



Talking Health: A Wholistic Approach to Allergies

One of the reasons that health food stores exist is to bring support and relief to the people of our communities who have health needs. This includes both when a person's body weakens or falters, or when their immune system malfunctions. In a time when people are finding the mainstream medical system unable to help them, and when the cost of modern American medicine is sinfully insane, we will continue to find more people entering our stores for practical and effective support for their health care needs.

As allergy season approaches, we must recognize the needs of people turning to us for guidance on Wholistic approaches to both preventative health strategies and symptom relief. Isn't that what it is all about?

Seeing people suffering from the many manifestations of seasonal allergies is so

disheartening. Allergies are truly immune system deficiencies or breakdowns. When a person has watery eyes or constant sneezing, the last thing that they want to hear is your encouragement for them to establish a practical and consistent immuno-supportive health protocol—and understandably so! That is why you must use your cleverness in marketing to get the message across to people early on preventative strategies to bolster weak immune systems. Now is the time to begin strengthening the body so that it responds correctly and with strength to the body changes that precipitate allergies when the temperature changes and pollen signals the advent of Spring.

Sometimes the answer is more about a broadness in the range of solutions that are attempted than in the presumption to know that one solution is conclusively perfect. If our immune system is as complicated as the solar system, then

certainly it would seem rational to conclude that the best protocols would include attempting as many potentially beneficial options as possible, usually in a structured format. We need to have this worldview in our mind as we direct people. Modern therapies now often rotate between several equally-beneficial treatments in stages; and this evolution is smart, and more importantly, effective.

When one looks to aiding a person to get better, you need to have them start to think in body systems. This is the true starting point for Wholistic health. They have to begin to learn how to assess, listen to, and affect the multiple body systems that in coordination keep them healthy. Allergies are often triggered not by one simple miscue or imbalance but as the result of an accumulation of many small triggering events. Similarly, the body does

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Talking Business: Cheers to Our Manufacturers

Retail is about selling things. Most stores exist because ownership and management has a profound interest in the goodness that we can provide in the natural products we choose to sell. So as *Expo West* brushes across the canvas of March, let's take a moment to revel in the successes that the better manufacturers of our industry have achieved, and let's take a moment—as we can—to congratulate those companies that tirelessly work to provide stores the tools of their trade.

In an era of capitalism where greed and shortcuts are rampant, it is comforting to know that our industry is being led by many dedicated and honest manufacturers who are constantly giving us better and better products to make our communities healthier. Let's take a quick moment to realize what we have here today; and to reinvigorate ourselves to speak quality to our customer base. If you take the time to investigate the products that you sell, then you should be better able to speak with conviction and passion about those items. It is becoming more critical that salespeople be able to differentiate quality distinctions between what they sell and that which is hawked for cheap elsewhere. So, take the

time to learn about the quality choices your quality manufacturers have made in building the great products that you sell. Three cheers for the manufacturer with integrity—the better part of the backbone of this great industry!

Hopefully most of you know the story of Blue Moose Consulting, as this newsletter delivers these stories every

month. I take pride for the lines that we represent here, as I selected them (and they have selected me and the BMC team!) We do not represent any company solely for the sake of the business. It is our intention to offer the best (or one of the best) manufacturers of every category of nutrients available. Most of you also know that I do have a personal favorite among the stable of manufacturers that BMC represents. **Bluebonnet Nutrition** has become like family to me, with their warm goodness and the integrity of the products they offer. Every company BMC represents offers superior quality, but only one can be the nicest. This matters to me, and I would hope that goodness matters to you as well. Hats off to you Bluebonnet!

Bluebonnet's reputation has grown incredibly in the past seven years, as their dedication to quality became apparent. One way to know a company's "status" is to learn their reputation with raw material suppliers and other businesses that they deal with. The word in the industry has always been that Bluebonnet is fair, trustworthy and earnest in their determination to build a product with the

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LOBBY DAY

**12th Annual Natural Products Day
Tuesday, March 24, 2009**

Register NOW!

Join Natural Products Professionals and supporters from across the country in Washington, DC for a day of education, advocacy and celebration. You can make a difference and have fun every step of the way.

Natural Products Day is an annual lobbying event designed to build the industry's base of support through personal meetings with members of Congress. Put a face to public policy issues and tell your legislators how you stand on important legislation. There is no cost to attend and all your meetings are prearranged for you. Go to www.naturalproductsassoc.org and click on the registration site. While there, make sure you join the **Natural Products Association**

A Wholistic Approach to Allergies

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not heal from the trauma, the misfirings or the breakdowns through one perfectly placed solution, but rather through a concerted effort to give the body the tools it needs to heal itself. So immune system health is about the variety and the quality of the immuno-supportive tools presented to recalibrate and heal when dysfunction has been diagnosed.

