

## Talking Health: BMC Goes Green in 2008

**B**ig News. A significant BMC company announcement. Blue Moose Consulting is going green in 2008. Time to speak the color green. Green companies selling green products with lucky green optimism and buckets of harvested green profits for everyone.

These are big words for a Blue Moose. If blue is the open-hearted way we present our business, then green is the way to go in promoting health for all in 2008. We all know the facts here: green foods heal. Green foods fill our body with the most elemental nourishment. Green foods connect us with the real world of nature, captured sunlight and nourishment we were meant to share—humans and plants. The New Year's resolution reads clear, in green print: expand your green foods section!! Blue Moose Consulting's company objective is to educate our way into being your # 1 provider of green foods in 2008.

Now I know there would never be a possibility I could ever hear anyone say, "I have too many green foods in my store now," because that is an impossibility. The only green foods department that is too full is an uninspired and untended green

foods section....because green foods are now in demand!

The question you could honestly ask is why you would want the green foods products that BMC represents. Well, let me tell you.

### Taste

Sometimes people will complain that greens don't agree with them. The shame.

Green foods are nature's bounty. Green foods are clean living. Clean bodies crave green more and more. And so while it is all always a process, let's begin with the best tasting of the greens. For my green-loving palate, **Aloe Life's Daily Greens** is the best tasting product on the market. The greatest sales point is the high amount of true greens in this product, 6850 mg per 2 tablespoons. The powder is the best-priced product on the market as this dosage provides a two-month supply compared to the standard 30-day packages that are nearly double the cost! And, it is packaged in glass!

*Daily Greens* also smartly steers clear of many of the common mistakes of other well-intentioned formulas, and the formula proves optimal for people with food allergies.

Free of common allergens, fillers or extraneous proteins, this product is all about the benefits of the organic greens—barley grass juice, wheat grass, kamut grass juice, oat grass juice, parsley, chlorella, spirulina, kale, asparagus, watercress and dandelion greens. No heavy beans, rice, excess fibers or foods that can go rancid in another powdered green superfood: think flax. Daily Greens is appropriately gluten-free. Adding extra food power to this green food is Aloe Life's whole leaf aloe and 9 other balancing foods. The powder is sweetened with stevia, papaya and pineapple concentrate, and is a daily greens delight. The new Daily Greens tablets do not contain the sweetening agents for people who want a convenient unsweetened greens blend option.

The next best-tasting is **Bluebonnet's** well-made **Super Earth Formula** called **Green Utopia**, which is fast becoming a green connoisseur's favorite. With the highest amount of seaweed and sprouts on the market and 2500 ORAC-units per serving, this product appeals to discerning consumers looking for a most comprehensive nutritional profile: 4247 mg of a grass blend of the surf

*continued on page 2*

## Talking Business: Optimism

**O**ptimism is the one thing that you can never have too much of in business. Optimism makes the job lighter to carry; optimism encourages cooperation; optimism is a body language that inspires trust. As the new year enters its second month, let's see what we can do to invigorate the wellspring of optimism in our work environment, and see if this positive exercise translates into a viably important, renewable currency.

Quick: can you name one ever-positive person in your life who inspires you? Can you think of one poor soul who is forever pessimistic who you try to avoid? I am sure that you have the prototypes in your head. And yet, at various points, we all can be either optimistic or less-than optimistic to some degree. Optimism, like inner vitality, is a core value. Some bubble over with enthusiasm, and others have a deeply held conviction of optimism that guides them though it may be

sometimes hard to observe. Optimism is the subject of this month's Business conversation because, ultimately, optimism sells and is good for business. So, at this time of year when we are searching the desk for those initial New Year's resolutions for our business, let's know we can find them and achieve them—and be happy that we can add the project of "Nurturing a Spirit of Optimism" to the list of pertinent goals for the year.

Optimism is the prism through which each of us sees the world—is the world a positive place? Yes it is. And so should our businesses be. Optimism is more than an energetic; it is an attitude. So, when you are feeling optimistic, you affect those around you. Think about it: you are involved with a project and your partner believes in the success of the results.... and the job seems easier. If the opposite example were presented, we all know the resistance that

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### TAKE 5 MINUTES February is Heart Health Month

Find out if there are any local events in your area for **American Heart Month** as designated by the American Heart Association® and take action to make sure that people are made aware of the many positive preventative health care products that you offer.

