

## Special Issue: The Best Have Gotten Better

With great effort and little fanfare, our industry is becoming better, stronger. As occasional manufacturer outta stocks go accepted and undiscussed in the day-to-day of your business, the better companies of our industry are working with resilience to get better.

It is good that you know these things, and that you realize that the many label changes that you have been seeing the past year have been part of several initiatives that have created the conditions for compliance and the fulfillment of government oversight mandates that make our industry more accountable, professionally consistent and more secure in the litigious world we live in, where elected officials have the ability to wreak havoc on good things and natural health with the slight of a spurious law.

For years, the “good health” legislators, like Senators Tom Harkin (D-Iowa) and Orrin Hatch (R-Utah) have been guiding our industry on a path that protects our nutraceutical industry by making it more answerable to the cries of consumer protection extremists, and misguided industry enemies like the pharmaceutical Henry Waxman (D-CA) and the machiavellian John McCain (R-AZ). The guiding principle was “Keep DSHEA and make the written rules enforceable.” After the FDA was given the funds to create a clear GMP standard, the laws are now being put into place. The end result will be a level of accounting that is as quantifiable as it is protective. The better news is that many bad actors in the field of nutritional supplementation will be forced to change their ways or get out of the business.

Despite the cacophony of misinformation from anti-industry naysayers, the natural foods industry has been remarkably self-policed since its inception. The mainstream natural foods supplement manufacturers, across the

board, have performed their tasks with great diligence and initiative to get better. Most of the big ten manufacturers make quality products that comply with label claims and contain effective materials. While a distinction can be made between manufacturers who use elite grade raw materials and those who buy based upon price (properly-sourced and harvested herbs from ethical suppliers—and the cheaper forms of MSM, amino acids, CoQ10 and Vitamin C being prime examples), we are an industry that manufactures in clean conditions and offers consumers truth in labeling.

Now, we are being led to a new level of integrity. The laws that govern GMP-compliance in our industry have gotten stricter and the time-table for compliance has been reached. For many fly-by-night companies, this is the end of the road. I am sure that more than a few well-intentioned manufacturers who could not finance the transition will also have to close shop—and that is sad—but at the end of the day, the natural foods industry’s supplement category is emerging stronger, more transparent and sufficiently regulated. We all know that supplement sales have been the driving force of profit for a majority of the business success that keeps most stores in business. I learned long ago, that one could sell Organic produce if the vitamin aisles were well-stocked and tended.

What is happening behind the scenes that has been so impressive? I will use Bluebonnet as an example. This family owned and operated business has continued a most admirable trajectory in reaching for manufacturer perfection. The manufacturing team at Bluebonnet continues to grow and it is these unsung heroes that make **Bluebonnet Nutrition** the industry’s best manufactured product in every category in which they offer products.

Anyone who knows the story of the Barrows family knows that they are a hardworking clan that have never veered

from the goals of Quality Manufacture. This quest has led them to create one of the industry’s best manufacturing facilities, with the most modern analytical equipment in use by any supplement manufacturer today. Profits have been consistently reinvested in the company to make constant upgrades, and the manufacturing team has grown yearly as new Quality Assurance guarantees have been put into place.

Bluebonnet Manufacturing is the perfect blend of a core veteran group of talented industry allstars known nationally for the consistency of manufacture they have continued for decades, and young, talented and credentialed professionals who are fortunate to be learning the skills of the trade from the best.

Bluebonnet started the task of conversion necessary to comply with the governmental GMP standards early and with constant focus. You may not know the difficult and hasty changes many competitors had to juggle because they ignored the coming changes to industry standards, but Bluebonnet admirably took the requirements to heart and exceeded all mandated procedures. Again, for industry insiders, Bluebonnet proved their mettle and earned the respect of their noble competitors.

Bluebonnet has been implementing another layer of Quality Control management for a while now, in efforts to evenly oversee every step of the manufacturing process and maintain sparkling records of all production—which is the goal the US Government wants to see established everywhere. If all manufacturers complied as Bluebonnet does, our industry would be the envy of the Manufacturing World.

