



Talking Health **Beating the Big Drug Companies to Weight Loss**

Coming to a television near you soon: next year's model of a new class of pharmaceutical weightloss products. In this season of adding weight during the Holidays, and resolving to lose weight with gusto after January 1, why don't we preempt the pharmaceutical options and gain that willing customer now with a steady diet of sensible natural weight-loss options smartly placed in prime retail space for the next two months. When the talking heads start spouting "newsworthy" ads for the new pharmaceutical spinoffs, we will already be winning customers with successful stories of positive weight-loss, without the side effects.

It is noteworthy to observe that the "me-too" tendencies of powerful R&D teams of international pharmaceutical conglomerates have spent so much time and effort on the simple follies of male-enhancement/performance, and bladder concerns. Maybe they haven't tackled the serious health crises of diabetes or high blood-pressure or Metabolic Syndrome because there are no single remedies for these lifestyle-dependent maladies in a single, high-profit pill.

Several recent business facts are interesting to note about the "mainstream" weightloss market. The FDA has been very conservative in its approval of drugs for weightloss. Most of these prescriptions have been designed for serious obesity issues, although it always seems to fall between cracks of diligence that these drugs become casual-use, easy prescriptions for everyone in that channel of health care.

The only nonprescription weightloss drug approved by the FDA is "Alli" which is a half-dose strength alternative of the prescription

drug, Xenical. In the Fall of 2009, the FDA began to re-evaluate this pharmaceutical in response to reported complaints about liver damage associated with people who were taking the product. While the claims are still unconfirmed (but we should all be thankful for the AER's that the drug industry has to file, etc.), people have been hospitalized and there has been liver failure in those cases being investigated.

The concern of course is that people are taking this drug beyond its intent; or, that physicians are suggesting people try it who are trying to lose weight—when this GlaxoSmithKline/Roche product is actually designed specifically for the clinically-defined obese individual.

Liver degradation, of course, is a term that has often haunted pharmaceutical wonder-drugs. Part of the problem may be with the arrogance of trying to convert the prescription-Xenical into an easily attained drugstore item in Alli, which hit the shelves in 2007. This drug tandem brings in \$595 million in revenue a year (2008). This profit leaves little doubt that the big companies will continue to foray into this market in the future!

As a trial lawyer could protect a company from the "liver question" by positing that liver damage is constant with issues that affect the obese, the same could be said in an argument to protect the other leading prescription drug for weightloss, Meridia. The FDA is in an expedited Safety Review of this drug, and the concerns that it may influence cardiovascular issues such as heart attacks, strokes and death. The initial 6-year study conducted leaves serious qualifiers to any physician recommending this product. Abbot

Laboratories (famous for Similac, Ensure, the antibiotics erythromycin + clarithromycin, and the 1970's sweetener, Cyclamate, later linked to bladder cancer; Vicodin, Humira, and Synthroid), currently makes a brisk \$400 million off the sales of Meridia (approved in 1997). Meridia is approved even though the acknowledged side effects are headaches, constipation, high blood pressure and faster heart rate.

Over \$1 billion dollars for two non-proven drugs, both of which are now facing serious government and media scrutiny for overall safety. Guess we have a lot of obese people; or, these drugs have also been mis-prescribed a lot!

The future drugs being carved into their enticing marketing niches include two drugs that will probably hit the market within the year. To add to this travesty, these drugs will be touted as somewhat more safe, as they are modified from drugs that already exist, cleverly combined for new purposes. One will combine two existing drugs, one of which is an epilepsy medicine; the other will marry an antidepressant with a drug currently for alcoholism. Guess the R&D Departments are getting a little lazy (or the accountants are pushing the profit needs): the scientists certainly aren't being cautious.

There also will be another weight-loss pharmaceutical on the market soon, which will be the first new drug in over a decade. When things happen like this, these multinationals attack each other like rabid animals for market share with similar products. Expect the market for weightloss miracles, therefore, to expand beyond the

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Talking Business **Pledge to Discounts in 2010**

The end of the year is here. Next year has been so heavily on my mind for two months already that I am thinking summer 2010. Most stores made it through one of the toughest financial years in US history, and yet a majority of retailers and manufacturers had banner years. The facts are that natural health is successful, and our suggestions for health care are proving trustworthy enough that people with tight incomes are spending their hard-earned money on our solutions.

2010 will be tougher to be sure, and as much as natural foods have done well in the first phase of this economic failure and recovery, people's wallets will not be getting any fatter any time soon. A good business

person knows their clientele, and works to never let them get away.

If you think logically, therefore, you would predict that in a tight economic market, the places that offer discounts will be the places that people shop the most when their money is limited more than ever. With that in mind, what is your plan for running your business in 2010?

Of all the stores that I see, and my BMC sales team report on, I would have to say that less than 15% of them have consistent and successful sales programs. And of those, over 10% use the sales partnership programs that everyone else uses. In that model, the stores make little money and show no individuality. And, in a market where many stores are

offering the same things everyone else has on sale every month, it would seem possible that consumers will discover this and buy that month's distributor-generated sales from places other than your store—including the many non-health food store locations where too many these products seem to be gravitating with tremendous quickness.

