



Talking Business: The Older Crowd

The natural foods industry has never really been age-biased. Whereas Madison Avenue covets the young crowd and their impetuous dollars, and Big Pharma have settled in to a lasting relationship with the boomers and the TV-dependent, our natural foods industry has always worked to provide healing therapies and health care options for every age group. We may almost be accused of being unsavvy about outreach attempts to different age groups, as it is certainly true that the human

health and nutrition needs change during the aging cycle. How well does your store reach out to the less-young crowd that frequents your store?

While health challenges confront us throughout our entire lives, people usually learn to take better care of themselves as body wear-and-tear causes an accumulation of health concerns and crises. Look at the customer count in your store: how many of these people are over 50? Many stores are concerned that their customer-base is aging

and that the young crowds are not understanding the benefits of a health food store (and this is a real concern as the Walmarts and Targets and drug stores suck business away), but of equal concern is the reality that most stores are not focusing on their aging customer and offering the products and information that they need.

Stores that have the broadest range of age groups shopping regularly are the most stable, and shopping carts pushed by young caring

continued on page 2

Talking Health: Longevity (“and we all get old..”)

Long live the idea and promise of longevity! In the world of health where we live and breathe, longevity is currently a word that we can claim as our own.

There are deep differences of opinion on the methodology of achieving human health in the world of medicine today, and “our team” is still relegated to the words alternative or complementary. We have no jurisprudence over the words “immunity” or “inflammation” but yet we toil on, championing a true and virtuous, fully-accurate system of wholistic health care that will one day emerge as the best medicine of our time.

We believe in herbal medicine, and feel sometimes that we are one step ahead of imprisonment for this natural way of thinking. We understand and explain wisely that “body cleansing” leads to better body function, but this core health principle is callously disregarded by the white-coats of modern allopathic medicine. We see and acknowledge the benefits obtained by those who practice intelligent tissue-cleansing and we move on. Just give us our right to practice truthful medicine, and we will not denigrate the other failing and costly approaches. We wish that it could just be “live and let live”

Natural food medicine does go by a different road. Cleansing is important, as is nourishment and tonification. Most importantly, we work to wisely build body systems as a means of preventative health care to avoid getting ill; rather than creating unproven systems of (costly) illness-treatment that focus only on the symptoms rather than the cause. Our goal is long, healthy life from the start. The goal of that other medicine begins with the signing of the bill at the hospital entrance or doctor’s office. I am happy where I am in this debate!

Longevity science, Longevity genes... where is this word going and what does it

mean? And how does it influence our business and our healing philosophies?

Longevity is a health goal, and to understand that goal first we must define its present boundaries. Longevity unfortunately means different things for different types of folks living on the planet today. In the industrialized nations (what they call the First World) the life expectancy is 77-83 years of age, while in 3rd World countries it is measured as being 35-60 years. The U.S. age-range is currently 77.85 years (2006) and is expected to rise to the mid-80s by the year 2050. The U.N. predicts that the life expectancy for developed countries will be 100-106 years of life in the next 100 years.

Does this reflect a betterment of life? Looking around us, we can see no evidence of an abundance of profound vitality in our elders. Rather a situation where most of them are pulsing traces of their early lives, with many “hanging on” rather than enjoying life.

In comparing human life expectancy versus other living creatures, we can see that we have a way to go to control our destiny relative to other animals that exist in our environment. Life is not meant to go on forever. According to current data, the oldest recorded living organisms known are: animal, a clam, (420 years old), a reptile (195 years+), an invertebrate (215 years) and for mammals, a whale (211-245 years). The oldest living thing recorded is a pinecone, living over 4800 years (the stories it could tell!!) For the purposes of our concerns here, the question arises, how long should we expect to live one life as a member of our species—and at what level or frequency?

Stuart Tomc, National Educator at Nordic Naturals, in his wonderful trainings on the new Nordic Naturals Omega Longevity product (a training you all should experience), references the person who has been accepted as being the oldest person in

history. Jeanne Calment, a Frenchwoman (1875-1997, 122 years and 164 days) holds the record best-known age to beat.

So what are we trying to achieve in increasing this number from a hopeful 78 years here-and-now to a new high of 123, and what health do we intend to fill in those strapping extra 45 years?

Longevity should be defined in a philosophical manner more consistent with the way that Asian cultures have measured it rather than these numerical calculations that dominate western approaches today. We may use the term “quality of life” and this is certainly an accurate description for what we intend to achieve, but what should we expect quality of life to be for someone rambling along in their deep 90s or early 100s?

Chinese and Indian cultures, through Traditional Chinese Medicine and the Ayurvedic Sciences, did not distinguish between living long and living well, and so the focus of their medicines was to keep people vital and vibrant for as long as possible. On the most practical level, this makes the most sense.

For while we keep people alive longer with allopathic medicine as it exists today, we are completely ignoring the importance of the quality of life for the survivors of this health-care system. These people aren’t dying, but that is the focus of the credit, rather than measuring the “gumption” and vibrancy of these people. The failure is more on the trash food we offer our entire population, and the way we treat those infirmed or disabled than on the successes evidenced by the ability to keep some frail bodies ticking. If other time-periods and cultures judged us, would they say that the results achieved are some miraculous scientific achievement or a half-baked system of healing that salvages but does not reclaim the lives of those being treated?

continued on page 7

The Older Crowd

continued from page 1

mothers are the best customers to cultivate—but the facts are that even in today's precarious economic times the dollar power of the mid-to-late years is still powerful and worth courting.

Think about it. For many in their 50s-70s, the house is secured, the kids are on their own, major purchases are evenly paced and vacations are more comfort-driven than cost-conscious. Plainly spoken, these people have the money to spend on their health!

The problems: they don't know what they want (and need); and we are not speaking to their needs.