Go to [www.americanheart.org](http://www.americanheart.org) and put in your zip code to see if there are any events in your area, and if there are no planned events—make your own!!

National Women's Heart Health Day is February 15th, and women's heart health issues are demanding greater public awareness, and this is where your store can lead the message!

## BMC Goes Green in 2008

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and turf of Green Kamut, Alfalfa, Barley Grass, Spirulina, Chlorella, Red Marine Algae, Kelp, Dulce, Fucus and Kombu; 1485 mg of fiber from food fruit and grain fibers; 372 mg of sprouts from Adzuki, Buckwheat, Daikon Radish, Fennel, Fenugreek, Kale, Mustard, Oat, Onion, Radish, Red Cabbage, Red Clover, and Soybean; and a well-proportioned phytonutrients blend (896 mg) that gives this unsweetened product its delicious flavor. You obviously have no product as complete as this, and your customers will appreciate that!! You of course will appreciate the fact that Bluebonnet is only found in health food stores. That is a blue+.

## Quality

The world of sea and fresh water vegetation continues to garner a great amount of interest for people looking for the world's best nourishment. There seems to be something intrinsic about plant nutrients grown in water, and BMC aims to make this crystal-clear to your customers in 2008. Learn this important health phrase: marine phytonutrients. Plants gain their nutritional energy from photosynthesis, and plants grown in a water medium seem to have a primordial dynamic that modern nutritional science is slowly taking a closer look at. What seems most important about this equation is the purity of the water, and so water-source is one important qualifier to judge exceptional marine plant nutrients.

Water is what makes all three of BMC's marine nutrient harvesters so superior, and we are fortunate to represent the best manufacturers in the world in three distinct and important green categories: spirulina, blue green algae and marine phytoplanktons. Every store needs to offer all three green food groups, and to be fluent in explaining their

differences. In 2008, BMC will focus with you on these green food developments so that every consumer will understand the options and hopefully adopt a food rotation that benefits from as many green foods as possible.

**Nutrex** is the retail division of spirulina and astaxanthin manufacturer Cyanotech, a world leader in microalgae technology. One of the world's largest growers of spirulina, Nutrex makes a unique breed of spirulina called *Spirulina Pacifica*—as each variety is unique to its growing conditions. The unique conditions that contribute to the superior nutrient profile of Nutrex's green foods include: the pristine growing conditions on Hawaii's Kona coast; decades of cultivation—Nutrex's cultures represent the oldest continuously cultivated and harvested Spirulina in the world; the deep pure ocean water (an amazing pipeline from 2000 ft deep) combined with pure fresh water from Hawaiian aquifers; and their patented and proprietary Ocean Chill Drying System™. Not all spirulina is similar and Nutrex produces the most



nutritious, purest spirulina on earth.

Nutrex Spirulina has long been one of my favorite vegetarian foods, with higher amounts of protein, carotenoids and B12 than its competitors

**Ancient Sun** is unequivocally the best manufacturer of a specific type of fresh water algae that we know in our industry as blue-green algae. Blue-green algae has a unique array of nutrients that make it the eclectic's choice microalgae. Blue-green algae is a wild algae unique to spring-fed Klamath Lake in Oregon (northern Klamath Lake is fed by Crater Lake, one of the deepest and purest lakes in the world), and is distinct from Spirulina in several distinct ways. The species, *Aphanizomenon flos-aquae*, is indeed indigenous to a few rare places on earth, has an amazing array of antioxidants and carotenoids, and contains the unique *phytochemicals* Phycocyanin and Phenylethylamine (PEA), which show great promise for immune health, and brain and nervous system health (and depression) and inflammation respectively. Looking at Ancient Sun's blue green algae harvest and seeing the radiant color spectrum still present in the finished product will visually prove to

## MARINE PHYTONUTRIENT PRODUCTS:

www.nutrex-hawaii.com  
www.cyanotech.com/spirulina.html  
www.ancientsuninc.com  
www.wildbar.info  
www.umac-core.com/21.html

**Cyanotech** was the first microalgae company in the world to obtain ISO 9001:2000.

All Cyanotech products are pesticide and herbicide free, and do not contain any genetically modified organisms (GMOs).

anyone the spectacular and beautiful array of easily-absorbed nutrients that this algae possesses.

Again, not all Klamath Lake algae is the same. Ancient Sun uses a proprietary indirect-light drying technology that gently removes moisture while maintaining the maximum integrity of the natural material. Ancient Sun blue-green algae is never frozen. Every store should carry both spirulina and blue-green algae to provide the specific characteristics of these two unique and vital vegetarian food sources and Nutrex and Ancient Sun are the best in the world!

