



The Peace Issue

“We are the ones we've been waiting for. We are the change that we seek..”

—44th U.S. President Barack Obama

Talking Business: Putting Your Money into Green Companies

You are Part of a Green Initiative

We are all in this together. The beauty of the natural foods movement is that it is constantly moving forward in a better way. We have been able to fight potential distractions as an industry, and many individual businesses have stayed true and worked to a point where they can conscientiously say that the ethos of every aspect of their business resonates with the spirit of sustainable goodness and health. These are not lofty words: they have become the modus operandi of many businesses of many sizes in our industry; they are the end results of initiatives started with casual conversations, and many initial meetings and plannings.

Congratulations to all those who have found a way to make business successful while adhering to the noblest intentions. Everyone who observes these successes should appreciate the hard work that goes into doing the right thing.

In this equation, though, we are all participants. Especially in the marketplace. We support the businesses that we appreciate and respect, and we make decisions by not financially supporting those endeavors that we do not deem worthy of our involvement. Capitalism can work to be a voice of ethical advancement, if enough people are wise with their purchase-power.

Our business depends upon consumers having this attitude, and choosing our stores for what they are! We consciously advertise to this market sector. In the best of worlds, this marketing is true and honest. Yet, in a world where major corporations have co-opted most of the language of the 60's political and environmental movements, and you

cannot trust the words “natural,” or even “organic” anymore (Thanks USDA!!), our industry is still the wellspring of good intent and honest and transparent manufacture and sale. (Notice that I did not extend this credit to our industry's distribution or marketing sectors!). It is an intriguing statement to note that people everywhere in this country expect the natural foods store to be a place of goodness, trust and honest answers in the community. Wow, we have both a great burden and a tremendous opportunity in what we do.

So how well do most health food stores do under the microscope of environmental stewardship and earth-first leadership? The stores that I managed a decade ago were a hodgepodge of good intention, but on reflection most of the effort that was undertaken was by convicted individuals within the stores. What we all seemed to do well back then was recycle cardboard. I remember how fastidious Peggy Kleysteuber was at recycling everything at my favorite home store, *Cash Grocer*. While I was a nut for avoiding waste and reusing, there were not many managers' meetings in any of my stores on establishing protocols for a company-wide program on environmentally progressive green initiatives.

When I first saw that MOMS (My Organic Market), a Rockville, MD-based retail healthfood chain, had created a company-wide composting policy and had gone 100%-wind power as a company (they were the first with many green initiatives for independent health food stores and should always be acknowledged for that leadership), I was so proud of what we stores are capable of. And when I learned of many of the projects on the

national agenda for *Whole Foods* I was doubly proud. It is smart for every retail store to follow these models, and be like *Earth Fare* and *Whole Foods* which have dedicated pages on their websites that state clearly the actions these stores are taking to establish and live by as core values for their businesses. Some stores may think that the consumer does not care about some issues—and certainly this is not the deciding factor for the majority—but these issues resonate with many and those people will choose your store in response to this business focus. Good world-conscious business can indeed be profitable.

That is what you project outwards. How about that which you import inwards to your store? How much are you judging the vendors that you do business with on their social mission or environmental business practices? I still shudder when I see major-mass market manufacturer's products in big chain healthfood stores when I realize that their parent companies are doing harm while their smaller trendy division sells organic. Where do our minds go sometimes? As we are realizing that you cannot be “half natural” or “partially organic”, so we should realize that business should be directed to those manufacturers that “walk the walk” and produce without polluting, source with a careful eye, and run their facilities greenly.

Here are some of the better stories from some of the vendors that *Blue Moose Consulting* represents. Look on our websites at the end of June and you will find a list of the main green features of every company that we work with, so that you will be able to know fully whom you are dealing with and know better why you

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Putting Your Money into Green Companies

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should be supporting these good people and their businesses because of the commitment that they have to the environment, their employees and their communities, and the people and the planet they share with us all. Use this guide to buy wisely: as we as an industry become more mature, and we all realize the responsibilities we have in our lives and our businesses, our dollars and order-pads, We should consciously buy more from, and promote those companies that carry the standard of good green business that we should all wish to support every day. The following are some of Blue Moose Consulting's greenest companies:

Nordic Naturals

To Nordic I say "bravo" as they have shown the most clear direction in their corporate efforts to run a company in a manner that is good for all. Please honor the intent of this June BMC "Peace Issue" by reading the information they put forward in their inspiring brochure entitled *Planet Nordic*.