Aging consumers span a large swath of the human timeline. Indeed, think of how much money is spent on women and men in their late twenties who are trying to hide the signs of aging. Our stores need to direct our marketing focus towards two general topics—preventative health care and longevity. Both philosophies stay very true to our core mission, health; but they also shape the conversation in a manner that helps the consumer to understand the purpose of what they need to do.

Prevention is not acai, noni and resveratrol: it is a complete program of health from sunrise and yoga, to sunset and relaxed muscles for a night of natural body repair. Longevity is not our own carefully-crafted silver bullet, but rather a core protocol of smart strategies designed to counter free-radical degradation, and organ weakness and collapse. Prevention and Longevity are key words in the wholistic canon.

Where to start? Well first off, the older crowd is wise and they do not necessarily need their own shopping section. Provide the information, and accentuate the key terms in your marketing, and they will find the message. It is said that we get wiser as we get older and certainly someone shopping that many years is arguably capable of maneuvering a store of supplies to find what they want if they are made aware.

That being said, maybe it would be good to consider creating a Longevity section for the health novice. If TV can promise the fountain of youth with every pharmaceutical medication, then what is the antidote that your store offers? **Bluebonnet's** new **Age-Less Choice™** multiples for Women and Men 50+ would be a good place to start. These products are the perfect response to the junk most people are taking with Centrum Silver. For either a person seeking good foundational nutritional support with a wide range of scientifically-accurate nutraceuticals, to a person who only wants one bottle of supplements in their life, Bluebonnet offers something exceptional that is only found in your stores! These products start with Bluebonnet's superior raw materials, so the results will bring constant satisfaction that lasts years.

What else is new, exciting and the perfect complement to these multis? **Nordic Naturals** once again created a winner that meets a strong market demand with their new **Omega Longevity**. This product, a combination of the world's best natural

triglyceride-form fish oils that only Nordic produces, and a high dose of green tea extract combined with a smart dose of the red-hot nutrient resveratrol, is the perfect partner to Bluebonnet's new multis. Make an endcap—the perfect protocol for Senior Supplements—and state your quality recommendations: the elderly will appreciate the heads up.

After this new launch of these innovative products, move them into your new Longevity section. But this category goes well beyond items designed for Older/Wiser/Seniors. The category is only limited by the space you wish to carve for this Next-Generation class of products. Face it, for the next 20+ years, a huge portion of the population is going to be looking beyond looking pretty and towards staying strong and capable.

Longevity necessitates some of the more cutting-edge nutritional advancements. Again, Bluebonnet Nutrition and Nordic Naturals lead the way. Bluebonnet offers the largest range and selection of Ubiquinol. This antioxidant-form of CoQ10 is the answer for anyone over the age of 40! People on pharmaceuticals (80% of the AARP crowd) should all consider Bluebonnet's **Cellular Active™ Ubiquinol**, because the absorption is more direct and immediate.

It is my assertion that the real "fountain of youth" can be found in a truly bioavailable Superoxide Dismutase, and again Bluebonnet leads the way with 100 mg and 250 mg dosages of GliSODin **vegetarian S.O.D. in Vcaps**. Also, aging digestive systems need mineral absorption support and Bluebonnet has the full line of Albion® amino-acid chelate minerals. You should cross-merchandise the multi-minerals and Cal-Mag in your new Longevity section, as minerals are critical for life-long health.

Also worthy of two frontings are Bluebonnet's innovative **Whey of Life** Protein powders, which contain both GliSODin and **Nucleotides**. This product is the perfect prescription for the aging population looking for a useful protein drink to counter the trashy Ensure products that capture the attention of the aging and their concerned friends and children!

Nordic Naturals counters with equally critical products for the Longevity section, for the two most important nutrients that anyone blessed enough to reach their 50s should be taking are Omega-3s and probiotics. The need for our constant consumer education on Omega-3s is never-ending: they are of the utmost importance. Statistics suggest that the baby-boom generation is more fearful of Alzheimer's Disease than they are of either cancer or heart disease. Omega-3s are the foundation of any brain-related prevention and repair protocols. Nordic's **Ultimate Omega with CoQ10** will sell twice as fast in the Longevity section than if it were just placed in the Omega-3 section. This product is a super-priced way to get two super-critical nutrients into the diet.

Both Bluebonnet and Nordic now have best-selling Vitamin Ds, with Nordic's D-3 in organic olive oil in a softgel and Bluebonnet's lanolin based D-3 in Vcaps. Something for

everyone; and, the best cross-merchandising of this age-specific, immuno-supportive and skeletally-critical hormone-nutrient. This would also be the place to offer Nordic's high-potency triglyceride-form fish oil superstars, the Ultimate Omega liquids—for those in need of therapeutic dosages of this essential fatty acid!

Too many people quickly forsake the messages traditionally drilled into children to eat their greens, and seniors certainly need the alkalinity and the chlorophyll that green foods provide. If you are not being the leader and teacher, then where will they be reminded of these messages (the nightly TV news)? No less than *AARP Magazine* listed Spirulina as the #1 Choice of superior nutrition for their readership: now that is and was big news. **Nutrex Hawaii Spirulina** (Spirulina Pacifica) offers this world's-most-complete-nutrient from a manufacturing source that uses the cleanest water, cleanest air—and produces the world's highest nutritional profile by their innovative technologies. Spirulina for the aging: that is health food! Ounce for ounce, the best food on the planet: that is Longevity's choice!

