



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 8, No. 5 • May 2011

Talking Health: A Parent's Resource Center

Last month's BMC newsletter article "Growing Children Naturally," was a resounding success, and stores are giddy with the arrival of the new Bluebonnet's *Rainforest Animalz*® children's supplements. Some are excited by the exceptional quality and delicious taste, others happy to have an option from a company that they like, and others still excited to be able to promote a most healthy product that is only found in health food stores. Bluebonnet acknowledges that this was the biggest launch in their 20 year history, and it has only been one month!

There was so much to say about the marvelous storyline Bluebonnet presented with this launch that we needed to continue the story in a 2nd month. Continuing the statement that there are plenty of children out there more nutritionally deficient than when we grew up (those of us that remember sitting at a dinner table and eating meals with vegetables present [if not prominent]), this month we will remind buyers that we have the health tools available to us; that we can be a valuable resource center for parents looking for places to find healthful support as they strive to give their children every available opportunity to achieve optimal health.

Bluebonnet's Rainforest Animalz® are both the cleanest and the most complete line of children's nutritional supplements in the natural products industry today. Their five products include a food based chewable Multiple, as well as Kosher, Gluten-free chewable Vitamin C, a Calcium-Magnesium-D3 (cholicalciferol), Vitamin D3 400 IU and a fish-shaped Children's DHA. We can all understand the beauty and

continuity of a single storyline, and Bluebonnet smartly assists the parents to get the children involved through the voices of rainforest animals: Gus the Gorilla, Jenny the Jaguar, Ella the Elephant, Tony the Toucan and Phoebe the Fish. If taste is the most important variable in the willing compliance of a child, then the fun of the experience certainly makes that enjoyment much more probable.

The family of Rainforest Animalz® is something that children will gravitate toward and embrace. There will be no need for parents to parade into your store anymore saying that their kids did not like the purchased supplement and that they had made a disappointing purchase. The problem with children's supplements until this time has been that companies could only make them palatable with the empty calories of fructose, sucrose, dextrose, xylitol and the cupboard of other refined sugars and processed sweeteners.

Bluebonnet launched Rainforest Animalz® under their Super Earth® logo because the product is chock full of fruits, vegetables and natural fruit-based sweeteners. Yes, it is possible to make products delicious and sweet from natural foods. Bluebonnet uses the industry's first antioxidant food sweetener, Earthsweet®, to provide flavor with nutrition. Parents will smile when they realize that their children

like the taste, and that it comes from a blend of fruit juice concentrates (wild blueberry, cranberry, prune, cherry, strawberry, raspberry and bilberry fruits; grape seed and raspberry seeds) that are tempered with a touch of natural cane crystals. That is an example of the natural innovation that Bluebonnet is becoming famous for!

How can a store use this new children's line to open parents' eyes to the treasure chest of nutrition you can provide to them for their kids? It would be foolhardy to miss this rare opportunity to bring heightened levels of interest to your store and present to new customers these exciting nutritional options and not work to gain a new lifelong customer.

Now is the perfect time to start with a Bluebonnet Rainforest Animalz® floor display to yell the news that your store is the spot for the goodies that children need. Keep the display up until the school year ends and when children evaporate into the summer, keep the products highlighted on your shelves.

Promote and advertise your new venture. First, you must be bountiful with your intent. A whole shelf, a rainforest of nutrition, has to be abundant to be successful. So make Bluebonnet your new anchor, and build big and smart around them.

If one shelf of Bluebonnet brings the encouragement of a delightful storyline and healthy treats, then **Nordic Naturals** will mirror the optimistic resonance of superior products that can be recommended to everyone. Nordic Naturals leads the world in the quality of the fish oil that they produce, and their selection is the definition of a bountiful variety. Most importantly, though, you cannot get a fresher or more pure fish oil than what Nordic

**NEVER TOO LATE TO ADD
ANOTHER CELEBRATION**

**May 7 Herb Day 2011
www.herbdays.org/about**

we are all about herbs, so let's show it!

Celebrate with your community

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A Parent's Resource Center

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Naturals provides, for children and adults alike. And all Nordic Products sell well.

The products that Nordic Naturals produces for the youngest comes from their amazing Arctic Cod. Nordic Naturals chose the Cod because they wanted the freshest and purest for the children. When a person picks Nordic's **Children's DHA**[®], they are providing the best option for the most important nutrient that any child could be provided. They start with the infants, and their very popular **Baby's DHA** liquid with a dropper and scientifically accurate dosage directions.

