

Talking Business: Deciphering the Election

Hopefully, a collective exhale will regenerate the economy. The election is over and I am sure, no matter which side of the battle you stood on, that everyone is happy that the ads and the campaigning have ended. The country was stressed on many levels with this election, and now we move on and wait to see what happens. To this readership, the one unifying factor is our concern for the natural foods industry. So, let's review the positives and the negatives of the future legislature, and see what groundswell we can expect in regards to our industry.

President Barack Obama will lead a Democratically-dominated Congress for at least two years and the next election. Let's just focus on the natural foods industry and see how this moment in time should help us!

Oversight: the Positive and the Negative

So, to both my libertarian and socialist friends in the industry, we will have to weigh the potential options and see how we can influence the world around us. Positives on oversight: well, we can anticipate that there will be more oversight from government than the direction the Bush years were taking

us. Now certainly industry does not like government oversight generally speaking, but there are places where this will probably be good (it is not all about industry after all!). First, we may see a return to a diligence for enforcing the Clean Air and Clean Water standards. Who would argue that this would not be positive? Also, we can expect that government will assist the consumer in making sure that dangerous products do not reach our food supply from other countries: all good.

Next, let's look at the issue of national health care. Surely, every one of us should be able to make some slight positive influence when this subject reaches the Legislature and the national media. Should we sit back and wait for the battle to come to us and the terms of the discussion to be defined by others, or will we be proactive and see this as an issue that could benefit us? National health care should involve the issues of organic farming, environmental concerns and preventative health care. Are we going to allow these issues to become the domain of the T. Boone Pickens and the Ted Kennedys, or will we strive to make these issues of the natural foods industry?

Everyone says they do not want more Government until there is a pothole in their neighborhood or an unexpected calamity strikes their region. In reality, the problem is not Big government, but Bad Government. Government—no matter the size—should be made to efficiently serve all the people!

So, where will people turn to hear clear points on issues that matter? Certainly not the media!! It is our duty to be the community resource and to be the focal point of political issues that are real and pertinent to everyone: healthy people and a healthy environment

Issues: well there is now a rise of a virulent, antibiotic resistant Tuberculosis that makes the bird-flu scare look like a finger-cut. Our hospitals are infected with staph and other dangerous superbugs, health care costs are insane and the television airwaves are saturated with drugs for everyone to take—bad drugs at a human healthcare cost. Air, water and soil are being made toxic. So, now is the time to address the issues that matter to you. New staffers and new legislatures are a blank page; and they will be influenced by those who interact with them. Hold a community forum in your neighborhood on these issues and get a consensus of those

continued on page 2

Talking Health: A Few for the Flu

Funny how the world is so uneducated about the flu, like a student that reads the same verse over and over again and never quite gets the meaning. Media folly reported on December 19th that one hospital reported the first case of Influenza virus to the listening public when we in the natural foods stores all knew that the flu was swirling very actively through every mid-Atlantic state for over a month!!

In addition to closely monitoring stores' business health in the precarious economic times, I have also been discussing community health with store personnel as I roam the countryside. The facts are there: the Flu hit late in January 2008, and went late into the 2008 Spring season. The flu stayed stubbornly entrenched in many regional locales with sporadic outbreaks all through the summer. It was evident that this year's Flu season would start early and be a hard hit.

For the retail mind, this is a change from the last three winters where the flu was relatively mild. The buying pattern has been to keep stocks low and provide an endcap of

products, at best. This year may just be a different experience.

Foremost in dealing with the issue of the viral season of flu is a focus on prevention. If your area is so fortunate as to have been relatively unaffected, now is the time to implement the first phase of flu season activity: preventative health care. In this regard, there are three excellent areas to promote: herbal medicine; beta glucan, probiotic and polysaccharide supplementation, and the medicinal mushrooms.

Astragalus is the premiere herb to recommend for immune system support. The research is strong and international, although the rich history of use in Traditional Chinese medicine (TCM), should be sufficient for us to realize that this herb should be recommended with daily regularity to anyone who needs immune strengthening before illness arrives. **Herb Pharm's** astragalus is probably the highest-quality product on the market in America today. If you believe in the importance of astragalus, create an

Herb Pharm six-pak by the register, situate a 4 oz. bottle nearby, and use this occasion to explain the benefits of astragalus. A new study from the UCLA HIV Institute points to new benefits of astragalus supplementation for long-term cellular health. Compound this with the history of use of astragalus for cancer prevention and post-cancer therapy and this should be a premier herb in every store. **Bluebonnet Nutrition's** new Astragalus standardized extract Vcaps are exceptionally priced and also standardize the product for its polysaccharide activity, showing once again that Bluebonnet's R & D team is active and progressive in providing a new wave of optimal herbal products.

