



BLUE MOOSE CONSULTING NEWSLETTER

Volume 8, No. 12 • December 2011

Talking Business: Industry Update: Legislative Concerns *“Wait and See” is the course of action for a short time longer*

One could say it is very quiet in the world of natural foods politics. Quiet for several reasons. Most importantly, the stores that are the backbone of our industry have not taken the lead—seen their “Natural Food Spring” or their “Occupy the Health Dialogue” movements percolate into signs of life in the very fluid political landscape we all are intending to live within. Quiet because the directions from those leadership groups that do exist have either not been offering direction or are fighting among themselves or disclaim the others course of action. It has even been strangely quiet as to how few stores are asking, “what is happening and what should I do?” The answer is that a lot is happening in the political arena that could have massive implications for how we do business, but that action—at the moment—should be moderate, gradual, and organizational.

2012 could be as big a year for the natural foods movement as it will be for our country—and politics will control the lever as to what the future holds.

What is happening?—well, for those of you who have closed out the world outside your front doors, there has been an attempted power move from the FDA to get more actively involved in the decision-making of what we sell in the dietary ingredient market. This will affect every store front, so even the foodies must pay attention. The Food and Drug Administration (FDA) has put forward a plan of action (POA) that would withdraw all raw materials and nutritional food/herb/supplement combinations that appeared on the market post-1994, and impose action that would make the manufacturers prove the validity of the products to be sold in a manner comparable to that currently required of the Drug industry. In essence, it would run roughshod over the spirit of the 1994 DSHEA (Dietary Supplements Health and Education Act) that defines nutraceuticals, herbs and functional foods as “foods” as opposed to drugs.

The effects would be dramatic. Stores—many of which have a 30% share or more of their business associated with supplements (and whose margins allow for the existence of the other departments)—would have to reconfigure their selections, and to downsize their profit expectations. It is easy to predict that many supplement manufacturers would go out of business and that simultaneously there would be a massive consolidation of companies into larger conglomerates, as companies would attempt to pay the millions needed to get a product to market and many millions more to get the post 1994 nutrients approved through non-needed studies to allow their approval for sale. These three actions alone would change our industry beyond recognition, and it is not too hard to see how this would be a fatal wound to the natural foods movement as we see it today. There is no good that could come out of this FDA-induced industry shake-up, as there would be many more industry shake-ups beyond the two listed here.

Why are we not up in arms, and building bon-fires in the streets to direct shoppers to protest at their local and national elected officials’ offices? Because, at the moment, the sky is not falling. As this year ends, we are being told to “wait and see” and let the machinations of government follow their course—and then react and cause action when we know the threat is plausible. To me, this is a very wise calculation. To me, our credibility on the larger canvas of media attention, public opinion, consumer trust is more protected when we do not seem reactionary, but rather when we get up-in-arms when the threat is clear and identified. The message is that the sky could be falling soon, and for that we must start preparing.

As organizations knock on your door and call you on the phone, telling you that this person is a blank-! and that group is a blankety-blank-!-, and we are all going to hell in a handbasket, please pay attention, listen closely, ask questions and don’t over-react. If we had all

jumped to action over the previous dozen calls-to-action (about Codex and other false alarms) our credibility would be so tarnished we would never be able to get a massive action constructed quickly.

We are on a precipice, but we must act intelligently to achieve our goals. First, thinking clearly, this is a political issue. The FDA as a branch of government is reaching (over-reaching) for new authority. They have offered a comment period where experts can, have and are offering their opinions. They are supposed to receive those comments and respond. Basically, we are being asked to wait, and allow this process to play out. Quite often, things change in this investigatory framework. It is after they

continued on page 2

ADVANCE NOTIFICATION: 2012 TRADE SHOW CALENDAR:

3 NATIONAL Trade Shows

Expo West 2012

Anaheim Convention Center Anaheim, CA
Trade Show March 9 -11
www.expowest.com

NPA Natural Marketplace 2012

Sands Expo and Convention Center
Venetian Resort Hotel, Las Vegas Nevada
Trade Show June 15-16, 2102
www.naturalmarketplaceshow.com

Natural Products Expo East 2012

Baltimore Convention Center Baltimore, MD
September 19-22, 2012
Trade Show September 20-22, 2012
www.expoeast.com
co-sponsored by NPA East

Regional Trade Shows:

Healthfest 2012 NPA-Southwest

Irving Convention Center Irving, TX
April 13-15
www.npasouthwest.org

SOHO 2012 NPA Southeast

Gaylord Palms, Orlando FL
December 6-9

Industry Update

continued from page 1

respond to the comment period that we should as an industry decide what needs to be done.