You are certainly working within the confines of legality when you suggest to your customers that they direct their study towards body systems. In the case of allergies, the analysis should always include assessments of the immune system, the circulatory and digestive systems. The more that you delve deeply into this subject yourself, you will see that the beauty of those surviving, early healing systems—Traditional Chinese Medicine and Ayurvedic Medicine—was that they treated the body on many levels simultaneously. This is why you need to be fluent in all the aspects of the products that you carry, that you need to stock a full selection, and you need to continue to educate yourself about the varying degrees of support that each of the known remedies of natural healing provides. There will never be a simplistic answer to immune health, and the quicker we dissuade people from acai and noni as exotic panaceas, then the sooner we can get them on the road to health. Taking the easy and quick dollar will just erode confidence in the pathways to health that are truly present in your store!

Allergies center on the immune system: all healing begins here. Medicinal mushrooms are exceptional at this time of year because their long use for respiratory support and immune strengthening. Reishi Mushrooms (Ling zhi) are arguably the most broad-spectrum of all the mushrooms in their application. They have a traditional use for colds, lung issues and asthma. Like most medicinal mushrooms, their tonifying qualities often bring energy as well. Optimal protocols now recommend using several mushrooms in rotation, and a smart sequence would be 1-2 months Reishi, then Cordyceps (also energizing), then Maitake. **Mushroom Science** alone offers mushrooms manufactured to guarantee the beta glucans and polysaccharides necessary to elicit consistent immune success.

As beta glucans, polysaccharides and probiotics offer the most profound ability to naturally influence immune system response, a perfect adjunct to mushrooms for building recovery from allergies would



be found in **Immune Health Basics** beta glucans product **Wellmune WGP®**. This product has such substantial evidence for its results that I take it every day.

I would be remiss if I did not recommend an herbal formula for the benefits that whole plant herbs offer for immune support. Now is the time to stock **Herb Pharm's Immune Defense Tonic™** by the cash register. With Echinacea, Astragalus, Reishi, Schizandra and Prickly Ash Bark, this formula probably invigorates every vector of positive immune activity. If immunity is weak, then introducing herbal adaptogens (and possibly Herb Pharm's **Adrenal Support Tonic™** and/or **Nervous System Tonic™**) are some of the smartest first steps.

Aloe Life Whole Leaf Aloe Vera Concentrates also provide a natural source of polysaccharides, and aloe serves so many other purposes that it would almost be a mandatory platform-nutrient for broad-based immune revitalization. Aloe is a bitter, excellent for the digestive system, and it has antihistamine and anti-inflammatory potential. Aloe is also excellent for strengthening connective tissue, so it has a secondary benefit for all allergies, from weak nasal mucosa to leaky gut syndrome, therefore reducing food allergies

Newton Homeopathic probably offers the best symptom-specific relief for

TAKE 5 MINUTES

Now is the time to be doing coupons

Times are Tough. People have to find ways to save their money. If you have never believed in the power of coupons to spur sales, now may be the time to experiment.

Herb Pharm has \$1 off coupons that are really cashing in. Stores are saying that the customers are sweeping them up and using them. Ask your BMC rep how to increase your business with these timely coupon savings.

allergies, and they affect many levels of body response with formulas that cleanse and benefit the liver while relieving allergy symptoms naturally. Newton has formulas for **Pollen & Weeds, Hayfever, Dairy-Grain & Nightshades, Red Cedar-Respiratory**, and **Cough-Asthma**.

The selection addresses other specifics such as **Food Allergy, Dust-Mold-and Animal Dander, Eczema-Skin Irritation, Shingles** and **Hives**.

Too often though, we focus on immuno-therapy when allergies also reveal weaknesses in the circulatory/vascular system. An allergy announces that the body has imbalances in some capacity with circulatory health. If the body is not delivering correct nutrition and removing metabolic waste efficiently, then stagnation will occur and the

potential for allergic response precipitates. Basic Wholistic preventative health care already acknowledges this, but we don't often express this fact clearly to the consumer. Customers are treating symptoms and not underlying system weaknesses. Antioxidants that generally benefit circulatory function, from Vitamin C to Quercetin, grape seed and pycnogenol, alleviate allergic response by addressing circulatory weakness. Now is the time to discipline people to increase their antioxidant and polyphenol supplements.

Quercetin and the Bioflavonoids are unheralded stars for this operation. **Bluebonnet Nutrition** offers a high-dose and superior **Super Quercetin®** Vcap that is bursting with the workhorses of vascular maintenance: 500 mg of quercetin, Vitamin C, rose hips, acerola, citrus bioflavonoids, hesperidin, rutin and bromelain. Bluebonnet's **Citrus Bioflavonoid 750 mg Vcaps™** are the quintessential capillary-support nutrient with flavones, flavanones, and flavonols from oranges, lemons, tangerines, grapefruits and limes. Flavonoids, a subclass of polyphenols generally regarded as plant pigments, are greatly underappreciated for their effects on cardio-vascular health. We speak of the flavonoid families constantly in our stores but don't educate on their function: anthocyanins and proanthocyanadins (berries, grape seeds, wine and chocolate), and catechins (green tea especially ECGC) are all flavonoid-class nutrients that strengthen the circulatory system. Almost every herb contains flavones, but rich sources include ginkgo, chamomile, hawthorn, bilberry, amlaki, st johnswort, cranberry and calendula.

