



Talking Business It Will Do The Heart Good

A purpose-driven life, the heart. With loving thanks, we honor the heart this month for the emotions conjured by it through the wonderful human experiences of love; but we should also applaud the athletic workload the heart carries in keeping us alive and vibrant. The heart truly does deserve a month of praise!

Heart health is another area where the role of natural nutritional health does indeed shine. Maybe we don't take enough credit for the role of preventative health care and nutrition that is so critical for heart strength and function. As more and more people seek proactive and safe therapies to maintain heart health in the ever-rushing pace of this increasingly stressful world we try to navigate, we need to offer broad and loud signs alerting

people to the fact that our stores are the resource centers for the solutions they need to keep the heart alive and thriving!

Heart health avoids cardiovascular illness. Heart health proffers circulatory homeostasis. The reality of these two basic statements should provide the foundation for a gleaming and complete section of heart-healthy tools your store can offer to assist in maintaining health for the motor that is the heart. So take a mental measuring-stick and mark out how much space you define in your store for options for the health seeker. Not a lot, correct?

For many stores, they sell a brisk amount of red yeast rice and CoQ10. For other stores these numbers have certainly grown over the years. In thinking through a smart business model, one would expect areas of sales that are growing would

necessitate attention and greater profiling. In looking at all the tools available in the corresponding article on heart health in this issue of the BMC newsletter, it is clear we all know of many therapies and support nutrients that may be needed to deal with the issues surrounding an optimally functioning cardiovascular system. If we haven't thought about corralling them together in an easy-to-understand format in our head before, we can be certain the person seeking support will not know all the options you have for them in your store.

And it would truly be a pity if we acted like mainstream doctors and just formulaically handed each person who was concerned about their cardio future the same single bottle or prescribed combination. The realities of health hold

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Talking Health The Heart Teaches

Are we really working to serve? With all the advancements in nutritional science, we need to become more inspired to get the word out: optimal health is available to everyone who seeks it.

Fill your brain with the latest science, and then open your heart to be compassionate, tenderly guiding and passionately committed to helping the people who enter the sacred space of your health food store. What does the heart teach now and are we listening?

Preventative Health Care

There is a horrid industry built to handle heart disease, but there is no movement to prevent it. In a world where lawyers forbid our assisting in the treatment of disease, we still can have plenty to say about the preventative support that foods offer to maintain optimal heart health. Every staff member should be made aware of the benefits of CoQ10 and Ubiquinol, and Omega-3 nutrition for the most basic, good-for-everyone nourishment.

There are other essentials too. A good multiple vitamin does indeed play an essential role in the mechanisms that occur in the daily beat of the heart.

Bluebonnet's new *Targeted Multiples*[™] are skillfully built to make sure that people will get some well-rounded and basic assistance for the most stressed body systems in the convenience of one bottle with these innovative and superior three-a-days. How skilled are you at explaining the delineating attributes of a world-class multiple? Your education and persuasion may just change someone's life.

Other basic nutrients for heart health? Bioavailable protein is most rudimentary, and whey protein has been shown to be the best absorption protein available. Inspire people to consider the daily morning nutrient shake with Bluebonnet's *Whey Protein Isolate*. Quality whey supplements are a rarity in today's saturated protein market: Bluebonnet provides the best and it is only available in health food stores. Add brewer's yeast and lecithin to the drink, some organic whole leaf aloe concentrate from **Aloe Life** and two teaspoons of **Nordic Naturals' Arctic Cod Liver Oil** and you have a powerhouse of heart support in one quick morning glass. Add **Juvo** or *Juvo Slim* and you provide a bounty of USDA-Certified fruits and vegetables and enough enzymes from

the raw foods meal to jump start any morning. Goodbye coffee, hello all day energy!

If you want customers to buy in your store, then you must be the trustworthy teacher. When it comes to Omega-3s, everyone is speaking but very few are saying anything useful. Nordic Naturals has led with science for a decade, and the info is Pure to the Core. Note that they stress product freshness and a natural triglyceride form of fish oil for valid absorption. If we know that not all fish oil is the same, do our customers? You must constantly be educating on the primary truths. Continue to learn and speak out

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ACT NOW
through February 5. Register
for free before February 5

Go to www.expwest.com/ew10/Public/Content.aspx?ID=1003642

Expo West is the largest natural trade show in America. March 11-14, Anaheim.

And if you can't cross the country, then plan to go to Boston to make the most of this year.

Expo East, co-sponsored by NPA East, October 13-16, www.expoeast.com

It Will Do The Heart Good

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true that sometimes the puzzle of healthcare can be very elusive. The realities of business insist consumers feel comfortable when they understand they have choices available. The realities of good modern business state that you need to accentuate your best-sellers and garnish them with the highest quality adjunct tools that provide the input to save someone's life or keep them active and healthy longer. Let's start measuring in feet rather than inches!

