

## Talking Health: Proteins Worth Their Weight

The saying goes that grains are the staff of life, an idiom that may someday prove true as we learn more about the benefits of plant seed oils. But, more factually, it is proteins that are the staff of life. Proteins have always fetched more money at the marketplace, and proteins physiologically do very truly provide the building blocks of life. Proteins unfortunately get forgotten in the attempts to help people stay strong and recover from trauma, infection, injury or illness. Indeed, proteins are as rudimentary to human life as any single nutrient. So, what proteins are we providing in our natural food oases?

The primary source of protein for the majority of humans historically has been animal meat. Our industry has led the way in changing the character of animal feed, husbandry, slaughter and processing so that animal-eaters can have more healthy choices. As a non-meat-eater for over 28 years, I have long been interested in other protein sources. All meat is a primitive way to get basic protein for humans and, as our digestive systems cave due to the poor food choices we have been making for decades, meat becomes a highly-inefficient way to get beneficial protein. So, while many will still choose their beef and pork and chicken, we

must look to make sure that we feed them digestive enzymes and aloe to counteract these historical, inefficient eating habits.

In the nutritional supplement category, we do not see many powdered meat products with good reason, and our alternatives for quality (earth-friendly) protein continues to expand and improve.

By the measure of manufacture and application, whey protein has certainly risen to the top as a quality protein source for all who consume animal products. And for the vegetarian and vegan as well, the choices have gotten better and tastier.

I, for one, am a believer that Americans get too much protein already, and as importantly that modern protein choices are mis-directed and—in the case of the hormone-ridden chemically-preserved carcasses that most of America chows down on—dangerous. But as we learn more about the dietary needs of children, pregnant women, the elderly, the infirm and the recovering, it is apparent that quality protein-nutrition is the cornerstone of any building and repair work that the body does.

Protein is definitely a political issue. Whether it is government control and concern over population protein sources, whether soy protein is good/bad/undesirable

### LOOK FOR THE CARD

Happy Holidays! Every year, BMC sends out a Holiday Greeting Card to thank you all for your support. Look for the card this year, for the yearly calendar card inside and for a very important present. We love you all, and that is the way life should be!

and/or whether fermented soy is the preferred choice of the soy products, we have many opinions already about protein!

Let's start with a point that we all agree upon: protein is good. From there, we probably have to learn the current science of dosage levels based upon age. Young people should be introduced to protein shakes for breakfast before school; and stores should offer classes for the young and their parents when trendy choices lead youth to go vegetarian.

For the mothers of those children, protein is an essential for infant and pregnancy health. **Bluebonnet Nutrition** has one of the most responsible macronutrient nutrition drinks on the market for the pregnant woman. It would seem logical that all mothers would be concerned about getting the minimum amounts of proteins, fats and good carbohydrates in one serving at least once a day. This product,

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## Talking Health: Diversity in Business is Strength

Diversify. This is usually what companies do when they are in a position of strength. In this tightening economic climate, stores may choose to close ranks and wait out the storm. January hopefully will be a busy time for all, but it is also a time to look at your business and see what you want to achieve in the race that will be 2009.

Now may just be the time to look at what you provide to your customer base, and that larger world that is the community of people who you do not yet serve. You do not have to build an addition to your store to make subtle changes that diversify what you offer, and make your store more versatile in what it offers to the public.

I am amazed when I see the ingenuity that stores use in expanding beyond the normal healthfood store paradigm. Health Food Stores definitely come in all shapes and sizes. So let your imagination fly as this year starts and think about categories of stuff that your community needs that are not currently found in your area, and start to explore the options.

The New Year should be optimistic, but business should also always be both controlled and conservative. Don't mortgage the business on a new idea, but be confident that if you find—after thought and analysis—that there is a category that you would like to expand into, then do it slow and smart—but do it well and with creativity. Maybe this is the year that you expand and re-arrange and invigorate; or maybe it is not. But if you diversify, it may just be the move that redefines your business and brings in some new clientele—and that is smart business!!

### Think About our History

Quickly recapping, the natural foods movement started as food and bulk items, then became supplements, before adding bodycare. Next, we went to ecological cleaning supplies, and pet products and juicers. Books stayed stable but bath care products grew and many went into candles. From produce to juice bars to organic socks—our industry has evolved over time to meet needs and consumer demands. Where will the future take us?

### Books, Books, Books

If it were up to me, every health food store would have a vibrant and diversified library of books for sale. I am the quintessential book-lover, and I know that every community is craving education and direction. Books are a tough commodity today, though. Box-stores and the internet have stolen this category and it is only the valiant stores that continue to provide books by being creative in their love of having books at hand and knowing how to use them. My praise to you, natural-book stores!! Books have the answer, so maybe a small book section should be everyone's goal (and I am happy to provide recommendations).