What this means is not only that they are able to ensure an irreproachable system of ingredient verification, but that they have the mechanisms in place to make sure products are free of unwanted contaminants and filled with precise

## The Best Have Gotten Better

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amounts of the expected materials. Bluebonnet manufactures above the USP standards to comply with the zany and irrational requirements of California Prop 65! Quality beyond Quality.

These changes have been difficult. The Barrows family has been more than busy. As Bluebonnet rolls out another set of new products this month, the sales teams have shown impatience in these exciting products hitting the street (we have our job to do of course!!). Bluebonnet has the "bread in the oven" as it were: every new product is going through stringent baseline analyses so that every future batch will be as consistent as the first perfect offering.

Quality matters, and consumers have been using their purchase power to demonstrate that they will seek out the best products for the best results. As new stores open and seek the go-to brand and stores look to upgrade to a better quality product, Bluebonnet continues to be the #1 choice of stores looking to stay current with the trends. Competitors, raw material suppliers, and industry insiders all see Bluebonnet as the premier new standard-bearer of superior manufacture. Recent industry awards—Manufacturer of the Year, *Vitamin Retailer Magazine* (2006); Natural Choice Award from *Whole Food Magazine* (2009), Best of Supplements award from *Better Nutrition Magazine* (2009)—mirror the changes that

continue even today to bring you the best product possible. Quality manufacture of superior ingredients makes for best results for the health of your community.

The work in the background shows in the finished product, and all this has been going on quietly to the retail buyers and staff. But now you know!

Another example of dramatic changes for the better would be **Himalaya USA**. In the past year, they have brought to market one of the few USDA-Organic Certified herbal lines. Certainly, if you are selling herbs from India, you would want to be providing products that have the streamlined sourcing and quality-control guarantees that Himalaya USA provides. USDA-Organic Certification has always been the standard. One thing it guarantees along with the all-important growing method is that the manufacture can account for the path of the product to market. In a world filled with promise-filled middlemen, it is nice to know that a company can provide you a food material that has an impeccable pipeline of supervised agriculture. Knowing the limitations that exist in some quadrants for herbs from India and Asia, I would be providing every herb possible from Himalaya USA as the industry leader in Quality Assurance.

Quality here starts with water quality, moves into the batch-by-batch analysis of raw material for environmental contaminants, and then moves to a chromatographically fingerprinted standardization of active ingredient that is guaranteed on the label. These standards for herb manufacture are unrivaled in the American marketplace. It will take a few more decades for the best manufacturer here or in Europe to match these comparisons that stand this 80-year old company as the model of herbal manufacture. The USDA-Organic seal is just another earned accolade (as is the equally important *Leaping Bunny* logo and the Best of Supplements Award from *Better Nutrition Magazine* 2009).

Always one step ahead of current technology, Himalaya USA has also recently changed their 100% Vegetarian Pure Herbs to be not only preservative and additive free, but also magnesium stearate free. While I consider the Mag-Stearate debate to be thoroughly misunderstood and overblown (in our industry for natural products), this advancement once again proves the working genius of the 100 doctors and researchers at Himalaya USA's Research & Development campus in Bangalore India. All products are now

## SUPPORT COMPANIES THAT SUPPORT OUR WORLD

"Himalaya is proud to partner with Trees for the Future for our second consecutive year," said Nabeel Manal, President and CEO, Himalaya Herbal Healthcare, "and the trees we've planted in the past two years are just a beginning. We're taking a look at areas in need and evaluating our ability to do even more in 2010."

Himalaya Herbal Healthcare has received recognition from the Maryland-based environmental group Trees for the Future for planting 50,000 trees in Andhra Pradesh, India in 2009. This is the second consecutive year Himalaya has participated in the program, bringing the company's total number of trees planted to 100,000. In 2008, they planted an original 50,000 trees in the Indian states of Andhra Pradesh and Tamil Nadu.

manufactured (in the necessary smaller batches) without any added food-grade materials. All the manufacturing materials come from the plant material itself: flow agents, filler, and lubricants. A fully herbal product in easy to swallow caplets.

