



## Talking Health Nordic Naturals Has a Champion The Newest Member of Team Nordic is Also a BMC Key Accounts Rep

Rachelle Pecovsky-Bentley is a woman on a mission. Everyone who knows her acknowledges that she is a self-driven, goal-oriented professional: a force to be dealt with. For several years, she has proved that on the gridiron in her career as a full contact women's professional football team all-star. Now, she brings that sheer determination to her work for the health food stores of the Greater DC Metropolitan Area as a rep for Blue Moose Consulting.

Rachelle found this path of natural health by chance. Her career as a personal chef was exciting, but she was looking for some variety, and answered an ad that led her to an interview for a job at

**Blue Moose Consulting.** In an instant, a whole world was opened up. Interviewing with Michael Hennessey is an unusual experience. But what was immediately clear was the potential that he envisioned and the purpose. Rachelle knew that she had found a career that could fulfill her interest in service, while also satisfying her competitive spirit.

Rachelle comes from a family in which sports was elemental to development and maturity, with Rachelle—the eldest child—leading the way. Every sibling has been a competitive athlete, and Rachelle competed in both High School and College gymnastics and track. Her parents were into sports in school too: dad (basketball, football and track) and Mom (softball). In

College, Rachelle was nationally-ranked on the balance beam and shot put in the same year, and was an All American in the shot put.

As Rachelle ran her way through two seasons of professional football with the D.C. Divas ([www.dcdivas.com](http://www.dcdivas.com))—she had the added thrill of knowing more about sports nutrition and how food and supplements could be beneficial for the ardors of intense physical contact and grueling workouts. Rachelle was fortunate to have studied Exercise and Sports Science at Ursinus College in Collegeville, PA, but she also realized that the real cutting edge of information on safe and effective nutritional supplementation was in the

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## Talking Business No Weight on This Invitation

Sometimes a good honest conversation can reveal so much. Behind the scenes at Blue Moose Consulting, we have many meetings to train, explain and strategize. Every month, we review this newsletter and discuss priorities, goals, new energies and company needs. Mostly, if you can imagine this, it is me doing the talking!

Well, after last month's newsletter staff conference call, I received a quick flurry of emails and a lot of positive response! We had just discussed the two articles in the mailing and I suggested at the end of the meeting that maybe we could have a "weight loss challenge" among the staff where we all participated—if people were interested—and we monitored our weight over a defined period of time with a defined prescription of nutrients that were being taken for weight loss. The BMC staff liked the idea.

Now I for one know that my last eight years of sitting in the car and before a computer screen have not done much for my waist. This idea would probably help me as well. I address my little Buddha-belly during my many consumer-talks by counseling that stress leads to visceral fat

that is very unhealthy. And that even a person with almost no body-fat could develop a taut and dangerous little belly, and fall victim to Metabolic Syndrome.

Metabolic Syndrome is the great modern killer, leading to diabetes, heart problems and a higher mortality rate. I for one do not want that. So, when my wonderful, loyal and strong-willed staff said they were open to a little challenge, what could I do but agree?

I do not intend to spell out step one of this mission here: I am confident that you all keep and file your BMC newsletters in a secure and easy-to access place. Last month's issue was all about weight loss, and a lot was covered. (I know, I know—that was 2009, LAST decade), but note that all 7+ years of the BMC newsletters are available for reference on our website... [www.bluemooseconsulting.com](http://www.bluemooseconsulting.com).

So without further elaboration...

### The Weight Loss Challenge

First note that this is an internal experiment that everyone is entering into freely. And that there is none of that boorish double-blind placebo we all get hyped about sometimes. This is a group

of over 20 people wanting to smartly use the products they have been studying for the utilitarian purpose of losing some weight around the New Year. I feel comfortable speaking for the staff in saying that you can freely ask them "how they are doing" but let's not intrude too much by asking "how much?"

We are going to have a timeline, and will divide into groups who will each try different protocols to see what happens. We will disclose the various strategies as we move forward, which will also allow you the opportunity to join one of the groups if you want.

The project will be simple. With compliance on a weight loss plan—all other factors remaining the same (our staff eats well and I believe that they all are 'life-stylers' who have healthy habits) we want to see "what happens."

To that effect (and if you would like to join) we shall have a starting weight and a starting waist circumference/ We will then tabulate at the end of the timetable (and possibly keep the project going longer if the results are delightful!!

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## Nordic Naturals Has a Champion

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natural foods field. Indeed, the marketplace had much to offer.

As her sports career and work agenda began paralleling the work of BMC, the synchronicity was immediate. It is obvious that superior nutraceuticals and herbal products are essential for optimal performance in competitive sports. Rachele immediately realized the benefits of the Omega-3s and she embraced Nordic Naturals and the dedication they put into their manufacture and education.

