

Talking Health: Men's Health: The Male Market

Yes, I watched my Philadelphia Phillies win the baseball World Series: men are truly such different creatures. Yes, this health-food maniac also follows sports: how common!?? Now, while I am not your typical modern or American male (we can all agree on that!), we also will probably agree that most of the male customers who enter our stores are not the average-American, or Joe-six-pack. Are we welcoming this consumer, and his hard-earned dollar into our stores, and if not—this may be a critical market to pursue in today's rough economic times. It is time to make shelf space for products for men's health and men's bodycare needs!

Most stores have a men's health section; and they all have the same faded and slow-selling selection. Boring. The old paradigm said that men did not shop for themselves and certainly didn't beeline for the health food store for body essentials or casual shopping. But what does your men's health section say to the first-time shopper or today's modern man? Other than sexual promises and the prostate, is there anything in your men's section that promotes positive wholistic health? Maybe the message you are sending is that you have nothing to offer and

that men need not think about their health care needs: now that is ignoring a near-majority market!!!

You can easily revamp your Men's Section with some creativity, signage and simple product adjustment, and you can bring a sparkplug of sales to this category by adding a few new items. You need not create a locker-room, driveway, couch and remote, or boardroom to make men feel at home, but you are certainly not going to get many men plunking down twenties on your counter unless you show them products they want, and make them want products beneficial to their health. Have you created an atmosphere that would persuade any man that your store is a destination point for him to shop for his health, or beauty needs? If not, let's start building!

Men need the basics too

Two common impressions about men: they won't buy any pills unless it is for their "manhood" and they are lazy and usually will not take several items. While partially true in many instances, it is paramount that we educate men on addressing their truly basic needs. To a large extent, human nutrition is asexual. Men need minerals

and vitamins-antioxidants just as much as their counterparts. But the men's section should include more than a bland multi with a picture of a man on the front and 1 mg of ginseng and saw palmetto. Men want energy, vitality, and good bowel movements (just like everyone else). Experiment with adding a cross-merchandized product in your men's section for: heart health (**Bluebonnet Heart Antioxidant Formula**, **Herb Pharm's Healthy Heart Compound**, **Nordic Natural's new Omega LDL** with red yeast rice); joint health (**Himalaya USA's Joint Care**); and brain and stress issues (**Bluebonnet's Power Thoughts**, and **Himalaya's StressCare**). See if this doesn't encourage dialogue, as men may ask questions in the store even as they fear asking for road directions. We need to encourage men with the mantra to "take care of themselves." Discuss with your staff the dilemmas associated with men being silent about their health needs, and encourage dialogue where issues of heart health, hypertension and diabetes are verbalized in the conversations that start over a good multiple vitamin.

Since so many men work and play outdoors, you should also provide products

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Talking Business: Adjusting to an Uncertain Market

This just in. An informal survey of stores in five States over the past 60 days reports this snapshot of health food stores in the mid-Atlantic region: Conversations with store decision-makers show that our industry enters the Fall season standing strong against the tide of bad economic news bashing against the shores of American business. As of today, natural foods health is still strong. Survey tabulations show that: 85+% of the stores interviewed state that their stores are having typical Fall seasons—nothing exceptional but nothing to complain about (even though they are watching and being somewhat cautious); less than 10% of the stores inquired of have said that their sales are down somewhat but that they are not fearful, and are hoping that things continue to improve as the Winter months approach; and, less than 5% of all stores investigated said that they are really struggling and worried about their long-range survival. Let's send out positive energy to these struggling stores!

Of course, as we all know, all this could change in a bad six-week period. We have to be vigilant in how we spend and grow.

Everyone is worried about the economy. I have recently also heard similar sage advice from several astute business owners that rings true to me: during times of societal economic hardship, many people actually turn to health food stores for more of their primary health needs. People are less interested in going to a doctor for a referral and an expensive antibiotic prescription, often choosing instead to go to a familiar and less expensive immediate solution, with products they have confidence in, from their neighborhood health food store. See if this reality exists for you as this year ends, and create strategies to influence people to think that way as well! We should be anticipating the positive, but not being blind to the possibility of some daunting challenges arising as people lose jobs, savings and even housing.

As we turn the corner on the last lap of the 2008 sales season, and with the pronounced volatility of the American marketplace that surrounds us today, what strategies and tricks can we incorporate to make sure we have solid cash flow in our businesses today and into the next cycles?