Himalaya USA, an international industry giant, reinvented their products and made them even better for the American market, and they achieved all this in one year with minimal inventory outta stock that are now a thing of the past. They also did this while launching a new, truly American, bodycare line with **Organique by Himalaya**, which is almost outselling its nutraceutical sibling. All these changes have kept the dedicated team in Houston, Texas fully focused and working with excitement. In his spare time, owner Nabeel Manal has overseen the development of a new Leeds-certified building complex that will be breaking ground very soon. One day soon, you will be able to travel South and see a little bit of India's bounty and brilliant medical history right here in the U.S.

Not to be outshone in herbal manufacture, **Herb Pharm**—*America's #1-selling liquid herbal extract manufacturer*—has been undergoing dramatic internal changes to make their facility even more cleanly perfect as well. The "Plant Plant," as Herb Pharm's production facility is called, is as State of the Art as any manufacturing facility in the world, and even better! Exceeding government audited GMPs (Good Manufacturing Practices) and Standard

### TAKE 5 MINUTES Be a Battery Recycler

Call2Recycle® helps promote environmentally responsible communities, businesses, and retailers through its free battery and cell phone recycling program.

Call2Recycle® is operated by the non-profit Rechargeable Battery Recycling Corporation (RBRC). The RBRC licensees, participating battery manufacturers and marketers, purchase the rights to imprint the RBRC Battery Recycling Seals on their Ni-Cd, Ni-MH, Ni-Zn, Li-Ion and Pb portable rechargeable batteries and products. Rechargeable batteries are the power source for cordless power tools, cellular and cordless phones, laptop computers and camcorders.



[www.call2recycle.org](http://www.call2recycle.org)



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**July Herb Pharm Promotions**  
**Heart & Circulatory Support**  
**20% OFF products listed**

*min 3 ea for each product*

- Ginkgo liquid extract
- Hawthorn liquid extract
- Healthy Cholesterol Tonic™
- Healthy Heart Tonic™

**Healthy Cholesterol Tonic**

*Tonic for Maintaining a Healthy Cholesterol Level*

A blend of the liquid extracts of:

- Artichoke leaf & flower bud
- Hawthorn berry, leaf & flower
- Turmeric rhizome
- Fennel seed

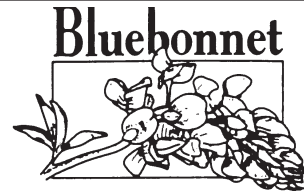
**Healthy Heart Tonic**

*Cardiovascular Tonic*

A blend of the liquid extracts of:

- Hawthorn berry, leaf & flower
- Cactus flower & stem
- Motherwort leaf & flower
- Ginger rhizome

Not represented by BMC in NJ



**Bluebonnet T-Shirt Promo**

For every \$450 on orders placed till July 30th, your store earns one 100% cotton vintage dark brown t-shirt FREE, with the message "Our Conscious is Green" and a beautiful Bluebonnet

**New Products, Available in July**

~~ 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 - 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

~~ 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

- undenatured + microfiltered protein for round-the-clock muscle support
- derived from grass-fed, rBGH/antibiotic-free, New Zealand cows

Ask your BMC rep for details on the T-Shirt promo and new product launch dates!!

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®



*Pure and Great Tasting Omega Oils*

**A Bigger Best-Seller**  
*keeps the consumer happy*  
**& the daily sales growing higher**

**Ultimate Omega CoQ10 120-ct. softgels**  
 Stock the 60 & 120 ct sizes

Ultimate Omega™ + CoQ10 offers the proven cardiovascular benefits of EPA and DHA from fish oil in combination with the antioxidant and energy producing actions of CoQ10. Think of it as the two most important heart support nutrients in one high quality product, with the freshest + purest fish oil that you can depend upon from Nordic Naturals!