Underrated in the U.S. market still, though internationally successful under its pharmaceutical name Septilin®, **Himalaya USA's ImmunoCar®** is an excellent broad-spectrum immuno-supportive herbal compound. This product, the result of a decade's clinical development with 110 clinical studies on its use, is beneficial for so

continued on page 6

Deciphering the Election

continued from page 1

points that your clientele want to speak about with their elected officials. Become a smart spokesperson and leader for change.

Oversight can certainly become a negative to our supplements industry, and there is no doubt about that. Not that we reject oversight, as—the facts prove—we are both regulated and responsible. The trustworthy players that you count on in our industry certainly comply with and supersede the regulations that our industry and the FDA have established.

But, to be fair, the tendencies of the Republican Party certainly have favored our industry as a rule more than those of the Democratic Party. Traditionally, Republicans have said that market factors would determine product success, while Democrats have always contended that there will always be nefarious players and that the public must be protected. I would think that there is truth in both perspectives. The problem is more in the process of legislation, which is not pretty and is often unfair and ridiculous.

Enter Democratic power-players Dick Durbin (D-IL), Henry Waxman (D-CA.), Susan Davis (D-CA), John Dingell (D-MI) and friends. Even Hillary Clinton (D-NY) seems to lean away from supporting the good that the natural foods industry does. I truly believe that these stances are all taken because of a failure to grasp the issues correctly. And a failure of our industry to place itself in the correct light, to be understood for the good that we do. It is now our obligation to set the facts straight!

With this election, we have another opportunity. Now is the time to chart a new course. Now is the time for us to speak every day to the good that we do through our industry to: keep people well, lead the charge for the need for preventative health care, and speak clearly and consistently of the realities that natural foods and supplementation actually save the health care system billions of dollars by keeping Americans healthy.

This is the message that we must begin to say in our aisles, in Op-Ed pieces and in the public square. Oversight is necessary, we will always agree—but more important are the health benefits our industry has created—a means for low-cost, safe and effective personal strategies for natural health care that leads to a healthier populace.

If we can market these truths clearly and loudly, we will have no fear of either democrat or republican interference.

I will take exception with the common dialectic that posits all the blame on intrusive Democratic oversight. Indeed, it is the intent of Democrats to protect the people: that is a positive that we have to build upon. If we show that nutraceuticals match other healthy food ingredients, and that studies have shown that calcium, folic acid, and Omega-3s (amongst others) are safe, keep people healthy and save the tax-payers billions in yearly health care savings—then we shall find the Democrats much more malleable. We need to take a new course....

We do have a problem with some legislators though. Senator Durbin really is staunch in his misinformed views, and he was Senator Obama's Congressional partner and a man who gave great support to Obama in getting elected. Favors are probably owed. So first, contact all relatives in Illinois and get them to write letters supporting DSHEA and use the power of their vote to alert Durbin to the fact that he is speaking against the will of the people on this issue.

Also, thank Senators Hatch (R-UT) and Harkin (D-IO) for the work that they do. And keep informed on the careers of Representatives Frank Pallone (D-NJ), and Edolphus Townes (D-NY), who are emerging industry champions. We need more elected officials to be spokespeople for our industry and you can be instrumental in making that happen!

It is not clear why some of these Congress people are so obstinate in their disdain for self-care and nutritional healthcare: their arguments are ridiculous. It is not clear that they are in the pocket of the pharmaceutical industry, and it seems that they are actually just misinformed on the issues. They certainly have not yet been forced to answer the argument that our industry saves the American people money.

(Remember that it is very true that the pharmaceutical industry is highly leveraged in the raw material manufacture of many of the items that are found in today's natural nutritional supplements. Many of these same manufacturers are also now making products that compete in the mass-marketplace, as they diversify their manufacturing portfolios. I therefore ask why the pharmaceutical industry would want to shoot itself in the foot in this billion dollar industry, just to silence our natural health goals. They have already appropriated a strong portion of our industry, so the pharmaceuticals may not actually be the enemy who is attempting to crush what we do!)

Reality says that any negative regression in the livelihood that we engage in will come more from an uncontrolled Congress than from any conspiratorially mandated international Codex requirements! We have enough to do to protect ourselves in this changing political climate without creating imaginary enemies who have no real influence: this just dilutes our efforts that need to be efficient, effective and streamlined.

Most importantly, influence your own elected officials. Congratulate them on their election and tell them that access to dietary supplements is important to you. This may be the most important political action you can take. If you feel inclined, write about this issue in your local paper, and certainly speak to all your customers about this issue, letting them know that a new elected consortium

Incite the young and computer literate in your community to start a YouTube campaign collecting stories of how supplements have worked and worked well for many health issues, safely and naturally. Modern guerrilla advertising!

must be informed of the intentions of each voter who shops in your store. Make the points and show the power early!