Basically, all fruit skin is good for allergies, and the color usually identifies

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Expo West Show Deal!
15% DISCOUNT \$100-\$499
20% DISCOUNT \$500+

March 2-13th!

Must mention deal when placing order.
 Available on direct wholesale orders only!

Last month to order before price increase April 1st. Stock Up Now

1979-2009

Celebrating 30 years
of making America's favorite Liquid Herbal Extracts!

Celebrate at Expo West

- Enter 30th Anniversary Sweepstakes
 Exciting prizes: entry open to orders placed at show
- Maca Muffins
- Book signing with "Herbal Ed" Smith

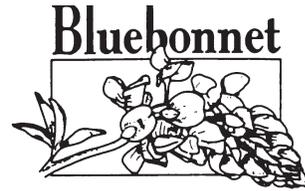
March Herbal Tele-Training
Seasonal Allergies

Thursday, March 19th, 2 or 7 pm EST

Featuring: Eyebright-Nettle Compound, Butterbur liquid extract,
 Nettle extract & glycerite, Rue-Fennel eyewash

Booth # 1413

Not represented by BMC in NJ



New Targeted Multiples™

When it Comes to Personalized Nutrition Make the Right Choice

Introducing an Innovative Line of Targeted Multiples

Men's Choice™ Ladies Choice™ Veggie Choice™

Age-Less® Choice™ for Women 50+

Age-Less® Choice™ for Men 50+

There is a movement in the natural products industry to retreat from the one-size-fits-all approach to nutrition and embrace a more personalized one that takes into consideration the unique nutritional needs of the individual.

Bluebonnet Nutrition is championing this movement towards personalized nutrition by addressing the specific gender, age, diet and lifestyle differences between individuals. Bluebonnet has incorporated many exciting, sophisticated and technologically advanced nutrients into five new, innovative multiples that address the distinctive nutritional needs and health concerns of women, men, seniors and vegetarians. Each unique multiple formula not only supplies over 25 crucial vitamins and minerals to sustain the basic nutritional needs of that individual, but each also offers several proprietary phytonutrient blends that enhance each target's general health and well-being.

Advertised in: *Vitamin Retailer Magazine, back-cover*
Whole Foods Magazine, back-cover, Natural Foods Merchandiser
Better Nutrition Magazine

Expo West Trade Show Deals

LINE DRIVE 18% OFF 1 identified "show deal"

Buy-in dates: Mar 2- Mar 13

Booth #1432

Not represented by BMC in NJ, SC

NORDIC®
NATURALS

Pure and Great Tasting Omega Oils

NEW PRODUCTS

3 New Travel Packs Available Now!

Nordic Berries, Ultimate Omega-D3, and
Omega 3.6.9 Jr.

Only sold in full boxes

Nordic Berries, Travel Packs (orange, 3g) 6 pouches per box, 14 gummies per pouch, 4 gummies per serving. Only sold in full boxes. Item# NUS-31020

Ultimate Omega-D3, Travel Packs (lemon, 1000mg) 6 pouches per box, 14 soft gels per pouch, 2 soft gels per serving. Item# RUS-11094

Omega 3.6.9 Jr., Travel Packs (lemon, 500mg) 6 pouches per box, 14 soft gels per pouch, 2 soft gels per serving
 Item# RUS-11075

Ask your BMC rep to show you the fish oil study done on the football players of the **2009 Super Bowl Champs!** Nordic Naturals own Ultimate Omega capsules were used in the study!

Also, ask your rep about promos and coop ads for the year.....don't miss your opportunities to get discounts and take advantage of the advertising support that Nordic Naturals can offer you!

Expo West Trade Show Deals
Discounts as listed on Price List.

Orders must be on Show Order Forms from a store that attends the show. No exceptions!

Booth #1442 Nordic Pet Booth #4343

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

NEWTON
 homeopathics

Nurturing Naturally Since 1987

March Promotions 20% Discount

- Insomnia • Leg Cramps • Snoring
 - Bedwetting, Kids • Nervousness-Fear, Pets
- 6+ per SKU. All sizes of liquid & pellet complexes.