**Product Details: Item # RUS-02890**

- 2 caps per serving, unflavored
- 650 EPA/450 DHA; 60 mg CoQ10
- natural triglyceride form fish oil
  - UPC: 7 68990 02890 8
- Wholesale: \$37.77 Retail: \$62.95

**In-stock excitement: remember to re-order early July**

RUS-02793 Ultimate Omega 8 oz

RUS-53785 CLO Plain 8 oz

RUS-53787 CLO Plain Baby's 2 oz **New & Super Popular!!**

RUS-58781 CLO Arctic-D Lemon 16 oz

Ask your BMC rep for the most-complete Nordic Naturals price list

Not represented by BMC in NJ, SC



# JUVO™

## What are you waiting for? Raw Superfood Juvolution NOW

Juvo offers raw food meal replacements:  
a core to all health protocols

Juvo offers USDA-Certified Organic  
ingredients: Kosher too!

Juvo has discontinued their online store to  
direct buyers to your store

Juvo has instituted a MAP policy to keep  
pricing fair and even.

*Juvo is doing everything to bring the  
business to YOU.*

## Now, what are you waiting for?

- JUVO USDA-Certified Organic  
Raw Meal Whole Food
- JUVO SLIM Natural Raw Meal  
Whole Food
- Juvo USDA-Certified Organic  
RAW SUPERFOOD
- Juvo USDA-Certified Organic  
RAW YOGAFOOD Meal

Ask your BMC rep about the amazing  
SUMMER Juvo BOX sale....

Not represented by BMC in Eastern PA, NJ

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## July Sales Promotion Summer Can Bring Healthier Legs!!

### 15% OFF Leg Gel 12 roll-ons minimum

Aloe Life™ Leg Gel Roll-on Vein Support Formula  
is for all ages and skin types. Used to diminish the  
appearance of unsightly varicose veins, red spider  
veins, + capillary breaks. The refreshing aloe-based  
formula includes the herbs Horse Chestnut, Arnica, &  
Gotu Kola; and Vitamins C, E, & K.

Leg Gel can be used on the entire body from head-  
to-toe to improve skin texture; revitalize the legs, face,  
+ feet; and to soothe itching, swelling, + discomfort.  
Leaves tired legs feeling toned, smooth, and relaxed.

*60 days to more beautiful legs!*

### Are you educating your community to the absorption benefits resulting from taking aloe vera internally?

Aloe vera aids the bioavailability of water & fat soluble  
Vitamins C + E in published studies.

"Effect of Aloe vera preparations on the human  
bioavailability of vitamins C and E".

by Vinson JA, Al Kharrat H, Andreoli L. Dept.  
of Chemistry, Univ. of Scranton, (Scranton, PA ),  
Phytochemistry. 2005 Nov;12 (10):760-5.

### Aloe vera was the #1 best-selling Supplement in the Health Channel of Retail Sales in 2009

[see: [http://cms.herbalgram.org/herbalgram/issue86/  
article3530.html?issue=86.](http://cms.herbalgram.org/herbalgram/issue86/article3530.html?issue=86)]

Talk with your BMC REP about how to increase  
Aloe sales in your store



## Essential Formulas

### Looking for a Whole Food that does it all??

## Dr. Ohirra's Propolis PLUS

*A perfect combination of*

- Brazilian Green Propolis
- Probiotic Extract
- Astaxanthin

*Whole health Synergy  
multiple supports for every  
body system, naturally*

# OLBAS®

HERBAL REMEDIES

*Olbas®—Infinitely Reliable,  
Safe & Versatile*

## Have you discovered all the uses of Olbas®?

- Perfect for Vacations
  - add the Inhalers to your Summer  
endcaps
  - a dab of the oil on a tissue makes the  
hotel pillow tolerable
  - excellent for every member of the  
family
- a wonderful herbal option for  
nasal and respiratory concerns
- marvelous for athletes and  
those always on their feet

Recommended by SAFbaby.com

[http://www.safbaby.com/product-review-  
olbas-oil](http://www.safbaby.com/product-review-olbas-oil)

*"Mom Approved—Child Tested"*

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

### July Direct Sales

### 15% OFF Direct Sales only Yeast Rescue Soap Economy Size 16 fl. oz

Herpa Rescue Soap 6 fl oz

Body Wash Foamer: Minty Mischief  
8.45 fl oz

Well in Hand has a new product.

### Bug-A-BOO!™

Bug-A-BOO!™ scares bugs away naturally.  
Tested in Tanzania .

