



## Talking Business: The Business of Homeopathy

*In memory of the 253rd Anniversary of the birth of Dr. Samuel Hahnemann*

Homeopathy is a staple of the natural foods industry. In every store, homeopathic medicines are either embraced by staff as a safe and effective tool for working with the body to achieve mind-body balance, or are acknowledged to be an essential and irreplaceable category that customers consistently turn to for a wide range of maladies. Rarely will a store pass on the opportunity to offer homeopathic medicines. Homeopathy is respected as being a vital OTC medicine, and usually understood to work on levels of healing that have more to do with quantum physics and delicate endocrine balance than anything else in the entire pantheon of modern or ancient medicine.

Yes, homeopathy is a *method of medicine* that follows Hippocrates more than any other protocol—"do no harm"—and, a method of medicine that may just harness the body's innate healing potential more than any other intelligent and artfully-applied healing system.

So, why is homeopathy no longer a major medicine in the US? Maybe it is time for us to learn new ways to explain homeopathy to our customer base and let the medicines prove that they work well for the widest range of health maladies. April 10-16 is *World Homeopathy Awareness Week*, and a perfect opportunity for you to re-introduce this 200 year-old form of medicine to a new generation of people looking for safe and inexpensive alternatives in a world inundated with drugs with nefarious and obscene side-effects.

Homeopathy is a most optimistic form of medicine. It premises that the body itself is a system designed to work well on its own. Refreshing, is it not? Many holistic practitioners now realize that homeopathy can effectively work under any condition: homeopathy, as a matter of fact, should always be considered to be a base protocol for any healing modality. Why not? Homeopathy serves to affect body response. Whether the person's body is receptive or obstructed, homeopathy will trigger signaling agents the body recognizes and can use to generate healing response, homeostasis or a natural order of problems-solving that

is consistent with the body's own natural ability to heal.

Homeopathy is also a most precise form of medicine. While most other modalities have disregarded the personalized human interaction, a visit to the homeopath is a throwback to an earlier time of medicine and healing. In the United States, homeopathy has been on a slow but consistent resurgence since the 1960s. Today, more and more people are excited about the promise of homeopathy, and the lack of any downside whatsoever. At worst, a remedy will not achieve the intended results. Homeopathy has been achieving noticeable results for so many years now that it would be stupidity to say that it is ineffectual or an illustrious example of the placebo effect.

Yet homeopathy is often misunderstood or, inexplicably, not understood at all in the stores that sell it. This is not the fault of Hahnemann or the homeopaths. Too many people pass over homeopathy, fearing that the concepts are more ethereal or complex than they really are. Now then is the perfect opportunity for every store to embrace homeopathy for one special month, hoping

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## Talking Health: Weightloss Goes Natural (Part 1)

What excitement. What intensity. There are currently four major industry authors who have weight-loss books. New products are popping up, and the promise of the season is grand. Will this year be any better for the weight loss market? Will a product or several products catch? The two most intriguing of the field are **Bluebonnet's Trimology Licorice Flavonoid Oil** and Garden of Life's fucoThin. The latter has a monstrous ad budget, and the hope of universal success, and the former has the legitimate science of one of the biggest food science divisions of any company in our industry. Is one better? Could they both work together?

As we move into the weightloss season, I am going to dedicate two issues of the BMC newsletter to this intriguing topic. In my 18 years of healthfood retail, I sold many a dieting product and program and I have seen many successes, and many short-term successes and a whole lotta money

go to solutions that missed their mark. At this juncture in time, I very much feel that the current bestsellers, fucoThin and Trimology LFO, will prove beneficial in these critical next 3 months when products prove themselves and for the long-term. I am actually going to try a program, built around Trimology LFO and I will report back to everyone after my first 60-days of experimentation. While I am a perfect example of low-body fat, low exercise, stress-belly health food advocate who eats pretty well (although worse than I ever did when I worked in stores) and takes his Nordic Naturals fish oils regularly, I may also be a perfect test-case for how to lose belly fat and make my health better the natural way. I am no Subways Jared, but, I shall keep you informed as to my results.

For once, I can say that this weight-loss fad is not driven by a marketer's game plan. The modern obesity epidemic is outta control. Statistics could bring dependency

to the most optimistic, and we all can see the problems everywhere around us. We actually need a massive education campaign to stem the tide of American fatness. It is truly a public service need for health companies to search for effective strategies. I have been giving consumer lectures for months now (and am willing to talk to you about fitting a talk in at your store), and I feel there are several credible products in your stores now that can be part of a smart and effective weight loss program. Add Trimology LFO to some mixture of these products, and I think you will have the tools to help anyone lose substantial amounts of hard-to-lose weight, while also re-programming and balancing their bodies for long-term health.