### Storehouse of Green Foods

In a world filled to an omnivore's delight, we are all starving for greens. Nothing could be more unnatural than seeing a small green foods section in a health food store. If there should be a universal health store labor of love, it would be the support, marketing

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## Proteins Worth Their Weight

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**Early Promise Prenatal Macromineral Powder**, often reduces the uncontrollable food cravings that pregnant women have. This drink is available in a *Natural French Vanilla* and *Natural Belgian Chocolate* flavors and complements their **Micronutrient Pregnancy Dual-Pak** supplements.

The biggest consumers of protein supplements are certainly bodybuilders and athletes. The reason for this is obvious and will be addressed more later, but suffice it to say that stores that market their protein supplements in a distinct Sports/Bodybuilding section often pull in an entirely different clientele (that often needs cajoling to look beyond the proteins and energizers they hunt for). Unfortunately, the internet and aggressive discounters have destroyed this once-profitable market for most stores! There is a clue for a way to lure them back later as well....

The group that, surprisingly, probably has the highest protein needs are the elderly. While they often consume sufficient protein, they usually eat foods that are difficult for their weakened digestive systems to process. Overfed but malnourished, too many older people are drinking horrible drink-shakes that do more harm than good. These people need helpful direction.

One thing is sure, and that is that every age group needs quality protein. It is puzzling that the marketplace seems to be only interested in marketing to those who workout hard. If we are looking to give profoundly beneficial information, or to increase sales by providing better nutrient choices for all, we should all re-learn the primary importance of protein for overall optimal health for all.

### Protein Drinks are a Way of Life

Your customers turn to you for advice. If you develop truthful health mantras and affirmations, then eventually your chirping will affect the health songs of your community. Where to start with protein then? Breakfast protein drinks are a great way to start the day in these modern times. It's a shame we do not have the distribution stream to allow stores to offer magnificent food-blenders for sale next to their protein drinks—to literally encourage people to use the morning "shake" to jump-start their day. Too many people truly work upstream all day by skipping breakfast or depending upon coffee to fuel their morning jolt of energy. The best breakfast meal for most would be a protein shake with fresh fruit and a healthy dose of **Nordic Naturals Arctic Cod Liver Oil**. Your job is to encourage.

Likewise, this January you have the opportunity to influence a cavalry of dieters to use your store as their source for weight-loss protocol fulfillment. Traditionally, people turn to protein drinks as a way to skip a meal. It is my assertion that you should dissuade people from proteinizing their way to slimmness, but those Atkins-minded people are determined and you should be ready to provide, inform and persuade. Certainly, if

someone is looking to skip a meal, you should be ready to quickly inform them of every option that your store provides. Raw foods meal replacements might effect weight-loss more correctly.

Protein drinks are becoming commonplace among the young and the educated, so use this new year to overhaul your protein section: out with the old, and in with the better!

### Building a New Protein Section

Be strong. Take control of your protein section. If it is time to change with the times, then have the courage to do it. *Blue Moose Consulting* offers the best of the new wave of protein drinks that are emerging as the raw materials get better and protein formulas get more sophisticated.

**Bluebonnet Nutrition** recently introduced what most certainly will become the best protein drink in the industry with their **100% Natural Whey Protein Isolate** powders. This product selection offers the most absorbable protein source—whey protein isolate—in standards that had never been reached in our industry until now. This product, with zero calories and sweetened with stevia, tastes great and provides the pureness of absorbable protein, which is what we should be promoting with confidence to every age group.

At the other end of the spectrum, in the plant-based meal replacement realm, **Juvo** has emerged this past year as a leader in organic, raw food nutrition. Yes, Juvo is now a must for every health food store that wants to provide variety, choice and quality. Until now, it has only been those stores that are forward-thinking, vegetarian-oriented or market-savvy that have led the Juvo bandwagon. 2009 will be the year that Juvo emerges as an excellent alternative to those cans of similars that fill the shelves of so many old-school stores.

### Bluebonnet: Natural Foods Leader in Protein Supplementation

Bluebonnet has done it right. In less than two years, they have created the best selection of protein drinks in the industry, and the best-tasting. Starting with their soy proteins—their **Super Earth Soy Protein** powders—they have elevated the standards of what a soy protein drink should be. Soy is not bad: rather it is the bad manufacture of cheap, mass-market soy and the ubiquitousness of concentrated soy products that proves unhealthy. Bluebonnet sources the highest quality soy materials. Unlike the common practice of using an ethanol-processed soy protein isolate, they employ a water-washing technique, which preserves the natural-occurring isoflavones in the isolate. Additionally, the standardized soy isoflavones are naturally extracted from nutrient-rich



soy germ instead of using the standard impure hexane extraction method, thus, yielding a cleaner soy isoflavone concentrate as well as beneficial soy saponins. This vegetarian product is so well-built that it actually can state legitimately that it has dosage profiles that support cardiovascular health, hormonal health for men and women and bone health.