- 2 sizes and 2 wonderful scents
- For External Use only. Gluten free.
- Highly Concentrated. Certified Vegan
- All natural ingredients that you will love and  
bugs will hate!

2 fl. oz. travel size and 6 fl. oz "for the entire  
baseball team"

4 SKUs: Eucalyptus Thyme or Vanilla Rosemary  
2 oz. \$6.00/\$9.99 6 oz. \$9.00/\$14.99

Available direct @ **10% OFF**

Introductory Pricing in July, and also  
available through Lotus Light Distributors  
(not on sale)

Well in Hand Action Remedies: Topically  
Applied Herbal Answers since 1994

# BASS®

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/](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





### Treat Your Hair Nice This Summer

**Surya Brasil Henna Cream Hair Coloring & Hair Treatment Creams**  
*Safe and Effective for Natural Beauty*

Surya Henna Cream colors while revitalizing, moisturizing & conditioning hair. Enriched with natural extracts, this semi-permanent hair coloring nourishes and increases luster, softness and elasticity while coloring—without severing the original structure of capillary keratin. Surya henna cream forms a protective film around each thread, protecting hair health.

Using fruits and herbs from India & Brazil, this color treatment doesn't harm hair or health. Guaranteed free of peroxide, ammonia, heavy metals, parabens, PPD, resorcinol or other ingredients which may cause harm to health or the environment. No animal testing; a vegetarian product. Raw materials are extracted with environmental responsibility & sustainability. May be used safely after hair has been treated chemically.

**Semi-Permanent Color** (or temporary hair color will last between 8 and 12 showers. With semi-permanent coloring, the cuticle is only opened-up slightly, so the color is not permanent. **15 color choices**

Each Kit contains: 1 bottle of cream (2.31 fl. oz.), one pair of plastic gloves, one plastic cap, and instructions.

## PERFECT<sup>®</sup> 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.

**July Skin Care Promotion**  
**100% Pure Shea Butter – Original**  
**10% OFF in 6 eaches**



## NEWTON homeopathics

*Nurturing Naturally Since 1987*

**July Sales Promotions**  
**20% DISCOUNT**  
**on liquid or pellet complexes**

(Qty 6+ per SKU)\*

**Bladder~Kidney, Pets (P010)**

**Bowel~Digestive Care, Pets (P014)**

**Energy~Immune Assist, Pets (P024)**

**Rheumatic~Joint Care, Pets (P018)**

**Skin Care, Pets (P015)**

*\*cannot be combined with other discounts*

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

### When High Potency is Required

Immune Health Basics is the best natural product to support your immune system. It contains Wellmune WGP<sup>®</sup>, a patented ingredient derived from the cell wall of a proprietary strain of yeast.

Backed by numerous independent studies at leading universities and medical centers, Immune Health Basics activates key immune cells to more quickly identify and fight foreign challenges. And it is safe to take every day.

With a dosage range of 75, 125, 250 + 500 mg, this Wellmune WGP<sup>®</sup> raw material is a resource every store should have available for the smart + discerning consumer. 500 mg is the highest potency available

The recommended daily dosage of Immune Health Basics is 1 milligram per pound of body weight. This dosage is based on the results of dozens of human clinical and preclinical studies. A person living under stressful conditions may want to consider double or triple the standard dose.

**July Special**  
**15% OFF**  
**500mg/60 ct.**

Minimum purchase 8 bottles this SKU

## MushroomScience<sup>®</sup>

**Offer the Best Medicinal Mushrooms**  
**Mushroom Science**

- **New Labels** are shipping now
- **Great New Look !!**
- **More label-content** to educate the consumer
- **Guaranteed Potencies** are what people want!
- **Grown on Wood**, all natural
- **Lists polysaccharide and beta glucan dosages** to correspond with scientific research

**If you want the results that correspond with the science + TCM, then use the best mushroom products on the market!**



**Sovereign Silver<sup>™</sup> should be a daily supplement**

### Company Mission Statement

Natural-Immunogenics has a special responsibility...to bring its new generation of colloids [appropriately called "hydrosols"] to those who need it for their own health, as well as to those who attend upon the health of others.

