



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Business: What Just Happened

“It’s a great day at Blue Moose Consulting.” The Expo East in Baltimore is now a successful memory, the year has seen the manifestation of over 20 new health food stores in the mid-Atlantic region, and the BMC team is maturing into such a knowledgeable and dedicated staff.

The Expo passed as such a whirl. The good news is that I saw so many friends from the area retail stores: the bad news is that I had so very little time to spend with any of them. For those of you who missed the show, it was excellent and spoke yet again of the strong position of our industry at this time.

The weekend’s festivities also brought on a strong measure of doubt as to the safety of our businesses, as word on the street is that the FDA’s proposed new NDI’s could be not as industry-friendly as we had been led to believe.

As reported, FDA is extending the comment period for New Dietary Ingredient (NDI) draft guidance to December 2, according to a brief published in the Federal Register last week. October 3 was the original deadline for submitting comments on the recently published guidance, but murky draft language and concern over economic consequences of NDI applications have left industry wanting more

time to mull over the language. To submit your own comments electronically, visit www.regulations.gov. To submit written comments, write to FDA at the **Division of Dockets Management (HFA-305), Food and Drug Administration, 5630 Fishers Lane, Rm. 1061, Rockville, MD 20852** (www.nutritionaloutlook.com/news/fda-extends-ndi-comment-period).

Needless to say, we seem to have let an excellent opportunity pass, with all those people present in one place, and an opportunity for the creation of a unified voice. There are still

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Talking Health: New Look for the Two-a-Day

Wanna see me make a new product that has been updated seem exciting and essential? Our vocation as natural foods people is to be persuasive educators: to convince people to make decisions that are good for their health. So while **Bluebonnet** rolls out their new & improved **Maxi Two® Multiple**, it is worthwhile to note that it has a distinct function in the Bluebonnet family of Multi-vitamin/mineral formulas.

Currently, the two best-selling Bluebonnet multiples are their **Multi One® Vcaps®** and their whole-foods based **Super Earth® Multinutrient Formula**. When the Bluebonnet R&D team looked at the **Maxi One®**, the one-day caplet option—and the **Maxi Two®**—they surmised that they could make it better by giving the people what they want—more energy.

One of the draws of the Bluebonnet Multiples, beyond the obvious that they are sold only in health food stores and that they are sold at fair market-value because of the company’s MAP pricing policy, is that they are not built with all the bells-n-whistles that many companies feel they need to tack on to their flagship products. Bluebonnet’s product mixture of multiples can truly be a foundational base to other protocols and should be presented that way. The **Multi One®** and the **Maxi One®** are the platform to create a solid nutritional program. Basic nutrients for basic function. Sometimes we forget the importance of the basic nutrients. Vitamins and minerals stand out as active constituents of the body’s enzyme systems, and are critical for tissue growth and repair. For some people, that is the scope of what they feel they need to get from a multiple. For these people, we do not want to sacrifice quality and think only of price. One of the things that is most impressive about Bluebonnet is that they do not use a lesser level of raw

materials for their multiples: same quality raw material for all products.

The **Maxi Two®** has been improved by adding more natural B-Vitamins (bacterial fermentation): increasing the dosage for 2-a-day from 50 mg to 100 mg, including select co-enzyme forms of the Bs. The reformulation adds to the selection of Albion’s® highly bio-available, patented chelated TRAACS minerals, and it adds a food-based antioxidant blend of superfruits that include acai, acerola, goji, mangosteen and pomegranate. The added ORAC punch of these exotic fruits brings an extra sparkle to a solid basic daily.

The idea is simple, and one that we may have, or should be mastering. When a customer approaches anyone in your store about a daily Multiple, the first question should be: do you want a one-a-day, a two-a-day or a three-a-day? After they laugh, and you disarm them with the fact that they eat three times a day, then their realization leads to a real conversation on nutritional support. While Bluebonnet’s sales flourish with their three-a-day options—including their new and popular gender specific Targeted Multiples®, some people are not capable of grasping the nutritional ideal of three buckets of nutrition throughout the day.

