



Speaking Business: Next Stop, Baltimore

Part One: Participation

You may have heard, and you were most likely wondering. How was this year's natural products industry trade show last month in Boston, Expo East? You may have already caught comment from someone who was either there, or from someone who was not—but here the word is that the Show went well, a solid grade of "B."

I await what the attendee numbers were, and I could see that there were less vendor booths—but those who were there were buying and bringing in new products to their stores and making use of this Autumn trip to Massachusetts. I hope that everyone who went had fun as they conducted business.

Next year, everyone will be happy to hear, the Expo East trade show will be held in Baltimore, MD. Everyone's favorite. Charm City, and Inner Harbor : a good price for a great meal, and a town of wonderful people!

I will not miss the crass huckster cabbies in Boston: their cheating cab-fare games will always have me speaking poorly of Boston as a tourist destination. When you have back to back meetings all day, you can not take the subway. Did you know that Baltimore is the largest independent city in the United States? Or, did you know that the natural foods trade show is usually the largest convention Baltimore entertains. The people of *Penton Media Inc.*, and *New Hope Natural Media* need to be applauded for listening to the retailers and the vendors and changing the venue earlier than expected back to Baltimore. Their courage of action should be applauded, as they moved to please the retailer. So, while the trade show in Boston—which yielded over 20,000 participants and 1300 booths—was fruitful for those who attended, I am confident in predicting that the trade show in Baltimore next year will be record-setting and will show to the industry that retailers are willing to do

their part in the equation to make a vital and necessary trade show succeed.

Expo East is already the East Coast's largest natural, organic, healthy products trade show (and one of the 200 largest trade shows in the U.S.A. yearly). It is the prime place to conduct business with health food stores on the East Coast. So, mark your new 2011 calendars now—and ask for next year's always treasured Nordic Naturals calendars now too—and circle the dates September 21-24 to attend Expo East 2011. I hope to see you all there!!

Why so much concentration on a trade show that is ten-months away? Because the Expo East trade show is co-sponsored by *NPA East*, the primary State-focused organization working for health food retailer and manufacturer in the 12-State region from Maine to Virginia with the boundaries of Vermont, New York, and Pennsylvania.

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Speaking Health: Make the Most of the "New"

Two months till the year is finished. Crazy, huh!! Personally, I will welcome next year as this year was challenging. I write this the week before a mid-term election and you are reading with post-election analysis already in your head. From a consensus I heard, the natural foods economy will be happy that the elections have been finalized as the few weeks preceding Election Day were more than mediocre for most businesses.

Apprehension.

Of course, here I have to mention that *StressCare*®, *Ashwagandha*, and *Kava* should be highlighted as safe and natural options for healthy support for modern anxieties.

In a tough economy, though, and with the prime gift-giving seasons approaching, you have to be clever in gaining new sales

and generating larger register receipts. While I always advise to play to the season and endcap gift items and seasonal favorites, you should be endcapping, highlighting and smartly promoting prevention, immune care, digestive support, bath items and bodycare for dry skin.

You also need the excitement of new items. Post-Boston, there are a plethora of 'me-too' items but not much that is excitingly new. If coconut water was the food of the year, then possibly the acceptance of the team of herbs from India have proven to be the nutraceuticals of the year. With turmeric leading the charge, triphala and chyvanprash and ashwagandha have become preferred favorites and *Bacopa* and *trikatu* are even becoming essential standards in every store. Likewise, *StressCare*® and

LiverCare® by *Himalaya Herbal Healthcare* are starting to be ordered by the dozens each as I expected that they would, given the effectiveness of these all-herbal formulas.

But *LiverCare* is a product with a 50-year history of success, and *Chyvanprash* was a revered daily herbal multiple 3000 years ago. Old Classics. So, what is new...and what can be depended upon to bring the relief of sales excitement?

Blue Moose Consulting is presenting a lot of new items this Winter Season: some you have already seen and are already bringing in new waves of business in many stores; and some which are brand-new, like hot-off-the-presses of the Expo East sales-stage new. So let's start there.

Vitalah is a solid sales success in over 80% of the stores that have already brought in the line of effervescent

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Next Stop, Baltimore

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NPA East is the leading political voice in the region, with a committed network of members and advocacy officials who monitor state legislation before it becomes potentially damaging. This trade show is a vital vehicle to the efforts that NPA East performs for you, helping to avert problems you may never hear about – but which are always there.