Sovereign Silver<sup>®</sup> represents the most significant breakthrough in colloidal technology in the last 90 years. It is an omnipotent resource in the defense of health, one with which to confront the ever increasing immune challenges threatening man, even the whole of mankind.



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



## The Best Have Gotten Better

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Operating Procedures (SOPs), and meeting the stringent and superior standards admirably put into place by the notorious-perfectionist Ed Smith, this facility is immaculate, precise and professional. The excellence maintained by every aspect of the facility, from the Botanical Science and Analytical Laboratory to the Microbiology Laboratory, to the Quality Assurance and Sanitation Departments, Herb Pharm is the model manufacturing citizen. The sparkling floors impress as much as the standards of herb identification verification, raw materials inspection, inventory control, equipment maintenance, multiple microbial/allergen/chemical testing, strict sanitation controls, storage/inventory/and accounting documentation that surpass anything else found in the market.

All this involves hard work, and to Herb Pharm's credit, they have maintained "seed to shelf" perfection without any noticeable outta stocks over the several years it has taken to bring these standards to the new levels mandated by the new government regulations. Herb Pharm's manufacturing facilities are now more in line with the major pharmaceutical companies than with the best facilities of the last decade.

**Newton Homeopathics** has also been in the constant motion of change lately. Since homeopathic medicines are actually OTC drugs, Newton Labs have always had to meet a very strict standard. But the new laws have made their level of paperwork and source documentation even more detailed. They are in a constant motion of change making slight modifications that will leave them two-steps ahead of the basics in every level of manufacture. To abide by the philosophy ascribed by Dr. Luc in his lifetime, Newton provides products made from organic and/or wildcrafted material wherever possible. They use well-water for the aliveness that this ingredient provides, and organic alcohol, and they take sincere care to make sure the hand-succussed materials are materialized with the positive energies brought to task by the human spirit involved. All of this outshines the competition, but Newton's products also fit securely under the legal umbrella of Homeopathic manufacture in the USA. Recently, they have chosen to discontinue the homeopathic ointments temporarily so that their product can remain an active therapeutic while complying with new labeling

requirements, but—other than that—Newton remains a model citizen of compliance in the new world of stricter governmental oversight!

**Aloe Life**, likewise, had to change their labels to meet government stricture. In this case, the sad news is that Aloe Life actually had to make their label less full-disclosure to meet the established industry norm. Aloe Life is still providing the best, therapeutic-quality Organic whole leaf aloes on the market as they always have, but the labels all had to change to take the facts and move them off the front and to the back panel of the label. This means that it becomes more incumbent upon store personnel to point out the distinctions of an Aloe Life product compared to other aloes. The old labels said so much, and the new government compliant labels do not explain clearly to the consumer all the distinctions that make Aloe Life one-of-a-kind.

As these changes have been implemented, I once again felt that deep level of respect for the dedication and love that Karen and her family and small incredibly conscientious staff put into their mission of promoting the amazing health benefits of aloe. The new labels do pop off the shelves with color and I am certain that with a little refresher

course from our BMC team aloe sales will continue to out-trend industry sales of herb products. Aloe Life's Organic Whole Leaf Aloe Vera is a foundational health product that is invaluable for the success of nearly every healing protocol: and the labels are now standardized to governmental requirements.

It is worth noting that no label changes were needed for either **Essential Formulas** (Dr. Ohhira's Probiotics 12 PLUS) or **Sovereign Silver's** basic and multifunctional silver hydrosols. As some companies make outrageous claims on their products with these two very necessary nutrients—and this probiotic and this silver are unlike any others on the market—you can feel greater confidence that these two best-selling products will never draw attention to themselves with bad press due to lack of due diligence.

Likewise, **Nordic Naturals** had neither problems with label change nor with the recent failings of some fish oil sellers concerning Prop 65 and environmental contaminants. Since Nordic manufactures and does so much internal and 3rd-Party testing of their products, they easily weathered all the latest hullabaloo about pure fish oils—an issue which is genuinely critical and one which Nordic Naturals had led on over

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## Great Summer Health Explosion

As summer travel has people thinking convenience, now is the perfect time to introduce the benefits of effervescent nutrition. Great absorption, great taste and ideal for the outdoors, and the health-convenience needed for vacations.