The products I feel are essential (and have really come to believe that there are no substitutes) are:

**Nordic Naturals Omega-3 fish oils.** Indeed, no product can have a more

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## The Business of Homeopathy

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to explain homeopathy more clearly and highlighting homeopathy's acceptance as a world medicine—valid today and for all of tomorrow's problems and concerns.

So, how to begin? Use the occasion of *World Homeopathy Awareness Week* to highlight some interesting facts about homeopathy. There are over 6000 homeopathic medicines actively used today, and almost every proven medicine has remained valid and on the market after its introduction. An allopathic medicine has a 20 year life-cycle, and too many of today's marvel drugs suffer ignominious disaster within a decade of launch. Homeopathy is fully embraced in Europe, where 70% of all homeopathic drugs are sold. France is the largest market followed by Germany. Homeopathy is also widely appreciated and gaining popularity in the rest of Europe, South America, and India. In India, homeopathy has increased by an average of 25% each of the past five years. It has been estimated that homeopathy has grown worldwide by over 500% in the past 7 years.

In the US, homeopathy enjoys acceptance in both the drug and the natural foods markets. Most drug stores pay lip service to homeopathy, as they too realize that customers are coming in to look for these products all the time. Druggists appreciate this market demand, and they certainly realize that the investment in a shelf of homeopathy is a sound investment for an inexpensive category in their stores. (if only they could fathom the deep truth in the statement that disposing of homeopathic drugs into the water supply would never cause a scary scenario where everyone's tap water becomes infested with a dangerous mix of inappropriate mixtures of toxic pharmaceuticals!) Truthfully though, homeopathic pharmacists are our allies in making sure that homeopathy retains its legal status in the US as an over-the-counter drug. Today, it is reported that homeopathic medicines are sold in over 30,000 drug stores, health food stores (as well as pet stores,

### IN THE NEWS Newsweek praises Perfect Organics

**Perfect Organics** was featured in the March 24th, 2008 edition of *Newsweek* in an article entitled "For a Superhealthy Glow". The Perfect Organics product line was identified as a "Newsweek favorite," and the author spoke of the incredible touch and feel of the products.

The images of the Perfect Organics shea butters that accompanied the article are proof that the Perfect Organics brand is gaining visibility in the mainstream. Ask us for copy to place by your Perfect Organics display.

## ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION.

### Education Day and Natural Products Day

NPA's Fourth Annual **Education Day** is **April 7th** and you can still attend. Admission is free to all NPA retail members. This year's event, held at the Washington Jury's Hotel at Dupont Circle from 2-5:30 PM, and will be a series of three round-table discussions on topics of interest to retailers. Come learn what other retailers are experiencing and share your skills with other. The subjects discussed will be:

#### EFFECTIVELY MARKETING YOUR STORE • 2:15 PM - 3:10 PM

*Moderator: Michael Hennessey, owner, Blue Moose Consulting*

This session covers a variety of effective marketing solutions for retailers of all sizes.

#### STAFF TRAINING, EDUCATION AND THE BOTTOM LINE • 3:15 PM - 4:10 PM

*Moderator: Michael Pelton, owner, Inner Circle Sales*

This session covers the importance of a highly educated and motivated staff, especially given the competitive pressures from mass marketers, the Internet, and other channels of trade.

#### PLAN FOR SUCCESS: CREATE YOUR OPTIMUM STORE BUSINESS MODEL • 4:15 PM - 5:10 PM

*Moderator: Donnie Caffery, owner, Good Foods Grocery*

This session will focus on three areas: 1) What categories in our P&L should be what percentages of our sales? 2) How do we structure our management and staff job responsibilities? 3) What monitoring reports and habits do you recommend to stay on top of your business? Participants will be contacted prior to attending to prepare for the discussion. As we share, we will learn.

This local one-day event will precede the Natural Products Day of lobbying on Capitol Hill April 8th. To sign up for the Education Day on the 7th, act now and contact NPA East Executive Director, Paul Kushner, at [pkushner@comcast.net](mailto:pkushner@comcast.net) or phone: 856.985.5446

sporting goods stores, mass market outlets and professionals offices).

In the US, we have the *National Center for Homeopathy*, which has an open membership to professionals and lay people interested in homeopathy—and I encourage everyone to join. Each April, the National Center for Homeopathy organizes the Annual Joint American Homeopathic conference—open to practitioners and the public. This year's theme is "Homeopathy in Community." (April 11-15, Warwick Rhode Island) where they will celebrate their 35th annual membership meeting. It is worth noting that homeopathy aims to tackle the big issues too: one topic at the convention covers the historical evidence of the success of homeopathy in times of epidemic and pandemic. Proof exist that homeopathy was 8x more effective than allopathic medicine in fighting diphtheria in the 1800s and homeopathy still proves effective today against acute problems, viruses, fevers, and every type of flu. Homeopathy is being used for post-traumatic stress disorder and traumatic brain disorder. Yes, homeopathy is very vital and relevant today.