So, now is the time to decide which direction you intend to go in 2010. I am not advising on best answers here, but I am encouraging people to recalculate their work days, and reconfigure their staff's responsibilities, and make the time to make their sales programs more exciting and of greater interest in 2010. If you go through the

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Beating the Big Drug Companies to Weight Loss

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Malibu Diet sometime real soon. Safety issues will certainly include a long list of contraindications, as—with Meridia in 2005 Congressional Hearings where a whistleblower confessed that—the drug may be more dangerous than the conditions it is used for!

Enter the Safety of Nutritional Support

Look around you and it is obvious that we have morphed into an unhealthy-looking and bloated, overweight society. It is our obligation to help our communities: from exposing the curtailment of hormone-laden meats to the increased consumption of the 5-9 cups of fruits and vegetables we are advised to take daily by the current USDA Food Pyramid (www.MyPyramid.gov). If we are not directing our communities to good health and fitness, then we are not doing our jobs!

Stores traditionally have small and unimpressive “Weightloss” departments. The products that people promote are often stand-alone single items with glitzy labels and a logic that most staff members do not comprehend. We seem to send the seeker of weight management out on their own, with no direction, support or cogent advice. This obtuse marketing will never succeed, nor does it match our mantra of wholistic health.

A weight-loss section should be a starting point to a new life of health. The optimism or concerns that led the person to that section of your store should be met with good advice, plenty of educational material and some semblance of a method to create a plan.

As many stores start to move effortlessly into the smart business strategies of cross-merchandising, it makes total sense to create a new 2010 version of an “Optimal Weight Management” Section in your store that guides and encourages people to try scientifically sensible products for their wholistic weight-loss program.

And what better time than the present. Plan your endcaps to highlight weight issues as the New Year’s Resolutions prompt activity, and then keep the display up for two months—keeping the conversation of lifestyle change loud in your store as people move into the year and forget their initial enthusiasms.

Then, integrate these items into a larger and more consumer-friendly “dieting” section that is complete and multi-tiered with items that are cross-merchandised smartly to help people connect the dots to the essentials for either losing a few pounds, keeping the weight off permanently, or undertaking the insurmountable of losing the dead weight that leads so many to lives of unhappiness, chronic illness and compounding secondary health problems. The new “Weight Management” section should be the pride of your store, and it will bring people in for the right supplements (from the trustworthy manufacturers) that will lead to the conversations about healthy organic foods, and a new path to a vital life of natural health!

Weight Loss Essentials

Cross-merchandising is so essential to a proper weight-loss section that this may

indeed be the main reason why so many retailers have failed at the endeavor to bring in new customers for this constantly important, human physiological concern.

The two most important nutrients that will lay the foundation for overall healthy weight control are actually The Good Fats—Omega-3s especially—and Probiotics. While there could be a rationale for saying that the staff can always direct people to your sections for these items when discussing weight issues, the best way to make the case for foundational support is to have these items cross-merchandised in a clearly-demarcated Weight Management section.

Nordic Naturals Complete Omegas would fit perfectly into this strategy, or maybe that, and an additional **Omega-3 Liquid**. Often, people with digestive weakness have weight problems, so recommending the cost-effective liquids for shakes and easy absorption would maximize the message. Since you have no other probiotic in your store like **Essential Formulas’ Dr Ohhira’s Probiotics 12 PLUS**, with its detoxifying capabilities and abilities to promote innate bacterial health, this would be the product to put in your Weight-loss section if you only



had one probiotic there.

Placing these products in two sections will work *only* if the entire staff is trained to sell the program in the educational format of explaining wholistic alternatives. It involves connecting with the consumer.

Often, one of the biggest concerns that crops up with weight problems is digestion. To steer people toward wise habits to rebalance the digestive system, think aloe vera juice and raw foods.

Whole Leaf Aloe Vera provides an excellent daily source of bitters that will aid the body’s digestive system to naturally kick into action. Along with better absorption of minerals, the aloe will aid the body in the absorption of fats. **Aloe Life’s** Whole Leaf concentrates are the best therapeutic aloe vera on the market, and either the **Detox Herbal Formula** or the **Stomach Formula** would work perfectly in the Weight-loss section.

The enzymes found naturally in foods are the best prescription possible for correcting a

IN THE NEWS

“Astounding Numbers”: D deficiencies in children

A recent *Pediatrics* article raises alarming concerns when it suggests that between 20 and 75% of all children aged 1-11 may be seriously deficient in Vitamin D. These studies state that 90% of black children, and 80% of Hispanic children are deficient in Vitamin D.

Vitamin D can be very important in the prevention of infections, for hormonal health and skeletal support in children.

Deficiencies have been noted in teens and adults and now infants and children. 60-minutes of daily outdoor exercise is now more important than ever, and remember the D supplements from Nordic Naturals and especially the NEW chewable Ds from Bluebonnet, for your children’s section.

digestion system that is out-of-shape due to poor eating. One of the reasons that the sales of **JUVO’s** Raw Meal Replacements have grown so steadily is that the products are created with the intention of providing whole food nourishment to the modern body that is starved for proper nutrition. The **Original JUVO** product makes an excellent base for any dieting plan; and the new **YogaFood** is certainly gonna create a large healthy buzz about raw foods as a foundation for every health protocol.

As you can see, these elements are not the common fare in most health-food store sections, but we all know that these items are essential for a weight-program to work and continue.

