



Talking Business (There is Never) Off-Year Political Activism

Remember those Presidential elections last year? They will affect your lives for the next 4 years. Unfortunately, too many people poke their head up to watch the commotion once every four years and then hibernate in their own lives till commercials cause them to rise like cicadas to vote again. Meanwhile, the political world grinds onward, affecting us through legislation and actions that we rarely take the time to consider. And that, in a nut-shell, is why our industry is always a few worrisome yards from the precipice of disaster and disintegration. That is why you need to pay attention.

Here is what the experts are saying: (1) the Democrats will be more involved with oversight and regulation of the natural foods industry within the next 2 years: more than ever before; (2) the government will become more detrimental to our business existence than the negative push of the pharmaceutical industry ever was; (3) on that note, governmental interference is more dangerous than the occasional bad press from planted, untrue and ill-intentioned print and airwave stories. The bottom line: if we do not act, we are in big trouble.

Why? Because many mainstream factors do not like what we offer. Natural

health, personal responsibility for one's own health, preventative health care, the intention of NOT participating in the horrors of America's insurance-for-profit/hospital-centric/specialist-bloated/drug therapy-addicted/kill-the-body-to-save-it & surgery-first mentality causes the powers to be to feel that "they" are not in control. So, attempt to control us they will. This is not a Democrat or Republican issue, as both sides have misdirected intentions: it is about what your elected official believes **and is willing to stand up for!** And truthfully, in a democracy, our greatest threat comes from our elected officials if they are working against us or uninvolved. And that is ultimately the voters responsibility in choosing that person!

Natural food stores are endangered: because in a capitalistic system (where we are truly succeeding and flourishing) bigger players focus on destroying their competition. Sing praise of worship all you want to the perceived concept, that is capitalism. Our success is deemed a threat to the feeding bowl of others looking to have their industry dominate the economic marketplace. (Don't ever be so foolish as to believe that "care for health" ever enters the equation in the Board Room). While the rest of the economy is near collapse—though thank

God, recovering—we have remained one of the strongest sectors of business in the country. Herb sales are up all over, as people turn back to more affordable healthcare. Given their own choices—for those people who have lost their jobs—they will choose preventative health care, natural medicine and reasonably priced options. This makes us a threat!

If we feel that we have been burdened by an allopathic medical community that disavows what we do, wait until the government crackdown comes. If we feel disgust for the pretty anchor-people talking-heads who read lines about how we are deregulated and how our products have been proven incapable of any good by for-hire hacks and frumpy-suited myth-busters, wait until the government crackdown comes.

Please note: *you have been forewarned.*

Now I do NOT fall into the boat of zealots who claim to be protecting our rights to have the freedom to practice natural medicine against the evil intentions of the pharmaceutical industry out to obliterate us; or a worldwide governmental conspiracy to make every consumable thing a product that we will have to buy by prescription. The sky is not falling.

We are, though, living in a political environment where we mostly vote for

continued on page 2

Talking Health Blue Moose Consulting Goes Bodycare

May we all respect the intention of *Breast Care Awareness Month*, and be willing to act. Such a noble endeavor is necessitated by the fact that breast cancer used to be disease that afflicted mainly post menopausal women but which now also strikes women in their 20s and 30s.¹ This incidence parallels the use of man-made chemicals in our

environment and in the industry of skin care.

It is literally the purpose of our industry to educate people about the harmful effects of body care products that they use, and to offer good, clean and effective products so that all people have good options for products that are safe and natural for their body.

Let's use the national focus of Breast Care Awareness month to highlight the great products that we have in our stores. **Aroma Land**, a woman-owned body care and essential oil company, has created an

excellent Ad campaign that alerts the public to this important health issue. Accolades to this premium bodycare company for taking the initiative on such an important health issue, and they should be rewarded with presentation and support in your stores.

Ask your BMC rep to show you the detailed fact-sheets collected by Aroma Land for this outreach project, use the data and become fluent in the talking points about both detrimental bodycare ingredients and the benefits of natural

continued on page 7

¹ Malkin, Stacey. 2007. *Not Just A Pretty Face - The Ugly Side of the Beauty Industry*. Gabriola Island: New Society Publishers, 2007

There is Never Off-Year Political Activism

continued from page 1

people based upon a vague understanding of their stance on 1-4 issues and none of these issues involves their thought-process in regard to our livelihood

This is the perfect time, this “off-season” election cycle that is the next 1.5 years, to become active in a very profound way. The reason is obvious. Now is the time that these future-election combatants are fishing for support; and the money and taglines that they feel will resonate with their future potential constituents—the voters.