February. Usually a cold month in the mid-Atlantic, and often the demarcation point of peaked sales in the 12-month calendar year. For many, this is a time to think about slower months ahead through the summer until the next cycle begins in September. While the flu is nagging many sectors of this region again with a second wave of illness, stores are often consolidating as March looms ahead and the task of Spring cleaning begins to be discussed. I say throw those antiquated business habits out the window. Look for markets that will allow brisk and predictable sales all year round. The goldmine is in your store. You have the most powerful tools available for heart maintenance and support already in stock: you just need to educate and alert your community to the merits of what you have to offer.

CoQ10. My favorite nutrient to be sure. How else could this energetic Moose keep bustling at 100 miles per hour, eight days a week? Veterans will remember when CoQ10 hit the market (Twinlab), and how exotic the name sounded; a hodgepodge of letters and numbers, capitals and lower-case. How does one pronounce that word? Now, we have a stream of the adult

Blue Moose Concierge 2010 TRADESHOWS

Expo West	March 11-14	Anaheim, CA	www.expowest.com
13th Annual NPA Natural Products Day on Capitol Hill	March 23	Washington DC	
SW Natural Healthfest/NPA	May 14-16	Dallas TX	
Natural Marketplace/NPA	June 10-12	Las Vegas, NV	
All Things Organic™	June 16-17	Chicago, IL	www.organicexpo.com
North West NPA	Sept 16-18	Seattle, WA	
Expo East/NPA	Oct 13-16	Boston, MA	www.expoeast.com
Health & Nutrition Show	Nov 6-7	Long Beach, CA	
SOHO/NPA	Dec 03-05	Orlando, FL	

Combine business with pleasure !!

population asking for this product by name as if it were Wheaties®.

CoQ10 provides the spark plug for both energy and heart health, and it truly is a nutrient for everyone. So how many of those "everyones" are you selling to and how many are buying their daily doses from drugstores, Walmart or Puritans Pride and other catalogue sales? The CoQ10 market left the shores of the natural foods stores years ago, because we chose to sell on price and to undersell this gem by scrunching it into some small shelf between other important but less sought-after products.

Expand. Make the CoQ10 section feel comfortable. Add the garnish of some sales material or educational health material. Bells and whistles. Let the consumer know that you know the importance of this nutrient. But also delineate! Not all CoQ10 is the same, and they need to know you are providing the good stuff.

Bluebonnet Nutrition proudly sells **Kaneka CoQ10**. They don't make it, but it is all they sell. That is something to build a marketing outreach program upon. In your advertising, delineate that you highlight the world's best CoQ10 from the world's leader in CoQ10 production, and that product is made with the highest standard of

manufacturing by Bluebonnet Nutrition. You don't have to explain to them that the reason you reach for and recommend Bluebonnet is that it is only sold in health food stores; you can just affirm it is only the best you would recommend to them.

CoQ10 has become a commodity market purchase. It had reached the point that the base sale is on price, not quality. We all already instinctively know second-rate raw materials do not perform like top-tier nutrients. CoQ10 has become a case in point. While Kaneka leads the way in consistency and quality, the U.S. market has recently been flooded with CoQ10 from other countries that is cheaper, and cheaper. This begins the dumb-down where everyone is taking CoQ10 but it does not provide what is expected from the research. As people begin to notice they are not getting the same results they used to, you will understand quality matters and good CoQ10 does wonders. Japanese bacterial fermentation CoQ10 from Kaneka: quality to rely upon.

Bluebonnet has their CoQ10 on sale this month. The perfect opportunity to advertise through sales that you take CoQ10 seriously and your store is the place to buy the good stuff. This February is the time to spruce up your heart health section, concentrating first on CoQ10. Out with the old, in with the best. If your manufacturers are not demarcating the source of their CoQ10 on the label of their bottles, then you should question the source of the material they are using. As usual, Bluebonnet sells only exceptional quality raw material, manufactured with accuracy and integrity.

The "**Love Your Heart**" Promo runs February 1st - 28th and features a Buy 3 Get 1 Free Promotion that will allow you to endcap this vital nutrient and sell it at a great price. Remember, though, we are not selling on price; we are educating on quality.

This is your best CoQ10 and the only one you recommend. Now you are working to create substantial product turns in your store so the heart of your business beats strongly every day!

ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION

13th Annual Natural Products Day in Washington D.C.

On March 23rd give our key issues in Congress a voice and a face. Yours.

No matter what role you play in the broad natural products industry, there are issues being discussed right now in Congress that will affect you both at work and at home. And while some bills will improve our country, such as ensuring school children get proper nutrition, others will limit our choices in what we can buy and sell, such as restricting availability of dietary supplements.