It is always smart to be on-point with your talking points, which is why it is prudent to be a member of the **Natural Products Association**. On their website, there are facts and directions on how to write a directed letter to your elected official. Direct personally-written letters are great; faxes from customers also work, as do emails. Get those seriously concerned customers organized to go for a visit to both state and national elected officials' field offices: then introduce yourself, your concerns and to start a non-confrontational and clearly educational dialogue on these issues of your expertise.

The current interpretation of possible legislative pathways reads like this: (1) President Obama will have too much on his hands to try to do anything in the first year of his administration to interfere with our good industry; (2) there is a fear that DSHEA will be challenged sometime in the second year, when it is believed that there will be momentum to implement some form of national health care under the auspices of Senator Kennedy. If these tea leaves are correct, then we have a short period of time to speak and create a call-to-action. The message should be that Natural Foods lead to proactive health and illness prevention, which are critical for the health of our nation. Health foods stores are patriotic and practical!!

Go to www.naturalproductsassoc.org and join this advocacy organization. Click on the "Tell Congress" box and find out how to take action!!

We need to start a dialogue and be persistent with our elected officials, following the talking points offered by NPA, where we state that (1) we are a regulated industry, and the FDA has sufficient authority to monitor our industry; and (2) that we provide tremendous good, which saves the taxpayer money that would be needed to heal the ill if we were not providing this social service. Introduce yourself, stay in touch and make it clear that this is an issue that is paramount in your mind, and with the people who shop in your stores. All politics are truly local, and you need to show your legislators that this is an issue that will win them votes, a pocketbook issue that they should make a stand on. If we can create a critical mass of voters that the legislators can see, then they will not bend to the influence that senior Congresspeople may seek to impose later.

It is a new day, and your legislators need to know that in this new day, access to affordable and safe health alternatives is a patriotic issue that they need to take a consumer-friendly stand on.

If we do not act, we leave issues that affect us in the hands of others and that could be detrimental to our livelihood. Democracy means active dialogue and influence, every day! 🇺🇸





December Monthly Promotions

Passion Flower
Valerian Liquid Extract & Glycerite
California Poppy

20% OFF with a minimum order of 3 each

New items are best-sellers:

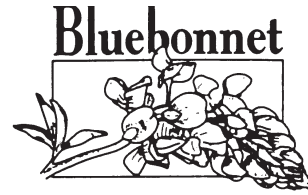
St John's Wort Glycerite
Nettle Glycerite
Digestive Bitters Compound
1 oz and 4 oz bottles.

Glycerites are alcohol-free and extracted using pharmaceutical-grade, coconut-derived glycerin

Excellent holiday remedy six-pack:

Order the empty six-pak display and place by the counter, filled with 3 **Digestive Bitters Compound** and 3 **Neutralizing Compound**

Not represented by BMC in NJ



Coming in December

Flavored Whey Protein Isolates

100% all natural whey protein isolate powders
4 delicious flavors

Vanilla, Chocolate, Strawberry, Mixed Berry

1.1 lb and 2.2 lb canisters
sweetened with stevia

rounding out the selection with our popular
Unsweetened Original

Have you compared prices and quality for the new Bluebonnet standardized herbals? Bluebonnet's herbal selection keeps growing better and better

EGCG Green Tea leaf 450 mg Vcaps

Turmeric Root 500 mg Vcaps

American Ginseng 500 mg Vcaps

Cherry Fruit extract Vcaps

Panax Ginseng 500 mg Vcaps

Pomegranate Whole Fruit extract Vcaps

Not represented by BMC in NJ, SC

NORDIC NATURALS



Pure and Great Tasting Omega Oils

Carry-on Cod for Holiday Travel

Introducing.....**Omega Cube, Arctic-D**

Five (5) glass bottles of pure and delicious Arctic Cod with D, lemon-flavored and packed for travel. 1/2 oz bottle equals three servings per bottle. 15 day supply. Airport-safe. You can take it with you....!! Place by your check-out counter: Item# RUS-58083
UPC:7 68990 58083 3



An Excellent opportunity for your business

Take advantage of the Nordic Naturals promo and coop advertising programs! Talk to your BMC rep about setting your store up with Line Drives, product-based promotions, or theme-based promotions for 2009. With all that is offered, you can have customized Nordic Natural sales going on in your store 8 out of 12 months next year! Discounts range from **15 - 20% OFF!** Nordic Naturals will also provide flyers to you so that you can alert and inform your customers. **The time to plan for 2009 is now**, so contact your rep or call 864-879-3465 and Laura will offer assistance!