Bluebonnet uses a most intriguing and tasty sweetening agent with their **Earthsweet®**

Natural Sweetener. **Earthsweet®** is a proprietary, all-natural sweetening mix of juice concentrates (wild blueberry, cranberry, prune, cherry and bilberry fruit, grape seed and raspberry seed), with a dash of dried unrefined cane juice and crystalline fructose, that actually has an antioxidant value, compared to the old-school fructose filler that permeates many protein products in most stores.

Bluebonnet's **Whey of Life®** Protein powder is my favorite formula. This formula was the forerunner of the many whey proteins that Bluebonnet now offers that use superior whey protein. This product is a "Multi-Action" protein drink that does exactly what a bodybuilder should desire: it counters oxidation strength with its **GliSODin** vegetarian S.O.D.; it provides the best-bricks for building with superior whey protein; and it speeds the healing process with the addition of nucleotides. Sweetened as well with **EarthSweet®**, this is truly a brilliantly-developed formula.

Both these formulas, in a chocolate and vanilla variety, taste great and mix easily (an important distinction between well-made and cheaply-made protein powders)

It was inevitable that Bluebonnet would use the **Whey of Life®** protein powder to expand into the whey category, as they have had such great success with the consumer satisfaction of this unique protein drink.

First, they became the first company to provide a 100% unsweetened **Whey Protein Isolate**. While most products had been providing blends that included the whey isolate and whey concentrate, Bluebonnet responded to customer demand for a simple and natural formula, by providing a product that added only a natural vanilla flavor.

### All Whey Protein is Not Alike

Bluebonnet again leads the way with the new standard for whey protein supplementation. Earlier versions of whey used hydrolyzed derivative materials. While these were predigested, they also lost many of the beneficial nutrients that made whey so exceptional as a food protein source. At one time, the industry moved toward ion-exchange whey products, but these also altered the natural composition of the whey product by using HCL and other methods to break down the whey to gain its protein.

Bluebonnet now has the most 100% Natural **Whey Protein Isolate** products in the industry. This whey protein is intelligently sourced. Many companies are purchasing

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**Be Prepared!!  
Offer the best options on sale**

*January Monthly Promo*

**20% OFF**

minimum order of 3 each

**Black Elderberry liquid extract**

**Black Elderberry glycerite**

**Andrographis liquid extract**

**Immunattack™ Compound**

**Osha liquid extract**

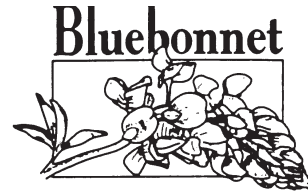
*Get your entire staff versed on the benefits  
of liquid extracts*

**Why Liquids? – Effective Selling of Liquid Herbal Extracts**

Liquid extracts have many inherent advantages. In this training, you'll learn the key benefits of liquids—such as better absorption, greater dosing flexibility, and more.

Training Date: January 15th, 2:00pm EST or 7:00pm EST

Not represented by BMC in NJ



*Another reason to Make Bluebonnet  
your #1 Supplement line  
Coming in January*

**5 New Targeted Multi's!**

Men's Choice

Women's Choice

Veggie Choice

Age-less Choice for Women 50+

Age-less Choice for Men 50+

**Now shipping: Whey Protein Isolate Powders  
the Right Whey for Optimal Performance and Recovery**

1564	Whey Protein Isolate French Vanilla Flavor Powder	1 lb
1565	Whey Protein Isolate French Vanilla Flavor Powder	2 lb
1568	Whey Protein Isolate Chocolate Flavor Powder	1 lb
1569	Whey Protein Isolate Chocolate Flavor Powder	2 lb
1572	Whey Protein Isolate Strawberry Flavor Powder	1 lb
1573	Whey Protein Isolate Strawberry Flavor Powder	2 lb
1576	Whey Protein Isolate Mixed Berry Flavor Powder	1 lb
1577	Whey Protein Isolate Mixed Berry Flavor Powder	2 lb

