



## Talking Business: To Teach, as Well as Sell

**N**oble ambitions. What an interesting industry we have gotten ourselves involved with. Selling products that many consider outside the mainstream in a field many consider a niche market, and literally changing the way most people in the world think about agriculture, good food, human nutrition, bettering physiology and walking with a lighter footprint in our journey through this life. Could one consider health food a spiritual career? I certainly do.

We all come to this task with different objectives and perspectives. One thing is certain though, the people who cross our store's threshold are seeking information and support. In actuality, we cannot easily get out of the role of being an information provider. In truth, that is why so many good souls have stayed in this world of opening boxes and fronting bottles: we love to teach.

I am one who readily will admit that my career goals were to be a teacher and a writer: the path "less taken" has gotten

me there. All of us have to have a little bit of the teacher in us to feel good at what we do: for people are asking questions and looking for explanations—for everything we carry. Who would have thought we would know so much about salt; or an turnip-like herb from the top of the Andes like maca root; or things called ubiquinol or GliSODin; or ways to keep other human beings "regular"? To be good at what we do, we should develop our skills as teachers of health, and constantly look for ways to improve our vocation. On another level, too, maybe we can realize the deeper meanings of our role as teacher and realize that this "job" is actually our avocation.

To those who have thought about the word and those who have not, "educate" comes from the root translated as "to lead forth or to lead across". When we help someone who is looking to better themselves (truthfully "beyond" preventative health care), or find a cure for their imbalance, we are leading them toward that which they seek. I often

wonder how anyone could attempt to deter us from this mission. How is it that some people want to have a stranglehold on teaching, to the detriment of truth?

In our day-to-day mission, it is best not to focus too much time on these negative energies, but rather to focus on the "good" that is truly the person before you with a need and a willingness to be taken to a better place.

So, we are educators. Whether we chose this role or not, we had better learn the tools of our trade.

First and foremost, we must realize that we are communicating to other people. It is not about us talking, but rather about them hearing and understanding. For that to occur, the teacher must always be sympathetic to the space the person they are talking to is in. Sometimes the listener needs to hear things in increments, and sometimes they come before you unable to hear, or not in the temperament to grasp the message that they are seeking at that time. This

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## Talking Health: Liquid Herb Extracts Rise Again

**I** don't know about you, but I am selling a lot more liquid herb extracts now than ever before—ever!! If you are not, maybe an old way of promoting good health is passing you by! Being writer and editor, I get to choose the articles for this newsletter, hoping that the topics will pique your interest. So, in the month where Michael Hennessey is the feature employee, I will discuss an issue that is dear to my heart: superior, practical herbalism.

My greatest joy from a career in natural foods is winning the dialogue on the necessity of Organic. When this novice took up the cause of organic in 1981, the odds were against us. Now, we are so successful that our major problem is stopping Walmart and CNN from destroying the validity of "organic" in their

irrational exuberance to make money off this unstoppable trend. Hey everyone, healthy eating of nutrient-rich foods is back.

So how does this boom translate into the sale of healing medicinal herbs? Sales for herbs are uninigorated in every sector, and we cannot blame the economy. How is it that we have forgotten the elemental nature of the good foods of the plant kingdom? How did the plastic bottle steal the crown of health from the healing foods, lower on the food chain—close to the ground where all the action is? I am not extolling "food-based" anything (and note that everything has its place): I am banging drums in the meeting hall for us to re-dedicate ourselves to the most natural of healing alternatives—basic herbal medicine.

I am an **Herb Pharm** guy: everyone knows that. I have admired their quality for two decades now. Yet, I am only now becoming aware of the importance, delineation and superiority of the product that they produce. While we all intellectually know that liquid herbal extracts do several important things very well—capture the essence of the plant material, preserve its power, and accentuate the potential for absorption — we've committed our persuasive powers to promoting other trendy things. My focus has gone backward—getting basic and real about what matters when we want tools to heal today's illnesses. Herb Pharm's herbalism has stayed constant, and those who have embraced it are happy to be

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## To Teach, as Well as Sell

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happens all the time. On this occasion, it is an art to know when to give them one-good-point that will direct them, like markings on a tree through the forest, the next time they reach that same point on the path. Sometimes the occasion will necessitate that you forget the presumed task and show them an interest and openness, so they can approach you comfortably and with trust when the moment arises for them to hear the message they seek. It is not the message, but getting the message across.

