



## Special Business: Recurring Demands for Better Natural Bodycare Products

**C**hange is good, especially when it is for the better. Whether you consider our role in the Organic foods revolution; or in the advancement of natural healing therapies, the renaissance of herbal medicine; or in the natural developments that are leading to cleaner bodycare products, this natural foods movement that we are involved in has certainly made the world a better place. But we still have a long way to go, too!

The last few years have seen the magnifying glass of “pure and natural” shone with bright lights on the bodycare sections of our stores, and the ingredient-facts haven’t always proven to be that pure and natural. Yes, the area where we will see the greatest change in coming years, and where the consumer will be expecting better selections, is in the bodycare aisles of our natural products stores.

The market, industry leaders, and our industry trade association have all taken exemplary steps in trying to define what is “natural” in the world of skin products, but this dialogue is just beginning and will eventually redefine what we sell and what consumers look for. Change is good, and the stores that adapt will be the stores that thrive!

We can look back with pride: the world of bodycare and cosmetics in the past was awash in petrochemicals and man-made, untested materials for too long. The drug-store had more dangerous materials in the cosmetics than the pharmaceuticals that they were selling, and these items were pawned off on the unsuspecting consumer with the labels “beauty” and “sexy.” The success of natural skin care items has reversed this course, and many mass-market manufacturers (not “all,” by a

long-shot) have changed their ingredients panels to currently reflect the products that were the trend-setters of our industry a decade ago. Indeed, many items hawked for cheap in Walmart-Target and CVS-Rite Aid are similar to our own mass-channel natural offerings now. But, more importantly, we have continued a trend to change the selection of items that we sell to reflect another cleaner skincare renaissance: *truly natural* items are the products that consumers now seek with the most loyal of purchase.

As the economy continues to nudge its way toward recovery, people are returning to the better products they were willing to spend an extra dime on in the not-so-distant past. And the media is, for once, encouraging this concern for purity with a growing call for better bodycare.

Just this last week, there was an internet article stating that most shampoos are a waste of money. Today, there was an article questioning whether a woman should highlight her hair while she is pregnant. Millions of people heard the report stating that there are “tons and tons” of petrochemicals in cosmetics (NPR, July 2010). Women are listening, and maybe a critical mass is occurring. Certainly, people are antagonistic to anything that is petro-manufactured (and how wide will the eyes allow themselves to be opened when it becomes clear that plastics and petro define everything we touch?)

There have been enough increases in cancer to warn people about plastic and petro as much as cigarette-toxicity: people unknowingly have been paying for decades now to poison themselves by willingly applying suffocating toxic skincare products. Autism has causes

that stare us right in the face: and because of this, parents are now willing to spend good money for truly pure and guaranteed-Organic. In the polluted world we have created, the pure product becomes like gold: and the enlightened mind seeks it for basic health.

Hair care is being redefined in the marketplace. Surya hair coloring sales are jumping, as women and men realize that no beauty is worth skin rash and worse. Shampoos are becoming cleaner as customers realize that what they put on their scalp effects the health of the scalp and brain! People are waking up to the fact that they should no more put a petro-wash on their skin than a pelican should ever again return to a place filled with death and pollution. The market is there, and we are meant to be its champions!

### Feeding the Skin Healthy Nutritional Foods

The observations so far are that the stores that sell the cleanest products draw the customer who is willing to spend the most money on the best bodycare product; and that stores that lazily stock their shelves with the mediocrity of the distribution-channel are the stores where natural bodycare sales are dropping off. And why not? The mediocre in our industry now equals the superior of the drug store/mass market. Why pay natural product prices for the same thing sold cheaper in the mainstream department store?

We can classify natural bodycare into nutrients, herbs, foods, oils, carriers and preservatives—and we can parallel that against the mass products which are long chemical words and cleverly-

## Better Natural Bodycare

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confusing deceptive hieroglyphs. The marketplace is waking up, though, to the reality that these “unknowns” are possibly harmful, and the media is beating the drums that these petrochemical derivatives have never been substantiated for use on the human skin.

So, what do you want to provide to your local community: natural skin food or caustic paraphernalia invented by Dow, Monsanto and Dupont (and others) to find maximum use for the tools leftover from capitalism’s excess?