Blue-green algae are traced back over 2000 million years in our earth's development, and their nutritional values are highly regarded. Yet, Marine phytoplankton may actually be an earlier earth food plant. Phytoplankton, ocean plants, are responsible for roughly half of the oxygen production in the Earth's atmosphere created by plant life, and 50% of the carbon consumption. Phytoplankton are eaten by krill and by all sea animals and are literally the base of the oceans' food chain. Phytoplankton translates into "wandering plants": they are the most abundant life form in the ocean. So microscopic, they cannot be identified by the naked eye; so elemental, they are the perfect food for cellular nourishment.

And yet marine phytoplankton, found only in the ocean, has been unavailable to the human population until now! Thanks to a breakthrough by a Marine Biologist, Tom Harper, wild marine phytoplankton are now available in supplement form by **UMAC-Core™ Marine Phytoplankton**. This product is both revolutionary and unique: to make these plant cell walls digestible by the human body was an achievement, but to have a supply from such an exquisite water source makes UMAC-Core's marine phytoplankton one of the most exciting new food nutrients on the planet.

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## ENDCAP IDEAS

### Products for Heart Health Month and Valentine's Day

Valentine's Day is a huge marketing boom., so work to make it natural! Take advantage of people's interest in love: remind them that health is the greatest gift they can share with their loved ones.

Endcap **Nordic Natural's** Heart Synergy; **Bluebonnet Nutrition's** Heart Antioxidant Formula and **Bluebonnet** Herbals Hawthorn Extract Vcaps; **Himalaya USA's** Heart Care® and Stress Care® and the important heart herb Arjuna; **Herb Pharm's** Healthy Heart Tonic™, Hawthorn Blend, **Nutrex MD Formula Hawaii's** CardioAstin® and the ever-loving **Herb Pharm's** Breath Tonic™, the first certified-organic breath tonic.....And place these next to your **Nordic Naturals** Omega-3s and voilà, a heart-health endcap!





## February Sales 20% off

**Breath Tonic™** 12-Pack Counter Display  
Sugar-free blend of certified organic herbs for fresh breath and a clean mouth.

**Pharma Maca®** liquid extract Promotes healthy sexual appetite, function & fertility\*

**Female Libido Tonic™** Promotes healthy libido in women.\*  
(dried Muira Puama stem with bark, dried Shatavari root, dried Chinese Ginseng root, dried Ginger rhizome, dried Cinnamon bark)

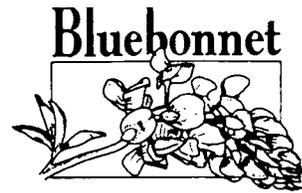
*Promo applies to 1 or 4 ounce sizes. Minimum of 3 each.  
Good through Feb. 29th*

\*This statement has not been evaluated by the FDA.  
This product is not intended to diagnose, treat, cure or prevent any disease.

**This is the time of year for "Immune Attack"  
Consult the *Pharmer's Almanac* (Fall 2007) and provide help now:**

Echinacea root, Spilanthes flowering herb with root, Fresh Wild Indigo root, Dried Myrrh oleo-gum-resin ("tears")

Not represented by BMC in NJ



## Get Into your Jeans through your Genes

Helping your customers get into their favorite jeans has just gotten a little easier. Bluebonnet Nutrition is proud to introduce the first in a new series of responsible, science-based weight management products. The first in the **Trimology™** The Science of Slimming line, the new Licorice Flavonoid Oil is cutting-edge science, safe and effective. As we enter the 2008 weight-loss season, offer your customers something that will make them smile with satisfaction.

### Trimology™ Promotion Through March 14, 2008

Order Bluebonnet Trimology™ Licorice Flavonoid Oil Vegetarian Softgels in the following quantities\* and get:

#### BIG savings!

**18% OFF on 12 units    20% OFF on 40 units**  
**22% OFF on 72 units    25% OFF on 144 units**

Wholesale - \$24.98. Retail \$49.95 {# 1000}

\* This promotion cannot be combined with any other promotional discount.