"Nordic Naturals are the finest fish oil supplement in the marketplace. I really do notice a difference in my mind and body while taking them during my two seasons of professional sports. Nine years later, I was recovering just as fast as I did in my mid-twenties."

To Rachele, the excitement was contagious. She soon had several teammates taking Nordic Naturals. "I noticed how the performance of a 44-year-old friend led to her best season ever after starting with Nordic." The D.C. Divas have had two exceptional winning seasons these last two years, and Rachele has never felt better.

"I very quickly realized the value of Omega-3s to the body for recovery and anti-inflammatory support, and to have something so comprehensive to enhance recovery and mental focus in one supplement was pretty profound." Rachele has taken the Nordic Naturals *Arctic Cod Liver Oil* for years now—two tablespoons daily—and now she is also adding the Nordic *Omega Longevity* to her regime.

Success often comes to those who work the hardest, and give the most of themselves. Rachele became an instant star in this world of natural nutritional supplementation. A quick study, she was able to take all the "inside scoops" and translate them well to store personnel. As we all know, one of the hardest things is training staff, and getting them to both grasp the essentials and be able to contextualize that information into meaningful communication meant to teach and lead. Rachele hit the ground running; studying the playbooks and running the patterns brilliantly: Omega-3s and probiotics as essential nutrients; whey protein as the highest Biological Value protein available; turmeric and cinnamon as outstanding spices for human health.

It was inevitable that Rachele would see the value of her role as educator increase. So, after two years of working in the DC area market—and after a few

## ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION Natural Products Association has a new CEO

Friends of Blue Moose Consulting, my name is John Gay. In late October, I took over as executive director and CEO of the Natural Products Association, which represents nearly 10,000 retailers, manufacturers, wholesalers, and distributors of natural products including foods, dietary supplements, and health and beauty aids. NPA has a staff of 14 in offices in Washington D.C., Santa Ana, California, and Beijing, China. I come to this post with almost 25 years of experience in Washington, most recently heading government relations for the National Restaurant Association. I hope you will visit our new website, [NPainfo.org](http://NPainfo.org), to learn more; and then join us as we advocate for the rights of consumers, retailers, and manufacturers of natural products.

bright minds put their heads together—it was decided that Rachele would join the athlete-educators of *Team Nordic*.

**Nordic Naturals** has long understood the importance of Omega-3 nutrition to the athlete. Not only has Dr. Joseph Maroon been their Medical Director for years, but they have also expanded their relationship with the National Football League when *Nordic Naturals Ultimate Omega™* became the first fish oil worldwide to be included in the NFL/

to do public outreach and education to the sport's community, and to help market the Nordic Naturals name.

Rachele comments: "Having this program is going to be effective in reaching the demographic of people who train and compete at a high level. These people care about what goes into their body, and they pay attention to what happens to their body and notice what works and what doesn't." This is a big

market in the U.S. today, and one that the natural foods industry has not made strong inroads with. This is also a market that will show allegiance to a product that is pure and fresh and trustworthy: a new customer that Nordic Naturals is bringing to you!



NFLPA Sports Nutrition Label Certification Program. Dr. Maroon, brain-surgeon, author, teacher and Ironman triathlete, is also both on the medical support team for the 2009 World Champion Pittsburgh Steelers and is a nationally recognized expert on severe pain issues and concussions. Nordic Natural's support for human health is far-reaching and positive. To learn more about this program, go to [www.nnathletes.com](http://www.nnathletes.com).

Nordic understands the value of truthful science, education and marketing. Stores that team with Nordic are teaming with a winner!

*Team Nordic* is part of that outreach. Currently composed of a world-class skier, a body-building champion, a marathon runner, beach volleyball player a surfer, and now Rachele, this team has been gathered

Recently, Nordic flew Rachele to Watsonville to meet the other members for a three-day intensive. "We were given training specific to athletes, and also did a team bonding exercise, as we worked as a team (sailing) in a new sport for all the members."

They had a photo shoot, toured the offices and participated in a seminar on how to work with the media as brand ambassadors.

Since then, Rachele has been interviewed on an ESPN affiliate in Tampa, Florida that reaches 75,000 people. The opportunities are limitless. So the question is: how can this situation benefit you?

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**January Promotions  
20% OFF in 3 EA's**

**Black Elderberry  
Black Elderberry Glycerite  
Echinacea-Goldenseal Compound  
Virattack™ Compound  
Osha**

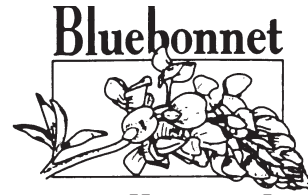
**VIRATTACK™ COMPOUND: Supports Healthy Function of the Immune System\*** Lomatium root, St. John's Wort flower & bud, Echinacea root, Olive Leaf, Lemon Balm leaf & flower