Expo West Trade Show Deal

Attendees 15% OFF Non-attendees 10% OFF

Buy-in dates March 6-16th

Equine line now available:

Popular in horse country. More products soon

- Detox E001
- Nervousness & Fear E003
- Arthritis-Joint Pain E005
- Cold & Cough E006
- Energy-Immune E011
- Colic & Gas E014
- Fever & Infection E015
- Inflammation E016
- Injury Rescue E017
- Bowed Tendons Lotion E020
- Hoof Help-Foundering E018

Homeopathy for Allergies Phone Training

Thursday, March 19, 10:00am or 3:00pm EST

Booth #1901

Not represented by BMC in NC, SC, WV





**DiETING Season is weeks away:
endcap JUVO Slim for new sales**

**Special March Promotion
20% LINE DRIVE**

Mar 2 – Mar 31st!

*Only for BMC accounts...must mention deal
when placing order directly.*

- Juvo® Original premium natural Raw Meal
 - Juvo® Slim Raw Meal Whole Food
 - Juvo® Raw Superfood 100% Raw Whole Food
- USDA-Certified Organic ingredients**

How JUVO® was created?

The creator of JUVO®, James Hwang, MD, Ph.D., an internationally-renowned oncologist, has conducted research into preventive + alternative medicines. To counter the fact that many modern ailments stem from poor diet, he proposed a raw foods diet as a revolutionary means to promote health. Today JUVO® serves the world by delivering environment-friendly, nutrient-rich products what are made with natural and organic ingredients. Juvo has expanded from the original Juvo® to new products including 100% Raw Super Foods formula, and the special Juvo Slim a raw foods meal replacement for dieters **ReJUVOdate yourself with raw foods!!!**

Booth #2597

Not represented by BMC in Eastern PA, NJ



Health Education • Health Products • Aloe Vera

New item receiving great reviews
BODY HEAT PAIN RELIEF

Now also in Unscented

Vanilla 8oz and 4oz • Unscented 6oz

March Special Promotion

Buy 6 Vanilla scented (mix and match) and receive **1 FREE** Unscented 6oz
Mention Promo when placing order

Aloe Body Heat—Penetrating, lubricating, warming and healing agents of Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica and other herbal extracts relieve tension and soreness due to athletic injury, physical exertion, gardening, arthritic aches, broken bones, shoulder tension, old injuries, carpal tunnel, and daily stress & fatigue. Provides deeper longer lasting relief due to the carrying ability of Aloe Vera: the nutrients are carried down to the source of pain to help eliminate it while soothing as well. **Satisfaction Guaranteed!**

Did you know? Drinking Aloe Life Aloe Vera stimulates natural Glutathione production in the body.

Expo West Promotion

2 cases (24 items mix and match)–10%

6 cases (72 items mix and match)–15%

Does not include 1oz. topicals

*Discounts available for stores attending
Expo West. Buy-in dates: March 6-13*



Essential Formulas

**Dr Ohhira's Probiotics 12 Plus
Dr Ohhira's Essential Living Oils**

Best-sellers Each in a Class by Themselves

Dr. Ohhira's Probiotics 12 PLUS Original Formula combines ancient fermentation skills & modern science to create a powerful formula that changes the GI environment to benefit all healthful strains while discouraging the bad. Developed by renowned microbiologist Ichihiro Ohhira, Ph.D. and his research team at Okayama University, Japan

Dr. Ohhira's Essential Living Oils, a vegetarian product, provides the beneficial fats in an ideal balance of Linolenic Acid (Omega-3), Linoleic Acid (Omega-6, especially GLA) and Oleic Acid (Omega-9). Based on research by Dr. Ohhira, it was created from seeds and plants carefully selected for their unique nutritional properties.

Expo West Trade Show Promotion

10% OFF

PLUS FREE SHIPPING

One order, mention show deal

Orders placed March 5-10 only

Take advantage of this opportunity for FREE SHIPPING for any Trade Show order!!

Booth #1678



**Sniffles
from Cold & Flu to Allergies**

Olbas!!

March Sales Promotion

**15% OFF FLOOR
DISPLAYS**

*Call-in direct orders only!
receive valuable sale materials
and samples*

Stock up and save!

- Fall/Winter Assortment
- Spring/Summer Assortment, or
- Original Assortment

Trade Show Deal

10% OFF LINE DRIVES

March 1-31, mention show deal

**All Natural Herbal remedies from
Switzerland**

100 years helpful

www.olbas.com



March Promotion

10% OFF

Direct orders only, Through March 31st

Nit Kit™

Topical Remedies Naturally

Non-Toxic NIT KIT™

Scares Lice – Not People!

*The safe alternative for getting rid of lice
and their nits (eggs).*

Well-In-Hand's Nit Kit does not contain dangerous insecticides. Handcrafted in small batches with only natural and nourishing ingredients, Nit Kit is easy to use. The herbal formula contains Olive + Canola Oils, Essential Oils of Rosemary, Lavender, Tea Tree, Eucalyptus, and Thyme. Nit Kit includes a fine-toothed metal MediComb, and a convenient 5x magnifier to find and remove the lice and their nits. The formula has a "happy" 100% natural aromatherapy scent, and doesn't dry out the hair.