Stress and Weight Management

In the same discussion, it is evident that stress has a profound effect on weight management. For many people who should not have weight issues, the stress factors have literally shut down the homeostasis of different body systems, and these dysfunctions create the situations of poor digestion & assimilation that lead to malnutrition side-by-side with weight gain.

Therefore, the B Vitamins are step-one. **Bluebonnet Nutrition** has a **Stress B Complex** that would fit perfectly as the go-to product for a weight-management protocol. You can also consider stocking the **Maxi One** as a complete one-a-day, or the **Super Vita CoQ10** multis from Bluebonnet as part of the talk-through to get people understanding that a good multi is necessary—and that they should be buying their Multi from your store. The Bluebonnet **Super Earth® Liquid Multinutrient Formula** became an instant best-seller, and many people actually prefer non-pills for their daily supplement. As the liquids often mean better absorption for people with digestive problems, a liquid multi would make sense here.

Any study of the adaptogens will show that they are traditionally used in herbalism for successful weight programs. Since there are several very good eleuthro and ashwagandha on the market now, it would be clever to separate them by cross-merchandising some in the weight section. The important message is that no matter what

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Thanks for 30 years of Excellence
Herb Pharm

December Promotional Specials

(must order minimum of 3 each)

NERVINES & SEDATIVES

Good Mood Tonic™

St. John's Wort liquid extract

St John's Wort liquid glycerite

Skullcap liquid extract

Skullcap liquid glycerite

GOOD MOOD TONIC™—St. John's Wort flowering tops, Ashwagandha root, Skullcap flowering herb, Prickly Ash bark. Promotes Positive Mood & Healthy Emotional Balance*

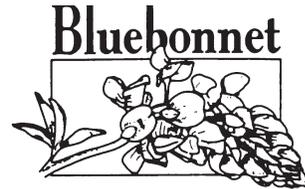
HERBALIST'S PICK FOR DECEMBER:

Wild Yam liquid extract—An antispasmodic that provides relief of nervous system irritation.*

* these statements have not been evaluated by the FDA



Not represented by BMC in NJ



**Don't Let the Year End
Without taking Advantage of this Promotion
Got Wellness? Think Bluebonnet Nutrition!
through DECEMBER 18, BUY 3 GET 1 FREE**

These items, Many sizes, ask your BMC rep for full sale selection:

Care:

- Mega Bio-C Formula* Vcaps
- Earthsweet® Zinc Lozenges*
- Olive Leaf Extract Vcaps
- NAC 500 mg* Vcaps
- Super Quercetin® Vcaps*
- AHCC® 500 mg Vcaps
- Astragalus Root Extract* Vcaps
- L-Lysine 500 mg* Vcaps
- Perfect Cranberry® 500 mg* Vcaps
- Probiotic Acidophilus (Milk-free) plus FOS Vcaps

Prevention:

- Liquid Super Earth® Multinutrient Formula 32 oz
- Multi One® iron and iron-free versions*
- Earthsweet® chewable methylcobalamin 1000 mcg* tabs
- Cal-Mag Citrate Plus Vitamin D3* caplets
- Cellular Active™ CoQ10 Ubiquinol 25, 50, 100, 200 mg doses
- Glucosamine-Chondroitin Plus MSM Vcaps

Newly Relabeled Omega-3s:

- Natural Omega-3 Heart Formula
- Natural Omega-3 Brain Formula
- Natural Omega-3 Joint Formula
- Natural Omega-3 Salmon Oil softgels
- Natural Omega-3 Chewable DHA softgels NEW

Not represented by BMC in NJ, SC

* Signifies Kof-K Kosher certified products



Pure and Great Tasting Omega Oils

End the Year with a Splash: an Omega-3 Splash that is!!
This Month Nordic Naturals changes the market positively again with **Omega-3 Effervescent**

A Whole New Way to take your cod liver oil. Just add water.
Drink your Omegas. **Plan a big splash in your store now.**

Each packet of Omega-3 Effervescent provides:

- 500mg EPA + DHA • 1200 IU Vitamin D3 (lanolin)

Available in two sizes: 7-count and 21-count

21 count: UPC: 7 68990 01910 4 MSRP: \$34.95 WS: \$20.97

7 count: UPC: 7 68990 01900 5 MSRP: \$12.95 WS: \$7.77

Individual Packet size: UPC: 7 68990 01901 2 MSRP: \$1.95

the anticipation has been bubbly!!

Pre-order today with your BMC sales rep

Stocking stuffers: a great gift for every pet owner

ALL PET products are on sale: 15% OFF
till the end of the year for ALL Retail Accounts

**Shipping Now—IMPORTANT FORMULA CHANGE:
Prenatal DHA - now with Vitamin D**

Products affected: RUS-01741 Prenatal DHA, 90ct
400IUs of vitamin D3 per serving has been added

All other product details (pricing, UPC, item numbers, etc) have not been affected.