For most people, the discipline to take a daily once is daunting enough. It is those people we need to graduate to the next step. The goal now is to get someone to fill their body with a bucket of nutritional replenishment twice daily. The educational mission: **Maxi Two®** designed as a two-a-day provides more nutrition than a one a day can. It is easy when you just hold the bottle, turn the label and talk. The **Multi One®** is a capsule (Vcap®) which can physically only hold so much nutritional raw material. The **Maxi One®** is the more potent, compacted option for someone who wants more one a day. The **Maxi**

Two® is a logical progression as it defines the nutrient support as a twice-a-day replenishment.

In my retail career, I took my mission very seriously. I never missed an opportunity to fully educate (why I talk so much and so fast I guess): I always explained the options to the customer and let them make the choice. When retailers say that two-a-days don’t sell it always puzzles me: we all know that once a day is not enough! Two buckets of Bs along with a dollop of exceptional mineral support, along with the nutrient support of a food base...we all know that this is better as a gameplan. So, we have to sell the game, healthfully.

Look at your shelves: are you providing options for every need? What two-daily are you stocking? Look at the label and compare it to this newly improved of the Bluebonnet family of multiples. Very few products can make the claims of guaranteed and consistent quality as the Bluebonnet products always have. These items are Kof_K Kosher and gluten-free.

The new **Maxi One®** now amazingly does even more with a smaller football-shaped caplet size than before: 75 mg of Bs per serving with added co-enzyme Bs and the superfruits. Reduced size, better price—same trustworthy Bluebonnet quality.

In a tough economy, the smartest stores are focusing on industry-loyal companies that don’t sell-out with internet bottomless discounts. As Bluebonnet’s esteem continues to rise, it may be time to start all your Multiple conversations with the company that will provide you the best guarantee of a return sale. A full shelf of Bluebonnet Multiples will allow you to explain to every customer the full gamut of options available to them for their platform nutrition and daily multiple. Bluebonnet-quality will satisfy health needs; Bluebonnet-business policy will keep your business growing with satisfied customers for years to come. ☺

What Just Happened

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too many unknowns to make a declarative statement on what this means. A few things are clear:

- We could lose the ability to sell a fair amount of the nutritional products that currently make up our shelves: and this seems to be a real and present danger. Upwards of 10% of our industry could be affected, and that could be devastating—and the cost of everything would rise.
- The politics on Capitol Hill are still uncertain. What is most critical is the upcoming election of Senator Orrin Hatch (R-UT) who is being challenged by Tea Party money. He is a current linchpin to the protection of our industry. The Senate is our protection (not the House or the President).
- We have done little to cultivate a next generation of Congressional support beyond Hatch, who has a tremendous amount of our industry in the area where he hails from; and Senator Tom Harkin (D-IO) who supports our industry for the truths and realities of what we are.
- This has nothing to do with the “Codex”, and anyone who says that it does, or who says the sky is falling, is misinforming you and should be put on the outside of the trusted voices.
- We need an organized voice right now, and you are critical in this process, as the communicator to your local communities—and we do not need dissension, ego or arguing from the leading players who need to support a unified effort at this time.

At this point it is agreed upon that action needs to be withheld until the normal FDA comment process has been completed before any strategy be put into action in reaction to any decisions, should they be detrimental.

It is here worth stating a few important considerations:

- There are already people/groups espousing radical ideas and reactionary gameplans. I would recommend a wait and see approach, as no hysteria is necessary until we know what the decisions are.
- Your stores trust you as the voice of reason. Keep it that way. Don't believe everything that everyone tells you at this point.

I do not know what will transpire in the next 90 days, but I will be watching closely and if you have questions, give me a call (202-236-3735). Speak with measured assurance and confidence when consumers turn to you for advice, and know that we may need quick, immediate and intense action in the near future. If you “cry wolf” too soon, your later calls to action may not be taken seriously.