That's why it's vital for you to show your legislators in Congress who you are, what you stand for and—perhaps most importantly—who you represent: thousands of natural businesses and millions of consumers. Join us for the 13th annual Natural Products Day, March 23, 2010 in Washington, D.C.

Natural Products Day is a fun and effective way to connect with those who represent you in the U.S. Congress. This full day offers you an opportunity to not only meet and mingle with your representatives and their staff during formal meetings and our evening reception; but you'll also have plenty of time to network with your industry colleagues. So you can relax and enjoy your day on Capitol Hill, NPA takes care of everything for you: breakfast before our lobbying workshops, transportation to Capitol Hill, pre-scheduled meetings with legislators, a gala evening reception, and finally returning you to our host hotel.

Register to Attend Today. Deadline is Monday, March 8th.

For more info, go to www.npainfo.org and click on "Register Now for Your Day on the Hill"



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February Promo Items

20% OFF

products listed with minimum order of 3 ea

Chinese Ginseng liquid extract

Chinese Ginseng glycerite

Rhodiola liquid extract

Rhodiola glycerite

Adrenal Support Tonic™

Ashwagandha

ADRENAL SUPPORT TONIC™: Restorative Adrenal Gland Tonic*: Eleuthero root, Licorice root, Oat "milky" seed, Sarsaparilla root, Prickly Ash bark

Online Learning Modules: www.herbpharmeducation.com

**This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.*



Not represented by BMC in NJ



Love your Heart Promotion

February 1-26

When it comes to Maintaining Heart Health, Bluebonnet Nutrition doesn't skip a beat

Buy 3, Get 1 Free of a wide range of items

ask your BMC rep for complete details (including specific sizes of):

- L-Arginine 500 mg, L-Carnitine 500 mg, Liquid Super Earth® Multinutrient Formula;
- Targeted Multiples™—Veggie Choice,™ & Ladies' Choice™ & Men's Choice™ & Age-Less™ Choice for Women 50+, & Age-Less™ Choice for Men 50+;
- Heart Antioxidant Formula, EarthSweet® Chewable B-6, B-12 Folic Acids tabs, Magnesium 400 mg Vcaps;
- Cellular Active® CoQ10 Ubiquinol: 25 mg, 50 mg, 100 mg, 200 mg;
- CoQ10 Softgels: 30 mg, 60 mg, 100 mg, 200 mg;
- Natural Omega-3 Heart Formula, CholesteRice® Vcaps, Homocysteine Formula, PlantSterols 500mg, Policosanol 20mg, Red Yeast Rice 600 mg Vcaps, Hawthorn Herb Extract

(Items: 157, 160, 163, 166, 350, 352, 445, 730, 737, 787, 788, 790-793, 798, 799-802, 804-809, 811, 817, 820, 942, 943, 955, 1131, 1132, 1134, 1136, 1177, 1178, 1174, 1170, 1171, 1372)

Once again, when raw material prices are lowered + volume purchases increase—from first-rate manufacturers—Bluebonnet lowers the prices on their products. Reward this heroism!

New lower prices on two excellent products:

Trimology™ Licorice Flavonoid Oil Vegetarian Softgels [# 1000]

Super Earth® Green Utopia® Powder [# 1275] 7.4 oz canister

Ask your BMC for a copy of the latest Bluebonnet Price List - 12.15.09

Not represented by BMC in NJ, SC

NORDIC® NATURALS



Pure and Great Tasting Omega Oils

Open Your Hearts to Haiti

Nordic Naturals has announced their plan for Haiti disaster relief through an immediate donation to the **American Red Cross**, & a promotional effort that will deliver funds for the community-focused, long-term sustainable reconstruction initiative of the capital city, Port-Au-Prince. Working with the nonprofit organization, Architecture for Humanity, Nordic Naturals plans to launch a special campaign "**Open Your Heart to Haiti**" whereby consumers purchasing product will be contributing to the fund.

During the month of February, Nordic Naturals will contribute **1% of sales** to Architecture for Humanity from their best selling products, **Ultimate Omega™** in all sizes of liquid + soft gels. The company will be providing information to retailers on how to best merchandise for this campaign to make it highly successful. Ultimate Omega, according to independent SPINs data, is the largest-selling supplement in the natural products industry. (www.architectureforhumanity.org)

Ways to Increase Business by Nordic Naturals

- Build promos off Nordic's beautiful new consumer piece, their latest *Nordic News*—good honest scientific info on Vitamin D (Vol. XVIII Vitamin D)
- Highlight the Omega-3 Pet with a sign noting, "As Seen on *Martha Stewart*". Expand your pet section!
- Involve your community in the generous Haitian relief effort announced above
- Invest in the Nordic Partnerships & work with your BMC rep to increase your Omega-3 sales with the purest and freshest fish oil made.