Start your year off with the Beauty of a 2010 Nordic Naturals calendar!
Ask your reps for a copy and look for them in your orders, while supplies last

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Nurturing Naturally Since 1987

December Monthly Promotions

**20% Discount
on the following 5 complexes***

(6+ per SKU during the month of December)

- Blues & Mood Support
 - Fatigue Fighter
- Stage Fright – Fear
- Stress & Tension
- Panic Button! Spray

Phone training: December 17
"Homeopathy for Weight Control" 10 am + 3 pm

SOHO DEALS:

Line drive discounts Dec. 4-14

Attendees discount = 15%
Non-attendees = 10%

Newton SOHO Seminar with Marge Roberts:
Friday, Dec. 4th. @ 7:30 p.m. Room: "Miami 1".
Topic: **"Stimulate Sales; Develop Your Homeopathy Department"**

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JUVO™

Introducing the latest development from Juvo
YOGAFOOD

**Juvo YogaFood is:
Food for the Body**

- over 50 fresh ingredients from grains, vegetables, fruits, seeds & herbs

Food for the Mind

- raw detoxifying ingredients to clear a stressful mind

Food for the Soul

- the purity and freshness will lift your soul

Juvo YogaFood is:

- Developed by Yogis
- Manufactured in an NSF GMP-certified facility
- Sourced entirely from USDA-Certified Organic Raw Whole Foods

DECEMBER PROMOTION

- **Original JUVO Box • Juvo Slim Box**
10% OFF

(mention BMC Promo when placing order for discount)

Juvo's mission is to deliver the benefits of fresh living food that nature intended humans to eat

Not represented by BMC in Eastern PA, NJ

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Care for your Community
Promote Aloe Vera this
Holiday Season

**December Monthly Special
Superfruit again**

10% OFF

**all opening orders and reorders
of 6 or more!**

Aloe Life **Superfruit** provides a new deliciousness that is the perfect complement to aloe vera's health actions in the body. Antioxidants from Superfruit including grapes, berries, and other exotic fruit bring a high ORAC-value of 2400 in every serving to support body wellness for the entire family. ORAC is defined as "Oxygen Radical Absorbance Capacity"

Superfruit contains 82% Aloe Vera Leaf Concentrate for a great energy boost + increased digestion.

Try it & you will love it:
satisfaction guaranteed!



Essential Formulas

Dr. Ohhira's Probiotic 12 PLUS has
done it again for 2009!!!

**Best Supplement Award
for 2009!!!**

2 years in a row—WOW!!

SOHO Show deal:

Buy-in dates - Dec. 1-7, 2009

End-cap deal = mix/match of 24 items
@ 10% OFF

PLUS one free box of 50 2-pak samples
End-cap deal must be placed at the show.

For 36 items mix/match, receive a free copy of
the new book **Boost Your Health with Bacteria**
by Fred Pescatore, MD + Karolyn Gazella.

Discount not to be added to any additional
specials or on-going discounts.

- 12 Non-competitive strains of probiotics, synergistically bonded over 3-year fermentation period
- Non-centrifuged, not Freeze-dried, no sugars added
- Guaranteed potency for 3 years without refrigeration
- Naturally occurring scOS -short chain oligo-saccharides
- 4 Organic Acids, 10 Vitamins, 18 Amino acids, 8 minerals, Hydrogen Peroxide
- Entirely enteric capsule, Vegetarian, Non-GMO, Dairy-Free
- Proprietary TH-10 strain

OLBAS®

HERBAL REMEDIES

**Cross-merchandize the
Necessary Best-Seller**

Don't be caught without Olbas Inhalers this Cold & Flu Season. For a must-have product for everyone, from prevention through symptom relief, make sure that you recommend Olbas Nasal Inhalers with confidence!

**Natural Olbas Inhaler:
the Power to Breathe!**

**December Stock Up
Sale**

**Buy 2 sleeves or more of the
Olbas Inhalers**

AND

**Get 3 bottles of the Olbas
Cough Syrup FREE**

(direct orders only. Orders sent with extra sales materials)

Mention BMC Discount when placing orders)



wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

Thanks for a Great Year of Sales

10% OFF LINE DRIVE

All Well in Hand Action Remedies

EXCEPT the Wart Wonders

Zero Zits! Astringents & Kleanzers

New Mama

Yeast Rescue

Therapy Oil

Herpa Rescue

Pain Rescue

Nit Kit

Cut Rescue

Body Wash Foamers

Natural FungiFree

Exfolia Crème

Moisture Rescue Sea Scrubs

**Locally made in small batches from
the best ingredients**

Real Herbs. Real Results.

Real Fast. Guaranteed!

Forest, Virginia since 1994

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

**Bath Tools Sell ALL
Winter long & are
fantastic Holiday Gifts**

**Show that you know quality:
carry the best Bath & Body Tools**

Hair Doc & Bass Brushes The Best!!

Body Brushes, Mitts & Gloves • Natural Sea Sponges & facial sponges • top-quality Loofah Collection by Bass Brushes • The Original Hydro Exfoliating Gloves • Cotton/Terry Cleansing • Facial Cleansing Brushes • Nylon Wash Cloth/Towels • Exfoliating and Cellulite Treatments • Pumice Stones • Nail Cleansing Brushes • Ayate Body Scrubbers • Cactus Cleansing Mitts & Washcloth • Sisal Mitts, Scrubbers & Gloves • Relaxing Sleep Mask • Hot/Cold Gel Formula Facial Mask • Full Facial & Eyelid Masks • Body Massagers & Back Scratchers • Body Butter Hand Pads • Medication Cream Applicators • Moisturizing Medication Gloves • Solid Wood Mirrors • Bath Gift Sets • Gift Set Shaving Kits for Him • European Toothbrushes • Infant to Toddler Bath Toys **Available only in the Finest Bodycare Locations**

Not represented by BMC in NC, NJ, Eastern PA





SURYA
Brasil

December Promotions

(direct orders only)
20% OFF

**Sapien Organic Men's
Bodycare line**

**Organic Moisturizing Hand
Sanitizer, both sizes**

Place your deals with BMC reps who will confirm that the discounts are being passed on to the consumers

**Surya Brasil Sapien for Men
Shampoo & Conditioner 2-in-1**
10.14 fl.oz

Shower Gel 10.14 fl.oz.

