



Talking Health: The Future is Now for Children's Health

Don't we care? We see our children playing all summer long, and we cannot miss the stacks of sellable for the "Back to School" season at every store. And we just continue on with our business. We hear about the drumbeat of warnings of a virulent flu that could take its toll in the immediacy of the next 6-months, and we move lethargically through the hot summer and dream of relaxation at the shore. Are we deferring our obligations to the young in our community to others; and, do we really believe that they would be in good hands if we did so?

I would expect to see displays as creatively inviting as ice-cream stands, and educational outreach agendas as large as the Titanic as we valiantly work to protect the promise of our future from crashing into an iceberg of danger that is the toxic world we live in, and which is poised to rear an ugly head this Fall. Health Food stores do have an obligation.

Let's look at our hesitation. The economy itself is a swamp of danger and uncertainty. Some may feel that only the smart will survive this business climate. A cursory comment could be that children's products don't sell in your area; or that there are not many children or parents that find your store; or that Walmart has captured the family-oriented customers who need to look for deals to make ends meet and that we have just given up control to that untrustworthy behemoth.

Let's look at the other side of that round & broad tree of business potential: parents want the best for their children; kids are undernourished-overfed, and not being taught healthy habits; capitalism and materialism fill the young with "stuff," but everyone is afraid of offering children things to take to make them strong or help them get better. Except us.

In a tight marketplace, one of the best ways to garner new business is to become known as the nurturing environment for the children. If bookstores have made the smart business move to carve out whole sections of their store for kid's products, and empires have been built for stores devoted to toys,

why would we not realize that the market is there for us to grab?

More importantly, how can we ignore the fact that if any inkling of the scare-tactics of international, governmental and pharmaceutical prognostications are true, that those beautiful young lives that scamper before us would be the most vulnerable and the first to fall. August is the time to launch a campaign to do your part to get parents to understand the importance of a natural way of preventative health care, and natural health-care for the growth of healthy, happy children. Start today to make this part of the legacy of your store.

What point are you starting from? Do you have one or two shelves dedicated to children? What are you offering? Would a parent gravitate to this section, and would they be led to buy just one thing and feel somehow like they were taking the best that you offer? Are you really providing the best choices?

Let's think about the children, and what we can do for them. I have been advising stores to invest in gluten-free foods for almost a decade now with nearly a 100% success rate. Parents search out places where they can get products for their children if allergies are identified as an issue. Let's think beyond that smart move.

Do you have an information center for parents so that your store is the source for good, smart, trustworthy information on allergies? Are you providing store signage to excite interest in total healthcare? Do you point out the options in your store that people are looking for? Do you have signage to direct people to these things in your store? This is especially important for first-

time visitors to a health food store, who are worried about this foray into a new world—but are searching in earnest for things to help their children.

What exactly, though, is this allergic condition that has flared up like a wildfire in our culture in last three decades? Generational immune breakdown. So expensive, and clean, gluten-free food is not always the answer: it is just the temporary solution to mollify the symptoms. Sorry to disappoint the celiac communities, but they are missing the point as much as the mainstream medical community: abstinence from a food will not turn around the indicators pointing to a weakening immune system. (We all know this already, but are not being intelligent enough to search for further solutions for the cure of the problem!)

A second epidemic issue: ADD/ADHD. Both of these are similar to the "flu pandemics" of previous pharmaceutical-industry ad campaigns. While these illnesses are truly ubiquitous now, they are NOT conditions that need to be identified and prescribed with a drug compliance. These conditions are bell-weather indicators of gigantic deficiencies that must be addressed

to avoid lifelong problems that multiply later. We can treat the core problems now, or let things accelerate to health issues that burden our public health systems later. We could have our fingers on the pulse of these nutrient deficiencies and we should be the source of information to parents who are intuitively aware that they need to do more, but who are not sure where to turn.

And when they are properly educated, these people tell their friends and you gain new customers. And so community health grows.

When news breaks in the next 60 days about the planned obligatory vaccination for America's children, there is gonna be an army of



The Future is Now for Children's Health

continued from page 1

parents, relatives and grandparents who are going to be worried and peeking around for alternatives. While very few parents will be courageous enough NOT to allow their children to be protected by the government-sanctioned pharmaceutical industry's mandatory "guess-work solutions", every child-guardian will be interested in alternatives that are offered for child immune support and natural nutritional strengtheners.

This supposedly unavoidable crisis can be an opportunity for our industry to harness the attention of families to turn to us for safe and effective nutrients, foods and advice that can guide them to ways to better raise their children more healthfully.

So, what to do?

First, change all other sales plans and offer a large endcap of children's products for the next several months. Make the point that you want to discuss children's nutritional and immune-support issues with anyone who needs help. Consolidate information and make it inviting and important: not a thrown-together after-thought.