Nordic Naturals, the perfect partner!! Pure to the Core

Not represented by BMC in NJ, SC

NEWTON homeopathics

Nurturing Naturally Since 1987

February Sales Promotions

20% OFF DISCOUNT

on liquid or pellet complexes (Qty 6+ per SKU)*

Cold Hands & Feet (N052)

Edema-Fluid Retention (N065)

Leg Cramps & Swelling (N048)

Stress & Tension (N066)

Varicose Veins (N021)

Spanish-speaking customers asking about Homeopathics?
Call Newton and ask for Cristy Parker.

Remember Newton Phone Trainings are the first Tuesday of the month

Going Green: In striving towards a more efficient & environmentally friendly business, we ask our accounts for email addresses in the hope of eliminating the mailing of the Newton Quarterly Flyers.

Remember that even with discounts, orders need to include at least eighteen (18) 1 oz. bottles to meet the minimum for free shipping.

**Cannot be combined with any other discounts. Liquids contain organic, non-GMO, gluten-free cane alcohol & pellets are sucrose/lactose*

Not represented by BMC in NC, SC





In 2003, Dr. James Whang, MD had a mission to provide the vitality of raw foods in a meal replacement tasty enough to offer compliance. That vision has led food scientists and food-providers to bring four targeted formulas to your community

Original Juvo

Juvo Raw Super Food

Juvo Slim

and the new

Juvo Yoga Food

Stock all varieties and ask your BMC rep about possible demo opportunities

Committed to helping make the world a healthier place, **10% of Juvo's annual profits are donated to support medical missionaries in 13 countries.**

For more info go to:

www.gojuvo.com/shareandcare.php

Not represented by BMC in Eastern PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

**February Sales Promotion
Aloe Life Face & Body
Lotion**

15% OFF

12 items (4 or 16 oz lotion)

Cold weather means dry weather: a great time for whole leaf organic aloe lotion.

**Superior Quality & Exceptional
Affordability**

Moisturizing for the Face and entire Body

Ask Your BMC rep for a 1 oz, sample and try this product yourself!!!

Looking for good radio for your area? Check out Aloe Life President Karen Masterson Koch and her 10-year radio program, **The Forever Young Radio Show** at www.fyradiolive.com



Essential Formulas

**Dr. Ohhira's Probiotics
12 PLUS all year round**

Who Says Bacteria Affects Heart Health? The World Health Organization, that's WHO!

The World Health Organization says that cardiovascular disease accounts for 29% of deaths worldwide ranking it as the 2nd leading cause of death after infections and parasitic diseases. The American Heart Association has reported that atherosclerosis, a major component of cardiovascular disease, affects 1 in 4 persons and contributes to 39% of U.S. deaths annually.

Bacteria at the Heart of Heart Disease?

Researchers in both the cardiac health & dental health fields have confirmed that periodontal disease is a known precursor to heart disease, & they know the common link - bacteria. New studies confirm Periodontal Disease linked to Heart Disease showing that treating periodontal disease before it becomes advanced is the first line of defense in protecting the heart from the potential harm of the bacteria of the mouth.

The bacteria that is responsible for destroying the health of both gums and teeth - Streptococcus mutans - eventually breaks down gum tissue far enough that it is able to break through the gums and enter the blood stream, where it causes inflammation and causing atherosclerosis and coronary heart disease.

**February: Heart Health,
Healthy Teeth & Gums**



**Support Penn Herb & Olbas
for the good that they do!**

Penn Herb Company, Ltd. has been a Philadelphia landmark since 1924. Privately owned & operated by the Betz family since 1962, Penn Herb Company firmly believes in taking care of the earth from which the remedies they provide are taken, & in preserving our natural resources. Among the "green" initiatives underway at the company headquarters in Northeast Philadelphia, all fluorescent office lighting is being converted to energy-saving electronic ballasts, which will save an estimated 97,546 kWh (kilowatt hours) per year.

120 kW Solar Energy Project

The other large project currently underway is the installation of a 120 kW photovoltaic power-system on the roof of their building. This solar power plant will produce an estimated 140,210 kWh of electricity per year + will be tied directly into the electric grid, providing clean solar powered energy not only for Penn Herb, but also other residential & commercial electric customers in the area. These two projects combined are estimated to reduce Penn Herb Company's electric demand by 62%.

Promote this to your customers by referencing www.pennherb.com/solar.htm



Topically Applied Herbal Answers

**February Direct Deals
15% OFF**

**Zero Zitz!® Creamy Kleanzer
Moisture Marvel 6 oz**

**Zero Zitz!® Astringent Toner Tangerine
Vanilla (for Combination Skin) 6 oz**

**Body Wash Foamers Minty Mischief
8.45 oz**

Choose products that are effective & enhance your well being!