**Highly-valued isolate form; sweetened with stevia**

Not represented by BMC in NJ, SC



*Pure and Great Tasting Omega Oils*

**New Products!!!**

**You can take your Omega-3s with  
you, and you should!!**

**Nordic Naturals Travel Packs:  
convenient, resealable**

**Nordic Berries**—14 berries—3.5 daily serving

**Ultimate Omega D3**—14 softgels—7 daily servings

**Omega 3, 6, 9, Jr.**—14 softgels—7 daily servings

**New products sure to excite, and  
meet the new demands for Vitamin D**

**Omega 3, 6, 9-D Jr,**

for ages 5 thru teens, New, with Vitamin D

**Fish Oil + Borage Oil with Vitamin D**

lanolin-based Vitamin D cholecalciferol, 1000 mg

90 softgels small soft gel size 500 mg

**Omega 3D**

our best seller now in a new variety, with Vitamin D added

optimal natural triglyceride form fish oil

lanolin-based Vitamin D cholecalciferol, 1000 mg

60 softgel caps, 1000 mg purified fish oil

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



*Nurturing Naturally Since 1987*

**Start the Year healthfully,  
Homeopathically**

**December Monthly Promotion**

**20% DISCOUNT**

6+ per SKU

**Appetite-Craving Control N027**

**Bowel Discomfort N029**

**Nervousness N070**

**Stress & Tension N066**

**Thyroid Assist N074**

Appetite Control helps control overeating,  
food cravings, and fatigue caused by symptoms  
of low or irregular blood sugar.

In combination with Detoxifier, it helps remove  
toxins from the system

Not represented by BMC in NC, SC, WV





UMAC-CORE™  
MARINE PHYTOPLANKTON

### Go Green with the Ocean's Oldest Green Food

*The oldest, most complete form of  
nutrition available*

Approximately 3.5 billion years ago, in the primordial oceans of our young planet, tiny microorganisms with the ability to convert energy from the sun into essential nutrients thrived.

This marked the beginning of life on Earth. These organisms are collectively referred to as phytoplankton.

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

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

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



### Silver season

**Excited about the health  
benefits of Silver but need help  
to educate??**

*Accurate, credible and concise  
educational material is now available*

### The NEW definitive Sovereign Silver Brochure

The world's best silver, the only silver hydrosol, can now be understood by all consumers. Stack these handouts where people will see them and watch your silver sales grow. You need to carry only one silver, and that is Sovereign Silver.

### Immune Support Supplement & Topical First Aid Gel

Ask you sales rep to increase lit supplies with your next order and refill those samples

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



### Essential Formulas

**Expand and promote  
more healthful  
medicinal oils  
in 2009**

*Eight high-quality plants and  
seeds scientifically selected by  
award-winning microbiologist,  
Dr. Ichiroh Ohhira.*

**A unique  
vegetarian alternative**

Rice Bran Oil  
Borage Seed  
Sunflower Seed  
Avocado  
Perilla Seed  
Flax Seed  
Green tea Seed  
Olive

60 caps



Ancient Sun Nutrition, Inc.  
*Innovative Whole Food Nutrition Solutions*

### January Specials

### WildBar™

**the treat every purist  
wants**

Organic, Vegan, Raw,  
Gluten-free, Kosher, Non-GMO

**WildBars on sale with/thru  
Blue Moose for the month of  
January**

**at 10% OFF**

**Special stock-up sale\***

**Crystal Manna  
Powder and  
Capsules**

**10% OFF  
through BMC reps only**

\*sale is NOT on Crystal Manna  
Crystals or Blue Manna products



SURYA  
*Brasil*

**Organic Moisturizing  
Hand Sanitizer**

**January Promotion  
20% OFF direct orders!**

January 2-31

Cold and flu season has already hit some parts of the region hard and people are searching for ways of providing natural germ prevention. **Gain sales with a counter-display** of the 2 oz., and make sure people see the full-sized pump bottle of this wonderful, organic hand sanitizer. (6.76 fl. oz.)

The most satisfying scent of any Hand Sanitizer, with Acai and Jua from the Amazon Rain Forest.

**Kills 99.99% of germs.**

Free of Synthetic Fragrance. Eco-Certified!

You must try this unique Organic product and smell its satisfying and exotic scent.

**Moisturizes as it cleans!!**

*The Henna Cream, Amazonia Preciosa,  
SAPIEN and Hand Sanitizer lines are all  
VEGAN certified.*

**BASS®**

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

### New Year's Resolution

**Endcap your  
favorites**

Bodycare

**New natural  
shampoo and a new  
comb and brush**

- Professional Styling Brushes
- Bass® Premier and Elite World-class Hair Brushes
- Natural Wood and Acrylic Combs

(wood is hand-finished  
Maple wood and Oak wood)

Not represented by BMC in NC, NJ, Eastern PA



# Himalaya

HERBAL HEALTHCARE

## Plenty of Ashwagandha in stock!

Take advantage of these opportunities to increase margin, and keep your shelves stocked during the winter season. Line drive on all Herbal Formulations.