They define and list many of the company-wide initiatives that they have devised, implemented and refined. First, they have done something so innovative that it harkens back to the Summer of Love in San Francisco : they have a visual planet with the descriptors of their mission objectives shaping into the land mass of our Earth. This is so inspirational that everyone should post this poster by the front door. This is what admirable good business is about. In a marketplace that is becoming swollen with secondary-quality and "me-too" fish oils, it baffles me that people don't look at all the good Nordic Naturals does, all the educational support, Co-op-support, and mainstream media outreach they do, and conscientiously decide that Nordic Naturals is an industry leader that has earned strong loyalty and support. In a world filled with shallow imitators, Nordic has always taken the high road and followed their mission to provide unparalleled excellence in the manufacture of pure, fresh, and delicious triglyceride-form fish oil. If only the imitators would copy Nordic Natural's world-friendly business practices with such determination!!

The headers that Nordic identifies in this splendid informational piece are the standard for any industry (please review this brochure): healthy people, healthy

planet, in our oceans, in our processing, in our offices, in our communities. Concerns about over-fishing, sustainability, and new buildings built to specifications by the U.S. Green Building Council's LEED® Rating System.

While questionable competitors spout "similarities," Nordic has earned the justified title of the industry's most green American manufacturer and that in itself should encourage everyone to support them as much as possible!

Herb Pharm

The other outstanding American company I applaud is Herb Pharm (those progressive West Coast world citizens). Herb Pharm has an excellent informational advertisement that touches upon the gentle grace and beauty with which they have preserved social responsibility all these 30 years. Titled, *Still Green After All These Years* this piece unobtrusively acknowledges that their company soul has always been about treading lightly on this planet. For Herb Pharm, it has never been about glitzy loudness, but rather about local involvement and carefully-placed energies. If any company has distilled the spirit of communal care for Mother Earth, it would have to be Herb Pharm.

Since 1979, Herb Pharm has concentrated on their herb farm. This Pharm Farm is sacred ground, as well as a sanctuary for endangered plants and a major resource for *United Plant Savers* (www.unitedplantsavers.com). Again, these two items alone should encourage every retailer in America to bond with Herb Pharm's social mission.

As Nordic Naturals is certified by the *Monterrey Bay Area Green Business Program*, so Herb Pharm has received

ENDCAP IDEAS

His & Hers

Put a few monographed towels onto your basic metal endcap shelves and suggest that natural health extends everywhere. Start with a wooden off-shelf 4-SKU rack of **Herb Pharm's** discounted Female Libido Tonic™, Male Sexual Vitality™, Yohimbe, Maca and Damiana, and Shatavari; **Himalaya USA's** VigorCare for Men® and VigorCare for Women®; **Aromaland's** essential oil blends 'Passion', 'Sensual' and 'Love'; **Bluebonner's** L-Arginine 500 mg Vcaps; with adding **Newton Homeopathic's** Libido formulas as a safe and effective cash register display.

Drive sales through a slow summer by strengthening your community naturally

IN THE NEWS

Award-winning taste, again

When you hear the doubtful express dissatisfaction with the taste of fish oil and their fears of the liquid Omega-3s that are so economical, remember that qualified taste buds have rated Nordic Natural's a supplement worthy of culinary award.

Nordic Natural's Arctic Cod Liver Oil Orange just won two (2) awards from the **International Taste & Quality Institute** [iTQi], the leading independent Chef and Sommelier-based organization that is dedicated to judging and promoting superior-tasting food and drink from around the world.

Post a notation of this in your store near the fish oil, and educate people that Nordic Cod Liver Oil is a delicious experience that provides exceptional quality pure & fresh Omega-3s exclusively from a pristine Arctic Ocean Cod.

certification for its farm from *Salmon Safe* for their efforts in conservation with their streams and creeks. In our hearts we all know it is about protecting the water supply! (www.salmomssafe.org) (God please bless our Northwest Pacific salmon waters!)

Herb Pharm has dedicated years of effort to industry organizations doing the no-nonsense work of leading our industry on good paths. Sometimes the most important work occurs unannounced behind the scenes, and history will show how Sarah Katz and Ed Smith have played a major role in making today's progressive herb industry the best ever seen in this planet's history. The Herbal Renaissance is peaking with the best source material for medicinal herbs we have ever seen: now that is a green initiative!!

It is a credit to their selfless work that Herb Pharm was awarded *Natural Product Expo's 2006 Socially Responsible Business Award*, and the *American Herbal Product Association's 2008 Herbal Industry Leader Award*. Take notice, and bring support the next time you order liquid herbal extracts: there is consequence!