Zero Zitz nourishes, exfoliates, hydrates, cleanses and tones while helping you see your way clear! Blemishes aren't limited to faces, & neither should vigilant acne management. **Kreamy Kleanzer** is an acne blitz for the whole body. The botanical foaming body washes are certified vegan & are made with 100% natural Castile soap, calendula and other organic & wildcrafted herbs & pure aromatic essential oils. Comes out a thick, rich aromatic foam and rinses clean. It's OK to get fresh with *Minty Mischief*.

Body Wash Foamers are also available in 64 fl oz refill sizes for families!!
Promote the fun of getting clean!!



*Finest Quality Hair, Body and
Skincare Accessories*

Bass Brushes offer the highest-quality wood and bamboo brushes in our industry, and the best-valued hair care tools in the country.

And you are passing up this market *because...?*

**Not all Bamboo
Brushes are equal**

Ask your BMC rep to show you the clearly visible ways that their new renewable-source Bamboo brushes are the best available.

**This quality will bring
smart buyers back to your
stores over & over again.**

Not represented by BMC in NC, NJ, PA





When Surya Brasil emerged in 1995, its first product, **Surya Henna Powder**, was formulated with raw materials imported from India. It has become the leading company in the henna hair coloring segment, consolidating that rank in 1997 with the release of **Surya Henna Cream**, the first hair coloring with organic ingredients. Surya entered the U.S. in 1997 and opened an office here in 2001. Products have earned several certifications from important international agencies such as Ecocert, Vegan, PETA (cruelty-free), Cosmebio & ISO 14001.

From a raw material importer, Surya Brasil has become a henna hair coloring exporter to India. 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 Amazonia 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 the consumer and the environment. With growing global concern for planet preservation, organic cosmetics will not be a short-lived trend.

"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, President & Founder of Surya Brasil.

PERFECT[®] ORGANICS

SHINE IN THE NEW YEAR!

**15% OFF
12 or more
BODY GLOWS!**

Mix & Match scents...
Mandarin Rose Coconut
Grapefruit Lavender
Coconut

Glow from head to toe! 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! (2 oz.)

Organic Shea Butter, Organic Coconut Oil, Organic Essential Oils, Organic Jojoba Oil, Non-GMO Vitamin E. The most delightful scent and feel of any body care moisturizer. The Best!



HERBAL HEALTHCARE

February Promotion

Gluten-Free **Detox & Cleanse** for the Whole Body

Mix & Match 28-unit Floor Display

All Herbal, No Additives, Vegetarian.

No Magnesium Stearate

	Mix & Match Formulations	Mix & Match Pure Herbs
Buy 12	10%	10%
Buy 18	15%	12%
Buy 24	20%	15%

Herbal Formulations

DermaCare[®], Skin Detox/Cleanse, 120 Vcaps[®]
HemoCare[®], Blood Cleanse/Purification, 120 Vcaps[®]
LaxaCare[®], Healthy Bowel Function, 60 Vcaps[®]
LiverCare[®]-Regular, Liver Cleanse/Detox, 90 Vcaps[®]
LiverCare[®]-Economy, Liver Cleanse/Detox, 180 Vcaps[®]
UriCare[®]-Regular, Kidney/Urinary Cleanse, 120 Vcaps[®]
UriCare[®]-Regular, Kidney/Urinary Cleanse, 240 Vcaps[®]
LiverCare[®] Liquid, Liver Detox/Detox, 6.76 fl oz

Organic Single Herbs - Pure Herbs

Neem, Systemic Purifier, 60 Caplets
Trikatu, Gastric Support, 60 Caplets
Triphala, Colon Cleanser/Digestion, 60 Caplets

February Promotion

Organique by Himalaya[®]

Facial Care 10% off

You can now use Scan Genius to order HUSA

Not represented by BMC in Eastern PA, NJ

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

February Special

15% OFF

500mg/60ct.

Minimum purchase is 8 bottles

Ask your BMC rep for information on how to participate in an **exclusive online retail salesperson training**. Want to advance your staff's knowledge on immune health and give them a great reward? Complete the 14 brief modules successfully, and receive a

Certificate of Achievement, a free 250 mg/30 ct bottle of product and a special something else. This is a great opportunity to learn more about Immune Health Basics products!!



MushroomScience[®]

February Promotions
6 ea's = 15% • 8 ea's = 20%

**Chaga • Agaricus
Lion's Mane**

(discounts given per SKU)

Only Hot Water Extracts Are:
100% Used in Traditional Herbalism
100% Used in The Clinical Research
Proven Effective for Therapeutic Use

There are 1000s of studies proving the effectiveness of hot water extracts (liquid and dehydrated). Into 2010, our research has not located any independent studies verifying the effectiveness of mycelium bio-mass, un-extracted mushrooms, or alcohol tinctures (hydro-alcohol "extracts"). Which product would you bet your health on?