Norwegian Fishing Practices A Model of Sustainability

The Norwegian government quota system represents the most comprehensive and stringent monitoring system for fishing in existence today. Fishing practices, equipment, and catch are rigorously inspected, and all infractions are heavily fined. Norwegian-born Joar Opheim, Nordic Naturals CEO, has long-term relationships with Nordic Naturals' fishermen and makes regular trips to the manufacturing facility in Norway to oversee sourcing and quality control.

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

NEWTON homeopathics

Nurturing Naturally Since 1987

December Promotions

20% DISCOUNT 6+ per SKU

N027 **Appetite Control**

N040 **Caffeine Addiction**

N005 **Flu**

N030 **Tobacco Addiction**

N220 **Joint Pain Relief, Spray**

Newton for Pets

PO21 **Diarrhea & Gas, Pet**

Nothing but Natural for Kids

F031 **Diarrhea, Kid**

SOHO Expo Deal:

Discounts for show orders will be available Dec. 6 -15 and will be **15% for stores attending and 10% for non-attendeess.**

Special note: Newton Labs close every year from December 24 through January 2. **Please place orders by December 22** to assure shipment before the holidays.

Not represented by BMC in NC, SC, WV





UMAC-CORE™
MARINE PHYTOPLANKTON

21st Century Green Nutrition

Micronutrients Cellular Health

Marine Phytoplankton contains high levels of antioxidants, and anti-inflammatory micronutrients that help fuel metabolism and detoxification. They can "stoke the fires of the mitochondria", where all cells make their energy. In the ocean, through photosynthesis, marine phytoplankton harness life-sustaining solar energy – and through *Marine Life Science's*

Alpha 3 CMP (Concentrated Marine Phytoplankton), these nutrients are finally available for human nutrition.

New research presents very compelling evidence that marine phytoplankton is highly beneficial for supporting cellular health and promoting energy and vitality.



Homeopathic silver for all-year-round First Aid.



- ◆ Stiffness and Pain from Minor Wounds
- ◆ Minor Burns
- ◆ Minor Cuts and Scrapes
- ◆ Blisters
- ◆ Skin Eruptions from Acne, Eczema or Infection
- ◆ Burning
- ◆ Itching
- ◆ Stinging
- ◆ Redness

**10 ppm Silver Hydrosol—
The Most Powerful Immune Support*
All Winter-long.**

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



Essential Formulas

The Best Gift is a Regenerated Digestive System

Highlight Dr. Ohhira's Probiotics 12 as the best choice for probiotic nutrition. Convince your community that colon health assists the body during the holidays and the Flu season. Daily probiotics for everyone!

"Probiotics are friendly bacteria that live in your intestinal tract. They actually make some of our vitamins, balance hormones, detoxify harmful substances, maintain healthy digestive pH, support regularity, and help us digest food. Probiotics crowd out pathogens and help to support the immune response when bad bacteria show up."

It is not about high numbers when considering credible probiotic supplements, it is about gut adherence. *Dr. Ohhira's Probiotics 12* fulfills the function because it is made differently than every other probiotic. That is why this clinically-validated product is the most complete and effective probiotic in the world. The best!

The Facts of Probiotic Health

Fact 1: A probiotic supplement is helpful only if the beneficial bacteria actually take root in the digestive tract and support the body's ability to develop its own unique strains of probiotics.

Ask for the new literature when you place your orders



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

Crystal Manna - Wild

• Certified organic/wild, harvested from Klamath Lake, Oregon...one the most pristine bodies of water found in North America. Other microalgae, spirulina and chlorella are cultivated in artificial environments and are rarely certified organic.

• Slowly and carefully fresh-dried at low temperatures, not freeze-dried or spray-dried (as are all of the other brands of blue green algae) in order to maintain and not compromise the cellular integrity. Algae, a single-cell organism, requires proper handling to preserve its nutritional profile.

• Contains a rich complement of vitamins, amino acids, proteins, minerals, rare trace elements, essential fatty acids, antioxidants, chlorophyll (the green pigment), and phycocyanins (the blue pigment)

• Promotes immuno-enhancement and support, improved circulation, and maintenance of healthy blood sugar levels.

**Ancient Sun:
the distinction is quality**
(vegetarian) capsules, tablets, flakes



SURYA
Brasil

December Promotion Color Fixation line 25% off direct only

Keep those holiday colors firm the entire holiday season

Encap these products to keep interest in hair colorings after the holiday set!!

Choose from: Restorative Shampoo, Restorative Conditioner, Leave-In Cream Conditioner, Split Ends Serum, and Restorative Mask

Surya Solidarity

Surya Brasil takes its mission to help transform not only the beauty industry, but also society as a whole, very seriously, by participating in projects that address social injustice and environmental and cultural concerns. Thus, the Surya Solidarity project was born from the desire of the company, its managers and employees, to contribute to people's beauty, health and happiness. The company has established partnerships with NGOs, cooperatives, companies and institutions, through courses administered by our technicians and other activities.