**Highlight Oxylent at your register this July....**

*Oxygenate, Hydrate, Circulate, Rejuvenate*

**Advertise these Award-winning New Products:** Gain new customers by discussing Oxylent, one of the **The Ten Best New Products of 2009**

**15% off Line Drive**  
3 min. per SKU

- Sparkling Blackberry Pomegranate
- Sparkling Mandarin Orange
  - Sparkling Berries
- and a Mixed-flavor Variety Pak
  - 30 packets per Box
- your customers will feel The Oxylent Difference

The 15% promotional discount is offered on these products when the store agrees to discount and properly market the promotion with signage and/or advertising.

Not represented by BMC in NC

# AROMA LAND

**Aromaland  
Aromatherapy  
Over 250 essential oils  
& blends.  
Ask Your BMC Rep HOW**

**Aromatherapy Room Sprays  
are becoming very popular!**

It's the little things that count & can make all the difference. Experience Nature with our all-natural Room Sprays. Each Room Spray is concentrated with specially formulated blends of Pure Essential Oils. These fragrant aromas are packaged in a smart & convenient aluminum container with a controlled mister. Perfect for use in: home, office, hotel room, closet or any space you wish to refresh with pure aromatherapy + natural scents. 80 ml

**Sprays include: Buddha, Cedar, Citrus,  
Personal Defense**



the past decade. It is also with admiration that I note that Nordic Naturals has the most scientifically accurate labels for fish oil on the market, and their truth in label product claims has never changed even as the market's most belligerent spinsters curve new tales of phantasmagoria, misinformation and fantasy. Even in a more controlled marketplace, some companies proliferate confusion deliberately to sell their wares. As a leader and the ocean product authority during this entire wild and successful ride of omega-3 awareness, Nordic Naturals has always been the world's industry leader and educator, by clear example.

The biggest label changes that have occurred with any product that BMC sells have occurred with **Mushroom Science**, and these changes were in process at the time that the legal concerns started to transition. Good news for them, as they accomplished two things at once. Again, for a small privately-held company that dedicates the most diligence to precise production, these prescribed technicalities have been overwhelming—but the end result will prove worthwhile.

Mushroom Science's products have not changed and are the same consistent high-quality, though the fill-agent is new and the encapsulating facilities have changed to allow for the label claim of being organically manufactured. Mushroom Science had already gone through the process of organically certifying the wood

for most of their hot water-extracted products and that process seemed easy compared to the label requirements for these medicinal-quality mushrooms. But the new products are shipping in clean and pretty new labels and sales of the best mushrooms in America will continue to rise with stores who understand the value of these foods for optimal overall health and immune support.

Finally, **Juvo** has added to their labels in these changing times by continuing to provide USDA-Certified Organic raw materials for their whole food meals. As claims become more precise and verifiable, Juvo will continue to prove itself as the best and most complete superfoods powder on the market. Like quality products rising to the top, Juvo sales continue to rise, especially as more people travel over the summer and more stores recommend these enzyme-rich foods for weight maintenance, daily detoxification, and real & natural energy.

Labels matter with bodycare products as well. We will actually be seeing more label changes in the personal care aisles in the years to come. **Perfect Organics** is nicely positioned, as many companies are going to have to tread lightly about using the word "organic" so loosely in bodycare. Since they are so clean and their raw material trail so defined, they will emerge at the end of the day as one of the cleanest products—for the smartest buyers and customers who know the value of Organic Quality.

**Mineral Fusion** has also been undergoing dramatic label changes, but that is more because they are upgrading their look to be fresh and exciting—and because they continue to make their cosmetics cleaner and cleaner, without sacrificing function. Our most fussy stores with ingredients all now agree that Mineral Fusion performs without sacrificing purity concerns. Sales continue to sky-rocket, and the limited edition Simply Sunkissed kit has become the rage of the summer for women seeking the cool look of beauty and sun-protection in the outdoor season of summer.