The FDA cannot start acting on its own. It must go to Congress to get approval for its ventures and to get funding. Here is where the tactics get more delicate. Here is where we are being asked to allow our friends in Congress to express our views from their positions of authority (here is where it becomes most clear that we need more friends in Congress!). Basically, either the FDA will temper its power-grab or it will move forward with the request for authority to implement: that is the time should it occur that we have to be ready to act.

All of this has gone on—major developments—as most of you took care of the Summer and Fall and prepared for Winter; much of the backroom discussion transpired as you had Thanksgiving dinner. Many calculations and arguments are already concluded, and we do not know our fate. And, by my calculations, over 75% of our market has remained unaware, uninterested and uninvolved.

What to do?

For now, my advice is to speak with your local associates, and to put yourself and your business on the radar screen of the local Congresspeople and their staffs. (No need for aggressive letters and thinly veiled election threats now). We are probably viewed as a weak adversary in the hallways of power, and our disorganization and lack of presence can only fuel that assertion. Your time is better spent right now in alerting your local community players, activists, do-ers that this is going on and that they should stay tuned: you may be recruiting them for swift action very soon. This is the smart way of preparation: this is what needs to be done now.

It is the opinion of many who know the workings of Washington, DC that negative rabble-rousing right now at this delicate time may be counter-productive. This message comes not from our industry-representatives or some consortium of insiders, but rather from the people who would be our most important defenders themselves. They say: give us a chance to diffuse this before it even sees the light of day. My faith is in this request.

In 1993-94, our industry was asked to act and the populace spoke. It is said it was the largest letter writing campaign

on any issue since the Civil War (sounds good but I have not met the researcher or the historian yet!). Our heroes in that battle were Senators Orin Hatch and Tom Harkin. Both these gentlemen are still in our corner, and both are very influential in the final arbiter of this battle, the Senate. We have had no calls to action from these generals—and to me, everyone else is speaking out of line.

Recently, the NPA—our industry trade association and advocacy leaders—reported in their legislative update emails (11/02/11—are you part of the organization and receiving these?)—that legislation presented by Sen. Durbin that would have been detrimental to our industry did not make it onto this session's latest spending bill. We are also being asked to remain vigilant, and to continue a respectful but active grassroots movement of letter-writing against another Durbin bill (the Dietary Supplements Labeling Act—DSLA, S. 1310). Advocacy is occurring.

I chuckle. First, that so few people pay attention to the machinations in the legislative world that could cripple our commerce, and then how people raise their heads and act inappropriately when wisdom would have dictated that they be involved and pro-active all along. And, I chuckle when we casually say that we will re-create another monumental letter-writing campaign immediately if we need to if another major battle

continued on page 6

HIMALAYA HERBAL HEALTHCARE'S NEW LEED® GOLD-CERTIFIED ECO-FRIENDLY HEADQUARTERS IN SUGAR LAND, TEXAS

Himalaya Herbal Healthcare is a global leader in the manufacturing of herbal supplements and pure personal care products. They have also been focused this year on building a new LEED® Gold Certified, eco-friendly facility on seven acres in Sugar Land, Texas, to house their North American administrative, marketing and sales offices, warehouse and distribution center, as well as customer service and training and education departments.

Nabeel Manal, Himalaya CEO was on hand at the ground breaking earlier this year to say, "For 81 years, our company has shown aggressive growth worldwide and the U.S. has been a strong part of that evolution for the past 16 years. We've outgrown our present Houston location to the point of having to rent remote warehouse space, so, in looking at the next step in putting down roots for our company and our families, we decided Sugar Land was the perfect spot for building our new business complex."

The new Himalaya business campus will include a teaching organic herb garden with over 35 different plant species, a meditation labyrinth, and employee amenities such as a gym, meditation room and outdoor dining area with a barbeque for employee cookouts. Himalaya looks forward to creating opportunities to have onsite training and education programs, which will be extended to their retail customers.

The landscaping and final interior touches are happening now, and Himalaya team will be moving into their new facility before January 1, 2012.