**Be Prepared for School's
Summer Scourge**



*Finest Quality Hair, Body and
Skincare Accessories*

**Expo West Trade
Show Deal**

**25% OFF
plus free freight**

Buy-in dates: March 6 - 13

*Must reference Show Deal
when placing order*

**Bass® Brushes
Bass® Body Care**

Booth #4132

Not represented by BMC in NC, NJ, Eastern PA





Expo West Trade show deals 25% off

- weekend orders placed at the show
- Henna Cream • Henna Powder
- Color Fixation Line • Hand Sanitizer
- Amazonia Preciosa Hair Care
- Amazonia Preciosa Face & Body Care
- Sapien Body Care for Men
- Surya tattoos

Surya Brasil, in Brazil since 1978, was created in 1995 with the objective of supplying cosmetics for external beauty, without neglecting internal beauty. Based on the trinomial: NATURE, SCIENCE & TECHNOLOGY, Surya develops natural products from herbs & fruits for consumers who have wisely decided to take care of their beauty without harming their health. Surya is more than a cosmetic, it is a life style in harmony with nature.

Surya means "Sun" the source of warmth and light

"We have taken great strides to ensure that all plants are wild crafted with environmental sensitivity protecting important forest ecology. In addition, the product packaging is either recyclable or biodegradable." —Surya President, Clelia Angelon

Come by the booth for a 'makeover' and catch a preview of their soon-to-be released Amazonia Preciosa line.

Booth #3704

PERFECT[®] ORGANICS

Body Glow 101 Use Perfect Organics

Skin nourishment = Perfect Organics

Body Glow A luxurious, organic revitalizing treatment for face, body, and hair. This ultra-hydrating, moisturizing balm is packed with vitamin-rich, beautifying organic ingredients. Repairs, softens, and nourishes from head to toe! Organic Shea Butter, Organic Coconut Oil, Organic Grapefruit & Organic Lavender Essential Oil, Organic Jojoba Oil, Non-GMO Vitamin E.

Make sure you ask your BMC rep to show you this product

March Promotion 15% OFF

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



HERBAL HEALTHCARE

A NEW DAY IS DAWNING... at HIMALAYA

Organique by Himalaya™ is a new line of head-to-heel, personal care products that are pure, clean and effective using certified-organic ingredients whenever possible.

Free from over 200 harmful ingredients and organically-produced using USDA-certified handling practices.

Launch anticipated for the end of March

Best Just Got Better

Now!! Organic Pure Herbs

NEW USDA-Certified Organic Himalaya Pure Herbs come in easy-to-swallow caplet form and are additive-free.

The Organic line contains 20 SKU's:

Amla C, Andrographis, Arjuna, Ashwagandha, Bacopa, Bitter Melon, Garcinia, Garlic, Ginger, Gokshura, Gotu Kola, Guduchi, Guggul, Gymnema, Holy Basil, Licorice, Mucuna, Neem, Shatavari, Trikatu, and Triphala.

Ask for Special Introductory Pricing

Visit our Expo West Booth for a free sample.

Booth #1712

Not represented by BMC in EasternPA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

March Promotion

Buy in dates Mar 2-16

15% all orders

12 bottle minimum

Immune Health Basics™ is one of the most effective immune products on the market. It is clinically-proven to safely enhance immune responses that protect against a wide range of health challenges. Human research demonstrates that 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.
- **Supports** general health and well-being

www.immunehealthbasics.com

MushroomScience[®]

March Promotion Allergy Support Stock-Up Sale

Reishi Gano 161™

Cordyceps Cs-4

mix & match these two

20% OFF 12 bottles

25% OFF 24 bottles

30% OFF 50 bottles

Cannot be combined with any other promotion. Expo West Show Deal separate

Reishi Mushroom (*Ling zhi*) is revered in Traditional Chinese Medicine (TCM) where it is called the "10,000 Year Mushroom" for its benefits for longevity, and as a broad-spectrum health and energy tonic. Mushroom Science's Reishi is standardized for beta glucans and polysaccharides. Reishi is a favorite for coughs, colds, respiratory concerns and all allergies.*

Cordyceps has been traditionally known to support respiratory health and protect the lungs*

TREMENDOUS TRADE SHOW PROMOTION

**25% OFF for existing customers
BUY 2 GET 1 FREE for new accounts
Entire line including new culinary mushrooms**

Must attend Expo West for Promotion
Buy-in Dates: March 6-Mar 31

* these statements have not been reviewed by the FDA

Booth #1771



Just in Time for the Future!!!

New Economy Size 16oz (480 ml) Bottle!

