



## Speaking Business: Now is the Time to Grow Your Business

August saw five new health food stores open, and September will add two more. Another store is expecting a location change and upgrade soon. As the economy continues to dangle in the wind, uncertain which way business money will take it, the natural foods industry continues to muscle its way forward. All nine states that receive this newsletter have generally strong economic metrics in the natural channel: better than last year, and better than the trends of each local economy overall. Now would be the time to consider growing your business.

As September opens and the Fall, Cold & Flu Season develops, most stores will start to loosen the purse-strings to wisely fill their shelves with inventory to communicate abundance to the colder weather shopper who wants to know that their time is well spent when they steer their schedule towards visiting your store. For a person with a penchant for buying, this is the best time of year!

School is back in session, which means a new harvest of school-related sales are destined to occur. Schoolyard play means the first rash of colds and flus, and the cycle just runs from there till at least February. Heck, if the pharmaceutical industry can get government support to guarantee the sale of billions of flu vaccines, then we should

be able to counter with a few more viable solutions of our own to meet the demands of this Winter Immune season, first by pronouncing the immediate moments as the time for Preventative Health Care, and then by branding your store as the center for all the best aids to counter any bug once it attacks. Even if you do this every year, now is the time to evaluate your past performances, adjust to the latest in the marketplace, and achieve the best marketing strategies that you can create to make this busy season of sales the best that you have had in this century!

### New Products

Being on the other side of the aisle now after my 18 years on natural retail management, I can tell when there is economic ramp-up in a different light when I see manufacturers coming out with new products. Though the major players in our national economy hold our country hostage as they say they will "sit on their money" until they get what they want, the entrepreneurs of our industry are getting motivated and coming out with new products. **Bluebonnet** has had a busy summer of new products, **Nordic Naturals** has already released seven new sterling products this year, expect something new from **Herb Pharm** and **Oxylent**, and we are seeing most

manufacturers loosen their belts and spend a bit more after the restraint of the past two-year cycle.

New products bring excitement to your store environment. I am not the best judge of the everyday shopper's perception as I have become hypersensitized to any new product (I am just fascinated by a new natural foods product of any kind and have to hold it, read it and think about it.), but when a store advertises their newest items either in a new item section or through an educational endcap displaying the latest and best – the customer cannot help but take note and possibly record a future purchase in their mind.

The *Expo East* trade show approaches in October, and this is the best place to see the latest selections from the largest gathered presence of manufacturers on the East Coast, right at the best time for you to upgrade your store and find new gems that will work to keep your communities more healthful.

I am particularly keen on this health food show, because it is a presentation co-sponsored by New Hope/Penton Natural Media and the NPA East. **The Natural Products Association East** is the regional advocacy group that works for all the eastern seaboard states from Virginia north. This organization works to monitor state legislatures and to actively

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## Speaking Health: Juvo Comes of Age

Look at the size of your green foods section. Look at the quality of product in your green foods section. Define the integrity of the message that you are spreading when you recommend a green foods product. Juvo quietly and with noble intent has become the best green foods line in the U.S. by redefining itself to the highest expectations of the American market. Have you looked at Juvo lately?

Since *Blue Moose Consulting* was introduced to **Juvo**, we have had a profound respect for the mission statement of this company. The story of Juvo is wonderful and inspiring. Juvo was the response of an oncologist to the realities faced in clinical practice that all people who have diagnosed cancer have low enzymes because they do not eat enough fresh and nutrient-rich foods. So a Medical Doctor – Dr James Hwang, MD. – decided to create a whole foods

meal replacement that he scientifically devised to use as a prescription, knowing that even when people have a life-threatening illness confronting them, they would not change the basics of their diet. The product he created, the original Juvo that crescendoed into a health fad in Korea, had the added bonus of being a product with a vertical pipeline of raw materials that truly came straight-from-the farm. So, in this age of sinful spin,

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## Now is the Time

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respond to any legislation that could be bad for our industry before momentum is gained for these negative bills. Advocacy is a critical function of the survival of our industry in these difficult and divisive political times.

*Expo East* is in Boston this year – the last year it is in Boston. While many are breathing a sigh of relief, and thanking New Hope for listening to the complaints about that selected city site (next year the show is in Baltimore again) one could now say that this is the year to go to Boston and see the city while doing business at this venue one last time! Boston is a beautiful city, especially in the Fall, and a visit and tax write-off could just be the perfect getaway before the sales season heats up too much.