IN THE NEWS

NEW HUMAN CLINICAL STUDY SUPPORTS USE OF GLISODIN® IN SPORTS

A new human clinical study using, GliSODin® was published in *The International Journal of Sport Nutrition and Exercise Metabolism* demonstrating positive effects on selected inflammatory markers in a 2,000 meter rowing ergometer test. "The present trial confirms the findings of previous studies demonstrating the benefits of GliSODin® for lessening inflammation resulting from strenuous exercise. The C-reactive protein level differences between GliSODin® protected subjects and the placebo group were quite remarkable, with CRP being an important measure of muscle inflammation. The higher levels of SOD, after strenuous exercise in the dosed group, is a positive measure of broad human health," reported Francois Vix, President of Isocell. (Fr)

Bluebonnet GliSODin® Vegetarian S.O.D. is available in 100 mg and 250 mg Vcaps and is a main ingredient in the **Oxylent** effervescent energizing multiples (20 mg).

IN THE NEWS

Bluebonnet Nutrition still the only company with a Nucleotide complex

Bluebonnet Nutrition was the first nutritional supplement line in North America to launch standardized amounts of nucleotides, nucleosides and nucleic acids, the necessary backbone structures for RNA, DNA and ATP in their Nucleotide Complex 300 mg Vcaps in 2005. Nucleotides are understood to help support gut, liver and immune health as well as maintain lean muscle and sustain the body's energy production.

Nucleotides are small weight biomolecules that consist of a phosphate group, a sugar (ribose) and a nucleic acid base (adenosine, cytosine, guanine and thymine). They make up the units of RNA (required for building protein) and DNA (required for growth and cell division). Additionally, the nucleic acid, adenosine, is part of the energy molecule, adenosine triphosphate (ATP), which serves as the primary fuel for all cellular processes. Nucleotides are the building blocks of life! Human milk contains 2-5% nucleotides, and the addition of nucleotides to infant formulas has been instrumental in enhancing the growth of babies who were significantly below their required weight based upon gestational age.

Nucleotide Complex 500 mg Vcaps (#1262, 1264)





**Because Stress Happens
December Monthly Promotion**

20% OFF

minimum 3 each SKU

**Ashwagandha
Eleuthro liquid extract
Eleuthro Glycerite
Schisandra liquid extract
Stress Manager™ Compound NEW!**

Stress Manager™ - Adaptogen Compound: Eleuthro root, Reishi fruiting body, Holy Basil leaf, Rhodiola root & Schisandra berry

Herb Pharm-Quality herbs: produced with responsible social and environmental polices, meticulous attention to detail and ethical business practices.

Ashwagandha: Certified Organically-grown whole roots, hand-harvested in the autumn and carefully shade-dried

Eleuthro: *Custom Wildcrafted™* roots grown in their native habitat. Twice as concentrated, 2:1, as the official Eleuthro extract made according to the Russian pharmacopoeia

Schisandra: Certified-Organically grown, carefully dried "1st Quality" grade berry

Not represented by BMC in NJ



As our 20th anniversary comes to a close, we'd like to thank you by offering our Top-20 products at **20% OFF** in December.

20 for 20 Bluebonnet December Promotion
20% OFF the following items

- Super Earth® Multinutrient Formula iron-free caplets 45 - #102; 90 - #104; 180 - #106
- Super Earth® Multinutrient Formula (with iron) caplets 45 - #107; 90 - #108; 180 - #109
- Super Earth® Rainforest Animalz® Multiple Chewables - Cherry 90 - #184; 180 - #185
- Super Earth® Rainforest Animalz® Multiple Chewables - Grape 90 - #186; 180 - #187
- Super Earth® Rainforest Animalz® Multiple Chewables - Orange 90 - #188; 180 - #189
- Super Earth® Rainforest Animalz® Multiple Chewables - Assorted 90 - #190; 180 - #191
- Vitamin D3 (lanolin) 1000 IU Vcaps 90 - #311; 180 - #313
- Liquid Vitamin D3 Drops 2000 IU 1 fl oz #376
- B-Complex 100 mg Vcaps - 50 - #416; 100 - #418
- EarthSweet® Methylcobalamin B-12 1000 mcg chewables - raspberry 60 - #441
- C-1000 mg PLUS Bioflavonoids Caplets 90 - #528; 180 - #530
- Vitamin E 400 IU mixed softgels 50 - #616; 100 - #618; 250 - #619
- Liquid Cal-Mag Citrate 16 oz; Blueberry - #686; Orange - #690; Strawberry - #692
- Cal-Mag Citrate Plus Vitamin D3 caplets 90 - #715; 180 - #717
- Magnesium Citrate caplets 60 - #729; 180 - #731
- Cellular Active™ CoQ10 Ubiquinol 100 mg softgels 30 - #792; 60 - #793
- Probiotic Acidophilus Plus FOS Vcaps 50 - #910; 100 - #912; 250 - #914
- Omega-3 Salmon Oil softgels 90 - #952; 180 - #953
- CholesteRice® Vcaps 60 - #1131; 90 - #1132
- Standardized Turmeric root extract Vcaps 60 - #1394; 120 - #1395