2010 was a year where NPA East did its job. Several potentially dangerous legislative acts were handled before they gained traction. Since 1970, volunteers in the same industry as you have given of themselves to strengthen and protect our natural health profession.

2010 was a year of economic uncertainty for many in the natural products industry. For many companies and stores it was a good year, considering the economy. But too many stores struggled, suffered and will enter 2011 uncertain as to future success.

It is clear that competition is stronger, and that stores must learn to adjust if they are to both survive and thrive.

Rarely do stores consider the great unknowns of State Legislative action, but there is a potential danger here as worrisome as the opening of a new Walmart nearby.

Our industry has two major advocacy groups, one *national* (Natural Products Association), and a series of many *regional groups*, of which the *NPA East and Southeast Natural Products Association* are the East Coast's regional support organizations. It is smart to be a member of both the National and your Regional organizations. The costs are small by any measure, and the benefits are immeasurable. One bad bill in any given State could serious effect the ability of retailers (and even manufacturers) to do business. The good that we do every day cannot be taken for granted: eternal vigilance is needed to protect our healthful way of life. Participating in Expo East, and joining the *Natural Products Association East* are two simple ways to be involved proactively in actions that protect the future for all of us to conduct the helpful and healthful business that we are involved in.

NPA East "We keep your doors open. Our mission: to preserve access to and facilitate markets for natural products."

I am an elected volunteer on the Board of Directors of the *NPA East*. This year, I am Chairing the Membership Committee. My goal is to get as many stores as possible who are within hearing distance of this newsletter to become participatory members of the NPA EAST.

First, you can join: for \$2.00 a week, you will bring the strength of solidarity to our regional natural foods community. You can join as a store and even join as an individual. Second, you can *take action*. We are actively looking for new members to assist us in monitoring the legislative pulse of our 12-State region. Step up, and become a State or Regional Captain. The time to affiliate with an advocacy-focused trade association is now. I am also on a mission to get every manufacturer who sells to our industry and is based in our region to become a member of NPA East. You can help by encouraging your vendors to join. United, we become stronger!

There are many more benefits to becoming a member of *NPA East* (or the *Southeast Natural Products Association* if you are in North or South Carolina). Take the moment today to check out the rewards of membership. And plan a trip to Baltimore next September!

http://npaeast.org/join_npa_east_details.php

<http://southeastnpa.com/>

You can make a difference!!

Part 2: the Message from Boston

For those who know me well, they understand that I consider myself the perpetual student. And, while it oft-times seems like I am the chatterbox teacher, it is my greatest joy to stop and listen and learn: I actually am a disciplined listener. The Expo East trade show again offered an educational forum the day before the trade show that was enlightening. Next year, you should consider not only attending with your team, but in joining in the efforts to shape the tone of the education day (by joining NPA East)!

Having worked in health food retail management for 18 years, I was brought back to the fold in an enjoyable presentation by the Keynote Speaker of the Educational Workshops, Rafael Mael, who is marketing strategist for *Brand Launcher*, a self-described "unconventional" marketing firm based in Baltimore, MD. [www.brandlauncher.com] Rafael's presentation was entertaining and brash, yet filled with pertinent and practical advice that had

ADVERTISING TO HELP YOU SELL

What a year for **Oxylent** and the effervescent multiples from Vitalah. Recently, Oxylent received the *Best of Supplements Award* for 2010 from **Better Nutrition** (BOSA). In addition, look at all this advertising from October through December: *OK! Magazine* (and their 6.2 million readers); *Men's Journal* (70,000 readers); *Twins Magazine* (20,000 readers and 20,000 doctor's offices); *Organic Spa Magazine* (345,000), *Pregnancy Magazine* (1.3 million). In addition, the *American Pregnancy Association* gets 2 million website hits per month where the readers are directed to the **Prenatal Oxylent** Multivitamin.

me wishing all my retail friends could have heard his advice. To survive and thrive, store management has to be always willing to listen and learn, and adapt. Rafael's logic was not new, but I could tell that most stores were not there yet in their development—and this reality haunted me. So, I share as did he...with acknowledgement to Rafael...

As with all good teachers, he told stories, and his first lesson was that our environment is changing, and are we going to change with it? He told the old science story of the frog in hot water, and used this metaphor to awaken the audience to the facts before them. You see, if you try to put a frog into boiling water, he will jump away immediately because the instinct of self-preservation is designed to protect—and avoid danger. Yet, if you place a frog in lukewarm water, that frog will stay there because the environment is comfortable. If the temperature is raised slowly, though, the frog will not move but rather sit there, eventually boiling to death, because the frog did not have a jolting incident to alert him to the dangers as the waters around him became perilous. Rafael told the audience of natural foods retailers that their environment is changing, and if they want to survive they need to be alert to the changes, and to act accordingly.