In trying to think like a parent (which every store buyer should do when building a children's health section), a store should understand that one bottle of the world's best Omega-3 oils will not inspire parents to be excited. If a store carries several sizes of the **Children's DHA**[®] chewable softgels, then one parent will be excited to say to fellow-parents, "hey, over at the health food store they have a large selection of product for kids". And that doesn't mean that you need every company's fish oil: it means that you have the large bottles for the big families, the small bottles for the first-time buyers. And the liquids for the smart parents who understand value—again in several sizes. Parents above all else do not have the time to go several places or come back a second time for the product they consider essential for their children. Make sure that you always are in-stock in children's products and be wise and put products on sale regularly.

Speak your understanding of the parents' difficulties in getting kids to agree to take their EPA/DHA by advising them on the differences of the Nordic Naturals Children's Gummies. These products may seem frivolous to the adult mind, but let's remember how a kid thinks. Nordic **Omega-3 Gummies**[™] speak of Sea Trolls, who "are the best swimmers in the Troll kingdom—they can hold their breath for hours and swim as fast as a fish." Speaking of fish, Nordic **Omega-3 Fishies**[™] looks to the child like a mini fish, it is so perfectly shaped. One

bite—delicious—and the daily dosage battle is over. For the tomboy or the puckish and difficult lad, what better psychology then to allow the child to "eat a worm" every day. Break out the wide jar of worms to some kids and it becomes feeding time. Won't swallow a pill under any circumstances? Try **Omega Effervescent**[™]. Needing to negotiate with the young-un' and the deal is one pill a day? It might be better to choose the **Daily Omega Kids**[™] over any other possible nutrient. No one can say that Nordic Naturals is not brilliantly creative in helping parents have options for the challenges of today's finicky, picky youth.

The problems continue from those cute tykes as they gain their own personalities and become teens. Nordic has now filled out their selections so that parents have many options for teens that make trouble when parents try to keep them healthy. The **Complete Omega 3, 6, 9 Jr** (with and without Vitamin D) can provide a miracle to the fast-growing young adult. Just as beneficial and accessible are the **Ultimate Omega Junior** and the **Ultimate Omega 500**[™], and these products will fulfill any need until the young adults become Omega-3-taking adults for life and then onward to their own families. When the young are making their own ethical decisions and are moving away from meat, there are the very desirable **Omega-3** fish gels and **Ultimate Omega** fish gels. Nordic's got ya covered!

Nordic Naturals also has the best-tasting and best-selling Children's Multivitamin on the market, with their almost sinfully delicious **Nordic Berries**[™]. This product is the ideal companion to their fish oil products. Again, it is wise to sell to a parent a set of products: Nordic fish and Nordic Multi, products that you should always be marketing together!

Between Bluebonnet and Nordic, you have most of the major basic nutritional categories covered, and you do not get any better products anywhere!

To fill out a growing children's section—to carry all of Bluebonnet and Nordic's children SKUs you could easily fill two shelves to abundanza! Nordic has possibly 20 products, not counting

their Arctic Cod Liver Oils or D3 with organic olive oil. Bluebonnet's new items can certainly warrant double facing.

BMC also offers one of the most exciting new products for children's health with the new **Children's Oxylent**[®] product from **Vitalah**. This product provides an effervescent multiple with high-quality nutrients including all the B-Vitamins and 800 IUs of Vitamin D3. Kids will love the fun they can have pouring the little single stick packs of this delicious Bubbly Berry Punch drink into water and enjoying the sweetness as they are rejuvenated and nourished optimally. This product is perfect for post-class pick-me-up and backpack support for kids on the go in the summer. With Albion[®] TRAACS[™] amino acid chelates (Ca + Mag, Iron, Zn, Mang), this product will assist with structural and nerve development while the Bs, calcium ascorbate and B-12 methylcobalamin will keep the energy strong.

Then there are the other keystones to health, including the herbal foods.

Herb Pharm should be considered a necessity with the versatile products they provide for a children's set. Their 4-SKU wood shelving unit that is available would be the best way to highlight liquid herbal extracts, which are excellent for parents because they are liquid, dose-adjustable and quickly absorbed and assimilated. The two best-known children's products are their **Children's Herbal**[™] **Compound**, a tonic for babies and small children, and the **Children's Winter Health**[™], which truly resolves certain health issues that can occur year-round.