Things don't look rosy, but many people are working behind the scenes to keep the spirit of the 1994 DSHEA law as the law of the land. If this happens, we are much more secure than if we get into a series of misguided public relations disasters.

Let cooler heads prevail. This is a legislative process involving a governmental entity (no matter how you feel about that), and in the chess games of life one often does best by trying to understand the rules. Please stay informed. While my term on the NPA East recently ended, I am still involved, as they have been involved in advocacy enough to have earned your

trust. I implore you at this critical time to join both the NPA and the NPA East. Insofar as leadership: it resides with you. Be wise, stay involved, and fight for your right to live a natural lifestyle.

As the NPA guides: “We also have been coordinating with the other trade associations as they prepare their comments. It is very important that the industry present a consistent and strong voice to the FDA, to avoid giving the agency opportunities to divide us. NPA, the American Herbal Products Association, the Consumer Health Products Association, the Council for Responsible Nutrition, and the United Natural Products Alliance have all agreed to work together.” (www.npainfo.org/clientuploads/publications/MemberUpdates/2011/092711%20member%20update%20ndi%20update.pdf)

The trade show is over, we roll our sleeves up as we do every year and humbly service our community to keep them well, and help when they get ill. The Expo is a blur in the rear-view mirror now: the road ahead is both unknown and deserving of our most close attention and focus. ☺

A BEAUTIFUL THING

Working the trade show floor is just another dimension of stress in the world of the broker, or the business employees of manufacturers at an Expo. While most do not have to fret about the bottom line costs that a retailer does, our livelihoods are more akin to a sports player: hired for what we can do now and always aware that our jobs are on the line if our numbers don't look good. A different kind of stress, one might say.

So, after a day of standing in place and smiling, some of the Blue Moose team moved “off-campus” to see friends in response to a rare invitation.

From the moment I entered the bar, I was smiling a gracious smile. The good people at MOMS (*My Organic Market*) led by their owner—organic foods enthusiast Scott Nash—had invited all the people who service their accounts to an inviting reception with free food and drink. It was not the excellent fare that pleased me so much; it was the intention. Personally, in my 30 years in this industry, this was a first for me: the retailer acknowledging with action the hard work that goes on by those in partnership with the retailer. I had a tofu-eating smile that I could not contain: the good cheer, and the chance to hang with some of my newest friends and some ageless industry veterans. I saddled up in the corner, after some fun reminiscing with Scott about the start of his venture which has grown today to a respectful seven stores in 23 years, with health store comrades Marc and Phil and Bini and Judy and Larry.

The most interesting part of the night was trying to remember, putting one and one together, whether I had actually met MOMS buyer Steve Geest long ago when I used to come pick up Walnut Acres boxes that were delivered to the garage of Beautiful Day when I worked for Cash Grocer. The memories: Organic Farms, Marc's Distributors, Cornucopia. I found a most unique happiness for those few hours, finding comfort not in the world of business competition, but in the awareness that we are all in this world—of healing people naturally—together. Thank you Scott and MOMS for that most generous expression of gratitude: I am still smiling.

www.momsorganicmarket.com

IN REQUIEM

Another fallen comrade

Few of you will know this person, he was a friend of mine from trade shows past who worked for our industry in the Chicago area. Jayson Mogilner started a brokerage called SellHealth after working with Carlson Labs for years. Jayson lost his battle to brain cancer this July, and I honor his life with this post and remembrances in prayer. I met Jayson through Bluebonnet Nutrition, and we talked many times about the struggles of starting a brokerage, and the other lines that we shared: Essential Formulas and Aloe Life.

The last time I saw Jayson I did not immediately recognize him when he tapped my shoulder at an Aloe Life dinner: his lovely hair was shaved off but his charming smile was still there with a warm hello. I said, “see ya at the Show” as I ran out the door afterwards. I thought I would.

