach Blue Moose Consulting

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

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### 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  
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Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
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Merrifield, VA 22116

#### AromaLand, Inc.

www.aromaland.com  
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#### The Hair Doc Company

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#### Hampstead Tea

www.hampsteadtea.com  
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fax: 866-888-1127  
Broad Run, VA 20137

#### Herb Pharm

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Life Source Basics

www.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  
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Philadelphia, PA 19154

#### Well-in-Hand:

**Epic Herbal Medicinals**  
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#### Nordic Naturals:

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#### Natural-Immunogenics Corp./Sovereign Silver

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#### Mushroom Science

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#### Surya Brasil

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#### Healthville USA Corp./Juvo

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Buena Park, CA 90620

#### Ancient Sun Nutrition, Inc.

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