There is a lot of intriguing and pertinent information, as you can see, that is available for you to make the case in your store for the relevance of homeopathic medicine. There are facts that can open eyes. Truthfully, homeopathy becomes valid to people when they use it one time and it works

for them. Why wait for people to turn to homeopathy for the flu? Here is the opportunity to recommend homeopathy for allergies and asthma. Use the Sports

Nutrition theme to impress the validity of homeopathy for aches, pain, cuts and trauma. **Newton Homeopathics** has a superior Aches & Pains Formula (N019) and the children's version (Bangs & Scrapes) is one of their best-selling children's products. Newton also produces a stellar Trauma Ointment that is unique and effective.

As importantly, Newton has excellent educational materials. Place a Newton order today, or ask your BMC rep for info on the generous opening order deals, and get sufficient Newton 2008 catalogues to place by your endcap to accentuate your store's excitement about homeopathy. They are free! Their books are thorough, wholistic and excellent for beginners.

Have your newer staff study this book and they will learn the primary sales lines, and maybe review the book again yourself.

Newton Homeopathics is a member of the National Center for Homeopathy and is supporting *World Homeopathic Awareness Week*. Newton differs from the larger number of homeopathic manufacturers as Newtons builds their formulas through their formulator Dr. Luc Chaltin—a present-day clinical homeopath. Most products on the

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## Spring is the time to invigorate your community

For the faint-of-heart, introduce **Dandelion Glycerite**

For everyone, **Healthy Liver Tonic™** for digestion, **Healthy Cholesterol Tonic™**

### April Monthly Promotions

**20% with minimum order of 3 each**

**Dandelion Liquid Extract & Glycerite**  
**Healthy Liver Tonic™**

*Supports Healthy Liver & Gallbladder Function\**

Dandelion, Oregon Grape, Milk Thistle, Artichoke, Schisandra, Fennel

**Healthy Cholesterol Tonic™**

*Helps Maintain Established Healthy Cholesterol Levels\**

Artichoke, Hawthorn, Turmeric, Fennel

Not represented by BMC in NJ



## Exciting New Products for every store

**Standardized Cherry Fruit Extract Vcaps** 

• standardized

• 3 varieties of cherry—sweet, tart, black

**ECGC Green Tea Extract Vcaps** 

• highest content on the market and one of the best prices

**Tumeric Root Extract Vcaps** 

• combines a complex of standardized active curcuminoids with whole raw root powder

**Vitamin K-2** 

• contains NUTRI-K™ as Menaquinone-7 (MK-7) natto extract

• best price on the market. Kosher and Vcaps

### New Flavors!!

**Mixed Berry flavor Liquid Cal/Mag**

**Raspberry flavor Liquid Cal/Mag**

and

all liquid calcium magnesium products now in higher dosages  
—now 1200 calcium per 2 tablespoons

Not represented by BMC in NJ, SC

**NORDIC®**  
**NATURALS** 

*Pure and Great Tasting Omega Oils*

### New Products

*Keep up with the pipeline*

*of the best Omega-3 supplements on the market.*  
*A product for every need for this essential nutrient*

Ultimate Omega 500

Ultimate™ Omega-D with Vitamin D

Arctic™ Cod Liver Oil Spiced Apple

Ultimate DHA™ Eye Formula

Ultimate Omega™ CoQ10

### Nordic Naturals and Earth Day

A leader in responsible fishing  
educate your clientele on the need for sustainable fishing

### The latest award:

**Nordic Naturals Named Top-Rated Supplement Brand in ConsumerLab.com Survey of Vitamin/Supplement Users!**

Talk with your BMC sales rep about Nordic's innovative Coop deals and generous demo program. Partner with Nordic and own your neighborhood Omega-3 sales

Not represented by BMC in NJ, SC and parts of PA

**NEWTON**  
**homeopathics**

*Always safe, always effective.*

### Promote Homeopathy this Spring

• **Accident-Rescue** is a must for every household's first aid kit.

• Pain, itching, and swelling from bites and stings from bees, wasps, spiders, ants, bugs, mosquitoes, horseflies, and fleas are eased by the use of **Bug Bites**.

• **Bangs & Scrapes for Kids** relieves symptoms of shock and pain with injuries, cuts, and bruises as well as reducing the tension and swelling.