International Leadership

I find it somewhat ironic that the two other companies that we acknowledge here for their superior social commitment and environmental stewardship are not from this land of plenty but from other parts of our planet, India and Brazil . There is certainly nothing parochial about love of planet, but it is disappointing that

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June Herb Promotion **20% OFF**

With a minimum order of 3 each
Promotion prices apply to 1 and 4 ounce sizes.

- Yohimbe Liquid Extract
- Male Sexual Vitality Tonic
- Pharma Maca Liquid Extract
- Female Libido Tonic
- Damiana Liquid Extract

Compound Herbal Extracts

Male Sexual Vitality Tonic™: Chinese Ginseng root, Sarsaparilla root, Maca root Cardamon pod & seed

Female Libido Tonic™: Muira Puama stem, Shatavari root, Chinese Ginseng root, Ginger rhizome, Ceylon Cinnamon bark

See the ad, "Pure Herbs Make Pure Herbal Extracts" in the May-July HerbalGram [#78].

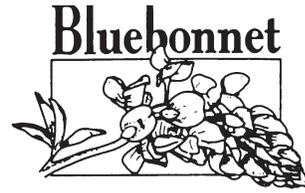
HERBALIST'S PICK FOR JUNE

Damiana liquid extract—Soothing tonic to sexual and urinary organs; purported to increase libido.*

Tele-Training Topic: Aging & Longevity June 18th



* this statement has not been evaluated by the FDA
Not represented by BMC in NJ



Our Flower Has the Power June T-Shirt Promo

On orders placed between June 1 & July 3, for every \$395 worth of Bluebonnet products purchased, you will get one 100% cotton **Powered By T-shirt FREE.**

Wear the shirt available only to independent health-food stores! This beautiful shirt can be a gift to your best employees, or create a raffle connected to sales of Bluebonnet products. T-shirt promos are always extremely successful, so buy early if you want the most popular sizes.

Get this 100% cotton heavy-weight, navy blue colored t-shirt today: this sale is on a first-come, first-serve basis so fill your shelves with Bluebonnet Nutrition early this June!

Bluebonnet: Nutrition to the 5th Power Powered by Nature, Science, Quality, Truth, Knowledge

Just as each of the bluebonnet flower's five petals play an essential role in this wildflower's growth, so do each of these five powers play a role in our ability to bring you **the most pure, potent, high-quality natural nutritional supplements** available today.

Not represented by BMC in NJ, SC

NORDIC[®] NATURALS



Pure and Great Tasting Omega Oils

Children now have the Best Protection Nordic Naturals Children's selection has just gotten more complete

With all the science and common sense pronouncing Omega-3 nutrition paramount to children's health at every age, Nordic Naturals has provided you a product range that is complete, delicious and pure.

Carry every product, use the generous marketing materials and literature and make Nordic's products the centerpiece of your children's health section. Parents trust Nordic Naturals and children love them.

Look at all this health

- | | |
|------------------------|-------------------------------|
| Children's DHA 90 ct | Omega-3, 6, 9 Jr. 90 ct |
| Children's DHA 180 ct. | Omega-3, 6, 9 Jr. 180 ct |
| Children's DHA 360 ct | Omega-3, 6, 9 Jr. 4 oz. |
| Children's DHA 4 oz | Omega-3, 6, 9 Jr. Travel Paks |
| Children's DHA 8 oz | Nordic Berries |
| Omega-3 Gummies 60 ct | Omega-3 Fishies 30 ct. |

The cleanest fish on the market, in a natural triglyceride form. Pure, fresh and delicious. Change the world with better children's health starting in your store now! Health is year-round, so promote summertime use of Omega-3s!

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

NEWTON[®] homeopathics

Nurturing Naturally Since 1987

June Promotion 20% Discount, 6+ per SKU

- Bladder-Kidney (N010)
- Candida (N016)
- Incontinence (N069)
- Libido (N068)
- Prostate (N022)

Newton Libido formula: an OTC homeopathic that helps relieve symptoms of libido imbalance such as decreased desire, impotence, anxiety and hypersexuality.

Newton Incontinence formula: an OTC homeopathic that helps relieve symptoms such as constant urge to urinate, dribbling or leakage of urine and bedwetting.

An important product for many this outdoor summer season.....