### Mix & Match

24 Scientifically-Validated Herbal Formulas

Buy 15 > receive **7% OFF** Herbal Formulations

Buy 25 > receive **15% OFF** Herbal Formulations

Buy 50 > receive **25% OFF** Herbal Formulations

Buy 100 > receive **30% OFF** Herbal Formulations

\*\* This discount does not include Pure Herbs. Discounts are product-specific, no substitutes allowed; and are not applicable to Soliga Forest Honey, Chyavanprash Jam or Koflet Lozenges unless otherwise noted in the promotions above.

Not represented by BMC in Eastern PA, NJ

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## Cleanse for the New Year! Detox Plus Formula **15% OFF**

32 oz and 16 oz  
12 mix and match

'Detox Plus Formula is more effective than other Detox formulas because the Whole Leaf Aloe Vera Juice carries its formulas herbal extracts deep into the tissues, supporting and stimulating the release of waste residue throughout the lymph system and liver. This formula is very effective, containing Essiac formula herbs. Any detox of the liver can provide help with skin conditions such as psoriasis and eczema, Lyme's disease, Hepatitis C, Candida, Allergies and general well being.

It is great to detox the body at least once a year to get out the toxins accumulated from many factors. Detox Formula can be taken daily for overall well-being and stamina. Best taken with FiberMate by Aloe Life to encourage more toxins to leave the body.'

# WELL-IN-HAND®

Perfect for De-stressing  
from the Holidays

## Sleep Rescue® Vegan Herbal Care Topical Relief, Natural, Non-addictive, Soothing

Topical sleep aid does the trick especially for stress and restless legs! Massage into your temples, neck, jaws, legs.....anywhere you hold the tension.

A non-addictive snooze  
Wake up revived!!

### January Monthly Promo **10% OFF**

Direct Orders Only. 2 oz liquid  
"Our Problems Are Smaller When  
We Are Rested."

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## Perfect Dosage for Everyone 250 mg

Immune Health Basics products  
contain Wellmune WGP®

### **15% OFF**

250mg/30 count

Minimum purchase of 6 bottles.

### Daily supplementation with Immune Health Basics:

- Activates innate immune cells to more quickly identify and kill foreign challenges.
- Enhances immune protection against stress-related health challenges.
- Improves vigor and mental clarity while reducing fatigue and tension.

Check out the new website  
[www.immunehealthbasics.com](http://www.immunehealthbasics.com)

# MushroomScience®

## Cold and Flu Season

"Go beyond Flu Shots  
with a Boost to the  
Immune System"

### THREE BEST PRODUCTS FOR TONIC IMMUNE SUPPORT

MaitakeGold-404®

5 Mushroom Formula with  
MaitakeGold

Reishi Gano 161™

5 Mushroom Formula: the Only  
Mushroom Combination Formula  
made from 100% Hot Water Extract:  
Maitake Gold - Coriolus - Reishi -  
Shiitake - Agaricus blazei

### January Monthly Stock-up Promotion **20% OFF**

any of these three SKUs in 6s each

# PERFECT® ORGANICS

Cold January means Dry Skin  
January Sales Relief

**15% OFF**

12 OR MORE UNSCENTED  
SHEA BUTTERS

100% Shea Butter

Extracted from the nut of the karite tree found in west and central Africa, this amazing, naturally vitamin-rich butter is one of the most healing, nourishing, and protective emollients available. Shea Butter has numerous benefits, including the treatment of dry skin, sunburns, dermatitis, and stretch marks. Our Shea Butter is of the highest quality—extracted and clarified naturally, without the use of hexane/solvents or other chemicals. So pure, so wholesome, it accommodates all skin types, from the tenderest to the toughest.

Easy to spread



## Proteins Worth Their Weight

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whey from suppliers who cannot guarantee source, so their material may be from New Zealand or China or the USA (Wisconsin, California, Georgia). Bluebonnet's standards insist that they know the exact source of their whey, so that retailer and consumer can both have certainty that their material is from reliably ethical, quality dairies. Their product is derived from cows that are not treated with recombinant bovine growth hormone (rBGH) [also known as bovine somatotropin (BST)].