Enzyme depreciation is the bane of the human health cycle. People are enzyme deficient, and they are now also eating less enzyme-rich foods. Hence, everything stops working well. While it is your vocation to vocalize the need for fresh, local, seasonal and organic fruits and vegetables, we should also be proselytizing about the need for enzyme-rich dietary supplements as well. **Juvo** offers the industry's best with their USDA-certified organic and kosher freeze-dried food powders. It is sometimes hard to teach the old new tricks, but we should be consistently espousing powder supplement shakes daily to the aging. Juvo for breakfast, **Juvo Slim** in place of lunch, Juvo with Bluebonnet's Whey Protein Isolate added; Juvo Slim with Bluebonnet's **Green Utopia** and **UMAC Core's Alpha-3 CMP** marine phytoplankton and Nordic's Ultimate Omega and Nutrex's **Spirulina Crystals**: you get the point! As people's digestive systems degrade, liquid nutrition becomes more viable—but you have to educate, to lead them forth! If older people have more idle time to chat, then you need to fill their minds with the good stuff!

Fill the body with fresh Omega-3's; a wide range of plant-based polyphenols, bioflavonoids and colorful foods; a daily, effective probiotic (**Dr. Ohhira's Probiotics™** can regenerate the digestive system more effectively than anything available now or envisioned for the next decade); a complete multiple; usable protein and a constant infusion of antioxidants...and the body systems will function more smoothly, vitality will remain and flourish, and the body will continue to exude beauty and health.

For those sophisticated enough to know the benefits—or smart enough to take your recommendations—every Longevity section should be stocked with **Newton Homeopathic's "Jump Start Your Health Kit"**, which is the most effective seasonal or yearly system-balancing homeopathic-support system that will help everyone—

continued on page 6





April Savings
20% OFF with a minimum order of 3 each
Herbal Support for Seasonal Allergies

Eyebright Nettle Compound
 Butterbur Liquid Extract
 Nettle Liquid Extract, and Glycerite Extract
 Rue Fennel Compound
 Yerba Santa Liquid Extract

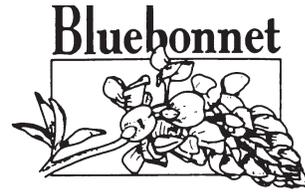
Eyebright-Nettle Compound: Eyebright herb; Goldenseal rhizome & root; Horseradish root; Nettle seed; Yarrow flower

Rue-Fennel Compound: Rue flowering tops, Fennel seed, Eyebright herb, Goldenseal rhizome and roots; Mullein leaf & flower, Boric Acid (1% USP)

Tele-training: April 16th: "Aches & Pains"
CONFERENCE INFO:

Call in number: 1-877-326-2337
 Contact BMC Sales Rep for Conference ID number
 2 pm or 7 pm EST

Not represented by BMC in NJ



New Targeted Multiples™

When it Comes to Personalized Nutrition Make the Right Choice

Introducing an Innovative Line of Targeted Multiples

Veggie Choice™ [0154]

Ladies Choice™ [0157]

Men's Choice™ [0160]

Age-Less® Choice™ for Women 50+ [0163]

Age-Less® Choice™ for Men 50+ [0166]

Each multiple formula not only supplies 25 crucial vitamins & minerals to sustain the individual's basic nutritional needs, but each also offers several proprietary phytonutrient blends that enhance each target's general health & well-being including Heart Health Blends, Joint Health Blends, Brain Health Blends, Hormonal Health Blend (for Women), Male Stamina/Prostate Health Blend and a Whole Foods Antioxidant Blend—all using top-quality herb extracts and nutraceuticals...and only available through health food stores!!

Summer is Near: offer these hot-selling
100% All Natural Whey Protein Isolate powders

French Vanilla Flavor Powder	1 lb & 2 lb
Chocolate Flavor Powder	1 lb & 2 lb
Strawberry Flavor Powder	1 lb & 2 lb
Mixed Berry Flavor Powder	1 lb & 2 lb

Not represented by BMC in NJ, SC



Pure and Great Tasting Omega Oils

Introducing Omega Longevity
Targeted Nutritional Support for Aging Support*

A synergistic blend of fish oil, resveratrol, and green tea extract to provide superior antioxidants that protect cells and promote longevity*

- High Concentration EPA/DHA
- Natural Triglyceride Form Fish Oils
- 1000 mg Purified Fish Oil

Omega-3 EFAs, resveratrol, and green tea extract each play a distinct role in protecting cells and supporting healthy aging. The ingredients in Omega Longevity are formulated to work in synergy, meaning that their combined effect is greater than the sum of their individual effects. Nordic Naturals developed Omega Longevity based on the newest research findings and clinical feedback from the Nordic Naturals Board of Medical Advisors.

Two (2) softgels:

EPA 455 mg • DHA 315 mg
 Resveratrol (Polygonum cuspidatum) 120 mg
 Green Tea Extract 500 mg
 (Polyphenols 98% / Catechins 75% / EGCG 45%)

Omega Longevity (Lemon, 1000mg)

60 count, 2 softgels

Item # RUS-01850, UPC: 7 68990 01850 3

Retail: \$59.95, Wholesale: \$35.97

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



Nurturing Naturally Since 1987

April Savings: 20% DISCOUNT, 6+ per SKU

Prepare for Allergy-Season
Homeopathically

Cold- Sinus (N003)

Dust, Mold and Dander (N056)

Pollen and Weeds (N055)

Nothing but Natural for Kids

Allergies, Kids (F007)

Newton for Pets

Skin Irritation, Pets (P015)

Create an April Homeopathic Promo

April 10-16 WORLD HOMEOPATHY AWARENESS WEEK

Dr. Samuel Hahnemann, a German physician and discoverer of the homeopathic system of healing, was born on April 10, 1755. In 1796 he formally articulated the principle of 'Similia similibus curentur', traditionally translated as 'Let likes be treated by likes'.