**ECHINACEA GOLDENSEAL COMPOUND:** Echinacea root, Goldenseal rhizome & roots, Osha root, Spilanthes herb, Yerba Santa leaf, Horseradish root, Ginger rhizome, Black Elderberry fruit, Yarrow flower, Wild Indigo root\*

\* these statements have not been evaluated by the FDA



Not represented by BMC in NJ



**19 Excellent Choices**  
*Repeat Sales start with a superior multiple.*  
**What are you recommending in your store?**

**LIQUID SUPER EARTH® MULTINUTRIENT FORMULA** Liquid whole food based, multivitamin & mineral supplement. Natural Tropical Fruit flavor • **SUPER EARTH® MULTINUTRIENT FORMULA MINI-CAPLETS (Iron-Free)** • **SUPER EARTH® MULTINUTRIENT FORMULA MINI-CAPLETS (With Iron)** Whole food based, multivitamin & mineral supplement • **SUPER EARTH® MULTINUTRIENT FORMULA CAPLETS (Iron-Free)** • **SUPER EARTH® MULTINUTRIENT FORMULA CAPLETS (With Iron)** Whole food based, multivitamin & mineral supplement • **MAXI ONE® CAPLETS (Iron-Free)** • **MAXI ONE® CAPLETS (With Iron)** One-a-day, high potency, full spectrum multivitamin & mineral supplement • **MAXI TWO® CAPLETS (Iron-Free)** • **MAXI TWO® CAPLETS (With Iron)** Two-a-day, high potency, full spectrum multivitamin & mineral supplement • **SUPER VITA-CoQ10 FORMULA® CAPLETS (Iron-Free & Iodine-Free)** High potency multivitamin & mineral formula with antioxidants and CoQ10 • **MULTI ONE® Vcaps (Iron-Free)** • **MULTI ONE® Vcaps (With Iron)** One-a-day, full spectrum, multivitamin & mineral supplement • **MULTI-VITA™ SOFTGELS** Two-a-day, full spectrum, multivitamin & mineral supplement • **TARGETED MULTIPLES™ VEGGIE CHOICE™ CAPLETS** Multinutrient formula specifically designed for the nutritional needs of vegetarians/vegans • **TARGETED MULTIPLES™ LADIES' CHOICE™ CAPLETS** Multinutrient formula specifically designed for the nutritional needs of women 18 to 49 • **TARGETED MULTIPLES™ MEN'S CHOICE™ CAPLETS** Multinutrient formula specifically designed for the nutritional needs of men 18 to 49 • **TARGETED MULTIPLES™ AGE-LESS CHOICE™ FOR WOMEN 50+ CAPLETS** Multinutrient formula specifically designed for the nutritional needs of women in their prime • **TARGETED MULTIPLES™ AGE-LESS CHOICE™ FOR MEN 50+ CAPLETS** Multinutrient formula specifically designed for the nutritional needs of men in their prime • **EARLY PROMISE PRENATAL® MICRONUTRIENT 30-Day Supply; Dual Pack.** Multivitamin & Multimineral Vcaps PLUS 30-Day DHA Vcaps

Not represented by BMC in NJ, SC



*Pure and Great Tasting Omega Oils*

**It will be a GOOD YEAR**  
**NOW shipping: Omega-3 Effervescent**  
*Omega-3 Effervescent makes healthy living as easy as 1-2-3.*

It's a great "take-along" for kids lunch boxes and busy people on-the-go, providing a potent delivery of over 500mg Omega-3 from Arctic Cod Liver Oil.

Also includes 1200 IU Vitamin D

**21 ct RUS-01900 \$34.95 - \$20.97**  
**7 ct RUS-01910 \$12.95 - \$7.77**

[www.drinkyouromegas.com](http://www.drinkyouromegas.com)

**The Greatest Show on Earth: Omega-3 Education with Stuart Tomc**  
NOW Open to the Public. Plan to attend, and invite your community  
January 13 @ 11:00am EST

**New Year, New You! Omega 3s and Antioxidants:  
Boosting your Life's Longevity**

**IMPORTANT FORMULA CHANGE –**

**Prenatal DHA, now with 400 IU Vitamin D**

Product: RUS-01741 Prenatal DHA, 90ct  
400IUs of vitamin D3 per serving has been added. Other product details (pricing, UPC, item #, etc) have NOT been affected.

Ask your BMC rep about the new Nordic 4-bottle retail shelf display to promote new items

Not represented by BMC in NJ, SC



*Nurturing Naturally Since 1987*

**Great Opportunities for Increasing  
Homeopathic Sales in 2010**

**January Promotions 20% off  
6+ SKUs of:**

**Cell Salts • Fatigue Fighter  
Candida-Yeast • Fungus Fighter • Vitiligo**

NEWTON homeopathics is an FDA-registered pharmaceutical manufacturing facility. All remedies are prepared in strict accordance with the Homeopathic Pharmacopeia of the United States (HPUS). All complexes and single remedies are made by hand, using only certified gluten-free organic alcohol, and the highest quality herbs and medicinal substances.