I never want to see a store sitting in lukewarm water and not changing to survive: that is why there is the word 'consulting' in Blue Moose Consulting. We have helped many stores dramatically revive their presence and their mission in these past 9 years. We desire for all our stores to excel and serve their communities optimally: a wholistic equation that we will continue to be involved in!

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November Promotional Specials

DIGESTIVE HEALTH SUPPORT

- Chamomile liquid extract
- Peppermint Spirits
- Digestive Bitters Compound
- Neutralizing Cordial Compound

20% OFF products listed
with minimum order of 3 eas

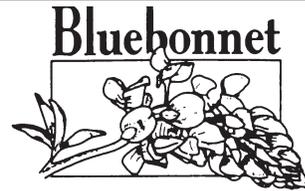
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One more month to save

**Winter Immune Promotion ends November 30th**  
Stock up & Promote

- Andographis • Astragalus • Black Elderberry • Olive Leaf •
- Oregano Spirits • Immunattack™ Compound • Echinacea root •
- Echinacea glycerite • Virattack™ Compound • Super Echinacea®
- Super Echinacea® caps • Children's Echinacea™ •
- Golden Echinacea™ • Immune Defense™ •
- Children's Winter Health™ Compound •
- Propolis-Echinacea Throat Spray •
- Echinacea-Goldenseal Compound

Ask your BMC rep for details and order form

Not represented by BMC in NJ



## Bluebonnet's Change of Seasons Fall Wellness Savings

providing the immune-supporting tools needed to  
successfully weather the change of seasons

### BUY 3 GET 1 FREE ON THESE ITEMS

- |                                              |                                                      |
|----------------------------------------------|------------------------------------------------------|
| Lysine, all sizes                            | CellularActive® CoQ10 Ubiquinol,<br>all sizes        |
| Targeted Multiples®, all sizes               | Elderberry Extract Vcaps                             |
| NAC, all sizes                               | Milk Free Probiotic Plus FOS Vcaps,<br>all sizes     |
| Stress B-Complex, all sizes                  | Oregano Extract softgels                             |
| Vit. C 1000 mg Vcaps                         | Glucosamine Chondroitin Plus MSM<br>Vcaps, all sizes |
| Earthsweet™ Chewable<br>Vitamin C's,         | Olive Leaf Extract Vcaps, all sizes                  |
| Earthsweet™ Zinc Lozenges<br>all sizes       | NEW Icelandic cod Liver Oil, liquid<br>+ caps        |
| MaitakeGold® Extract Vcaps                   | Liquid Super Earth™ Multinutrient<br>Formula 32 oz   |
| Vitamin D3 Vcaps, all dosages +<br>all sizes |                                                      |

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ask your BMC rep for a copy of the October 2010 new price list, which
shows all the new products and which only shows two, count 'em (2), price
increases: Bluebonnet is just phenomenal!!

New items: BCAA Vcaps (1590); L-Carnitine 500 mg Licaps (1593)
L-Glutamine Powder 8 oz (1597). Amino Acid 1000 mg caplets (1580),
L-Arginine 1000 mg caplets (1585); Liquid Vitamin D drops (Kof-K Kosher)
1 oz - 400 IU (372), 1000 IU (374), 2000 IU (376), Icelandic Liquid Cod
Liver Oil 8 oz (970), Icelandic Cod softgels (975)

Not represented by BMC in NJ, SC



November Promotion

15% OFF Mix & Match
products listed

Digestive Health & inflammation

- DiarCare® 120 Vcaps • GastriCare® 60 Vcaps
- JointCare® • LaxaCare® 60 Vcaps • Boswellia
- Ginger • Licorice • Turmeric

USDA-Certified Personal Care

- Rejuvenating Massage Oil • Stress Massage Oil
- i. e. Balm • U-Knead-it Balm
- Soothing Lotus Flower LipCare

Specialty Products

- Chyvanprash with Honey - USDA Organic
- Soliga Forest Honey - USDA Organic •
- PartySmart®

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**Organique by Himalaya Neem & Pomegranate  
Toothpaste** - 2010 Best of Natural Beauty Award,  
*Better Nutrition*