Spring/Summer Pet Display 15% Off (A BMC exclusive)

Display is a Counter Display and includes 18 pieces:

- 6 Detoxifier (P025)
- 3 Ear Care (P022)
- 3 Eye Irritation (P013)
- 3 Flea and Bug Bite (P012)
- 3 Skin Relief (P015)

Not represented by BMC in NC, SC, WV





Back in stock for Summer Feasting Juvo

Original Raw Foods Meal: canisters
USDA Certified-Organic and Kosher

Original Juvo is now in screw-top plastic bottles, which will provide a better heat/moisture barrier, and experience less travel-damage than the old fiber canisters. These products now have a protective plastic seal too. **Same great Certified Organic and Kosher Raw Food ingredients at the same price.** Free of soy, whey, gluten, yeast, and dairy. Over 60 natural, freeze-dried + whole foods ingredients: high in fiber, antioxidants and phytonutrients

Speak with your BMC rep about endcapping, along with the **Raw Meal SuperFood** and the **Juvo Slim**. Continue to stock the meal packets by the register and see sales continue to grow: Juvo Slim and Juvo Original!

Perfect for summertime and dieting promotions.
Buy in big and arrange a demo.....!!

The Juvo Family

Live Nutrients by Freeze-Drying Technology
Gluten free

Juvo Original can (now plastic)
Juvo Original 40 gm packet box 12 ct (16.9 oz)
Juvo Slim can 21.2 oz (15 servings)
Juvo Slim 40 gm packet box 12 ct (16.9 oz)
Juvo Raw SuperFood can 12.7 oz (60 servings)

Not represented by BMC in Eastern PA, NJ



Health Education • Health Products • Aloe Vera

June Special on BUG BEWARE 20% OFF

12-unit display, with literature

**Bug Beware is a 100% safe non-toxic
alternative Bug Repellent Spray and it works!**

Concentrated active ingredients naturally discourage mosquitoes and other pests from biting babies, children, adults and pets too! Field-tested in mosquito infested Alaskan terrain. The certified organic Aloe Vera and herbal extracts are amazingly effective, and will improve the health of your skin while also soothing and protecting naturally from sun exposure. Not a sunscreen. Protect your family from mosquitoes by keeping a bottle of Bug Beware in your purse, diaper bag, or back pack. It's effectiveness has been proven. Try it you will love it.

Concentrated active ingredients: Proprietary Herbal Blend of Whole Leaf Aloe Vera Barbadosensis Juice (#103857 Organic Certification), Nepeta cataria and Rosmarinus officinalis. **No water added!**
2 oz SRP: \$12.99

Aloe tip: Hot weather approaching? Remember that Aloe Life whole leaf Aloe Vera has electrolyte minerals, making this food the perfect choice when outdoors or exercising. Why bother with sugary-sports drinks when an extra ounce of Aloe Life will provide so much more?



Essential Formulas

Honor Your Gut Instinct

Improve your internal environment with a system that is much more than a mere probiotic!

Dr. Ohhira's Powerful Probiotic System

Dr. Ohhira's Probiotics *12 Plus Original Formula* combines ancient fermentation skills and modern science to create a powerful formula that changes the GI environment to benefit all healthful strains and to discourage the bad.

Been thinking about the benefits of a strong probiotic with all the talk in the media these days?

Immune system health is directly connected to the probiotic disposition of the body.

Friendly bacteria create bacteriocides that crowd out pathogens and kill them.

Make sure that every preventative health care strategy that you comment upon includes a viable probiotics that works!



Your Source for Olbas and Nature's Wonderland

Nature's Wonderland Special Herbal formulas were developed by Dr. Konstanty Kalkosinski, a respected and admired master herbalist, chiropractor, naturopath and founder of Penn Herb Company. For over 85 years, naturopathic physicians have recommended these formulas to their patients, and health conscious consumers rely on these remedies as natural alternatives to chemical medications.

June promotion BUY 4, GET 1 FREE

mention deal at time of order for discount

Herbal Detoxification Formula™—Proprietary Blend 475mg: Alfalfa, Buckthorn Bark, Licorice, Red Clover, Barberry, Burdock Root, Poke Root, Stillingia, Prickly Ash. 60 Vcaps

Healthy Liver & Gall Bladder Support™—Proprietary Blend 450mg: Dandelion Root, Rhubarb Root, Milk Thistle Seed, Blessed Thistle Herb, Buckthorn Bark, Celandine Herb, Red Clover Blossoms, Rest Harrow Root, Yarrow Herb, Lungwort Leaves. 60 Vcaps

Glands Support™—Proprietary Blend 475mg: Calendula flowers, Centaury, Sarsaparilla root, Oregon Grape Root, Horsetail, Walnut leaves. 60 Vcaps