BASS®
Brushes

Finest Quality Hair, Body and Skincare Accessories

Bath & Body Stocking Stuffers

**Give the Best this Gift-Giving Season
Bass Brushes**

Fill a basket with a potpourri of bath and body tools and place it in the aisle or by the register with a sign reading, "Perfect Gifts for Her and Him." Provide the gift ideas and gain the sale!

Bass Brushes bath & body tools are clearly a step-above in quality to everything else in the market. Gifts should be from quality materials and sturdy, and should last a long time. For the best quality available, turn to **Bass Brushes....the finest quality Hair, Body & Skin Care products, since 1979.**

**100% natural plant fiber loofahs.
Body Scrubbers, sea sponges and facial sponges. Facial cleansing brushes and much more!**

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

"Better Bundle Up...with Himalaya Winter Defense"

featuring these items on sale: Chyavanprash Jam, RespiCare, ImmunoCare, Amla C, Holy Basil, Andrographis* CoughCare (Regular & Sugar Free) and Koflet Lozenges*.



All Pure Herbs and Herbal Formulations**)

- Buy 15 > **7% OFF** Formulations/**3% OFF** Pure Herbs
- Buy 25 > **15% OFF** Formulations/**5% OFF** Pure Herbs
- Buy 50 > **25% OFF** Formulations/**10% OFF** Pure Herbs
- Buy 100 > **30% OFF** Formulations/**17% OFF** Pure Herbs

ask BMC rep for deeper discounts

*Maximum 5% off Chyavanprash with Honey; Koflets are discounted like pure herbs.

**Discounts are product specific, no substitutes allowed.

Warm up the Holidays with a Honey Story

Each time you buy a bottle of Himalaya Soliga Forest honey, this is what happens: You help build a better life for the Soligas, an indigenous tribe living in the evergreen forests in south India, because Himalaya pays the Soliga Tribe 25% above fair market value for every drop they can provide. • 7x more antioxidants and 3x more bioflavonoids than wildflower honey. • USDA-certified Organic, not pasteurized or force filtered, Does not harm the ecosystem

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

December special -

Face & Body Lotion

4 oz. & 16oz.

12 mix and match = 15% OFF.

"Face and Body Lotion is formulated in a base of Whole Leaf Aloe Vera and contains herbal extracts, Lanolin, Avocado and Jojoba oils. The nourishing formula repairs damaged skin while supporting moisturization and protection naturally. Face & Body Lotion is free of water that may dilute the active ingredients.

The whole leaf Aloe Vera base carries the active ingredients deep into the tissues for renewal. Quality ingredients for the face, and reasonably priced to use for the entire body. Men and women love the healthy fragrance of 100% pure grapefruit extract. Paraben Free"

WELL-IN-HAND®

Monthly Promotion Velvet Vixen Bath **10% OFF**

Dec 1-Dec 30

Direct orders only

Crystal Comfort Sea Bath!
Let your bath help you get through the hustle and bustle of the season! Slip into warm, aromatic waters and inhale the pure essential oils.

Feel your skin soften as it soaks in the nourishing seaweed blend

Contains sea salt, baking soda, sea weed blend, and pure essential oils.

Net wt. 24 oz

Reg. wholesale \$6.00

Reg. retail \$9.99

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Clinically Proven Immune System Support

Wellmune WGP is clinically proven to enhance key immune responses, promoting health, wellness and vitality.

Benefits include:

- Safety
- Efficacy
- Credible Research
- Year-round support

December Promotion
6 each per SKU 10%
9 each per SKU 15%
12 each per SKU 20%



MushroomScience®

December Monthly Promotion 3 Great Mushrooms

Chaga Mushroom

Don't cut down a Christmas tree this year, instead give the mushroom from the Siberian birch, Chaga Mushroom. This mushroom grows on living trees, so it has a unique antioxidant profile and no trees are lost. Chaga has been used for immune health in Russia for centuries and may be the next great medicinal mushroom

Miracle Zzzzz

Sleep is often difficult in the rush and bustle of the holidays. **Wu Ling** mushroom is an excellent and effective sleep restorative as it aids sleep without creating grogginess while assisting the adrenal glands. The best choice for sleep missed from exhaustion

Cordyceps

Need energy for the Holidays? Cordyceps has been hailed by athletes for decades as a beneficial energizing food. The research was done on the Cs-4 strain that you can find in Mushroom Science products.