**Cell Salts:** Helps promote tissue mineral balance, supports metabolic activity & encourages recovery from chronic disease.  
**Fatigue Fighter:** Helps relieve symptoms of fatigue associated with illness, stress, adrenal exhaustion, thyroid imbalance or jet lag.  
**Vitiligo:** Helps relieve symptoms associated with vitiligo such as itching, dryness, loss of pigmentation and premature graying of the hair.

**Newton Homeopathics will be closed January 19th in honor of Martin Luther King, Jr. Day**

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# JUVO™

## Your link to your local Yoga Studio

Dear Yogi Teachers,  
Juvo YogaFood is born just for you! Enjoy teaching with Juvo YogaFood!

Let the community of health seekers that exists in the Yoga Studios of your community help you deliver the next food revolution: a Vegetarian Raw Food Diet

New Years Resolutions work best when accompanied by plant-based Organic Nutrients for Body Cleansing and Detoxification. Offer a product for everyone:

**YogaFood**  
**Original Juvo**  
**Raw SuperFood**  
**Juvo Slim**

Ask your BMC rep how each product is beneficial for the best of health naturally

Not represented by BMC in Eastern PA, NJ

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## January Promotions Body Heat Pain Relief, Vanilla Rub

Winter Can Bring On  
More Aches & Pains

**Body Heat 15% OFF**  
12-item case

Penetrating, lubricating, warming and healing agents of Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica and other herbal extracts relieve tension + soreness. Use for athletic injury, physical exertion, arthritic aches, broken bones, shoulder tension, old injuries, carpal tunnel, daily stress & fatigue. The 100%-natural Vanilla extract leaves a delicious fragrance with a non-medicinal smell. Provides deeper, longer-lasting relief due to the carrying ability of the Organic Whole Leaf Aloe Vera, which carries the nutrients inward to the source of pain. **This should be your best-selling pain reliever!!**

**Satisfaction Guaranteed!**

Remember the 6 oz Unscented, 4 oz, 8 oz Pump



## Essential Formulas

Award Winning Dr. Ohhira's Probiotics  
12 PLUS will soon be joined by  
another AMAZING Product

Essential Formulas will soon be  
introducing their latest product:  
Brazilian Green Propolis

### Propolis PLUS

- more potent and unique than European propolis
- harvested from the harsh lands of Southern Brazil
- from resins of young leaves of the *Baccharis dracunculiflora* plant
- high in cinnamic acid derivatives (i.e. Artepillin C)
- manufactured using patented Japanese extraction methods
- combined with astaxanthin and probiotic extract
- you will be amazed about the known benefits!

**You will be talking about & recommending this product in 2010**

# OLBAS®

HERBAL REMEDIES

## Olbas® Made for THIS TIME NOW

**Nine Different Olbas®  
Remedies that each soothe  
in a unique way**

**Olbas Oil**—the original  
Swiss Aromatherapy Massage Oil  
& Inhalant

**Olbas Inhaler**

**Olbas Pastilles**

**New Olbas Lozenges**

**Olbas Analgesic Salve**

**Olbas Cough Syrup**

**Olbas Herbal Instant Tea**

**Olbas Herbal Bath**

**Olbas Sports Massage Oil**



## wellinhand

### ACTION REMEDIES™

Topically Applied Herbal Answers

## January Promotions

**15% OFF**

direct orders only

- **Zero Zits Astringent Toner**  
Original for normal to oily skin, 4 oz with frankincense, comfrey & lavender

- **Hemp n Moor**

- **Body Wash Foamers—  
Spicy Rumor Certified-vegan**  
in a thick, rich aromatic  
foam

\*note that the roll-ons are now  
replaced with dropper/squirt closures

**Topically Applied Herbal  
Answers since 1994**

# BASS®

Brushes

**Finest Quality Hair, Body and  
Skincare Accessories**

**Bass Brush's Natural Wood  
Collection now has a complement:  
Hair Doc's New Bamboo  
Comb & Brush Collection  
Now that deserves a Compliment**

- Bamboo is one of the fastest growing, most readily renewable natural resources on the planet.
- It's 100% naturally grown without pesticides and it's biodegradable!
- European design, a world-class brush at a fantastic price
- Bass Brushes have been used and recommended by hair stylists everywhere
- Daily brushing with a Bass natural bristle brush will help to improve hair condition, giving healthily looking hair.

**Testimonial:** "I have had this brush for 8-10 years, and it is just beginning to show signs of wear....Never before had I found a brush that was so completely able to detangle and smooth my long, easily tangled (especially at night!) hair....It really is different from any other brush. Even the children liked it. Really glad to find it here, now that I need another."