Summer Displays 15%

with Consumer Samples, Literature and Free Inhalers

Summer Floor Display \$469.40

Regular \$552.24 Retail Value \$920.40

Summer Counter Display \$204.10

Regular \$240.12 Retail Value \$400.20



June Promotion 10% OFF

**Herpa Rescue™ Spray
(2 fl oz.) and Soap (6 fl. oz)**

**Peppermint Exfolio Crème™
with Blueberry and
Cranberry Seeds**

**Natural Soap and Spray,
Specially Formulated to Curb the
Pain and Itching of Herpes**

- Nutrient soap will reduce the outbreak
 - Spray soothes the pain and itching
 - Natural ingredients, no chemicals, fragrance or dyes
- Finally, help for herpes sufferers
Peppermint Exfolio Crème™ with Blueberry and Cranberry Seeds
net wt. 3 oz. • wh: \$14.99
SRP: \$24.99



Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

BE A MATCHMAKER!!

**Great Hair loves
Great Hair Brushes**

Are you letting your customers' hair search for mates in other stores? Bring the best natural combs and brushes to your store, and see the hair flock in for years to come as a favorite brush is a long-term relationship.

From the popular natural wood combs and brushes, to the professional styling brushes and the professional brush collection, Bass Brushes are the best available and at very affordable prices. Don't let someone else court your customers' hair this summer: make the move to offer a full set of Bass Brushes now and change the way your customers shop in your store.

Not represented by BMC in NC, NJ, Eastern PA





June Promotion for Summer Hair Care Gift with Purchase

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

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

Surya Semi-Permanent Hair Color: 15 vivid colors providing a treatment for hair & scalp.

Made with natural plant and fruit extracts including aloe and acai, the products contain **NO** ammonia, **NO** PPD, **NO** parabens, **NO** resorcinol, and **NO** lead. Hypoallergenic and gluten free.

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

Surya now has a blogspot including YouTube videos: keep updated at <http://suryahenna.blogspot.com/>

PERFECT[®] ORGANICS

June Special

(for new orders only)

15% OFF shimmer displays

Here is a great opportunity to dip into the fast-growing Organic bodycare revolution.

For Organic health, Perfect Organics' Vegan Lip & Cheek Shimmer

Introducing organic, vegan lip and cheek shimmers. Made with certified organic ingredients, Perfect Organics' Lip and Cheek Shimmers are available in 7 stunning shades with nature's most generous ingredients including: organic argan oil, organic shea butter, organic macadamia nut oil, and organic aloe vera. Naturally scented, Perfect Organics' Lip and Cheek Shimmers are super smooth with amazingly glossy color that gives an instant glow for both lips and cheeks.

7-shades named after 7 cities from 7 continents.

- Earth Goddess Brown - DC 
- Touch of Peace Shimmer - Foz
- Night Sky's Pink Dazzle - Tokyo
- Sun-baked Bronze Glitter - Santiago
- Sun Kissed Spring Rose - Cairo
- Soft Sparkling Swirl of Lilac - Sydney
- Shimmery Golden Burgundy - London



HERBAL HEALTHCARE

June Promo: highlight the hottest bodycare products in America

Organique by Himalaya 10% OFF Line Drive

- Amla & Holy Basil Conditioner
- Volumizing Shampoo
- Hydrating Shampoo
- Rejuvenating Shampoo
- Neem & Turmeric Face Wash
- Invigorating Face Wash
- Hydrating Face Wash
- Revitalizing Hand & Body Lotion
- i. e. balm (inhale - exhale)
- U-Knead-it Balm
- Exfoliating Face Scrub
- Nourishing Night Cream
- Nourishing Face Lotion
- Soothing Lotus Flower Lip Care
- Stress Massage Oil
- Rejuvenating Massage Oil
- Neem & Pomegranate Toothpaste

Handcrafted Cleansing Bars:

Purifying Neem & Turmeric, and Refreshing Lavender & Rosemary

StressCare[®] the name says it all
the anti-stress adaptogenic contains chyvanprash, ashwaghandha and arjuna

Not represented by BMC in EasternPA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

June Promotion 15% OFF the most popular SKU

Wellmune WGP[®] 250mg/60 ct.
Minimum purchase: 8 bottles

What is Wellmune WGP?

Wellmune WGP[®] is a natural ingredient that is clinically proven to safely enhance immune responses that protect against a wide range of health challenges. Wellmune WGP activates billions of innate immune cells, which are the body's first line of defense, to more quickly recognize and kill foreign intruders without stimulating the immune system. This unique ingredient's patented, year-round protection is the culmination of more than \$250 million in research with leading university and government institutions.

Preventative Health for the next Cold & Flu season should begin now. Daily Immuno-supportive nutrients should be the focus of our educational outreach

MushroomScience[®]

June Promotion

15% OFF

Reishi Mushroom

This allergy season, recommend something that also has the timely effect of re-regulating the immune system and endocrine systems.