The next skill is to be able to convey the message with confidence and passion. Everyone portrays their passion in a different manner, and you should be comfortable with your own, beautiful tone of expression. Realize that you are to a certain degree an actor/actress on this mission, and that when you are relating the lines of the text you have learned that it will be accepted best when it is from your own voice. The hardest part here—whether you realize it or not—is to grasp fully the information at hand. (More on that later). If you have the threads of the storyline clear—or if you are talking about an issue that you have mastered—it is critical to your success that you convey a belief in what you are saying, that you appreciate the message and that you are excited about sharing this information pertinent to decisions in your listener's life. Know your passion and be able to express it. This is the art of sales.

No teacher can correctly administer truth unless they have a strong grasp of that elusive gift first. Here is where the grunt work comes in, as studying is a

necessity if one is to teach. You have to tackle your lessons, and be courageous in embracing all you are learning. Castenada said that one should go into learning with the courage of going into battle, and that is your noble mission. With this shield of determination, we also need the feather of humbleness and humanity. None of us knows it all, and we should never impart that impression. Always open yourself to new learning, and always listen, as there is always more to learn. The good student is always taking notes. Know that you are always learning, you are always teaching as well—teaching yourself.

The reason I have never tired of this industry is there is always infinitely more to learn. Think of all the amazing things you have learned in the past 12-months: (maybe) the beauty of these nutrients—ubiquinol, astaxanthin; these new herbs in your repertoire—shatavari, andrographis. Maybe you have gained a deeper appreciation of aloe vera or elderberry or homeopathy. Hopefully you still marvel over the miracles possible with Omega-3—“a missing link”. Maybe you have been intellectually floored by the potential of marine phytoplankton, or something as rudimentarily precious as biodynamically-grown teas. The world is our oyster, fellow travelers, and there will never cease to be splendor and miracles. Take this cue: know your material and always know that you need to learn more.

Teaching is about being at the level of the person you are trying to reach. With all this knowledge, you must not overwhelm the student before you. One step at a time. Basics first. Keep the promise high with your passion, and engage the person to open up to learn, and make sure that you do not speak over their head. The skills that you learn to sell as you teach are all about human psychology.

Sometime, you speak to the inquirer's vanity. Other times you will tickle their hope. Sometime you must grab the mantle of authority; on other occasions you will need to allow that moment where you stand before each other and puzzle or wonder. Often, you can achieve your goal by admitting that you do not know the answer. Accept that reality. The goal is always to empower the student to want to learn more and more on their own quest with their own enlivened dedication.

## IN THE NEWS

### Only Recommend OptiMSM® Study Shows “Protective Action” of MSM on Articular Cartilage

Researchers from the University of California-San Diego announced at the 2007 World Congress of Osteoarthritis new findings suggesting methylsulfonylmethane (MSM) may protect articular cartilage and reduce inflammation in early osteoarthritis. The research focused on specific genes, called cytokines, associated with the progression of osteoarthritis. Researchers found that MSM acts as a barrier, protecting cartilage from further degradation from cytokines and other destructive enzymes. An abstract of the study will be available in the peer-reviewed *Osteoarthritis and Cartilage Journal*.

There is a style to good-salepersonship on the sales-floor as you teach. Think Vanna White here. The movement of your hands, and the positioning of your body as you speak, will highlight what you are referencing. Too many employees do not handle the bottles as they explain; do not open the book and turn the pages with the customer. Be a fluid part of the activity. Knowing how to capture interest, and accentuate key points is an acquired skill (and some possess it naturally). You are an actor and the lights are on you—but it is not about you. It is about the message. So take the challenge of mastering “delivery.”

Teaching should presume to be fun. If, and whenever possible, make it fun. But always have fun doing it. If you can fit into the role, working to master the skills of human psychology, acting with passionate compassion, then you will enjoy your success when communicating grave facts and concerns to a seriously ill and desperate person. Appreciate this vital role, and the greater good: for that person needs you.