Tele-training: Newton's Homeopathy for Women

April 16th

Dial 1-800-371-9219 • Contact BMC rep for conference ID number
 10 am & 3 pm EST

Not represented by BMC in NC, SC, WV



JUVO™

Finally, Now Available by Popular Demand
the newest addition to the Juvo Family
**Juvo Slim in 12-ct 40g
packet boxes**

In Time for the Summer Diet Season

A travel-size packet; a complete meal
Juvo Slim is a Natural Raw Meal made with
USDA-certified Organic and Kosher fruits,
vegetables, seaweeds, mushrooms, grains
and lotsa berries; and fortified with powerful
nutraceuticals Garcinia cambogia (HCA), Green
Tea, and Raw Green Coffee and Hibiscus extracts.
Natural Weight can begin with this raw Beauty
Diet including pink-colored anthocyanin-rich
fruits and vegetables including pomegranate,
beet, apple, tomato, goji, carrot, strawberry and
berries, berries, berries.

- **High-Fiber**
- **Protein-fortified with brown rice and pea protein**
- **Supports gentle Detox too**

The perfect pair for your Diet endcap: Juvo Slim
canister, Juvo Slim full-serving packets; and
the Original Juvo Raw Foods and Juvo Raw
Superfoods. Raw foods, Certified-Organic
**Rejuvenate and Reclaim a new,
healthier, slimmer you!**

Not represented by BMC in Eastern PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

April Savings: Daily Greens

10oz Powder or 120 ct. Tablets
**12 bottles mix and match for
15% OFF**

April 1- 30

Healthy & Slim Daily Greens is a combination of
12 green vegetables and 9 exotic foods in an aloe vera
matrix. This highly alkalizing formula has been carefully
chosen to contain vegetables with a 3:1 ratio of Calcium
to Phosphorus, which is very important to allow the body
to utilize the calcium and to achieve alkalinity. One (1)
Tbs. contains 4-5 servings of dark green vegetables!
Gluten Free with no fillers and a delicious taste too!

Individuals have noticed a reduction of achy joints
and arthritic conditions while on the formula. Detoxify
your body with the power of these incredible green
vegetables. **Look at these ingredients:**

Pure Alkalinizing Green Goodness: Ingredients (*identifies
Certified Organic # 103355-A). Certified Organic Barley
Grass Juice*, Certified Organic Wheat Grass Juice*, Kamut
Grass Juice*, Parsley, Oat Grass Juice*, Chlorella (cracked
cell-wall), Spirulina, Kale, Asparagus, Watercress, Dandelion
Greens & Roots, Broccoli Sprouts, Whole Leaf Aloe Vera*,
Nopal Cactus, Carob, Bamboo, S.O.D. from Wheat Sprouts
(superoxide dismutase), Green Papaya, Atlantic Kelp,
Amalaki, Sesame Seed Husk, 100% Pineapple & Papaya Juice
Concentrate, Stevia.

**Michael says this is the tastiest Greens Formula
on the market, and.. as a pure greens formula, it
provides the category with the most balanced, diverse
and green product you can offer. The fact that it is the
most economical, environmentally-friendly in its
glass bottle and tasty should make this the product
you recommend most often!!**



Essential Formulas

Re-Defining Probiotics Fermented Whole Food

Your customers can understand this!! Only
Dr. Ohhira's Probiotics 12 Plus is both a probiotic
and a fermented food. Dr Ohhira's Probiotics™
start with food, and combine ancient fermentation
skills with modern 21st Century technologies
to produce a product that excels on every level
including in many ways that are unique to this
product.

This living food, including twelve strains of lactic
acid bacteria (LAB) cultured in their own medium
as well as 4 Organic acids, acts as a rich soil for
both the restoration of the innate intestinal flora
system and the regeneration of gut and immune
system vitality.

For Colon Mico-Ecology, it is more about repair
and reactivation than it is about bacterial
numbers (packaging and marketing). This product
is alive and active for today's health needs.

Dr. Ohhira's Probiotics™
Dr. Ohhira's Probiotics 12 Plus
Dr. Ohhira's Probiotics Kampuku Soap
Dr. Ohhira's Probiotic Magoroku Skin Lotion
Dr. Ohhira's Probiotic Hadayubi Skin Cream

OLBAS™

April Savings
**Olbas Lozenges and
Olbas Instant Herbal Tea
25% OFF**

Direct orders only. mention this special offer
for BMC accounts when placing your order

Olbas Lozenges the newest member of the
Olbas family

- Maximum-strength Sugar-Free
Cough-Suppressant Lozenges
- Delicious Black Currant Flavor with Vitamin C,
Menthol and Eucalyptus
- Excellent Relief for Allergy Season

Olbas Instant Herbal Tea: from colds 'n flu
to allergies—instant herbal relief

- Delicious Peppermint Flavor & Aroma: Hot or
Cold

**Special April Offer: 10% OFF
in units of 3 each**

Nature's Wonderland Acai

- from the People at Penn Herb Company who
bring you Olbas.
- a company that you can trust
- \$11.37 each and free shipping for orders
over \$50

WELL-IN-HAND®

April Savings

**Pain Rescue® WARM
Pain Rescue® COOL
10% OFF**

Direct Orders only. Mention ad when placing
orders April 1-30

In 1994, Well-in-Hand Therapy Oil was judged
"Outstanding" by master herbalists and awarded Grand
Prize at the International Herb Symposium. Well-in-Hand
has since gone on to present PAIN RESCUE Warm and PAIN
RESCUE Cool.

"The names, PAIN RESCUE Cool and Warm, define the effect
of the products for acute and chronic pain management,"
notes company President and herbalist Linda Doby.

PAIN RESCUE Warm is a natural, non-addictive product
designed for those suffering from many chronic pain
conditions, from fibromyalgia to tendinitis. Ingredients
include Arnica, Calendula, Betula, Ho Shou Wu and pure
essential oils of lavender, Roman chamomile, ginger, black
pepper, cinnamon leaf, and rosemary in a soothing base of
St. John's wort flower oil, extra virgin olive and sweet almond
oils. With a soothing aromatherapy scent, warm sensation
and unique texture that provides a perfect glide for massage
therapists + practitioners without being greasy, this product is
welcome relief for many people.