**Ashwagandha** - 2009 Best of Supplements Award,  
*Better Nutrition*



Pure and Great Tasting Omega Oils

## NEW Products from Nordic Naturals

### ULTIMATE OMEGA SPORT

UPC: 7 68990 01795 7  
MSRP: \$39.95, WS: \$23.97  
90 softgels

Pure Fish Oil, Pure Fitness

**20% OFF intro deal**

### ULTIMATE OMEGA FISH GELATIN

#: RUS-01797

2 caps/serving (60 softgels)

UPC: 7 68990 01797 1

MSRP: \$29.95, WS \$17.97

**Ideal for the pesco-vegetarians**

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The Perfect Time to Promote Savings
" Lucky 7"

* Ask your BMC rep how you can save on 7 Nordic Naturals products!!

* Find out how to promote the Omega-3 Effervescents
through the end of the year!!

* NEW 48-bottle display (MKT-RDISP) with sample boxes and brochures

Not represented by BMC in NJ, SC



JUVO™

New Placement Promo Continues

15% OFF
New Stores Only
Mix & Match
12 canisters

It's simple. JUVO is a tasty vegetarian whole grain salad. It is freeze-dried + powdered from vegetables, mushrooms, many kind of whole grains & sea vegetables.

1. JUVO is a plant-based vegetarian meal
2. JUVO is a living and uncooked vegetarian food
3. JUVO is a complete whole food meal, full of nutrition but low-calorie: Perfect for weight loss in a healthy natural way
4. Four SKUs: Juvo Original. JuvoSlim, Juvo Yoga Food and Juvo Raw Super Food

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Thinking Holidays??

Time to remind your community that aloe vera every day is the best preparation for the indulgences of Holiday meals and merriment! Concerned about Cold & Flu Season? Then each day should begin with a little whole leaf aloe concentrate!

Aloe Life November Promo Animal Aloe 15% OFF 12 BOTTLES

Pets of all sizes love Aloe Life aloe too! Animal Aloe is 100%-edible and can be applied to the pet directly for wounds, hair loss, skin irritation, scarring or brushed on gums for tooth & gum treatment. Animal Aloe is just as wonderful for Internal Pet support as well! It can be squeezed on food or taken off of the hand for digestion, gas, constipation, allergies, colds, kidney support and longevity.

Instruction: Topically Apply a thin layer on affected area 1-3 times a day. For Internal use add 1/2 tsp on food 1-3 times a day.

 Dr. Ohhira's Probiotics

Dr. Ohhira's Probiotics Wins Better Nutrition "Best of Supplements" Award for 3rd Consecutive Year

Sales numbers concur, this is the Best Probiotic on the market.

Improve the internal environment: improve health

In receiving the award, William School, vice president of Essential Formulas, acknowledges "This is a truly remarkable product backed by years of research and formulated like no other probiotic available in the United States today."

Check out the new
www.essentialformulas.com website
and Join them on FaceBook

**Dr Ohhira's Probiotics 12 PLUS
30 caps**

**Dr Ohhira's Probiotics 12 PLUS
60 caps**

We use all-natural 100 percent vegetarian ingredients that are non-GMO, hypoallergenic (no dairy, soy, or gluten) and free of soil-based organisms.



OLBAS®

HERBAL REMEDIES

Capitalizing on a GOOD THING Take a few steps and take Olbas from Good-seller to Customer Essential

- (1) Seasonally offer an Olbas Floor Display reminding people of the wealth of products
- (2) Use the New Olbas video, "Olbas—the Swiss Secret Weapon" as a looping-video in your store
- (3) Stock the inhalers, pastilles and lozenges at the register and in the Cold & Flu section
- (4) Double-face the Instant Herbal Tea, Cough Syrup & Herbal Bath
- (5) Cross-merchandise the Analgesic Salve and Olbas Oil in the Sports Nutrition Section.

**Watch sales grow 5x this Winter
Season with natural, safe +
effective Olbas products**

Penn Herb, since 1924.
Exclusive US distributor of Olbas,
since 1975

 **wellinhand**
ACTION REMEDIES™
Topically Applied Herbal Answers

5% OFF LINE DRIVE*

Over 50 fantastic bodycare products
Pure & Clean Local Products

*Are you working with Well in Hand to
help your community??*

"There's nothing like getting a letter from a customer about how you changed their life by helping them with a serious, painful and embarrassing problem," explains Formulator Linda Doby. "My work has really helped people all over the country recover and feel better about themselves, and that motivates me," she adds. Linda enjoys the process of creating & introducing new products. It appears she is good at it too, product names such as Zero Zitz!®, Pain Rescue®, Herpa Rescue®, Yeast Rescue® and New Mama® Tush Soothing Bath encourage the customer to believe that help is Well in Hand..