From my casual observations, I will state that about 99% of all the stores I visit (9-states and many stores) have little to no political interest. Our industry has been about working outside the mainstream, and with those pathways now deemed “alternative,” because they are in opposition to what some may call the normal way of medicine/health/natural today. This is not to say that people in our industry do not have opinions: but they are generally not interested in working within the system to define their stake in the decision-making.

The political “They” are depending on us to stay that way! Who are “they”? Well, in this discussion, I am sorry to say, “they” are the enemy. They are the enemy because I am defining them as anyone who is involved with any actions to put us

out of business. “They” therefore can come in any shape or size. And there do not have to be many of “them” to limit what we do, control what we do, or stop us from our careers and vocations to help people in a natural-care health system that is prospering and beneficial. Yes, we are involved in a bit of a war (whether you acknowledge it or not), and 99% of our industry just chugs along ignoring it. “They” are those elected officials who will not speak in support of our ability to remain in our communities, doing what we are doing. You should always vote against “them” relentlessly.

One day, though, this inertia and lack of interest could seriously hurt our livelihoods. Am I advocating gathering the rakes, and twist-ties, bottle caps and price guns and taking to the streets? Not yet.

I am trying to awaken people to the fact that a democracy is not free. And modern-day America is like local New Jersey-politics in 2009: you have to pay to play. Be aware of the fact that lobbyists are exerting more political money than the sum total our industry to influence the elected to do what they want them to do. That politics in America are dirtier than either party’s TV stations or radio programs. That part of the change necessary to make our communities healthy is to incite healthy, real debates and conversations about the role of natural health, natural medicine, health food stores, herbal medicine, and nutraceutical and preventative health care in a society that we want to live and participate in. And, as we sit—“they” are working full time! We need to be active NOW.

Now is the time

We can change all this. All it takes is interest, organization and some time, courage to speak truth to power, and a willingness to affect the ballot box. You see, we are not taken seriously because no one believes that we will not vote for them. If they parrot law and order, an attempt to take on corruption, some vague ethical, moral and religious verbiage—then they have our votes. Most voters in America are like predictable lemmings. All “they” have to do is a few speeches, and make sure that the people who pay the piper are getting what they want. Political speeches blurt key words and as little truth and promise as possible. Politicians know what words it takes for us to forget everything and vote for them. The big struggle in today’s election cycles is for the votes of the free thinkers (which is very different from the “independent”. Yes, folks, politics in America.) Your

PHONE EDUCATION AT YOUR FINGERTIPS

Homeopathy For Your Skin
Thursday 10/15 @ 10 am & 3 pm EST
Covering: **Acne** (N015); **Shingles** (N073); **Skin Care, Pets** (P015); **Eczema-Skin Care** (N017); **Itch Stopper Spray** (N211)

Three Herb Thursday with Dr. Grace Ormstein
Thursday 10/15 @ 11 and 2 PM EST
“Triphala, Ginger, Trikatu”

Herb Pharm Herbal Tele-Training with Julie Plunkett
Thursday 10/15, @ 2 and 7 PM EST
“Herbs for Nerves and Digestion”

uncommitted vote may just be the decisive factor to victory.

But one thing all politicians do not want to hear is that there is an organized force against them. Or a sector that is able to be agitated to control a block of votes according to a unique, ascribed issue. This is the fierce reality: that if we showed political muscle, we would not be so vulnerable. Our positions will be catered to: the truth shall win out.

But this is only if we are organized, smart and active.

That is why I am a member of the national *Natural Products Association* and the regional NPA as well (I am on the Board of Directors of the NPA East). And for those national issues, I do turn to the NPA leadership for direction, while spurring them to be more politically active and aggressive against every form of “them.” I believe these industry groups to be more relevant and more able to work within the system than other rabble-raising groups that have proven to be less-than truthful about what is happening, what needs to be done, and more interested in proving why they indeed need to be kept in business to protect us. And while I will freely join with other industry organizations when the occasion arises, I believe that our industry has one voice and that is the NPA. The Natural Products Association was started by health food stores and is for health food stores: it is the industry’s oldest and most respected advocacy group.