Reishi mushrooms is unique as it is one of the few calming adaptogens. Excellent for any stressful situation, this product is excellent for these trying times.

Mushroom Science's

Reishi Gano[™] 161 is a carefully prepared extract grown on organic trees as nature intended, and is a USDA-certified Organic ingredient.

This dehydrated hot water extract has standardized high levels of beta glucans (12%) (polysaccharides), and Triterpenes (6%).
400 mg per capsule.
90 Vegetarian caps.

The highest guaranteed potency at the best price in America.



June Promotion 10% OFF Homeopathic First Aid Gel

The best first aid product on the market

This product is continually getting rave reviews from every quarter.

The 4 Actions of Sovereign Silver[®] First Aid Gel:

- Reduces Topical Pain
- Calms Minor Skin Inflammation
- Fights Minor Skin Infections
- Promotes Healing of the Skin

The perfect alternative to OTC commercial topical treatments, Sovereign Silver's Homeopathic First Aid Gel is: kid friendly; safe, clean & pure; non-greasy, transparent & odorless. Every skin challenge this summer starts with this Gel.

Endcap this versatile product, powered by Sovereign's unparalleled Silver Hydrosol, and grow an important new market sector for your store.

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



Putting Your Money into Green Companies

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so few other American companies lead the way with local, regional, and international care, concern, and action. It is dignifying to note that both of these companies are built upon the pillars of an Ayurvedic philosophy that incorporates compassion and social responsibility into every action, including business. Maybe the capitalistic savagery of our culture has something to learn from this 3000-year-old way of life? So, let's be international in our worldview, by applauding and supporting these two love-spirited companies that do so much good in everything that they do.

Himalaya USA

I love telling people about the social mission of Himalaya. This 79-year-old Bangalore, India manufacturer has a long history of giving back to their community, honoring the land through non-insulting agricultural practices and corporate sponsorship.

In India, Himalaya Herbal Healthcare—the parent company and home of one of the most prestigious herbal pharmaceutical manufacturing plants and R & D facilities in the world—is known

for the work that they do for the poor, the needy, and the elderly. Himalaya has a hospital on premises, and two ambulances that pick up the sick and bring them to the herbal medical support that Himalaya is famous for.

In the United States, Himalaya has twice shown inspirational generosity to

the displaced from hurricanes from their Houston, Texas offices. Himalaya has also worked to help firefighters who have risked danger to save lives on America's West Coast. Indeed, in their short decade of business on our shores, they have shown more generosity to their new neighbors than a vast majority of other well-known companies.

The two most inspirational recent stories that reflect their respect for the eden of plants that we all share on this planet involve trees.

First, Himalaya USA has partnered with a MD-based environmental group called "*Trees for the Future*" to plant an inspiring 49,750 trees in two Indian states that were hardest hit by the tsunami that recently hit India's coastline, killing and displacing people, animals, vegetation and trees. The province of Andhra Pradesh has the longest coastline of all the states of India and is called the "rice bowl of India" for all the rice that is produced there. Planting a mixture of fruit trees, fodder trees and nitrogen-fixing trees will help the people in this area for centuries.

The State of Tamil Nadu lies on the southernmost point of the Indian Peninsula and was hit hardest by the 2004 Indian Tsunami. This largely urban area will benefit dramatically from the generosity of the good folks of Himalaya: people helping people!

As heart-warming, every aspect of the story of Himalaya's Soliga honey is fascinatingly inspirational. Himalaya has somewhat adopted the Soliga tribe, which was confronted with a forced resettlement by the Indian government who wanted to relocate this wandering forest people into

SURYA BRASIL

When Surya Brasil emerged in 1995, the first product it launched was Surya Henna Powder formulated with raw materials imported from India. Shortly after, it became the leading company in the henna hair coloring segment, and still ranks first today, a position consolidated in 1997 with the release of Surya Henna Cream, the first hair coloring with organic ingredients.

In addition to natural cosmetics, the company currently has a portfolio of other natural products designed to promote well-being and developed with constant innovation, sustainability and social responsibility.

The products have earned several certifications from important international agencies such as Ecocert, Vegan, PETA (cruelty-free), Cosmebio and ISO 14001.

Drawing on its experience in truly natural cosmetics developed with ongoing innovation, sustainability and social responsibility, Surya Brasil evolved naturally toward developing organic cosmetics. In 2007, the Amazônia Preciosa Line, enriched with ingredients from the Amazon forest biodiversity, received Ecocert certification—a French certificate with international credibility.