The Children's Herbal[™] provides the highest-quality of the some of the most respected herbs, showing to anyone paying attention that nature's wondrous bounty can provide almost all the resolution that a parent would need when dealing with the health of their young ones. Hopefully you have taught your community the safety of these classic fold remedies, chamomile flower, lemon balm leaf, catnip leaf and flower, and fennel seed. This product is in a vegetable glycerin base and finds use even for topical use. While the **Children's Winter Health**[™] is usually

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May Promotional Specials HERBAL CLEANSERS

- Black Walnut liquid extract
- Burdock Blend liquid extract
- Wormwood liquid extract
- Healthy Liver Tonic™
- Spilanthes/Usnea Compound

20% off Products listed

minimum order of 3 ea, for each product ordered

HEALTHY LIVER TONIC Liver & Gall Bladder Tonic
Dandelion root, leaf & flower; Oregon Grape root;
Milk Thistle seed coat; Artichoke leaf & flower bud;
Schisandra berry; Fennel seed

SPILANTHES • USNEA COMPOUND Anti-Fungal Remedy
Usnea lichen; Oregano leaf & flower;
Spilanthes flowering herb; Pau d'Arco inner bark

Not represented by BMC in NJ



Children's Nutrition 101

Facts that will serve to make Bluebonnet's Rainforest Animalz® the most recommended children's nutritional supplements in natural food stores nationwide.

- **Naturally-sweet** with the nutritional goodness of EarthSweet® a fruit-based sweetening agent available only from Bluebonnet Rainforest Animalz® is not built on the empty calories of fructose, glucose, etc. Parents will appreciate your recommendation
- **Easy-to-chew & delicious animal-shaped chewables** compliance begins when children want to take their supplements the storyline will entrance, but the flavor will satisfy
- These **food based** chewables take nutrition seriously with 100 mg of fruits + vegetables per serving in the Multiple and Vitamin C
- Parents will appreciate the promise and trust of **Gluten-Free** and **Kosher***
- With **100 mg of DHA** per yummy fish-shaped softchew, this well-priced natural triglyceride-form source of DHA + EPA will deliver powerful brain food

- Super Earth® Rainforest Animalz® Whole Food Based Multiple
- Super Earth® Rainforest Animalz® Calcium Magnesium Plus Vitamin D3
- Super Earth® Rainforest Animalz® Vitamin C 250 mg
- Super Earth® Rainforest Animalz® Vitamin D3 400 IU
- Super Earth® Rainforest Animalz® DHA 100 mg

Nutrition can be educational: recommend this website to parents knowing that Rainforest Animalz® will only be sold through natural food stores

<http://rainforestanimalz.com>

* all of the products are gluten-free; the DHA is not Kosher

Not represented by BMC in NJ, SC



Just in time May Promotion

Stress & Energy 15% OFF

ENERGY & ADRENAL STRESS

StressCare® 120 Vcaps®*

StressCare® 240 Vcaps®*

ANTI-STRESS & ENERGY

Ashwagandha 60 caplets* USDA-certified Organic

STRESS & EMOTIONAL WELL-BEING

Holy Basil 60 Vcaps®*

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*

and

Organic Chyvanprash with Soliga Forest honey

For centuries, families in India have enjoyed the herbal formulation Chyvanprash as a natural immune booster and rejuvenative which nourishes the body, providing energy and vitality. It also supports good digestion and metabolism. Its adaptogenic and antioxidant properties have made it one of the cornerstones of traditional Indian medicine. Himalaya's Chyvanprash, a combination of more than 40 different herbs, is made from an age-old recipe under strict supervision. All ingredients are quality tested to ensure the highest levels of purity. With amla, ashwagandha, shatavari and haritaki, Chyvanprash is Organic and Gluten Free. This delicious, nutritious whole foods paste has been called the "Elixir of Life" for generations.