December Sale on all 3 Products
New item placement 15% OFF
Buy sale SKUs in 6 ea=20% OFF
Buy sale SKUs in 12 ea=25% OFF

PERFECT® ORGANICS

Perfect Organics
for the perfect gift

December Special

**15% OFF Bath Therapy
and Body Glow "sets"**

Mandarin Rose Coconut

Grapefruit Lavender Coconut

**Buy 6 of each
(total 24 products)
and receive the discount.**

Mandarin Rose Coconut
Bath Therapy

Grapefruit Lavender Coconut
Bath Therapy

Mandarin Rose Coconut Body Glow

Grapefruit Lavender Coconut
Body Glow



A Few for the Flu

continued from page 1

many uses in shoring up resistance to infection and re-infection that it is regularly used for issues like dental, eye and urinary tract infections as well as its standard use for respiratory support and general preventative healthcare. As Americans learn more about the benefits of guggul and amlaki for immune-support, this product will be understood as the daily, safe and effective herbal food tonifier that it is!

Herb Pharm's most popular immuno-supportive formula also combines astragalus with the known immuno-supportive herbs Reishi mushroom (hot water extract) and Echinacea. This product, **Immune Defense Tonic™** is perfect for upgrading the body's abilities to respond when challenges present themselves. It would be good to learn the benefits of the two lesser-known herbs in this formula, schisandra berry and prickly ash bark, as they are the favorites of smart herbalists in the American Eclectic traditional and TCM.

For the most natural preventative for those thinking they want to get the flu-shot, you should proudly promote **Newton Homeopathic's Flu**. Ask your BMC rep why this product is such a good choice for weekly use as a preventative.

While I am always promoting herbal foods daily, and these formulas—complemented with a rotating regimen of adaptogenic herbal tonics—are the perfect

IN THE NEWS

Himalaya Herbal Healthcare has entered into a partnership with Maryland-based **Trees for the Future** to plant 50,000 trees on behalf of Himalaya in their home country of India. This eco-friendly Himalaya initiative falls under the **Plant-a-Tree Partnership** program. Under this model, businesses commit to plant a certain number of trees for every product they sell.

Since 1989, Trees for the Future has been helping communities around the world plant trees. Through seed distribution, agro-forestry training, and other programs, they empower rural groups to restore tree cover to their lands. Planting trees protects the environment and helps preserve traditional livelihoods and cultures for generations.

Himalaya has committed to planting a mixture of tree species, including fruit trees, fodder trees and nitrogen-fixing trees. Neem trees will also be planted. Read Himalaya's company profile on the Trees for the Future website and learn more about this great, green Himalaya environmental initiative at www.plant-trees.org/partnerships/partner.htm#himalaya

way to use *natural* to harmonically balance the body with the seasons, the one product I always remember to take for its support for immune health is **Immune Health Basics** beta glucan product, **Wellmune WGP®**. The science of this product is overwhelmingly impressive, and the broad range of studies

HERBAL SUPPORT FOR RELAXATION & SLEEP

In case you were unable to attend Ed Smith's Tele-Training on Herbal Support for Relaxation & Sleep, you can now listen and follow along with this online presentation. Just log on at Herb Pharm's Online Herbal Education site to gain access to our library of available Tele-Trainings. If you have not signed up for Herb Pharm's Online Herbal Education, this would be a great time to take advantage of the educational opportunities Herb Pharm has to offer to our retailers and practitioners. Ask your BMC rep for details!

Herb Pharm monthly phone trainings with Julie Plunkett will resume in January 2009

and the overpoweringly successful results give me a confidence that this is the most dependable daily immuno-supportive ingredient available. While this product is well-known for cancer therapies, it excels in all situations of infection, cold and flu as well. Standard general dosages are 250 mg daily for adults though it is better to take a lower dosage (75 mg or 150 mg) for preventative health care if the price prohibits the optimal doses.

One smart way to strengthen lung and respiratory capacity in preparation for flu season is to add the medicinal mushrooms to the protocol. Mushrooms are a natural food that provides general immune support on

continued on page 7

Nutrex
Hawaii



December Promotion 2 SKUs 20% OFF direct orders

Nutrex focuses on ways to protect the superb antioxidant quality through all phases of production of their Hawaiian Spirulina. The patented 'Ocean Chill drying delivers twice the antioxidant quality of other spirulina products

Spirulina Pacifica Crystal Flakes 7 oz
The world's most concentrated source of whole food nutrition!
\$14.99 wholesale; \$24.99 retail

Crystal Flakes are Hawaiian Spirulina mixed with 5% soy lecithin.

Use as a condiment to sprinkle on foods.

BioAstin Natural Astaxanthin
60 ct
Nature's Anti-Inflammatory
\$12.49 wholesale; \$24.95 retail
The original "Super Carotenoid Complex" in a 4 mg gelcap

JUVO™

Mix up a healthy Drink
Green Tea Natural Whole JUVO
Enjoy green tea with all healthful foods including whole grains, fruits, vegetables, sea vegetables, and mushrooms.
It's favored by ladies.