Today, Surya Brasil continues to be a benchmark for the market in regard to cosmetics that respect both the consumer and the environment. At a moment like this, with growing global concern for planet preservation, organic cosmetics should not be a mere short-lived trend. Following through with its vocation to work in favor of consumer well-being, Surya Brasil is prepared to innovate increasingly so that it can provide a greater variety of cosmetics for a better world.

"One thing leads to another... food, my way of thinking, my yoga and meditation practices, contact with nature... it's all part of a lifestyle that I wanted to apply at Surya," says Clélia Angelon, Surya Brasil President and Founder. She has been able to achieve her goal, not only by offering ecologically correct cosmetics, but also by putting forth her ideas in Brazil and abroad.

Nutrex
Hawaii™



'Tis the season DermaAstin™ needs to be synonymous with sunshine

A comprehensive skin improvement formula, DermaAstin™ is designed to nourish the skin while protecting it from the ravaging effects of sun exposure and UV radiation. The Doctors at MD Formulas have developed DermaAstin™, the most comprehensive internal sunscreen and skin health formula in the marketplace.

DermaAstin™ protects skin from sunburn & photo-aging from the inside. DermaAstin™ stops free radicals caused by UV exposure before they cause inflammation, burning and wrinkling. Research has shown that free radicals caused by sunlight cause various skin problems and photo-aging; DermaAstin fights these free radicals internally, which results in external improvements and protection of the skin.

DermaAstin™ features BioAstin Natural Astaxanthin, the most powerful antioxidant carotenoid known, which, when combined with lutein and green tea extract, provides a formidable internal sun barrier. DermaAstin™ also contains organic omega-3 flax oil, organic olive oil, Vitamin C and Vitamin E, which help maintain healthy skin cells. DermaAstin is an all natural, 100% vegetarian formula.



UMAC-CORE™
MARINE PHYTOPLANKTON

Summer on-the-go energy requires quick, complete nutrition

Spring strong sales with an
UMAC-Core display

UMAC-Core Promotion
Displays

32-PC Floor Displays hold 16
Capsules and 16 Liquids
25% OFF

24-PC Floor Displays hold 12
Capsules and 12 Liquids
20% OFF

For a whole new way of
nutrition, support *Plankton
Gone Wild*



an area with which they were unfamiliar. Himalaya generously offered to build them several community centers and vowed to provide the tribe an economy by offering to buy the honey they harvest at above-market prices in perpetuity.

The Soliga do not raise bees, but rather forage honey from wild hives in the rainforest they live in. The bees in this rainforest are very special—as they rarely see humans—their habitat being rainforest for 300 miles in every direction from the Soliga village. The honey is wild, and has a virtuously high bioflavonoids and antioxidant profile. And the harvesters of the Soliga tribe can continue their lifestyle in peace, providing USDA-Certified Organic honey to the caring people of your neighborhoods while allowing the “People of the Bamboo” as they refer to themselves, to have dignity, livelihood and their own good land stewardship.

These stories are truly a marketer’s dream, and it would be sad if stores did not take the time to share them creatively with their customers. It is self-evident that the natural food customer will gravitate to these joyous stories of human kindness, and the inspiration should encourage other companies to be so human in their businesses.

the Soliga honey is also in Himalaya’s famous (and equally pure and potent)

Chyvanprash formula. The honey and the chyvanprash demo well, where the story can be shared with the human touch. They are exquisite Holiday stocking-stuffers as well as thoughtful gifts for the world-loving fathers. We all know that we sell well what we believe in, so as some stores look for case discounts on acai, mangosteen and coral calcium, others are sharing the good-spirit with which the Himalaya USA products are wrapped. That is good medicine!

Surya Brasil

Clelia Angelon, Surya President and Founder, is truly one of the kindest souls in the international world on natural healthcare. The way Surya Brasil is run, everyone and everything matters. From the care and enthusiasm of the recycling program to the weekly visits to the assisted-living homes to give free hair treatments to the elderly for the conversations and the dignity that these truly “social” visits provide, Surya is a model of compassionate business.

Surya created the world’s first hair coloring with organic ingredients, and is the best-selling henna hair coloring in Brazil today. That their products are free of all the nasties that clutter modern hair coloring agents—like PPD (dye), resorcinol (dye), ammonia and peroxide,

parabens and lead—makes them the best product available to your customers today: but it is their social mission that makes people giddy to sell this line.

Surya actually has a proactive and far-reaching defined social mission that is a major part of everything that is their business: though most of the education and love brings no monetary return. Surya works to increase the self-esteem of the children of Brazil and the elderly, through many actions, sponsorships and company daytrips.