Not represented by BMC in NC, NJ, Eastern PA





**January Promotion**  
**Cold & Flu Season is**  
**actually just beginning**  
**25% OFF**  
**Organic Moisturizing**  
**Hand Sanitizer**

Noticeably a high demand item:  
 Organic & Moisturizing & Sanitizing  
 Dermatologically tested + hypoallergenic  
 Available in two sizes: pocket size tube  
 & larger countertop bottle.

*"With the demand for hand sanitizer being at its peak, Surya Brasil Organic Hand Sanitizer is the sustainable and organic way to remove unwanted germs from the skin while protecting and moisturizing the skin. Though most sanitizing products have the effect of killing germs, neither the scent nor the feel of these products tends to be desirable."*

—National Educator Bettina Bond

**For the latest information including**  
**their social activism, visit**  
**[www.facebook.com/suryabrasil](http://www.facebook.com/suryabrasil)**

**PERFECT®**  
**ORGANICS**

**January Promotion**  
**The Lips Will Love You**

Our Shea Butter Lip Balms moisturize, protect, and soften your lips with 100% natural, vitamin-rich & healing ingredients including sweet almond oil + hazelnut oil. Made with Organic Essential Oils, these effective and super-nourishing lip moisturizers are your best bet for smooth, soft lips!

Perfect Organics vegan shea butters bathe the lips with moisture. Each 0.25 oz tub lasts a long time, as a little goes a long way! These products are manufactured to maintain the integrity of the ingredients through every step of production, offering a simple, perfect lip moisturizer. Perfect for gifts to others and for that indulgent treat for yourself. Three great choices for every pallet: Citrus Orange, Fresh Mint and Vanilla Twist.

**Shea Butter Lip Balm**  
**15% OFF**

**when purchasing two or more**  
**lip balm displays**

ingredients: \*Shea Butter, \*Sweet Almond Oil, \*Hazelnut Oil, \*Jojoba Oil, \*Essential Oil, Non-GMO Vit. E. (\*Organic).



**Himalaya**  
 HERBAL HEALTHCARE

**January & 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	<b>10%</b>	<b>10%</b>
Buy 18	<b>15%</b>	<b>12%</b>
Buy 24	<b>20%</b>	<b>15%</b>

**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

**January Promotion**  
**Organique by Himalaya®**  
**Facial Care 10% off**

Not represented by BMC in Eastern PA, NJ

**immune**  
 HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**January Promotions**  
**Preventative Health Care**  
 6 each per SKU **10%**  
 9 each per SKU **15%**  
 12 each per SKU **20%**

Wellmune WGP® beta glucans in 75, 125, 250 and 500 mg. dosages

Yes!!, the **Children's Chewable** is now **back in stock**, 25 mg. chewable

**Need to get Fluent in the Latest**  
**info on immune support?**

Online "Immune Certification" Training Exclusively for retail salespeople who want to increase their knowledge of the immune system and *Immune Health Basics*, a natural dietary supplement designed to enhance immune health. Everyone who achieves a score of 80% or higher (11 out of 14) will receive a *Certificate of Achievement*, a free 30-count, 250 mg bottle of *Immune Health Basics* and a premium pen.

**Ask your BMC Rep how, or go to**  
**[www.immunehealthbasics.com/retailers/Training/](http://www.immunehealthbasics.com/retailers/Training/)** to sign up

**MushroomScience®**

**The Message for 2010**  
**is Energy & Endurance**  
**The best food for the mission**

**Cordyceps**

**January Promotion**

**4-12 units = 10% OFF**  
**12-18 units = 15% OFF**  
**18-24 units = 20% OFF**

90 Vcaps, Dehydrated hot water extract with guaranteed levels of beta glucans, Cordycepic acid, and Adenosine

Only Mushroom Science offers you the scientifically-substantiated, dosage-guaranteed Cordyceps Cs-4.

Cordyceps, called "winter worm, summer grass," or the caterpillar mushroom, in medicines of China, Tibet and Nepal, has been valued by today's world-class athletes for decades. A medicinal mushroom connoisseur will search out the Cs-4 variety as the early physicians sought this substance for the Emperor: a food gem for energy and stamina!

All of the published clinical research has been conducted with hot water extracts of the mycelium of the Cs-4 strain of Cordyceps, the same strain Mushroom Science uses to produce their high potency extract.



**Sovereign Silver**

- Recognized Immunity-Building Supplement
- Imperative for Kids in School Settings
- Before, During & After Work when the Office is Down
- Products that should be Shared with the Elderly
- Certainly an Exceptional Daily Support Supplement

**December Promotions**

**10% off**

**2 oz vertical spray**

*cannot be combined with other promos except normal volume discounts*

**Remember Sovereign**  
**Silver Endcap Discounts**  
**How could you not be strongly**  
**promoting silver hydrosol NOW?**

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



## Nordic Naturals Has a Champion

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Foremost, these team ambassadors will bring an effective message to every strata of the sports market. If you have a radio/television avenue that might prove profitable, contact your local BMC rep. As importantly, the marketplace will be positively affected by the message that emanates from this top-down marketing and outreach. Rachelle notes, “this can make a huge impact, but not just in the sports market. People look up to athletes and say that if that worked with them then surely it will benefit me as well.”