PAIN RESCUE Cool contains organic + wildcrafted
Arnica, Calendula, St. Johns Wort blossoms, Ho Shou Wu,
Rosemary, Peppermint, Eucalyptus, Bergamot, Spearmint,
Basil, Camphor, Wintergreen, Menthol, and Lime in a
non-greasy base of Olive and Grapeseed Oils. PAIN
RESCUE Cool has a menthol-mint cool sensation on the skin,
and is formulated to provide pain relief for fresh injuries
such as twists, sprains, bruises and strains. It is nut-free to
accommodate people with allergies.

BASS®

Brushes

Finest Quality Hair, Body and
Skincare Accessories

Sunlight, warmth and flowing hair

**The best way to bring the economy
back is to provide your community
quality hair care products that last a
long time!**

Bass Brushes have combs & brushes that
are salon quality, at affordable prices.

This hardware does not have an
expiration date, but more importantly—
you would be surprised to see how
quickly these items—and the Bass Bath
products—sell. Good business and New
Markets

As the weather changes, and people
spend more time outside, they will be
changing their hair tools. Speak with
your BMC rep about the quality items
from the industry's oldest and largest
Hair Care, Bath Care and Body Tool
company, Hair Doc.

Not represented by BMC in NC, NJ, Eastern PA





**America is Going Natural
Surya Semi-Permanent Hair
Colorings are Catching on**

*Safer, very practical and providing
lustrous color:*

Surya Henna Creams

Surya Henna Creams are milder than any other dyes, including PPD dyes which are found in many hair colorings sold today. Several European countries ban PPD use completely. Unlike other hair color, including those in the natural marketplace, Surya Brasil does not use peroxide, resorcinol, PPD, propylene glycol, parabens, synthetic fragrance, ammonia or heavy metals. Surya Henna Creams dyes are the mildest synthetic dyes available worldwide.

The new vegan formula of our henna cream, being phased into stock now, varies slightly from the earlier formula by substituting honey with babassu oil.

The Vegan Certification on the box delineates the new formula.

And for the purist, Surya Hennas are natural plant products that give wonderful results!

Surya Henna Creams 2.31 fluid ounces

Ash Blonde, Black, Burgundy, Chocolate, Copper, Dark Brown, Golden Blonde, Golden Brown, Light Blonde, Light Brown, Mahogany, Red, Reddish Dark Blonde, Silver Fox, Swedish Blonde

**PERFECT®
ORGANICS**

**Skin Nourishment
Use Perfect Organics**

Body Glow A luxurious, organic revitalizing treatment for face, body, and hair. This ultra-hydrating, moisturizing balm is packed with vitamin-rich, beautifying organic ingredients. Repairs, softens, and nourishes from head to toe!

Ingredients: Organic Shea Butter, Organic Coconut Oil, Organic Grapefruit & Organic Lavender Essential Oil, Organic Jojoba Oil, Non-GMO Vitamin E.

**April Savings
15% OFF**

12 bottles, mix and match
Mandarin Rose Coconut Body Glow
Grapefruit Lavender Coconut
Body Glow



Himalaya

HERBAL HEALTHCARE

Introducing...Organique

*Head-to-Heel Personal Care with
Organic Ingredients*

Hair Care, Skin Care, Body Care.
Therapeutic Care, Dental Care

New Organique Personal Care:

New Stores & Line Extensions: Bodycare Intro

Up to 5 SKUs-Qty. of 6 each: **15% OFF**

6 to 10 SKUs-Qty. of 6 each: **20% OFF**

\$350 or More **25% OFF**

Full Set (20 products), all 6 each **35% OFF**

New Organic Pure Herbs:

Note: New Organic Pure Herbs are in caplet form and are free of binders/excipients

New Stores & Line Extensions:

Buy 3-5 single herbs; min 3 ea. **15% OFF**

6-9 single herbs; min qty 3 ea. **20% OFF**

10-14 single herbs; min qty 3 ea. **25% OFF**

15-full set (24 single herbs) min qty 3 ea. **35% OFF**

Formulations:

New Stores & Line Extensions:

all Formulations are minimum of 2 bottles each:

Buy 3-5 Formulas = **25% OFF**

6-9 Formulas = **30% OFF**

10-14 Formulas = **40% OFF**

15-18 Formulas = **45% OFF**

Full Set Formulas; 2 ea. = **50% OFF**

Not represented by BMC in Eastern PA, NJ

**immune
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

April Savings

500mg/60ct.

Minimum purchase = 8 bottles.

15% OFF

Proven Pure, Safe & Effective

Germ. Pollution. Stress. Our immune systems face millions of challenges each day. **Immune Health Basics** can help strengthen your immune response so nothing slows you down.

For Adults, for Children



Michael says, "One of the most important immuno-supportive products available to the natural foods consumer"



Also available as a Skin Renewal Cream.

MushroomScience®

April Savings

Cordyceps Cs-4

For Energy & Endurance

BUY 3 GET 1 FREE

April 1-30.

must mention deal when placing order

**The Best Cordyceps in the World:
offer Cs-4 from Mushroom Science**

- Dehydrated Hot Water Extract
- 16% Polysaccharide
- 7% Cordycepin, .2% Adenosine
- Chemical-free; cultivated & harvested by traditional methods

**Cordyceps sinensis Cs-4 mycelium extract
- 400 mg, 90 Vcaps**

Cordyceps sinensis is treasured in Traditional Chinese Medicine (TCM) and validated in modern clinical practice. Called "winter worm, summer grass", and the "caterpillar mushroom" in Asia, Cordyceps is found in the highlands of China, Tibet, and Nepal, above 10,000 feet. Once reserved exclusively for the emperors of ancient China, Cordyceps has become one of the top selling sports supplements amongst the worlds' elite competitive athletes. Clinically, Cordyceps is used to build and support immune function in various immune-compromised conditions including chronic fatigue, cancer, and respiratory conditions.