CholesteRice® is a blend of red yeast rice, plant sterols, pantethine, natural trans-isomer coenzyme Q-10 and sugar cane wax-derived policosanol

Award-winning! The wildly popular Super Earth® Rainforest Animalz® Whole Foods Based Children's Multiples have been chosen **Best of Supplements Award in 2011** for *Better Nutrition* magazine.

www.betternutrition.com/best-of-supplements-2011/features/featurearticles/1136

Not represented by BMC in NJ, SC

SOHO Booth #701-800



December Care Promotion
15% OFF no minimums

Blood Sugar & Weight Management

GlucCare® 90 + 180 Vcaps®

LeanCare® 120 + 240 Vcaps®

USDA-certified Bitter Melon caplets

USDA-certified Garcinia 60 caplets'

Skin Care

Nourishing Night Cream

Nourishing Face Moisturizing Lotion

Exfoliating Walnut & Wood Apple Face Scrub

Neem & Turmeric Face Wash

Hydrating Face Wash

Invigorating Face Wash

Soothing Lotus Flower LipCare

81 years, 82 countries
1214 published clinical trials on Himalaya products
researching nature • enriching life • since 1930

SOHO Booth #405-406



December Promotions: 20% OFF*
Vitamin D sales increase in Winter months

Arctic Cod Liver Oil-D™ Lemon	16 oz	58781
Arctic Cod Liver Oil-D™ Orange	8 oz	54783
Complete Omega™ 3, 6, 9 w/D	120 ct	2778
Vitamin D3 in Organic Olive Oil	120 ct	1600
Arctic Cod Liver Oil™ - Lemon	8 oz	58785
Complete Omega™ 3, 6, 9	16 oz	2774
Ultimate Omega™ Fish Gels	60 ct	1797
Omega 3, 6, 9 Jr.™	4 oz	1776
Omega Joint™	120 ct	1600
Omega-3 Effervescent™	7 ct	1900
Omega-3 Effervescent™	21 ct	1910

*promotion through the 23rd of December

The Omega Effervescent™ has been repackaged in single-serving stick packs

Nordic Naturals makes taking your Omega-3s easier.

This innovative powder mixes with water for a delicious orange-flavored beverage. Winner of the **Best of Supplements Award 2011** from *Better Nutrition* magazine. Faster absorption, great taste and remarkable convenience.

End-of year Celebration Special on 48-piece Floor Displays

Ask your BMC Rep for details on this unusually excellent sale through December 31st, Mix & Match product selection

SOHO Booth #901

Not represented by BMC in NJ, SC



JUVO™

Stock it, Promote it, Sell it

**JuvoSlim® Natural
Raw Meal Whole Food
21.2 oz**

**15% OFF
December & January
mention BMC discount
minimum 3 ea.**

JuvoSlim® provides a natural raw meal with Garcinia cambogia (HCA), Green tea, Hibiscus flower extract and pink colored anthocyanidins-rich fruits and vegetables including: pomegranate, beet, apple, tomato, goji, carrot, strawberry and lots of berries.
7.2 grams per serving of fiber.

Free of preservatives, gluten, soy, soy protein, whey, yeast, dairy, artificial colors and sweeteners

**Reclaim a New Healthier
and Slimmer Body Size**

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**December
Travel Support Special**

**15% OFF
Aloe Gold Tabs
30s + 90s**

**Supporting Digestion and
Optimum Health**

Aloe Gold whole leaf aloe vera tablets are processed with a precise, low-temperature dehydration method—never spray-dried.

This method ensures Aloe Gold tablets are more therapeutic than any other dried aloe product, maintaining valuable polysaccharide chains shown to offer immune system support. Quality equal to Aloe Life fresh liquid juices, including the yellow sap anthraquinones.
3 tablets = 1 oz fresh liquid juice.