### April Monthly Promotion

**20% DISCOUNT**

Qty 6+ per SKU

N034 Accident-Rescue

N019 Aches and Pains

N060 Amalga Detox

N032 Stage Fright – Fear

N212 Prime + Spray

P012 Flea and Bug Bites, Pet

F 034 Bangs and Scrapes, Kid

**Newton Product catalogues are the best way for you to successfully present homeopathy to your clientele.**

**Free books that support wholistic health care.**

Not represented by BMC in NC, SC, WV







UMAC-CORE™  
MARINE PHYTOPLANKTON

### Marine Phytoplankton

*This next century's nutrition, brought to you by UMAC-Core™*

Learn more about how this whole food brings optimal cellular nutrition.

Planning a big outdoor event this summer? Let's see if we cannot partner UMAC-Core and your store to bring new excitement to your green foods sales.

Busiest booth at the Expo West trade show? Absolutely UMAC-Core™. Ask your BMC rep why this product is gaining tremendous momentum.

#### Celebrate Earth Day with UMAC-Core™

Marine Phytoplankton found in UMAC-Core™ is solely found in the ocean.

UMAC-core's Sea Farm provides the newest "super food" to mankind while protecting the environment. Manufacture actually sends more phytoplankton back into the ocean after the sea blooms have been harvested. According to NASA, phytoplankton are responsible for approximately 50% of the carbon consumption and up to 90% of the oxygen production in the Earth's atmosphere. Pure oxygen is our facilities by-product! UMAC affiliates with other environmentally and health conscious groups such as Co-Op America, Citizens for Health, Integrative Health network, and The Marine Life Sciences Assistantship with the University of Utah Department of Health.



### Accentuate the Silver lining of Spring

Silver hydrosol, the purest form of a silver colloid, plays an elemental role in Springtime health care. Inform your customers of the utility of Sovereign Silver for their Springtime health needs.

#### New opportunities:

- daily immune support
- the nasal vertical spray-top for allergy support
- the fine-mist spray for a multitude of uses
- silver is the ideal travel "first aid" choice
- silver provides effective support for bug bites
- silver for the feet and toes for protection and health this sandal season
- 4 oz and 8 oz sizes as you make your clientele confident in silver's versatility

For purity, safety, consistency, effectiveness, science and support  
**Chose one silver for your store—  
Sovereign Silver**

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



## Essential Formulas

### Spring Cleanse? Add Probiotics 12 PLUS

No seasonal cleanse will ever be complete unless you reintroduce beneficial bacteria into the GI tract as part of the protocol.

**Internally**, Dr. Ohhira's Probiotics 12 Plus is the perfect, plant-based addition to any cleansing protocol: before, during and after.

**Externally**, complement the cleanse with daily skin brushing and use of the Probiotic Kampuku Soap — because this is the perfect time to improve the skin mantle with an active probiotics soap. Teach your community the natural approach to total cleansing this Spring.

Dr. Ohhira's Proprietary formula is plant-based, a fermented culture medium of fruits, vegetables, mushrooms, and seaweeds containing probiotics, bacteriocins and trace amounts of vitamins, minerals and amino acids providing twelve strong strains developed in a 3-year natural fermentation process

**New Literature** Beautiful new literature on these products to complement the new packaging.

**Probiotics 12 Plus**—Original formula: improve your internal environment  
**Essential Living Oils™**—a vegan source of GLA in the correct 3-6-9 matrix  
**Probiotic Kampuku Soap**—a vegetarian soap with probiotics for your skin



## Ancient Sun®

Ancient Sun Nutrition, Inc.  
Innovative Whole Food Nutrition Solutions

**Get excited.  
Blue Manna™ is back  
Shipping this month**

Blue Manna™ is a proprietary extract of blue-green algae containing significant concentrations of Phycocyanin and PEA (Phenylethylamine).

Phycocyanin contains bioactive components that promote healthy joints and tissues with potent antioxidant properties.

PEA (phenylethylamine)—an endogenous brain compound found naturally in only two foods: chocolate and AFA algae. PEA enhances concentration, attention, and creates a feeling of joy or well-being.

**Every store should have Crystal Manna™ and Blue Manna™ and Wild Bars™**

Extension of the Expo West trade show deals: through April 15

One more great opportunity to save or introduce this superlative line

**10% OFF minimum \$300**  
**15% OFF minimum \$1000**  
**20% OFF minimum \$2000**

Can not combine with any other discounts  
Direct orders only. Must mention when placing order! Good through April 15th, 2008



## SURYA Brasil

### New Organic Moisturizing Hand Sanitizer



With Jua and Acai from the Amazon rainforest. Jua is from Brazil's savannah and Acai from the floodplains and swamps

- Kills 99.9% germs
- Ecocert® Organic-certified



- Convenient 2.2 and 6.76 fl oz sizes

### Surya Color Fixation line

- Excellent for hair care in these outdoor months
  - The Buriti palm fruit is an excellent natural sunscreen. Buriti is from Brazil's tropical wetlands
  - Color Fixation shampoo and conditioner protect and keep the colors of the Surya hennas and semi-permanent hair colorings in longer. They also work with any system to keep colors stronger longer

## BASS®

Brushes  
Finest Quality Hair, Body and  
Skincare Accessories

### Go for it Go Big Time This Spring

Don't ignore your consumers' hair any longer

Shampoo and conditioner are only half the equation

Explore the option of a Bass Brush fully-stocked hair care center

This big investment will make your store look better, and will create a whole new department in your store: very profitable with a small floor footprint.