We have changed the world with our truths. Sure, all this information is complex (but so is biodiversity and beauty!) The best teacher can take the most difficult equation, and make it understood by a mind young to the information being shared. Learn to speak in big pictures and images, and with words that the commoner will understand (realizing when it comes to issues of

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## BMC COMPANIES REPRESENTED AT EXPO WEST

Bluebonnet Nutrition .....	#1908
Herb Pharm.....	#1856
Newton Homeopathics.....	#1309
Nordic Naturals .....	#1752
Aloe Life International.....	#1869
Essential Formulas, Inc.....	#1758
Himalaya USA.....	#1917
AromaLand, Inc.....	#3211
Perfect Organics, Inc.....	#3509
Natural-Immunogenics/ Sovereign Silver.....	#1785
Mushroom Science .....	#1361
Ancient Sun Nutrition, Inc.....	#2108
Bass Brushes/The Hair Doc Company.....	#3332
Surya Brasil.....	#3704
Juvo, Inc.....	#1393
Harvest Moon Mushrooms.....	#2608

***I believe that peace is not merely an absence of war,  
but the nurture of human life, and that in time this  
nurture will do away with war as a natural process...***

— Jane Addams (1860-1935) USA

Blue Moose Consulting Newsletter





**Herb Pharm proudly introduces  
three new alcohol-free  
Herbal Glycerites.**

These products are very similar to our Liquid Herbal Extracts and they can be used in the same way.

The difference is a slightly adjusted extraction process, which enables us to extract the herbs with natural plant glycerine instead of alcohol.

**Green Tea Glycerite  
Rhodiola Glycerite  
Turmeric Glycerite**

*Available April 1*

**Capitalize on EXPO WEST!**

**Order \$100 - \$499 for 15% OFF**

**Order \$500 + for 20% OFF**

*Buy In Dates 3/10 thru 3/21*

*Show special must be mentioned at time of order for discount. No reversals!*

**Expo West Booth #1856**

Not represented by BMC in NJ



**Trimology™ Licorice  
Flavonoid Oil**

**Intro promo through March 14.**

**Buy in and save**

Floor Display highlights this new scientifically valid weight management nutrient in time for the upcoming Summer season.

**Capitalize on Expo West**

**Trade show deal**

**SHOW SPECIAL**

**20% OFF**

*One buy the weeks of 3/10-3/21*

**Expo West Booth #1908**

Not represented by BMC in NJ, SC

**NORDIC®  
NATURALS** 

*Pure and Great Tasting Omega Oils*

**New Product Preview**

Nordic Naturals is releasing its latest product in their "Gold Standard" Arctic Cod Liver Oil line. The new flavor is **Spiced Apple**, and is being offered in retro-look amber colored bottles, apothecary-style. These should really bring attention to this new flavor on your shelves and bring variety to the daily use of Omega-3 Cod Liver Oil.

**Ask Your rep to see the new Nordic Omega Research trifold**

Due to a shortage in the availability of the 8oz blue glass bottles, Nordic will temporarily be using amber (brown) bottles. Please note this applies temporarily to only the 8oz liquid bottles, and we will be back to bottling in cobalt blue very soon.

The amber bottles will be shipping for the next few months.

**Capitalize on Expo West  
Show Special; Attendees only!**

**12 - 72 pcs 15%**

**73 - 144 pcs 17.5%**

**145+ pcs 20%**

**New sku's 20%**

**Expo West Booth #1752**

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

**NEWTON**  
*homeopathics*

*Always safe, always effective.*

**March Monthly Promotions 20% OFF**

*(Qty 6+ per sku)*

N057 **Dairy, Grain, and Nightshades**

N067 **Foot Fungus**

N012 **Menstrual - PMS**

N054 **Snore Relief**

N218 **Sports Injury, Spray**

P022 **Ear Relief, Pets**

F007 **Allergies, Kids**

**Capitalize on Expo West**

**15% DISCOUNT** on orders placed at show;

*dates for sale: March 14-21*

**10% DISCOUNT** for non-attendees

**Product Highlight: Cell Salt Complex** 500 pellets or 1 oz  
Cell salts are cell and tissue builders.

**Indications:** Physical weakness or when recovering from chronic diseases.

**Ingredients:** *Calcarea fluorica, Calcarea phosphorica, Calcarea sulphurica, Ferrum phosphoricum, Kali muriaticum, Kali phosphoricum, Kali sulphuricum, Magnesia phosphorica, Natrum muriaticum, Natrum phosphoricum, Natrum sulphuricum, Silicea 10x.*

**Expo West Booth #1309**

Not represented by BMC in NC, SC, WV



# AROMA LAND

The Essence of Well-Being®

The highest quality essential oils  
are the base of a full-service  
body care manufacturer

Single note essential oils  
Essential oil blends  
Certified Organic Essential Oils  
Precious & rare essential Oils  
Massage & body Oils and  
lotions  
Facial Massage Oils  
Hand & body Lotions  
Shampoo, Conditioners  
Hair & Scalp treatment  
Bath Salts  
Shower Gels  
Bar Soaps

**Expo West Booth #3211**



## Trust Sovereign Silver for quality and effectiveness

Sovereign Silver represents the  
most significant breakthrough in  
colloidal technology in the last  
90 years. It is an omnipotent  
resource in the defense of health,  
one with which to confront  
the ever-increasing immune  
challenges threatening man, even  
the whole of mankind.