Aloe Life®, since 1991

 Dr. Ohhira's Probiotics

**Got Probiotics?
Beneficial Bacteria and 'Sister
Minerals' Support Calcium Uptake**

Without a healthy probiotic population in the gut and the presence of other bone-building cofactors, calcium can pass right through undigested. Or, even worse, excess calcium turns into unhealthy deposits in soft tissue and arteries.

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+ 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.

"Scientists suspect that probiotics help the body properly digest calcium. The friendly bacteria also manufacture some of the vitamin cofactors needed for bone-building including B6, B12, K, and folic acid."

The specific supplement tested in the study was a bit unusual. Derived from a fermented vegetable blend, it is actually a whole food that contains probiotics, prebiotics (substances that feed probiotics), and organic acids. Scientists have noted that it is important to provide both pro- and pre-biotic components for the GI tract to enhance calcium uptake.

Dr. Ohhira's Probiotics: essential nutrition
If you are a fan of superlative probiotics, support us on our Facebook page, which is
Dr. Ohhira's Probiotics

SOHO Booth #1005



OLBAS®

HERBAL REMEDIES

Nothing to sniffle about

Best-selling Olbas Inhalers...
make perfect "Stocking
Stuffers!"

Buy 12 get 3 Free!

Direct orders: Regularly \$53.55 –
Your cost \$42.84.

Free Shipping. No Minimum.
Retail Value - \$82.50

*(mention BMC December promotion
for deal)*

**Profit from the Law of
Abundance!**

You are always running out, so buy a
season's supply now!

Rapid Action! The POWER to Breathe!!

Olbas aromatic vapors provide a
pleasant cooling sensation to dry,
inflamed nasal passages due to colds,
allergies, hay fever, low humidity +
other nasal irritations.

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

Treats are on their Way
never underestimate

the power of
Velvet Vixen Bath

*Crystal Comfort
Seaweed bath*
20 oz

Daringly Soft

Softer than Ever!
Raspberry Vanilla
Bath Salts

Soften your skin as it
relaxes your mind!