Check the beautiful options and learn about the programs Hair Doc offers from your BMC sales rep. Go to ([www.thehairdoccompany.com/products/retailcenter](http://www.thehairdoccompany.com/products/retailcenter)) and look at the "P10 Bass Brush Hair Doc Retail Center". Consider making the investment now—for strong, long-term future sales

**The Hair Doc Company since 1979**

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

**April Line Drive 15% Pure Herbs and Herbal Formulations\***

Total bottle purchase

Buy 15> receive 7% off Formulations  
3% off Pure Herbs

Buy 25> receive 15% off Formulations  
5% off Pure Herbs

Buy 50> receive 25% off Formulations  
10% off Pure Herbs

Buy more, save more

\*Discounts do not apply to Soliga Forest Honey,  
Chyavanprash Jam or Koflet Lozenges

**Back in Stock and in Demand  
Soliga Forest Honey**

Himalaya USA pays 25% above fair market value every drop of honey the Soliga tribes manufacture for sale to support these indigenous people (1000 families) who were relocated to the pristine tropical evergreen rainforests of South India where they now live. Now USDA certified organic

**Great promotion for Earth Day!!  
Himalaya gives back**

globally: [www.himalayausa.com/givingback/globally.htm](http://www.himalayausa.com/givingback/globally.htm)

in the USA [www.himalayausa.com/givingback/index.htm](http://www.himalayausa.com/givingback/index.htm)

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Capitalize on greens this Spring  
Healthy & Slim Daily  
Greens Formula™**

Compare ingredients and price and you will agree, Daily Greens is the product that you should be endcapping.

- 12 green vegetables and 9 exotic foods in an aloe vera matrix.
  - concentrated greens
  - highly-alkalinizing formula
- vegetables in a 3:1 ratio of Calcium to Phosphorus, important to utilize calcium and alkalinity.
  - 4 grams of fiber per 2 tablespoons
  - highest greens per Tbs. on the market
    - No fillers, gluten free
    - 4-5 servings of vegetables
  - certified organic barley grass, kamut grass, wheat grass juice and oat grass juice because, to every healer, these are exceptional sources of enzymes, nutrients and chlorophyll

*"the best-tasting complete greens product on the market"* —Michael Hennessey

Not represented by BMC in SC

**HAMPSTEAD TEA  
LONDON**

**Earth Day Celebration  
15% OFF April line  
drive**

**Promote Green Tea this  
EarthDay**

Promote Black, White and Oolong teas this month

**Certified Organic**

**Certified Fair Trade**

**Certified Biodynamically grown  
a single estate tea for 25 years**

**Promote herbal tea  
infusions this month**

*organic, fair trade,  
biodynamically grown:*

chamomile, ginger, peppermint,  
fennel, valerian and rosehip  
hibiscus

**Tea—the healthier choice**



LIFE SOURCE  
BASICS

**Allergy Season Ahead**

how many options are you prepared to offer your customers?

how well do you understand the choices and their applications?

- Life Source Basics activates immune cells to more quickly identify and fight foreign challenges.
- Clinically proven to promote a strong, healthy immune system response.
- Backed by research at leading universities and medical centers
- Proven pure safe and effective

**WGP Beta Glucans—For Spring Happiness**

**WGP 3-6**—a patented ingredient containing beta 1,3/1,6 glucan, a complex carbohydrate purified from Baker's yeast—recognized since the 1960s as an immune enhancer.

**MushroomScience®**

**Another First from  
Mushroom Science™  
Coming Soon!!**

*a mushroom more exotic than  
Cordyceps  
and equally beneficial!!*

Only from Mushroom Science, the industry leader in quality and science

**Medicinal Mushrooms** continue to offer whole food, natural benefits for human health and nutrition.

Mushroom Science brings you the exotic and rare mushroom, Wu Ling in their newest product,  
**Miracle Zzz™**

**Take these gifts from nature and learn to use them.**

Wu Ling

- traditional Chinese remedy for kidney deficiency
- relief for the bad cycle of stress and difficulties with sleep
- help people start sleeping again

**ask your BMC rep about the amazing story of the Wu Ling mushroom**

**PERFECT®  
ORGANICS**

**As seen in Newsweek**

*Organic bodycare goes  
mainstream*

*Are you leading or following??*

**April Promotion  
Coming soon**

The most anticipated bodycare products of the year.