**Capitalize on Expo West  
Expo West Show Discount  
10% over any quantity  
discounts**  
open to all stores

**Expo West Booth #1785**

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



## Essential Formulas

### Capitalize on Expo West Expo West Show Deals

**10% show deal**  
open for all orders,  
plus complementary shipping  
March 12 - 19 only!

**Educational Seminar**  
Friday, March 14  
2:30 PM room 207 D.  
**Dr. Ann Louise Gittleman on  
Gut Detoxification.**

**Stop by the booth**  
to see new labels, get your  
daily probiotics and sign up  
for a copy of the Essential  
Formulas corporate video  
**Expo West Booth #1758**

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

### Ancient Sun Blue-Green Algae

Organic green superfoods  
high in phenylethylamine and  
phycocyanin, (unique anti-  
inflammatory supplement).

If you're looking for the best blue  
green algae from Klamath Lake,  
as a direct supplement or as an  
ingredient in our food enzymes and  
organic pet food, this is the place

### Capitalize on Expo West deals

Free shipping on Expo West orders

**10% OFF min \$300**

**15% OFF min \$1000**

**20% OFF min 2000**

buy in dates 3/13 thru 3/21

**Expo West Booth #2108**



New Product Announcement!  
**Certified Organic Hand  
Sanitizer from Brazil  
with Acai and Jua**

Two sizes available  
2 oz. SRP \$4.95  
7 oz. SRP \$14.95

beautiful counter display available  
Very emollient and moisturizing!  
Ecocert-certified, at the right price!

### BIG NEWS

Surya has awesome new shelf talkers that  
show the colors of the hennas and the  
semi-permanent hair colors. The best way  
to sell the cleanest hair colors in America!!

Capitalize on Expo West  
**Expo West Show Discount  
25% LINE DRIVE open to all  
direct orders placed between  
3/1 - 3/31**

**Expo West Booth #3704**

**BASS**®

Brushes  
Finest Quality Hair, Body and  
Skincare Accessories

### Capitalize on Expo West

**Expo West trade  
show deal**

**MUST BE AT SHOW**

**25% OFF  
orders placed at  
show**

plus free shipping

**Expo West Booth #3332**

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

March's promo is "Spring into Detox Health" featuring

LiverCare®, HemoCare®, Andrographis, Ginger, Triphala, Neem, Boerhavia, and Haritaki.

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

Sign up for the free monthly Himalaya email newsletter at www.HimalayaUSA.com and continue to learn how this company is unique among herbal manufacturers historically and in the world today!

Capitalize on Expo West All Herbal Formulas and Pure Herbs buy-in dates March 14-24

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

Back in stock

Soliga Forest Organic Honey

- USDA Certified Organic
• Not force filtered, not pasteurized
• Three times the bioflavonoids and 7 times the antioxidants of wildflower honey

Expo West Booth #1917

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

Stock up for Spring with New Healthy & Slim Daily Greens!

- Stabilizes Blood Sugar, prevent snacking and unwanted calories.
• Highest amount of Greens of any greens formula with a correct ratio of Calcium to Phosphorus for supporting Bone Health & Skin Renewal.
• Detoxifying, and tastes Delicious—mixing well with water for kids & adults.
• Best value for stores & customers
• Certified-Organic Greens

Available in powder—tablets and travel packets!

Being Healthy Never Tasted So Good!

Capitalize on Expo West Discounts: 24 -71 bottles = 10%
72+ bottles = 20%

Must visit the Aloe Life booth to receive the discounts.