**December Promotion
10% OFF**

Velvet Vixen

direct orders only

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

**SOHO trade
show deal**
for those who
attend the show

25% OFF
orders placed
DEC 7-11

SOHO Booth #1128

~~~~~

**SINCE 1979  
MANUFACTURER/IMPORTER/  
DISTRIBUTOR**

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





**SURYA**  
*Brasil*

**Best Gifts for Her & Him  
Holiday Value sets  
from Surya Brasil  
25% OFF\***

**Special Offers from the  
Amazon Rainforest**

Sapient Organic Skin Care kit for Men  
Color Fixation Restorative  
Hair Care kit

**and in time for that other season,  
for everyone.....**

Eco Cert™ Organic Moisturizing  
Hand Sanitizer 2.02 fl oz in a great  
12- tube counter display

promotion runs through December 20th

\* store must agree to pass on the 25% discount  
to the consumer by signing an agreement  
available from the BMC sales rep

SURYA  Brasil



**PERFECT®  
ORGANICS**

**Double  
the Organic  
& Double  
the sales**

Perfect Organics  
Vegan Shea Butter  
with Organic  
essential oils

**Lip Balms**

**15% OFF**

when you buy  
2 displays

**December promotion**



**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**December Monthly Promotions**

**20% Discount**  
on liquids or pellet complexes listed  
Quantity 6+ per SKU

**Dairy~Grain~Nightshades (N057)**

Symptoms associated with sensitivity +  
intolerance to dairy, grain & nightshade foods.

**Food Allergy~Additives (N058)**

For associated symptoms such as itching,  
swelling, headaches, labored breathing +  
digestive upset.

**Newton for Kids Tummy Upset (F020)**

For symptoms associated with digestive  
discomfort such as nausea, "spitting up",  
vomiting, cramping, pain + gas.

**Newton for Pets Diarrhea~Gas (P021)**

For associated symptoms such as loose stools,  
nausea, bloating, decreased appetite, fatigue,  
flatulence, & offensive odors.

*Remember: Newton Labs will be closed*

*December 24-January 2*

*Please place orders by noon on Wed., December 21,  
to ensure shipment in 2011.*

**View the new website:**

<http://www.newtonlabs.net>

*Nurturing Naturally since 1987*

**SOHO Booth #900**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**December Monthly Promotion  
15% OFF**

**500 mg Wellmune WPG®**  
minimum purchase 6 ea

**Special short-dated sale  
Immune Health Basics  
Skin Renewal Cream**

Consider this best-kept beauty secret,  
which works naturally to activate immune  
cells (langerhans cells) that play a key role  
in healing & maintaining skin integrity. It  
may help improve skin hydration, increase  
skin firmness & elasticity, + help protect  
against the harmful effects of the sun,  
toxins + other pollutants.

Beta Glucan has been shown to enhance  
the skin's immune function and to protect  
against environmental damage. The  
Renewal Skin Cream is an anti-aging  
cream that helps keep your skin moist,  
wrinkle-free, smooth, & youthful looking

**wholesale: \$20.95 / SRP sale-  
cream product wholesale = \$10.00**

*limited time only*

**MushroomScience®**  
*In Time for Immune Support*

**LINE DRIVE  
all products  
10% OFF**

*When ordered in units  
of 3 each*

- Coriolus
- Lion's Mane
- Agaricus blazei
- Maitake Full-spectrum
  - Chaga
- MaitakeGold 404™ 1 oz
  - Cordyceps Cs-4
  - Reishi Gano 161™
  - Immune Builder
    - Shiitake
    - Tremella



**It Pays to Get Everyone  
Buying**

**Sovereign Silver**

**Stock up on the  
dependable  
Volume Discount NOW**

Promote on sale so  
everyone benefits

**SOHO trade show deal  
An extra 10% OFF  
above volume deals**

for show attendees  
orders placed at show

**SOHO Booth #914**

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



# ECOLIPS

The best lip balm for the world

**Bring on those dry lips**  
*We want to make you feel good again!*

Eco Lips

December LipCare Special  
the best lip balm for  
the world

**25% OFF**  
**Line Drive**  
and free shipping on  
all orders  
what's not to like?

**Eco Lips fact:** Eco Lips initiated Iowa's largest solar power project in 2006

Eco Lips is now offsetting 100% of its energy usage with renewable energy

Keep up with Eco Lips news \*events at [www.ecolips.com/news-and-events](http://www.ecolips.com/news-and-events)

bodyceuticals  
organic bodycare

**December Holiday Extravaganza**

**This Organic Bodycare line is getting HOT**

*Check it out!*

**10% off LINE DRIVE**

it all starts with biodynamic Calendula.

**The Classic Collection**

- Moisturizing Body Cocktails
- SpaBody Organics Body Butters
- BodyLove Flavored Massage Oils
- Organic Soy Candles

**SOHO Booth #1021**



GODDESS GARDEN  
PURE ENLIGHTENED SUNCARE

**Sunscreen After Summer, Really???**

Yes, you should use sunscreen even when summer is over. Although we tend to spend less time outdoors when the weather gets chilly, it's important to protect yourself from the sun's rays year round. The good thing is that since your body will be covered with long sleeves and pants, you just have to concentrate on protecting your face and hands. And Goddess Garden sunscreen is great for that. You can use our facial sunscreen on your hands too and the immortelle oil will help with any sun damage you have.

**Remember sunscreen for the kids too!**

oxylent®  
DRINK OXYLENT BREATHE LIFE™

*Full of Flavor, Highest-quality effervescent nutrition*

**OXYLENT**  
**15% OFF**

*12 boxes minimum, mix & match*

**All three (3) flavors on sale in December:**

Sparkling Berries,  
Sparkling Mandarin &  
Sparkling Blackberry-Pomegranate

**Oxylent: Daily MultiVitamin drinks for the Whole Family**

- with Albion® Minerals, effervescent-fast-absorption
- convenient, naturally sweetened, and delicious any time

**The world of professional sports has discovered Oxylent!!**

[www.vitalah.com/athletes.php](http://www.vitalah.com/athletes.php)

**SOHO Booth #1008**

Not represented by BMC in SC

**Industry Update**  
*continued from page 2*