Surya Brasil does more to preserve the Amazonia rainforest and other precious land resources of South America than most oil companies and their billions of dollars of cold, dark profit. One small company, working intelligently: supporting the *Mateira School Project*, which teaches the indigenous people of Amazonia how to harvest and protect the plant species of their homeland, and to make a living in harmony with nature.

“These Surya projects have brought beautiful smiles to our people. We hope to awaken in our collaborators and all involved, the awareness that social responsibility is incumbent upon the entire population and not just the government or large corporations.”

— Clelia Angelon, President

“WE ARE HEALTH FOOD PEOPLE”

Karen Page, National Sales Manager, Penn Herb, Olbas



I started out working in the commercial art field in Atlantic City during the 70’s- not exactly a health conscience beginning to my career path. After marriage and children, I sold the business and moved to Philly to raise my family. Being the mom of two active boys, I quickly became aware of food additives and learned to make good food choices for my household.

My next career move was in a busy Medical Doctor’s office where I learned the work of the medical field, and also became acquainted with many natural approaches to health including Pilates, and Chinese

Herbal Medicine which I learned from an acupuncturist who leased space in the building. When that doctor retired, I found **Penn Herb Company** and—after trying their products in a nice Olbas Employee Education/Sampler Kit—I joined the team in 1998. I was promoted to **Office Manager & Sales Manager** for Olbas the following year.

I learned our industry from the people I have been privileged to work with at the Distributor Level, Store Level and Consumer Level over the last decade, and have formed many wonderful working relationships and valued friendships. To these folks, I am truly indebted.

I especially owe many thanks to Penn Herb Company. PHC is a value-based company that is very family oriented, and has always afforded me the flexibility of scheduling my work to balance my home life. Penn Herb has often included my family in many business travel plans. My kids have seen the Grand Canyon, rode along the Pacific Coast Highway, explored the Smithsonian and Mall in DC, strolled the Inner Harbor and found many Health products that have become part of their own healthy lifestyles. I am grateful to PHC for inviting my husband & sons to be part of the PHC family—to integrate our business work with our family lives is definitely the Goal we all aim for...it’s wonderful to hit that mark.

Lately, I’m back doing Grass Roots Events in stores that carry Olbas, and leading Store Trainings over the East Coast. I am excited to introduce my peers to Olbas & the Penn Herb Company. I am always learning, and hope to be able to help others learn about the benefits of **Olbas Herbal Remedies** & other fine PHC products for many years to come.

If you have any needs, concerns, comments or compliments, contact me at 1-800-523-9971 extension 324

Surya’s *Amazonia Preciosa* Organic skincare line was built on the platform of taking the nuts, fruits and seeds of the rainforest and making beauty products with magical smells that encourage the world to care for the future of the 1.6 billion acres that are the vibrant and vital Amazon jungle. There is no greater socially-active labor of love in the bodycare industry than this line. *Blue Moose Consulting* feels honored to be a part of this future-thinking company.

Surya Brasil has brought more natural foods to America in the form of bodycare ingredients than any company in the last 50 years, and we can expect them to be innovative in bringing the wisdom of this close world nearby to our market for years to come!

Solidarity

Surya’s mission to transform not only the beauty industry but also society as a whole has led to a wonderful project called *Surya Solidarist* which intends to educate, inform, inspire and influence people, NGOs, businesses, governments and other institutions to direct their

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

Putting Your Money into Green Companies

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efforts toward social justice issues, environmental and culturally wise decisions and a fulfilling sense of beauty, health and happiness for all.

Surya, which means "The Sun" or "Supreme Light" in Hindu, certainly embodies human goodness.

It is our humility of heart that will always allow us to do great things!

We, the workers and readers of this newsletter, have power in our positions on the business world. We direct people to products, we educate and we encourage. This is a critical part of the world economy. May our every action be inspired by the love of our neighbors to help them to be healthier, wiser, and more involved in the world they live in. May we also be part of the team that desires change for the better on the planet that we live. Give thanks for the air and the water by not polluting. Know that which is good and support it. Study your art and live a life in flow with those beautiful songs that you hear. The Natural Health Movement: changing the world.

Peace, 2009

This issue of the BMC newsletter is dedicated to my dear friend, Steve Speirs, whom I love.

Thank you Steve for over 30 years service to natural foods and healing with Miller Products, Laurel Brook Farms, Tree of Life, UNFI. You have touched the lives of thousands and helped hundreds of thousands: you are an inspiration to us all!



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