With the downturn in the economy, people are trying to save money & make their dollar work more. In response to demand and your long-term immune support needs, we are pleased to offer an economy size bottle of the #1-selling (Colloidal) Silver Hydrosol in America. **Sovereign Silver—beneficial for every tomorrow**

Wholesale \$29.12 Retail \$54.69

Intro offer: 10% OFF

Not combined with any other offers

**Expo West Show Deal
10% on top of quantity
discounts!**

For show attendees

Buy-in dates: March 5- March 13

SPINS data again confirms Sovereign Silver to be not only the best-selling but also most trusted silver product in every category. Make sure that you carry the new Homeopathic Skin Gel

Booth #1608

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



A Wholistic Approach to Allergies

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polyphenols and flavonoids. Therefore, eat more fruits and vegetables (and onions and garlic)

Digestion is equally integral to preventative health care when allergies are an issue. Aloe vera is so beneficial in connective tissue repair that it is pivotal to gut repair along with L-Glutamine and Nucleotides (from Bluebonnet). Herb Pharm's **Connective Tissue Formula™** is another sleeper formula that would be exemplary in the months before allergies crop up. Containing Gota Kola, Hawthorn Berry, Echinacea and Horsetail, this product would be like repairing the walls before the levee breaks!

In support of the respiratory bronchi, **Himalaya's RespiCare™** supports normal breathing while Herb Pharm's **Calm Breath™** Compound supports the healthy function of bronchial tubes*. Bluebonnet's GliSODin vegetarian S.O.D. shows promise for issues of poor lung circulation, especially with asthmatics* (www.glisodin.org). Supporting the lungs now will certainly pay dividends if flare-ups occur later, with preventative measures leading to greater strength.

Spring is the time to move into bitters for cleansing and rejuvenation, with Herb

Pharm's **Dandelion Glycerite** for the faint-of-heart, and their new **Digestive Bitters Compound**—which takes the taste of bitters to a whole new fascinatingly exciting realm—for those wanting to get the most out of Spring! Zing digestion back to life with bitters!

Since Spring is a time of cleansing, people will also find a benefit to Herb Pharm's **Golden-Echinacea Formula** for a tonifying round of goldenseal with your echinacea. Echinacea is great during this season as well, working with the immune system, clearing metabolic waste and acting in an anti-inflammatory manner. If the allergenic individual is strong enough to attempt healing in harmony with the Seasons (with a preamble of probiotics, aloe, astragalus, mushrooms and beta glucans) they can begin a moderate cleansing program. Possibly the Newton Homeopathic **Detoxifier** with their **Lymph Assist**, and Herb Pharm's **Red Clover-Stillingia Compound** taken with plenty of water.

For symptomatic relief of allergies once they have arisen (we have therefore not succeeded in our jobs yet), Herb Pharm's **Eyebright-Nettle Compound** is superb. With the fast relief of liquid herbal extracts, this formula focuses in on the mucosa for a multi-tiered approach to getting necessary body response. The secret may be the combination of goldenseal and horseradish (drying astringent, and

stimulative counteraction) but regardless, combined with eyebright, nettle and yarrow, this has become the best regionally applauded recommendation. If you need a reliable decongestant for the membranes of the eyes, nose, throat or upper respiratory tract, this product is a winner for symptomatic relief!!

Sovereign Silvers Silver Hydrosol Nasal Spray, and **Olbas' Nasal Inhalant** are like Godsend once the symptoms develop.

With various possibilities for addressing the many body systems, both for strengthening and repair, it is easy to discourse on protocols for immune system, digestive system and circulatory system support. It always comes back to immune health with allergies, though. Part of any complete strategy would include daily greens (Aloe Life's **Daily Greens**, Bluebonnet's **Green Utopia**, Nutrex's **Hawaiian Spirulina** and UMAC-Core's **Marine Phytoplanktons** in rotation) and enzyme-rich foods (**Juvo's Original formula** or **100% Raw SuperFoods Formula** for an invigorating breakfast or lunch).

Invigorate, respond to weaknesses, address body systems, work on the foundational support necessary for repair. Most people who enter your store have received no direction. They are making poor food choices that only compound the problem. They are in immediate need of Omega-3s, probiotics, digestive enzymes and anti-inflammatories. They will respond to any of the right things that you provide. Coupled with homeopathy, all these options should be on the drawing board for anyone seeking intelligent preventative health solutions to nagging or occasional allergic discomforts. They want to walk away from the pharmaceuticals, but you have to alert them to the options. Can you do it? ☺

*These statements have not been evaluated by the FDA.



The Best has Gotten BETTER

Cyanotech's Hawaiian Spirulina Pacifica® Achieves the Highest Nutritional Content Ever Recorded

— One serving has more antioxidants than five servings of vegetables

Cyanotech Corporation recently announced the release of a nutritionally superior Hawaiian Spirulina, exceeding any previously recorded naturally cultivated nutrient content.