How hard the facts of life, and how fast life flies by. I am thankful to Karen Masterson who spent heartfelt time on our monthly Aloe Life August sales meeting speaking first of Jayson then of the responsibility we each have to care for ourselves. She implored us to double-check our stressors; to know how well our own metabolism is working; to remember the importance of protein to the immune system. While we learned how aloe vera stimulates four different pathways of immune function, it was the shared tears upon hearing of Jayson's passing that was the tone of the call. Karen spoke of how brave Jayson was working the territory as he was sick to train someone new to replace him as the Chi-town health advocate. His parents, family and friends knew this nobleness in Jayson. He is survived by his wife Jamie and children Max and Aaron, of whom he often spoke fondly.

Jayson H. Mogilner

November 11, 1968 - July 20, 2011

Memorials to: The Northwestern Brain Tumor Institute, www.braintumorinstitute.org

I write this also in honor of the many friends who have fallen this year. With an extended family of over 700 stores, I often hear when a family member or member of the store's family passes. This past month included sadness for a few friends who also had tragic losses in their family, and the Expo gave me time to hug many friends who lost comrades and loved ones. As one friend shared—as one older staff person who always had time for me with conversation and smile—dear Myrna, “I lost a friend and mentor.”

We are all part of a larger family that has chosen a natural way of living. While our great successes should all be shared, our tears are also universal: when one of us is lost—even one of our family—it is cause for a moment of silence and prayers by all. [with special unspoken love: R.I.P. beloved Zane]





October Promotional Specials
20% OFF Direct Orders, units of 3 ea.

Inflammation & Pain

- Feverfew liquid extract • Guggul liquid extract
- Turmeric liquid extract • Flexible Joint™ compound
- Turmeric/Chamomile compound

Other Great Savings

Remember: Winter Immune Promotion till Nov 30: anchor your winter herbal profits with America's leading liquid extract company. Save **20% OFF** with (22) best-selling Herb Pharm extracts. Ask your BMC rep for details, and send in the signed promo order form.

Flexible Joint™ Compound—

Supports Health Function of the Joints*: Devil's Claw tuber, Sarsaparilla root, Stinging Nettle seeds and calyx, Burdock seed, Angelica root (Angelica archangelica), Prickly Ash bark.

Products with new name changes now shipping:

- Herbal Respiratory Relief (formerly Wild Cherry/Petasites)
- Thyroid Calming Compound (formerly Bugleweed/Motherwort)
- Thyroid Lifter Compound (formerly Nettle/Bladderwrack)
- Pollen Defense Compound (formerly Eyebright/Nettle)
- Urinary System Support (formerly Goldenrod/Horsetail)
- Fungus Fighter Compound (formerly Spilanthes/Usnea)

* This statement has not been evaluated by the FDA. It is not intended to diagnose, treat, cure, or prevent any disease.