**As Blue Moose Consulting Goes Green in 2008:  
Super Earth Green Utopia** (a unique greens powdered formula with unrivaled antioxidant protection—high in seaweeds, sprouts and a delicious taste)

Not represented by BMC in NJ, SC



*Pure and Great Tasting Omega Oils*

## America's best-selling Omega-3 Fish Oil Wants to increase your store's business

Only Nordic Naturals partners with their stores for creative and relevant marketing. From credible and exciting sales materials to consistent Co-op support, Nordic Naturals should be your # 1 choice when creating any sales driven marketing program.

### Staff Trainings and Exciting New Information

Stuart Tomc, from The Nordic Naturals Education Department is announcing the next, *very new*, recorded and live trainings on **fish oil and pregnancy**. They will take place Tuesday February 5th and Wednesday February 6th. These tools are powerful ways to educate our customers while increasing your sales. Ask your BMC rep for information on how to participate, and stay informed with the latest updated information!

**Announcing** Nordic Naturals recently introduced their latest series of 2008 bag stuffers. With topics ranging from Women's Health, Men's Health—timely Heart Health for February—Pregnancy Prenatal DHA, Green Nordic, Pet Health and more..... these innovative marketing tools should propel your Omega-3 fish oil sales to even greater heights in 2008. Make smart sales plans now with your BMC rep!

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

## NEWTON homeopathics

*Always safe, always effective.*

*What I would want stocked in my home in  
January-February??*

**Newton Homeopathic Flu (#5) and  
Fever-Infections (#4)**

*Just in case.....*

### February Promotional Sales 20% OFF min 6/sku

Bug Bites (N038)

Hay Fever (N007)

Poison Ivy (N028)

Pollen and Weeds (N055)

Itch Stopper, Spray (N211)

Skin Relief, Pet (P015)

Teething & Colic, Kid (F026)

### Winter Display: 18 unit counter display

*Contains the following 6 items: 3 of each*

Detoxifier (N001)

Cold Sinus (N003)

Cough-Asthma (N002)

Fever-Infection (N004)

Flu (N005)

Not represented by BMC in NC, SC, WV



# AROMA LAND

The Essence of Well-Being®

## Single note essential oils

200 in sizes ranging from 10 ml to 16 oz, always in stock

All are GCMS-tested in our own state of the art quality control department

## Essential Oil Blends

Aromatherapist Ralf Moller is known for his perfect blends

Precious & Rare essential Oils

Quality extraction of the world's most sought-after healing essence

Certified Organic Essential Oils

The market has evolved. Advertise your selection for new sales.

**Essential oils are liquid  
sun energy**



## The Perfect Travel Companion? Sovereign Silver

Winter getaway? Business Travel? The car or public transportation from home to work—and back? Sovereign Silver is the perfect travel companion for regular use throughout the day, as you are exposed to confined spaces, and potential contact with many viral and bacterial assaults.

Spray it on. Silver hydrosol is safe for use in the eyes, nose, ears and mouth, and it is even safe for infants and children.

A layer of Sovereign Silver on the mucous membranes is the safest and best protection against the broadest range of unwanted visitors. Whether it be nasal spray or the versatile fine mist spray or the traditional liquid dropper—Sovereign Silver is the best carry-along to help people get home safely.

**Stock Sovereign Silver by the counter, and endcap this month—reminding people of the usage, safety and versatility of this world-class product.**

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



## Essential Formulas

### A PROBIOTICS SOAP

**Dr Ohhira's Kampuku Soap is important to have on Hand.**

Today's health concerns necessitate topical probiotics for many conditions.

*A Beauty soap with tremendous added benefit.*

### World Famous

Dr. Ohhira's probiotics (traded as OMX, Dr. Ohhira's Probiotics 12 PLUS, etc.) are sold worldwide. They have been on the market since the mid-1980's, and are sold in Japan and most of Asia, Europe, Africa, North, Central and South America. They have recently been introduced into China.



## Ancient Sun®

Ancient Sun Nutrition, Inc.  
Innovative Whole Food Nutrition Solutions

### Primordial Food

Wild, nutrient dense green foods. While ardent seekers of optimal health may crave blue green algae, people with a variety of health issues should be advised to consider this food. Blue-green algae is a source of a nutrient, PEA, that is not found in too many other foods, raw cacao is another. That is why Blue Green Algae is such a natural daily supplement, and Wild Bars are gaining so much steam as the perfect nutrient dense treat.

**Problems filling your gluten-free section with snacks that are clean?** Gluten-free diets need health ingredients and gluten-free palates crave tasty foods. **Provide both with Wild Bars**

### As Blue Moose Consulting Goes Green in 2008:

Blue Green Algae. Perfect food with trustworthy manufacturing integrity. Ancient Sun does Organic Wild Blue Green Algae foods best!