17 years of quality aloe vera

Expo West Booth #1869

Not represented by BMC in SC

HAMPSTEAD TEA LONDON

Green Tea is Year-round

The tea culture in the US is growing, as people realize the health benefits of Organic teas over coffee. Yet, Green Tea has gained a wholly separate market of people looking for the antioxidant benefits of green tea. Offer the best green tea on the market, at a very "fair price"

Hampstead Tea

Certified Organic, Biodynamically-grown, Fair Trade Single-estate Tea (nowhere else can you find this combination)

Green Tea

- 25 sachet box
• loose tea leaf tin
• loose tea leaf pouch refill
• also in sachet tea bags: Mint Green and Ginger Green



LIFE SOURCE BASICS

March Line Drive

15% DISCOUNT OFF orders \$100-\$499.
20% OFF orders greater than \$500.

Life Source Basics WGP 3-6 is one of the most effective and safe supplements to enhance your immune system. It engages the body's natural defenses to promote health, wellness and vitality. Numerous clinical and preclinical studies demonstrate that WGP 3-6 activities key human immune cells, including macrophages and neutrophils, to more quickly recognize and kill foreign challenges. More than a dozen peer-reviewed science and medical journals have published research on the safety and efficacy of WGP 3-6 over the past several years. In addition, independent studies have demonstrated that WGP 3-6 is significantly more effective than other leading nutritional supplements in enhancing the immune system

MushroomScience®

The best quality mushroom supplements in America since 1994

- Growing their own certified-organic mushrooms, on wood, as nature intended.
• Every extract carefully prepared, capturing the complete essence of what made these medicinal mushrooms valuable in the ancient herbal traditions of Japan and China.
• Quality guaranteed; each supplement is formulated to deliver consistent + effective levels of all the primary active compounds identified in the scientific research. Every supplement from Mushroom Science® analyzed to ensure this.
• Potency listed on the label of every supplement, allowing full advantage of the dosing recommendations proven effective in the scientific research.

Capitalize on Expo West Expo West Show Deal

Attendees Only! 20% SHOW ORDERS

New Customers at Show BUY 2 GET 1 FREE!

Booth # 1361 Mushroom Science
Booth # 2608 Harvest Moon Mushrooms

PERFECT® ORGANICS

March Feature

Perfect Organics Body Scrubs Available in Lavender Lavish, Orange Ginger, and Hazelnut Coffee.

Stock up for Spring!

10% OFF 12 or more any combination of Perfect Organics Body Scrubs



Capitalize on Expo West Expo West Show Deal for attendees 15% OFF opening orders 10% OFF for existing accounts Minimum order \$250.00

Expo West Booth #3509



## To Teach, as Well as Sell

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natural health that the commoner may be anyone, even a tailored haughty successful and educated professional). For health, everyone needs the good teacher. Teaching an understanding of the bigger picture will always help the learner to think for themselves, and logically search-out the solution to their problem. Your goal is to release that potential for them. We do this every day. Revel in this role!

More information is always on its way, so never take a semester off. The devil distracts easily, and wasted moments may handicap you in that moment when someone needs that little detail you have conscientiously learned and mastered. Share and help: your mantra is service.

So give thanks for this opportunity. We make a living. We sell and make profit, and keep ourselves employed. We gain value in ourselves through our education, and we change the world. From that person with a cold who stops in because you were on the way, to the desperate who have come to your door after all else has failed, to the distrusting, there to buy a product for the loved one who sent them: you touch them all and have information

to share. Ever wonder why I never stop talking? Use your skills!

In the larger arena, we have taught the pharmaceutical giants that nutrition sells, and they have copied our development so much so that we see Centrum now making a cardio formula. Somewhere in board rooms and on golf courses, people of that angle of power may just be getting it: health can sell as much as the industry of sickness. Thanks to Senator Harkin, we are starting to earnestly address the needs of what children eat in school. Government hears some of the noise of our education, and sometimes they listen.

Here, though, we see the limitations of our noble and valid endeavor. We must constantly worry that when speaking truth about beneficial options for health that we may straddle the line of a legal system tilted away from natural health. We may just incite forces with misplaced jurisdiction to attempt to stop our voices. Always be wise in the ways of the market. Never take your mission to teach so ardently that you bring too much attention to yourself. There is plenty of goodness to go around by helping those who reach out to you, to those who are open to betterment, to those who can "hear". Beware: this mission has never

been easy. Truth has always battled non-truth. Just be grateful that you are on the better path. ☺