First, realize that your current inventory is a valuable currency to your business. Be smart with what you have, and keep product moving. Now is the time to use as much time looking at the inventory that you already have, as looking at those empty spaces delineating product that is sold out. Your job involves both flawlessly stocking the best products, and making sure that your customers are aware of all the inventoried product that you have. So, in a slowing marketplace, you have to spend just as much time selling the inventory at hand smartly as planning ahead. Remember why you brought in various products, their importance and merit, and review your shelves daily saying "I am gonna remember to sell this today."

Make interesting sale items from those products that initially entered your doors on sale, and don't be afraid to do so. It is better for you to move product and generate sales than to sit on product when you need a strong cash flow. Utilize from within. Be part of this moment's milieu: customers in the

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Men's Health

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to naturally protect them from the elements. Rather than just seeing men wear hats, we can advise them toward products that provide natural sun protection. Make the case for Bluebonnet's GliSODin *Vegetarian S.O.D.*, *Nutrex Hawaii's Astaxanthin* and *DermAstin™*, and Bluebonnet's *Ageless Skin™* and you will provide natural sunscreens and products to protect against skin cancers and the like. Weekend warriors need to be taught that relief comes in the form of Omega-3s and Celadrin; and externally, *Aloe Life's Body Heat* and *Well-in-Hand's Pain Rescue* roll-ons.

Sexuality sells for men, but it should be more

When a man asks you for something for "you know what..." he is really asking for something for his vital qi, for his vitality. He just doesn't know how to diagnose his problem. We need to speak fluently above the Viagra-mentality and steer men to truly nourishing products. How adept are you at convincing the searching male soul that what he really needs is Herb Pharm's *Adrenal Support Tonic* and *Nervous System Tonic* for basic rebuilding. Oat seed extract will do more to resurrect a man's sexual prowess than any yohimbe wallop. But this type of convincing is harder than taking the keys out of a drunk man's hands. Preach the basics with conviction, and you will get the attention of everyman, as the information you have is exactly what he has been waiting to hear!

That being said, sexual energy is often molded to a man's sense of overall self-worth. Don't carry cheesy products from companies that pawn mediocrity in a pretty jar, and always beware specialty "asian-products" with revered ancient recipes. Today's herbal market has exceptional and balanced sexual tonifiers that are worth promoting. Herb

Pharm's *Male Sexual Vitality Tonic* and Himalaya USA's *VigorCare for Men* not only provide quality herbs from respected growers and herbalists, but they also nurture total vitality, which manifests in energy on every level! For that locker room mentality, Herb Pharm's *Yohimbe* extract is the best in the business!

Men Do Care about Prostate Health

One thing every class of man is not shy about asking information on after a certain age is prostate health. The research on saw palmetto is profoundly consistent. A

stellar therapy should include Himalaya's *ProstaCare*, which has always tested better when compared to saw palmetto. Saw Palmetto works best in compound—Herb Pharm's *Healthy Prostate Tonic* wisely joins saw palmetto with nettle root, pipsissewa, cleavers and thuja—though many may feel safer using the single standardized herb: Bluebonnet offers an 85-95% fatty acid and active sterols saw palmetto product in both 160 & 320 mg softgels.

Optimal complementary care will always be maximized with homeopathics, and never underestimate this modality for regulating prostate health, as the prostate is the only tissue system that continues to grow after the body's growth cycle has peaked. If saw palmetto is good for cleansing prostatitis, and silver hydrosol is even better, than homeopathy is arguably essential for balancing hormonal body systems. Encourage

Newton Homeopathics Prostate and their **Detoxifier** for every situation of prostate dysfunction, swelling, infection or even as mid-life preventative.

While most stores have buttressed their selection with every possible women's product (women traditionally being smarter in regards to their own health needs), almost every store would benefit from a men's section overhaul, bringing in quality options and a new selection: then you will see when you start hearing "this is new!" that men are starting to take greater notice of the natural options you are providing for their health care needs. They will be asking you more questions, and so a new customer is made.

Have you created an atmosphere that would persuade any man that your store is a destination point for them to shop for their health, or beauty needs?