Coming soon... new, improved Blue Manna™, a concentrated water-soluble extract from Blue Green Algae



## SURYA Brasil

**What other Hair Color line will offer you a demo program to explain the products and stimulate sales?**

Surya's hennas and semi-permanent hair colorings are the cleanest in America and we want to tell your customers about that.

Stock these wonderful products, and we shall help you gain that new market share. People are coloring their hair everywhere, and you might as well have them buying the most natural products from you.

Ask your BMC rep what it would take for Surya to sponsor a demo in your store.

Great product. Real Support. You could hardly ask for more.

### Surya Brasil

10 Natural Henna powders

15 Surya Henna Cream semi-permanent hair colors

## BASS®

Brushes  
Finest Quality Hair, Body and  
Skincare Accessories

**Get Ready cause  
Hair is coming  
back this Spring**

*As winter hats get discarded, everyone wants to look their finest.*

Offer the best hair care tools on the market, at a price that will satisfy every pocket and pocketbook. Hair Doc for the best for hair. Don't miss out on this growing market cause hair is here to stay!

Not represented by BMC in NC, NJ, PA



# Himalaya

HERBAL HEALTHCARE

February Promo

**"HEART HEALTH MONTH"**

HeartCare • Garlic • LiverCare

Guggul • Arjuna • Turmeric

VigorCare for Men

VigorCare for Women

**Discount Structure**

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 100 receive

**30% OFF** Formulations **17% OFF** Pure Herbs

Buy 250 receive

**32% OFF** Formulations **20% OFF** Pure Herbs

**Hot Sale Product**

**Soliga Forest Honey**

WHSL \$5.59/SRP \$7.99

Receive discounts by purchasing by the 24-unit case.

1 case = 5% per bottle

2 or 3 cases = 10% per bottle

4 or more cases = 15% per bottle

Not represented by BMC in PA, NJ

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**KICK UP IMMUNITY with ALOE!!**

Research has confirmed that quality Aloe Vera containing the larger chains of polysaccharide sugars 50-100,000 Dalton as found in Aloe Life tablets and juices—do stimulate macrophage activity for tumor reduction—along with fighting off viruses.

More and more, parents are giving their KIDS Aloe during Winter and taking it themselves as well—to guard against colds. Put Aloe Life products in your 'Immune' sections for winter today! An ounce of prevention is worth a pound of cure!

**Winter Skin Needs Aloe Life**

Face & Body Lotion

Aloe Healing Skin Gel

**As Blue Moose Consulting Goes Green in 2008:**

**Healthy & Slim Daily Greens**

powder, tablets and single-serving packets

Not represented by BMC in SC

HAMPSTEAD TEA  
LONDON



the grand cru of teas

Made of the tender pickings from the new leaves in spring, First Flush Darjeeling is a prized and precious tea. Its unique, delicious flavour is bright, zesty and full of vitality. Try some today.

DIRECT ORDERS ONLY.

[www.hampsteadtea.com](http://www.hampsteadtea.com)



LIFE SOURCE  
BASICS

**Immune Protection**  
**Think Beta glucans**

**Beta glucans**  
**Think Life Source Basics**

.....Cause there are times when inferior substitutes are counter-productive.

Life Source Basics has the science, they lead with the science and they offer a purified and tested beta glucan product. When the body needs action, Life Source Basics can provide all the help it needs.

Dosage sizes to meet all ages, weights and situations.

**for adults:**

75 mg, 125 mg, 250 mg, 500 mg

**for children:**

chewable 50 mg

## MushroomScience®

**From Cancer to  
Asthma and Allergies**

Medicinal Mushrooms show a scientific promise that needs to be acknowledged.

Are you overlooking some of the most documented research in the field of food medicine? It is time that you did your homework on Medicinal Mushrooms, And your homework will show you.....

Mushroom Science offers the most scientifically accurate and beneficial mushrooms on the market today.

**Hot water extracts** with guaranteed levels of the active ingredients on every label. *Yes, this is what all the research is about.*

Stock the full line of Mushroom Science mushrooms, and learn to use them today.