Mainly, Bluebonnet has set the standard by providing a 100% Natural Source material. The product they manufacture uses a unique low-temperature method to produce the whey that they use. Most companies employ various heat-producing methods in production, and this heat de-natures the naturally-occurring protein structures and important immuno-supportive immunoglobulins that are naturally present. Bluebonnet provides a very natural product, and because it is more true-to-nature, it has a much more bioavailable protein profile. Indeed, Bluebonnet's new **Whey Protein Isolates** have an amazingly high Biological Value (BV). A properly manufactured whey protein isolate is actually a better protein source than eggs, beef, soy milk or casein, and Bluebonnet offers an amazing 26 grams of naturally-occurring protein per serving—making it the most-prized source of protein to your discerning bodybuilding clientele.

This natural process also preserves the other beneficial nutrients naturally found in milk. As we have heard from the Westin-Price people and the raw-milk aficionados, milk has many beneficial nutrients that aid the immune system. This 100% Natural Whey Protein Isolate naturally provides high amounts of glutamic acid, branch-chain amino acids (BCAA), and an array of protein fractions. It is these newly-recognized materials, especially Immunoglobulins (IgG) and Glycomacropptides, that are proving to strengthen the immune system along with the muscle and tissue.

It should be obvious that bodybuilders stress their immune systems when they push muscles to the breaking point, but the young and old can use and need the immuno-supportive profile supplied by these natural substances as well. And most whey protein powders lose this nutrient profile in their manufacture. One day, the quality companies will all provide material of this caliber, and it will be the cheap options that use the old methods. For now, though, it is Bluebonnet leading the way!

So, Bluebonnet is now providing the best-quality, highest natural protein products on the market. They also have one of the most complete, exciting and tasteful selections. Their new releases includes the stevia-sweetened varieties: Chocolate, Vanilla, Strawberry, and Mixed Berry. At this SOHO trade show in Florida in December, Bluebonnet sampled more protein powder than ever, as word spread that there was finally a highly-bioavailable whey protein with zero calories that tasted great!

This Whey Protein is perfect for everyone, because it is so fast-acting and bioavailable. Bodybuilders will like how quickly this product replenishes their amino acid pool during the exercise process. They will also be in awe of the high amino acid profile when you tell them this is a naturally-derived product. As importantly, everyone needs absorbable protein in their diet. The dosage is perfect for quick addition to the morning breakfast shake or the lunchtime pick-me-up. Label-readers will marvel at this nutrition panel when you explain that this product attains these heights by new natural manufacturing techniques. Back to nature, and the highest-quality whey!!

The industry is changing and, once again, Bluebonnet is leading the way: this time with their *Whey*. To sweeten the deal for you, this product is clever in its use of stevia, and this protein powder can only be found in independent health food stores. Convince the bodybuilder that well-made whey is better than a protein powder laden with artificial sugars and predigested, destroyed, overheated whey concentrates, and they will become a loyal customer for years: Bluebonnet fights against the vagaries of the deep-discounter, and they protect your mission to educate and provide truly natural products.

In February, we shall continue the topic of protein, turning to vegetarian options, and true food meal replacements. Next month, we continue to report on Bluebonnet's innovations and discuss the great selections from Juvo and Nutrex, Ancient Sun and UMAC-Core. ☼

Nutrex  
Hawaii



### Astaxanthin Continues to Gain Recognition

**Special Intro Offer!**  
**MD Formulas Hawaii**  
**50% OFF Package Deal!**

**3 CardioAstin™**  
**3 JointAstin™**  
**3 DermaAstin™**  
**3 BioAstin Supreme™**

Plus

**24 flyers**

**3 free books**

**Special Wholesale Price**  
**\$134.94**

**Retail Value \$490.73!!**

January Direct Orders Only.  
Mention Intro Package Deal or call  
your BMC rep today

JUVO™

**In time for weight management lifestyles.....the new Juvo SLIM!**

**BUY 3 CANISTERS,  
GET 1 FREE!**

*Special Deal must be placed through  
your BMC rep, Jan. 2-31*

**Juvo Slim® Symmetry system** provides you with enzyme-rich raw foods, giving nutritional support specifically designed to relieve excess food cravings, support a balanced blood-sugar, and promote progressive weight-loss. Naturally, you are supporting a return to a healthy, trim and balanced body size! The whole grains, vegetables, sea vegetables, mushrooms, and fruits are organically grown, providing the purity and full vitality of whole food nutrition.

**Pink-Colored Beautiful Diet** Plenty of pink-colored anthocyanidins—rich fruits + vegetables including: pomegranate, beet, apple, tomato, goji, carrot, strawberry and lots of berries.

**Powerful Functional Ingredients Assist With Weight Loss**

- HCA (Garcinia cambogia)
- Raw Green Coffee Extract
- Green Tea & Hibiscus
- High Fiber: 7.2g/serving
- Vegan, Organic, & Kosher!