In April, Perfect Organics will be presenting their

Organic Baby care line  
**Hippo & Turtle**

Gentle. Nourishing. Sustainable.

Organic, vegan body care for babies and kids of all ages.

Free of parabens, sodium lauryl sulfates, and synthetic fragrance.



## The Business of Homeopathy

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market today are governed by the laws of classical homeopathy, that depend heavily upon the early works of homeopathy's founder, Hahnemann.

I find the Newton formulas to be faster acting and more successful more often than all the foundational formulas, especially since Newton builds their formulas with a concern and recognition of the important roles of the liver and organs in the healing process. Newton Homeopathics has enough unique formulas that they should be in every single health food store. Newton formulas are modern remedies for modern maladies, and they are actually easier to explain than the standard formulas. Also, Newton is independently owned. There has been a tremendous consolidation of homeopathic manufacturers recently. Boiron bought

several American and European companies, and the acquisitions have actually led to a reduction of available remedies. Supporting Newton is supporting diversity in the marketplace, and a method of manufacture that is greener than the big players—although all homeopathy is green medicine.

So whether you want to highlight World Homeopathy or Sports homeopathy or national homeopathy conferences or Earth Day and homeopathy, this April 2008 can easily be made into your month to bring homeopathy to the forefront in your store. Even an annual event.

You sell it, you have heard the stories of success, and the miracles. Take a moment now to use facts to make homeopathy shine in your store. Here is an easy promotion. Go to [www.homeopathyworkedforme.org](http://www.homeopathyworkedforme.org) and print out their one-page petition designed for people to document situations where homeopathy worked in their lives. Leave

## TIP OF THE MONTH

The economy is certainly uncertain. Use this Spring Cleaning season to get rid of old and slow-selling products. It will be better to discount and move out, than to be sitting on product if the year's business gets tighter. Most healthfood stores are doing very well this March, but this is the time to offer sales to the budget-conscious anyway. Lighten your shelves and bring in new, exciting BMC products!!

copies of these petitions with a sign at an endcap of Newton products, and have your customers take the initiative and fill them out. Offer to submit any signed petitions for them, and use this opportunity to learn from your community about how homeopathy works for them. The stories will convince you that homeopathy is more powerful than you ever thought. And then you can start your own strategy to make homeopathy a bigger part of your store's profile.

I am ready to talk to you about expanding your Newton section today. Happy selling in the 21st Century!

[www.worldhomeopathy.org](http://www.worldhomeopathy.org)  
[nationalcenterforhomeopathy.org](http://nationalcenterforhomeopathy.org)  
[www.homeopathyworkedforme.org](http://www.homeopathyworkedforme.org) ☺

### The following was derived from an article in the January/February 2007 issue of *Homeopathy Today*.

In a recent survey conducted by the American Medical College of Homeopathy, some interesting statistics were found about American homeopaths:

- The average age was 49. 76% were female, and 64% were married.
- 54% were not in a health related profession before becoming homeopaths.
- 34% had a bachelor's degree, 19% had a masters, and 28% had a doctorate.

*Homeopathy Today* is a magazine available for free 6-times a year for members of the National Center for Homeopathy.

Nutrex  
Hawaii



### New Nutrex Hawaii M.D. Formulas™ Made with Aloha!

*"Our New Line of Supplements are fresh, smart, Doctor Formulated."*

—Robert Corish M.D.

Astaxanthin in doctor-formulated, clinically-tested nutritional complexes  
Vegetarian alternatives for important health issues

**JointAstin™**  
**CardioAstin™**  
**DermaAstin™**

BioAstin Supreme™ powerful  
"Super Carotenoid Complex" in a  
6 mg vegetarian softgel.

Ask your BMC rep about how to get these exciting new products....

### **Spirulina Stock up Sale**

The world's most complete and powerful  
"Superfood," **Hawaiian Spirulina**

**15% OFF** through distributors  
100 tab, 200 tab and 400 tab

JUVO™

*Introduce Whole-food Enzyme Nutrition to your customers this Spring with Juvo and gain a new green foods customer for life as people who try Juvo, love Juvo.*

**Whole Food:** JUVO contains 60 healthful ingredients including whole grains, vegetables, sea vegetables and fruits. Complete nutrition: high in phytonutrients, dietary fibers, antioxidants, and enzymes.