*We are pleased to announce the
arrival of the*

**NEW 16 oz. Economy Size
Bottle of Sovereign Silver.**

Based upon the success of our 8oz bottle (#1 selling silver SKU in the US), *this 16oz size is sure to be a hit.*

April Savings

10% OFF 4oz dropper



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



The Older Crowd

continued from page 2

regardless. To quell the symptoms of premature aging, Newton has the secretly very popular **Prime+ Spray**, that will find fans in any Longevity section.

But there are other secrets to Longevity beyond these basics. Nutritionally, the Asians did not revere medicinal mushrooms because they were marketed well, but because wisdom had proven them effective. Reishi mushroom, made from a hot water extract, was the “food of immortality”. All the mushrooms, from Cordyceps and Coriolus to Lion’s Mane, were considered culinary support for the wise. The secret was that the mushrooms were made as a tea, and this technology—proven true by modern science—is adhered to by **Mushroom Science**, the oldest and best medicinal mushroom manufacturer in America. One of the things that makes these mushrooms exceptional is their polysaccharide and beta glucan contents; and beta glucans are most beneficial to fine-tune the immune system as it runs on its later years. **Immune Health Basics** makes the best scientifically-validated and properly purified beta glucan products in the market. These beta glucans are a treasured “hit” with the moneyed L.A. aristocracy who crave immortality, and ageless beauty.

Herbs also have magnificent stories about their ability to spring forth youth eternal. “Daily herbs” is a mantra that will lead to energy, immune and brain strength, and a

natural way of being healthy. Ayurveda proved much smarter than modern medicine as the scholars of the time created a “science of life” that was in harmony with nature. This cannot be achieved without feasting wisely off the eden of the herbal world around us. From chyavanprash and ashwagandha, to the adaptogens eleuthero and rhodiola and the ginsengs, the promise of long-life is found in the goodness of herbal medicine. Balanced strength from **Himalaya’s LiverCare®** and **StressCare®**; and system support from **Herb Pharm’s Adrenal Support Tonic™** and **Nervous System Tonic™**. For pure and strong herbs—**Herb Pharm** and **Himalaya USA**; and, for quality standardized herbs, **Bluebonnet Nutrition**. It is the best-sourced herbs that will provide the most noticeable results!

For many, while the internal body mechanisms may be sound, it is of paramount importance to keep the external beauty beaming with vibrance and agelessness. This clientele should not be ignored, and we offer products that fulfill their promise much more than the market-driven “cosmetics” emanating from the laboratories in Paris, Tokyo, NYC and LA.

Skin care begins with pure ingredients. Skin homeostasis is the future’s next-level nutrition, but for now—skin health is best achieved when the body is not fighting against the impurities of the products being applied. **Perfect Organics** should be the basis of your store’s skin care section: organic ingredients, perfectly manufactured. Do yourself a favor and buy one of their **Body**

Glow products, or their **Perfection Cream**. Only by trying these products will you feel the difference that pure ingredients provide.

Natural bodycare is a brave new world and Blue Moose Consulting can assist you in making the transition from mediocre natural skin-care products to those products that really do moisturize and regenerate and heal.

Himalaya USA has just launched a line of head to heel bodycare products that both offer organic herbal ingredients and abstain from over 200 synthetic ingredients. Ageless beauty demands that we care for the largest organ, and skin health needs good liver function internally—**LiverCare®**, a true basis for lifelong health—and energetically beneficial nourishment topically. Offer the cleanest in the Longevity section!

I have been constantly impressed with the vocal praise that **Aloe Life’s Healing Skin Gel** has received from people using this product as a foundational part of their face skin treatment. This product probably does more to prevent and reduce wrinkles than any \$40-80 product in the world. This same certified-organic whole leaf aloe vera juice is the basis of Aloe Life’s superbly moisturizing **Face & Body Lotion**.

Skin Longevity can be achieved with the superlative products you have in your store. Are you doing enough to educate yourselves about the bounty of natural beauty care products available to your customers you offer?

Finally, for a person to live happily they have to be comfortable with their own beauty. For some people, graying hair is wrongly judged a sign of weakness. When one buttresses their own self-image it will always have collateral benefits for the immune system and body homeostasis. **Surya Brasil** offers the cleanest hair coloring products on the market, from henna to semi-permanent hair coloring creams that will not damage the hair, the scalp or the person. Surya is the world’s best: offer them to your communities and educate about their cleanness, reliability and safety!

Remember that for people who have climbed the age ladder to marvelous heights (like this courageous writer), most of these nutritional advancements did not exist years ago when their minds were more turned to schooling. People get into habits, and most everyone has a bundle of bad habits dragging them down. If you are not “talking the talk” and educating, then people will have no idea that their lives can be less encumbered with chronic pain and disease; that their function can be better and stronger for longer if they are smart with what they do; and that the health food store is built to give them optimal health through every stage of their life cycle.

Longevity should not focus on illness, it should, rather, focus on the promise of lifelong strength and optimal health, which is always possible! This message will be a joy to those you share it with, and your new Longevity section may just be the starting point for them to begin to learn of this promise. Be kind to the elders: one day, God-willing, you will be one too! ☺



Spring is Green Food Season

Many stores have made the choice:
Nutrex is America’s Best Spirulina

Nutrex Hawaii Spirulina Pacifica

- Spirulina from a pristine environment
- Spirulina from a clean water source
 - Highest-value Spirulina*
 - 125% more Vitamin A
 - 260% more Zeaxanthin
 - 90% more S.O.D.
 - 54% more carotenoids
 - 91% more B-12
 - 203% more Vitamin K
 - 601 % more Iron
- Remember, Spirulina contains up to 60% protein, with all the essential amino acids in an easy-to digest matrix.