Hair Styling Gel 3.04 fl.oz

Facial Scrub 60 ml

Shave Cream 6.7 fl.oz

After Shave Cream 3.04 fl.oz

AND

**Eco-Cert Organic Moisturizing Hand
Sanitizer** 6.76 fl oz pump

**Hand Sanitizer with Jua & Acai from
Amazonia** also in 2.02 fl oz tube

**PERFECT[®]
ORGANICS**

**December Promotion
The Lips Will Love You**

Our Shea Butter Lip Balms moisturize, protect, and soften your lips with 100% natural, vitamin-rich & healing ingredients including sweet almond oil + hazelnut oil. Made with Organic Essential Oils, these effective and super-nourishing lip moisturizers are your best bet for smooth, soft lips!

Perfect Organics vegan shea butters bathe the lips with moisture. Each 0.25 oz tub last a long time, as a little goes a long way! These products are manufactured to maintain the integrity of the ingredients through every step of production, offering a simple, perfect lip moisturizer. Perfect as gifts to others and for that indulgent treat for yourself. Three great choices for every palate: Citrus Orange, Fresh Mint and Vanilla Twist.

**Shea Butter Lip Balm
15% OFF**

when purchasing two or more lip balm displays

ingredients: *Shea Butter, *Sweet Almond Oil, *Hazelnut Oil, *Jojoba Oil,

* Essential Oil, Non-GMO Vit. E. (*Organic)



Himalaya

HERBAL HEALTHCARE

**Gorgeous Products, Gorgeous
Display, Gorgeous Brochure**

**Organique
New Bodycare Display
25% OFF**

- 20 products to rouse, renew and rejuvenate
- Free of over 200 synthetic-ingredients "Affordable Organic"

Also

**Hip Pocket Deal for Party Smart,
just in time for the Holidays**

**10% OFF 3 boxes of
Party Smart
15% OFF 6 boxes or more
of Party Smart**

PARTY SMART [1.59 each]

| Reg. Retail | Reg. Whlsl | 10% off: | 15% off: |
|-------------|------------|----------|----------|
| \$15.99 | \$9.50 | \$8.55 | \$8.08 |

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**immune
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**December Special
15% OFF the 250mg/
30 ct. bottles**

Minimum purchase 8 bottles.

An independent university study recently demonstrated that Wellmune WGP[®], the active ingredient in Immune Health Basics, is significantly more effective than any other leading nutritional supplement in enhancing the ability of the immune system to protect the body. Researchers at the James Graham Brown Cancer Center, located at the University of Louisville, measured the ability of leading immune supplements to enhance the immune response.

Safety & Purity

Immune Health Basics products are safe for daily consumption. Numerous clinical + preclinical studies have demonstrated that Wellmune WGP[®], the active ingredient in Immune Health Basics, enhances natural immune responses without adverse effects. Wellmune WGP[®] is Generally Recognized As Safe (GRAS) under U.S. Food and Drug Administration regulations (21CFR170.30)

Wellmune WGP[®] is a beta 1,3/1,6 gluco-polysaccharide purified from the cell walls of a proprietary strain of yeast. Stringent manufacturing processes separate the beta 1,3/1,6 fibrils from lipids, proteins and cell membrane

**MushroomScience[®]
PICK 4**

**Pick any four Mushroom
Science products and
you can make them a
15% OFF December deal**

(must mention "BMC special
promo" when ordering)

- Coriolus Super-Strength (PSK/Japanese formula)
 - Agaricus blazei
 - Chaga
- Cordyceps Cs-4
- Coriolus-PSP
- 5 Mushroom Formula
 - Lion's Mane
- Maitake Full Spectrum Extract
- MaitakeGold-404[®] – 1 oz liquid
 - Miracle Zzz (Wu Ling)
 - Reishi Gano 161TM



**Only One Name to Trust
Sovereign Silver**

On Oct 6, 2009, the FDA released a letter to health care professionals warning them about dietary supplements containing silver. The alert was designed to raise awareness regarding the accumulation of excess silver in the skin, resulting in a benign cosmetic condition known as argyria:

"The Food and Drug Administration (FDA) would like to bring to your attention a recently-issued FDA Consumer Advisory about the risk of argyria associated with the use of dietary supplements that contain silver compounds, such as colloidal silver..."

The advisory acknowledges that the real concern with silver ingestion comes from silver compounds, not isolated silver particles. Unfortunately, many manufactured colloidal silvers contain particles neutralized by compounding them with other elements, as with salts or proteins. Unlike the compound-containing colloidal silvers referenced in the advisory, silver hydrosol contains only positive charged silver particles (Ag(n) 1+) suspended in a pharmaceutical grade purified water, preserving the functionally active form, and do not contain the forms of silver causing concern to medical and regulatory authorities.