But, in reality, all politics is local. And when we go to our national Senators, we are such a small fish in a very big pond. We should knock on the door, but we should also realize that Senators unfortunately listen to a different set of people in America today (except for a few Health Food industry champions). But

continued on page 6

ADVERTISING TO HELP YOU SELL

Bringing You New Customers every Day

Everyone should be taking Omega 3s from the proven leader in pure and fresh Fish Oils.

Nordic Naturals: using good science to produce **products you can trust**

Nordic Naturals Ad Summary for October.

Better Nutrition
Naturals Health

Kiwi

Natural Solutions (x2)
Remedies

Delicious Living

Retail Approach

Natural Food Merchandiser (x2)

Taste for Life (x2)

Whole Foods Magazine

Body & Soul (x2)

Mothering

Eating Well

Vitamin Retailer





October Promotion **20% OFF** minimums of 3 each

**Echinacea liquid extract & Echinacea Glycerite
Echinacea-Goldenseal Compound
Immune Defense Tonic
Wild Cherry-Petasites
Muira Puama**

**also...Big Savings with the Winter Immune
Promotion** ask your BMC rep for details

Don't miss the super popular monthly Herbal Tele-Training Series
with Julie Plunkett:

October 15 Nerves & Digestion 2 & 7 PM EST
ask your BMC rep for details and how to get a **free** bottle of product

**Echinacea-Goldenseal Compound: a quintessential
Cold & Flu Remedy*** ingredients: Echinacea root (purpurea),
Goldenseal rhizome & roots, Osha root, Spilanthes flowering herb,
Yerba Santa leaf, Horseradish root, Ginger rhizome,
Black Elderberry fruit, Yarrow flower, Wild Indigo root

* this statement has not been evaluated by the FDA and is listed as the opinion of BMC



Not represented by BMC in NJ



New Products:

EarthSweet® Chewable Methylcobalamin 1000 mcg Tablets

the industry's only gluten-free, Kosher-certified and vegetarian Methyl-B-12
[UPC item #441, 60 Tabs \$5.98- retail = \$11.95]

Natural Fish-shaped Omega-3 Chewable DHA Softgels

a delicious fruit-flavored source of DHA (300 mg) and EPA (72 mg)
[UPC item # 955. 90 softgel chewables \$12.48 = retail \$24.95]

Bluebonnet re-introduces their Natural Omega-3 Heart, Brain & Joint Functional Fish Oil Formulas

Supplied by EPAX®, the world's leading supplier of marine-based EPA/DHA
fatty acids, these Condition-Specific Omega-3 fish oil formulas target key
health issues with the appropriate, scientifically-supported levels of DHA &
EPA for optimal health. They are made from sustainable fish sources off the
Coast of Peru, and are produced through a more bioavailable/stable natural
triglyceride form. At a 50% margin and in glass bottles, these products are a
perfect addition to your structure function sets for Brain, Heart and Joint health.

New Vitamin Ds are super-selling

EarthSweet® Chewable Vitamin D3 400 IU Tablet (90s) # 360

EarthSweet® Chewable Vitamin D3 1000 IU Tablet (90s) # 362

EarthSweet® Chewable Vitamin D3 2000 IU Tablet (90s) # 364

EarthSweet® Vitamin D3 5000 IU Vcaps - 60s - # 368

EarthSweet® Vitamin D3 5000 IU Vcaps - 120s - # 369

Bluebonnet should be your Official Headquarters for Vitamin D

Not represented by BMC in NJ, SC

NORDIC® NATURALS



Pure and Great Tasting Omega Oils

**Nordic Naturals Transforms the
Omega-3 Market Yet Again!!**

Coming VERY soon, the industry's 1st

Effervescent Omega-3!!

500 mg EPA + DHA
+ 1200 IU Vitamin D3
for children and adults

**Natural Triglyceride Supplement made from
100% Arctic Cod Livers**

faster absorption
easy on the stomach
Stevia sweetened creamy-orange flavor

Omega-3 Effervescent 7 count box: 7 68990 01900 5

Omega-3 Effervescent 21 count box: 7 68990 01910 4

Just the Facts: Arctic Cod is a flourishing fish population, & has
the highest DHA content of any Cod species. Nordic Naturals uses
100% Arctic Cod for all their Cod products..

For more info, go to www.drinkyouromegas.com

Winter Weather is upon us: think Daily Omega-3s for every family
member and create the mission that every child is taking their fish
oils daily!!