Well-in-Hand's products are handcrafted in small batches with organic ingredients, pure essential oils + natural herbs. All products are certified as vegan, cruelty-free, and offer a satisfaction guarantee.

* Line drive does not include the Wart Wonder

Well in Hand Action Remedies, Since 1994

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

Refill the Bath Section

As the weather gets colder and the nights darker, the bath is a cherished refuge.

Bath Products continue to sell, because of the economy!! People will buy their bath tools somewhere, so make them see what you have:

**Bass Brushes offer the highest
quality at the best price.
Provide. Promote. Benefit.**

Bath Brushes
Terry Cloth mitts
The Loofah Collection
Sisal, Cactus and Ayate
Natural Sponges
Body Massagers
Nail Brushes and Foot Files
Relaxing Sleep Mask
Natural Pumice Stones
Wet/Dry Body Mitts

Not represented by BMC in NC, NJ, PA





Let's Beautify for the Holidays

November Line Drive

25% OFF*

**All Hair Color
Color Fixation,
Sapien Men's Line,
& Organic Hand Sanitizer**

Promote Organic!!

* All promotions are 25% off wholesale prices for direct sales, with Retailer agreeing to pass 25% discount to customer

Get Ready!!!

Ask your BMC rep about the new **Value Packs** of the Color Fixation and Sapien's men's products

SURYA Brasil



PERFECT[®] ORGANICS

November Promotion

Bath Therapy

**Grapefruit Lavender Coconut
& Mandarin Rose Coconut**

10% OFF open stock

**15% OFF Mix &
Match 8 pcs.**

*An Organic Bath Begins with
Organic Essential Oils*

Purify, relax, & rejuvenate your mind, body + spirit. A unique blend of the world's finest mineral-rich, therapeutic, and detoxifying sea salts infused with luxurious, revitalizing and organic essential oils. A bath "therapy" like no other!

*Promote Local,
Promote Organic Bodycare*

*Great Holiday Promotion
and Endcap*



NEWTON homeopathics

Nurturing Naturally Since 1987

**Improving the Line
November Specials**

20% off all OTC Complexes

[OTC, Kids + Pets complexes] continues for the entire month of November as all new labels work their way into stock. The 20%-off discount will also apply to any product that still has the old label.

Customer Service will alert buyers if the product has the new or old label when they place orders. This special one-time discount is to help the stores transition from the old to new labels.

Note: old labels will NOT be exchanged for new labels.

**Remember to stock up on
Immune Products NOW**

PLAN AHEAD!! Mark your calendar for the next Newton 20-minute phone training: ask your BMC rep for details
December 7: Homeopathy & Managing Emotions

THANK YOU FOR YOUR CONTINUED SUPPORT OF NEWTON PRODUCTS!

Not represented by BMC in NC, SC

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

November Promotion

**15% OFF
Wellmune WGP[®]**

500 mg/60 ct.
Minimum purchase 8 bottles

Better to Be Safe than Sorry

Stress can debilitate the body's natural response system and affect the natural immune response. A recent study presented at the 51st Annual Meeting of the American College of Nutrition concludes that daily use of Wellmune WGP[®] was beneficial for keeping higher energy levels and averting cold/flu symptoms for the 77 women taking 250 mg of the product for 12 weeks.

Prevention is the strongest cure!

[http://immunehealthbasics.com/
AmericanCollegeofNutrition10-10.html](http://immunehealthbasics.com/AmericanCollegeofNutrition10-10.html)

Wellmune WGP[®] is patented, GRAS, TGA-approved, Kosher, Halal, non-allergenic + GMO-free. The ingredient is recipient of an *IFT Innovation Award* and a *Frost & Sullivan Excellence in Research Award*.

MushroomScience[®]

MUSHROOM HEALTH

NOVEMBER PROMOTIONS

**25% OFF Coriolus PSP
purchased in units of 3 ea's**

**20% OFF New items Tremella
& Shiitake in units of 3 ea's**

Coriolus PSP: 400 mg 90 Vcaps

Tremella: 300 mg 90 Vcaps

Shiitake: 300 mg 90 Vcaps

The immune-supporting beta glucans extracted from the medicinal mushroom *Coriolus versicolor* are one of the first herbs from TCM to be fully backed by modern scientific research. Our Coriolus extract is a full spectrum extract.