The natural skincare industry has been too lazy for too long and major innovations have been too slow in coming, but consumer demand is now driving our creative side and we shall see the emergence of cleaner products, every month, every year!

### The “5-Second Rule” Does Not Apply to Bodycare

You cannot cover the skin with junk and expect health any more than you can cover a Bay or the Ocean or a clean field or your gut with junk and expect health. There is no 5-second rule that says “it is okay for a while and then I will change.” Bad ingredients on and bad ingredients within. Wrong skincare

purchase leading to disease: it happens all the time.

So, the health educator has to get to work. It is just as important to speak loudly and educate about the shampoos and soap and makeup, as it is to practice and preach real living foods, and Organic foods, and natural nutritional therapies. It is necessary to preach our brand of natural bodycare.

As the economy works to heal itself from the bloat of theft, and violence and greed, we need to step up and make sure we recommend, highlight and carry products that will heal the skin that governs the immune system of the people who trust us with their health. August and September should be project-time for you to analyze your shelves and expurgate mediocrity, to begin a new era of truly healthy skincare products in your store!

### Certifications Matter

Things change, and smart people are helping to create guidelines that are intended to give confidence to a buyer in a very dubious cosmetic marketplace. In our industry, several natural bodycare seals are emerging, and it is incumbent on their success that you understand them and that you educate on their promise. There are several “seals” entering the discourse on how to define “natural” and “organic,”

and the focus and intent of each of these seals can leave a consumer dizzied. Therefore, it is important that the retailer learn the idiosyncrasies and merits of each seal, and explain these details to the consumer looking for certainty in the free market.

Certifications are not something instituted from above, but rather an attempt to make sense of a market filled with uncertainty. Some stores have created their own standards to live by, and that is arguably the finest—though cumbersome—route that a store can take. Certainly it will take time and effort to understand and master the market, and then to define rules for buyers to abide by. *Roots Market* in Maryland is an example of a retailer that posts some of the guidelines they use when providing products for sale in their stores. Even then, the science of “gray areas” may leave a store rigid to the point of shutting out good and effective products. There are few absolutes here in ruling-making.

*Whole Foods* has done a noble job of trying to define best-quality standards for the consumer in developing their *Premium Body Care™ Body Care* standards. Products that meet these superior standards can use their seal to demarcate “the cleanest ingredients” to the customer. Often, now, if you hear a rep or a consumer asking about these standards—or saying that the product meets these standards—then you will know that there can be confidence with any product so labeled

The *USDA Organic* Seal is certainly an excellent threshold for bodycare products’ excellence, but the rules have become confused and cumbersome. Also, many people may not be looking for Organic (and its cost) but rather searching for natural and its purity. The *USDA Organic* seal will continue to be controversial for a few more years as it settles into its rightful prestige, after agreements have been made and accepted by the manufacturers and the rule-makers. The consumer, though, should be made to understand that the *USDA Organic* seal does not define everything about the product, and as such is truly still just part of the equation. In early 2010, the NSF-certification allowed companies to make claims for products that “contain

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### POISON IVY & MOSQUITOS

The movement of nature, and the difficulties that sometimes arise!  
Protect your community and soothe the issues of the Season. It has been a hot, wet season.  
Prepare and Protect

Insect Repellant that works naturally: display by the front counter  
Both companies are worth the greatest store support

### Aloe Life—BUG BEWARE! 2 oz

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.

### Well in Hand—Bug-A-Boo!™

Scare bugs naturally with Bug-a-Boo! This oil-free repellent comes in two scents—Vanilla-Rosemary and Eucalyptus-Thyme; and, in two convenient sizes: 2 fl oz spray for travel, and a 6 fl oz spray for the family or the team. Tested in Tanzania !

### Poison Ivy & Poison Oak strikes in the Fall

*Home remedies for poison ivy:* tea bag bath; baking soda; oatmeal, yogurt and buttermilk. But it is better to have on hand when it matters most:

### Herb Pharm’s Soothing Oak & Ivy Compound

Grindelia flower and leaf; Sassafras root bark; and Menthol Crystals.