What causes argyria (bluing of the skin)? Peer reviewed published literature on the subject identifies silver compounds (silver salts and proteins) as its cause—not isolated nanoscalar and picoscalar silver particles. Why avoid high-PPM concentrations? High PPM colloidal silvers are primarily protein or salt compounds.

More is definitely not better. Less can be more. Unlike colloidal silver, a bioactive silver hydrosol has a safety profile more like a homeopathic remedy!

If you are concerned about safety, it is nice to know that even Sovereign Silver's power dosing schedule (7 tsp daily) remains below 350mcg/day, which is the safe oral daily reference dose (RfD) acknowledged by the EPA (and the FDA in its recent advisory).

The December Sovereign Silver Newsletter can be viewed as a pdf available directly at www.SovereignSilver.com

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Beating the Big Drug Companies to Weight Loss

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the weight need, the best successes are led by a daily diet of some adaptogens to help resolve the stressors that debilitate.

Start to learn the broad-spectrum benefits of **Himalaya USA's StressCare®**. In two years time, you will be recommending this product to everyone as a superior stress relief all-herbal compound.

Finally, sound sleep is now being directly correlated to weight control. It would always be safe to ask the person how they are sleeping. Studies have shown that L-Tryptophan is excellent for overall weight maintenance. Offer the best: offer **TryptoPure™** from Bluebonnet.

Herbal Support

When a person lumbers in, looking to lose some weight, you are presented with an excellent teaching moment. While you certainly want to present the facts in descending order of importance, you should never leave the question without mentioning enzymes and herbals.

Two excellent options to fill your Weight Management section should include an **Herb Pharm** 4-SKU cross-merchandising wooden shelf unit, and a few of the Himalaya **Herbal Healthcare** Herbal Formulas.

Herb Pharm offers such high-quality liquid herbals and, again, people with weight issues often have absorption issues, so liquid herbal extracts are usually very effective. The **Herbal Bitters Compound** from Herb Pharm is actually the strong medicine that is often needed, and this particular bitters taste is texturally very palatable. Add to this mini display one, or two, of Herb Pharm's liquid extract green teas, and you send the message that herbs are a healthy consideration.

We should always keep an open mind as to what formulas would work to respond to factors that cause weight imbalance. For example, both of Herb Pharm's formulas for circulation, **Healthy Vein Tonic** and **Connective Tissue Tonic** would have primary use for certain individuals with poor water systems and weak gut linings respectively. Edema is often a symptom of a dysfunctional digestive health, and there are many herbs for this issue.

Finally, the **Adrenal Support Tonic** and the **Nervous System Tonic** are such all purpose heal-alls that they would be a stellar recommendation for most people dealing with issues of weight where stress or trauma are factors.

In the weight section, always remember another herbal food—apple cider vinegar.

The best herbal product that I have seen work in the past few years is the **LeanCare®** by **Himalaya USA**. This product gets more repeat-customers than I have ever seen with a weight product. With "seed-to-shelf" sourced Guggul, Gymnema and Garcinia, **LeanCare®** helps maintain the normal metabolism of fats, maintain blood sugar levels (along with cholesterol and triglycerides) and supports gastrointestinal function without any jittery effects always felt from diet stimulants and many thermogenics. Try **LeanCare®** yourself

and see how two capsules with two meals daily brings steady and noticeable results.

Few products succeed on their own, so recommend Himalaya's clinically tested formulas with confidence for many digestive issues related to imbalance: the all-purpose **GastriCare®**, **GlucCare®**, **LaxaCare®**, **HemoCare®**, **VeinCare®** and **DiarCare®**. If ever there was a product that should be cross-merchandised in every department, it would be **LiverCare®**. The easy challenge is to get people to understand the connection between liver strength and weight management.

Other herbs that warrant incorporation in a rotation of herbal foods in a dieter's diet include: elderberry, hawthorn berry, panax ginseng, ginger, milk thistle seed, amla, bitter melon, cayenne and neem.

Greens, Digestive Aids and Tissue Cleansing

Look at how many products you need to present for weight loss to correctly address the dilemmas that will present themselves. Sometimes stores have over-kill in their enzyme section, carrying everything (because digestive products are so versatile).

If you were gonna have one line of enzymes in this new set, why not promote Bluebonnet's products: they are sold only in health food stores so the rate of return sales is phenomenal. **Optimum Enzymes®** Vcaps is my personal favorite, and if there is limited space you could add to that SKU with their **Power-zymes**, which is designed for the heavy meat eater.

Ask yourself: how beneficial would it be to your reputation to recommend **Triphala** to every person who had a digestive question? This product nurtures proper digestion, and no one makes a better Triphala product than Himalaya USA.

Greens are essential for bringing the gut and blood to homeostasis. Two stellar formulas to promote are the delicious (Truly Delicious) **Healthy & Slim Daily Greens** by Aloe Life (economical with the highest amount of greens around) and Bluebonnet's **Green Utopia®**, which has a high amount of seaweeds which are excellent foods for dieters.

You cannot talk wholistic weight management without tissue cleansing. Again, this is the realm of our industry, and we need to become sophisticated in the versatility of good alternatives for overall health and recovery. Learn the applications of Herb Pharm's **Red Clover-Stillingia Formula** and use it in a flawless 1-2 with **LiverCare®**. The quality of these to herbals will always outperform any other slickly-marketed competitor.