Be creative in activities and outreach. Find a local natural healthcare practitioner and invite them to give a talk, a series of talks, or a question & answer session on a Saturday. This may gain business for them and forge an alliance between your store and their office for working together in the future. Have an activities day with giveaways. It is here that you will notice the energy that children bring. While you do not want your store to become a playground, you will see how similar these buzzing young souls are to the honeybees that are disappearing and suffering from Colony Collapse Disorder (CCD). We do not want to lose this young life through the arrogance of our culture's misdeeds!

Educate, educate, educate. Neither schools, nor other grocery stores, are offering clean products and sage advice. Now is the time for you to learn more about children's health needs and natural remedies for children's illnesses. Identify the staff member(s) in your store most likely to have this interest, and turn to them for support when a new parent arrives with their worries. Nordic Naturals and Himalaya USA both have excellent handout materials that can act as take-home pieces, like a little invitation to have the inquisitive shopper return again as they proceed upon the road towards raising a healthy natural

foods child. They have to start somewhere, and you are their greeter to this new way of good life.

Advertise. Parents are open to driving off the beaten track to go to a store that calls to them. Nordic Naturals offers the largest selection of products for kids of any company that also offers outreach support. While it is self-evident that Omega-3s are the most important nutrient for every child to be consuming from infancy through post-College first job, many stores are being passive about declaring this nutrient elemental to public health.

Nordic Naturals has not only led the way with quality products for taste and purity, but they have also made tremendous inroads into the mainstream to make people aware of the importance of the Essential Fatty Acids. From Oprah to the NFL—and every health fair in between—Nordic Naturals has literally raised the boat of every store's sales of Omega-3s through their primary research, education, store support, advertising and demos. No company can match the veracity of their science and the dedication of economically very tangible support that they give to stores who work with them.

For those stores that have invested fully in Nordic Naturals fish oils, the support has made these products integral best-sellers and customer magnets. Why I mention this all here is because these stores have also been the recipients of some of the most generous and creative marketing support ever seen in the natural foods industry. It literally pays to make Nordic naturals your #1 Omega-3 company: a win-win situation where you promote the best and most-essential while also getting outreach support to bring more people in to the place of natural health. Nordic Natural are fish oil experts.

August through December: dedicate one endcap to a bountiful display of Nordic products for children on the top three shelves, and a cross-merchandised selection of Nordic products for adults. Ask your BMC rep about what it would take to achieve Partnership status with Nordic Naturals, and do what it takes to make this happen. And then, use Nordic's support to advertise, educate and encourage Omega-3 nutrition for every family in your jurisdiction.



Finally, be compassionate as parents start to panic when the mandatory vaccination programs are imposed upon us from the 24/7-hour news cycles, public policy statements from experts, and zero-resistance legislation from our policymakers influenced by the squadrons of dollars and generous corporate lobbyists. The human species has been forced to go through many ill-advised evolutionary experiments before the latest tendency to vaccinate everyone against invisible enemies (think the past 100 years of trans fats, Agent Orange and its pantheon of chemical cousins, colorful petrochemical additives, etc.) The human species will survive. It is our job to lead people to

the truth, and that is best done in the manner of every good teacher: calmly, listening when necessary, and speaking while holding the feather of truth earned through a deep vocation to the craft: in this case natural health and real healing.

This is the time to promote herbs and homeopaths. This is the time to enlighten people to the fact that they are the guardian of their own, individual, and sacred immune system. So, let's do our jobs!!

Omega-3s. We all already know the importance of Omega-s for children's health. Carry that information forward. Nordic has demos, trifolds, coloring books and growth charts. Brilliant support to get the parent information, and the child's interest. I repeat: stores that have partnered with Nordic are reaping critical marketing support and are harvesting new customers every day through the outreach. In a world where everyone is trying to force the issue of their "special" new fish oil, trust the experts and show that you offer America's most trusted fish oil product: and benefit from the reciprocal generosity these ocean product authorities offer!

Herbal Support. If you have been a parent who has used natural remedies for your children, or if you know a parent who has naturally and comfortably treated their loved ones health without turning to dubious drug therapy, you know that the natural methods work. We should not be shy or scared when it comes to educating about these gifts from Eden's garden.

The most well-known products for children's health are the easy-to-use liquid extracts from **Herb Pharm**. With these two products, you can lead the charge for natural health through the back-to-school sickness squalor, and even every infant and child health concern. Yet, most stores do not promote these products because they say they sell slowly.

continued on page 6





**August Children's Promotion
20% OFF minimum of 3 each**

Dermal Health™ Compound
Children's Herbal™ Compound
Children's Echinacea™ glycerite
Children's Winter Health™ Compound

Herbalist's Pick for August:

Violet liquid extract – Mild sedative and gentle alternative for babies and small children*.