## August Herb Pharm Promotions

### 20% OFF products listed

minimum 3 ea. For each product

- **Lemon Balm liquid extract**
- **Children's Echinacea**
- **Children's Herbal Compound**
- **Children's Winter Health Compound**

#### Name change announcement:

NETTLE BLEND LIQUID EXTRACT is now  
STINGING NETTLE BLEND LIQUID EXTRACT

#### Product Discontinuation Notification

Butterbur liquid extract, Cardamom liquid extract, Coltsfoot liquid extract, and Liquid Lightning™ Compound

**Announcement of a BONUS Tele-Training by Julie Plunkett** to discuss Herb Pharm's Newest Remedies—**"Albizia, Bacopa, Dragon's Blood and Guggul"**—August 26th  
Also: Immune System Support—August 19th.  
Ask your BMC rep for details

Ask your BMC rep to review the latest Herb Pharm Best-seller list: are you missing sales?

Not represented by BMC in NJ



## New Products, Now Available

### NEW!! 100% NATURAL DUAL-ACTION PROTEIN POWDERS

- Available now in 8-Paks, 1.05 lb & 2.1 lb canisters
- Original unsweetened, + 3 flavors, sweetened with stevia: French Vanilla, Chocolate & Strawberry
- a natural whey/casein protein combination: 27 gms/serving
- undenatured + microfiltered protein for round-the-clock muscle support
- tested for heavy metals (lead, mercury, cadmium, arsenic, etc.), microbes + other contaminants commonly found in other protein formulas,
- mixes instantly with water, juice or milk of choice

**Ingredients:** Undenatured whey protein isolate, calcium caseinate, micellar casein, gum acacia, natural flavors, L-glutamine, medium chain triglycerides, non-GMO lecithin, stevia\*.

### ALSO 100% NATURAL WHEY PROTEIN ISOLATE POWDERS

- now available in single-serving packets
  - Stock all five flavors; 26 gms protein
  - 8-Paks perfect for summer travel
- Original (1563); French Vanilla (1567), Chocolate (1571), Strawberry (1575), Mixed Berry (1579)

### EARLY PROMISE PRENATAL® GENTLE DHA

100 & 200 MG Vegetarian softgels  
(176) 100 mg, 30s (177) 100 mg, 60s  
(178) 200 mg, 30s (179) 200 mg, 60s

### EARLY PROMISE PRENATAL® GENTLE MULTIPLE CAPLETS

(174) 60 caplets (175) 120 caplets

### LIQUID L-CARNITINE 1100 MG—NEW FLAVOR: ORANGE, (#039) 8 fl oz.

- **BCAAs VCAPS 3000 MG PER SERVING**
- vegetarian-sourced branched chain amino acids, L-leucine, L-isoleucine + L-valine
- pharmaceutical-grade, in the scientifically relevant 4:1:1 ratio
- from Ajinomoto, Kof-K Kosher Parve
- (1590) 120 Vcaps

Not represented by BMC in NJ, SC



## Super Summer Savings

### 35% OFF Organique by Himalaya 3 ITEMS

**Soothing Lotus Flower LipCare** 0.176 oz (box of 24)

**Neem & Turmeric Face Wash** 5.07 oz

**Intensive Moisturizing FootCare Cream** 6.76 oz

### 15% OFF "Mix & Match" Single Herbs & Formulations

#### SELECT ITEMS LISTED BELOW

- **Neem** 60 Caplets
- **Trikatu** 60 Caplets
- **Triphala** 60 Caplets

all 3 Pure Herbs USDA-Certified Organic

#### HERBAL FORMULATIONS

**LiverCare®** 90 + 180 Vcaps® & 200 ml liquid

- **DermaCare®** 120 Vcaps®
- **DiarCare®** 120 Vcaps®
- **HemoCare®** 120 Vcaps®
- **LaxaCare®** 120 Vcaps®
- **UriCare®** 120 + 240 Vcaps®

**Soothing Lotus Flower LipCare** provides a USDA-organic option for maintaining healthy lips. Offering a natural way to nourish and refresh the lips, ingredients like Lotus Flower, Cocoa Butter, Turmeric, Fennel Oil join forces with Soliga Forest Honey to keep lips soft, supple & luscious! Petroleum-free and carrying the Bunny Logo (BUAV approved) 0.176 oz.