ensues. Seriously, to continue the war analogy, we are severely unprepared and we have an almost non-existent standing army. Also, the world has changed since the days of letter-writing, and we are about as sophisticated in our plan of action as an ant trying to move a pyramid.

We can be in control. The plan of action (POA) is to join the organizations that will lead the charge to action and battle if needed. We also should be speaking up to our constituency, the customers. We should ask them if they will join a local store phone tree (that you will have to set up), and if you can depend upon them to work toward saving your store. You should speak moderately and smartly about the issues right now: (I note that our marketplace currently is filled with mis-informed or uninvolved actors). Become informed. Read the position papers and siphon out the clearest positive messages to share with your clientele. Join now: we only seem an adversary if we are united. Join the NPA, Natural Products Association, and your regional associations—Natural Products Association East, and/or the Southeast NPA. These organizations are taking the sanest courses of action. But also feel free to join other similar groups

AROMA  
LAND

*Introducing*  
**The New Candle Collection**

*Handmade in the Aromaland Candle workshop*

**Perfect Gifts for Holiday Shoppers**

- Porcelain + Terracotta containers hand crafted in our ceramic workshop in Santa Fe, NM
- Hand poured using all natural soy wax grown by American farmers in U.S.A.
  - Soy candles are eco-friendly using renewable, vegetable source—not a petroleum by-product
  - All natural; lead-free, cotton wick burns clean
- Porcelain pots & translucent ceramic glaze allow Porcelain collection to glow while burning
- Large selection of scents with styles for any décor



as a second course of action. What we need more than anything is for these groups to act together. The NPAs are the ones most involved with what is really happening in Washington, and they are the group that Capitol Hill listens to the most!

## Who is in charge?

At the end of the day, our elected officials are in charge. Think about the fact that almost every member of Congress is totally uninformed about what our industry is and does. The extent of knowledge may run as deep as a recognition of the words GNC and Whole Foods, maybe. That you are the "job-creators" and small business-people that they worship in speeches is totally lost on them—because YOU have not made your voices heard. As we educate our customers, so must we educate our elected officials—most of whom probably take supplements, drink organic milk and read labels of the things they buy (on occasion).

At the end of the day, you are in charge. The NPA and other affiliated associations are not some magic wand; they are your voices—if you join and get involved. I have winced in dismay in the past decade to see how few stores are part of these representative organizations. We need more than cursory involvement now: present yourself for duty and stand ready to act! You will be amazed at how good it feels to join together, and how the dynamic changes with greater participation.

## TOO BEAUTIFUL NOT TO SHARE

short version

<http://www.youtube.com/v/xHkq1edcbk4?version=3%20%20%20%20>  
(4:24 minutes to marvel)

**Pollination:** it's vital to life on Earth, but largely unseen by the human eye. Filmmaker Louie Schwartzberg shows us the intricate world of pollen and pollinators with gorgeous high-speed images from his film "Wings of Life," inspired by the vanishing of one of nature's primary pollinators, the honeybee.

The full version: [http://www.youtube.com/watch?v=eqsXc\\_aefKI](http://www.youtube.com/watch?v=eqsXc_aefKI)

from Michael (Thanks to VdeP for sharing)

Beware of those who act for their own advantage. Having served on the NPA-East Board of Directors, I can say that the small successes we have had in the past are all due to the hard-work of a handful of dedicated and caring volunteers. The NPA East has one paid employee, the hard-working Paul Kushner. If he ever calls your store, be kind and attentive to his requests.

This latest critical challenge has achieved one negative thing: it has had everyone blaming someone else. The NPA has been accused of not being active enough. Nonsense. There was a change in leadership at a most unfortunate time, and there have been actions that have made many wonder: but the onus of action is on the stores and manufacturers who are expecting representation.

That being said, the majority of stores in the greater Mid-Atlantic region have not invested a dime in any organization to represent and defend

them. The huge majority. So who can cry when our businesses are deflated and stores close with the quickness of a boom-town bust?

There is now a movement by some industry players to start a trade association just for manufacturers. Who can blame them? The stores have been complicit in apathy for decades now, and the bills to keep our industry represented have laid squarely on the soldiers of a small collection of the larger industry players. Kudos to them for that unlauded support, which they have considered the cost of doing business. If another renegade faction splinters our voice and detracts from our small purse-strings at this time, it will be like ego causing injury as it shoots itself in the foot! We need, at this time, to join together.

I call on all manufacturers to get involved; I call on all stores and individuals to join now. My admiration again is extended to **Bluebonnet Nutrition** for their involvement on