**Natural and Organic:** USDA Organic and kosher ingredients. NON-GMO and vegan

**Raw, Alive Nutrients:** JUVO uses freeze-Drying technology to preserve nutritive properties, flavor and color. Alive with Organic nutrition.

Rice, brown rice, millet, Job's tears, soy bean, black bean, black rice, red bean, parsley, beet, kale, carrot, tomato, camu camu, acerola extract, sprouted alfalfa, pumpkin, radish, radish leaf, concord grape, pomegranate, burdock, lotus root, pumpkin, radish, wild blueberry, wild lingonberry, black currant, aronia fruit, sour cherry, wild cranberry, wild elderberry, red raspberry, black raspberry, codonopsis root, ashitaba, cabbage, mugwort, nori seaweed, brown seaweed, Sea tangle seaweed, shitake-agaricus- mushrooms, spirulina, chlorella, Jerusalem artichoke extract, soybean protein, brown rice protein, hibiscus extract, Solomon extract, Momordicae Grosvenori Extract.

Not represented by BMC in Eastern PA, NJ

LBAS®

### **Olbas is Springtime Relief**

Olbas inhalers are the natural antidote to a finicky nose

Your regulars demand it and new customers need to be introduced to the natural relief of Olbas.

- Original Swiss Essential Oil Formula
- Makes Nasal Passages Feel Cleaner
- Lessens Effects of Low Humidity
- Penetrating Vapors With Rapid Action
- And for sports enthusiasts, the Olbas POWERInhaler

**Power to Breathe™—  
Naturally**





## Weightloss Goes Natural

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foundational benefit for reaching positive weight management than pure fish oil Omega 3s. Best choices: Ultimate Omega™, Ultimate™ Omega-D (caps) or Omega-3D (liquid), or any flavor Arctic™ Cod Liver.

### Bluebonnet Optimum Enzymes:

OK, you could substitute other multi-task enzymes here, but for the price, and quality manufacture—National Enzyme Company is the oldest manufacturer in the US—there are not many equals. Add to the fact that this product is in a glass bottle, in Vcaps and is sold only in health food stores, and this is a must-part of any dieting protocol. 2-3 a day with the largest meals.

### Himalaya USA LiverCare:

Anne Louise Gittleman is certainly correct when she points to liver support and organic foods as the way to take the burden off the liver. This product is backed by 182 published clinical studies and is hepato-protective and hepato-nourishing.

### Essential Formulas Probiotics 12

**PLUS:** you have to improve your internal environment to have any significant long-range benefits for the digestive system, and no product does this better.

### Himalaya USA LeanCare:

with guggul, garcinia, ginger, gymnema, triphala and 4 published clinicals, this product effectively addresses lipid metabolism, digestion and sugar cravings. Let qualified herbs work for you.

### Herb Pharm Green tea Glycerite:

adding this Organic, delicious and properly manufactured liquid extract to the daily diet adds thermogenic support and antioxidant protection.

**Aloe Life whole leaf aloe concentrates:** essential for digestion.

Bluebonnet Tonalin® CLA: we are learning more and more about the importance of certain fat compounds in the body for re-aligning the system.

**Bluebonnet Trimology® LFO:** this product is the first of the Bluebonnet Trimology line. Dubbed the *Science of Slimming®*, this program is designed on the premise good science. It can be pointed out that Bluebonnet has always shied away from trendy weightloss fads, because the science was not compelling enough. With this product, we have something that progressive nutritionists are getting excited about.

In the second part of this article, I will add other beneficial products that could be part of positive problem-solving protocol for safe, sound weight loss. Several things first: (1) beware of someone who has a clean, neat program. Most companies are not experts in every level of manufacture. Bluebonnet does some things well and Nordic or Herb Pharm others. No one can give you the certainty of quality and consistency with Ayurvedic herbs that Himalaya USA provides, and no one makes a better aloe vera product in the world than Aloe Life. It is true that it is better to recommend products that are specialized; (2) the probiotics and omega-3s are essential—this is irrefutable; (3) every strategy must consider many levels of effect, depending upon the person. Water-weight is the easy first, brown fat and adipose fat (belly fat) are the more difficult culprits. Next, rebalancing the digestive system is essential (raw foods or a Juvo meal replacement) and probiotics, and then finally, a long-term sensible weight management strategy. These concepts will take time and educational energy, but it means that you are



explaining the wholistic appraisal and solution and the trust you gain will make it worth the effort and the sale.

First, Trimology.

The most detrimental factor in those symptoms that define the new malady coined Syndrome X, is belly fat. Expanded bellies have changed the American silhouette, displaying a hefty bulge in the midsection. The urgency is that this fat that surrounds our organs, is actually causing health damage.

continued on page 8

## "WE ARE HEALTH FOOD PEOPLE"

Laura Pestel, BMC General Manager



Hello my fellow Blue Moose devotees, health food fans, and seekers of premium quality nutritional products! It has been nearly 1 year since I began my journey with Michael Hennessey and the Blue Moose Consulting company! Time sure does fly by! There has been much for me to learn in a short amount of time and I have enjoyed learning from a different side of our natural foods business.