An even bigger New Market: Men's Bodycare

Times have changed, so forget any previous failed attempts to lure men to skin and hair products specifically for them. Modern man cares about his looks! More young men,



ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

Keep Up-to-Date on FDA Recalls with E-mail Alerts

The Food and Drug Administration (FDA) offers an e-mail alert service that sends subscribers a notice when a product generates the need for a recall, withdrawal or alert to consumers. The FDA also posts recall notices on its Web site, including recalls prompted by the recent melamine issue. To find the latest information on recalls related to melamine, as well as any other alerts over the past 60 days, and to register for the e-mail service, visit these pages on the FDA's Web site: FDA's recalls page: www.fda.gov/opacom/7alerts.html. FDA's Melamine Contamination Page: www.fda.gov/oc/opacom/hottopics/melamine.html.

and older affluent men, are willing to spend larger amounts to make themselves look sexy, stylish, modern and trendy (or younger). These people either shop in your stores or are walking/driving past your stores! Do you want their business?

If stores have haphazardly created "Men's Health" sections in their stores, they have been even more reluctant to create allure in their "Men's Bodycare" section. Any effort should at least make the section translatable by the consumer: so a bunched grouping of men's products will certainly only doom efforts because of uninspired marketing. Effort usually results in response—create a shelf presence that encourages your customers to consider men-specific bodycare purchases. Some stores may even consider joining the healthcare and bodycare sections in a one-stop destination if they do not want to invest too heavily (in half the world's population!) Certainly, it may be prudent to start small, but don't start "old school."

The latest men's bodycare to hit the market was unveiled at Expo East, and it looks promising. The market press was certainly intrigued by the organic men's bodycare line by **Surya Brasil**. *Sapien* from Brazil offers the luxurious way for men to address their grooming needs naturally! With six products, this line offers new and exciting products for shower, face and hair care. Reasonably priced, these are the first EcoCert™ Certified Organic men's product to the America market.

No matter where your store is, men are becoming more interested in organic products every day. Certainly, we can influence them to buy this way if we stock and highlight superior products. *Sapien*, a line of products in strong and stark black packaging, will appeal to a man's sense that these products are for him. (Already though, we are finding that women like the feel and results of these products, so couples may just find fun in sharing their bodycare products

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TIP OF THE MONTH

Use the register area to improve People's Digestive Health

Herb Pharm's successful 6-pak Counter Displays can be fitted with two essential digestive remedies in time for Thanksgiving and holiday eating extremes: the new **Digestive Bitters Compound** for proper digestion and the **Neutralizing Cordial** for acid issues, and as a gastro-intestinal corrective. Three of each in the neat display by the register to convince consumers that herbal help is quickly available with Herb Pharm.





November Monthly Promotion 20% OFF

with a minimum order of 3 each

**St John's Wort • Good Mood Tonic
Nervous System Tonic***

Last month for the Winter Immune Promo!

Make sure you discuss with your BMC rep to take advantage of this once a year offer!

Mark your calendars

Special training with **Ed Smith**, Herb Pharm Founder and Co-Owner, Thursday, November 6th, 2:00 pm and 7:00 pm EST.
Topic: Relaxation and Sleep. Hear "Herbal Ed" Smith discuss many of his favorite herbs for promoting relaxation and sound sleep.

***Nervous System Tonic™** fresh Skullcap, fresh Oat "milky" seed, fresh St. John's Wort tops, dried Celery seed, dried Lavender flower

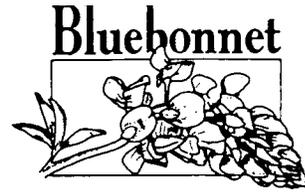
Herb Pharm proudly introduces two new alcohol-free Herbal Glycerites

**St Johnswort glycerite extract
Nettle glycerite extract**

in time for Thanksgiving and holiday eating, by universal demand a tasty
Digestive Bitters Compound

ingredients: angelica root, hyssop, juniper berry, cardamom, ginger, gentian, anise, cinnamon, myrrh, peppermint essential oil.

Not represented by BMC in NJ



Coming in Late November 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

New Products

**Omega Cube, Arctic-D
Omega Blood Sugar**

CLO, Arctic-D Lemon, Omega Cube

5 count, (5) 1/2 oz. bottle 15ml (2 1/2 oz),

Serving size 1 Teaspoon (5ml) (3 servings per bottle)

Item# RUS-58083 • UPC: 7 68990 58083 3

Retail: \$24.95, Wholesale: \$14.97

Omega Cube was developed for people who want the health benefits of Arctic-D Cod Liver Oil with the convenience of small, travel-sized bottles.