Hawaiian Spirulina Pacifica® is the ultimate superfood and the most complete natural food source in the world. Cyanotech's Hawaiian Spirulina Pacifica now includes:

- 167% more Zeaxanthin
- 200% more Iron
- 15% more Total Carotenoids
- 62% more Vitamin B-12

Cyanotech's location in a Biosecure Zone in Kona, Hawaii and its integrated culture management system provides a growing environment free of contaminants, pesticides, industrial pollution and herbicides. Hawaiian Spirulina Pacifica® is exclusively cultivated in an environment most similar to nature, using 100% potable drinking water from Hawaiian aquifers, and pure deep ocean water with 94 trace minerals to deliver a superior product with the highest nutritional content available. With a new cultivation strategy, strict quality control, and their patented Ocean Chill drying technology, this Spirulina Pacifica has the highest nutritional content available among competing Spirulina brands.



UMAC-Core provides year-round cellular nutrition

Excellent for Allergy Season and Spring Exercise Resolutions!

Expo West Show Deal

20% OFF wholesale

Buy-dates are 2/26/09 – 3/19/09
Must mention Show Deal

UMAC Marine Phytoplankton

Marine Phytoplankton contains high levels of antioxidants, and anti-inflammatory micronutrients to fuel metabolism and detoxification. They also stoke the fires of the Mitochondria, where cells make energy required to carry out their function. Through the process of photosynthesis, marine phytoplankton harness life-sustaining solar energy.

Recent in-depth research has produced very compelling evidence that marine phytoplankton is highly beneficial for supporting cellular health and promoting energy and vitality.

Look for **Alpha 3 CMP** (Concentrated Marine Phytoplankton—patent pending) —a concentrated blend of marine phytoplankton species that contains dense micronutrients that supports cellular health and promotes energy and vitality.

EXPO WEST

Anaheim, California, March 5-8

Visit These BMC Companies

Company	Booth #
Bluebonnet Nutrition	1432
Nordic Naturals	1442
Nordic Pet	4343
Newton Homeopathic	1901
Herb Pharm	1414
Sovereign Silver	1608
Essential Formulas	1678
Surya Brasil	3704
Himalaya USA	1712
Mushroom Science	1771
Juvo	2597

Call BMC office for staff itineraries



Cheers to Our Manufacturers

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best materials possible. No one ever accuses Bluebonnet of shortcuts or cost-driven compromises. This is the company you should feel comfortable building your business with, and their loyalty to our industry means that your store will always be known as a store offering the best products possible.

Now Bluebonnet Nutrition is also known as an industry leader in conservative progressive science-based nutrition, offering many of the most innovative new products to be introduced in the last four years.

When you think about a company that has literally transformed this industry with their innovation, no company stands higher than **Nordic Naturals**. When Joar Opheim entered our industry, fish oils were still misunderstood, poorly manufactured and lacking the respect they have in every quarter today. His vision, and the platform of education upon which he built his company, has led to continued international recognition of Nordic Naturals products as in a class by themselves. This past year, Nordic was recognized as being the manufacturer that elicited the greatest consumer trust in America for nutritional supplements; and was also recognized by experts on prenatal health as being the line considered most trustworthy for pregnant women to take. What greater honor could a company desire than to know that their products are considered safe enough, and of such superior benefit that they would be expressly recommended for that most delicate and sacred stage of life? Nordic Naturals has caused a change in the way fish oil manufacturing (and harvesting) occurs in the entire industry. The market will only continue to marvel at their innovation, as they provide the best quality Omega-3s available for optimal health.

2009 marks the 30th anniversary of the founding of **Herb Pharm**. The progress that Ed and Sarah have made in the development of their farm and herbal manufacturing facilities is truly worthy of a book. Ed Smith's relentless pursuit of perfection in cultivation, manufacture and sourcing certainly has led to the respect that this industry-leader has earned with herbalists, health professionals and herb connoisseurs worldwide. And, equally as compelling, Ed and Sarah achieved this success on their own terms. Admirable!!! No company can currently match Herb Pharm's impeccable system of plant sourcing, identification and quality assurance. In this age of modern advancements, plant medicine is best served when we bring the best medicine out of the plant: this is the best healing for our planet. Happy Birthday Herb Pharm!!

Family-run businesses are the backbone of our industry. The amazing stories of how Karen Masterson Koch and Dr Luc Chaltin came to their vocations are inspiring. Both **Aloe Life** and **Newton Homeopathics** redefined their industries, with Karen bringing whole leaf aloe vera to market and prestige as a health essential, and Dr. Luc bringing the homeopathic systems of "drainage" to the U.S., making homeopathy more acceptable to everyone by offering combination formulas. These companies make superior products that are the backbone of the best stores in the region.

Two other family businesses, **Sovereign Silver** and **Himalaya USA**, started with a glorious vision and have grown to become internationally respected because they make products with greater quality guarantees than have ever been consistently offered in their category. Again, the stories of the genius of the creation of a perfect silver hydrosol (Stephen Quinto), and the 79 years of determination that led Himalaya USA to be a recognized international manufacturer of pharmaceutical herbal medicine (the

Manal family) are inspiring. BMC is honored to be associated with both.