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

NEWTON homeopathics

Nurturing Naturally Since 1987

**October is Critical
Stock up on Homeopathic detoxifier**

**"Back in Your Bank" October Sale
20% OFF 6+ per SKU**

- Amalga Detox (N060)
- Heavy Metal Detox (N061)
 - Detoxifier (N001)
 - Detoxifier, Kids (F001)
 - Detoxifier, Pets (P025)

DID YOU KNOW? BRYONIA ALBA

Newton uses the homeopathic remedy *Bryonia alba* in many of its
complexes. The HPUS common name is *Wild Hops*, but known as a
growing plant by the name *White Bryony*. Originating from the woods
of Europe, this vine-like plant grows from a root base producing petite,
delicate white flowers. For homeopathic purposes, the tincture is procured
from the root before flowering. Once in its remedy form, Bryonia is
considered as one of the "**polycres!**" remedies. Polycres! meaning it has
many uses in treating a wide variety of common ailments.

Bryonia is in over 40 Newton complexes, used mainly as a liver "drainer".
It is also indicated for headaches, influenza, cough, toothache, fever, joint
pain, edema, nausea, constipation, and more....Indicated for those who
become exceedingly irritable + aggravated from movement of all kinds,
Byronia has earned the nicknames "grumpy bear" and "hangover". It is
interesting to note that although in homeopathic form, Bryonia has great
healing effects; in the plant form, White Bryony is sometimes listed as a
noxious weed causing land owners to become grumpy! **Bryonia anyone?**

Not represented by BMC in NC, SC





Want Guaranteed Nutritional Support for a Vital Immune System? The Answer is Organic!!

Juvo is certified-Organic freeze-dried FOOD
Quality Organic Foods:
it's what we do

Original JUVO Natural Raw Meal Whole Food canister

Original JUVO Natural Raw Meal Whole Food single-serving packets

JUVO Slim Canister

JUVO Slim single-serving packets

JUVO SuperFood Canister

Coming Soon JUVO Yoga Food

Not represented by BMC in Eastern PA, NJ



Health Education • Health Products • Aloe Vera

New Item

Delicious Elixir to become excited about

Super Fruit Aloe Whole Leaf Concentrate

Opening orders 10% OFF

High Antioxidant Juices Plus Aloe

Ingredients of Proprietary Formula: Organic Aloe Barbadensis Leaf Juice Concentrate (ActivAloe™), Apple, Concord Grape, Grape Seed Extract, Black Currant Extract, Wild Blueberry, Wild Bilberry, Cranberry, Tart Cherry, Prune, Raspberry Seed, Strawberry, Resveratrol, Quercetin, Wild Blueberry, Pomegranate, Capuacu, Acai, Trace Minerals.

No sulfites or water added – Gluten Free

Expand your aloe selection to include:

Aloe Gold that unmatched golden orange color indicative of the high E-Peak.

- full-disclosure: no added water.
- With ActivAloe™ Certification

- 3:1 Concentrate containing yellow sap

Orange Papaya no water, no high heat; excellent blend of orange & papaya

Cherry Berry Gold quality, with 7% delicious Cherry-Berry juice

New!! Super Fruit a flavor not to be missed (see above)

Shipping October 1. 2400 ORAC-value per ounce
16 oz & 32 oz sizes

Aloe Life News: Be sure to stock up your shelves with the Aloe Life line **before Dec 1!** Aloe Life will be implementing our first price increase in over 2 years beginning Dec. 1. Take advantage and plan for orders prior to this change.



Essential Formulas

Education is our Goal
"Probiotics" is more than just a trendy word.

As the importance of Probiotics becomes more scientifically revealed, we are seeing more people offering products that do not fulfill the function that the word connotes. Bacterial supplementation is flooding the market, but not all good bacteria create the environment that promotes life: pro + biotic.

Dr Ohhira's Probiotic 12 PLUS is created by a world-renowned BioBank, and the products have scientific verification that the fermented vegetarian food can establish a viable strain of measured lactic acid bacteria strains that proliferate without compromising immune health, and which provides the appropriate environment for indigenous strains to become revitalized as well.

Dr Ohhira's Probiotics 12 PLUS does much more than any other probiotic on the market. Ask your BMC rep to explain the differences. **Dr Ohhira's Probiotics 12 PLUS** is pro-life..... now that is something to educate your community about!!