Omega Blood Sugar (Unflavored, 1000mg)

60 count, 2 soft gels per serving

Item# RUS-01870 • UPC: 7 68990 01870 1

Retail: \$24.95, Wholesale: \$14.97

Nordic Naturals **Blood Sugar** contains a synergistic blend of highly concentrated omega-3 fatty acids, Chromium, and Alpha-Lipoic Acid to support healthy Blood sugar levels, body weight, and metabolism. Omega Blood Sugar helps maintain healthy triglyceride levels, support normal insulin function, promote fat metabolism, and provide antioxidant protection.

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

NEWTON homeopathics

Nurturing Naturally Since 1987

November Monthly Promotions 20% Discount, 6+ per SKU

Incontinence N069

Leg Cramps N048

Lymph Assist N079

Sciatica Relief N049

Hangover Relief, spray N215

Newton Homeopathics for Pets

Energy-Immune Assist, pet P024

Newton Homeopathics for Kids

Tummy Upset, kid F020

Looking for the best preventative health care you can give your community? Learn the benefits of the Newton **Jump Start your Health** kits.

Don't encourage, but don't ignore

Stock Newton **Hangover Relief** by the cash register through January and gain new market share for products that work

Not represented by BMC in NC, SC, WV





UMAC-CORE™
MARINE PHYTOPLANKTON

Please Understand this GREEN fact
**UMAC-Core is
21st Century Nutrition**

The oldest, most complete form of nutrition

Approximately 3.5 billion years ago, in the primordial oceans of our young planet, tiny microorganisms with the ability to convert energy from the sun into essential nutrients thrived. This marked the beginning of life on Earth. These organisms, are collectively referred to as phytoplankton.

And they continue to thrive today. The abundance of micronutrients in phytoplankton have been shown to help maintain human cell membranes in structure and function; a vital element for cell detoxification and the overall metabolism of human cells.

From the pristine temperate water of the Pacific Northwest comes UMAC-CORE; a concentrated blend of these minute yet mighty microorganisms.

Our patent pending ingredient, Alpha 3 CMP (Concentrated Marine Phytoplankton), is a concentrated blend of marine phytoplankton species that contains dense micronutrients that support cellular health and promotes energy and vitality

Check out their new website:
www.umaclife.com



Silver for Men's Health
Prostatitis and UTIs
(Urinary Tract Infections)*

for prostate infections
for prostate inflammation
as a preventative for bacterial infections

Silver for Women's Health
As antibiotics become less reliable
for UTIs*

for urinary tract infections
for vaginal yeast infections
can be used topically

**Best of all, silver has not shown an
association with antibiotic resistance**

*Remember that silver is a trace mineral that is sold as a supplement and not as a drug. Silver hydrosol is becoming a daily health item because of its broad-spectrum application to health, its safety, and—as a nanosilver in pure water—its tremendous efficacy in low doses. Sovereign Silver is Silver hydrosol (10 ppm)

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



Essential Formulas

**The World's Best Quality
Essential Formulas**

Dr. Ohhira's Probiotics 12 PLUS

Original Formula combines ancient fermentation skills and modern science to create a powerful formula that changes the GI environment to benefit all healthful strains and to discourage the bad. This unique product was developed by renowned microbiologist Ichihiro Ohhira, Ph.D. and a team of distinguished research scientists from Okayama University.

Dr. Ohhira's Essential Living Oils,

a vegetarian product, provides the beneficial fats in an ideal balance of Linolenic Acid (Omega-3), Linoleic Acid (Omega-6, especially GLA) and Oleic Acid (Omega-9). Based on research by renowned Japanese scientist, Ichihiro Ohhira, Ph.D., it was created from seeds and plants carefully selected for their unique nutritional properties.



Ancient Sun®

Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

**Are you experiencing
The New Blue Manna from
Ancient Sun Nutrition**

Blue Manna may now be used as a "stand alone" formulation as it contains both Ancient Sun Nutrition's whole AFA (Crystal Manna) blended with two potent extracts derived from wild and organic AFA.

The new Blue Manna offers both the wide array of benefits from whole AFA—including immune system support—and specific support functionalities affiliated with the two extracted and concentrated compounds found in the blue pigment of AFA. These exceptional nutrients include the anti-oxidant and anti-inflammatory phycocyanin compounds for joint and tissue support, and PEA (Phenylethylamine) for brain and neurological support.

Ancient Sun Nutrition

Blue Manna capsules and powder
Blue Manna is an organic concentrated extract made from AFA

Crystal Manna capsules, tablets and flakes Crystal Manna is Aphanizomenon flos-aquae (AFA), a wild organic blue-green algae

Wild Bars organic, raw, kosher, delicious cocoa food with wild blue green algae



SURYA
Brasil

**November Introductory Promotion
20% OFF direct accounts
Sapien line for Men from
Surya Brasil**

Sapien from Brazil is the luxurious way for men to address their grooming needs naturally!