Pure and Great Tasting Omega Oils

## Nordic Naturals® Named 2010 Manufacturer of the Year By Vitamin Retailer Magazine, Inc.

Nordic Naturals, the industry leader in omega-3 fish oil, has received the coveted **Manufacturer of the Year Award for 2010** from *Vitamin Retailer Magazine (VRM)*, one of the leading trade publications in the natural products industry. The award is based on several considerations including product quality, innovation, industry leadership and retailer support as well as generous philanthropic partnerships with numerous organizations including *Vitamin Angels*, *American Association of Naturopathic Physicians* and *National Alliance Autism Research*; Stuart Tomc's educational presentations at natural product expos and monthly webinars for retailers and consumers; continued commitment to high-quality, innovative products; and extraordinary environmental responsibility—from the new green headquarters that has earned a Gold-rating in accordance with the LEED® Green Building Rating System, to sourcing 100% of fish in compliance with the Norwegian fisheries management system, which has been a model for the sustainable harvest of marine life for over 30 years.

And, Nordic Naturals strives to keep prices competitive with one of the best MAP policies in the industry! Quality Omega-3s, excellent store support, and national recognition for pure and fresh great-tasting oils!

Not represented by BMC in NJ, SC





Juvo YogaFood™ a daily balanced meal made with raw whole foods. Each serving is antioxidants, alkalizing greens, detoxifying fibers & calming herbs – all Certified Organic. Simply add YogaFood to any drink, salad or yogurt.

## YogaFood™

*For the body, mind and soul*  
7040 ORAC per serving;  
USDA Organic  
Vegan/Vegetarian 21.2 oz

### August Promotion

**15% OFF YogaFood™**

*BMC now represents Juvo in all of Pennsylvania and New Jersey*



INTERNATIONAL

Health Education • Health Products • Aloe Vera

## Beat the Summer Heat with Aloe Life

Did you know Aloe Vera contains electrolytes? Aloe Life juices are refreshing + naturally contain 13 macro minerals, plus over 50 trace minerals added to every bottle of the **Whole Leaf Juice Concentrates!** Pick your favorite flavor from Cherry Berry, Orange Papaya or the Aloe Gold and add them to your smoothies or daily water for a tasty and health enhancing treat. For a truly flavorful delicious new treat, try the new Aloe SuperFruit: customers love it! Also, be sure to include **Daily Greens formula**, another partner in maintaining blood sugar.

### August Sales Promotion **15% OFF**

in units of 12 ea.

### Herbal Aloe Ear Drops

Herbal Aloe Ear Drops create a pH-balanced environment necessary to the natural healing process of the ear canal. The yellow sap of the WL Aloe Vera comforts swelling of the lining tissue immediately, and complement extracts of Calendula, Mullein, St. Johns Wort and Rosemary that soothe and protect. 1 oz



## Essential Formulas

### Dr Ohhira's Probiotics 12 PLUS

Dr. Ohhira's formulation is unlike any other product available today. Probiotics 12 PLUS is fermented using 12 carefully-selected strains of lactic acid bacteria, including the proprietary TH10, which is more than 6x stronger than other probiotics known to bacteriologists. The bacteria are cultured on nutritious vegetables, fruits, mushrooms, and seaweed; this healthy culture medium is included in the vegetable capsules, that provides "prebiotic" nutrition for the good bacteria, further ensuring their success in your digestive tract. Organic acids from the fermentation process are also included + help to improve digestive pH. Digestive enzymes, bacteriocins, and hydrogen peroxide are developed to enhance and maintain the delicate micro flora garden living in your digestive tract.

*Meet the Inventor: ICHIROH OHHIRA, Ph.D.*  
Award-Winning Microbiologist

Dr. Iichiroh Ohhira, an award-winning microbiologist from Okayama University in Japan, was born in 1936. He attended Okayama University, receiving his initial post-graduate degree from the school of agriculture, later received his post-graduate degree in microbiology; then proceeded to receive a doctorate degree in Veterinary Medical Science from Azabu University in Japan, and he is pursuing yet another doctorate degree as he continues his life-long quest to understand the secrets of lactic acid bacteria and the potential of the product he and his scientific team created after he was first introduced to the "magic elixir" that haunted his professional curiosity decades ago.