* Gluten Free

NORDIC NATURALS



Pure and Great Tasting Omega Oils®

Sales for May

25% OFF:
Omega Effervescent

20% OFF:

01780 **Omega Woman** • 01741 **Prenatal DHA 90ct**
01748 **Prenatal DHA 180ct** • 01600 **Vitamin D3**

Nordic Naturals Prenatal DHA is a safe & effective way to ensure that both mother + baby receive the daily recommended intake of this fundamental nutrient without any risk of toxicity. And in response to concerns in medical & scientific literature about the prevalence of a Vitamin D-3 deficiency, and to recommendations that higher intakes of vitamin D-3 are necessary, we've also added 400 i.u. vitamin D-3 to each serving. The unflavored soft gels are perfect for even the most sensitive palate, and are half the size of standard soft gels, making them easier to swallow. 90 mg EPA/450 mg DHA/ 400 IUVitamin D*

**Prenatal DHA is the official Omega-3 of the
American Pregnancy Association**

Great research: pregnancy and breast-feeding: www.omega-research.com/research11.php?catid=3&subcat=26

infant development: www.omega-research.com/research11.php?catid=2&subcat=9

Ask your BMC rep how to attend: Webinar May 11, 12 noon eastern time:
A Guide Into Women's Health with Omega-3s
– presented by Wendy Bazilian, DrPH, MA, RD.
There will be an extra **5% off** (not to exceed 25%) the next order for retailers who participate.

* per serving size of two (2) softgels

Not represented by BMC in NJ, SC



JUVG™

Simply Perfect Vegan Organic Protein Kosher Certified Organic* Raw Green Protein Blend

(32, 400 mg) 1 scoop (40 gm) = 23 gm protein

*Raw Sprouted Brown Rice protein, *Raw Hemp Protein, *Spirulina, *Flax Seed, *Raw Brown Rice, *Raw Amaranth, *Raw Quinoa, *Raw Millet

Including the energizing, phytonutrient, antioxidant rich whole foods:

Kosher Certified Organic* Raw Antioxidant Blend (1,120 mg)

*Raw Barley Grass, *Raw Kamut Grass, *Raw Oat Grass, *Raw Wheat grass, *Raw Barley Sprout, *Raw Buckwheat Sprout, *Raw Wheat Sprouts, **Raw Carrot, *Raw Beet, *Raw Tomato, *Raw Wild Bilberry, *Raw Wild Lingonberry, * Raw Black Currant, *Raw Aronia, *Raw Pomegranate, *Raw Wild Blueberry, *Raw Concord Grape, **Raw Sour Cherry, *Raw Elderberry, *Raw Cranberry, *Raw Red Raspberry, *Raw Pineapple, *Raw Mango, and Kosher Certified Organic Agave Inulin

* with Organic certified Apple Flavor and Kosher Certified Lo Han

* Manufactured in a NPA GMP Organic certified facility

* certified Organic by QAI
480 gms. \$23.99/ \$39.99

Introductory Promotion 15% OFF

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

May Promo Stock up for Summer!

Bug Beware 15% OFF

orders of 12 ea + POP display

Discourage Mosquitoes and other Pests Naturally

- Amazingly effective
- Non-toxic
- Concentrated herbal extracts
- Soothing to the skin
- Safe for the whole Family,
and Pets



Aloe Vera is Foundational to Health

Dr. Ohhira's Probiotics

Are you missing cross-merchandising ideas?

As the public becomes more aware of the health benefits of probiotics, the health consumer is very willing to invest in probiotic support as a corollary therapy for many health concerns.

Since Dr Ohhira's Probiotic® is more than a mere probiotic, it makes sense to alert people to the uses in other sections, including:

- Digestive health
- General Immune Support
- Cleansing
- Cardiovascular and Heart Health support
- Women's Health
- Prenatal Care
- Infants and Baby

What better concern for Mother's Day?

Digestive support, hormonal balance, urinary tract health, cleansing, nutrient absorption, heart and immune support and energy and radiant skin



OLBAS®

HERBAL REMEDIES

Mid-Spring Help OLBAS® Inhaler

- Original Swiss Essential Oil Formula
- Makes Nasal Passages Feel Cleaner
 - Lessens Effects of Low Humidity
- Penetrating Vapors With Rapid Action
- Helps You Endure Seasonal Discomfort

*Penetrating Vapors
with Rapid Action*

15% OFF
Clip-strip or Display,
12 ea
wholesale cost \$33.66
Free Shipping
no minimum order*

www.olbas.com/

* regularly \$75.00 minimum for free shipping

wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

May Promotion Herpa Rescue™ Spray

direct orders only
10% OFF

ask for BMC May promotion

HERPA RESCUE™ may be able to help you side step your next breakout when you apply the natural herbal & aromatherapy formula to the areas when you first feel the tingle or sense that you are in Prodrome.