## "WE ARE HEALTH FOOD PEOPLE: LAURA KEARNS



As the year 2011 comes to a close and we head into 2012, there is much to be looking forward to with great anticipation. Despite the Hollywood dramas and doomsday predictions of 2012, I have faith that the world is coming into a place of growth that is very exciting indeed! I am moving on to new beginnings as well both personally and professionally, and will be leaving Blue Moose Consulting the middle of December. I am sad to leave my BMC sales team, demo team and of course, my friend and colleague, Michael Hennessey! I have been with Michael just shy of 5 years and I can say that in all my 30 years of working in this industry, I have never worked for anyone more dedicated to the cause of the natural products business. He is a warrior for bringing great products, sound information and sage advice to all who genuinely want to learn and grow in this industry. Being from the retail side of the natural products business, Blue Moose Consulting has taught me what it takes to be a manufacturer in this business and I have truly learned a lot and have great respect for the vendors we represent. I have enjoyed my time not only working with the Moose's, but the vendors and stores as well. Over the years I have assisted the sales team with their accounts by coordinating coop, promos, and general support, but it is all of you that have supported me and Blue Moose Consulting over the years! Many of you I consider dear friends and I hope to remain in contact! I have decided to get back into the retail side of our industry and am looking forward to new challenges and continued relationships within this awesome network of dedicated people in the business of health and well being. I will remain in the Carolinas and look forward to keeping in touch and hopefully seeing you at Expos and Lobby Days in the coming years.

*"The Love we show saves the Love we hide, the way a sprig in sun feeds its unseen root."*  
(Mark Nepo from *The Book Of Awakening*)

I wish for you all continued growth and prosperity, and above all, exuberant love for life! I am only a phone call or email away.

All the best,  
Laura

Lauralee.kearns@gmail.com

## IN THE NEWS

We are extremely excited to announce **Herb Pharm** has hired a new Principal Scientist, **Dr. Kevin Spelman**. Dr. Spelman replaces Hellen Oketch and comes to Herb Pharm from the National Institutes of Health. He has also practiced western phytotherapy, informed by the Ayurvedic system and the biosciences, since 1989. He was a founding faculty member of the first B.S. in botanical medicine in the U.S. and of the first M.S. degree in clinical herbal medicine at the Tai Sophia Institute.

## BOOTH SCHEDULE SOHO TRADE SHOW

|                            |         |
|----------------------------|---------|
| Bluebonnet Nutrition       | 701-800 |
| Nordic Naturals            | 901     |
| Newton Homeopathics        | 900     |
| Essential Formulas         | 1005    |
| Himalaya Herbal Healthcare | 405-406 |
| Sovereign Silver           | 914     |
| Oxylent/ Vitalah           | 1008    |
| Bodyceuticals              | 1021    |
| Bass Brushes/Hair Doc      | 1127    |



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

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

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

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

### Industry Update

*continued from page 7*

regional and National Boards for as long as I have known them, and I ask others to join in taking the reigns and leading. And I ask every store to become a foot soldier and to invest. For less than \$200 a year, you can be part of two organizations that need you to help them keep you in business.

It starts with you, and conversations with your people, your staff and local community. Your local newspapers: get them ready to write a pro-industry article quickly if we have the need. Write a letter to your local elected officials and ask them to define, in this election season, where they stand on the freedom of US citizens to get nutritional support, preventative health care products and cogent information on nutrition.

This national concern may be dwarfed by the movements afoot in individual State legislatures (talk about the Wild West): so look up, ask questions, get informed and be active. My thanks to the hundreds who have given of their time to this point: we need thousands to get involved now. Plan a strategy and be ready to act, like the early colonialists, if the bell is rung by the lead messengers that action is needed. It may happen sooner than you think. Until then: good, respectful citizens, courageously showing their unity of purpose.

We have been warned.

**National:** <http://www.npainfo.org/>  
**Regional:** East Coast organizations  
<http://www.npaeast.org/>  
[www.southeastnpa.org/](http://www.southeastnpa.org/)

## 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

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256 • 770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya USA

www.himalayausa.com  
800-869-4640  
fax: 713-863-1686  
Houston, TX 77042

#### Perfect Organics, Inc.

www.perfectorganics.com  
703-734-2434 • 800-653-1078  
fax: 703-852-7199  
Merrifield, VA 22116

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc • 818-882-4247  
fax: 818-341-3104  
Chattsworth, CA 91406

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Immune Health Basics

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

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

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

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

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

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

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

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

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

#### Mushroom Science

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

#### Surya Brasil

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

#### Erom, Inc./Juvo

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

#### Goddess Garden

www.naturalsuncare.com  
888-445-8725  
fax: 888-370-2878  
Boulder, CO 80301

### Support all the lines we represent: Independence, Quality, Strength

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

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