Surya Brasil's Sapien line for men is certified-organic through Eco Cert™ and is also cruelty-free. Specially formulated for male skin and hair, each of the 6 formulations is 100% plant-based and offers unique ethically-harvested plants and fruits from the Amazon for uncompromising quality and efficacy.

Shampoo 2-in-1 shampoo/conditioner combo cleans and conditions with Acerola and Amaranth protein

Shower Gel hydrates and cleanses the skin with nourishing fruit extracts

Facial Scrub exfoliates with green clay and Acai grains

Shave Cream lubricates the skin with rich Cupuacu butter and Macadamia nut oil

After Shave Cream invigorates with Acai and Aloe Vera plus natural minerals

Styling Gel offers medium hold without synthetic fixatives or PVP

BASS®

Brushes

Finest Quality Hair, Body and
Skincare Accessories

**New Items from Bass Brushes
Bamboo Hair Brushes
New! Pet Brushes made
from bamboo**

Planning for the Holidays

Prominently display all the **Bass Brush Gift Sets** and gain those Holiday purchases with high-quality combs, brushes, hair care and bath care products

The Spa Gift Set by Bass includes:

- 100% natural bristle Body Brush
- 100% natural Facial Cleansing Brush
- Hair Brush and Comb
- Foot Pumice

all in a metal Bathroom Caddy cello-wrapped for retail sale (6 pcs)

www.thehairdocompany.com/products/spaGiftSet/

Ask your sales rep for all the Bass Brush Gift sets

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

LINE DRIVE!

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

*Discounts are not applicable to Soliga Forest Honey, Chyavanprash Jam or Kofflet Lozenges.

Increase sales up to 52% with one of Himalaya's new floor displays

Displays are designed to hold up to 36 regular bottles, 24 economy bottles, or 24 Soliga Forest Honey jars.

Ask your BMC rep for more information.

Holiday Planning

Offer gifts that will impress: Soliga Honey or Chyavanprash are gifts with stories that will be remembered!!! www.soligahoney.com Endcap and ask your rep about a demo!!!

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

November Monthly Promotion

**Aloe Gold tabs
30 & 90**

**mix & match=12
for 15% OFF**

Ideal for Immune Support, Improved Digestion and Busy Adults!

Aloe Gold Tablets are the highest quality Whole Leaf Aloe Vera in a tableted form. The aloe vera is processed through a unique, low-temperature dehydration method: not spray dried into a matrix of sugar, like most products. Aloe Life's manufacturing allows the delicate polysaccharide chains to remain intact, along with the other 200 nutrients and enzymes, to provide maximum immune system support. No preservatives. Great for traveling! The tablets contain Calcium and Magnesium Citrates, which also provide these additional beneficial minerals in highly absorbable forms.

Endcap ideas: Aloe Life Aloe Gold with the Aloe Life Stomach Formula and the November sale items, 30 & 90 tablet Aloe Gold products. Digestive Support signage so everyone can benefit from Aloe Life during this Holiday Season



**November Promotion
Therapy Oil™
Roll-on**

10% OFF
direct orders only

The very popular, award-winning Therapy Oil in a convenient roll-on applicator.

A "hug in a bottle!" for your aching, hurting, sore, inflamed, swollen, itching, rashing, bruising injured body! For Skin, Joints, Soft Tissue.

**immune
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

A great time to get onboard with Immune Health Basics

- cold & flu season brings constant immune challenges
- beta glucans continue to receive positive press
- Immune Health Basics has attractive new labels
- Wellmune WGPT™ is a branded name you will be seeing more and more
- for strong immune system support, you too should be taking Wellmune WGPT™

Immune Health Basics with Wellmune WGPT™

November Promotion

A daily necessity for the children
Children's Chewable
50 mg lemon-flavored
15% OFF for 6 ea
must mention special BMC rep promotion

MushroomScience®

**Stock Up sale on
Mushroom Science
for November**

3 ea per SKU **10%**

6 ea per SKU **15%**

9 ea per SKU **20%**

12 ea per SKU **22%**

24 ea per SKU **25%**

**or bring in the whole line,
3 ea and receive
20% OFF
(all 12 SKUs)**

for BMC accounts only; must mention "Stock up Promotion" to receive discount

**PERFECT®
ORGANICS**

November Promotions

Buy 2 or more Lip Balm Multipaks—for each register—and receive 15% OFF the Shea Butter Lip Balms

Mint Chocolate & Mandarin Chocolate Shea Butters—10% OFF

What is all the Smack about?