Not represented by BMC in NJ



Fall Festival of Wellness Promotion

3 + 1 per SKU Great Savings on these products through November 18th

- L-Lysine 500 mg Vcaps (3 sizes) 50, 100, 250 Vcaps
- NAC 500 mg Vcaps (3 sizes) 30, 60, 90 Vcaps
- New Formula Maxi One® Multiples Caplet with iron 3 Skus
- New Formula Maxi One® Multiples Caplet without iron 3 Skus
- New Formula Maxi Two® Multiples Caplet with iron 3 Skus
- New Formula Maxi Two® Multiples Caplet without iron 3 Skus
- Rainforest Animalz® Multiple Chewables all Skus
- Rainforest Animalz® Vitamin C Chewable – orange 90s
- Rainforest Animalz® Vitamin D3 400 IU chewable 90s
- Rainforest Animalz® Cal-Mag & Vit D-3 vanilla frosting 90s
- Rainforest Animalz® DHA 100 mg softchews natural fruit punch 90s
- Earthsweet® Chewable Vitamin D3 1000 IU tabs- raspberry 90s
- Liquid Vitamin D3 Drops 1000 IU – natural citrus flavor 1 fl oz
- Earthsweet® Chewable Vitamin C-500 mg tabs – orange 90 + 180
- Vitamin C-1000 mg kosher 90 + 180 Vcaps
- Earthsweet™ Zinc 15 mg Lozenges – natural orange flavor 60s
- Cellular Active® CoQ10 Ubiquinol 100 mg softgels 30 + 60
- Natural Omega-3 Icelandic Liquid Cod Liver Oil – lemon 8.5 fl. oz
- Natural Omega-3 Icelandic Cod Liver Oil softgels 90s
- Vegetarian Glucosamine PLUS MSM Vcaps – kosher 60 + 120 Vcaps
- Glucosamine Chondroitin Plus MSM 60, 120, 180 Vcaps
- Standardized Astragalus root extract Vcaps 60 + 120s
- Standardized Elderberry fruit extract Vcaps 60s
- Standardized Olive Leaf extract Vcaps 60 + 120s

Not represented by BMC in NJ, SC



October Sales Promotions
15% OFF

Immune & Respiratory Support

- ImmunoCare® 120 + 240 Vcaps®
 - RespiCare®
 - Andrographis*
 - Guduchi*

Organique by Himalaya

- Soothing Lotus Flower LipCare
- Rejuvenating Body & Massage Oil
- Stress-free Body & Massage Oil
 - U-Knead-It Balm*
 - i.e. Balm*
- all Shampoos: Rejuvenating, Hydrating, and Volumizing Amla & Holy Basil Conditioner

Two profitable words from Himalaya Herbal Healthcare in 2011: ask your BMC rep about **"Super Deals."**

Back in stock: Bitter Melon + Holy Basil caplets

Ask your BMC rep for the new Himalaya Face Wash & Scrub Holders

*Organic



October Promotional Sales Items
20% OFF the following 9 items

buy-in dates September 24 – October 23

- Ultimate Omega™ 120 ct [02790]
- Ultimate Omega™ 8 oz [02793]
- Omega-3D™ 8 oz [02765]
- Complete Omega™ 16 oz [02274]
- Complete Omega-D™ 120 ct [02778]
- Arctic-D™ Cod Liver Oil Lemon 16 oz [58781]
- Arctic-D™ Cod Liver Oil Orange 8 oz [54783]
- Omega 3, 6, 9 Jr.™ 4 oz. [01776]
- Ultimate Omega™ Fish Gels 60 [01797]

Omega-3 Nutrition is the most Vital Category in Supplements
Nordic Naturals: Committed to Delivering the World's Safest, Most Effective Omega Oils™

NEW ITEMS normal new placement support applies

- Ultimate Omega Xtra™ 60 softgels [01799]
- Ultimate Omega Xtra™ 4 oz [01805]
- Ultimate Omega Xtra™ 8 oz [01806]
- Omega Vision™ 60 ct [01840] (Re-name Ultimate DHA Eye, now w/FloraGlo Lutein.)
- Omega-3 Effervescent™ 7 ct [01900] (Now in stick packs)
- Omega-3 Effervescent™ 21 ct [01910] (Now in stick packs)
- Omega-3 Stix for Kids™ 7 ct [01635]
- Omega-3 Stix for Kids™ 30 ct [01637]
- Omega Fortify™ unflavored pdr. 7 ct [01643]
- Omega Fortify™ unflavored pdr. 30 ct [01646]

Not represented by BMC in NJ, SC



JUVO™

October Line Drive

10% OFF*
minimum order = 12:
mix & match

Juvo Original 600 g

Juvo Super Food 360 g

Juvo Slim 600 g

**Juvo Raw Green
Protein 480 g**

*Improving health by
changing poor diet habits
to healthy ones.*

*not to be combined with any other
deals.