Contains only pure ingredients including organic apple cider vinegar, vegetable glycerin, Olive leaf, antiviral Creosote leaf, Calendula, nutrient-rich Dulse, and Bloodroot extracts, pure antiseptic essential oils chosen from reputable folklore to be antiviral + antiseptic.

* A prodrome is an early symptom (or set of symptoms) that might indicate the start of a disease before specific symptoms occur

BASS®

Brushes

Finest Quality Hair, Body and
Skincare Accessories

**Bass Brushes
now offering**

100% Bamboo Hair & Bodycare products

Your customers
will be happy
with this
news



Not represented by BMC in NC, NJ, PA





**Beautiful Happy Mother's Day
May Sales Promotion***
**Color Fixation Restorative line
25% OFF**

Direct orders. Buy-in dates until May 20

After coloring your hair with Surya Henna, keep it smooth and radiant and ensure vibrant color with the Color Fixation Line, which is also ideal for chemically colored hair!

Its powerful formula is enriched with Rice Protein, Cupuassu Butter, Buriti Oil, & 15 Herb + Fruit Extracts from India and the Amazon forest: ingredients that protect the hair and lock in color longer.

Surya Color Fixation products all revitalize shine, and enrich the hair with plant proteins that nourish + repair hair scales: invigorating the hair, taming its volume, leaving it resilient + manageable.

Restorative Shampoo 8.45 fl oz

Restorative Conditioner 8.45 fl oz

Restorative Mask 7.6 fl oz

Single Application 1.05 fl oz

Leave in Cream Conditioner 10.14 fl oz

Split Ends Serum (anti-Frizz) 1.05 fl oz

*all promotions are 25% off wholesale. retailer agrees to pass on a minimum of 15%, but not greater than 25% deal to consumers.



**PERFECT[®]
ORGANICS**

As seen in the premier issue of
Lucky Kids
(Spring 2011)

**The Lip Balm Every Child Loves
Perfect Organics
Vanilla twist
Shea Butter Lip Balm**

"it smells like vanilla, it's totally organic and it's the smoothest, cushiest balm that there ever was"

Ask your BMC sales rep for an ad slick and advertise this to create a loyal family of lip lovers

Perfect Organics, Inc.
(866) 301-2537 toll free
(703) 734-2434 local
(703) 852-7199 fax

www.perfectorganics.com



**NEWTON
homeopathics**

Nurturing Naturally Since 1987

May Promos

20% OFF 6+ per SKU

Hives~Rashes (N043)

Prime+ (N212)

Newton For Kids

Kids Asthma Rescue~Cough (F002)

Newton for Pets

Pets Flea and Bug Bites (P012)

New Product Promotion

20% OFF through May 31

Ear Wax Buildup (N072)

Vitality (N085)

Ear Wax Build-Up: Formulated for symptoms of ear discharge, dryness, itching, difficulty in hearing and excessive wax accumulation.

Vitality: Formulated for symptoms of physical exhaustion, chronic fatigue and general lethargy caused by stress or lowered vitality.

Not represented by BMC in NC, SC

**immune
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**Every Season Deserves
Immune Support**

with Wellmune WGP,[®] Immune Health Basics helps enhance overall health & vitality

May Special Line Drive

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Backed by research at leading universities and medical centers, Immune Health Basics provides safe and effective support for your immune system



**MushroomScience[®]
Reishi Gano 161[™]**

Dehydrated Hot Water Extract

(Ganoderma lucidum)

- **Active Constituents:** Triterpenes (Ganoderic Acids) [6%], Polysaccharides (1-3 linked proteoglycans extracted from the cell walls). [12% beta glucans]. Fruiting body extract. 400 mg/vegetarian capsule

- **Dehydrated Hot water extracts**
(Ganoderma lucidum)

- **Organic Wood-Grown Mushrooms**

"the only company guaranteeing triterpenes levels on their label"

Modern clinical research supports many of the traditional uses for this mushroom as described in TCM. It benefits immune health + liver function.

Our extract is a 20 x 1 super strength extract. It is not diluted with un-extracted mushroom material like most commercially-available Reishi products. It is carefully processed, at low temperatures, with both water + alcohol to ensure the presence of all the important bio-active compounds. With a guaranteed minimum potency of 12% polysaccharide and 4% triterpenes, our Reishi Mushroom Extract matches or exceeds the quality of any other Reishi extract, and is the most cost-effective method of delivering the many benefits of this fine medicinal mushroom.