Why a Hot Water Extract?

The answer is simple + is based on two factors. Bioavailability and Concentration: this month: **BIOAVAILABILITY** – The immune-supporting polysaccharides common to all medicinal mushrooms & mushroom mycelium are found inside of the cell walls. However, the cell walls of the mushrooms + mushroom mycelium are made from an indigestible fiber called "chitin", the same material a lobster shell is made of.

Hot water extraction is the only clinically validated method for breaking these polysaccharides out of the indigestible cell walls. Even soft mushrooms like Shiitake are prepared as a hot water extract or a tea when used medicinally.

Next month: **"CONCENTRATION"**



**#1 Selling Silver product
5 years running***

Most impressive are the sales of the 8 oz and 16 oz silver hydrosols

- Glass bottles
- smallest particle size, constant dosage
- Safe & Effective
- Pure and Trusted

You need to only carry one silver product, Sovereign Silver

(July-July (2008-09) SPINs data: nearly 50% market share)



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



It Will Do The Heart Good

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But wait. There is something even better (buy now on this special offer!!)

Actually (after that humorous one sentence commercial break), there is now something better and most of us already know it. Ubiquinol has been quietly emerging as the next generation of more active CoQ10. Now that the resistant minds have gotten on board, we have an industry acceptance that there is a more bioavailable form of CoQ10, the cellularly active Ubiquinol. Again, let's return to "source". Kaneka has created a way to consistently capture the antioxidant form of CoQ10, and the results will eventually achieve universal acceptance that this stuff has over 8 times the absorption of its predecessor. For my money, this is the way to go. A form of CoQ10 that performs added cellular function and has higher uptake into the bloodstream: Now that is something to educate about!

Ubiquinol will continue to prove itself more beneficial, and our industry again will be the teaching grounds for this monumental advancement. Kaneka has a patent on the method of production, so we should only be seeing Kaneka Ubiquinol in our marketplace. Again, I suggest that you trust and verify. Bluebonnet is very clear on their labels that they are providing Kaneka QH™ Ubiquinol in their **Cellular Active® CoQ10 Ubiquinol**. This is something to build your educational advancements upon. Tell people to look for the Cellular Active® name as it will guarantee that trusted raw materials are being used. Then people will return to your store for the Bluebonnet label which is not sold in the mass channels.

Bluebonnet offers the largest selection of Ubiquinol in the marketplace right now, providing 25, 50, 100 and 200 mg dosages. Another reason to carry Bluebonnet's products: you can have a neat, clean row of similar dosage ranges so consumers will not stumble over labels as they begin to comprehend the differences between CoQ10 and Ubiquinol CoQ10.

Until the medical community catches up with the advancements of progressive nutrition the natural foods industry champions, CoQ10 will still be the greater seller. I would expect these figures to change over the next five years; although if you educate well in your stores, you will be the cutting-edge leader selling tomorrow's best sellers today. As both these raw materials become ubiquitous—and they are sold by many international copycat providers at a quality defined by price—you will maintain steady sales because you invested in Bluebonnet's trademark quality assurances and you directed your

community to products that are the purview of health food stores only.

Bluebonnet's **Love Your Heart** Promo provides the perfect opportunity to jazz up your heart health section by cross-merchandising better and helping people to realize all the exceptional, health-giving tools your store provides in order to help them maintain a proper protocol for optimal heart health. As their promo byline rewards, "*When it comes to maintaining heart health, Bluebonnet Nutrition does not skip a beat*" use that. Invest smartly this month in a floor display of Bluebonnet products and highlight the CoQ10 and Ubiquinol. Also, show your clientele the other heart-healthy tools. Emphasize a superior multiple, explain the merits of arginine and carnitine. Promote magnesium. Expound upon the merits of Omega-3s that are essential for everyone. And incorporate the vital alternatives that herbal health care brings to the equation.

Be bold. A floor display and an endcap. Add a window banner with the Bluebonnet name, and then commit to keeping some of these items on sale periodically through the ongoing Bluebonnet **Slice of Life** promotions. Talk to your BMC sales rep about how you can muster increased business by talking heart health all year round. This promo will allow you to discount the world's best CoQ10 which allows for a momentum in the sale to educate on the merits of Kaneka's great product. Get your staff involved and excited: the BMC sales reps can offer mini floor trainings and an explanation of the quality assurances that create this important delineation. Then, when you are cleaning up after the sales extravaganza in March, you can cut these new items into the Heart Health section you have created to house these top-selling daily essentials. Heart health: preventative health care is a daily responsibility and your store is the warehouse of the good stuff.