Easy to make recipe:
Blend together JUVO, Green Tea Powder, Vanilla Powder, and Ice for a nutritious energy drink
Health and Nutrition Benefits:

- Weight management by reducing fat
- High in phytonutrients, dietary fiber, antioxidants and enzymes.
- Healthfully appease hunger pangs

- Cleanse the body of toxins and waste materials

New Products are creating sales and consumer excitement

JUVO Slim Natural Raw Meal Whole Food

Targeted for Women, but certainly not limited to women! Another great product that offers all people a good way to increase healthy ingredients while reducing or maintaining their weight.

USDA Organic Certified, JUVO SuperFood 100% Raw Whole Food

Not a complete meal replacement but an excellent superfood. For a naturally stronger immune system. Add to regular JUVO or JuvoSlim.
All organic ingredients.

Not represented by BMC in Eastern PA, NJ

OLBAS™

Display Olbas for Great Seasonal Sales

Winter Display Promotion
15% OFF + 100 consumer samples +
One (1) Free Olbas Tea for sampling & a free gift!!
direct only

Winter Display includes:

Counter Display: 12 Olbas Oil 10cc, 6 Inhalers, 4 Teas, 12 Cough Syrups (4oz), 12 Pastilles

or

Floor Display: 24 Inhalers, 12 Olbas Oils (10cc), 12 Pastilles, 12 Salves, 12 Cough Syrups, 12 Sport (4oz), 12 Herbal Baths (4oz)



every level, and they also address energy needs simultaneously. Make sure that your mushroom products guarantee therapeutic levels of beta glucans and polysaccharides, which are attained through hot water extraction. For premier and therapeutic mushroom products, you should only be promoting **Mushroom Science** products. Your BMC rep is your source for answers on medicinal mushrooms and how to sell them, but at this time you should be recommending Reishi and Cordyceps for prevention and recovery for any immune assaults.

Himalaya USA's **RespiCare™** is also formulated for normal breathing and respiratory function while supporting the immune system. This scientifically-formulated herbal uses Ayurvedic principals that insure it is safe for daily use.

When the flu hits, your store had better be ready and your customers would do well to have their cabinets filled with the best products. Herbally, the products you need to present and educate on are Echinacea, elderberry, olive leaf, garlic and andrographis. So how prepared do you feel to differentiate these products for your customers to give them the opportunity of the best choice for them?

The newest challenge for us in natural health is to win the battle of teaching that not all herbal products are of the same quality. My #1 choice for quick and trustworthy immune activation when a bacterial or viral assault presents itself is still resoundingly Echinacea. Yet, this herb has suffered from bad press and improper representation in the marketplace. Most people are running to "discount Echinacea", often not in a health food store. Your strategy should be to stake your reputation on one Echinacea and explain that a well-made Echinacea is irreplaceably resilient to your immune health. Herb Pharm's Echinacea is America's best-selling year after year and they are the experts in growing and extracting this wonderful herb. Carry the whole team of Herb Pharm Echinacea products and learn the distinctions between each formula: ask your BMC rep to do quick

LUCKY MAGAZINE REVIEW

Once again **Perfect Organics** is recognized nationally for the incomparable excellence of their products. *Lucky* magazine, the influential magazine about shopping and style, highlighted the **Ultimate Body Scrub, Lavender Lavish**, saying the eco-friendly product "smells like a flower market in Provence, and it leaves skin soft and smooth" (Jean Godfrey-June; Beauty Director).

These products are the rave for a class of customers you just might want to attract. Ask your BMC rep for a shelf talker about this timely December ad piece.

in-aisle training with your staff on how each product can be explained!

If the customer wants elderberry, there is also no better product on the market than elderberry from Herb Pharm: their product is grown and extracted for optimal benefit. While other products may have glitz and deep discount, trust Herb Pharm for creating the best herbals responsibly since 1979. If the customer has not made the jump to liquid herbal extracts yet, the next best alternative is Bluebonnet's Elderberry and Echinacea standardized extracts with the E.D.S. plant enzyme delivery system to assist with absorption. Bluebonnet led the way for relying on European-standardized herbal formulas, and in a market flooded with cheap imitators, it is smart to rely on companies that put quality above profit, margin and marketing!!

No company offers a more clearly defined choice of immune protocols than Herb Pharm. Learn to educate on their formulas and you will enable the customer to have four wonderful formulas at home and to pick the product that best fits their situation.

Immune Defense Tonic™ has been described above as being key to preventative health care. **ImmunAttack Compound™** is aptly used when the immune system is being attacked by any outside antagonist. While the famous **Echinacea-Goldenseal Compound** is most versatile for addressing the largest array of symptoms that manifest themselves with

HOLIDAY SCHEDULES: BMC MANUFACTURERS

Special Note:

Newton Homeopathics:

Closed Dec 24 - Jan 4 for Christmas and New Years. Orders must be received for 2008 by Dec 22 for shipping this year!