May Promotions

Reishi Gano 161[™]

4 ea. = 10%

10 ea. = 15%

24 ea = 20%

remember, we are entering allergy/(respiratory) season



**Trace Minerals have a
Recognizable Role in
Strengthening Immune Function**

Silver is a necessary trace element:

- A normal constituent of the mammalian diet. It is found consistently in food and water, including whole grains, medicinal mushrooms, milk and spring water/ tap water, + sea water. There are receptor sites on the myelin sheath surrounding the nerve cell for silver!

- Also facilitates an efficiency of normal + necessary immune functions & cascades, as well as having powerful antimicrobial effects.

- Has a role in restoring health to the lining of the intestinal tract

- Known to be an oxygen sponge. With a capacity to carry 10x its atomic weight in oxygen, it can aid the immune system which needs copious amounts of oxygen to produce Reactive Oxygen Species (ROS).

- Modulates fibrogenic cytokine activity, reducing excess cellular inflammatory cascades.

- Promotes good neurological health

For safe daily consumption, rely on the bioactive silver hydrosol from Sovereign Silver

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



A Parent's Resource Center

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turned to for cold & flu season, there are many times that a caring parent will see the benefit of a formula that contains echinacea root, elderberry, meadowsweet, hyssop, ginger, horseradish root, thyme and cinnamon.

Teens and school children will certainly gravitate towards the earth-friendly, certified organic extracts as they learn about the leadership Herb Pharm has had in the American Herbal Renaissance of the 70s-80s. To fill out a 4-SKU shelf unit, the options are limitless: *Children's Echinacea*™ as the obvious option can be joined by *Mullein-Garlic Ear Oil*, or *Lemon Balm extract*, *Elderberry Glycerite*, *Calm Breath*™, *Trauma Drops*™, *Violet*, *Fennel*, *Dandelion Glycerite*, *Nettle Glycerite*. We should accept the challenge courageously to present to parents ALL the great products that are safe to use with their children.*

As we look to the issues of children and focus/concentration, we again need to be strident in providing positive options. *Himalaya USA*® has an incredibly effective formula called *MindCare Jr.*, that stores are finding has resonance with their community. This proprietary all-herbal formula assists in normal brain function. It is expected to improve occasional absentmindedness and to help with frustration, while assisting in preserving normal brain cell function, and brain cell integrity. This product, a safe and gentle natural nervine is the same product used for adults in a smaller capsule size. The primary ingredients are the quintessential Indian herbal superstars Bacopa and Gotu Kola, and what makes Himalaya's products so trustworthy is that they are a vertical-integrated manufacturer with seed-to-shelf control of their USDA-certified Organic herbal ingredients. That will bring parents confidence!

Looking beyond herbs to products that truly work safely, wholistically and with admirable effectiveness, turn to **Newton Homeopathic**, *Newton for Kids* products. Available both in the popular liquid droppers (or now spray-top bottles) or in pellets, this is a full line of natural homeopathics for

children. Their 15 formulas run the gamut of children's health issues. From *Allergies* to *Vaccination/Illness Assist* with *Asthma Rescue*, *Diarrhea*, *Hypercalm~Mental Focus*, and *Teething & Colic* in between. Stores certainly appreciate the safety that they are afforded when speaking about certain health issues to parents when they realize that these products are accepted as OTC (Over-the-Counter) Drugs. Parents should also feel confident knowing that Homeopathy is very safe and that it reacts when circumstances warrant while being relatively benign when the remedy is not appropriate.

I am a big fan of *Newton for Kids* and cannot understand any circumstance where a store would not carry the whole line, recommend and promote it. The health of the community's children is too valuable not to!

For immune system support, there are not many products that are willing to make the statement that the administration of product will have a definitive effect on children's general immune health. As an adult, the

Wellmune WGP® from **Immune Health Basics** is something I take every day (and I have my 70-ish-year-old Mom taking it every day). This is a product I thoroughly believe in, providing a valid dosage of a quality-manufactured beta glucan product. Their *Children's Chewable* provides 25 mg of Wellmune WGP® per serving, and this dosage is excellent as a one-a-day and certainly safe as a two-a-day when situations warrant. The great news about Immune Health Basics is not just their safety studies, but also the fact that they have been showing that this product is beneficial for stress as well as for overall health & well being. There is no cost too high for the inclusion of such a credible immuno-supportive nutrient into the diet for every child: our goal is to explain the actions of this product, its safety as a scientifically valid product to keep the immune system strong.