### THE BEST

Since we all can't seem to get along—for Poison Oak, Ivy and Sumac

**Herb Pharm SOOTHING OAK & IVY COMPOUND**

Grindelia flower  
Sassafras root  
Menthol Crystals

**Newton Homeopathic POISON IVY**

to relieve symptoms of skin blisters, redness and itching



Nutrex  
Hawaii



**March Line drive 15% OFF**  
all Nutrex products

Direct orders

**Also, 30% OFF new orders**  
for MD Formulas Hawaii  
Products

**CardioAstin™** – vegetarian formula  
with astaxanthin

**JointAstin™** – vegetarian formula with  
astaxanthin

**DermaAstin™** – vegetarian formula  
with astaxanthin

**BioAstin Supreme™** – highest source  
astaxanthin at 8 mg vegetarian softgels



JUVO™

**Nourishment  
Pure and  
Simple**

JUVO is a tasty  
vegetarian whole grain  
salad. It is freeze-dried  
and powdered from  
vegetables, mushrooms,  
many kinds of whole  
grains and sea vegetables.

**Plant-Based Organic  
Nutrients for  
Body Cleansing &  
Detoxification.**

Booth #1393

Not represented by BMC in Eastern PA, NJ

LBAS®

**Capitalize on Expo West  
Expo West Show  
Special  
10% OFF entire  
line**

open to all accounts!

**Consumer Samples upon  
request for**

**Olbas Oil, Olbas Pastilles,  
Olbas Tea  
and New Olbas Sugar-Free  
Lozenges.**

**Double barreled sales:**

stock the ever-popular **Olbas  
Pastilles** on one side of the  
counter and the new **Olbas  
sugar-free black currant  
Lozenges** on the other side.



## Liquid Herb Extracts

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part of the relationship—because their successes continue to multiply.

I have always politely said that all liquid herb manufacturers (well almost all) should be given the benefit of their love of the herbs and their dedication to the process. If you were selling liquid herbs you were in the right boat!

I have now learned enough to know that Herb Pharm just does it better. Hats off and accolades to Sara and Ed for the rededication they have committed to their fine craft. After decades of meticulous pursuit of a perfection of agriculture and the craft of manufacture, they could have sat on their laurels. Many of the great pioneers of our industry have done that, and they deserve the rest: another generation needs to rise to the forefront and lead. But Ed & Sara have allowed the moment to rekindle their passions to greater levels, and the work that Herb Pharm—as a company of dedicated people working with herbs is now doing—the investment in infrastructure and technology and science and equipment—is and will take herbalism to newer, better heights.

American herbalism is ready to move to greater heights, and Herb Pharm sees

the challenge of today and is rising to the moment.

We all know that marketing consultants presently have gained too much access to too many companies in the world of nutrition. Outlandish claims are flooding our consciousness, and soon some of us may even begin to believe the rhetoric. It is refreshing to listen to the down-home honesty of Ed Smith discussing the real science of herbal investigation and manufacture. I laugh at the hogwash and foey in the

tabloids, and am saddened at the path stores are being led, because the product being manufactured by Herb Pharm is better than everything out there with a pretty label. Ed knows his business, and is as sharp and forward-thinking as anyone in the arena today. In seeing behind the scenes, I can say that product is just getting better all the time: every detail is being analyzed and—if possible—improved.

All health wants is the truth of nature. Pure and simple. And the technology to capture and transfer and guarantee that truth has not yet (and may never) evolve beyond the beauty of: (1) a good plant raised well, grown and harvested in ideal conditions; (2) handled with insight, ethical respect and love; (3) extracted from nature's bounty and scientifically preserved in the most natural of mediums—organic alcohol; (4) measured and tested for purity, strength and consistency; (5) and—part of the equation—sold with a care for the dignity of the plant, the process and the acknowledgement that it is the work of the plant that needs to be admired and respected. Herb Pharm still believes in the truth of touching and tasting the herbal food; challenging the grower [even themselves] to get better; realizing that the proof is in the reality of the food—not in the words on the label.

My ire for the marketers who are manipulating facts with circular reason and borrowed and blended phrases and sheer audacious non-truths (speculators conspiring for the latest greatest storyline) is visible and hopefully contagious.

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## ENDCAP IDEAS March 3-9 is National Sleep Awareness Week

While it is often dangerous to advertise National Health awareness events because often they are controlled by pharmaceutical companies and government agencies not amenable to natural alternatives, participation in these organized public service events gives YOU the chance to advertise about the positive, natural and healthfood options that you offer. So, be strong in your message, use the medium and be creative: your customers will appreciate the effort you make.