Not represented by BMC in Eastern PA, NJ

OLBAS™

**January promotion**  
**Olbas Cough Syrup**  
**Case of 12**  
**15% OFF**

*Free Shipping plus 1 free for sampling!  
direct orders only*

### Dr. Ehninger's Bronchial Support Formula

**Made with Herbal Extracts and Pure Wildflower Honey**

4 oz bottle

Five herbal extracts, six essential oils and wildflower honey are masterfully blended into this highly effective yet pleasant tasting cough syrup. Helps strengthen healthy lung function, and support the mucous membranes in the respiratory tract, promoting clear and healthy bronchial passages\*. For both children and adults.

Wildflower Honey, Water, Extracts of Thyme, Licorice, Plantain, Pine and Chestnut, Essential Oils of: Peppermint, Eucalyptus, Cajeput, Wintergreen, Juniper and Clove

\*These statements have not been evaluated by the FDA



## Diversity in Business

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and proselytizing of green foods. Consider working to make your health food store THE green food store in your town or city. Your store = green foods emporium. BMC is determined to help you go green in 2009. Look to the products we supply from Aloe Life, Bluebonnet, Nutrex, Ancient Sun and UMAC-Core: right there you have two new shelves of high-quality greens products to put muscle into your green section.

### Brushes, Bath Tools and Shoes

The smartest expansion that stores should consider is to further enlarge their comb/brush, and bath sections. Believe me, enough stores are successful with selling Hair Doc's high-quality brushes and combs, that I would recommend expanding with the industry's oldest and largest Manufacturer/Importer/Distributor of Hair, Body & Skin Care products to anyone. The quality of their selection has set them apart since 1979. They outshine every other bath tool company with products that are visibly better and more durable. What some stores don't understand is that these items do not go bad; that customers remember where they can go for these type products, and that this market sector continues to grow. Other stores have found the same realities with Earth-friendly shoes, (and I wish more stores would offer non-leather shoes for the vegans and me!)

### The Local Community

For many stores, the emphasis has been on highlighting local history or promoting tourism. Several have done the beautiful thing, and promoted local artwork and artists. This is often an easy way to go because the artists often are OK with leaving products on consignment. Likewise, local artisans like soap-makers and even bee-keepers are

## TAKE 5 MINUTES

**Planning a Business Trip?**  
Have some fun while saving and learning

- Expo West** Anaheim, CA, March 6-8
- 12th Annual Natural Products Day** Washington, DC, March 24, 2009
- Select Nutrition East** E. Rutherford, NJ, Mar 31- April 1
- NPA Southwest** Austin, TX, April 24-26
- Natural Marketplace** Las Vegas, NV, July 10-11
- NPA & Expo East** Boston, MA, September 24-26
- NPA West** Long Beach, CA, October 9-11
- NPA Northwest** Seattle, WA, October 17-18
- NPA South SOHO** Orlando, FL, December 3-6

willing to go into an arrangement where they use your storefront as a way to market their products. If you find yourself in this situation, make sure that you are business-like and clear with a written contract with the supplier as to the terms of the agreements that you enter into with each other. (Good business networking is wonderful, but bad experiences can cause negative gossip as well!)

### There Will Always be Children and Pets

After a brush and bathcare section, the most successful expansions that I have seen is in the natural Pet Care sections. For stores that do it right, the petcare sections are one of the most successfully consistent ancillary categories in every region of the mid-Atlantic.

Children's health sections should be larger everywhere, for where else can a parent expect to find the right things for childcare than your store? From **Nordic Naturals** to

## THINK ABOUT THIS

The average 60-year old takes six pharmaceuticals a day. Each of these drugs has a deleterious impact on the aging body attached to their clinical claims of cure. All of these drugs are unnatural to the body system and untested for drug-interaction. Spend the extra time to work with our elders to help them make sane, safe and reasonable healthcare decisions. Be the voice of educational wisdom. This should be one of your new year's resolutions!

**Herb Pharm's** wonderful selections, to **Immune Health Basics** and **Himalaya USA's** products, every store should make their children's section large and inviting. The core of this children's section should be **Newton Homeopathics Newton For Kids** line: effective and cost-effective safe children's medicines.

### Fair Trade is Here to Stay

In an unfair economically-flawed world, there is probably nothing more noble than to have a lively and diversified fair-trade section. The beauty of this is that with fair trade you can sell anything, and everything you sell is most likely having a direct hand in helping people in a big way. Of all the section-building listed, a fair-trade section is something that you can start small with (and I would recommend this). While every story about every Coop or Village will be beautiful, you should grow this section almost through a self-tithing arrangement—where a certain percentage of all profits/sales (etc) would go towards the expansion of a every exciting fair trade set. Maybe grow this through seasonal themes!