Children's health extends beyond just the good things that we put into these growing bodies. Damage and imbalance can arise from the bad things many parents buy with good intention

continued on next page

oxylent
DRINK OXYLENT BREATHE LIFE

**Turn people on to Health
May Promotion
15% OFF
Variety Pak**

Oxylent: superior nutrition for people on the go make the Variety Pak a cash register area staple

Variety pak offers three (3) flavors with 10 packets each, which allows your customer to try all three flavors; Sparkling Berry, Sparkling Mandarin and Sparkling Blackberry/Pomegranate

~~~~~

**Product announcement:  
Sparkling Berry is back in the House!!**

This best-seller has had an ingredient change and therefore a new label

The B12 source for the Sparkling Berry is now methylcobalamin

Note also a wording change concerning the exceptional energizing nutrients S.O.D. and Catalase: this oxygenating effervescent contains SOD & Catalase derived from melon. Oxylent contains 20 IU of SOD + statistically shows 3 IU of catalase per serving

**Oxylent: 3rd Party testing ensures  
purity & potency**

**DRINKOXYLENTNOURISHLIFE™**

Not represented by BMC in NC

**AROMA  
LAND**

Learn the Necessary Healing  
Benefits of Aromatherapy  
and add aromatherapy to your  
recommendations

**AROMALAND  
because quality counts**

- Organic essential oils
- Premier quality essential oils
- World-famous Aromatherapy Blends
- All your aromatherapy supplies
- Incredible new soy aromatherapy candles

The market is there for you to carve out: Aromaland is respected for their rigorous state of the art GC/MS testing (Gas Chromatograph / Mass Spectrometer) to verify the purity of each batch of essential oil received. In addition, they have over 100 years combined olfactory experience to guarantee that at Aromaland you are getting trustworthy, verified and therapeutic essential oils. They also provide Carrier Oils, unscented Body Care



This month, we have decided to interview a rising Child Star. Colton Barrows was the model for the Rainforest Animalz marketing campaign. His family is very proud of him, and Bob Barrows, Jr., happily admired how his son performed in his first assignment before the cameras. Colton did his part to help launch this healthful and delicious new children's line of nutritional supplements for the Bluebonnet family.

## **"WE ARE HEALTH FOOD PEOPLE"**

### **Colton Barrows, Rainforest Animalz Zoologist**



*What was your reaction when you were told you would be part of the Rainforest Animalz launch, as the leader of the search for good children's health?*

**I was excited! I felt happy that I was going to be famous and that I would help kids learn about the rainforest and good nutrition.**

*How did you become involved with this Bluebonnet project to launch their first children's line of supplements?*

**My mom and dad had been telling me I would be a part of the children's line for a long time and I was happy and couldn't wait.**

*Were you involved with the conversation about naming the different Animalz?*

**No.**

*Which of the Rainforest Animalz is your favorite, and why?*

**Jenny, because she is pretty and has beautiful eyes. I like jaguars because they are beautiful and fast.**

*Of the 5 Rainforest Animalz, which flavor do you like the most?*

**My favorite is the orange.**

*Did you have a favorite animal growing up, or what animal world-wide appeals to you the most today?*

**From the time I was a baby my favorite animal was a pig. I had 2 tiny toy pigs I carried everywhere and many other pig toys.**

*How did it feel to be in a photo shoot? How long did the process take?*

**I felt popular being in the photo shoot. It was fun. The photo shoot took a long time. It was about 4-5 hours.**

*What was your favorite part? What was your least favorite part?*

**My favorite part was being there with everyone. My least favorite part was standing still for hours.**

*Did you get to keep the safari outfit?*

**We picked out the outfit for the photo shoot and showed it to me online when he ordered it. I did get to keep it.**

*Were you asked to do any other photo-shoots? Did you have to sign with a talent agent?*

**I haven't gone out for another photo shoot yet but I want to. I have gone to one talent scout event though. I didn't do that one because it was in Florida and my parents didn't want me to go that far. I don't have a talent agent yet but I have a referral.**

*How excited are you to take your daily supplements right now? Do you remember every day? Do your friends take multiples?*

**I take my vitamins well. It's cool knowing I helped, even in picking the tastes. My mom and dad help me remember. I know some of my friends take vitamins. I am telling my friends about Bluebonnet's Rainforest Animalz. We always feel better when we eat right and take our vitamins.**

*What was their interest in what you were doing with this Rainforest Animalz launch?*

**Only my family and close friends knew about my photo shoot and have seen the previews. They were all excited for me. Now some others have seen the magazine ads and the truck with me on the back. At first some couldn't believe I did that, but once they realize it is me they think it's cool.**

*What do you want to be when you get done school and go out into the great big world?*

**I have wanted to be a Paleontologist for a long time. Lately I have been thinking it would be fun to invent things like Pokemon.**

*How many tattoos did you get to use?*