Trade shows provide the opportunity to see new products first, and get them in your store so that you get that customer first, and I am sure there will be a lot of excitement with new products in Boston. Support the *NPA East* and its advocacy efforts to protect your business and keep your doors open, and make the most of a trip to Boston this October 13-16th ([www.expoeast.com](http://www.expoeast.com)).

**Bluebonnet Nutrition** has created some excitement with the new products they have recently launched, and all these items are on sale this month as part of a sizzling summer sales promo. New items include new *Early Promise Prenatal*™ *Gentle Multiples* and *Gentle Vegetarian DHA softgels*, a new flavor of their *Liquid L-Carnitine*, and a large selection of *Age-Less*® *Trans-Resveratrols* in many dosages. Resveratrol is a fascinating nutrient (I just did research for a consumer talk), and Bluebonnet once again shines by providing top-quality raw materials in a product that combines Japanese Knotweed Root Extract, in an emodin-free formula, with 100 mg of trans-resveratrol, combined with a 4:1 Red Wine Extract. Because Bluebonnet

protects your store by selling at fair prices and only to health food stores, it is only natural that you carry their full line of resveratrols – and their ubiquinolins – which are all on sale this month.

Bluebonnet also has several new protein products, and they have truly reinvigorated protein sales in stores that have understood and appreciated the innovation and quality they have brought to the protein section. Apparently, the market was ready for a BCAA product in Vcaps, because so many stores brought this single SKU in as soon as it was presented. The product that people are investigating and presenting with enthusiasm now is their new **100% Natural Dual Action Protein Powder**. This product is a perfect combination of fast-acting undenatured, microfiltered whey protein isolate and extended-acting micellar casein and calcium caseinate. The simple innovation of this product is that it best serves the body's needs when exercising for immediate-use protein and long-term recovery protein. It is also being appreciated by people who want a protein drink in the morning that provides hunger satiety for a longer period of time. Bluebonnet has not sought to have the largest selection of protein flavors, but they have proven that they can provide the widest range of superior-quality proteins in tasty and affordable options.

With so many new products, it might be prudent to ask your local BMC rep what the best options would be for a floor display or endcap with Bluebonnet as we enter the end-of-the year sales season.

**Essential Formulas** newest item can still be considered relatively new, and it is certainly coming into its own with the change of seasons. We highlighted the new Brazilian Green Propolis in the April issue of the BMC newsletter (available on-line at our website under Archives), but this will be the first season where the product will really show itself. This amazing *Propolis*

## IN THE NEWS

### This Organic Product Feels Sensually Perfect

**Editor's Pick: Exfoliating Walnut & Wood Apple Face Scrub**  
by **Himalaya Herbal Healthcare**

"In lieu of plastic exfoliating beads (an ingredient that is harmful to sea creatures), finely ground and polished granules of walnut, wood apple and nutmeg gently exfoliate dead skin cells. Holy basil and sweet marjoram also infuse this great-smelling scrub, which is free of parabens, phthalates and synthetic fragrances

**Editor's Pick. Herb Companion Magazine, September 2010**

**PLUS**™ product combines the powerful Brazilian green propolis with astaxanthin, flax Omega3 and Dr. Ohhira's proprietary probiotic formula to create a product that is truly a new nutritional supplement. This product provides year-round support for the digestive system and is a brilliantly complexed anti-inflammatory that has an apparent wide range of health applications for everyone, from the whole foodist to the health-impaired to the health connoisseur

**Mushroom Science** has unveiled their new labels in time for the medicinal mushrooms biggest sales season, and they have introduced two new items, a Shitake and a Tremella. Like all Mushroom Science products, these two new items guarantee that the actives that are expected by every person looking to medicinal mushrooms are present and identified on the label: proof of the science behind these quality products. Like all their products, Mushroom Science offers the best value and price, as these products are offered at a better price for 90 Vcaps than the competition offers for 60 caps.

## Reaching Out for New Customers

Making the parameters of your store as inviting and holy as possible is certainly your primary mission in working a good natural foods store. But we also always have to be actively looking for new customers for our business as well. Unfortunately, there are stores out there that both take for granted the customers that they have, and do not comprehend that every day they are liable to lose customers to the mass-market, internet sales and home delivery catalogue sales.

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## ADVERTISING TO HELP YOU SELL

### Mark your Calendars: Solid Educational Information on Omega-3s from the Industry Expert

- August 25th – 12pm EST: **Children & Omega-3s** – presented by Dr. Bob Sears, MD
- September 22nd – 12pm EST: **The Good Fats for Mental Health** – presented by Stuart Tomc
- October 27th – 11am EST: **Fish Oil & Pet Health** – presented by Tracie Hotchner
- November 17th – 12pm EST: **Omega-3s: Pre & Post Birth** – by Dr. Shoshana Bennett
- December 15th – 12pm EST: **Addressing Pain with Omega-3s** – presented by Dr. Hector Lopez, MD





**September Promotional Specials**  
**20% OFF products listed**

with minimum 3 ea per SKU

**IMMUNE SYSTEM SUPPORT**

- Echinacea liquid extract & glycerite
- Super Echinacea<sup>®</sup> liquid extract
- Immune Defense Tonic<sup>™</sup>
- Propolis/Echinacea Throat Spray

Ask your BMC Rep to work with you to save money and promote the best immune-support products available this winter season with the Winter Immune Support Special.

**Great ways to promote Herb Pharm from Sept-Nov 01**

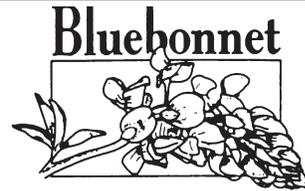
**IMMUNE DEFENSE TONIC: Immune System Tonic**

A blend of the liquid extracts of: Echinacea root, leaf & flower (purpurea); Astragalus root; Reishi mushroom; Schisandra berry; + Prickly Ash bark

**PROPOLIS • ECHINACEA Herbal Throat Spray**  
**Soothing Antiseptic for Throat & Mouth**

A blend of the liquid extracts of: Echinacea root (purpurea); Propolis; Hyssop leaf & flower; Sage leaf; St. John's Wort flowering tops; Vegetable Glycerine, USP 15%

Not represented by BMC in NJ



**September's Sizzling Summer Special**

To celebrate the end of another sizzling summer, take advantage of the sales on these hottest new products of the season.

**Summer Special products are 3 + 1.**

- Liquid L-Carnitine 1100 mg 8 fl oz. – three natural flavors: Raspberry, Vanilla and now new Orange. All preservative-free and uniquely delicious
- EarthSweet<sup>®</sup> Kosher Chewable Vitamin Ds: 400-1000 IU + 2000 IU tablets
- ALL CellularActive<sup>®</sup> CoQ10 Ubiquinol softgels: 25, 50, 100, 200 mg/all sizes
- ALL Age-less<sup>®</sup> Trans-Resveratrol Vcaps: 100, 250, 500 mg/all sizes
- Natural Omega-3 Vegetarian DHA vegetarian softgels: 100 + 200 mg/all sizes
  - Natural Omega-3 Chewable DHA softgels
  - ALL Targeted Multiples<sup>®</sup>: Veggie Choice<sup>®</sup>, Ladies Choice<sup>®</sup>, Men's Choice<sup>®</sup>, Age-Less Choice<sup>®</sup> Women 50+, Age-Less Choice<sup>®</sup> Men 50+ Caplets

**New Items!! ALL SIZES**

- Early Promise Prenatal<sup>®</sup> Kosher Gentle Multiple Caplets
  - Early Promise Prenatal<sup>®</sup> DHA vegetarian softgels 100 + 200 mg
    - BCAA Kosher Vcaps 120s
  - 100% All Natural Dual-Action Protein Powders 1.05 + 2.1 lb sizes
- Natural French Vanilla, Natural Chocolate, Natural Strawberry and Natural Original Flavor: 27 gm protein/serving; 0-sugars; stevia sweetened

Not represented by BMC in NJ, SC



**15% OFF**  
**Mix & Match Select Items**  
**through October 31st**

- Herbal Formulations
  - Stress, Brain & Immune Formulas**
  - ImmunoCare<sup>®</sup> 120 + 240 Vcaps
  - MindCare<sup>®</sup> 60 + 120 Vcaps
  - StressCare<sup>®</sup> 120 + 240 Vcaps
- ALL Himalaya Pure Herbs, 60 Gluten-Free Caplets
- Organique by Himalaya Personal Care
  - Facial Care Products**
  - Exfoliating Walnut & Wood Apple Face Scrub
  - Hydrating Face Wash
  - Invigorating Face Wash
  - Neem & Turmeric Face Wash
  - Neem & Turmeric Cleansing Bar
  - Nourishing Face Moisturizing Lotion
  - Nourishing Night Cream
  - Refreshing Lavender & Rosemary Cleansing Bar
  - Soothing Lotus Flower LipCare (24 display)



*Pure and Great Tasting Omega Oils*

**Back to School Sales Extravaganza**

Nordic Naturals, 2010 Manufacturer of the Year

*Innovative Manufacturer Helping Everyone*  
*Get their Omega-3s DAILY*

**Omega-3 Effervescent Drink Mix**  
**Creamy Orange**  
**25% OFF**

Limited-time, one-time opportunity to stock-up, and Promote

**THINK**  
**Every Students Lunch-box, Every Day**  
**Floor Displays, Endcaps, Coop Ads and Demos**

- Omega-3 Effervescent 7 ct [01900]
- Omega-3 Effervescent 21 ct [01910]

Effervescent technology for fast absorption of EPA, DHA and Vitamin D

**Delicious taste leads to dosage compliance for Kids a& Adults**  
 work with the best reps in the industry, your BMC rep, to help you gain new customers for the best-selling Omega-3 in America!! Let's continue to grow together

Not represented by BMC in NJ, SC



# JUVG™

**Juvo Promotion**  
**15% OFF Mix & Match**  
**12 cannisters**  
**New Stores!!**

**Original Juvo, JuvoSlim,  
Juvo SuperFood, YogaFood**

ORAC VALUES (Estimates)/serving size

**Original Juvo 1477/40g**  
55 ingredients for an on-to-go meal. Best-seller. USDA-Certified Organic by QAI

**JuvoSlim 4200/40g**  
Slimming, weight-loss + proper nutrition. USDA-Certified Organic by QAI

**Juvo SuperFood 547/6g**  
Darker Green color; immune booster  
USDA-Certified Organic by QAI

**Yoga Food 7040/40g**  
Highest ORAC value; contains calming herbs. USDA-Certified Organic by QAI

# AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**September Special of the Month**  
**Aloe Boost**  
**30 + 90 tablets - 12 items**  
**15% off**

**Aloe Boost** is a blood sugar balancing formula that is safe & effective for daily use or as needed. Aloe Boost provides both Nopal Cactus + Whole Leaf Aloe Vera which are targeted for digestion, pancreas health support, and weight maintenance. This formula includes CoQ10, bee pollen, 20 free-form amino acids, Suma, L-Glutathione, Chromium Picolinate and more. Together, these nutrients help to increase stamina, concentration + to optimize health! Aloe Boost supports the body in a way that reduces snack cravings while boosting energy!

With school beginning & hectic schedules full steam ahead, adding Aloe Life aloe vera juice to your daily regimen is a great boost not only to digestion but also Immune Function. Aloe Life juices are ActivAloe™ Certified. This 3rd-party certification guarantees Aloe Life juices are Cold-Processed, and abundant in the valuable polysaccharide chains. These chains stimulate the Immune System to support Healthy Body Function. Start your day with 1oz. of delicious Aloe Life aloe juice and **you will feel the difference!** Aloe Life Whole Leaf Aloe Vera Juices offer incredible Immune System support for the whole family.

 **Dr. Ohhira's Probiotics**  
**Are Probiotics an Irreplaceable Part of Wholistic Bone Health Protocols?**

With our high consumption of dairy products in the western world, why is it that we still have an incredibly high incidence of osteoporosis? Researchers in Asia, where both osteoporosis and dairy consumption have historically been quite low, might have found a major clue.

It turns out the calcium we consume through milk + supplements is not always absorbed or used to build bone. In fact, without a healthy probiotic population in the gut & the presence of other bone-building cofactors [vitamins D, K2, magnesium, zinc, + essential fatty acids], calcium can pass through undigested. Or, even worse, excess calcium can turn into unhealthy deposits in soft tissue + arteries.

The good news! There are simple dietary adjustments that can alter the body's internal chemistry in favor of building strong bones. A recent Japanese study found that when women ages 48 and older took a Japanese probiotic supplement for at least eight weeks, their bone density was 36 % higher when compared to those who didn't take the supplement.

Ask your BMC rep to show you a copy of this study [157 patients all had bone-density increases when taking Dr Ohhira's Probiotics 12 PLUS {OMX}]

**Dr Ohhira's Probiotics PLUS**  
**an Essential Formula for Optimal Health**

# OLBAS®

HERBAL REMEDIES

**Everyone NOSE School-aged Kids Love Olbas® Inhalers**

Be creative to get parents, children and teachers alerted to the great health benefits of Olbas® nasal inhalers.

- Perfect Perk-me UP
  - Mental Focus and Attention
  - Great before Sports Activities
  - Get kids off soda, coffee and red bull
  - Preventative Healthcare begins with **The Power to Breathe—Naturally!!** Penetrating Vapors with Rapid Action
- All Natural Formula: Menthol, Oils of Peppermint, Cajepot and Eucalyptol. in a convenient pocket-sized nasal inhaler.

**Does your store offer the coolest must-have student product this year??**

You can make it so with natural Olbas® marketed at cash registers, in the sports, cold-n-flu, allergy and brain support and energy sections

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

**Build a better bodycare section for the allergy sensitive in September**

**September Promotions**  
**15% OFF**  
direct orders only

**3 Unscented Items**

- **Zero Zitz!® Creamy Kleanser** Face & Body Wash  
Unscented for Sensitive Skin  
6 oz. With Hemp and Egyptian Black Seeds
- **Sea Bath: Unscented**
- **Body Wash Foamers: Unscented Mystique**

*"Natural and unscented products are the only things I can put on my seriously sensitive skin. Am I the most allergic person on the globe? I don't feel like it when I use your unscented products. I can even shave now using your FOAMER. Thanks for good products."*

# BASS®

Brushes

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

The Hair Doc Company  
since 1979

**Hair, Body, and Skin Care Brushes & Accessories**  
**Back to School Means Lotsa Combs and Brushes**

- Salon/Spa-Quality, Durable
- Options in both solid wood and new Bamboo
- Popular professional styling brushes
- Natural Wood, 100% wild Boar, Nylon Bristle and Wire Bristle Collections

Ask your BMC rep about the creative ways to display and promote hair and bodycare brushes in your stores

**If your community doesn't brush its hair, then you don't need Bass Brushes**

Not represented by BMC in NC, NJ, PA





**Close out the Fall Season in  
Glorious Color!!  
Let the Hair Shine On**

Ask your BMC REP how to participate in a  
**September Promotion  
Color Fixation Line 25% OFF**

*Excellent for All Hair Types*

**and for Color Treated or  
Chemically-Treated Hair**

Restorative Mask 7.6 fl oz  
Single Application Intensive 1.05 fl oz  
Leave-in Cream Conditioner 10.14 fl oz  
Restorative Shampoo 8.45 fl oz  
Restorative Conditioner 8.45 fl oz  
Split Ends Serum 1.05 fl oz

*NO parabens, NO artificial fragrance,  
NO artificial coloring, NO sulfate,  
NO sodium lauryl sulfate, NO sodium  
laureth, and Nothing harmful to human  
health or the environment.*

## PERFECT<sup>®</sup> ORGANICS

**Perfectly-timed GOOD NEWS**  
*Perfect Organics Lip & Cheek Shimmers  
Back in Stock  
1st Week of September*

Check with your BMC rep to make sure  
that all back-orders are immediately filled

**VEGAN** Perfect for the Natural Customer  
**Vegan Lip and Cheek Shimmer**

Organic, vegan lip and cheek shimmers.  
Made with certified-organic ingredients,  
Perfect Organics' Lip and Cheek  
Shimmers are available in 7 stunning  
shades with nature's most generous  
ingredients including: organic argan oil,  
organic shea butter, organic macadamia  
nut oil, and organic aloe vera. Naturally  
scented, Perfect Organics' Lip and  
Cheek Shimmers are super smooth with  
amazingly glossy color that gives an  
instant glow for both lips and cheeks.

**DC** – Inspired Earth Goddess Brown  
**Tokyo** – Night's Sky Pink Dazzle  
**London** – Shimmery Golden Burgundy  
**Cairo** – Sun-kissed Spring Rose  
**Faz** – Touch of Peach Shimmer  
**Santiago** – Sun-baked Bronze Glitter  
**Sydney** – Soft Sparkling Swirl of Lilac

## NEWTON homeopathics

*Nurturing Naturally Since 1987*

**September Promotions  
20% OFF SPECIALS**

*for six (6+) of any of the following  
SKUs:*

**Appetite~Craving Control (N027)**

**Caffeine Withdrawal (N040)**

**Detoxifer (N001)**

**Panic Button (N217)\***

**Tobacco Withdrawal (N030)**

\***Panic Button**, which has been a  
spray, will — as all of the other  
sprays **except** for Throat Miracle and  
Itch Stopper — be coming out in the  
dropper/pellet form in the OTC line

**Note:** Newton Homeopathic will have  
**new labels in October** to comply with  
the latest FDA label requirements.

Speak with your BMC rep about  
how this will work and how you  
can transition into these new bottles  
smoothly.

Not represented by BMC in NC, SC

## immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**September Promotions**

**15% OFF 250mg/60 ct.**

Minimum purchase 8 bottles.

### Product Benefits

Immune Health Basics is an all-natural nutritional  
supplement that supports the body's immune defenses.  
Credible, published research at leading research  
institutions demonstrates the safety & efficacy of Immune  
Health Basics.

### Daily supplementation with Immune Health Basics:

- Activates innate immune cells to more quickly identify  
and kill non-self cells.
- Supports your immune system against stress-related  
health challenges.
- Improves vigor and mental clarity while reducing  
fatigue and tension.
  - Supports general health and well-being.

Immune Health Basics is safe to consume daily + its  
active ingredient, Wellmune WGP<sup>®</sup>, is Generally  
Recognized as Safe (GRAS) under the provisions of  
U.S. Food and Drug Administration 21CFR170.35.  
Immune Health Basics is free of any genetically modified  
organisms + nonallergenic.

### Immune Health Benefits of Wellmune WGP<sup>®</sup> Improve Psychological Well-Being Peer-Reviewed

*Research in Japan Confirms U.S. Study Results*  
EAGAN, MN — August 24, 2010 — Highly stressed  
hospital workers in Japan reported improved psychological  
well-being after taking Wellmune WGP<sup>®</sup> for two weeks,  
according to a new peer-reviewed study published in  
Biotherapy, the official journal of the Japan Society for  
Biological Therapy. [http://immunehealthbasics.com/  
JapaneseStudyConfirmsWellmunebenefits.html](http://immunehealthbasics.com/JapaneseStudyConfirmsWellmunebenefits.html)

## MushroomScience<sup>®</sup>

**September Sales**

**15% OFF – 4 each**  
**20% OFF – 6+ each**

Two New Medicinal Mushroom  
Products

### Shiitake 90 Vcaps

300 mg per Vcap \$13.48/25.95

### Tremella 90 Vcaps

300 mg per Vcap \$13.48/25.95

If 90+% of the mushroom supplements  
on the market are biomass and/  
or tinctures—which average 1%–2%  
actives—that means relatively few  
people have had an opportunity to  
try mushroom supplements as potent  
as those used in the research, with  
15%–40% actives. Mushroom Science  
can deliver a potency which will  
provide results to increase success  
and appreciation in the untapped  
market share of the medicinal  
mushrooms!



**Stock up NOW**

**Let your community know Sovereign  
Silver is a must for every household**

Our BioActive<sup>™</sup> Silver Hydrosol makes all  
Colloidal Silver obsolete Best-seller in every  
category and size

**Particle Size** reflects **Particle Energy** allowing  
powerful activity at **low concentrations** which  
delivers guaranteed **Safety**

Ask your BMC rep about the best ways to buy  
Silver this Season to Save money and offer  
phenomenal discounts.

**The Many Benefits of Silver  
Silver in medicine, dentistry, sanitation,  
hygiene + water purification**

Nanotechnology has rendered silver into an  
exceedingly powerful tool destined to be one  
of the most commonly used minerals in the  
health industry, communications industry,  
sanitation industry; as well as the environmental  
management, alternative power, and energy  
industries

The reason for this wide-spread application is  
because of nanotechnology's influence upon  
silver's well-established biological catalytic activity  
which may excite higher life forms into maximal  
states of immune function when the silver is in an  
oligodynamic state.

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



## Now is the Time

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The temptation and flow of customers away from your store is greater and more directed than the flow of customers into your store. This is why stores should be actively monitoring their budgeting, and making sure that they demarcate some cash flow towards strategic outreach and marketing.

Not all marketing involves spending money on radio, print, internet and local events outreach. Marketing also includes branding your store name within the store, cleverly presenting new products and gaining new sales for these products, and creating new markets in your stores.

For the past eight years, we have been directing stores to open their floor to new and/or expanded markets, and many stores have tried new things and seen the expansion of sales that these decisions lead to. Stores that bought in the quality hair and bath tools from **Hair Doc/Bass Brushes** have all seen consistent new sales, especially in hair brushes. Stores that have expanded their children's health sections, and made their immune sections visibly more inviting and easy to maneuver have had great year-round increases in these areas where our industry excels. Many creative stores have created a nice successful niche market out of creating separate Green Foods or Raw Foods /Green Foods sections. As mentioned above, stores are looking at their protein sections and realizing that they have remained run-of-the-mill for decades and have improved their Sports Nutrition sections by adding Bluebonnet's new protein powders, moving amino acids to complement the powders and putting **LiverCare**® by **Himalaya Herbal Healthcare** cross-merchandised in this section. Soon, these stores find that they have more sports enthusiasts and bodybuilders checking out their shelves, where they never looked before.

Servicing new customers also means reaching out seasonally to people who will be looking for items, and who may be drawn to a store where they have never ventured before. At this time of year, it is wise to be reaching out to parents who are looking for prevention for their children, for natural options if/when problems arise, and for items that may resonate with their children and make them more open to trying new things from health food stores in general. (Don't we wish all teens would see the "coolness" of natural foods and learn to investigate their local natural foods stores

with the interest they show to video games).

Part of a strategy for success for gaining a new young clientele at this time of year is to create displays and invite their inquisitive minds to learn about what you offer. While the immunosupportive benefits of the beta glucan Wellmune WGP® by **Immune Health Basics** may seem difficult to understand to the average older buyer, we can all understand that if we present the facts of this modern product to the young, school-aged mind that they will not find this product as daunting as we would expect. But they can only understand if they are presented the information.

It may be as simple as getting the local school population excited about certain products: to create a rush to your store for items that they find "cool". Yes, you can create the concept of cool and have parents and students heading to your stores just to get that product that is in with the cool crowd at school. **Olbas**® inhalers are the perfect example. I find areas of the region where athletes have become enthralled with the **Olbas**® inhalers as a pregame or practice mental lift. Likewise, my nieces have become addicted to the **Ecolips**™ lip balms and the **Mineral Fusion** makeup products. It would not take much to get the youthful

mind to understand the benefits of **Oxylent**® before a workout, and/or to get them understanding the importance of protein for sports performance. They are students, so educate them on **Albion**® TRAACS minerals and the differentiation of proteins concerning both quality and Biological Value (BV). Share the brochures from **Nordic Naturals** on products for children's health and you will find compliance comes more from the young person than from the interests of the parents. Realize that young minds want to learn, and they are the customers of your future!!

Everyone would like to walk through a cold-n-flu season without contamination. That is a pretty big pool of potential customers. As our industry has stayed strong through a recession because we provide reliable success with our products in a market where people are both concerned about their purchases and are becoming more distrustful of the drug industry's promise and failure, there is tremendous opportunity for us. Again, the message must be big and clear to be seen and understood. Prevention: natural care – safe and effective. Say it, and they will come. Too many stores think that just because they know the information it means that the products on their

*continued on next page*

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- Jobba Oil 8 oz**
- Rosehip Seed Oil 8 oz**
- Sesame Oil 8 oz**
- Sunflower Oil 8 oz**
- Wheat Germ Oil 4 oz**



## Now is the Time

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shelves will sell. Or that waiting for the customer to ask the question will grow the business.

Make a prominent Immune Support section this year and keep it strong and large all year round: rotating allergy products in the warmer months for cold-n-flu in the colder months. Take product off-shelf each season for “two rounds” of presentation (if you are so motivated), and promote with good signage and explanation (staying within the confines of legal statements): let people know what you offer!

Learn the benefits of cross-merchandising. Note that **Herb Pharm** has jumped sales by smartly teaching stores how to cross-merchandise their liquid herbal extracts. Nordic Naturals’ product line is perfectly designed for cross-merchandising the Omega-3s.

Be open to floor displays and rotate your counter displays. Take advantage of the wandering eye of the shopper. Take these last days of the lazy summer to put up new posters in your store’s windows. Advertise products that are part of your basic protocols (so many stores advertise cheesy products or fad items in their windows): ask your BMC rep to review your front window signage with you, and let them help you spruce up your look.

**Use demos.** Nordic Naturals grew to be the biggest Omega-3 retailer and the most trusted name in America of any supplement line because they invested in

your stores by offering demos, and they will continue to do this positive outreach to educate people on the correct value of EPA-DHAs for overall good health. Ask your BMC rep what lines offer demos for your store, and take advantage of these opportunities when they arise by promoting the products and really using demos as they were intended – to drive sales!

**Use literature.** Every company that is willing to pay the print costs of consumer literature should be supported by using the literature in your store. For every piece of literature picked up or handed to a customer, you have another hook of information that may catch you a new customer – or a whole family of customers. Be smart with literature!

### Be smart, but don’t be cash-shy: now is the time to invest

Don’t mimic the bankers and the rich, who say they do not have the trust to invest their money in America at this time. Instead, follow the natural route and stock your stores at this season-changing time, as families and the health-conscious are now stocking their cupboards and medicine cabinets. Remind people that it is always prudent to have at home the remedies they trust for colds and flus before the unwanted visitor arrives and attacks. Make an endcap as a model natural medicine cabinet and use signage to explain why each item would be a valuable addition. Reach out now to the parents and the students, and be ready to reach out to

the gift-buyers who will start shopping in late October. Strategize several months ahead, and speak with your BMC reps about how we can help with all the wonderful products we offer.

Budget with items and companies you can trust and get out of the habit of buying from companies that offer fly-by-night products, or that sell items at a huge discount because they are inferior quality or are looking to capture the mass-market and circumvented you in the process. Stick with the industry loyal companies that offer MAP Agreements and define fair pricing. Spend lavishly as the season ramps up, but spend wisely. It is better to buy **Sovereign Silver** in bulk to save and promote than to buy a short-dated or new item in bulk. Similarly, it is smart to use the Bluebonnet *Slice of Life* promos to advertise health food store-centric manufacturers as the items that you promote rather than the companies that sell at 40% off on the internet. Spend, but spend wisely.

Our industry is strong. Herb sales are up for the first time in 5 years. Highlight Herb Pharm, Himalaya Herbal Healthcare and the standardized herbs from Bluebonnet.

Plan a trip to Boston for the *Expo East* trade show with confidence. Advertise health, because that is what we do. And realize there is a large untapped market, that functions in a world outside your store – unaware of all the goodness offered inside. Invite them and make sure that you use that first visit wisely!! 🌱

## Juvo Comes of Age

*continued from page 1*

Juvo developed as a product designed to provide freeze-dried foods, literally straight from fields. Juvo is for real: Juvo has my admiration.

But the American marketplace, so famous for asking for perfection and then abandoning companies that reach higher in achievement, expressed concerns that the ingredients panel was not organic. So Juvo competently listened and returned with a *new, improved* Juvo that was profoundly both. The latest version of Juvo emerged with over 55 USDA-certified Organic raw foods (certified by QAI). Kosher too. In comparing Juvo’s serving size, which is 40 gms. per serving, and then doing the math calculating the health wallop per gram, it is easy to conclude that Juvo is very well

priced. Most people analyze the suggested monthly recommendations, and never stop to compare the important details. Juvo provides a glorious amount of organic raw foods with an ORAC value of 1477 per serving size that was calculated to fully and completely provide a valid meal replacement. In this regard, Juvo was created with a different intent than many comparable products that combine great greens and things, but which actually have never been calculated as a complete, functional meal “replacement”.

The parent company of Juvo, Erom Inc., then went further and came out with three other equally spectacular products. **Juvo Slim** is an amazing weight support product that again is: certified organic, designed as a meal replacement and has an impressive ORAC value, 4200/40 gms. This product includes 55

grains, vegetables, sea vegetables, berries and pink-colored fruits & vegetables, and specific functional foods to serve as a responsible way to get real foods into the diet when cutting back on meals to lose weight. JuvoSlim tastes great too: reminds me of a tasty bowl of cereal when made into a blender drink.

As the first two products were designed by professionals to provide a full meal replacement (Erom has a Food Science Division), their next product **Super Food** is just that. Many people in our industry offered comment and advice that they wanted a product that was just raw organic superfoods. Juvo provided the product. Super Foods is actually not a meal replacement, though. Super Food is designed to complement any of the other Juvo products, or any product that could use the addition of a true superfoods. Super Foods offers an ORAC

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## Blue Moose Consulting

P.O. Box 557  
Falls Church, Va. 22040-0557

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

### Juvo Comes of Age

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value of 547 per 6 gms. This would translate into over an ORAC-value of 3200 for a comparable serving. Juvo's Super Foods may seem too pure or too expensive for some consumers on initial viewing, but when it is understood that Super Foods is actually intended to spike other products, then it is quickly realized that Super Foods is truly the elite organic powdered product on the market.

Finally, Erom recently introduced a new product called **Yoga Food**. This product carries an inspirational ORAC-value of 7040 for a 40 gram serving. This product includes calming herbs that might appeal to people who are practicing balance in their lives and diet. Yoga Food is perfect for people who want a meal replacement that offers raw, organic foods in convenient, tasty, powder form.

All of these products deserve proper analysis. Each of these – **Juvo**, **JuvoSlim**, **Super Food** and **Yoga Food** – provide incomparable product and intent. Each of these can guide those in your community looking for best-choice options to products that will change lives. Without hype, without false promise or spin, Juvo has given the health food market what they said they want; and each product deserves shelf space in every green foods section in the country. Juvo's measured promise of organic and raw food products has come of age. Ask your BMC rep how we can succeed in the present – with your store and Juvo – with an enticing sale available this month. Go Juvo! 🍄

## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
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 Herbal Healthcare

www.himalayausa.com  
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fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
703-734-2434 • 800-653-1078  
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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  
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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.

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Forest, VA 24551-1200

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

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

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fax: 954-979-0838  
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#### Mushroom Science

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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  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

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*Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher*