From the selection of the genetics to the cultivation techniques, to the temperature of final extraction, we control each + every step. Every Mushroom Science extract is carefully crafted to deliver the maximum benefit each medicinal mushroom has to offer.

Extensive clinical testing did not begin on **PSP Coriolus** until the early 1990's. PSP-Coriolus is primarily peptide-linked, and was developed in China 12 years after the research on Japanese PSK-version was first published. Our product is an intra-cellular mycelial extract from the famous Cov 1 strain of *Coriolus versicolor*. The mycelium is produced through the deep layer cultivation method, which yields the most bio-actively potent mycelium for the raw material. In the final steps, precipitation with alcohol is used to reduce the protein links to peptide links while leaving the beta glucans unchanged and active.



**Alert for the
Profit-Conscious
Buyer**

- (1) This is the season for Sovereign Silver
- (2) Every product is # 1 in its category in SPINS
- (3) The largest size – 16 oz – is fast approaching the highest dollar sale of all SKUS
- (4) Buy deep, discount, and buy all sizes NOW

**A family of products you
want in every household:**

- Silver Hydrosol 2 oz dropper
- Silver Hydrosol 4 oz dropper
- Silver Hydrosol 8 oz dropper
- Silver Hydrosol 16 oz dropper
- 2 oz Vertical spray Silver Hydrosol
- 2 oz Fine Mist spray Silver Hydrosol
- Homeopathic First Aid Gel 1 oz pump
- Homeopathic First Aid Gel 2 oz pump

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



Next Stop, Baltimore

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He then took us on the typical timeline that most stores traverse where—to respond to slower foot traffic, the internet, mass channel penetration into our product selections—stores turn to discounting. He vehemently warned us that this path is perilous and ill-advised. He proved that the problem with discounting is that it is“addictive.”

Yes, addictive; and that once your customers get used to discounting; they will follow the trail to the place that discounts more.. as the consumer was exposed to a game where the retailer can never win, especially the smaller independent retailers. We can get our customers addicted to discounts and then lose them, or chose other business plans.

He asserted that the antidote to discounting is what you can offer as ‘value added.’ To a large degree, this would be ‘customer service’ (but not entirely). If you were to improve and perfect your customer service, and make your customer aware of all that you offer, then you could keep your base and grow these sales without depending upon the losing proposition of discounting. After all, everything you sell is amazing and priceless, and you create the wrong impression when you say that you are choosing to willingly lessen its value.

Value-added is more than good customer service, though, and he discusses ways to make your internet work, to use the social networking phenomenon to your advantage, and how to leverage the most important strength you have, your knowledge.

Let’s use “quinoa” as an example. While anyone can sell it, people are looking for places that they can learn about it, how to cook it: things that you as a natural foods lifestyle would know. I will take his example one step further. As people search for the the best price on the antioxidant ‘du jour’, you can gain confidence, educate and direct a person to a trustworthy and effective nutritional protocol that incorporates your vast knowledge of many of the idiosyncrasies of the various nutraceutical and herbal antioxidants and their correct function. They will come back to you and your store because the knowledge still resides in the natural foods store!

You can start to implement these logical truths today. First, nurture your customers: make them feel welcome when they visit your store. Since 20% of your customers provide possibly 80% of your business, he suggests you know their

names and their individual needs. He teaches to “love what you have”—the customer who chooses your store every day. Value this customer and this very act will increase business—guaranteed!

We just have to be willing to break past the comfort of mediocrity and choose instead to over-achieve at our vocation. Rafael stated that the most important thing for the small retailer is to *be on the sales floor regularly*, speaking with and knowing your customer. Too often now, the main players are hiding in the back on chairs talking and ‘computing,’ or getting caught in a million projects less-important than dialoguing with the community that turns to your store for healthy living. And this does not mean to be perpetually available to everyone, but rather to be present often and especially at the most important sales times.

Customers have greater allegiance to stores where they feel loyalty. If you are there when they need you, and you continually do things to show your gratitude for their business, most people will continue to give you their business. Be creative with the ways you choose to connect, but remember that it must be a give-and-take relationship as well. Be positive in thanking them for your

business; saying by words or actions “I know you could go elsewhere, and I thank you for staying with us.” Doing small nice things for your clients will make lasting impressions, from saving their favorite product when it comes in, to occasionally giving them something you know they like for free. His advice is universal: it would work for you, and good businesses are often providing the same practicalities.... so maybe you should think about whether you are in a rut, or whether you are constantly reinvigorating the energies between your store and your regular customers!!