**My dad brought home one of each tattoo for me, but he said I could have more when I finished them.**

*Which part of the world from the various Rainforest Animalz do you want to visit the most?*

**I would like to visit Brazil and the rainforest there.**

*Any message you would like to share with the large audience of natural foods store people who will read about you in this article?*

**Well one thing I would like to tell everyone is to eat healthy. To the people who sell our vitamins, I would like to say thank you.**

*What are your favorite interests? your favorite color? your favorite sports? your favorite class in school*

**My favorite color is green. My favorite classes are math and science. My favorite sport is Tae Kwon Do. I am an orange belt.**

**Thank you for the questions and being interested in me as well as Rainforest Animalz.**

for their kids. How persuasive have you been to convince parents to buy natural shampoos, soaps and bodycare products? Whether you have two children's sections—one for supplements and one for bodycare—or you just build an admirable, educational and inviting Children's Health section that includes some of the natural essential parents might want for their children.

Here, I would suggest that you always strenuously work to bring deals and discounts to this category to aid parents with their mission to develop good health habits for their young family. Children cannot choose what bodycare products they can use, and too many grow up never considering that the petrochemicals in the mass-channel products their parents get on discount are actually doing a small harm while cleaning and "beautifying". Teach your community that the pictures on a happy children's label may be deceptively frivolous, and that true value comes from the ingredients inside.

Use advertising whenever it is available. Currently, **Perfect Organics** received a huge shout-out in the premier issue of *Lucky Kids* magazine, with the editors lavishly praising the **Vanilla Twist Shea Butter Lip Balm**. Like all the Perfect Organics products, this product is made with organic ingredients including organic vanilla. I would use this ad, and highlight this as the most current support available to you for carrying enthusiasm to your customers in encouraging them to buy quality.

For teens, that period when acne terrorizes their self esteem is considered the most horrible part of their existence. They of course will probably not know which products are their friends, and it is usually their parents who buy the products for them. I truly admire the flawless consistency with which the **Zero Zits**® products from **Well in Hand** work. When I managed stores, I carried this product six deep, I found it so effective. All natural and super clean, there are four Zero Zits® products for specific skin types (with a Prom-night super strength product for fast action). Zero Zits® also has a complementary set of luxurious castile

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## Blue Moose Consulting

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### GOT EMAIL?

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

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

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

### A Parent's Resource Center

*continued from page 7*

liquid soaps, their *Kreamy Kleanzers*. These products are guaranteed to work.

Finally, new to BMC, stores seem to be very excited about the new **Goddess Garden** children's suncare products. Parents are becoming very aware of the dangers of commercial suntan lotions, and these products—which all meet Whole Foods Premium Bodycare standards and are Organic (82%) and clean—provide safe sunscreen with minerals in formulas that smell great and absorb quickly and with a satisfying sheen. Ask your BMC rep to show you the products, with the great price and the high demand.

Yes, your children's section should be sprouting—like a young, confident and beautiful rascal of a child. Our industry indeed is still stretching its abilities from an infancy as to how we provide for our young naturally. The parent will see your dedication to children's health by how you present the products you believe will benefit their children. The future is just too important to squeeze a few bottles onto the shelves: there is always room for more goodies for the little ones.

The argument can be made that if you build it, they will come, but only if you show your commitment and concern with a magnificent children's section that only provides the absolute best. 🍀

*\*these statements have not been evaluated by the FDA and are presented so that further research will occur.*



## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

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

#### Himalaya USA

www.himalayausa.com  
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  
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fax: 434-534-6040  
Forest, VA 24551-1200

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

www.nordicnaturals.com  
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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  
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Long Island City, NY 11105

#### From, Inc./Juvo

www.gojuvo.com  
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**Support all the lines we represent: Independence, Quality, Strength**

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