It will bring increased brand awareness, making more people aware of the Omega-3s, and more people walking into your stores looking for Nordic Naturals.

There is also another major message here that can bring more business to your store. The sports nutrition market is real. More people are looking for trustworthy sports nutrition—people are becoming extremely distrustful of the mass market and the internet for their sports nutrition supplements. Look at the newspapers: every major league sport is fearful of steroids and tainted products—and why—because the marketplace is filled with junk, and only the natural foods stores are the gateways to safe and effective products.

As Rachelle acknowledges, “Stores need to revamp and there needs to be reeducation for the staff.” Most products being sold now in many stores are “missing efficacy”. Look at your department: the problem is clear. Many places “sell on hype and price” and that is it!

Blue Moose Consulting sells many exciting products that are perfect for the athlete. Maybe it is time to look at that Sports Nutrition section again—especially as people start their New Year’s Resolutions. Let’s turn to a pro and ask her what she takes for her nutritional program.

“Of course, I take Nordic Natural every day,” Rachelle says. Her other favorite supplements include:

“I take **Aloe Life’s Healthy & Slim Daily Greens** every day, as well as their aloe vera juice.” “Since I expect the best from my body, I have to be in the best health,” so she takes **Dr. Ohhira’s Probiotics 12 PLUS** as well.

**Himalaya USA’s LiverCare™** for liver support, **Bluebonnet Nutrition’s** nucleotides and vegetarian **S.O.D.** and **Vegetarian Glucosamine-Chondroitin with MSM.** “For all I have done, I am amazed at how good my knees are.”

“As we mentioned earlier, I take Bluebonnet’s whey protein isolate because

this is the best way to get bioavailable protein.” “I am also a huge fan of **Juvo.** I often take it an hour before practice as a complete meal and the energy from the raw foods helps me through a three-hour practice.”

Note that every Sports Nutrition section should have superior quality whey protein (not cheaply priced glitz) and Omega-3 nutrition, as well as **LiverCare™** as an essential. Everyone should be trained on the benefits and use of nucleotides and **GliSODin S.O.D.**, and the need for immuno-supportive adjuncts that should be essential to any training/work-out regime,

“Whenever I am training intensely, I take **Cordyceps**” (from **Mushroom Science**). “When you train at a high level, you compromise your immune system. I take **Sovereign Silver** daily for immune support as well as a high dose of the **Wellmune (WGP®)** from **Immune Health Basics.**” (500 mg daily).

It looks like one of the benefits of working for Blue Moose Consulting is that Rachelle is able to afford the best there is with nutritional supplementation; and she practices what she preaches when it comes to optimal nutrition and health.

“Whenever I am looking for energy, I will make a mix of **Herb Pharm’s** rhodiola, eleuthero and ginkgo, or I will rotate this with their **Athlete’s Power Tonic™**”

Rachelle would not let the interview end without praise for some of the exceptional body care items that Blue Moose Consulting and **Delicious Bodycare** represent.

“I always have **Herbal Ed’s Salve™ (Herb Pharm)** in my gym bag. “I have tried many things and the **U-Knead-It Balm** from **Organique** is the best product for me. That, along with the **Organique Stress Massage Oil** are amazing.”

**Lips and Limbs:** they are the purview of **Perfect Organics.** I asked Rachelle if we should add this to an interview about Sports Nutrition and the answer was authoritative. I was told I must mention **Perfect Organics Lip Balm.** “Lip Balm and **Shea Butter** every day. **Shea Butter** on my feet to keep my feet soft.” Nothing else works as well. “I am a **Perfect Organics** girl! On my hands and feet every day out of the shower.”

I asked Rachelle if she had any initial feelings about the new Nordic Naturals **Omega Effervescent.** “The effervescent delivery system is fantastic. I am excited about it. It will introduce a whole new group of people to Omega-3s who were not [taking them] before.”

### Where next for Rachelle?

Well, we hope that Rachelle is with **Blue Moose Consulting** and **Team Nordic**

### TAKE 5 MINUTES

GOED, the **Global Organization for EPA and DHA**, is petitioning the Institute of Medicine to convene a panel of experts to establish clear dietary recommended intakes (DRIs) for Omega-3s, encouraging legislators to actively seek awareness of the benefits of EFAs. This institution of DRIs would have a profound effect on the industry and consumers.

I strongly urge all of you to go to GOED’s site: [www.omega3petition.org](http://www.omega3petition.org) and sign this petition! The support for this cause is just another step in the right direction for the entire nutrition industry. So please, pass this on to whomever you know would help drive the initiative.