Finally, he shared a secret. He said that marketing is hard, it is difficult to put together and it can still often fail. But he said that the most important thing about marketing is that you need to do it regularly. This can be something as simple as monthly sales flyers and endcap shuffling, to steady advertising or other means of outreach. And he promised and proved that the most important thing is to *stay with it*, that often the “sale” comes on the 5th try or the 3rd contact. And the people who stuck with it were the ones who gained the life-long customers, and

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oxylent®

DRINK OXYLENT BREATHE LIFE™

Catch the Shipping Excitement!!

Children’s Oxylent & Prenatal Oxylent Now Shipping

**CHILDREN’S OXYLENT –
“little packets for little hands”**

vita241 Bubbly Berry Punch 30 stick packets

MSRP: \$36.95/Wh.\$22.17
providing Albion® minerals to young people every day

PRENATAL OXYLENT –

Sparkling Cranberry/Raspberry
vita221 30 Packets (5.6 gms. ea.)

MSRP: \$24.95/Wh.\$14.97
Official Prenatal Multivitamin of the
American Pregnancy Association

Both New Formulas are caffeine, gluten,
lactose, additive + preservative free!

Consider the NEW Floor Displays to introduce

Oxylent now has 6 SKUs
Display of 24 Boxes is 4 ea.

Order a Display now
Ask for the “Essential Nutrition for a
Healthy Mom and a Healthy Baby”
brochure

Not represented by BMC in NC

AROMA LAND

**Start Preparing your Holiday
set NOW**

**For a full line of quality
aromatherapy gifts**

Candle Diffusers

Passive Diffusers

Aroma Rings + Discs

AromaFree® unscented

Bath Salts

Essential oils & essential Oil Blends

Carrier Oils

Massage Oils

AromaLand® Natural sales explode
in the last two months of the year
as people look for exceptional gifts.

Make your store a place for products
that bring health year round.

Highlight & endcap. AromaLand®
products early and often. Ask your
BMC sales rep for suggestions on
what sells and how to display.



Make the Most

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multiples called **Oxylent**. Which means that stores have accepted the superiority of the formulas, and understand the value of the product in the marketplace and on the shelves of their stores. Since Vitalah has been generous with demos and sampling, these products are seeing constant re-orders and increasing demand.

Now, though, critical mass will be realized. The most innovative products to emerge from Expo East are the two new products from Vitalah: Prenatal Oxylent and Children's Oxylent.

Why? Because **Prenatal Oxylent** is the official multiple of the *American Pregnancy Association*. This product will provide to a prenatal supplement shelf something that pregnant women will cheer about: a multiple that is not in a pill and that tastes good. The official recommendation certainly will not hurt either. Plus, there is an active marketing campaign to alert the pregnant women to this product, that is available in your store. What could be better than a new customer who is just about to increase her family size?

Note the natural symmetry for Prenatal Nutrition when you place the two items recommended by the *American Prenatal Association* next to each other as the brochure suggests: now you have top-quality nutrition for the women of your community through a Oxylent daily multiple and **Nordic Naturals Prenatal DHA**. That could be nine months of new business, over and over again.

And let's review your Children's supplement shelf. Gummies too sweet? Tablets too big, and chewables not causing an avalanche of happy compliance? Children's Oxylent will be a fun drink, natural health in the fun of a kool-aid. Think like a Mom: a multiple that can be drunk: hurray!. Think like a child: my daily multiple in a tasty drink. Think like a nutritionist: Albion minerals for optimal absorption; all your Bs plus choline for proper development; antioxidants C & E and Vitamin D at 800 IUs. Sweeteners organic cane juice and stevia. The best thing is the unique and convenient packaging for this product. All around, win-win-win.

A new product that is a guaranteed best-seller before you even order it is the new Nordic Naturals **Ultimate Omega Fish Gelatin**. **Ultimate Omega** is the single best-selling supplement in the natural foods industry, so I hope you are capitalizing on this by stocking and

reaching for each size often. By expanding to a Fish Gelatin version, Nordic has responded to consumer demand. There will be an immediate expectation from many quadrants for this product as soon as people realize that it is available. Talking about exploding a massive category: and again, the best fish oil in the world just got better.