Aloe Life International:

Closed Dec 24 - Dec 26 last shipping day, Dec 23

Ancient Sun Nutrition:

Closed Dec 24 - 26; Jan 1-2

Essential Formulas:

Dec - ship on 23, resume on the 29.

Ship on the 31st; resume Jan 5

Hair Doc:

Closed Dec 25 and Jan 1

Herb Pharm:

Closed Dec 25 - 26

Closed Dec 31 - Jan 1

Himalaya USA :

Closed Dec 25 - 26, 31 and Jan 1

Immune Health Basics:

Closed Dec 24 - 26

Juvo:

Closed Dec 25 - Jan 1

Nordic Naturals:

Closing at 1pm Dec 24, and closed Dec 25.

Closed Jan 1

Nutrex:

Closed Dec 25 - 26, Jan 1

Penn Herb Company; Olbas:

Closed Dec 25 and Jan 1

no UPS Dec 24 and Dec 31

Perfect Organics:

Closed Dec 25-26 and Jan 1

last shipping day, Dec 23

Sovereign Silver:

Closed Dec 25, Jan 1

Surya Brasil:

Closed Dec 25 and reopen Jan 2

Tzu Thé:

Closed Dec 24 and Jan 1

Well-in-Hand:

Closed Dec 25; Open Dec 26

the flu (sinus, lung and digestive responses), either of these two formulas are preferential for fast action at the initiation of the infection.

Virattack™ Compound supports the healthy function of the immune system and we should leave it at that legally, but anyone who researches the use of every herb in the formula—lomatium root, St. John's wort, echinacea, olive leaf and lemon balm—will find that this product has many uses for any situation involving modern and obstinate viral invaders.

Herb Pharm has the perfect vehicle to display these products with their wooden 4-SKU shelf displays: In one section, for preventative health care, you can display **Super Echinacea, Astragalus, Immune Defense Tonic™** and your favorite adaptogen (eleuthero, holy basil, ashwagandha) and in your newly-energized Flu Support section, you can display the three formulas and Super Echinacea, which is great to add to all.

In the case of fevers, one important thing to educate people on is that Echinacea is

continued on page 8

"WE ARE HEALTH FOOD PEOPLE"

Blossom Hester Dawes, BMC Inside Phone Sales Support



I first came to health food stores as a teenager looking for vegetarian foods and environmentally friendly products. I've always been interested in and have studied natural medicine and I got to put that interest into practice by working at Rebecca's Natural Food in Charlottesville, VA for 8 1/2 years. There I had the opportunity to learn by working directly with others who were looking to improve and protect their health.

Michael Hennessey invited me to bring my knowledge to the delightful Blue Moose Consulting team last spring when I was expecting my baby daughter, Aurora, who was born on May 20, 2008. I wanted to be home with her especially in her tender beginnings and am now working from my home office.

I have practiced Ashtanga yoga daily since 1997 and I teach an introductory class each week where I get to share the healing power of yoga with others. Other defining interests include art, whitewater rafting, and spending time outdoors with my dogs.

I'm excited to continue my work in our vital and growing industry as more and more people become aware of the importance of quality and responsible products for their health and for environmental sustainability. I know and believe in all of the companies represented by BMC and I'm here to support your business!



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."

A Few for the Flu

continued from page 7

excellent for situations of fever, and that people should feel comfortable with higher doses, as Echinacea is a very safe herb. Again, this plays up the benefit of a liquid herbal extract as you can modulate your own doses, and they have such a wonderful ease of use.

And while we are educating on the benefits of liquid therapeutics, remember that **Newton Homeopathic's Flu** is excellent to orchestrate your own body-response to every symptom once the flu has invaded. Their **Fever-infection** formula is also excellent because it is so safe and can be used with any other therapy. These two products are excellent to have at home at this time.

The flu is no funny matter. And most health food stores do not adequately present with confidence all the wonderful formulas and products that are available in our industry. Make a clear decision on what products matter to you—don't just throw together a hodge-podge—and be an educational advocate for all your store has to offer. Remember that the flu is an illness and we have to learn the wordsmith way to tell the truth within our legally-imposed confines, but we can point to literature and encourage people to learn more themselves. It may be daring to create a Flu Relief Center, but it is more importantly smart to make this section delineated enough so that the consumer does not get overwhelmed. One smart sign may be, "while there is no cure for the flu virus, there are many pathways to bring relief naturally"

May we all learn how to teach wholistic health to its fullest and administer the message of preventative health care so that our Flu Centers are not critical to our communities' health. Until that time, be the resource center that your community needs! ☼

How to Reach Blue Moose Consulting

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

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

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