Sleep awareness includes insomnia, sleep apnea (therefore snoring too), restless leg syndrome and more. It is imperative that we get people realizing the importance of restful sleep. Lead the endcap with Bluebonnet **TryptoPure™** L-Tryptophan—the purest product on the market. Tryptophan used to be one of our industry's best selling amino acids, and the research says that tryptophan deficiencies are prevalent. Seize the moment to help people relax, lower anxiety and provide the nutritional building blocks for positive mental well-being. Teach yourself more about TryptoPure™ today: (Ajinomoto AminoScience: <http://www.tryptopure.com/consumers/index.html>)

There are many important and great products to add to this display, including Herb Pharm's **Relaxing Sleep** and valerian; Newton Homeopathic's **Restless Leg Syndrome, Snoring and Insomnia**; AromaLand's lavender essential oils and their sensational **Relaxing** essential oil blend; and Himalaya's **MindCare®**, Jr.

Your customers need direction and education on methods to optimize their sleep patterns so that they can heal and repair on a daily basis! Remember that sleep problems are a huge issue with people as they age, and you can help them! ([www.sleepfoundation.org](http://www.sleepfoundation.org))

## "WE ARE HEALTH FOOD PEOPLE"

### For a Good Time, Call Michael Hennessey



Greetings everyone. I have crossed the threshold of five years in business. Have grown a bit in wisdom, and "company" along the way. As I head out to Expo West and also start to think about having my first vacation since I started **Blue Moose Consulting**, I want to thank everyone who has teamed with me over this time period to make our health food world stronger. Each of us dedicates ourselves to doing good in the marketplace and bringing opportunities for optimal health to all who desire to make themselves better. What a grand business we are in!

As BMC has expanded from a lone guy and a few dignified companies to a veritable empire of health & wellness (that wagon of health being pulled into town by that intrepid moose), I have gained dedicated fellow mooses who have amazingly readily accepted the name. Their work in support of this vision has been invaluable and I honor them all, past and present! But we would not have been able to do any of this without you, dear store owners and personnel. I love every day that I work with you (and wish there were no bureaucratic paperwork so I could just gypsily travel from store to store, learning and teaching every day). I only rent a home because I have to keep my paperwork somewhere: and I rejoice that I have not tired of the road that takes me to you.

I am honored to say that this is my world and that you, dear readers and compadres and friends, are a treasured part of that world. We are on this earth to make the best of our time here, and my intention has been since we started Blue Moose, to make the business of health and health education a fun endeavor. Let's continue.

As for my fun pictorial, I provide a picture of yours truly talking on the phone. Yes, that is what I seem to do every waking moment as I work to make the mid-Atlantic region more healthy every day. To life! To future success, optimism and cooperation in our endeavors.

Peace and love,  
Michael



## 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."*

## Liquid Herb Extracts

*continued from page 7*

Let's spiritually go back to "natural" folks. Look for a plant material whose dignity can be verified: it most often has the Herb Pharm logo.

Think. What matters is who grows the herb and their intention, intelligence, care and dedication. Herbs are not powerful by accident, or because they are identified correctly. It is the growing of the herb that matters. Herb Pharm has not only never strayed from this mission; they have gotten better at it.

So trust me: in BMC states, liquid herbal extracts are on the rise BIG TIME again. Herb Pharm has gotten smart with their education programs and are committed to partnership with stores committed to herbalism. Ask your BMC rep about how to get into the Herb Pharm classroom of herbalism. Julie Plunkett wisdom monthly. Ed's pearls of wisdom presented in 21st century technology. People who are listening and learning are selling herbs more than ever. BMC feels the success and embraces it fully. Wanna join us? ☺

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Laura Pestel at 864-879-3465 and put in your request now.

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

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

#### Perfect Organics, Inc.

www.perfectorganics.com  
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fax: 703-852-7199  
Merrifield, VA 22116

#### AromaLand, Inc.

www.aromaland.com  
505-438-0402 • 800-933-5267  
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#### The Hair Doc Company

www.thehairdoccompany.com  
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#### Hampstead Tea

www.hampsteadtea.com  
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#### Herb Pharm

www.herb-pharm.com  
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orders: 800-348-4372  
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Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
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orders: 1-800-414-ALOE (2563)  
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#### Essential Formulas, Inc.

www.essentialformulas.com  
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**Support all the lines we represent: Independence, Quality, Strength**

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