Olbas® sells best when visible

Keep your Olbas® pastilles, lozenges, oils and inhalers prominent as the Winter Season begins. Remember to stock up Olbas® Herbal Instant Tea

Olbas®: Cold, Flu and Pain relief from Switzerland

Nature's Wonderland:
from the folks who bring you Olbas

October Promo

ABC's of Body System Health: **Buy 3 of All 3 Herbal Caps, Get 3 FREE!**

Nature's Wonderlands Herbal Vcaps™

A: Astragalus 60 Vcaps

item #31ax: \$5.10/bottle **Buy 3 GET 1 FREE!**

B: Burdock 60 Vcaps

item #72x: \$5.10/bottle **Buy 3 GET 1 FREE!**

C: Cascara Sagrada 60 Vcaps

item #88x: \$5.40/bottle **Buy 3 GET 1 FREE!**

BMC Exclusive October Deal:

Get 12 Bottles: 4 of each Superior Quality Wildcrafted **Herbal Capsules with**

NO fillers in Vcaps

for only \$46.80 FREE SHIPPING, too!



Topically Applied Herbal Answers

Because when school starts again, young shoppers and their Moms will be looking for something THAT WORKS!!

4 Nourishing ZeroZitz Astringents

Never Harsh or Drying

3 ZeroZitz Creamy Kleanzers!

Face and Body Washes

"Cuz blemishes will erupt just about anywhere"

The Astringents (6 oz):

- **Original** (Daily Care, Normal to Oily Skin)
- **Tangerine Vanilla** (for Combination Skin)
 - Tea Tree (all skin types)
- **Emergency Power Extra Strength**

The Creamy Kleanzers (6 oz):

- **Cease the Grease**
- **Moisture Marvel**
- **Unscented**

October School Special
Nit Kit...scares lice; not people!
10% direct only



Finest Quality Hair, Body and Skincare Accessories

Make Sure Those School Kids Have Well-Groomed Hair

Because they look so beautiful when their hair is healthy

Bass Brushes are the industry leader for salon-quality brushes at reasonable prices. The new Bamboo Brush line is winning over even the most discerning buyer

Ask your BMC rep how you can expand your body tools set today!!

Not represented by BMC in NC, NJ, Eastern PA





the Season's Best: Surya Brasil
**Organic Moisturizing
 Hand Sanitizer**

EcoCert® natural and Organic cosmetic
 with Jua and Acai from Amazonia
 2.02 fl oz. travel-size in 12-unit
 display, and 6.76 fl oz .family size

Surya Brasil is entirely Gluten-free

Surya Brasil is pleased to announce that all of its products are gluten free. Surya Brasil has unique lines of hair and body care products, and consumers can easily use the products without reading through a long list of ingredients to find hidden gluten.

"Health and beauty products often contain hydrolyzed wheat, hydrolyzed proteins and/or wheat germ as ingredients. Surya Brasil's products use gluten free ingredients like rice protein, amaranth and brazil nut oil in place of the commonly used gluten containing ingredients."

**PERFECT®
 ORGANICS**

Soak in the Goodness!!
**15% OFF 6 or more
 Bath Therapy!**
 (mix & match scents)

Warm Baths soothe cold weather, and can be made more opulent than a 5-Star Vacation. Bring the Luxury of the world's oceans home.

Purify, relax, and rejuvenate your mind, body and spirit. A unique blend of the world's finest mineral-rich, therapeutic, and detoxifying sea salts infused with luxurious, revitalizing, organic essential oils
Grapefruit Lavender Coconut Bath Therapy
Mandarin Rose Coconut Bath Therapy

Sea Salts include: Dead Sea Salt,
 Organic French Grey Sea Salt,
 Mediterranean Sea Salt, Bali Sea Salt.

**Exceptional Praise for exceptional
 products continues:**

The **Lip and Cheek Shimmers** were voted **"Best Lipstick"** in *Natural Solutions* magazine. The magazine is on newsstands now & can be found nationwide at places like Whole Foods Market, as well as mainstream book stores 



**Affordable Healthcare Mix
 & Match 36-piece display
 20% OFF**

**Mix & Match Formulations
 20% OFF**

- Koflet® Lozenges
- StressCare® 120 Vcaps
- ImmunoCare® 120 Vcaps
- CoughCare® Liquid
- StressCare® 240 Econo Size
- ImmunoCare® 240 Econo
- CoughCare® Sugar-free Liquid
- RespiCare® 120 Vcaps
- ImmunoCare® Liquid