Now that you are rearranging, let's make that Heart Health section as strong as the greatest intention of all these great products! **Herb Pharm's** wooden cross-merchandising racks bring attention to liquid herbal extracts as a primary therapy of heart strengthening. Consider filling a 4-SKU unit with Herb Pharm's **Hawthorn berry**, **Healthy Heart Tonic™ Cactus**, and **Healthy Cholesterol Tonic™**. To really make the consumer understand and ask questions, add **Linden-Mistletoe**, **Healthy Veins Tonic™**, **Connective Tissue Tonic™**, **Nervous System Tonic™**, **Healthy Menopause Tonic™**, **Olive Leaf**, **Garlic**, **Skullcap and Warming Circulation Tonic™**. You can have a whole shelf of applicable solutions. Let's give them something to talk about!

Supplements? Add Bluebonnet's well-priced **Heart Antioxidant Formula Vcaps**,

TESTIMONIALS COUNT

Sweet Success: Newton Homeopathics

I have a friend who has not been able to eat tomatoes for about 8 years. She is a skeptical person, so I gave her a bottle of Newton Homeopathics' Dairy, Grain, & Nightshades, (N057) explaining the best way to take it (small, repeated doses), asking her to report back to me if she saw any improvement in her allergy.

Three weeks later she reported that she had been able to enjoy eating tomatoes for the first time without a problem. More weeks passed and she came in and bought a bottle and told us that she never wants to run out of this, ever! And that we need to be certain to always keep it in stock.

THANK YOU

—NA, Oklahoma

Homocysteine Formula Vcaps, and their **Natural Omega-3 Heart Formula** softgels. Bluebonnet also has you covered with great prices and quality for the cholesterol question: every store must have their best-selling **CholesteRice®**, and the selection can be filled with their red yeast rice, plant sterols, policosanol and perfectly blended **GARLO™ Active** which combines heart-friendly nutraceutical allicin from garlic and polyphenols from olive bulb extract.

Herbs? The science verifies the benefits of **Himalaya USA's HeartCare®** and **StressCare®** and should make them first choice recommendations. These two items not only complement so many other therapies, they orchestrate gradual but noticeable results for every type of condition encountered.

If everyone should walk out of your store with a CoQ10 or Ubiquinol, they should also be taking Omega-3s for heart health. Study the research at www.omega-research.com. Think of the message sent when you cross-merchandise this team in your heart section: **Nordic Naturals' Ultimate Omega + CoQ10**, the very popular **Omega LDL, DHA** (the main fat in the heart) and **EPA Xtra** (that high dose EPA that cardiologists love).

There are three products that every heart section should have: Nordic **Ultimate Omegas**, Bluebonnet **Ubiquinol** and **Himalaya StressCare®**. Think of the avalanche of sales you can bring in with a well-planned and supported endcap of Omega-s, CoQ10s and herbals. Remember Nordic will support stores that endcap with demos.

Be innovative this February. As people realize the cloud of economic depression is lifting as the winter ends, they will accept your inspiration to **Celebrate Healthy Heart Month**. The increase cash flow will do your heart well; and if you succeed in your mission, you will have a good cash circulation all year round! 🍀



The Heart Teaches

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against the misinformation. Freshness, purity, absorption and store support. No one does it better. Nordic Naturals is speaking from the heart in February by tying sales of their *Ultimate* line to support for the earthquake victims of Haiti. Join your heart with theirs and work to strengthen the hearts of your local community. Fish oil for all.

Remember the American Heart Association recommends a dosage of 2000 mg daily of the combination of the EPA + DHA, and then acknowledge that almost all your clientele are taking too little Omega-3s. Your work in educating is just beginning!

Adaptogens and Antioxidants

In trying to be scientifically precise, we tend not to make broad statements, but work your way through this intellectual puzzle: Aren't all antioxidants good for the heart?

So far, my answer is "yes" with the qualifier that it is better to add a wide variety of antioxidants in rotation than to just focus on one. Favorites? Pycnogenol, grape seed, turmeric, green tea, carnitine, CoQ10 and Vitamin E, lycopene and astaxanthin, GliSODin and—again—the Omega-3s. Use this rotating variety as a teaching moment to help people understand that these are all good, they are all from food, and we would do well to incorporate more fruits and vegetables into our diet.

Superfoods? All good too. *Juvo, Juvo Raw Foods*, Aloe Life *Daily Greens* and Bluebonnet *Green Utopia*. Herbs? Bilberry, hawthorn berry, elderberry,

ashwaghandha, ginkgo, cayenne, gotu kola, olive leaf and garlic.