—Sarah Syed Nordic Naturals  
[www.goedomega3.com](http://www.goedomega3.com)

forever. This year, Rachelle retired from professional full-contact football after nine years, many victories and awards and a mention in *Sports Illustrated*.

“I am now retired from professional football, and am searching for my next competitive love in sports.” In training, “I am still working with the same level of intensity, I traded off heavy strength weights and am now using body-weight for strength training with **Bikram Yoga**” (a new pursuit). She loves the new practice of yoga 5-6 days a week and also runs 20-25 miles a week. And she has never felt physically better. She is actively exploring for her next competitive sport.

“I have a quote attached to the bottom of my work emails”, she says. “It reads, ‘This is your world. Shape it or someone else will’. This applies to everyone in life on the field and off. What you make of your life—it is yours for the taking. And if you don’t, someone else just might. This drive in sports....To be the best very time because I may never get another chance. In work, I have to be my best. In relationships, you never know if you will get another opportunity to make an impression or to show someone that you care.”

Rachelle is an exemplary natural foods spokesperson. She is a modern woman with a wallop of balance, beauty and kind love. She feels that her “future is gorgeous. I see unlimited possibilities to learn and grow with our industry! I have a great zest for life with my family and friends and it pleases me to show the benefits of our industry to the people that I love”

A winning human being. An inspiration to us all, and the future of our natural foods movement. A True Moose, and a wonderful teacher to other members of the Blue Moose fold. A winner on our team of natural foods people. The newest member of Team Nordic! **Go, Nordic Naturals, Go!!!!** 🍌



## No Weight on This Invitation

continued from page 1

I believe that staff will be open about their progress—you can approach that subject with them on your own—but we shall report our numbers and percentages and successes and other observations in a

# AROMA LAND

## NEW MUST-TRY Product Powerful 100% Natural "Defense Formula" Hand Soap Deep Cleanse

- A 100% Natural Surfactant derived from Coconut Oil
- Utilizing the Deep Cleansing Action of Essential Oils
  - Silky Smooth – Cleanses and Moisturizes
  - Big Bubbly Lather
  - *Michael Loves it!*

### Break-through

For 11 months Aromaland's chemists focused on developing a biological & environmentally friendly surfactant with deep cleansing properties that is free from harsh chemical compounds.

Combining this new advanced 100% Natural Cleansing Base with Essential Oils historically & scientifically known to demonstrate deep cleansing activity, Aromaland introduces this revolutionary breakthrough in liquid soap.

*Modern times dictate that nothing is more important than regularly using a deep cleansing hand soap. Aromaland Natural's "Defense Formula" liquid hand soap is a must at every sink in your home or business.*

future issue of this always helpful newsletter.

## Talk About Momentum (1)

Two newsletter articles the two month's before New Year's Resolutions: how timely! To bring credence to the timeline, we will run this project a minimum of four months. We may then follow it with a second 4-month continuation. After you hear my temptation, you might consider opening this project up to your staff or your community.

First, many companies and many stores use the occasion of the New Year to follow the trends and highlight weight-loss products. Most end that momentum after a 30-day cycle, not only because most people today only have a two-week attention span—but also because there are more waves to your individual sales planner that must be hit (most people turn in February smartly for 'heart health'...). Wouldn't it be nice in 2010 to have sales cycles that persisted for 6 months with many repeat sales? What better time to start than now, January 2010?

Second, while people desire good habits and weightloss after a holiday eating spree, the real Holy Grail of Weight Loss is bathing suit season. Four months, for most people, will roll into April-May and by then the lost weight will have a beautiful reward: a comfortable fit for the season's bathing suit. Yes, this plan is beginning to make sense.

Getting people involved always creates a fine momentum. People like being a part of something, and when that something is a healthy habit that will make them feel

## PHONE EDUCATION AT YOUR FINGERTIPS

**Himalaya USA Organique** with Pratibha, January 5, 12 & 3 PM

**Newton Homeopathic Homeopathy & Modern Dis-Ease**, January 5, 10 AM & 3 PM

**Himalaya USA Formulations & Herbs** with Ryan, January 6, 12 & 3 PM

**Nordic Naturals Live Training** with Stuart Tomc, **New Year, New You! Omega 3s and Antioxidants : Boosting your Life's Longevity**, January 13, 11:00am EST

**Himalaya USA** presents Dr. Grace's 3 Herb Thursday, **Liver Detox & Cleanse** January 21, 10 AM & 1 PM

**Herb Pharm** Herbal tele-training series with Julie Plunkett **Energy & Adaptogens highlighting: Adrenal Support Tonic™, Ashwagandha, Rhodiola**, January 21, 2 PM & 7 PM

**Ask your BMC reps how to attend and alert all staff members**

better about themselves, then there is all the more reason to promote.

## Momentum (2)

It just so happens that there are often many deals that occur in January for this new year's agenda, and often new deals arise in March-April for the Detox season. SO, you can creatively build many sales, deals and marketing around this event.