Quite simply, Hawaiian Spirulina Pacifica® is the ultimate superfood and the most complete natural food source in the world.

(*according to 3rd Party testing compared to California and Indian Organic Spirulinas)



UMAC-CORE™
MARINE PHYTOPLANKTON

Marine Phytoplankton— an original earth food

Phytoplankton is the first link in the marine food chain. Phytoplankton are single-celled plants that feed to smallest animals in the ocean, called zooplankton. These animals are eaten by small fish and upward in the food chain.

Phytoplankton convert energy from the sun through photosynthesis, and they represent the largest source of green food nutrition on the planet.

Now, this marine phytoplankton can be used as a source of human nutrition. UMAC-Core alone manufactures this nutrient for human ingestion, and their proprietary method of breaking the plant cell-wall is what makes this product—Alpha 3 CMP (Concentrated Marine Plankton).

UMAC-Core’s manufacture starts with pristine water, and the end result is the creation of more marine phytoplankton bounty: this is fabulous green food technology. Good for the ocean, good for the earth, good for the local environment, (a life-saver for the product’s inventor) and good for the health food consumer.

Learn more about UMAC-Core and their Alpha-3 CMP product today



Longevity continued from page 1

Indeed, are the rising numbers of the elderly in our population proof that we are achieving greater qualities of life?

In older societies, the elderly participated to their skill level, were often turned to for advice, were kept present in community affairs, laughed and smiled more, and faced each day with the same concerns that the rest of their communities did. Longevity, as we should be attempting to define it, should be about vitality and robust-living, on the terms defined by the human being experiencing that life. So, Longevity cannot be judged by the modern, mainstream allopathic health care system model at all. It is our term!

Longevity is a happiness of lifestyle: being able to live the lifestyle desired for as long as possible. Longevity is achieved by proper food nutrition first and good water. It is properly functioning body-organ and skeletal-muscle systems, one reason exercise is so important. Life-expectancy should extend further, all things being equal, when a person practices preventative health and lives within balance.

Longevity is allowing the body to naturally achieve homeostasis, and to retain that balance for as long as possible. Longevity is therefore a body constantly cleaning itself, where exercise again comes in. This is where wholistic medicine excels—with those delicate and individual treatments we know are so important that help to keep the balance. While we can teach these precepts in our stores, this is really about a person's own responsibility to self and their ability to listen to their body and share their observations with those who care for their health. The body must learn to surf the peaks and valleys, and each person must be able to listen, adjust and respond.

Longevity is our ability to overcome exposure to, and response patterns from, stress and trauma. This can never be overlooked in the healing continuum. Stress is the biggest killer. Many people thrive on

stress and can adapt to constant challenges, but it is really about how the body responds in this dance, and how the body knows how to protect itself when damage occurs: this is where modern research should be directed.

Longevity does not have to include love, but why live long if you do not have love?

Modern holistic healthcare tries to define Longevity and the brave new world that this concept presents (for, as a species, we have spent centuries just trying to learn how to live comfortably, and now the limits seem to be extended). "Anti-aging" is probably an incorrect term that we often use, but it coarsely defines what we are trying to do: to stop aging. "Life extension" is probably the better term, as it reflects the intention to increase the maximum lifespan by slowing down and/or reversing the aging process.

At this juncture in time (stem cell research and futuristic nanotechnologies not withstanding), life extension is all about cellular health. If aging can be described as the accumulated damage to cells, tissues and organs, then our focus on human cellular biology and human physiology may just continue to lead to the greatest advancements in the field of Life-extension.

The interest should be in how to repair and rejuvenate cells. We are finding that science is hinting that we can re-create ligaments and tendons, research suggests we may even be able to rebuild bones, and—when a doctor says that tissue cannot be regenerated—some stories that seem to disprove this.

It is not surprising that many of the world stories about a "fountain of youth" centered around the finding or taking of some potion or drink; or of living in some pristine environment free of war and stress, where a communal harmony existed. The prospects of regeneration are around us, if we can be creative enough to develop them! Look at the promise of something as basic as nucleotides, and whole leaf aloe vera, and the medicinal mushroom, Lion's Mane. Food can heal and food can bring Longevity.

When it comes to cellular nutrition, the research being achieved on Ubiquinol, or vegetarian-source S.O.D. Glisodin (www.glisodin.org), and astaxanthin is so new that only progressive nutritionists are keeping up with the research and the promise offered.

The more that we realize the function and structure of the cell, the more we should be able to influence its optimal function through natural and food sources.

The world's superfoods can be the best starting point for research into resolving the puzzles of cell health, tissue repair and organ regeneration. For the conservative healer, there is no longer any question that Omega-3s are the cornerstone of any foundational healing for almost every body system. In the gut, probiotics are now coming into their own and are generally recognized as beneficial. Green tea has a flawless clinical record and has even been given U.S. government approval. These things should be high priority for everyone as "go-to" nutrients. Next in line seems to be turmeric.

Resveratrol presents such an interesting case study. Can this phytoalexin produced by the immune systems of plants and found naturally in the skin of red grapes actually explain the French Paradox of health and lead the debate into food sources that contribute to life extension? The research is promising and controversial, with very few people in the world mastering all the attendant concerns. But my money is on finding high-quality resveratrol and incorporating it into a wise nutritional platform.

Nordic Naturals has achieved another cutting-edge milestone as they have combined into one synergistic formula three incredibly-promising nutrients: a high polyphenol Green Tea extract (98%), a quality resveratrol from Japanese Knotweed (*Polygonum cuspidatum*), and foremost—their own highest-quality triglyceride-form Omega-3 fish oil.