The Promise of Scientific Nutrigenomic Research

One day, nutrigenomics will be the best, cutting-edge science around. The first truly nutrigenomic product is already here in Bluebonnet's **Trimology™** Licorice Flavonoid Oil vegetarian softgels. This product has strong research that demonstrates a specific action for optimizing fat metabolism by influencing the genes that increase fatty acid breakdown and decrease fatty acid synthesis.

"PUT THIS ISSUE TO REST ONCE AND FOR ALL (PLEASE)"

IADSA Sets Codex Record Straight

04.13.09 *Nutrition Industry Executive News*
"The International Alliance of Dietary/Food Supplement Associations (IADSA) has spoken out against allegedly false statements vilifying the goals, purpose and transparency of Codex Alimentarius' work on food supplements. IADSA, which has been monitoring the work of Codex for the last 10 years, said that the statements circulating the internet in recent weeks have "absolutely no factual basis at all."

Maybe slow (3 months), but safe & effective. A best choice for Metabolic Syndrome.

The other fat, besides the Essential Fatty Acids, is CLA, Conjugated Linoleic Acid, which helps to improve body composition (which is why it fits in the bodybuilding section too) by reducing the amount of fat that is broken down, deposited and stored in the body. A lot of the strategy is about handling, processing, storing and eliminating fats. That is why you add the good fats—Nordic Naturals—and you make the fats useful: L-carnitine.

And if you wanted to add a couple of cholesterol-oriented products to this mix, you could add the unique & effective **CholesteRice®** by Bluebonnet, and their Plant Sterols, which are becoming very popular.

Bluebonnet also has two one-bottle diet formulas that are respectable and effective. Not only are they based upon sound science, but they—again—are found only in health food stores, so that if someone buys the product and likes it—they have to return to you.

Diet-Chrome-Care® Vcaps combines Super CitriMax® HCA (750 mg) with carnitine, chromium, methionine and choline-inositol. And **Super Chrometene®** Vcaps which are an excellent adjunct to many therapies with chromium picolinate and Lonza® Carnitine.

My favorite weight-loss recommendations would include: Nordic Naturals fish oils in therapeutic dosages (2000 + IUs of Omega-3s daily), along with Tonalin CLA (2000 IU) and L-carnitine (250+ mg); Dr Ohhira's Probiotics 12 Plus, with Himalaya USA's **LiverCare®**; **Optimum Enzymes®**, **Daily Greens** by Aloe Life and Herb Pharm's **Digestive Bitters Compound** and **Green Tea Glycerite**. With **LeanCare®**, **Triphala** and Aloe Life aloe with meals, any weight problem can be overturned!

Let's face it, the weight is out there. And there is money to be made in removing the weight, and returning the health. Time to act now, before the drugs start messing things up more! While it may take a larger cupboard to meet the needs of the not-so-pleasantly plump, at least these products will do no harm as real medicine demands.

Now, if I can just get compliance for myself. Good luck with your mission, and remember to eat well and eat Organic! 🍌



Pledge to Discounts in 2010

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trouble of putting things on sale and the effort does not return increased business, then it is not a reason to stop offering sales (as I have often heard). Rather, it is time to realize that what you have done in the past is unsuccessful and that you need to find the

AROMA LAND

NEW MUST-TRY Product Powerful 100% Natural "Defense Formula" Hand Soap Deep Cleanse

- A 100% Natural Surfactant derived from Coconut Oil
- Utilizing the Deep Cleansing Action of Essential Oils
- Silky Smooth – Cleanses and Moisturizes
 - Big Bubbly Lather
 - *Michael Loves it!*

Break-through

For 11 months Aromaland's chemists focused on developing a biological & environmentally friendly surfactant with deep cleansing properties that is free from harsh chemical compounds. Combining this new advanced 100% Natural Cleansing Base with Essential Oils historically & scientifically known to demonstrate deep cleansing activity, Aromaland introduces this revolutionary breakthrough in liquid soap. *Modern times dictate that nothing is more important than regularly using a deep cleansing hand soap. Aromaland Natural's "Defense Formula" liquid hand soap is a must at every sink in your home or business.*

December Promotion
20% OFF 3 cases or more
(6 eaches) until Dec 31

correct equation to remain competitive and to bring in new customers and new sales dollars to your store.

There are hundreds of paths you can travel to succeed, and there will probably be many instances where you will make mistakes that are to be learned from. But, you should do something.

BMC would like to work with you (for the rest of this month and) next year.

Change of Style

Let's make next year better in every way. As you evaluate how you have chosen to promote items on sale in your store, ask yourself these questions:

- are you promoting products that you have the highest confidence in?
- are you promoting products that provide you good profit margins?
- are the products you are promoting products that sell consistently after the sales are over?
- are the products that you promote receiving ample marketing support in conjunction with the sales?
- are you selling products that you are receiving sufficient info about to sell?

And other factors that may influence your decision-making:

- how do you use your endcaps?
- how long do you leave your items on sale and what is the rationale for this?
- do you use samples and testers effectively?
- how do you utilize literature and is it effective?

Obviously, there are other questions that you should be asking. Let me share something that I never did when I managed health food stores for those 18 years: some stores plan a good portion of their sales agenda in the early part of the year for the entire year. They lay out themes and fill in the basics, allowing room for new items and unexpected trends.