*Soothe Seasonal Distress From Allergy Season through Cold/Flu Season*

## Olbas® the Marvelous Swiss Oil

- Enhances breathing passages
- Calms coughs
- Cools sore throats
- Relieves aches & pains

**Make Sure You are Stocking all Olbas® Products this Season**

*Olbas®—a natural international remedy from the heart of Europe*



Topically Applied Herbal Answers

### August Promotion

**15% OFF**

direct sales only

- Yeast Rescue® Spray 2 fl oz
- Sea Bath: Kiddie Calmer 20 oz
- Nit Kit® Family-Sized 16 fl oz

~~~~~  
Yeast Rescue® is a natural candida answer—an intimately soothing, instant-acting botanical + aromatherapy blend of organic & wildcrafted botanicals + pure essential oils w/Vitamin E.

~~~~~  
Nit Kit® is a natural Non-Toxic lice remedy—a fast-acting, pleasant-smelling, Rosemary & Mint Scent formula to catch mature lice + their nits (lice eggs) & leave hair shiny and gorgeous!  
With metal lice comb and 5x magnifier

~~~~~  
Crystal Comfort® Seaweed Bath Salts:  
Kiddie Calmer For a Bedtime Mind-set.  
Great prices @ 6.00/\$9.00



Brushes

*Finest Quality Hair, Body and Skincare Accessories*

## A New Market Every Summer

How many of your customers are carrying combs this summer?  
How many of them are buying combs in your store?

Hair Doc offers a wide selection of **Natural Wood and Acrylic Tortoise-Shell Combs**  
<http://www.thehairdoccompany.com/products/naturalWoodAcrylic/>

Wood combs come in **Maple Wood, Oak Wood and are hand-finished.**

**Average wholesale price: \$2.50**  
**What are you waiting for?**

Add an attractive comb and brush set to your store, and increase NET sales

**Quality Combs & Brushes, with no expiration dates.....**

*Ask your BMC rep for details today*

Not represented by BMC in NC, NJ, PA





## Prepare: Back to School Organic Moisturizing Hand Sanitizer

Every store should offer an Organic Hand Sanitizer

Every store should offer a Hand Sanitizer that moisturizes as it works

Surya Moisturizing Hand Sanitizer is certified organic through Eco Cert® Organic Cosmetics. Cruelty-free, and made with plant ingredients from Brazil, the formula includes Organic Aloe leaf juice (soothing and healing), Jua extract (a cleansing + refreshing fruit) and Acai palm extract (powerful moisturizer; antioxidant-rich in protein & Vit. E), with a fresh, pleasant scent from a blend of essential oils including Lavender, Peppermint + Ylang Ylang. **Kills 99.9% of germs, while gentle to sensitive skin.**

No rinsing required.

Does not contain mineral oil, parabens, petrochemicals, synthetic fragrance or artificial coloring. Dermatologically-tested & hypoallergenic.

Available in 2 sizes: pocket size tube (60 ml) + desktop/sink top bottle (200 ml).

[www.suryabodycare.com.au/hand\\_sanitize.html](http://www.suryabodycare.com.au/hand_sanitize.html)

Certified Products: Quality seals ensure that a product is truly natural

## PERFECT® ORGANICS

### Support Your Local Manufacturer Perfect Organics

#### Shea Butter Hydrates the Skin all Summer long.

For a shea butter that retains all its medicinal value, choose a shea butter that is unrefined.

Shea Butter is one of the most healing, nourishing and protective emollients available, if extracted and clarified naturally, without hexane, solvents or chemicals.

#### August Skin Care Promotion

**100% Pure Shea Butter – Original**

**10% OFF in 6 eaches**



## NEWTON homeopathics

Nurturing Naturally Since 1987

School will be starting in many areas this month, so steer local families to homeopathic support & relief **Newton For Kids: the Original Homeopathic Line created for children**

### August Promotions 20% discount

on 6+ per SKU:

**Fever-Infection, Kids (F004)**

**Detoxifer, Kids (F001)**

**Heavy Metal Detox (N061)**

**Hypercalm-Mental Focus (F059)**

**Vaccination-Illness Assist (F098)**

Ask your rep how to save more as you stock up on all Newton Homeopathics for the winter season.

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Educating on the Basics of Wintertime Prevention Starts NOW**

**August Special**  
**6 each per SKU 10%**  
**9 each per SKU 15%**  
**12 each per SKU 20%**

Remember to make sure your Children's Health Section has the Children's Chewable (25 mg, 60 ct)

Ask your BMC rep for consumer sample paks and literature: provide the best and educate on the recognized value of beta glucans for broad immune system support

**Wellmune WGP®—biological activity; unique molecular structure; patented linear glucose molecule**

## MushroomScience®

**Mushrooms are becoming more popular as people search for natural options**

*Can you explain the use and effect of medicinal mushrooms?*

There are over 2000 published studies in the last decade

Mushroom Extracts are the most thoroughly-researched immune system supplements in the world

Are you updated on the latest research and facts?

**To achieve the profound healing effects of mushrooms, it is imperative that:**

- the mushrooms have 15-40% of the actives
- the product is a hot water extract—and NOT a biomass, tincture, or unextracted mycelium powder