## We Are in a Better Place Now

The laws have changed, or more accurately, become enforced. The industry has been asking for this for years, because compliance brings a form of economic protection. You can now say with precision when curmudgeons and mudslingers challenge that we are not consumer-protective that "The Natural Products Industry is Now the 4th Most Regulated Industry in the United States by the FDA", behind the pharmaceutical industry, the OTC drug industry and the Medical Device Industry. Our industry and the proactive nutraceuticals that we provide for general health & wellness are more regulated than the Dairy and the Meat Industry—and then the Tobacco Industry.

Bad actors will always emerge like pimples in a free-market, capitalist economy, and that is why we have the FDA and the FTC. Government oversight is necessary to protect citizenry, the young and old and all the pets from deleterious harm, due to negligence, deception and greed. The DSHEA laws of 1994 provided the means to create oversight. They need to remain in place and un-tampered with. The AER (Adverse Event Reporting) proves that what we sell does no harm and is safe. We need to press our local and national elected officials to solidify legal protection for our rights to heal our communities. Join the National Natural Products Association today, as they were instrumental in brokering these protections. Join your local chapter of the Natural Products Association as well, and help us to build a phone tree for Advocacy to stop and counter bad legislation before it gains momentum.

Learn about the manufacturers whom you do business with. You know you can trust Blue Moose Consulting to represent companies with the highest standards and

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## "WE ARE HEALTH FOOD PEOPLE"

### Theresa Welling - Graphic Designer - Blue Moose Consulting



My introduction to natural products came about in the 1990s. I had heard that many mass-produced skin creams were made with mineral oils, meant not to moisturize, but to sit on the surface of the skin and that some products, like the miraculous "overnight renewal" creams, hid wrinkles by puffing the skin up with irritants. This led me on a search for products that were good for my skin and hair, that would nourish, rather than masking problems.

I found answers at my local health food store, which at the time was Cash Grocer in Alexandria, Virginia. The store had an eclectic array of products and a wonderfully helpful and informed staff, among whom was Michael Hennessey, then working as manager

and chief buyer for the store. Michael and I became friends and he was my guide as I continued to discover the benefits of natural products for overall health. I enrolled in herb classes, learning to make extracts, salves, and poultices from local medicinal plants; I read about the importance of clean water and naturally-fertile soil in the production of our food; and the benefits of strengthening the immune system rather than temporarily alleviating the symptoms of illness with pharmaceuticals.

I have been fortunate in having a good friend in Michael, who continues to teach and inspire me. I have worked with him for almost 2 decades now on graphics for the stores he has managed, and for the last several years for Blue Moose Consulting on this newsletter. I continue to learn new things in every issue of the newsletter, and pursue information from other sources as well. Everything from ground-water pollution to the political pull of the pharmaceutical lobbies govern our health and our access to information on the things that affect it. My interest in the natural foods industry has moved well beyond "skin deep".



## 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."*

## The Best Have Gotten Better

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integrity, but learn about every manufacturer you deal with. Ask questions about the standards they provide and are working towards. Communicate these details as you educate your customers: this is the best competitive advantage against inferior and mass-market competitors. Your voice, the knowledge you share, the education about matters of quality and your confidence about the products you buy, sell and use.

We are in a very good place, in a moment of change. Read labels every day; forgive the out-of-stocks that occurred during the transition when they occurred, speak to your reps more often and ask questions and demand clear and verifiable answers, and enjoy the summer—with the hope of continued good business, clement weather and health for you, your community and your loved ones.

I thank the manufacturers who work with BMC for the stellar managerial efforts that brought them all to a better place in doing business. 🍷

**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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### 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  
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fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
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#### The Hair Doc Company

www.thehairdoccompany.com  
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fax: 818-341-3104  
Chattsworth, CA 91406

#### Aromaland, Inc.

www.aromaland.com  
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Santa Fe, NM 87507

#### Herb Pharm

www.herb-pharm.com  
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orders: 800-348-4372  
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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#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
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#### Immune Health Basics

www.immunehealthbasics.com  
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Eagan, MN 55121

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

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fax: 434-534-6040  
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**Support all the lines we represent: Independence, Quality, Strength**

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