As you meet with your BMC sales associate, or speak with a Blue Moose

PHONE EDUCATION AT YOUR FINGERTIPS

"Homeopathy for Weight Control"
Newton Homeopathics Phone Training
December 17, 10 AM & 3 PM EST

Consulting inside-sales person on the phone, ask them to make some time to work with you to set the basic structure of a sales calendar for the year. And then make sure that you stick to the plans!

Many of the manufacturers we represent have yearly promo calendars available now. Others provide calendars quarterly. Some have ongoing deals that can be creatively used to make unique deals that fit your stores on your timetable.

Bluebonnet offers six deals per year that offer a 6-week buy-in for promotions; and Bluebonnet is a line that sells to independent health foods stores only, so you can promote them in full confidence that sales will be loyal to stores like yours. They also have a very popular "Slice of Life Promo" that allows you to pick themed products within a certain strata and discount them at either 15 or 20% off.

When you look at Bluebonnet's discounts, you may be tempted to reach into another cookie jar with deeper discounts. I caution against that for several reasons. First, if a product is discounted at 20-40% off, don't you think that product is at below these discounts on the internet, etc? Second, a 40%-off discount sends the wrong message to your clientele: that products are over-priced. One company suffered this calamity recently when they lowered their entire product line by 20%: everyone said to me that either their prices were rakishly overinflated, or they started using cheaper raw materials. I was amazed at the consistent and immediate verbal comments by retailers. The best way to carve a respectable image of your store to your community is to sell your products on "value" and to show your highest promotional support for lines that deliberately don't over-discount.

Another way to analyze your promotional objectives is to consider the support that you get from the manufacturers for the items that are available for promotion. **Nordic Naturals** is exemplary here. They offer tremendous support both through sales as and marketing tools and demos. Ask your BMC rep to explain to you all the ways that Nordic Naturals will support you in 2010: you will be happy with all the options and the new sales plans that we can offer next year.

Some companies periodically offer handsome discounts for larger purchases. Whenever that happens, you must determine what the investment is and what the strategy would have to be for this deal to sell a lot of product, and make fair profit for you store.

Ask your BMC reps to keep you informed on this as well in the New Year.

Most of our companies offer monthly promotions, and we supply this information through our sales team; our newsletter is available to every store via postal mail and every worker via email; and by our one-page

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"WE ARE HEALTH FOOD PEOPLE"

Michael Hennessey, President, Blue Moose Consulting



Thank you for the past 7 years. Welcome, as well, to a new decade in 2010.

I am amazed by what has happened in the past seven years. BMC has sold more product in these seven years than I assisted in selling in my 18 years of health food retail. Our company has grown for one sole Moose to a talented and devoted team of health educators that now numbers 22 people (with even more demo people!) If I wanted your respect, I could state that almost every dollar earned has gone back into the development of this company. Why? Because I believe wholeheartedly in what we are all doing together. Let me remind you of our mission statement: to work to support the health food stores, and to make them viable and vital community resource centers for their communities: and, to have fun providing this service. Many of you know that I am relentless in

achieving best service, and I am lucky to have found comrades who want to work with me on this project.

In 2010, as we have been announcing, we are dividing our company into two divisions, as we introduce Delicious Bodycare. "Delicious" will only bring you information on bodycare products, both supporting demos and educational trainings, and the great products we represent. We feel that bodycare is an equal part of the wholistic equation, and we are determined to make you as interested in our bodycare products as you are in our nutraceuticals, nutritional foods and herbals. This will also allow our BMC reps to concentrate more fully on the educational mission we so relish and dedicate ourselves to.

Thank you for your valuable role in this dynamic, and most of all, thank you for your friendship and for your trust. With all my love, Happy Holidays and Happy New Year!!



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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

"If you don't read this newsletter every month, you are missing something."

Pledge to Discounts in 2010

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fax which succinctly tells you what is on sale every month. Please consider using these sales tools to make your buyers better and to create constant interest in the good lines we represent.

Remember that companies like **Newton Homeopathic** and **Herb Pharm** both provide free sales phone calls based upon products that are on sale the following month. (Himalaya USA also offers monthly sales trainings with their *Three Herb Thursday* and Nordic Naturals offers the educational talents of the impeccable Stuart Tomc every month). Use these educational tools to educate your staff about the products you can promote the following month.

If you think about it, the way companies do business has changed in the past decade, and the way they do sales has also changed. Consider how each company offers you tools to discount prices, entice new sales and provide better profits. Look at the present and re-consider. BMC offers products that are fairly priced, not-overpriced, and not heavily-discounted; always supported with sales support (especially our educated and friendly BMC team) and often not saturating the mainstream commercial sales channels.

Do your community the favor. Offer accelerated sales in 2010. Do it wisely and don't bemoan the extra effort. Your customers will notice and tell their friends. And remember, we are here to help.

Thanks for your support in an amazing year for BMC. Let's make 2010 ten-times-twenty times better! 🍀

TIP OF THE MONTH

Forget your local grocery stores, as if that isn't bad enough. Visit your local Sears, Target and Rite Aid in the near future and see what products you currently sell that are being sold there. My advice: when Walmart and Trader Joe's pick up the line, you should start to look for a better, more loyal option immediately!



How to Reach Blue Moose Consulting

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

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