Training: Children's Health

Thursday, August 20th, 2 & 7 PM EST. Ask your BMC rep for details

Children's Herbal Compound: Chamomile flower, Lemon Balm leaf & flower, Catnip leaf & flower, Fennel seed.

Children's Winter Health™ Compound: Supports the Healthy Function of the Immune System*. Echinacea root, Elderberry fruit, Meadowsweet leaf & flower, Hyssop leaf & flower, Ginger rhizome, Horseradish root, Thyme leaf & flower, Cinnamon bark.

Dermal Health™ Compound: Supports Healthy Function of the Skin*. Burdock seed, Nettle seed & calyx, Sarsaparilla root, Yellow Dock root, Spilanthes flowering herb, Ginger root

Children's Echinacea™ Glycerite: Supports Healthy Function of the Immune System*. Echinacea purpurea fresh root & Sweet Orange essential oil

* these statements have not been evaluated by the FDA



Not represented by BMC in NJ



**Big News Again from
Bluebonnet Nutrition**

Taste-testing results are coming in...

Bluebonnet has the best tasting liquid Multiple on the market!!

**Rev-up sales with this delicious & nutritious liquid Multi
An Excellent August Endcap**

Super Earth Liquid Multinutrient Formula

- Gluten-free, with spirulina & chlorella
- natural tropical fruit flavor, 32 fl oz.
- Pomegranate, Mangosteen, Goji Tart Cherry Fruit & Acai Extracts

**More Vitamin-D from the Leader in
Lanolin-based D3 Cholecalciferol**

D3 5000 IU Vcaps 60 + 120s

Earthsweet® Chewable Vitamin D3 400 IU 90s

Earthsweet® Chewable Vitamin D3 1000 IU 90s

Earthsweet® Chewable Vitamin D3 2000 IU 90s

all these new Ds are Kof-K Kosher and Gluten-free



**Ask your BMC rep how to increase sales with the "End of the
Summer Sizzler Savings" promo beginning August 10.**

Earthsweet® is a proprietary, all-natural, antioxidant sweetening mix of juice concentrates (wild blueberry, cranberry, prune, cherry, strawberry, raspberry and bilberry fruits, grape seed and raspberry seed), dried unrefined cane juice and crystalline fructose to provide a delicious natural flavor, but to help preserve and stabilize ingredients in the formula

Not represented by BMC in NJ, SC



Pure and Great Tasting Omega Oils

Essential Nutrition Tastes Great With Nordic Naturals

Encourage Smart Minds, Healthy Bodies & Resilient Immune Systems for our Children with Nordic's pure & delicious Omegas & more!!

**The perfect time to remind parents that Omega-3's
are ESSENTIAL NUTRITION**

Endcap the bestsellers and promote the tastiest choices for even the most finicky!!

Children's DHA	Nordic Omega-3 Gummies
Children's DHA Liquid	Nordic Omega-3 Fishies
Omega 3, 6, 9 Jr.	Omega-3, 6, 9 Jr. Travel Paks
Omega 3, 6, 9 Jr. Liquid	Ultimate Omega 500 softgels
Omega 3, 6, 9-D, Jr.	Nordic Berries Multivitamins

**Sign up for a product promotion at 15% OFF for
children's product, or arrange a theme-based promotion
with your BMC rep at up to 20% OFF!**

Nordic Omega-3 Gummies—60-tangerine flavored gummies for children two years & older providing 41 EPA & 27 DHA. Gluten/yeast/milk derivate-free. 2 gummies daily.

Nordic Omega-3 Fishies—a huge catch with a delicious tangerine taste providing 68 EPA & 45 DHA. Gluten/yeast/milk derivate-free. One fish daily! 30 catches per jar.

Nordic Berries—rich in vitamins, minerals & antioxidants and have a delicious sweet-and-sour citrus taste. They are pectin based, with no gelatin or added coloring. This multivitamin makes an ideal companion to any of our fruit-flavored fish oil products.

**Nordic Naturals: providing the best customer support for
the best fish oil products in the industry!!**

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



Nurturing Naturally Since 1987

August Promotion

20% OFF liquid or pellet complexes

minimum 6 each

Flu (N005)

Sick Stopper Spray (N216)

Bowel-Digestive Care for Kids (F029)

Hypercalm for Kids (F059)

Vaccination-Illness Assist for Kids (F098)

Phone Training: "Homeopathy for Seniors"

Thurs., August 20th, 10 & 3 PM EST. Ask your BMC rep for details

Product Update: Chicken Pox & Measles, Kids (F014) is now combined with the Vaccination-Illness, Kids (F098).

Newton Homeopathics is offering a new monthly email newsletter. Sign up by giving your email address to your BMC rep: we will only send if you request the newsletter!!

NEW PRODUCT RELEASES

**5 new products for pets. Intro sale
at 20% OFF thru September**

Parasites (P007) • Inflammation (P009) • Scoot Stopper (P011) • Injury Rescue (P017) • Fever-Infection (P004)

Make a smart move: Place a display of Newton Flu Formula by the register, for your communities health!!

Not represented by BMC in NC, SC





Look at your Community!!!!

*They need to be eating more Raw Foods!
Let the "Juvo Revolution" begin in your store
ReJUVOnation has never been easier to attain*

Internationally-renowned oncologist James Hwang, M.D., Ph.D., and a team of fellow food scientists created Juvo as an easy-to-use, convenient perfect-food supplement packed with fresh, living foods. JUVO is a plant-based vegetarian meal. It contains organic whole grains, vegetables, sea vegetables and mushrooms. Over 25 natural ingredients are freeze-dried to protect essential nutrients and retain freshness. Freeze-drying works to preserve all the beneficial compounds naturally present in the fresh, organic whole foods from which JUVO is made. No complicated processing or chemical additions are used in creating JUVO for you.

JUVO is your perfect raw foods lifestyle companion that can serve as a comfortable transition into the raw foods lifestyle as people begin to enjoy forays into the world of fresh organic produce, nuts, seeds, sprouts, and herbs & spices. JUVO is also perfect for people who have "on the go" lifestyles and need to fortify their bodies, rejuvenating their health to excel and thrive in life. Juvo—Quality Raw Food Nutrition at an affordable price

Not represented by BMC in Eastern PA, NJ



Health Education • Health Products • Aloe Vera

Back to School with Better Health

True, Quality Aloe for Powerful Therapeutic Results

August ENDCAP Promotion
Purchase at least 36-units of the Whole Leaf Juice Concentrates—Quarts or Pints mix & match—and receive an EXTRA 10% DISCOUNT

Daily Immunity for Kids & Adults!!!

ALOE LIFE Whole Leaf Aloe Vera Juice Concentrate is the highest-quality certified-Organic Aloe Vera in a bottle, providing maximum benefits when taken daily. It is a 4.5:1 concentrate, containing the valuable yellow sap with solids averaging 14,500 per bottle.

Benefits include help with digestion, and absorption, when taken before meals. Energy, Immune System Support, Anti-inflammatory-support for tissues and joints. Beneficial with Allergies, Liver Support and for any Bowel Distress.

Aloe Life products contain no added water, and there is no high-heat used in the processing: keeping all the essential nutrients and polysaccharides intact naturally, to help provide maximum immune system support.

Mix with any beverage for an ounce of prevention before school or work every day



Essential Formulas

Strengthen the body, Strengthen the gut

That body that has the strongest probiotic profile will be the body most prepared for any unforeseen health assault.

Our understanding of the benefits of probiotics has evolved from occasional use after antibiotics or an illness, to being a necessary daily supplement that assists many body functions from digestion to immune-system performance.

Constructive education + promotion of probiotic supplementation should be a first-line concern of every health care professional seeking to advise on preventative health care.

For your community now, what are you going to do to alert & remind everyone to the importance of probiotic supplementation for optimal immune support this Fall?

Dr Ohhira's Probiotics 12 PLUS

Scientifically-validated, clinically-praised: in a class by itself.

A probiotic that works naturally with the body systems to heal + defend.

No store should be without Dr. Ohhira's plant-based probiotics!

If you are in school, you should be taking viable probiotics daily.



Back to School To Do List

- ✓ Olbas inhalers by the cash register
- ✓ Olbas Pastilles and Lozenges on an endcap
- ✓ Olbas analgesic in the sports nutrition section

Nature's Wonderland Special Two-month Promo Fall Preparedness Sale

BUY 4, GET ONE FREE

Mention BMC promotion with order

Sinus & Lung Care 60 Vcaps

Breathe-Free 60 Vcaps

Respiratory Defense 60 Vcaps

Lung Care Composition Blend 60 Vcaps

Sinu-Care 60 Vcaps

Cough & Sinus Formula 60 Vcaps

Ask your BMC rep for details



Topically Applied Herbal Answers

August Promotion

mention deal at time of order

10% OFF

direct orders only

Wart Wonder for Delicate Places

Zero Zitz! Creamy Kleanzer - Moisture Marvel

Locally Manufactured and Effective

No other bodycare company in the U.S. covers as many health issues as Well in Hands' Action Remedies.

These Topically Applied Herbal Answers are exceptional skin care, and everything about the company is a wonderful story. Made by Linda, just for your clientele, these products deserve placement in every store wishing to offer products that work!



Brushes

Finest Quality Hair, Body and Skincare Accessories

Attention Pet Owners

Since 1979, Bass Brushes has provided the finest quality hairbrushes in the industry. After many requests from pet buyers, decrying the absence of a quality brush for the loved companions, Bass set out to make a revolutionary patent-pending Natural Pure Bristle with wire-pin Brush. Set in beautiful Bamboo + other fine woods, these products are now available!

As pet care is one of the fastest growing retail segments, these products will quickly become the standard for any quality *Natural Pet Care* section. Ask your BMC rep about the new "Pet Groomer Line" providing the World's Finest Pet Brushes. The multi-sectioned pad provides a triple-combing advantage. Brushes are made with earth-friendly bamboo.

Available in a truly beautiful, space-friendly Pet Brush display

Not represented by BMC in NC, NJ, Eastern PA





Offer Extended: Summer Hair Care Give-away Promotion

Henna Cream Gift with Purchase

Surya Brasil All Natural Cream Semi-Permanent Color Henna Cream is now available for a limited time with a 3.04 fl. oz. **Leave in Cream Conditioner FREE**

This Gift with Purchase is sure to excite people about these two great products!

Surya Semi-Permanent Hair Color: 15 vivid colors providing a treatment for hair & scalp. Made with natural plant and fruit extracts including aloe and acai. Contain **NO ammonia, NO PPD, NO parabens, NO resorcinol, and NO lead.** Hypoallergenic and gluten free.

The Bonus Offer is a **Color Fixation Leave in Conditioner.** This all-day, lightweight formula conditions and styles while protecting hair color from fading. With carotenoid-rich Amazonian buriti oil and cupuacu butter. This **FREE** trial-size promotes lasting color.

Since 1995, and now in 16 countries

PERFECT[®] ORGANICS

July Promotions

Stock up on Body Scrubs!

10% OFF 6 or more

(*mix and match scents*)

Choose from these three Ultimate Body Scrubs: **Lavender Lavish, Hazelnut Coffee, & Orange Ginger**

The cleanest ingredients one could wish for. Example: Ultimate Lavender Lavish Body Scrub: Organic Oat Bran, Organic Corn Meal, Sea Salt, Organic Almond Meal, Organic Rice Bran, Organic Sugar, Organic Wheat Bran, Organic Sweet Almond Oil, Organic Sunflower Oil, Organic Olive Oil, Organic Hazelnut Oil, Organic Jojoba Oil, Organic Calendula Extract, Organic Chamomile Extract, Organic Marshmallow Root, Organic Essential Oil of Lavender, Non-GMO Vitamin E.

Perfect Organics continues to receive the BEST PRESS from the environmental press.....are you catching this market?

<http://planetgreen.discovery.com/fashion-beauty/essential-green-beauty-products.html>



HERBAL HEALTHCARE

August Promotion

Single Herbs

Buy 12 = 10% off

Buy 18 = 12% off

Buy 24 = 15% off

* Mix-n-match

Amla C

Ashwagandha

Bacopa

Gota Kola

Herbal Formulations

Buy 12 = 10% off

Buy 18 = 15% off

Buy 24 = 20% off

* Mix-n-match

MindCare[®] 90 Vcaps

MindCare[®] 120 Vcaps

MindCare[®] Jr for Kids 120Vcaps

MindCare[®] 200 ml. liquid

Beautiful "Affordable Organic"

Energy * Brain * Stress
20-unit Counter display

15% OFF

Not represented by BMC in Eastern PA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Show you know what is good for Immune System Health
Offer Immune Health Basics

August special

15% OFF 500mg Wellmune WGP[®]/60 ct

Minimum purchase is 8 bottles.

15% OFF Children's Chewable

25 mg Wellmune WGP[®]/60ct

Minimum purchase is 8 bottles.

Wellmune WGP[®], is a patented ingredient derived from the cell wall of a proprietary strain of yeast. Backed by numerous independent studies at leading universities and medical centers, Immune Health Basics activates key immune cells to more quickly identify and fight foreign challenges. Safe to take every day.*

Nutritional Dosage Guidelines:

The recommended daily dosage of Immune Health Basics is 1 milligram-per-pound of body weight.* This dosage is based on the results of dozens of human clinical and preclinical studies.

* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



MushroomScience[®]

Offer the Best Support Possible this Fall Season

Mushroom Science has always been the best choice for quality Medicinal Mushrooms.

Guaranteed levels of beta glucans and polysaccharides, from wood-grown mushrooms.

August Mushroom Extravaganza

Any New Account:

3 + 1 on our best-sellers

Reishi Gano 161[™]
5 Mushroom Formula

For Existing Accounts:

6 + 2 to encourage cross-merchandising
Reishi Gano 161[™]
5 Mushroom Formula

5 Mushroom Formula: the Only Mushroom Combination Formula made from 100% Hot Water Extracts: including guaranteed levels of Maitake Gold - Coriolus - Reishi - Shiitake - Agaricus blazei

Reishi Gano 161[™]: the Premier Longevity Herb of Traditional Chinese Medicine. Guaranteeing high levels of polysaccharides and triterpenes.



Be Prepared!

Have Plenty of

Sovereign Silver[®] on hand
Promote Sovereign Silver[®] for every household

Be able to speak to dosage requirements—Sovereign Silver[®] works best at optimal dosages

Dosage Size Question:

Q: How do I 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 droppersful.

Sovereign Silver[®] is safe for higher dosing needs in stressful situations.

Pure silver hydrosol with the smallest confirmed particle size ever: Sovereign Silver[®] is the only silver product you need to have

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



The Future is Now for Children's Health

continued from page 1

Education will lead to exceptional sales and health for both Herb Pharm's *Children's Herbal Compound* and *Children's Winter Health™ Compound*. What customer would not get the hint about your dedication to this issue when they shop in your store for three months and see and an endcap of Nordic products prominent as they walk in, and a 24-piece counter display of Herb Pharm's kids herbals as they check out. Again, they will ask questions and tell their friends that there are products in their local healthfood store that are beneficial for their kids. (Parents talk).

You will need to educate your staff about what these products are used for and why they are special: Nordic's unparalleled quality and low TOTOX-rancidity levels and their triglyceride-form patented manufacture; and Herb Pharm's world-renowned Organic consistency and impeccable sourcing. Play-act good responses so that when a person asks why you have these products at the register, why the endcap that is so imaginative and Disney-like, that you have the perfect two-sentence pitch that will initiate a conversation.

Education leading to sales: good business. Ask your BMC-rep for a staff training on the categories of herbals and

Omega-3s for foundational health support for the youth of America!

Another new kid on the block of children's health is from the herbal juggernaut, Himalaya Herbal Healthcare. *MindCare Jr.* is exactly what the name suggests, a proven herbal compound for support of the mind of a child. What is so comforting about the formulas that **Himalaya USA** provides is that they all have gone through normal validated Phase I - IV drug testing that includes double-blind human clinical trials. This product does wonders for focus, and that mental calmness that is known to be essential for proper learning. As the herbs bacopa and gota kola become more popular in the US, this formula will be understood as the school-essential that it is.

The last thing that a child should do before they leave for school, and/or the first thing that they should do when they come home from school is take a delicious dose of **Aloe Life's Cherry Berry** whole leaf certified-Organic aloe vera juice. This product does truly mask the necessary bitters and sours that are present in this multi-tasking herb. Great for allergies, natural immune support with its naturally-



occurring polysaccharides, and properly-functioning digestive support—this is one great habit to establish for families in your community!

Immune Health

If indeed the sky is falling, then we will need something more casual than another unproven and expensive pharmaceutical-rushed silver bullet with guarantees only of unknown but worrisome side-effects.

While we may be comfortable with the amazing results of homeopathy for things

as virulent as the flu, it is smart to remember that people will move slowly into the promise that homeopathy offers. That "promise" is clearly working naturally with a person's own body systems without any concerns for dangerous contraindications.

Newton Homeopathy was the first company to offer a full-range of homeopathic remedies proven safe and effective for children. Newton excels above all others in two important categories— allergies & detox, and immune system support. *Newton for Kids* is the perfect addition to any children's product set-expansion, and these products are the definition of *nurturing children naturally*. From Asthma-Rescue to Allergies; and Diarrhea or Fever Aid or Hypercalm; to Kids Detox and the timely Vaccination Assist, these products become essentials to promote this Fall, and in the Flu-Season that will certainly follow.

If you are looking to strengthen the immune system in a more supportive manner, then the greatest gift that one can give their children is a daily capsule of *Dr Ohhira's Probiotics 12 Plus*. Indeed, Omega-3s and Probiotics are more important than anything the pharmaceutical industry will ever whip up for their investor's profits: these two products are necessary for natural health. Are you getting this message to your clientele?

Other immuno-supportive essentials that must be put forward at this time are: beta glucans and polysaccharides. This next-level nutrition may be new to you and your customers, but this is where all the credible progressive research is focusing. The best guarantee of isolated beta glucans is available in 25 mg chewable tabs from **Immune Health Basics**. This is another item to stock by the dozen in your bountiful Children's Health endcap. Medical Mushrooms made by hot water extract provide a more food-form source of beta glucans and other immuno-specific nutrients, and this is the perfect addition to a preventative protocol for young and old alike. It is no coincidence that **Mushroom Science** sales are spiraling

Nutrex
Hawaii



The World's Best Spirulina
"The most complete natural foods source
in the world"

**Now in NEW, greener
labels**

Hawaiian Spirulina Pacifica™ has the highest nutritional content of any Spirulina due to its exceptional growing conditions, patented cultivation methods, and "Ocean Chill Drying" system. More food-source: Iron, Zeaxanthin, Vitamin K, B-12, Total carotenoids, S.O.D., and Vitamin A. www.cyanotech.com/news/news_030509.html

Nutrex new green labels are truly GREEN, as they are the 1st supplement company switch to Fiberstone® labels. FiberStone Tree-Free Papers have a carbon footprint at least 1/3 that of virgin paper, and 1/2 of recycled paper. No water production process; no trees or chemicals, and very little energy is used to produce.

BioAstin
NATURAL ASTAXANTHIN



UMAC-CORE™
MARINE PHYTOPLANKTON

**Taste fresh batches
of wild sea plankton**

**The oldest, most-complete form
of nutrition available**
from the pristine waters of Canada's
West Coast

Harnessing life-sustaining solar energy
providing high-levels of micronutrients

**UMAC Core
Marine Phytoplankton**
concentrated marine phytoplankton
made for human consumption

The wild phytoplankton harvested
at *Unique Sea Farms, Ltd.* is unlike
any other found in the world as these
particular species only grow in one very
unique area of the world.
Taste these microscopic wild sea plants
and experience the energy!



upward as people research how to naturally fortify their immune system. Bluebonnet and Herb Pharm also offer stellar mushroom SKUs, but Mushroom Science is the most trusted name in medicinal mushrooms in America.

Bluebonnet recently introduced the first astragalus herbal that isolates guaranteed amounts of polysaccharides, in line with current research, and there are also a multitude of other good food herbals that children should be rotating between to establish a balanced and strong immune system. Astragalus would be better suited to a child in their mid-teens, and should not be the primary choice when fever is present.

Herbs that are excellent for prevention and immune-support include elderberry and Chyvanprash. Both are taste-friendly and can be made a fun part of the day's habits for young children and teens. Chyvanprash from Himalaya USA was truly the world's first daily herbal one-a-day: a spoonful-a-day is the most fun way to get the immune system strong.

Once a viral or bacterial assault begins, it is time to turn to the most effective tools available. If Immuno-support is your endcap theme, then now is the time to invest in as much **Sovereign Silver** as a shelf can hold. Forget the fascination with gallons of goji, if things get dicey with human health you are going to want every house on every block to have a 16 oz. bottle of silver hydrosol ready to be used immediately. This product is the fire-department to a human health fire. It is absolutely recommended that a silver hydrosol is smart daily nutrition for broad-range immune support, but don't forget the safety of taking higher dosages of this pure & guaranteed-dosage product when the bacterial-viral-immune system schoolyard fight breaks out.

Herb Pharm has an herbal toolbox of solutions for every aspect of immune fortification. Use the handy 4-SKU wooden shelf displays to cross-merchandise Herb

PHONE EDUCATION AT YOUR FINGERTIPS

Education is vital to our vocation. Ask your BMC rep how to attend this wonderful monthly learning experiences!!

New

Thursday Aug 20 — Dr. Grace Ormstein's new **Three Herb Thursday** session provide information on herbs associated with the mind + immune system. **Ashwagandha, Gotu Kola and Bacopa** @ 11 & 2 PM EST. Participants may pre-register for the free monthly sessions by e-mailing healthcare@himalayausa.com & requesting a toll-free call-in number + access code.

Tuesday and Wednesday August 4 & August 5 — Nordic Natural's Stuart Tomc offers live 50-min. trainings all day. This month, **"The Benefits of Essential Fatty Acids"** in a virtual classroom @ 10, 12, 4 & 6 EST. Free product for those who return training questionnaire

Thursday Aug 20 — Newton Homeopathic's presents **"Homeopathy for Seniors"** @ 10 & 3 PM EST. Ask your BMC rep for details

Thursday Aug 20 — Herb Pharm's Herbal Tele-Training Series, with Julie Plunkett.

This month: **Herbs for Children** — Featuring: Children's Herbal™ Compound, Children's Echinacea™ glycerite, Children's Winter Health™ Compound, Dermal Health™ Compound 2 & 7 PM EST: free products with completed evaluation form.

Pharm's selection of Immune Defense Tonic™, Immunattack™ Compound, Super Echinacea™ (The Best-Selling echinacea in America), Virattack™ Compound, the famously all-purpose Echinacea-Goldenseal Compound, Propolis-Echinacea Throat Spray, Wild Cherry Petasites Compound and—for the greatest threats—andrographis and wild indigo root.

Here is an Herb Pharm counter-display that you can rotate with sales all Flu-season long: highlighting America's #1-selling quality liquid herbal extracts. Learn to recommend these products for children and for adults: be the source of information!

More Nutritional Basics

When it comes to the good nutrition necessary for an immune system to work optimally, we need to be the leaders in product information as well. First, in a protein-obsessed culture it is amazing that so many people are gorging bad protein choices and winding up with poor protein absorption. Kids need daily enzymes like Bluebonnet's Optimum Enzymes, and they also need highly bio-available protein

sources like Bluebonnet's superior undenatured 100% natural whey protein isolates. If the concern is allergies, then Bluebonnet has a high protein product with just three ingredients; if the concern is weight or blood sugar for heavy kids, the stevia-flavored options are selling like healthy hotcakes.