Fish oil is probably the most important player in this formula in its role for cell membrane health. One study of centenarians showed that one commonality to all of them was that their cell membranes had high amounts of EPA & DHA. Could it be that the antioxidant capabilities of the food green tea could not only act as anti-inflammatories with the EPA & DHA but also contribute to the stable functioning of these nutrients in the cell? Where resveratrol suggests several other important biological benefits, its antioxidant capabilities alone should point to its benefit in cellular health.

Nutritional protocols attempting to deal with life extension should work to protect cells and tissues while quenching the deleterious affects of free radical damage, and work to optimize cell membrane fluidity and flexibility. Nordic Naturals Omega Longevity in built to achieve these nutritional goals.

We know that there are many more unsolved mysteries available to us if the research can be directed into the non-patentable yet truly natural field of plant research. First approach would be to investigate all the adaptogens. Since the brain is so important to that hard-to-qualify aspect of personal satisfaction with quality-of-life,

continued on page 8

"WE ARE HEALTH FOOD PEOPLE" **Kathy Whitt, Phone Sales Rep, North Carolina**



"Well-being Enthusiast"

Several years ago, I chose a personal growth journey with a career in the healing arts. As a Licensed Massage/Bodywork Therapist, Certified Nutritional Consultant, teacher and student for the past 11 years, I have found my clients to be my best teachers. Relationships and open heart presence with my clients are one of life's greatest healing gifts. I have come to celebrate the power of touch and service to others as the basic paths to wholeness and beingness.

By providing nutritional and well-being guidance to others, I felt a passion for the study of quality nutritional products, vibrant health, prevention, and the wellness movement. My enthusiasm to serve others in this area led me to investigate the position of sales rep in the natural health industry. Through a wonderful friend, I was gently guided to contact Michael Hennessey at Blue Moose Consulting about becoming a sales rep.

During quite an inspiring conversation about the natural food movement, I mentioned to Michael that the way I brighten everyday is to visit our local health food stores. At that moment, I think Michael recognized my love and appreciation for health food stores and what they provide as the foundation of health and wellness to our communities. On that day, with much appreciation and excitement, I joined the unique team of people at Blue Moose Consulting.

In a short time, I have come to hear this team of people express their own heartfelt love and respect for the manufacturers that they represent, the enthusiasm that they have in assisting the health food stores to grow and prosper, and the sincere dedication that they have towards service and education. What a great team to be on in one of the most rewarding fields of authentic service!



Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

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."

Longevity *continued from page 7*

we would next be wise to develop our study and understanding of human consciousness and how it is created, preserved, influenced and pleased. Neuro-nutrients certainly have a primary affect on Longevity.

It goes well beyond the repair and rejuvenation of cells. It is about the taste of food, and lust for life. Vitality is sexual only insofar as all life is filled with sexual energy. Quality of life is influenced by the facts of the cells, tissues and organs; by the brain's perception of this physiological state of affairs (regardless of outside factors); and by some currently-unknown though fluid abstract we shall call "vitality".

My favorite anti-aging nutrients would include Omega-3s, probiotics and enzymes, whole leaf aloe vera, ubiquinol and CoQ10, alpha lipoic acid, carnitine, GliSODin S.O.D., nucleotides, Vitamins D, E, C, selenium, astaxanthin and the carotenes, lutein, lycopene, grape seed extract, pycnogenol, magnesium, every herbal adaptogen, astragalus, ashwagandha, chyavanprash, amalaki, beta glucans and medicinal mushrooms. Finally, enzyme rich fresh foods with a percentage of raw foods, and lots of green foods and berries! And I am sure that someone will remind me of the few I forgot.

The most important final piece of the puzzle, and that which defines our consciousness as human, is our spiritual foundation. While successful life-extension seems to come in many sizes and shapes and religions, and some not-completely-defined-as religious-though-spiritual-intonations, we will just have to say that Longevity often is blessed upon those with a strongly defined spiritual worldview. Living human beings.

So, now we have danced in the high-grasses of Longevity. Did you learn anything? I just wanted you to be able to hum the tune of Life-extension, or High-quality Longevity—so that if you heard the tune again you would recognize it. I hope that I am afforded a lot of time to learn more about this subject, along with you. ☺



How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

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
800-869-4640
fax: 713-863-1686
Houston, TX 77042

Perfect Organics, Inc.

www.perfectorganics.com
703-734-2434 • 800-653-1078
fax: 703-852-7199
Merrifield, VA 22116

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc • 818-882-4247
fax: 818-341-3104
Chattsworth, CA 91406

Nutrex Hawaii

www.nutrex-hawaii.com
1-800-453-1187
Kaula-Kona, Hawaii 96740

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA. 92107

Essential Formulas, Inc.

www.essentialformulas.com
972-255-3918
fax: 972-255-6648
Farmers Branch, TX 75234-8906

Immune Health Basics

www.immunehealthbasics.com
651-675-0300
fax: 651-675-0400
Eagan, MN 55121

Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com
215-632-6100
orders: 800-523-9971
fax: 215-632-7945
Philadelphia, PA 19154

Well-in-Hand:

Epic Herbal Medicinals
www.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA 24551-1200

Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA 95076

Natural-ImmunoGenics Corp./Sovereign Silver

www.natural-immunogenics.com
888-328-8840 • 954-979-0885
fax: 954-979-0838
Pompano Beach, FL 33069

Mushroom Science

www.mushroomscience.com
888-283-6583 • 541-344-8753
fax: 541-344-3107
Eugene, OR 97405

Surya Brasil

www.suryacosmetics.com
877-997-8792 • 718-267-9696
fax: 718-267-9648
Long Island City, NY 11105

Erom, Inc./Juvo

www.gojuvo.com
714-562-1515 •
800-558-Juvo (5886)
fax: 714-562-1516
Buena Park, CA 90620

UMAC CORE™- Marine Life Sciences

www.umac-core.com
866-415-8622
Salt Lake City, Utah 84106

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

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

Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher