



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Business: **Maximizing the Activity of a Demo**

In my 18 years of managing health food stores from the early '80s through 1999, the concept of an in-store demonstration was an alien idea. Stores thrived, and we had that confident disposition that made us feel that all of our business success was defined by what happened inside the space of our stores.

In the 1990s, the concept of Coop advertising started to take root, with the more progressive stores adapting to the extra external business tools that were being offered.

Many stores though, could not be bothered with the extra work, the new systems, or dedicating someone on the staff to find out the parameters and follow the path to what often resulted in free advertising. Small business: stuck in their day-to-day operations.

I remember the first few times that someone offered to do a demo in the stores I managed. These first trailblazers were actually the manufacturer's reps and brokers who were probably directed to meet goals by offering demos in key accounts, and they did so. Those first demos often lacked both charm and professionalism, and as a decision-maker in my store, I did not see the value of demos but allowed them to happen because—hey—this was a job for somebody!

Demos have not necessarily made great strides since those first days, but there are companies who have taken the task seriously and created impressive and creative demo programs. If I were in a store today, a new manager watching over my domain, how would I look at the demo program as it exists today in the health food stores of the second decade of the 21st Century?

There is a serious divide of understanding between the viewpoint of the retail store and the perspective of the manufacturer who offers a demo program. To the manufacturer, who outlays significant cash and resources for the labor and material involved in a three-hour demo, the demonstration is the intended completion of a cycle. After a product is made and arrives to market, the manufacturer wants someone to represent the product, and to present it favorably to a buyer (BMC is thankful that this objective remains relevant to companies that make good product and build their model to have

this support!). These are the first and most important steps to a business sale.

Getting the buyer to make an initial purchase is the first step in a long process that is governed by real time constraints that exist and tick away before that same buyer makes a decision that the product they once thought was worthy of inclusion onto their store shelves is now "not working" or being discontinued. Or before the product becomes an essential, a best-seller. (As an ex-buyer, I have strong opinions on this process as well, and how stores today do not take as seriously the importance of product introduction, standing behind a product, and working to make something sell that the buyer at one time thought was "worthy.")

The next expectation is that the broker/manufacturer's rep has the capabilities and desire to educate on the merits of this product to store personnel. While the buyer can make the decision, in most cases it is another person on the staff who has the greatest capabilities of making a product move. In the old days, the buyer was almost always the primary salesperson in the department too, as everyone pretty much did everything. I feel that a lot is lost in the structured decompartmentalization of responsibilities in many stores today. While it can be acknowledged that smart buying and product research on the myriad of products that flood the market monthly does lead to the need for an intuitive and mature mind to decide what makes it to store shelves, I have always felt the brightest minds need to be on the floor, educating and selling. As I like to say, the buyer is the gatekeeper to the reputation of the store's shelves, and the creator of the local natural apothecary for the health of the community. The purchasing is essential to having good products for the people.

At the same time, the person on the floor—in the trenches the most often during the sales day—is actually the person who makes things happen the most: converts purchase into use. Often, I wonder why stores allow such little time for the training of these critical salespeople. It is their knowledge of the products that will guide the consumer to what they are looking for, and as the teachers, they explain differentiation and

lead people to find quality over price (when the consumer leans in that direction!).

The store personnel needs to be constantly updated in the basic principles of natural healing. A fluency of conversation does not arrive overnight. I am proud of the scope of knowledge that my 30 years of constant study has brought about. I encourage all the new staffers to be diligent, and I challenge all the seasoned veterans not to get too comfortable in their thinking that they know the subject matter and don't need to study/learn anymore. I have found that every month I am learning hundreds of new things: my nose is to the grind and my ears are to the ground constantly. This is the way to know the drumbeat of the natural health language as it develops daily and over time.

At Blue Moose Consulting, we are always reminding and directing our sales team to spend time with the front-line educators who work the aisles. This second phase of the sales cycle is imperative, and I would hope that all store owners/managers can see the value of these trainings, especially the short aisle trainings. The synergy between manufacturer and retailer works when the retailer understands and appreciates those manufacturers who pay to bring someone to the store and educate.

Think of all the lines in your store that have no representation. Think of all the product that you have purchased that has languished and died on the shelf because no one knew what it was (except maybe the buyer). This can even happen when there is a sales rep: familiarity with a product does not happen after the first dance, but rather after learning the steps to understanding that occur over time and repetition.

When a company offers a demo, they are going even further, and they are showing an even greater dedication to helping you to sell the product that you have chosen to have in your store. Demoeing means that the company is willing to go beyond just manufacturing something admirable, getting you to choose it and educating your staff on its merits and ways to sell it: demoeing is a sincere attempt by the manufacturer to actually put the product into your customers' hands.

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Maximizing the Activity

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Retailers do not appreciate this effort enough. I will say that this is true for most retailers, as the demo person and their participation in the flow of the store's daily operations are often an after-thought or not even acknowledged. Not only does a demo person rarely get personal and sincere messages of gratitude when they are finished and leaving, but most are frequently viewed as alien workers, looked at with distrustful eyes from afar as they work on an isolated island at their table. That they are performing in-store direct-selling is somehow missed. I cannot say that this is always the case, but it is more often the case than it should be!

I am not criticizing here, because that is to some degree how I looked at those first demonstrators who began this trend twenty years ago. The reality is that the stores do not look at the demonstrator as part of the sales cycle. They do not envision this as an end-point of a generous system meant to help the stores.

All stores should sit down and have an internal conversation about how demos work in their stores: what they see, what they would like to see, and how they can incorporate this extra free labor into their business success strategies. If this happened, I am certain that both manufacturer and store management would be happy because the demo would most certainly return a tremendous return on investment!

As I said before, the problem is that the stores do not think about the reason that the manufacturers pay for this extra dimension of sales support. The purpose of the demo is to actually assist in sales. The reason that I am so supportive of companies that promote demos, is that demos are an excellent way to get a specialized education on specific products into a store. Most demo people are actually trained to consistently give basic informational bullet points to as many customers as they encounter. Deming in some ways is about branding certain facts. This is elementary education, and making sure that just the facts get communicated to the shopper. Of course, good demo people go further and do their own continuing education on the product.

It is so interesting to watch the progression of a **Nordic Naturals** demo person. After they have mastered the parroted basic facts that Nordic Naturals almost owns—they are so truthful in the declaration of these manufacturing facts—the inspired demo teachers go on to learn more and become real Omega-3 experts. One person informed me a few months after she started working for Nordic and BMC that at a Christmas party she could identify 16 relatives that were now taking Nordic Naturals. With that kind of passion, no wonder Nordic Naturals sells one of every



BUY THE BEST

Not all astaxanthin is the same. Bluebonnet provides only BioAstin™ astaxanthin in vegetarian softgels in 4 mg size: available only in health food stores.

BioAstin™ represents a new class of microalgae products with an antioxidant profile and direct functional applications. Nutrex Hawaii is the first company to have launched BioAstin™. And, with an estimated 10,000 species of microalgae, there is a rich variety of products supporting human health waiting for discovery.

BioAstin™ natural astaxanthin is a human dietary supplement with powerful antioxidant benefits. Nutrex Hawaii produces BioAstin™ from microalgae, and it was the first source of astaxanthin for human nutrition that has been reviewed by the U.S. Food and Drug Administration (FDA).

In August 1999, BioAstin™ completed a review by the FDA without objection and was allowed to be sold in the United States as a human dietary supplement. A growing body of scientific literature demonstrates that natural astaxanthin surpasses many of the antioxidant benefits of vitamin C, vitamin E, beta-carotene and other carotenoids.

Research has also shown that natural astaxanthin has up to 550 times the antioxidant activity of vitamin E and 10 times the antioxidant activity of beta-carotene

Bluebonnet's Astaxanthin 4 mg Vegetarian Softgels provide a pharmaceutical-grade, vegetable-based astaxanthin in a complex of other important carotenoids like beta-carotene, canthaxanthin and lutein from marine algae (*Haematococcus pluvialis*) that is sustainably sourced.

THE ELEMENTARY POINTERS OF A NORDIC NATURALS DEMO:

- we are taste-testing our products, because they are great tasting.
- our products are great tasting because they are fresh.
- freshness, along with purity, are essential to a good Omega-3 oil
- Nordic Naturals fish oils supersede all international fish oil standards for purity
- all Nordic fish oils are in the natural triglyceride form
- natural triglycerides are more like eating fish, and provide better absorption
- we offer to have people taste our cod liver oil to disavow old prejudices against this great fish oil. It tastes good because it is fresh
- international experts agree that 500 mg of EPA and DHA daily are considered essential

two bottles of fish oil in the natural channel in the United States today!

The principles that we teach them and expect them to pass along become a part of their lives, and they become walking Omega-3 advocates. I hope that smart managers allow their staff to chat with the demo people for a few minutes every time that the demo person sets up shop: there is always something new that they are teaching!

Likewise, it is amazing to see how ardent and passionate our **Aloe Life** demo people become after they have learned all the ways that the statement "Aloe vera is Foundational" applies to overall health for

everyone. They become health-food aloe-holics. Similarly, with **Himalaya Herbal Healthcare**—both with their herbals and with their *Organique by Himalaya* bodycare products—the demo people become so excited to share the amazing facts that they have learned that they literally spur new sales through their enthusiasm.

One thing that BMC also trains their demo people to do, as importantly, is not to oversell—not to make the products being presented out to be something that they are not. As my staff will tell you with complaints, no one becomes a BMC demo person until they have passed my extensive initial personal training. When a person presents under the BMC name, they must have the professionalism and care for each store that I would expect anyone who works with us would exemplify.

Vitalah, makers of *Oxylent*, are proving to be successful in the same model that Nordic Naturals created, as they are generously offering more demos than any other BMC company besides Nordic right now. What could be more enticing than a tasty instant effervescent multiple with Albion® minerals, SOD and catalase, and a fraction of the sweetener of the other, mass-market-saturated competitors? If I were a store in the midst of a tight economy with a tightening market share, I would JUMP at the opportunity to strongly promote companies that were willing to let customers experience their products in my store! This new market strategy has a proven success record, and what a great tool that did not exist in the past.

So our demo people are good. I wish that we had 100 more extra sales people to share around with all our stores. As such, we undoubtedly have one of the largest demo teams in the mid-Atlantic states. For the last five years we have averaged about 21 demo people working for us at a time, hundreds of

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Your New Best-seller

24-stacked by the cash register and see them fly announcing
Stress Manager™

Adaptogen Compound • 1 oz & 4 oz

Herb Pharm-quality: certified-organically grown Holy Basil leaf, Rhodiola root and Schisandra berry combined with Custom-Wildcrafted™ Eleuthero root and traditionally cultivated Reishi fruiting body (mushroom). A pleasant-tasting, full-spectrum adaptogenic formula that helps the mind and body respond positively to stress

ALL FIVE HERB PHARM Capsules

on sale until August 31

ask your BMC rep for unique merchandising opportunities

**Super Echinacea™, Pharma Kava™
& NEW Milk Thistle, Saw Palmetto and Goldenseal**

AUGUST PROMOTION

URINARY TRACT & KIDNEY SUPPORT

20% OFF products listed below

purchased in 3 eas

- CRANBERRY LIQUID EXTRACT • USNEA LIQUID EXTRACT
- UVA URSI LIQUID EXTRACT • STONEBREAKER COMPOUND
- GOLDENROD/HORSETAIL COMPOUND

Not represented by BMC in NJ



Advertise this Summer Sizzling Sale for summer buyers this month

Stake a claim to consistent sales with this health-food store only line

Sale items: Buy 3 per SKU, get one FREE

Promo period July 18 – September 9

Liquid L-Carnitine 1100 mg glass bottles, all three flavors: raspberry, vanilla bean orange

Targeted Multiples®: 90 caplets, all Veggie Choice®, Ladies Choice®, Men's Choice®

Age-Less Choice® Women's 50+, Age-Less Choice® Men's 50+

C 1000+ Bioflavonoids caplets 90 + 180

Calcium Citrate PLUS Magnesium Vitamin D3 caplets 90 + 180

Cellular Active® CoQ10 Ubiquinol: all sizes ubiquinol: 25 mg, 50 mg, 100 mg 200 mg

Astaxanthin 4 mg vegetarian softgels 30 + 60

Zeaxanthin PLUS Lutein softgels 30 + 60

Age-Less® Trans-Resveratrol Vcaps (all sizes): 100 mg, 250 mg, 500 mg

Natural Omega-3 Salmon Oil softgels 90 + 180

Natural Omega-3 chewable DHA softgels (natural fruit flavor) 90s

Trimology™ Licorice Flavonoid Oil vegetarian softgels 90s

Tonalin® CLA 1000 mg softgels 60 + 90

Ultimate Hair & Nail Formula® Vcaps 60 + 90

Age-Less Skin Formula® Vcaps 60 + 120

AHCC® 500 mg Vcaps 30 + 60

Amino Acid 1000 mg caplets 90s

L-Arginine 1000 mg caplets 90s

BCAA Vcaps (Kof-K Kosher) 120s

L-Carnitine [CarniPure™] 500 mg Li-caps 100s

L-Glutamine powder 8 oz

New Labels: Best-selling Whey Protein Isolate powders will start appearing with an extra fact, "grass fed" now stated on the front panel. Customers will reach for this line that is micro-filtered, not treated with rBGH, no antibiotics. No artificial sweeteners/flavors, no added sugar/fat; low sodium/cholesterol

Not represented by BMC in NJ, SC



August Sales Promotions

Stress & Energy

15% Off products listed No Minimums

Pure Herbs & Formulas

- StressCare® 120 + 240 Vcaps
- Chyanprash w/ Honey 500 gm paste
- Ashwagandha 60 caplets
- Holy Basil 60 Vcaps®

Skin Care – all Gluten-FREE

- Nourishing Night Cream
- Nourishing Face Moisturizing Lotion
- Exfoliating Walnut & Wood Apple Face Scrub
- Neem & Turmeric Face Wash
- Hydrating Face Wash
- Invigorating Face Wash

— this summer sale continues through August 30, 2011

Don't forget to order the gorgeous free marketing tool
Organique by Himalaya Booklet for
Retailers and Consumers

**Best-selling Pure Herbs Gynmena is back in
stock for those summer months!**



Pure and Great Tasting Omega Oils®

New Product

**the best for our children
Ultimate Omega® Junior
90 chewable softgels**

500 mg, great strawberry taste
product # 01798 \$17.97/\$29.95

ages 5 years & up

2 softgels EPA 325/DHA 225

natural triglyceride form for optimal absorption

**August Promotional Items
20% OFF**

- All children's products including Gummies and Berries
- 02774 Complete Omega 16oz
- 02778 Complete Omega-3.6.9+D 120ct
- 58781 Arctic-D CLO Lemon 16oz
- 54783 Arctic-D CLO Orange 8oz
- 01776 Omega-3.6.9 Junior 4oz
- 01797 Ultimate Omega Fish Gels 60ct

Not represented by BMC in NJ, SC



JUVO™

Priced to Move Yoga Food

Natural Yoga Boost Powder Mixture
Meal Replacement

25% OFF*

YOGAFOOD Developed for Yogis to help maintain a strong healthy body, stress relief and pure spirituality.

USDA-Certified Organic by QAI
ORAC-value 7040/40 gm (1 serving)
Vegan/Vegetarian label on the bottle

- Made with USDA-Organic, Raw, non-GMO, Freeze-dried ingredients
- Juvo is free of soy, gluten, whey, yeast, dairy, artificial sweeteners and flavors
- Juvo Yoga Food has a registered ORAC value of 7,400 ORAC per serving
 - Juvo Yoga Food is loaded with antioxidants, alkalizing greens, detoxifying fiber, and calming herbs—all certified organic. Simply add YogaFood™ to any liquid, salad or yogurt
- Premium-version of Original Juvo
- Stress relieving, detoxifying and balancing
 - most antioxidant protection of all Juvo products

* this batch of Yoga Food will be short-dated, less than a year

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

August Promotion

Herbal Aloe Ear Drops **15% OFF 12 units ea**

Herbal Aloe Ear Drops create a pH-balanced environment necessary to the natural healing process of the ear canal. The yellow sap of the Whole Leaf Aloe Vera comforts swelling of the tissue lining. Extracts of Calendula, Mullein, St. Johns Wort + Rosemary work with the Aloe Vera to help provide relief from trauma in the Ear Canal from Swimmers Ear, Colds, Pain, Vertigo and Annoying Itching. Excellent before & after candleing. Herbal scent, not oil or garlic-based. Safe & effective for Children (9-months+) and Adults, Great for Animals too!

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View our website [www.aloelife.com](http://www.aloelife.com) + see our support literature available on the title bar under **Safety of Aloe Vera**. Read the informative letter from our President Karen Masterson-Koch CN covering the most recent news in regards to Whole Leaf Aloe Vera.

# Dr. Ohhira's Probiotics

Now available in a great intro size,  
perfect timing for the school year

## Now in 30 cap size Dr Ohhira's Propolis **PLUS™**

**30 caps \$26.35/\$43.95**

Quite simply, one of the most synergistic whole foods formulas around

## Brazilian Green Propolis Probiotic support from Dr Ohhira's fermented vegetable extract

Astaxanthan

Flax Oil

Vitamin E with - Tocopherol +  
complete Tocotrienol

- certified vegetarian
- supports nutrient absorption, stimulates friendly bacteria in the gut\*
- targets immune system response, digestive support and inflammation cycle\*

\*statement not evaluated by the FDA, nor intended to diagnose, treat, cure or prevent any disease.



# OLBAS®

HERBAL REMEDIES

There are 1000s of uses  
for Olbas Oil.  
Are you sharing them with  
your customers?

**Olbas Oil for Colds & Flu, Aches & Pains**

Olbas Oil originated in Basel, Switzerland over 100 years ago, and continues to be a European and worldwide favorite. The natural essential oils in Olbas are extracted from six medicinal herbs, which have been the basis of healing in cultures around the world for centuries. These oils are carefully blended by Swiss herbalists, making the Olbas formula truly unique. The synergistic combination of these six essential oils provides amazing sensations to your body at multiple levels.

Available in 0.32 (10cc), 0.82 (25cc) & 1.65 fl.oz. (50cc) glass bottles.

**Ingredients: Essential oils of Peppermint, Eucalyptus, Cajeput, Wintergreen, Juniper and Clove.**

# wellinhand

## ACTION REMEDIES™

Topically Applied Herbal Answers

## August Promotions

**10% OFF**

direct orders only

### Nit Kit™, natural lice remedy

non-toxic. Scares Lice, not people easy to use. Will not dry out hair kit includes metal lice comb + 5x magnifier  
2 oz. clean ingredients at a great price

### Kiddie Calmer Bath

Botanical seaweed bath  
20 oz. For a Bedtime Mind set  
Contains coarse sea salt, Epsom salts, baking soda-sea weed blend, and pure essential oils.

**Guaranteed effective, genuinely natural safe herbal and aromatherapy alternatives**

# BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Same quality, now from a  
more renewable source

## GO GREEN WITH US

Only 100% BAMBOO Wood is used for all our Wood handle Products.

All Paper Packaging is Biodegradable and made with Recycled paper.

## Remember

The Hair Doc also sells NEW Hair ties, as well as Pet Grooming Brushes, and a complete set of superior-quality bath & bodycare products

Not represented by BMC in NC, NJ, PA





**Back to School  
Hand Sanitizer  
deal from 7/20 to 8/20, direct only  
25% OFF\***

Germes are everywhere, but Organic and moisturizing antibacterial hand sanitizers are found only in health food stores. Announce your concerns for quality with a counter-display of the 2.02 oz convenient travel size.

Moisturize while protecting with this organic blend of acai, aloe and jua with an exotic, fresh clean scent sparked by the essential oils lavender, peppermint and ylang-ylang. Certified Organic by EcoCert.\*\*

Dermatologically-tested and hypoallergenic

\* Retailer agrees to pass on a minimum of 15% BUT NOT GREATER THAN 25% off during promotion period. To receive discount, Retailer must submit signed contract to Surya through BMC rep.

\*\*EcoCert: certification Body for Sustainable Development [http://www.ecocert.com/en]

**A Lifestyle in Harmony with Nature!**

SURYA Brasil



**PERFECT<sup>®</sup>  
ORGANICS**

**Is all Shea Butter the same?**

Shea Butter has certainly become a known commodity in the beauty, skin health arena.

But how is this shea butter processed and presented? Perfect Organics offered one of the first and the cleanest shea butters on the market several years before America caught wind of this healing skin food from Africa. Perfect Organics products are completely free of fillers, synthetic chemical and coloring agents, and they do not hide the shea butter under fragrances and additives that are found in most shea butter products. Perfect Organics never heats their shea butter, thereby retaining this tree nuts excellent healing nutrients. Finally, Perfect Organics shea butter only uses organic essential oils.

Take the Shea Butter challenge: ask your BMC sales rep to have you sample this shea butter, and you will see why people who want the best product and the best value ask for Perfect Organics by name

*"In order to call ourselves perfect, we had to be perfect in every aspect from our ingredients to our production process," said Perfect Organics CEO Debra Claire. "We are committed to using the most pure, organic ingredients and healthful production techniques to promote the long term health of the skin, the body and environment."*



**NEWTON  
homeopathics**

*Nurturing Naturally Since 1987*

**Stores that excel with Homeopathic medicines integrate them into their structure-function sets**

*Expand your Women's Health & Children's sets this month with excellent sales!*

**Newton Monthly Promo for August:  
20% DISCOUNT  
for quantity of 6+ per SKU  
on the following complexes:**

- Breast Help (N064)**
- Feminine Comfort (N046)**
- Morning Sickness (N062)**
- Kids Vaccination~Illness Assist (F098)**

**Breast Help:** Helps promote breast health and relieve tenderness, cracked nipples and inflammation. Many of the single remedies in this complex are known to also promote milk production in nursing mothers.

**Feminine Comfort:** Helps relieve vaginal itching, burning, swelling, dryness, pain and offensive discharge. If a yeast infection is present, add NEWTON's Candida ~ Yeast

Not represented by BMC in NC, SC

**immune  
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**Be Generous to Your  
Communities' Health this  
Summer:  
Promote Wellmune WGP<sup>®</sup>**

**New research on  
Immune Health Basic's  
Beta Glucans Published in  
Nature magazine.  
"Structure matters"**

April 27, 2011 – A new study using Wellmune WGP<sup>®</sup> was published as the cover story in the science magazine, *Nature*.

Wellmune WGP<sup>®</sup> is a food-grade, immune-health ingredient for functional foods, beverages and supplements in more than 30 countries.

**MushroomScience<sup>®</sup>**

**Why a Hot Water Extract?**

All of the independent scientific studies on medicinal mushrooms are based on the use of hot water extracts.

All of the references from Traditional Chinese Medicine recommend hot water extraction when preparing medicinal mushrooms.

With absolute consensus on this issue from two distinctly different healing traditions, why recommend hot water extraction? The answer is simple and is based on two factors.

**BIOAVAILABILITY** – The immune-supporting polysaccharides common to all medicinal mushrooms + mushroom mycelium are found inside of the cell walls. However, the cell walls of the mushrooms + mushroom mycelium are made from an indigestible fiber called "chitin" [the same material a lobster shell is made of]. Hot water extraction is the only clinically-validated method for breaking these polysaccharides out of the indigestible cell walls.

**CONCENTRATION** – The immune supporting polysaccharides found in the cell walls of mushrooms and mushroom mycelium comprise only 0.5-2% of the total mass by dry weight (depending on the mushroom), not enough to have effect even if they were bioavailable. Most hot water mushroom/mycelium extracts are at least a 20:1 concentration.

Hot water extraction dissolves the indigestible fiber (chitin), allowing the fiber to be removed from the extract when the water is removed. This process concentrates the polysaccharides to the effective levels identified in the published research.



**The correct term is  
Silver Hydrosol**

**Unlike colloidal silver, a silver-hydrosol contains only two things:**

- Pharmaceutical grade purified water
- and 99.999% pure silver in suspension.

**The silver in a silver-hydrosol must be in its active state, or species. In a silver-hydrosol, this designation is Ag(n)1+.**

Colloidal silvers, on the other hand, may inadvertently or purposefully contain silver compounds (salts or proteins) or other contaminants that bind the silver into a largely inactive state. The active state (albeit a small percentage) in a silver compound derives from its dissociation constant, which refers to the occasional cation that is released from a bound state, designated as Ag1+.

A silver hydrosol is the purest state that can be achieved within the colloidal family, which we refer to as a hydrosol suspension.

As for colloidal silvers, the silver properties may still be present, but with significantly lower levels of activity and functionality compounded by metabolic accumulation.

To understand more about its uses please refer to a review of the science of silver-hydrosol at the Immunogenic Research Foundation [http://www.imref.org/]

Natural-Immunogenics is the only manufacturer that actually has 3rd-party confirmation of its active silver-hydrosol species, approaching 97%. Natural-Immunogenics manufactures the purest, safest\*, and most effective colloidal silver hydrosols ever seen in the history of colloidal technology. Sovereign Silver<sup>®</sup> is the #1-selling colloidal silver product on the market and is available in over 4,000 health food stores across the U.S., Canada & Europe.

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



## Maximizing the Activity


continued from page 1

demos every month, and we know this is not enough to go around.

To step back again, stores must realize that demo people are an asset, and an expensive way to provide personalized sales support in a store for a three hour period. This is an expensive proposition for a manufacturer (and to be honest, I am not about to pay demo people salary out of the BMC income: all these demos are dollars afforded by the manufacturers). Pretty generous on their part if you ask me.

Demo people are paid good money and we expect them to be exemplary advocates and educators. In most cases they are well trained in specialized sales modules and branding messages. On average, the calculation roughly goes that a manufacturer has to recoup about \$600 wholesale worth of sales to make the typical demo profitable to them. That is a resounding high price and gamble.

Looking at Nordic Naturals, which annually spend over \$1 million on their demo projects, it proves that a proper investment in demoing can increase business in a short time-frame by 80 to 800 times what it used to be. Good demoing has made Nordic Naturals the most trusted name in nutritional supplementation to the American consumer.



**GODDESS GARDEN**  
PURE ENLIGHTENED SUNCARE

**Warning: the sun will be shining everyday all August & September**

**Predictions are that this will continue indefinitely.**  
**Sunscreen this Fall, Sunscreen every day**

Be Prepared: Sunscreen for the Whole Family; Sunscreen for Children, Sunscreen for Babies, and a Protection for your face with Facial Sunscreens:

**Goddess Garden: Pure, Enlightened Suncare**

Goddess Garden, a Boulder-based skincare company, was founded in 2004 by Nova Covington, entrepreneur & mom. Nova was inspired to create organic skincare products initially for her daughter Paige, who was allergic to sulfates, the synthetic soap in traditional bath products. Next arrived a natural sunscreen made with over 82% Organic ingredients using pure minerals, zinc oxide and titanium dioxide, as the active agents for sun protection.

This long-lasting SPF 30 sunscreen is made with sheer minerals that reflect 97% of the sun's harmful UV rays. Goddess Garden's line of organic suncare products is water resistant, non-greasy, absorbs quickly and nourishes sensitive skin with the highest percentage of organic ingredients available in a sunscreen—over 82%!

Goddess Garden continues to innovate by recently introducing the first organic, chemical-free sunscreen in a spray. Currently Goddess Garden's family of suncare products include adult, children and babies.



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Research has also shown that natural astaxanthin has up to 550 times the antioxidant activity of vitamin E and 10 times the antioxidant activity of beta-carotene

Bluebonnet's Astaxanthin 4 mg Vegetarian Softgels provide a pharmaceutical-grade, vegetable-based astaxanthin in a complex of other important carotenoids like beta-carotene, canthaxanthin and lutein from marine algae (*Haematococcus pluvialis*) that is sustainably sourced.

Sometimes I marvel at how a buyer can casually jump on another new fish oil line and rationalize that the Omega-3 category is so big so why not diversify, when there is a strong argument to be made that Nordic Naturals—with their attention to education, marketing and demoing—made the category the profit center that it is today.

No company in the industry does demoing better than Nordic Naturals. While New Chapter and Garden of Life and Renew

Life may get close to Nordic in the intensity of their marketing efforts, it is Nordic Naturals that is ingraining the positive messages of scientifically-based facts about proper nutrition with Omega-3s to customers literally over 350 hours a month minimum in health foods stores all throughout the mid-Atlantic. And please note, every statement said to customers by

continued on next page

**oxylent®**  
DRINK OXYLENT BREATHE LIFE™

**Delicious & Healthy**  
**August Promotion**  
**15% OFF**  
6-box minimum

**Sparkling Blackberry**  
**Pomegranate Oxylent**

- **Superior Quality** is at the heart of Vitalah. Using only top quality ingredients that are easily absorbed, Oxylent is made exclusively with Albion® Minerals, and has received Albion's Gold Medallion, which recognizes products for excellence in mineral fortification. Albion® Human Nutrition is the most established and globally recognized leader in the chelate industry. Albion is the first bis-glycinate chelate manufacturer to be approved by EFSA, European Food Safety Authority.
- **Fast Absorption** through effervescent technology allows for nearly 100% immediate absorption
- **The enzymes, SOD and Catalase**, work together to promote the conversion of toxins into beneficial oxygen and water, enhancing cellular oxygenation. These enzymes are microencapsulated to prevent digestion until they reach the small intestine for easy absorption.

Not represented by BMC in NC

**AROMA LAND**

**Upgrade your Essential Oils selections this Fall**

Aromaland has been offering therapeutic-quality essential oils, organic essential oils and exquisitely noted essential oils blends since 1986. Depending on the species, the location, the ground and weather conditions, the environmental circumstances and the expertise and care given by the farmer and the distiller, the oil of the same plant can vary strongly from supplier to supplier. Essential oils are the plant's Soul.

The aromatherapist and the good nose knows quality when they smell it! From positive feedback for carrying a line that offers incredible scents, to creating a new niche with the aromatherapy crowd, your store should be the home of Aromaland.

- **Aromatherapy Supplies**
- **Single Note Essential Oils [over 150]**
- **Organic Essential Oils**
- **Essential Oil Blends**
- **Water-soluble Aqua Essentials**
- **all are GCMS-tested in state of the art Q/A facilities**

**Aromaland®—The Essence of Well-Being®**

## Maximizing the Activity

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Nordic Naturals is, by company demand, a positive message meant to keep the consumer optimistic and happy: no negative sales-talk or innuendos are allowed.

Demoing is expensive. As many stores have noted, the demo budgets for many manufacturers have been cut or limited as the economy has tightened the belts of the manufacturers. It should be noted how little the prices in nutritional supplements and natural/organic bodycare have gone up in the past three years as everything else has skyrocketed in prices. Kudos to our industry for trying to keep health affordable. To Nordic's credit, they have increased their demo budget each of the last three years, and have projected more demos than planned for the remainder of the year.

Back to the equation. Demos are expensive. They are a step that goes above in

the commitment of the manufacturer to get the product to sell.

So what does the store need to learn in order to maximize this generous effort?

Stores need to get involved in the communication channels. Stores need to actively advertise the visitation by a trained educator. Stores need to make sure they plan ahead of time to have ample product on hand at demo-time, and consider rewarding the demo person with a follow-up order as the day ends if the demo achieved the desired sales results. The store needs to direct customers to the demo table if the occasion permits.

Each store will deal with the opportunity that a demo provides differently. Certainly, the demos are not intended to be an extra burden on a store, and in the nine years that I have witnessed demos performed as a natural foods broker, I would have to say that most demos occur without any burden on a store at all. Well over 90% of all demos are appreciated by stores upon analysis. The

question still stands: can we make the demo programs being offered better? That is a question every store should ask themselves

If a store understands the role of the demo, and the function a good demo is supposed to have on the advancement of short-term and long-term sales, and if they want to replicate the amazing successes that Nordic Naturals has proven with their demo programs in the past decade, then the stores need to make the occasion of a demo a legitimate part of their sales strategies.

The way demo programs usually work is that the demos need to be approved by either the manufacturer or our Demo Coordinator (Chandra Pecovsky, who is highlighted in this issue of the *BMC newsletter*) before the first of each month. That means that every store should have the demos marked on their calendar at the start of the month. Stores that take a moment to advertise the demos internally—on the website, with simple signage at the door or on the message board, or in the newsletter or on simple bag-stuffers placed at the register—always get customers who come in the day of the demo for information, the taste-testing or the little samples and literature that is usually provided.

Talk with your BMC Sales person about what strategies you can create to maximize this extra support. Obviously, if the demo is coordinated in conjunction with an advertised sale or promotion, then the reward will be greater all around.

BMC is pleased to try to run an exemplary demo program internally. You should never have to think about all the extra effort that goes into the successes on our end or from the manufacturer. The support should arrive seamlessly. Not every Manufacturer or broker chooses to provide demo support. Some companies are not large enough yet, and others try to develop a business model where dollars are invested elsewhere. Finally, not all demos work for all stores. Many stores have said to the BMC team that they don't get enough foot traffic to warrant a three-hour demo. These stores should work with our BMC sales team to plan a seasonal or quarterly demo.

Our Pennsylvania rep Linda Bechtolt has been getting her stores to plan Children's Days: making festive group events that highlight the exceptional new Bluebonnet **Rainforest Animalz**® children's chewables, the entire selection of Nordic Naturals Children's DHAs and Omegas & Gummies and the best-selling Nordic Berries, the chewable immune-supportive daily from **Immune Health Basics**, and more. What better way to bring in the family than a well-orchestrated and fun children's day?

Hair coloring is big business in the United States and many people are re-applying colors to their hair mid-summer as sun damage dullens the luster and shine. **Surya Brasil** trains people—usually women—to interact with the shopper to explain why our semi-permanents are safe

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## "WE ARE HEALTH FOOD PEOPLE"

Chandra Pecovsky-Ianetta, BMC Demo Coordinator



Greetings! My name is Chandra Pecovsky-Ianetta. I live in Atlanta, Georgia with my husband Matt and two sons Colin, 15 years and Zachary, 11 months. No that isn't a typo, my boys are 14 years apart! For 15 years I coached competitive gymnastics through the Elite level. In my career as a gymnastics coach/gym program director I was involved in all aspects of my athletes' training. I was in charge of muscle training, workouts, their nutrition and mental strength. Ultimately I oversaw how they sculpted and took care of the health of their bodies. I also managed the gym and staff of coaches for the girls' competitive team.

I traveled extensively over the years with my athletes, competing all over the USA in meets through the National Level. I trained numerous State, Regional and National Champions as well as collegiate bound gymnasts with scholarships. Training high level gymnasts and representing them at competition is the greatest passion I have. However, it is a very tough career to have while raising a family and burns you out quickly. In the summer of 2009, I moved to Annapolis, MD and took what I thought was just a little break from coaching. My sister Rachelle is a sales rep for Blue Moose and she introduced me to Michael. I began demoing for BMC in the DC/MD/NOVA region and did so for about 8 months. January of 2010, I moved back to Atlanta, got married and had my 2nd son. I loved working for Blue Moose and wanted to continue in some capacity. Since our brokerage does not represent Georgia, I approached Michael about the possibility of continuing on with BMC in another capacity. He offered me work assisting our General Manager, Laura, with some of her administrative workload. I continued this role throughout my pregnancy, which was fabulous as many of you know how great it would be to be pregnant and be able to work from home!

Last summer, Michael offered me the position of Demo Coordinator, as the current coordinator was taking a new role in the company. I was very excited about this offer and accepted. I have been the Demo Coordinator for Blue Moose officially since January of this year.

I am so blessed that my career path has taken me to Blue Moose Consulting. I have learned so much more about health and wellness and have changed many things about my own lifestyle as well as that of my children. I was healthier in my pregnancy and while nursing baby Zac by taking high levels of our Nordic Naturals Fish Oil, adding Aloe Life juices to my daily nutrition, along with our Bluebonnet prenatal vitamins. My baby boy has had nothing but organic, homemade baby food since he began eating.

Through my years as a gymnastics coach and the desire to be a part of a healthy, active life, I arrived at Blue Moose. I am so thankful that I have traveled down this road and ended up here. Being a part of this team has been a blessing for me not only in the betterment of my lifestyle, but helping others stay healthier as well. Not to mention the blessing I have received by being able to stay at home now with my boys full-time while working from home.



## Blue Moose Consulting

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

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

### Maximizing the Activity

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and effective. These simple one-on-one educational conversations have made Surya one of the best-selling lines that BMC represents. Are you missing the hair color market? Do you have trained educators helping you? (Do other manufacturers offer you this support?)

**Oxylent** and **Nordic Naturals** are actively soliciting demo opportunities like races, health fairs and other community events. Think outside the store. Consider a table to get the message out to new customers. **Olbas** also likes to partner with stores in these events.

If you have never considered a demo in your store, speak with your BMC rep before the busy Fall season arrives. To be honest, the stores that create an atmosphere conducive to successful demos are the ones that get the highest allotment. If there is not a trained demo person in your region, your local BMC rep will create an event as long as the opportunity is well-planned and generous to our lines.

Excellent partnerships have developed over these past few years. Demo arrangements that provide free in-store (contract) labor are capable of generating new business. The model continues to advance. I am often highly impressed with the creativity of our demo people. BMC has trained and facilitated over 150 demo people since we started this added-value endeavor: we are always looking for a few more good men and women.

Revitalize your focus on demos. Accept the support that BMC and the manufacturers offer. And be a little patient: all our demo allotments are probably filled for August, and my guess is that our dance card will be filling up pretty quickly now that stores are re-considering this valuable new way to achieve further sales success.

"Today, we are talking about fish oils..."



## How to Reach Blue Moose Consulting

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

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