**Mix & Match Pure Herbs
 20% OFF**

- Amla • Garlic
- Andrographis • Holy Basil
- Ashwagandha • Neem
- 60 Caplets Excipient-free

Don't Forget to stock up on **Soliga Honey** this Winter & Holiday season
 Re-order **Organique Displays** for that **25% off display deal!!**

Not represented by BMC in Eastern PA, NJ

**immune
 HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**October Promotion
 Children's Chewable
 15% OFF**
 minimum 8 bottles
 25 mg, 60 ct

To keep our children's immune systems strong, Immune Health Basics has created a delicious, all-natural immune supplement especially for kids. Immune Health Basics Children's Chewable contains Wellmune WGP®, which researchers at leading universities & medical centers have shown activates key immune cells to more quickly identify and fight foreign challenges. A must for every store!!

**Note: exceptional
 October deal listed
 in BMC newsletter
 insert is only for new
 accounts!!**

**Bring in Immune
 Health Basics
 now**



MushroomScience®

**October Promotion
 mix & match**

- 12 bottles = **20%**
- 24 bottles = **25%**
- 48 bottles = **27%**

**Maitake Full-Spectrum
 Extract**

90 vegetarian capsules,
 300 mg per cap
 and/or

Maitake Gold-404™
 1000 mg strength 1 fl oz
 liquid bottle

All of the published research on Maitake & the Maitake Fractions is based on hot water extracts of the fruit bodies. Unlike the standardized supplements, the Maitake beta glucan fractions in our full spectrum supplement are left in their naturally occurring mix of amino acids, proteins and minerals. This ensures that nothing is left behind, guaranteeing all the immune benefit that Maitake mushroom has to offer.



**Sovereign Silver: the best
 for every immune need**

Dosage Size Question:

Q: How does one achieve the right dose size with different delivery configurations on the bottle?

A: A normal adult dose of Sovereign Silver® is **one teaspoon (5ml) delivering 50mcg of active silver**. To determine how to reach the appropriate 5ml dose size, use the following guide:

- 2 oz Vertical Spray – 50 sprays
- 2 oz Fine Mist Spray – 30 sprays
- 2 oz Dropper – 6 droppersful
- 4 oz Dropper – 6 droppersful
- 8 oz Dropper – 5 droppersful
- 16 oz Captop – 1 teaspoon

Please note that the dropper fills up only half-way with each bulb squeeze. This is still considered one (1) dropperful.

Did you know?? The smallest confirmed silver particle size in Sovereign Silver® at 0.8 nm is over 100,000 times smaller than the width of a human hair! This is over 20 times smaller than even the smallest virus!

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



There is Never Off-Year Political Activism

continued from page 2

when we go to our local representatives, or to our State legislators in off-year election cycle or even the staffs of national Congress people or senators at the beginning of the campaign, we are deemed the “politically active” because we are not speaking when the cacophony is incomprehensible—but rather, we are the people wise enough to speak when the issues are truly being formed.

So, dust off that election-day flag and open up your elementary civic books again, and organize!

What do you need to do? You need to get the message to every person who shops in your store that you are there for them, and that our industry is amazing and credible and scientific and regulated. And that you, like the politicians, would like their support. Collect names and make the platforms simple. Namely, that you want those people running for office in your neighborhood to stand behind the right of your establishment to do what you do. That you want politicians to state, in letters of response to you and eventually in policy speeches, that natural foods are a viable and All-American right.

You want to ask your local clientele if they would be interested in forming a political-action phone tree. Offer to hold meetings in your store where you are the principal director of the dialogue: that the purpose of your local organization is to establish a good, strong trustworthy relationship with those people looking to run for office; that, if the politician stands by your concerns, you will help them to get elected. Old school politics, and in some ways the method every major Lobby-driven organization started. The only problem is that we have never organized as an industry with gusto and purpose except when the DSHEA laws were passed in 1994.

There are guidelines on the NPA website, and you should join this group as we represent stores, manufacturers, consultants like me and the BMC staff, and concerned individuals. But honestly, you are on your own in this most basic of tasks. It is up to you and your community organizing to influence your local candidates for election. Politicians must see you as a viable interest group that they need to court.