**Ask your BMC rep about opening order discounts**

## PERFECT® ORGANICS

**Love is in the Air**

The best time of the year for the **Mandarin Rose Coconut** line of products from Perfect Organics. Provide perfect gifts for lovers... they will be looking

**The Mandarin Rose  
Coconut Line**

*Organic Roses, for the sweetheart*

**10% OFF mix and match, minimum 6**

• **Body Glow**

an organic head to toe moisturizing balm

• **Bath Therapy**

the perfect bath with organic oils and organic rose petals



## BMC Goes Green in 2008

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As with all marine plant life, water quality is important, and UMAC-Core harvests its phytoplankton from a pristine water environment unlike any in the world off the coast of western Canada, where ocean water and fresh water merge in a "cauldron of life" ecosystem. A pipe extends out into the ocean and brings in a potpourri of over 200 different phytoplankton (unique to this region) which are tested for the absence of toxins, then naturally simulated into a spring algal bloom until peak nutrient density is reached. The operation is environmentally green and actually flushes more phytoplankton back into the ocean than it takes out.

The scientific achievement is that this is accomplished with fresh ocean waters, where every batch of phytoplankton is wild and as unique in composition as a fine wine. All other competitors grow isolated plankton in artificial environments for fish farm feed.

Factor in the unique harvest site and water source, and you have a product of human ingenuity that is as rare and unique and vital as Ancient Sun's Klamath Lake blue green algae and Nutrex's *Spirulina Pacifica*. The research on UMAC Core's Unique Marine Algae Concentrate is ongoing, promising and far-reaching. The applications for this product seem unlimited, and it is as natural and logical as any food we eat:

The **WILDBAR** is a 100% raw, organic, Kosher, non-GMO, whole food "meal in a bar" that combines raw cacao with a proprietary 1,700 mg blend of Ancient Sun's fresh-dried wild blue-green algae and wild blue-green algae extract, as well as with selected superfoods, herbs and spices: nutrient dense and gluten-free.

remember that the composition of human plasma is very similar to that of seawater. UMAC-Core is core nutrition!

Green foods are basic human nutrition. Chlorophyll and other as yet unexplored phytonutrients from plants provide many nutrients that cannot be manufactured by the human body. Sea plants are the only vegetarian source of B-12 for cell health. Sea vegetables are an excellent source of minerals and trace minerals, and have demonstrated an excellent propensity to bind to heavy metals and other chemical pollutants.

Adding a rotation of these three fine water-grown green plants to a daily dose of the plant grasses will provide amazing detoxifying, nourishing and alkalizing effects on the body—and we all know how necessary these benefits are and how hard they are to achieve through the typical American diet today. Which is best? They are all important to have on your shelves to guarantee you have something for everyone. Quality, taste, and price—these greens

compare with anything else on the market—and BMC will work to help you grow your green foods section from today forward.

An exciting world of green, is it not?? As I said, BMC represents the best that there is—and we aim to make that point clear to your customers in 2008. It is our mission. Join us on this green quest. There cannot be too much green, in the environment or in our bodies. And, for dessert, we have the delicious and nutritious *Wild Bars* by **Ancient Sun**, loaded with 1700 mg of blue-green algae goodness and delicious 100% raw cacao.

Our goal is to get humanity to love to eat more green foods. The options are exceptional and the time is now!  
*Good luck for a Green 2008!* ☺

## IN THE NEWS

Himalaya Herbal Healthcare began the new year with the launch of a newly expanded interactive website at [www.himalayausa.com](http://www.himalayausa.com). The site includes a greater level of scientific detail on product and ingredient information on Himalaya's 27 formulas, 29 Pure Herb singles, and 3 specialty products. There is also a new, consumer-interactive herb finder, a "Product of the Month" section, and an interactive "Ask Dr. Grace" feature, where visitors can discuss health topics with Himalaya's on-staff herbal advisor Grace Ormstein, MD, CTN.

Nutrex  
Hawaii



### Back to Health Basics

"Hawaiian-grown, natural *Spirulina Pacifica* by Nutrex Hawaii supplies more concentrated vegetable nutrition than any other whole food."

#### Are you promoting Hawaiian Pacifica Spirulina??

- Organic Protein – Richest source in the plant world - three times that of beef
- B-Complex Vitamins – including vegetarian Vitamin B-12
- Iron – A daily dose provides more iron than two cups of spinach

Nutrex dietary supplements are produced in Kailua-Kona, Hawaii by Cyanotech Corporation, a world leader in high-value nutrition and health products derived from spirulina. At its 90-acre facility located on Hawaii's pristine Kona Coast, Cyanotech uses patented and proprietary technology, harvesting and processing techniques to produce the purest, most powerful micro algae-based dietary supplements in the world.