Perfect Organic Shea Butter Lip Balms moisturize, protect, and soften your lips with 100% natural, vitamin-rich and healing ingredients including sweet almond oil and hazelnut oil.

Three choices providing smooth, soft lips: Citrus Orange, Vanilla Twist, Fresh Mint



Men's Health

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now.) Sapien succeeds in getting "him" to pick up the products and read the label. What makes Surya Sapien so unique? This product line has an affordable price point (\$9-17) for a product that is EcoCert™ certified. There is no other product line verified to be so organic. Surya Sapien succeeds in a noticeable feel: whether the results are silky smooth hair or skin, it is a healthy result that men will notice. Finally, the Sapien line provides a bodycare system that is easy to understand: a by-the-dots system that men will certainly appreciate. For the hair and the shower: a *Shampoo 2-in-1*; a *Shower Gel*; and a *Hair Styling Gel*. For men's face care: a *Shave Cream*, a *Facial Scrub*; and an *After Shave Cream*. Do men want organic? Industry trends certainly say so, and isn't this the customer you want anyway? Do men like systems? I don't even have to answer that one!

Surya uses amaranth protein (EcoCert™ approved), which will interest the celiac consumer, and also includes Acerola, Acai, Macadamia nut oil and Cupuacu in the products. What can also be ascertained from other men's bodycare lines on the market is that they are generally just reconfigurations of similar ingredients with bottles titled for men. These new ingredients to the American market will certainly intrigue the male shopper. As with all Surya products, these A-list bodycare products do NOT

TAKE 5 MINUTES

Use Government Resources

The U.S. government has established a website for citizens to become more actively involved in understanding the foods that they eat. Actively promote the civic benefits offered by the government by using the resources offered at www.mypyramid.gov and help people understand the importance of their own personalized eating plan.

One size doesn't fit all. MyPyramid offers personalized eating plans, interactive tools to help you plan and assess your food choices, and advice to help you:

- Make smart choices from every food group.
- Find your balance between food and physical activity.
- Get the most nutrition out of your calories.
- Stay within your daily calorie needs.

contain any petroleum byproducts, parabens or sulfites or phthalates, GMOs or animal ingredients. As importantly, the social mission of Surya guarantees that they use sustainable resources: this is why this cosmetics line has hit the market with such force and success. The product even carries a masculine scent: an earthy, woody blend with cedarwood, and clove tempered with a touch of citrus. Surya Brasil is the line to anchor your newly-inspired Men's Bodycare section.

The bigger news flash that we have all been missing is that men dye their hair. Most of them. Now forget all the guys you see who shave their scalp, men have a clear

vanity in believing that gray hair signals a loss of masculine power. Foolish as this is, men are using dangerous hair coloring and we ignore this fact. This may be as important for men's health as almost anything we can do. Surya's semi-permanent hair colorings are the only ones on the market to be EcoCert™ certified, and to be free of all the dangerous elements found in other hair colorings. *Surya Henna Cream* is guaranteed to color gray in one easy application, and it does not require complicated dual bottle pre-mixing, so men will not balk at the application directions. The exotic Surya label allows for a man to confidently carry it to the register, and cross-merchandising black and brown shades in the men's section will do a world of good.

With the holidays around the corner, the gamble is reasonable if you expand the selection and market the idea. Whether you appeal to the locker-room mentality or get warm and cuddly for Dad, a well-presented Men's section will have girlfriends, wives, daughters and moms changing his morning rituals with stocking-stuffers that are good for him, and the planet!

Staying with organic, **Perfect Organics** continues to sell well in every store that embraces the importance of quality, exceptionally-sourced materials. Men love the 100% pure shea butter for skincare, and they gravitate toward the Real Spice and Citrus Fresh *Ultimate Body Wash* that caters to the sustainable-gene inherent in the male psyche. This 3-in-1 cleanser moisturizes in its

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Nutrex
Hawaii



November Promotion
2 SKUs
25% OFF direct orders,
20% OFF through
distribution

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™

New Products Now Available!!
**Opening order
discounts:**
20% OFF
two new products

Special Offer

Order the original Juvo formula
any time in November, and receive
a free copy of the book
Natural Raw Meal and Health
by Dr James Hwang MD, PhD.
(Must mention deal when ordering,
to receive the book!)