Other new products launched at the trade show may not have the immediate impact of the new Oxylent or Nordic Naturals products, but they will most probably have an equally lasting impact. With the introduction of Bluebonnet's new Amino acids with the black top, they are entering the *Sports Nutrition* category – again by customer demand.

For many stores, there is the obvious compliant that they '*might as well not even carry sports nutrition products*' because the market is filled with glitzy junk that the independent store cannot even begin to consider carrying because they cannot compete with price. Not to mention that most stores fear carrying products by a fly-by-night company with cocky marketing because they fear the products may be adulterated. Indeed, it is these flashy players that are ruining the reputation of our compliant and trustworthy industry,

Enter **Bluebonnet Nutrition**, the hero of the independent health food store. Bluebonnet recognizes that there is a strong market developing for highest quality raw material bodybuilding and Sports Nutrition Supplements. Bluebonnet quality meets discerning consumer (again)!

For many stores, this will be an area that they move in to slowly: for others, they are ready and making the shelves ready now. No store should ever ignore this large and growing market, and now stores have something that (1) will be available only in health food stores and (2) will not be found discounted everywhere, and (3) will be recognized as the highest quality raw materials in their category: i.e. OptiMSM® and Kaneka amino acids.

Bluebonnet began this move with the black lid to their new **100% Natural Dual Action Protein** powders. These products will also be available in 8-pak sample sizes. Add the new BCAAs (Branched-chain amino acids; Kof-K Kosher and Vcaps); L-Glutamine Powder in a larger 8 oz size, L-Arginine 1000 mg caplets; and Amino Acid 1000 mg caplets (a larger dosage form); and L-Carnitine in 500 mg Licaps—and you have a budding new Sports Nutrition shelf that you can be proud of!!

Add Nordic Naturals new **Ultimate Omega Sport**, another product that will be a sure winner in its class, and your new Sports Nutrition shelf – ideally placed above the superhot Bluebonnet **Whey Protein Isolates** – now has some gravitas. More on this concept in an upcoming BMC newsletter.

New items that have been around for a while but are starting to gain momentum, or are seasonally perfect, include:

Soliga Forest Honey is the sweetest Holiday gift one can image, Perfectly suited for a stocking stuffer, this delicious honey has a story that will soften the coldest grinch and will bring tears to every caring soul. This is the floor display that always needed refilling: how is that for an end of the year sales gift?

Essential Formulas Propolis PLUS is picking up steam as people begin to recognize this product as one of the most potent and broad-acting superfoods on the market today: its profound nutritional reach makes it a very reasonably-priced all purpose healing agent. The groupies for this product have already become active in searching for places that reliably carry it.

Other new products include the ever-growing **Juvo** products new **Yoga Food**.

All Juvo products have had an explosion of new placement in this last slow quarter of the sales year, as more people who are searching for Organic and Raw are seeking the best products in this category.

Finally, while **Mushroom Science** products have just changed their packaging to a very modern new box, they are new to many people as the market for medicinal mushrooms continues to rise. Add to this the two new medicinal mushrooms from Mushroom Science, **Tremella** revered for skin care, and **Shitake**, known to be beneficial for many immune system concerns.

Yes, there are many new items to ride an end-of-the year sales wave on. While endcapping Aloe Life's whole leaf aloe vera, and Herb Pharm's products highlighted in the Winter Immune Promo, and while keeping the Olbas inhalers stocked at every shelf corner, you can still bring in floor displays of Oxylent and Himalaya and Organique by Himalaya and Bluebonnet's Vitamin Ds. So many great products, so little time left in the year. ☺



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

Next Stop, Baltimore

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the ones who quit immediately were the ones simmering in an ever-hot water!!

He shared one of his tricks, and that was to sit down early—and get your 2011 planning done in quick order. Here, I will add that you should meet with your local BMC rep and plan the year out now or as soon as possible. As soon as a manufacturer gives you their yearly sales planner, then make your plans for the upcoming year. It is more efficient to organize early and be done with the year early than to stop constantly throughout the year. Some of it is easy and practical: February as Heart month, allergies in Spring, sun & skin products in the summer and preventative health care way before November!

I got a lot from this talk. Rafael told two old Jewish stories that impressed me with the lessons of old wisdom. We should always be willing to learn from one another, and to share. The world of natural health that we work in is amazing. Life-changing. Maybe in this tough economic climate, we can be the example to our community of a health center where parables teach, and the welcome mat is always out with the encouragement of friends who care about the people they serve. Those stores will almost always thrive. Blue Moose Consulting is here to help you on this journey. 🍄

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