And you must be proper, professional and organized. And you must be consistent. I never said that this was going to be easy. But that is the way the game

of power is played: they listen to those who are organized. This tussle of the conversation is democracy in action. But once organized in a group, you are both a player and an “influencer”: and your store (even better when stores cooperate within similar jurisdictions) is a vote magnet.

Your voice is now being heard. Realize, though, that because you speak it does not mean that your needs will be listened to. Let’s not assume that elected officials and their supporters/workers are bad people. They just need to find out about what we do and all the good and health that we create. This is not really a war; it is really another level of education about what we do.

But if we do not educate, then we cannot honestly expect these elected officials and their staffs to stand against and repudiate misinformation presented by “them.” It is really about our working to make America healthy on every level, including the political.

And it usually starts with those people (activists) willing enough to take the time to smartly influence and participate in the off- season elections—with all the work that precedes them. Once you have gotten the support of the candidate, be loud about supporting that

continued on page 8

Nutrex
Hawaii 

**Introducing two new
vegetarian formulas**

**EyeAstin™
OmegaAstin™**

October Promos

**5 oz & 16 oz
Nutrex Hawaii
Spirulina Powders**

17% OFF DIRECT

must mention BMC discount when placing order

**Join Our October “Nutrex
Know Your Products
Campaign”**

Complete the powerpoint training (via email or with BMC staff), send in the finished questionnaire and receive a **FREE 200 tablet Bottle of Nutrex Hawaiian Pacifica Spirulina and a FREE Book.** For store personnel only.



UMAC-CORE™
MARINE PHYTOPLANKTON

**Elemental Nourishment
at an Unbelievable Price**

**UMAC-Core
Marine Phytoplankton**

Nature’s Original
Green Whole Food
made via sun and ocean

25% OFF Direct Orders



**AROMA
LAND**

Single note Essential Oils
Aromatherapy Blends
Certified Organic Essential Oils
Aromatherapy Diffusers
Aromatherapy Room Sprays
Massage & Body Oils
Aromatherapy Shampoos & Conditioners
Aromatherapy Bath & Shower
Aromatherapy Skin Care
Unscented Bodycare products

Thinking Holidays already?

Aroma Land will have a beautiful Holiday Gift Promo: ask your BMC rep for details



Blue Moose Consulting Goes Bodycare

continued from page 1

skin and body care. Certainly this issue is "environmental" in its concern, but in our role as storehouse of the good stuff, we need to continue to be the voice of truth for clean and healthy effective products.

In conjunction with this responsible public health campaign by Aroma Land, Blue Moose Consulting would like to announce that we will be expanding our company in 2010 to include a division specifically focused on body care. The need for pure, clean and Organic bodycare has never been greater, and the industry needs to continue to change, and get better and more pure in what we sell. BMC will be dedicating an entire division of bodycare-centric subreps to the task of teaching, promoting, and explaining the merits of user-friendly clean bodycare products. More importantly, we will be leading the charge in educational outreach so that the consumer will have a place to turn for information on products that you have in your stores so that they can know what they are buying, why these products are better, and why they should not be buying bodycare products that are either unsafe or unhealthy.

**AROMA
LAND**
Beauty - Health - Safety™



Delicious
Bodycare

IN THE NEWS

It would be foolhardy to believe that Alaskan Salmon are a renewable resource

Nordic Naturals only utilizes three fish: the very protected Arctic Cod from Norway, and anchovies and sardines—pellegiac fish that are recognized as being abundant. Beware of the depletion of Alaskan fish stocks, an American treasure!!

"King salmon vanishing in Alaska, smokehouses empty"

August 2, 2009 - 4:34pm, By MARY PEMBERTON, Associated Press Writer
www.wtop.com/?nid=111&sid=1731329

ANCHORAGE, Alaska (AP) - This article clearly signals that the economies of the Yukon River smokehouses are being seriously affected by the near disappearance of Alaskan King Salmon who have not been returning to the rivers where they traditionally spawn. Smokehouses are empty, employment and the traditional economy are all down 100%. Catches have diminished drastically since 2007, and many believe that the fishing industry of the eastern Bering Sea, the nation's largest, is to blame due to poor management and by the bycatching of Salmon with Pollack fish.

The Native America way of life is being threatened in Alaska as it has been for decades in the Pacific Northwest. Since "Pacific salmon have disappeared from 40% of their historic range outside Alaska," and nine populations of chinook salmon are listed under the U.S. Endangered Species Act as either threatened or endangered, it would be foolhardy to believe any claim that wild Alaskan salmon is a sustainable harvest at this time.