**Mushroom Science** provides the actives that are essential according to the modern scientific research & Traditional Chinese Medicine (TCM)

**Mushroom Science** provides the therapeutic quality at the best price.

Compare Mushroom Science @ 90 caps to other less potent products



**Stock up NOW for a full shelf of Sovereign Silver**

Ask your BMC rep how to save!!

**Unparalleled Excellence State of the Art and Trustworthy Manufacture**

Natural-Immunogenics Corp. constantly monitors the quality of its own products employing standard and custom-designed microbiological and biochemical tests to ensure their performance and maintain their superiority. Natural-Immunogenics Corp. also contracts with external, independent University or FDA-licensed laboratories to perform what are known as 3rd-party microbiological and/or chemical analyses, for validation of in-house, experimental results. Its equipment includes: Transmission Electron Microscopy (for particle size and characterization analyses); Atomic Absorption (for precise determinations of silver concentrations); pH; conductivity; centrifugation; and other sophisticated analytical equipment

**Remember that the Homeopathic Skin Gel is perfect for late summer skin problems & insect bites**

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



## Better Natural Bodycare

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Organic ingredients,” but there is still a shaking-out of realities and compliance versus the intent and overall naturalness of the product. In many ways, Organic bodycare products still have a long way to go before there can be an absolute certainty in the marketplace: and yet—we should all be actively supporting as many Organic bodycare manufacturers as possible.

The issue still comes down to defining “natural” accurately. The *Natural Products Association Seal* should be the industry standard for personal bodycare certification. Established in 2008, this is the first and only national seal established for personal bodycare. The intent may be compared to creating something comparable to what the “*Good Housekeeping Seal*” was intended to be decades ago.

For more information on the NPA Quality Assurance Standards, go to: ([www.npainfo.org/index.php?submenu=NaturalStandard&src=gendocs&ref=NaturalStandard\\_new&category=NaturalStandard](http://www.npainfo.org/index.php?submenu=NaturalStandard&src=gendocs&ref=NaturalStandard_new&category=NaturalStandard)) While these standards today are very basic—natural ingredients; safety; no animal testing and sustainability; GRAS-status ingredients manufactured under GMP guidelines with no heavy metals (etc.)—they will hopefully come to mean something valid to the consumer looking for a trustworthy voice in a marketplace filled with spin and label deception.

The European standards are arguably the best standards to consider when looking for veracity with natural labeling. Eco Cert® is a French control & certification body that works in 80 countries to establish Organic-verification in ingredient pipelines outside the U.S. BDIH is a German seal established in 1996 for certifying natural cosmetics. While every standard is lacking in some way, each standard allows the consumer a greater degree of certainty than products from those manufacturers that do not submit product for any certifications (in an untrustworthy market). Always, Buyer Beware.



As the issues become more clear-cut, winners in the certification-game will stand out, but what is certain is that in the last decade, the issue of “proof” is becoming more real and of greater importance.

### The Proposed Safe Cosmetic Act of 2010

In this 111th Congress, a Bill was recently introduced that would bring governmental oversight to the cosmetics industry currently in dire need of some control (<http://thomas.loc.gov/cgi-bin/query/z?c111:H.R.5786>). On paper, this Bill sounds great and we should look to this initiative as a positive foray into the need for some regulation in the cosmetic industry. Remember first what was mentioned above about “tons and tons” of petrochemicals. As Illinois Representative Jan Shakowsky notes, the current standards provide no regulation. It is not required for ingredients that are in products to be listed on the label. She rightfully states, ***Americans need to know that their cosmetics and personal care products don't contain chemicals***

*that could cause harm.*” She notes that even banned substances cannot be confirmed not to be in products. The mass-market bodycare industry is behaving quite irresponsibly to be sure!!

The Bill she introduced, termed the Safe Cosmetic Act of 2010, proposed many good things: the goal is to create tighter regulations on the chemicals used in personal care products. It would require that all cosmetic manufacturers register with the FDA, and that all ingredients be listed on the label. It would empower the Secretary of Health & Human Services to create a list of prohibited or restricted ingredients, within two years. The Bill loses support with some of the current uncertainties proposed, and with the potential for over-regulation that would dissuade many libertarian and free-market capitalists.