2 New Products!

JUVO Slim

Natural Raw Meal Whole Food
USDA Certified-Organic,
JUVO Raw SuperFood
100% Raw Whole Food

Not represented by BMC in Eastern PA, NJ

OLBAS™

**Time to Have Soothing Throat
Options Available Everywhere!!**
November Promotion
Olbas Lozenges

Still the new partner to the very popular
Olbas Pastilles.

Maximum Strength Cough Drops—
Black Currant Flavor

Provides instant, cool, soothing relief
for sore throats and fights coughs.
Powerful, cooling vapors help your
nasal passages feel clearer
Sugar Free! Contains Vitamin C,
soothing Menthol Eucalyptus in a
pleasant-tasting black currant flavor.
Suitable for use by those on sugar
controlled diets and vegetarians.

20% OFF on Display of 12
\$37.44 plus 25 Consumer Samples
No minimum. Free Ship. Direct orders
only
Retail \$5.95 (24 lozenges per box)



Men's Health

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functionality as a shower gel, bath soak and shaving gel. This product inspires because it is so vitamin-rich and concentrated, and not burdened by inexpensive water fillers. The clean white design of these product labels contrasts perfectly with the modern black design of Sapien. You now have an exciting organic men's selection.

The missing piece is the grooming implements. Though they may often do so hidden behind forest shrub or a closed bathroom door, men love to comb their hair. Selling a shampoo should necessitate selling a quality comb or brush. Smartly gain this double sale. **Bass Brushes** are the oldest and the largest brush line in the industry, and they have so many items to choose from, that every store should be able to offer an

appealing selection prominently displayed for the grooming eye to find.

How to Proceed

Now is the time to stock Bass Brushes and a bold suggestion is to create a "Gift Sets for Him" endcap highlighting Hair Doc's R.S. Stein Brushes for men and a selection of their shaving tools, along with Sapien and Perfect Organics sometime in this holiday gift-giving season. Labelled "Make this an Organic and Renewable Season for Him," educate with signage on the merits of organic; the certainty of EcoCert™ (www.ecocert.com); and prominently display the new bamboo, eco-friendly Bass Brushes. Add a selection of the Bass body care bath tools and you have encouraged a gift that hubby, daddy or sweetheart will love.

Whether you buy the concept of the metrosexual, or you see any value in the facts

that the asian and european markets are already capitalizing on this growing market of products especially for him, you cannot afford to remain silent on the issue of men's health. With a moment's thought, you will agree that a man who uses these healthful products has less concern with the quiet though insidious effects of the cheap, harmful products he is purchasing elsewhere. It is time to carve out some retail space in this emerging market.

Now, if we can only get men to understand that the most important green in their lives is found in leafy vegetables, and a daily shake filled with spirulina and barley/wheatgrass and **Juvo** raw foods, and NOT on the fairway of that golf course they spend so much money working towards! Get the men in your life to go green and natural as we prepare for 2009, and learn to reap the rewards of the satisfied healthy man. ☺

Uncertain Market

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marketplace are now looking to save money everywhere they can—they now have hawkeyes for sales stickers and shelf talkers. Don't offer insignificant sales, but rather have something aggressive in every category.

Make signs and move product. Take that inventory and convert it to usable currency. Give the people what they want: something on sale. Don't hesitate: anything that you bought on sale can still be sold on sale and you will still make your full margins. Find the things you want to lose margin on right now, and drive purchasing with this. Now is the time to use the **Bluebonnet "Slice of Life"** promotion to advertise nice 18-20% sales on multis, Cs and Bs, and enzymes that people really need.

Unload things that have sat for more than three months, but don't put on "discontinuation sale"; rather, put on *Fall Seasonal Sale* or *Winter Stock Up sale*. Thrill your customers with sophisticated and non-

desperate smart sales programs to help people in your communities get products they need at this difficult time. Now that you have generated income in a consciously faster pace, make sure that you use the money well. One piece of advice: increase business with manufacturers that do not allow themselves to be heavily discounted on the internet, and decrease those that have a heavy internet discount presence: you don't need to support those who are not supporting you.

Second, spruce up your store, and shake things up. Change the signs in your window: new fresh signs for the season, and possibly signs alerting people to the (affordable) options that are offered inside your store. Nordic, Surya, Bluebonnet, Sovereign Silver, Herb Pharm and Olbas all have timely window materials to excite and generate new customer inquiries. Bring 'em in!