### Even Gardening and More

I so often hear people complain that they cannot get quality gardening materials, mostly compost. This is a growing market, and gardening stores certainly survive through all economic downturns and seasons: organic planting materials and seeds would certainly be going back to our roots.

Other ideas include natural paper, jewelry and especially precious stones if there is no competition nearby. Tea supplies are becoming more popular as a tea culture arises, and coffee also has its own world that has a large natural component. As boomers age, there are many ideas that may work to remind them that natural food stores were integral to their generation. And the elderly are tremendously underserved by everyone but the drug store: make them realize that their lives are honored in your store! Finally, a juice bar with maybe a salad bar and soup is the ultimate: but for this plan long and think about the labor costs. Here I am only dreaming with you, as every health food store should grow into this model!!

We don't have to consider selling aquariums or fossil fuel relics, but there may certainly be fun and more personal avenues that you would like to explore—just remember that you have to be smart with anything that you spend your money on. Make an endcap near the store's front sizzle

## "WE ARE HEALTH FOOD PEOPLE"

Amy Bracken, BMC Sales Rep, Virginia



My interest in holistic health first took bloom twenty years ago in my first year of college when, for "ethical" reasons, I became a vegetarian. Naturally, I sought specialty items and health food at our small, local health food store in Blacksburg, VA. There, I was introduced and became very interested in herbs, and continued working at health food stores through college in Richmond Virginia. I began managing at Ellwood Thompson's Natural Market after my daughter was born in 1995. During my 15 years of retail experience, I was able to deepen my knowledge and understanding of holistic health, through studies and trainings with experts in the field, but especially the wonderful customers who came into the store every day.

In 2001, I moved to Western Massachusetts and left the Natural Foods Industry to work with a supplement distributor of professional lines who sold exclusively to practitioners. This was an entirely new experience, and though extremely educational, I found myself missing the natural foods store market, and the amazing people who embrace it as a lifestyle. There is more to what we do than product! During this time, though, I expanded my practice of yoga as a way of life and became empowered with Anusara Yoga. I became a Reiki practitioner and certified Therapeutic Aromatherapist. Healing with oils and body work became an integral part of my personal holistic practice. I plan to further my training this year, by going to massage school to become licensed.

I came to Blue Moose Consulting this summer, when I was guided to relocate to Richmond, Va., and Michael Hennessey needed support in the Central Virginia region. I was thrilled to become a part of a team that represents companies and products that I believe in and have personally used for many years. I'm excited to help grow our industry and the holistic health field in the Richmond area. I look forward to working with and supporting all of you!

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## Blue Moose Consulting

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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."*

## Diversity in Business

*continued from page 7*

with creativity; and don't park your new endeavors in the back, out-of-sight. Better to show your versatility somewhere near the front door so that people will be piqued to explore and find out what else you have.

No matter what direction you go in, start smart but as importantly: make sure that you merchandise and market your expansion well. Use your internet store phone listing to spell out your uniqueness; announce your variety on your business card and website.

One lovely store in Virginia, called Tea Bag, is part health food store and part hobby shop. Many stores are part-food and part antiques; or regional fare. Recently Good Foods Natural Foods in Richmond, Virginia expanded with a McIlhenny Tabasco® sauce display, which I thought was a hot and novel idea. The world is your oyster; look to expand your horizons in 2009, with small changes that will have your regulars excited about new things to view and purchase—and where new visitors will find your store exciting and worth the return trip. Variety can be the spice of life. Happy Selling in 2009 ☺

### TIP OF THE MONTH

Yeast infections increase in the winter months because yeast thrives in indoor moisture and the constriction that occurs with winter clothes bundling.

Let men & women know that there are natural alternatives with an endcap

Dr Ohirra's **Probiotics 12**

Well-in-Hand **Yeast Rescue Natural Soap Soother**

Herb Pharm **Spilanthes-Usnea**

Herb Pharm **Uva Ursi**

Sovereign Silver **Hydrosol and Homeopathic Skin Gel**

Newton Homeopathic Detox, **Candida and Bowel Discomfort**

Aloe Life **Aloe Gold liquid, unsweetend**

## How to Reach Blue Moose Consulting

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

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### 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

#### Ancient Sun Nutrition, Inc.

www.ancientsunnutrition.com  
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Asheville, NC 28802

#### Nutrex Hawaii

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

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
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#### 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  
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fax: 972-255-6648  
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#### Olbas/Penn Herb Co., Ltd.

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