The fears are valid: would it allow the FDA to require safety testing or to demand proof before approval of label claims? While no one can deny that the big mass-players spin yarns about agelessness and skin miracles that are quite preposterous, the fair criticism is

**oxylent®**  
DRINK OXYLENT BREATHE LIFE™

**Excellent new Sales Tool  
Oxylent Floor Display  
24-box order**

**Identifies Oxylent as “Top 10 Best  
New Products of the Year”**

- eye-catching graphics
- easy to assemble

**August Monthly Promo  
Sparkling  
Blackberry  
Pomegranate  
15% OFF**

minimum 3 SKUs

Oxygenating Daily MultiVitamin Drink  
with Albion® Minerals, S.O.D. & Catalase

**Vitalah®: an invitation  
to health**

Not represented by BMC in NC

**AROMA  
LAND**

**Pack their bags with quality  
products they will buy year-round**

**Aroma Land Bodycare  
products are now  
available in convenient  
2 oz travel sizes**

Ask your BMC rep for details

**Michael's Personal Favorite: “I am  
addicted to its clean feel and smell”**

**Defense Formula™ Hand  
Soap:** an all-natural blend of  
eucalyptus, thyme, tea tree & wild  
marjoram. Cleans and Moisturizes:  
silky smooth

Modern times dictate that nothing  
is more important than regularly  
using a deep-cleansing hand soap.

Aromaland Naturals Defense  
Formula™ liquid Hand soap is a  
necessity for every sink in every home  
and business.



that the Bill could lead to over-regulation and the control of bodycare products by big players able to navigate the terrain of unwieldy and stifling bureaucracy. There is also a concern that the wild winds of California Prop 65 could make their way into any legislation considered in these crazy and extreme legislative times.

The hope is that industry leaders will reach out to the Bill's writers (including current co-sponsors (Reps Tammy Baldwin of Wisconsin and Ed Markey of Massachusetts) and lead this dialogue rather than just respond to it! Your obligation is to stay informed, be involved and join the *Natural Products Association*.

But ultimately, these are the problems for the manufacturers who live in that other, less-real world of unnatural products. For us, we need to work to get our own ships in order. In that regard, the buyers in your store have the greatest control on how clean we make the products we offer to our clientele: it is as simple as only providing clean products: pure & simple!

For the record, to cover a few of the more credible Certification seals that currently are accepted and worth supporting, here is information on some

of the lines that *Blue Moose Consulting* represents:

**Organique by Himalaya:** once again, one of the best corporate citizens who is doing everything correctly. This amazing new bodycare line has the designation of a Whole Foods Premium Body Care™ standards for all of its products, and five of the products already have the NPA Seal with another 15 in process. For this reason, as well as the fact that people love the line, its clean ingredients and its affordable organic pricing, Organique by Himalaya should be stocked in every store.

**Aloe Life's** bodycare selection is also exceptional, as the organic whole leaf aloe vera juice makes these products perform better than their \$40 overpriced competitors. A good aloe affords skin absorption miracles. They are Premium Body Care™-approved and NPA-applied.

**Perfect Organics**, a thoroughly Organic local bodycare line, supersedes the Premium Body Care™ standards, and uses Organic essential oils for all products, which puts it in a unique class. Moreover, the intent of Perfect Organics is as clean as a company can get!

**Surya Brasil** has many of its products Premium Body Care™-

approved, with their Henna powders, the Organic Hand Sanitizer, and the luscious and exotic *Amazonia Preciosa* products all top-quality clean. Their men's bodycare line, *Sapien Men*, is Eco Cert® certified Organic. As Surya states on its website:

*A cosmetic that seems natural is not enough. It has to be natural. The concept of natural cosmetics in other countries states that a product may not have ingredients that are harmful to either the consumer or the environment.*

What I also appreciate about their commitment is that they lead the consumer to great websites to learn more, like the *Campaign for Safe Cosmetics* (<http://safecosmetics.org/search.php>). They have products approved by Eco Cert®, Cosmebio®, and they are a proud signer of the Compact for Safe Cosmetics. Surya Brasil is also completely dedicated to the ethical practices of PETA and Vegan.org.

As Surya Brasil also deserves credit for having the industry's safest and cleanest semi-permanent hair coloring (meeting European standards when using dyes that are approved for human

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## "WE ARE HEALTH FOOD PEOPLE"