Essential Formulas not only offers the best "probiotic" ever made, they too offer a product that redefines their category. Years from now, the standard will still be judged by the fermented whole food compound that Dr. Ohhira has given to the world. The product should be considered optimal to every healing modality. For the food purist, Dr. Ohhira's Probiotics 12 Plus, Aloe Life's aloe vera and Nordic Naturals cod liver oil are the perfect elementary threesome for health.

The reason BMC chose to represent **Mushroom Science** and **Immune Health Basics** is that it is my personal desire to help every community learn the essentials for immune system health. These products, along with the foods of the herb world, offer the greatest hope for acute and chronic immune system distress. Both companies offer the best products for getting beta glucans and polysaccharides into the body to affect balanced and efficient immune response and homeostasis. Your community is not adequately served if these companies are not presented for the value they bring.

Nutrex Hawaii quite simply makes the best spirulina and astaxanthin in the world. I firmly believe in both these foods for world health, and as future world food supplies. **UMAC-Core** is another company that changed world nutrition history. The technological advancement that Tom Harper achieved in unlocking the nutrients from marine phytoplankton is one of the most important food accomplishments of our lifetime. Research is proving Alpha 3 CMP to be the most natural and beneficial cell food ever found. In a short period of time, I have heard of more miracles from this (new) product already than I ever would have expected. In both these cases, harvesting and brilliant technological advancements should be applauded for the achievements that the manufacture (harvest) of these marine products offers. Staying with one of my favorite topics—green foods—**Juvo** has put the spirit and excitement back into enzyme-rich, freeze-dried whole foods. BMC offers the best that the green food kingdom has to offer.

Everyone loves **Olbas**, but most people do not understand the local gem that **Penn Herb Company** is. They manufacture the largest selection of encapsulated herbs in the country, and—again—are a smart, family-run business. In fact, Olbas is so perfectly and seamlessly run that people often take them for granted. But try being without the nasal inhaler or lozenges or pastilles or the oil for two weeks and hear the consumer outcry. Olbas is essential.

As natural and organic bodycare continues its march toward better days, the ethics demonstrated by Debra Claire at

"WE ARE HEALTH FOOD PEOPLE"

Allison Modafferi, Phone Sales Support, North & South Carolina



I am brand new to this industry, and so excited to be warmly welcomed into a world of wellness enthusiasts! Like so many of you, I became interested in health and nutrition when, wary of conventional methods for meat production, I decided to become a vegetarian. I started reading everything nutrition-related that I could get my hands on. My new passion drove my family crazy for years, but soon they started calling me for advice with their diets and supplement choices! When I became a yoga teacher soon thereafter, I began to consider my overall wellness as part of an integrated practice and lifestyle.

I joined Blue Moose Consulting this year, as the Inside Sales Rep for North and South Carolina. I'm thoroughly enjoying getting to know the passionate people that work in this industry, especially those who interact with and educate consumers and the well-informed consumers themselves! I look

forward to wholeheartedly serving the health food and nutritional supplements communities here in the southeast, as I continue to grow with the company.

I also teach yoga at Sangati Yoga & Massage, in Charlotte, NC, and am pursuing my Anusara Teacher and Integrative Nutrition Certifications. In my spare time, I perform with the bands Volatile Baby and Side by Side. In everything I do, I aspire to live by these words, inspired by Dutch immigrant and author Edward W. Bok's grandmother: "Make you the world a bit better or more beautiful because you have lived in it."

Thank you. Be well! I hope we'll make this world a bit better and more beautiful, together!

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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."

Cheers to Our Manufacturers

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Perfect Organics and Clelia Angelon at **Surya Brasil** can only excite stores to embrace the truth that we are still at the infancy of good natural skin and body care. These two women deserve total industry respect and support for their vision, and the beautiful products that they bring to market. Likewise, Linda Doby has created some of the most incredible healing skin products in the industry. People who use **Well-in-Hand** products cannot help but write to Linda thanking her for the results her products bring for a wide array of important health concerns. No other brokerage represents a finer selection of top-tier body care manufacturers.

For people wise enough to carry their products, **Bass Brushes** provides the industry's best selection of quality hair care and bath/body care products. Again, their products are so superior to the alternatives that there is simply no comparison. For hair care and skin care, tools are necessary—and Hair Doc, as manufacturer and importer, offers the best!

Thanks for taking that tour of the companies of BMC. A round of applause for them please! Whether the issue be the politics of water or dioxanes; triglyceride-formed fish oils or polysaccharide-rich foods; Kosher guarantees, or sourcing from reputable raw material manufacturers, each of these companies has earned their respect every day. Thanks to the dozen stores that have opened their doors in the past two years and started with a storefull of BMC manufacturers. You are built strong for years to come. As 2009 moves onward, I urge every store to look into the lines that BMC brings to your door. They are the best!!! ☺

How to Reach Blue Moose Consulting

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

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