Train your mind to suggest the adaptogens whenever the heart is distraught (or again as preventatives). Adaptogens help the body adapt to stress, the major killer in heart disease. Develop a working knowledge of the stories of eleuthro, ashwaghandha, astragalus, holy basil, American ginseng, Chinese ginseng, licorice, reishi, schisandra, shatavari and sumac. Always remember that a medicinal mushroom should be a hot water extract and is best standardized for beta glucans and polysaccharides.

Stressors

If the realities could be correctly determined, it would be understood that the many stressors that present themselves in the world we live in today are probably as guilty of causing damage as green house gases and methane combined are in causing global warming. The best stress relief product on the market today? No doubt that is *StressCare*® by **Himalaya USA**. Learn the broad range of support that *LiverCare*® and *StressCare*® daily can provide and recommend with confidence.

When stress depletes, add Bluebonnet's kosher B-vitamins and multiples.

Metabolic Syndrome

For most of America, the solution to heart maladies begins with weight. Whether it is overeating, or lack of exercise, or excessive and ignored stressors, the battle of the bulge is leading directly to obesity, weight problems and the associated symptoms of heart disease and diabetes.

To counter this pandemic, we need to change the fat composition of the body: again, Omega-3s to the rescue. We also

need to include anti-stressors in the diet. Eleuthro, therefore and any of the versatile adaptogens, should be added to every weight management protocol.

The new Licorice Flavonoid Oil found in Bluebonnet's cutting-edge *Trimology*™ product has very intriguing research on its application for belly fat.

A diet rich in enzymes and fiber, and the support of a digestive enzyme will aid the heart by reducing the weight. Less body mass, less excess exertion for this powerful and overworked muscle.

Rebuilding and Repair

There are solutions worth investigating for the repair work necessary when the heart falters. Of course, once damage is done the task is harder and the process is one of trial and error, guesswork and luck.

It would be logical to start with the basics. Bioavailable protein, and the support network to assist absorption: aloe vera, proteolytic enzymes, probiotics. The Omega-3s are showing promise in the research labs of the world to perform what we may now consider miraculous but which one day will be understood as the tools of repair and resolution.

Finally, the task will most likely be made more successful if we work to reduce inflammation. There are so many tools for reducing inflammation, but none more

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"WE ARE HEALTH FOOD PEOPLE"

Judy Snyder, Demo Coordinator, Blue Moose Consulting



Judy Snyder entered the world of natural health when she began managing an independent natural food store in 1996. Over the years she learned a great respect for health through diet, and using herbs and vitamins as an alternative to western medicine. It was to be the beginning of a wonderful relationship.

After a few years of store management, she was promoted to merchandiser and buyer, working alongside the owner and general manager both in the office and in the constant changeovers of the store sets. She began meeting with the brokers and buying new products and working up promotions for the stores. It is here that she met Michael and became familiar with Blue Moose Consulting.

Her desire to stay within the industry, and work for a company with integrity and quality made Blue Moose Consulting the natural choice

when economic conditions required the company that she worked for to reorganize and downsize. She is happy to join the BMC team in her new role as Blue Moose Consulting Demo Coordinator. Demos are a great way to get the consumers to know more about the manufacturers, and to get the shopper to experience the products with a person trained to educate on the key selling points of the highlighted items. A demo for a store is a great gift from the manufacturer, and BMC takes pride in working with a talented team of trained demo professionals. BMC is expanding their demo capabilities in 2010.

Judy's management skills will help create a spirit of teamwork, and her love of our industry will instill a sense of excitement with the demo team. With a new Coordinator, we can expect a concerted effort by all to make 2010 the best year ever for BMC. If you have any questions or comments on the Demo Program, you can reach Judy by email at judy.bluemoose@gmail.com or leave a message with Laura at the BMC office at 1-864-879-3465.

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VISIT US AT OUR WEBSITE! WWW.BLUEMOOSECONSULTING.COM

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

The Heart Teaches

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exciting than EPA/DHA, Vegetarian S.O.D., astaxanthin and turmeric. Vitamin D seems to be effective in accelerating the actions of these great foods for homeostasis.

Looking for cellular health as the base line for repair and regeneration? Nucleotides, GliSODin and Omega-3s are worth investigating!

Not so Far-fetched

If you look at the direction of a lot of research recently, you will find that heart illness is being connected to bacterial and viral damage. While the cause and effect are not yet understood, it would not be far-fetched to add daily probiotics and rounds of silver hydrosol to the diet to get the house in order for every complete preventative protocol. If therapeutic goals are being set, then **Dr. Ohhira's Probiotics 12 PLUS** and **Sovereign Silver** are the only products to consider.

How skilled have you become in leading people to the panorama of support that they are seeking for the heart challenges of today? Open your heart to the mission of care, and begin to teach people that there is no reason for a heart disease pandemic. That answers are available in your health store. ☺

Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Laura Pestel at 864-879-3465 and put in your request now.

How to Reach Blue Moose Consulting

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

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