Right now, look at all the great things you can play with:

- \* **Aloe Life** has their new **Super fruit whole leaf aloe concentrate**
- \* **Himalaya USA** has a spectacular 28-bottle promo that highlights digestion and detox
- \* **Juvo** has great momentum on their **JuvoSlim** meal replacement
- \* There is new press on the efficacy of the **Bluebonnet Trimology™** product that you can utilize.

There is no time like the present, so start a dialogue with your BMC rep, or give me a call.

Check out the logic of the plans we are devising. Consider joining the merry band of the weight-less. Consider the practicality and the cost-benefit of running with a defined program over a defined period of time. What have you got to lose?

Ask your BMC rep to share the latest study that was published using the Licorice Flavonoid Oil from Kaneka that is found in Bluebonnet's Trimology™. The importance of this product is that it seems to effectively target the danger zone of the visceral fat surrounding the waist. When I took this product with compliance before, I noticed some very visual results in the first 60 days—and then I got too busy and

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## "WE ARE HEALTH FOOD PEOPLE"

### Corinna Belizzi, Division Manager, Retail Markets, Nordic Naturals



Enjoying the midnight sun in Artic Norway

"I am honored to welcome in 2010 with the We Are Health Food People Spotlight...Born at home in Ashland, Oregon I enjoyed my childhood with parents who gardened and farmed for much of the food we put on our table. Natural was simply a way of life. Even as I entered college at UC Santa Cruz studying archaeology I wondered what our ancestors ate, how they prepared their food and what natural remedies they used. After completing my bachelors, I began working for an herbal extract supplier selling raw material and assisting in formulation of products. As the FDA allowed for a health claim regarding fish oils and heart health in 2002, I began to research Omega-3s and developed "dream formulas" including the herbal extracts I sold. With all the research on Omega-3s, the striking lack of these essential fats in the North American diet was appalling – but fixing the problem wouldn't be easy. The natural products industry faced one giant problem. Fish oil tasted *awful*.

Then, at NPEW 2002 I came across Nordic Naturals. Chewing their patented fruit flavored capsules I asked myself, "Where's the fish? How can it taste *good*?" I sampled every product they made in awe and disbelief as the realization hit home. "Fresh fish oil tastes *great*!" Just 3 months later, I was blessed with the opportunity to join Nordic Naturals as their National Sales Manager. With Joar Opheim—our founder and visionary leader—at the helm, we sought out to pioneer a new market in the U.S. for the highest quality and most researched Omega-3 Fish Oils the world had ever seen. Over the past 7 years, the mission of the organization has become my own. Together we strive to ensure omega-3s are not only available to every person—but in safe options they can *enjoy* taking. The Omega-3 Effervescent is one more stride in that direction.



## Blue Moose Consulting

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

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

## No Weight on This Invitation

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forgot. Many people I knew could see mid-section fat disappearing in the expected period of time.

Bluebonnet has just dramatically lowered the price on this product so it is a great time to introduce or reintroduce. Have your BMC rep give you and your staff a brief training. The talking-points are important.

We will most-likely have four test groups in our staff study: three of them will be on the **Trimology™ Glabridin LFO** product from Bluebonnet.

All the participants will be on **LiverCare™** from Himalaya USA. The reason is simple: "it is the liver, stupid!" To affect real weight loss, you must address the liver.

We will share with you the other protocols. This will be a multi-company endeavor—which is one of the great benefits of the BMC corral of companies, and there will certainly be something that will work with your store.

But what could be a better gamble than to bring in good/great/exceptional products that will be highlighted for 4-8 months with an unlimited amount of testimonials? There is no time like the present: look at what we are doing and consider it closely.

You need not weight any longer, the invitation is here. A healthy sales team—and a good personal story of success—are the blessings for a store in a tough economy. Recommending things that you believe in, and which are in your stores alone—*priceless*.

May your year be filled with only one loss, and may that loss be perfectly healthy.

The slightly overweight,  
Michael

## How to Reach Blue Moose Consulting

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

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Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

### 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  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
orders: 1-800-414-ALOE  
(2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Immune Health Basics

www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com  
215-632-6100  
orders: 800-523-9971  
fax: 215-632-7945  
Philadelphia, PA 19154

#### Well-in-Hand: Epic Herbal Medicinals

www.well-in-hand.com  
434-534-6050 • 888-550-7774  
fax: 434-534-6040  
Forest, VA 24551-1200

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com  
888-328-8840 • 954-979-0885  
fax: 954-979-0838  
Pompano Beach, FL 33069

#### Mushroom Science

www.mushrooms-science.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Surya Brasil

www.suryacosmetics.com  
877-997-8792 • 718-267-9696  
fax: 718-267-9648  
Long Island City, NY 11105

#### Erom, Inc./Juvo

www.gojuvo.com  
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**Support all the lines we represent: Independence, Quality, Strength**

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