My experience in the past has been in natural food retail management. Now I am quickly becoming versed in the lingo and doings of the manufacturers and brokerage side of the industry. Many challenges have occurred along the way, but the learning is enjoyable and the people are wonderful. This is a still a great industry to be involved within, even though there have been radical

changes since I began in 1982.

I'd like to let you know some of what my responsibilities are for Blue Moose Consulting so that you will feel free to contact me if I can be of service to you in the future. I am by the phone or computer the majority of the time, along with my cat, Lucy, and dog, Penny, between the hours of 9:00 am and 5:30 pm Monday through Friday. (In case you hear a dog bark!) Anytime you need assistance with one of our vendors, you can reach me. I am in communication with our manufacturers on a regular basis and I'm also in contact with your sales rep nearly every day. Please call me with your concerns or needs! Also, I can help you coordinate demos, trainings, events, and/or co-op advertising for your store. These are the many ways in which you can utilize my help to further your store's growth and success! It is my pleasure to extend the helping hand of Blue Moose Consulting. I look forward to hearing from you soon!

In health and wellness, Laura Pestel

## ENDCAP IDEAS

### Earth Day is April 22, 2008

Share your love of the earth, and those companies that honor and respect the earth in their business. Every product on your display will have a story that you should be proud to share. Some great ideas for this 38th annual:

- \* **Bluebonnet** Green Utopia and Super Earth multiples
- \* **Nordic Naturals** all best-sellers and Nordics' Environmental and Over-fishing educational brochures
- \* **Hampstead Tea** biodynamically grown teas and Demeter certification brochures ([www.demeter-usa.org](http://www.demeter-usa.org))
- \* **Himalaya USA** Soliga Tribe USDA-certified honey
- \* **Perfect Organics** 3-in-1 Organic Bodywashes with the Phillipe Cousteau recommendations for their decision to provide water-free bodycare products
- \* **Surya Brasil** Amazonia Preciosa shampoos Mateiro School Project which teaches indigenous people to work the rainforest as a method of retaining this vital resource while preserving their dignity and way of life.
- \* **UMAC-Core**—a poster on how the Sea Farm actually creates more raw material than they harvest, making the area around the facility a place of greater abundance of healthy marine phytoplankton. Making the world better!!

[www.earthday.net](http://www.earthday.net)  
[www2.earthdaynet/~earthday](http://www2.earthdaynet/~earthday)



## Blue Moose Consulting

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### GOT EMAIL?

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

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

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

## Weightloss Goes Natural

*continued from page 7*

It is fat that interferes with other signaling channels in the body and disrupts healthful hormone activity. There seems to be a cause-and-effect between any excess of adipose tissue and the probability of the onset of Type-II Diabetes. The premise of most weight loss programs in the future will be: drop the weight around the waist and the other fat will follow more quickly.

Therefore, Bluebonnet's Trimology Licorice Flavonoid Oil may just become one of the most significant nutrients for weight loss ever. The human and animal studies were very clear. This product brings about a loss of belly fat. Licorice Flavonoid Oil has surpassed the NDI requirements for safety and now is on the US market for 3.5 months. That is approximately the time to see noticeable results, so we should just be seeing the initial results from the early users. Kaneka (and Carl Germano) do not easily get excited about products so I am sure that this product will produce as billed. Remember that fucoThin has been on the market for nearly two years and it is just becoming understood.

Next month's article will explore the intriguing potential that Trimology LFO offers in the dieting equation. For now, let's just say that this product portends to be able to do what no other product on the market can scientifically attempt to do. By using the science of Nutrigenomics, Kaneka has been able to isolate certain compounds that increase the probability that belly fat will be targeted and decreased. Phenomenal. If the clinicals match the populace, then this product is the absolute essential for most dieters to begin a safe and effective long-range weight loss program.

Let's pick up this topic here next month. Until then, eat well, exercise moderately, strengthen that liver and eat organic as often as possible! 🍌

## 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  
fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

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

#### AromaLand, Inc.

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

#### The Hair Doc Company

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

#### Hampstead Tea

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

#### Herb Pharm

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Life Source Basics

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

#### Olbas/Penn Herb Co., Ltd.

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

#### Well-in-Hand:

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

#### Nordic Naturals: Pure and Great Tasting Omega Oils

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

#### Erom, Inc./Juvo

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

#### Ancient Sun Nutrition, Inc.

www.ancientsunnutrition.com  
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