In seeking the whole truth, know you can trust companies who provide complete information and who specialize in fresh and purity, natural triglyceride-form fish oils!

Introducing **Delicious Bodycare**. As we love to partake in food that is delicious, so our body—our skin and hair specifically—love to take in skin care products that are healthfully delicious. Look for this company to officially launch in 2010, and soon you will be hearing from a Delicious Bodycare rep who will be there to help, educate and support.

Blue Moose Consulting carries some of the best lines in the business: we certainly feel that they are the best. Many of you have already included **Perfect Organics**, **Aroma Land**, **Surya Brasil** and **Well-in-Hand** into your store sets. **Aloe Life's** products receive constant praise for the

way that they work, from moisturizers and the new Leg Gel to the miraculous Healing Skin Gel. The loyalty that people have to Herbal Ed's salve from **Herb Pharm** and the new Homeopathic Skin Gel from **Sovereign Silver** all show that BMC has a knack for offering bodycare products that perform well.

Please note that we will not be looking to bring in any new lines, so please don't send your favorites our way. We are interested in expanding on the merits of the lines we already represent.

**PERFECT[®]
ORGANICS**

So look for information on Delicious Bodycare in the month's ahead. Ask your current BMC rep about this good news.

October is the perfect month for you to re-dedicate your store to the promise of natural health. Highlight *Breast Care Awareness Month* now. Call your BMC rep today and ask for details. If you have not already, bring in Aroma Land and their clean selection of products: let me hint that the future is gonna be exciting for this line. Carry all the lines that BMC represents, knowing that they are safe, that you will get support in the bodycare aisles on a new level, and that you need to advertise and promote those products that are leading the charge to a cleaner, healthier way to natural beauty and skincare.

Let's grow smartly together. ☺

"WE ARE HEALTH FOOD PEOPLE"

Sara Katz, President and CEO, Herb Pharm



Herb Pharm celebrates 30 years of making herbal extracts this year. From humble home kitchen beginnings we have grown to be the leading U.S. company in liquid herbal extracts. Looking back over these years, aside from the wonder that our passion has grown into a successful business, what brings me the most pride is the impact that Herb Pharm has had on improving the quality of herbal products in this country, and the role we continue to play in keeping the bar high and, through United Plants Savers, an organization I currently serve as president, working to protect our wild populations of medicinal plants.

For co-founder, Ed Smith, and myself, Herb Pharm has never been about building a business *per se*. Herb Pharm is our life's passion, our vehicle for creating positive impact on people's health, the environment, and the community that we live in. From the very beginning we have based our herbal work on education, and I am often told that we have the best herbal education programs in the industry, including our residential herbaculture program whereby 45 students each year live and work on our certified organic herb farm, receiving a life-changing education on many aspects of medicinal herbs. We were very proud to receive the *Natural Products' Industry Social Responsibility Award* in 2007, as such action has always been our primary focus. For all of our accomplishments, we remain utterly humble and grateful for the magic of the plants and their choosing us to be their stewards and proclaimers!



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GOT EMAIL?

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VISIT US AT OUR WEBSITE!
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"If you don't read this newsletter every month, you are missing something."

There is Never Off-Year Political Activism

continued from page 6

candidate in your store, and tell your customers why. After you have found that possibly one candidate is strongly behind our industry and one is non-committal or against us, then up with the political posters—but make sure you tell people why. Always be persistent with the enemy, and always state your cases clearly and civilly. You may find that the opposition then changes their positions and is willing to add you to their tent of supported causes.

Believe me, the game of politics is much more complicated than this. But you can only learn the winning strategies and pitfalls during the frackus. And, being silent may put you in the camp of those businesses that are going out of business. Serious adverse regulation could redefine or destroy us: in any case, it would make your livelihood less secure. Discuss these issues with your staff and vendors, and seek their support for the goals you desire from the elections. Thank anyone who will support your cause. Our industry sits pretty strong and resilient in this tough economy because of the truth we stand for. It would be so sad for humanity if some ill-advised or materially-influenced bozo who knew nothing of the realities of natural foods were to come from your jurisdiction and become influential in any movement to put any of us out of business—in any state or in the "Home of the Free" altogether. A healthy electorate is one that does not deny the right of the electorate to be healthy!

Get involved now. Make your vote count! 🗳️

How to Reach Blue Moose Consulting

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

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