Including: **Astaxanthin**. This Year's Super Nutrient. Watch astaxanthin rise to the top of the antioxidant pyramid in 2008. It is the most powerful free radical-antioxidant carotenoid known to man – approximately 500 times more powerful than Vitamin E.

**As Blue Moose Consulting Goes Green in 2008:** Expand your green foods section to highlight the world's best spirulina.

JUVO™

### Continue the New Year's Resolution

People are intuitively looking for quick options to push their health forward. Energize your sales with a Juvo demo, allowing people to taste the natural deliciousness of a wide array of certified organic freeze-dried whole foods. An instant salad in a serving.

Bring in a Juvo display, and one great demo will take it away.

#### As Blue Moose Consulting Goes Green in 2008:

In a world of green, Juvo is the ideal perfect food to round out the line-up. Filled with the largest selection of USDA certified-organic ingredients on the market, it is a basket-full of great nutrition in one serving. Juvo is loaded with a scientifically-formulated combination of grains, fruits, seaweeds, mushrooms and herbs that is the meal replacement that has it all. Juvo—40 gm packets are whole food by the register

Not represented by BMC in Eastern PA, NJ



UMAC-CORE™  
MARINE PHYTOPLANKTON

### Micronutrients

We need them

We are not getting enough of them

They can affect dramatic health results

Supporting cellular health  
Promoting energy and vitality

UMAC-Core: rich, clean source of vital micro-nutrients

#### As Blue Moose Consulting Goes Green in 2008:

complete your green foods section with a green foods essential, marine phytoplankton. Elemental food for cellular health



## Optimism

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must be overcome when working with a pessimist. That being said: if a customer approaches a staff member who has an optimistic disposition, they will feel trust and the promise of the potential. If a customer approaches an employee who is tight with their own pessimisms or negative cynicisms, that person needing support will feel the hindrance of that resistance. So, each day we have to examine our day's attitude and make positively sure that we have adjusted our mindset to be positive and inviting the whole workday long. That is why God made lunchbreaks—for renewal.

What most of us don't realize is that in an organization, optimism is a trickle-down commodity. The team feeds off the optimism of the leadership. If there is a can-do attitude, it is embraced and believed by the majority in the short and long-term. So where is the message of optimism in your daily performance? Do you vocally pronounce the positive intent of your store? Do you consciously plant the seeds of optimism about the shared tasks and achievements of each job? Do you try to weed out pessimism in your workplace and nurture new sentiments of "betterment" and "the best possible" with the most curmudgeonly of your business contemporaries? And if your wellspring of optimism isn't bubbling over, if your glass isn't visibly half-full or more—then you need to realize that this will have repercussions on your workplace. Insidious negativity is an ugly trap to fall into, and it can happen in a short period of time if you are not consistently eliciting the message of positivism.

So start with yourself. Acknowledge that you work hard, and that you sometimes need rest to regenerate. Find that steadying center ground and move forward: it is easy once you focus on it! Then observe your work performance, your patterns, and create goals. Next, examine the workplace around you—is the glass half empty or half full at the moment? Be positive that it can become better, and then determine

## IN THE NEWS

### Nordic Naturals Announces "Golden Cod Experience" Contest Winners!

Watsonville, CA (January 7) Nordic Naturals announced the lucky winners of the 2007 Golden Cod Experience, a special opportunity for natural product retailers. Congratulations go to these five retail store winners!

- Good Nutrition in Duluth, Georgia
- Coborn's Natural Foods in Sartell, Minnesota
- Basic Foods in Beaumont, Texas
- Nature's General Store in Bend, Oregon
- Fabulous Foods in Crozet, Virginia

#### Prize Details

A representative from these five retail stores along with a guest will be flown to Nordic Naturals' California headquarters where they will stay at the Sea Cliff Inn for 3 nights, tour the Monterey Bay Aquarium & Research Inst., have a winners banquet and a VIP tour of Nordic Naturals' California headquarters + an educational summit with Dr. Douglas MacKay, Research Advisor for Nordic Naturals and Stuart Tomc, national educator.

how to make that happen. It may require surreptitious readjustments, like those of a wise chiropractor or acupuncturist; or, it may require well thought-out staff meetings, discussions and goal-setting. Beware that sometimes it is better to prepare the foundations for change before attempting to change staff dispositions en masse—but let's be optimistic. Remember that optimism leads to better employee cooperation, so the results should always be betterment!