### "The Herb Pharm" by Lori McElroy, BMC Sales



This June, I was graciously invited to attend an educational retreat hosted by Ed Smith and Sarah Katz, the owners of Herb Pharm. Being one of eleven individuals across the country to attend, I believed this would be a great learning experience; and I was right! This beautiful farm located in southern Oregon was magnificent and majestic in the same breath. We stayed on the farm in one of the two guest homes and were invited to dine with Ed and Sarah and the management staff each night at Ed's home.

What impressed me the most about the 80 acre farm was the lack of automation in the process of harvesting. Truly, these herbs are handpicked and hand-sorted in order to ensure the proper parts of the plants are being used. About 60% of all the herbs Herb Pharm makes are grown right there on the farm. Those herbs not indigenous to the Oregon climate (which as I understand it can be rather hot and dry), are scouted by Ed himself. He presented us a

slide show of the many places around the world he has visited in order to find the best quality of herbs.

Another impressive part of the farm is the area for endangered plants. Sarah being president of United Plant Savers shows the dedication to making sure these plants are not over-harvested. There are separate areas on the farm dedicated to preserving these endangered plants and test growing plants that may not be indigenous to the area.

I expected to see rows of greenhouses that served as controlled growth areas. But I only found one, and it was empty. It is Ed's belief that a plant must be allowed to endure and survive the harshness of nature in order to provide strong medicinal properties. It was nice to see the herbs are truly wild crafted.

About a mile or two from the farm is the processing building and offices. We toured the brand new 16,000 sq. ft. GMP building with Ed. Not only did we see how herbs are made into liquid extracts, we learned how other factors in processing are important. The lab located at this facility is responsible for ensuring good quality raw materials. With computer equipment, they are able to analyze the properties of the raw herbs and make sure of their potency and lack of pollutants. Cleanliness is of the utmost importance to ensure there is no cross contamination or bacteria growth. Special measures are taken to ensure that pests do not enter the building and employees logging their actions ensure that proper procedures are being followed.

It was quite a pleasure to meet the great folks at Herb Pharm and tour this beautiful farm. I wish you all had this same experience because it gave me another perspective of this company that I already admired. Not only do they make great tinctures, the people who work there live a lifestyle that supports our industry and gives dignity to the Herb Pharm product. It was a joy to experience and an ache to leave, but there's always a hope of one day visiting again.



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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."*

## Better Natural Bodycare

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use), **Mineral Fusion Cosmetics** deserve tremendous applause for providing mineral makeup that works, and which was built to meet the Whole Foods standards. While almost all the products are compliant, the efforts from this company to continue to improve on products that work enough to draw a mainstream cosmetic customer to the health food store, make them an industry leader in natural mineral color.

**Aroma Land**, a women-owned manufacturing line out of Santa Fe, has a line of lotions that meet the Premium Body Care™ standards. **Well in Hand** is a member of the Green Products Alliance. **Olbas®** products have been recommended by safebaby.com

When you are looking for products that are clean, we cannot depend upon ultra-purity and intent, as one expects and can depend upon with **Herb Pharm's** products, like the Herbal Ed's Salve or the Organic and wildcrafted herbal oils. In the future, maybe every company will have these standards for all the raw materials used in safe and effective simple bodycare products.

Until then, you are the gatekeepers of safe, pure and effective products for your community. Time to brush up on the facts, be informed and be willing to go beyond the distribution options and find magnificence and beauty in the brave new world of natural bodycare. ☺

## 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

#### Aromaland, Inc.

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

#### Herb Pharm

www.herb-pharm.com  
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fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
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orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
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#### Immune Health Basics

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#### Surya Brasil

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