Raw foods are an anathema in the typical child's diet. No wonder the bodies lack inner strength. **Juvo** is the perfect lunch-box solution for daily raw food and food enzyme nutrition. From better school concentration to stronger resistance to classroom flu, raw foods need to be an essential for good child-age nutrition.

Whether the issue is a child demanding vegetarian protein or a finicky eater who does not conform to the seemingly old adage to "eat your vegetables" in about 3-5 cup daily increments, the perfect nutrient-packed solution is spirulina. No other food contains the nutrition found in one serving of **Nutrex Hawaii's Spirulina Pacifica**. I often wonder how we got away from the practicality of superior nutrition. Sell the coolness of Hawaii and the practicality of spirulina—and prove that you believe in it by whale-sized displays and by taking the product yourself.

The Extras Make the Display

Finally, that kid's section needs some fun. Jazz it up by carrying both of **Olbas®** inhaler products: the traditional **Olbas® Natural Inhaler** product for colds and prevention, allergies and circulation, and natural mental stimulation, and the cool **Olbas® Power Inhaler** with the trendy *leash-attachment*, and have every kid in school wanting the Power to Breathe™. Add Surya Brasil's safe and natural tattoos to the section and kids will hang with interest around your endcap like it was a comic-book section in a book store. Give them stories and they will learn. Then graduate to the eco-friendly stories of Spirulina and **UMAC-Core** marine phytoplankton.

"WE ARE HEALTH FOOD PEOPLE"

Marge Roberts, President & CEO Newton Laboratories, Inc.



I entered into the health field over 35 years ago when I graduated with a BS in Nursing from the University of Wisconsin, and it was just a few years later that a patient introduced me to "alternative" medicine. I didn't really "pursue" natural medicine however until 1995 when I studied acupuncture and homeopathy with the Academy of Advanced Complementary Medicine in Atlanta and Sri Lanka.

I then jumped in with both feet, co-founding the Complementary-Alternative Medicine Association (CAMA) which focused on education and CAMAction which focused on advocacy for natural health care. I wrote a book on health freedom, *My Body, My Health, My Choice* and lectured extensively, appearing on local television and radio talk shows. It was quite a transformation for a little farm girl from Wisconsin.

It was through CAMA that I met Dr. Luc Chaltin, founder of Newton Homeopathics. He served on the CAMA Board of Directors and it was then, in 1996, that I began to diligently study homeopathy. In 2004, Dr. Luc asked me to take over as President/CEO of *Newton Homeopathics* in preparation for his retirement. With a Masters Degree from Southwest Texas State University, where I majored in administration and minored in education, I felt it was the perfect place to combine my interest in natural medicine and my passion for education.

I am committed to preserving and continuing the life-long work of this amazing man, who passed over on December 28, 2008, by offering quality products and support to health food stores and practitioners across the country.

*This statement has not been evaluated by the FDA.



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."

The Future is Now for Children's Health

continued from page 1

Find a way to get these stories in to the schools. Fascinate with the use of essential oils in the Middle Ages, and the historical folk legends about the saving graces of the combination found in **Aroma Land's Personal Defense Essential Oil Blend**.

Forget the questionable but ubiquitous Lysol, the "natural household" keeps the air clean for the family with something like Aroma Land's **Personal Defense Aromatherapy Room Spray** with therapeutic, top-quality Essential Oils of Allspice, Cajeput, Clove Bud, Lavandin Super, Green Myrtle, Niaouli, Nutmeg, Lemon Tea Tree, Thyme Linalol, Angelica Root, and Organic Lemon Myrtle.

Combine a geography and public hygiene lesson when introducing **Surya's** moisturizing, natural and Organic Hand-Sanitizing with Jua and Acai from Amazonia. The young mind is ever-inquisitive, and we have the products to influence them to move in the direction of natural—for their health and the good of the planet.

The Children's Health section is like a wonderland book, a microcosm of all that we offer for health. No wonder kids and parents are not shopping in our stores for health remedies for the young: we have not made the appropriate effort.

This Fall, with the predicted enforced and simple-minded children's Back to School vaccines, we are being given the warning sign that we have to rise to the occasion and lead. This is not about business; this is about love and compassion, and the health destiny of our species. Now is the time to step up to the plate. You will achieve lifelong satisfaction if you know you did your best to lead those willing to choose a healthier and more natural life at this critical time. Please do not hesitate! ☺



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, HI 96740

Aromaland, Inc.

www.aromaland.com
1-800-933-5267
Santa Fe, NM 87507

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, UT 84106

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

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

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