Where this most matters is in the image that your store presents. If the atmosphere resonates with a simmering joy when people arrive, then the resulting aesthetic will influence and impact the buyers positively. If the air is filled with a high spirit of optimism, the environment is conducive to trust and healing. So much of this can be controlled by the attitudes of the people who inhabit the store daily— you and your staff.

It can be argued that optimism has its limits, and this confers nicely with the concept of balance. When running a business, one must always temper optimism with cold analysis. These two skills can both be developed as strengths together—but since we are an industry of inherent optimists in general—it is wise to remind oneself that optimism cannot override the bottom-line of the balance sheet. A good business-person

stays afloat with the attitude of optimism, but balances the ledgers carefully with the cunning of a capitalist. These do not have to be diametric opposites: they are both deemed essential for a prospering business that is fun to be around.

Finally, if you have mastered the spirit of positivism within your store, then you should find ways to send that message out into the streets. From the words of encouragement to the person who shares their health concerns in the aisles of the store to the note of friendliness and thanks when you hand the consumer their receipt or wish them a 'good-day' when they leave the store, you must

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## "WE ARE HEALTH FOOD PEOPLE"

Bill Robbs, VP Sales and Marketing, UMAC-Core



Bill Robbs sees great promise for the whole foods phytoplanktons in the field of natural health. Simply stated, he says, "UMAC-Core is good for earth, good for you." Born in Southern California, Bill has spent his whole life in sports and nutrition, graduating from the University of Utah with a BS in Exercise and Sports Science. He has played professional sports—baseball in the San Diego Padres organization—and been involved in many community projects related to nutrition, fitness, coaching and training. He is also an ACSM Health/Fitness Instructor. Bill joins UMAC-Core after 10 years of work with Weider Nutrition International and Natrol.

UMAC-Core is the most unique source of wild harvested whole food marine phytoplankton in the world. He believes the company can make a difference through nutrition to all living creatures.

## NEWS ON THE NATURAL PRODUCTS ASSOCIATION

The Natural Products Association East has updated their website. Check it out.

[www.npaeast.org](http://www.npaeast.org)

### Plan Ahead NPA East Education Day

You are invited to the NPA East's Fourth Annual Education Day, **April 7**, from 2:00–5:30 PM at Jurys Hotel in Wash., D.C. Register early. Contact Paul Kushner, NPA East's Exec. Dir., by e-mailing [pkushner@comcast.net](mailto:pkushner@comcast.net) or call Paul at 856-985-5446.

Employing a round-table format, we have tentatively selected three topics: *Effectively Marketing Your Store*; *Customer Service & Training*; and *Developing the Optimum Store Business Model*. Participate, share and learn

### 11th Annual Natural Products Day Tuesday April 8, 2008

A day of education and advocacy. Natural Products Day is an annual lobbying event to build the industry's base of support through personal meetings with members of Congress.

There is no cost and all your meetings are prearranged for you. Register at [www.naturalproductsassoc.org](http://www.naturalproductsassoc.org)



## Blue Moose Consulting

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

## Optimism

*continued from page 7*

remember that you are influencing people's lives every day you are open for business. People are coming into your store for that positive experience; so make sure that you provide! Make your optimism overflow, make it contagious. Optimism is the placebo effect for the soul. Know and believe that you are generating good energy in a needful world.

The better majority of us got into this wonderful business to literally change the world, which we are doing every day. Others may be along for the ride, but we are changing them positively too. I believe that, and share that optimism with you knowing already that you are sharing it with others. That is powerful and it will easily always work out for the best. Thank you for sharing these good thoughts with me. Michael. ☺

### ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

#### Low Vitamin E Levels Associated with Physical Decline in Elderly

Researchers at Yale School of Medicine found that a low concentration of vitamin E in the blood is linked with physical decline in older persons. The study included 698 people age 65 or older who were randomly selected from the population in two Italian towns over a 3-year period. Levels of micronutrients including folate, iron and vitamins B-6, B-12, D and E were measured in blood samples. (*Journal of the American Medical Association*, Volume 299, Number 3, January 23, 2008)

## 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  
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Houston, TX 77042

#### Perfect Organics, Inc.

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#### AromaLand, Inc.

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#### Herb Pharm

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#### Aloe Life International

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fax: 619-258-1373  
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#### Nordic Naturals: Pure and Great Tasting Omega Oils

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