Make the weekly customer see new things by strategically moving them around. Certainly move all the cold & flu products to within primary view or the cash register, but do more than that: think of ways to move

SAPIEN, A DARING NAME from Brazil, Sapien Bodycare products for men's grooming

Sapien: Human beings, homo sapiens (Latin: "wise human" or "knowing human")—Humans have a highly developed brain, capable of abstract reasoning, language, introspection, problem solving and emotion. Social by nature, and particularly adept at utilizing systems of communication for self-expression, exchanging of ideas, and organization, humans create complex social structures composed of many cooperating and competing groups, from families to nations. Humans have a marked appreciation for beauty and aesthetics, which, combined with the desire for self-expression, has led to cultural innovations such as art, writing, literature and music.

Humans are notable for their desire to understand and influence the world around them, seeking to explain and manipulate natural phenomena through philosophy, art, science, mythology and religion. Humans pass down their skills and knowledge to the next generations through education.

product to get people to see things anew. Don't move things for the sake of senseless change, but maybe make a new Men's Health section or widen the space dedicated to the ever-popular Omega-3s. Build up the importance of your premium quality bodycare products with articles: ad copy from magazines and shelf talkers that discuss the importance of organic bodycare. Express it large. These changes will stimulate slightly increased sales, which may be just what you need at the moment.

Most importantly, realize that now more than ever is the time to honor and support your staff. If things are a little slow, give them new projects or, maybe even better, ask them what the store needs at this time when there is a little slowness: they may have some wonderful ideas! Remember that your staff has and will stick through you through thick and thin if you treat them as health food

"WE ARE HEALTH FOOD PEOPLE"

**Louise Lewis, BMC Sales Representative
southeastern Pennsylvania, Delaware and southern New Jersey**



Having an interest and involvement in nutrition for over 20 years, I took the next logical step and earned my BS Degree in Holistic Nutrition from Clayton College of Natural Health. My goal through counseling is to help people transition into a healthier lifestyle by sharing my knowledge, and offering gentle guidance and support.

As the business owner of The Total Canine, "Training for Dogs and People," I discovered the joy of teaching. For over 12 years I focused on motivational training and canine nutrition, and now do consults in my spare time.

About 6 years ago, I became a certified Qigong Instructor and love sharing this wonderful ancient healing art with others. It gives me great pleasure being able to help ease the stress in peoples' lives that is so prevalent in today's hectic world.

For the last 10 years, working in retail for several independent health food stores, I gained experience in ordering products, sales, and presenting various workshops on nutrition and health. This background increases my ability to help boost business for all of my Blue Moose Consulting customers.

Realizing that teaching and helping others are my true passions in life, this is why I am so happy to have found a company like Blue Moose Consulting that shares my same intention and enthusiasm for helping others through education and health.

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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."

Uncertain Market

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stores should treat their staff: better and with a healthier perspective.

Likewise realize that the unpaid role that you have of being a good listener is all part of the duty that you and your staff have to accept during difficult times like these. This will ultimately be good for business.

Network. Sometimes communicating with other business owners will bring new business into your store. Share thoughts and commiserate, but speak optimistically. People will support their neighbors and this is a time to get closer to your surrounding businesses.

Use the services offered by companies that you trust. If a company has Coop advertising allowances, make the most of them. If there are demos being offered with an endcap set, incorporate that into your month's budget. Take sales and advertise them, both internally on your shelves and through external advertising. Now is the time to budget a percentage of your profits to conjuring up new business. Advertise that **Herb Pharm** is available all month long at 20% off, since it is on sale from Select. Promote your new floor display of **Himalaya USA** products for winter health and digestive support (**RespirCare**, **CoughCare**, **ImmunoCare**, **Koflet cough lozenges**, **StressCare**, **GastriCare**—who would not be intrigued by these suggestive names for these scientifically-validated herbal formulas?)

As the Chinese character says, this moment in time could be a time of *crisis* or *opportunity* for your business. The smart survive. Spend a moment at some time during each week thinking what you should do to adjust. Develop adaptogenic managerial muscles, as you will have to adapt to outside antagonists more in the present moment.

Take inspiration from those wonderful adaptogenic herbs you promote. Make this moment another opportunity for healthy greatness. Good luck through these uncertain times. Be the resource your community is depending upon: healthy, vital and strong! ☘



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