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

October Sales Promotion

15% OFF

Personal Gel 4 oz
12 eaches

Personal Gel Lubricant is a silky non-staining gel that is very healing to delicate tissues and works wonderfully for both active adults and menopausal women experiencing dryness. The Organic Aloe Vera, Calendula, Allantoin, Vitamins A, E, D and Zinc are very soothing and are very effective in restoring a natural moisture balance. Does not contain strong scents or unnecessary manufacturing aids. Safe if ingested. Safe for Latex. Gel is not a spermicide or contraceptive

**Fiber Mate powder is now
back in stock**

Glass bottle. 2.5 oz bottle.

Gluten & dairy free formula is free of psyllium, cascara, senna, oat, wheat bran, ground flax seeds (brittle on delicate tissues when ground) that can be irritating to the intestinal lining. Each serving of Fiber Mate is equal to 1/4 cup of green vegetables.

 Dr. Ohhira's Probiotics

Late Fall and Winter's Antidote
Introducing, a new 30 ct intro-size of
**Dr Ohhira's
Propolis PLUS®**
Whole Health Synergy

combines a unique and consistently potent Brazilian Green Propolis with Astaxanthin, Flax Oil Omega-3s, complete probiotic support, and a mixed tocopherols/tocotrienol Vitamin E Complex.

200 chemical compounds have already been identified in the Brazilian Propolis including flavonoids, terpenoids, aromatic acids, aliphatic alcohols, ethers and amino acids.

Minas Gerais green propolis contains remarkably high cinnamic acid derivatives (ie. Artepillin C), and has proven consistently more potent than other sources: hearty bees from a difficult environment producing a propolis that is organic, raw and powerful!

**Exceptional whole food
antioxidant support and more.....**



OLBAS®

HERBAL REMEDIES

*Excellent time to stock up or
promote an Olbas display*

- **Olbas Floor Displays 15% OFF**
- Full line assortment, or "Custom Displays"
- **Entire line open stock 10% OFF**

**PLUS 100 Olbas Consumer Samples in
Handy Trial Display FREE**
With Each Floor or Counter Display
Ordered!

Buy-in dates 10/1-10/31

Olbas® Herbal Remedies

- Olbas Oil
- Olbas Cough Syrup
- Olbas Pastilles
- Olbas Analgesic Salve
- Olbas Sugar-free Lozenges
- Olbas Herbal Bath
- Olbas Inhaler
- Olbas Instant Herbal Tea

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ACTION REMEDIES™
Topically Applied Herbal Answers

Bath Time!!!
*natural, affordable,
effective and available
in your local
health food store*

10% OFF

Direct orders only

**20 oz. Seaweed baths
for \$9.99 retail**

Cold & Flu Bath
With Lavender & Thyme

Kiddie Calmer Bath
for a bed-time mind-set!

BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

Bath Time!

Lakes and oceans are yesterday's summertime fun, and now people turn to their tubs for healthy soaks and relaxing "me-time".

**Bass Brushes offers the Finest Bath
Set Collection**

*Surf the website or review the catalogue
with your BMC rep*

*Imagine yourself a bath-time shopper or a
person who could use a good relax*

**Bass Brushes offers SUPERIOR-quality,
impressive and long-lasting:**

Brushes, Exfoliating Tools, World-class Body
Brushes, Sisal Brushes, Flower Sponges,
Terrycloth Bath Pillows, Hair Towels, Nylon
Scrub Gloves, Massage Mitts, Volcanic
Rock for Feet/Elbows, Lotion Applicators,
Moisturizing Gloves, Loofahs, Foot Files, Bath/
Shower Sea Sponges, Facial Masks, Crystal
Deodorants and more..

*Stores with well-stocked & smartly displayed
Bath Collections have strong year-round sales*

**[www.thehairdoccompany.com/products/
finestBathSetCollection](http://www.thehairdoccompany.com/products/finestBathSetCollection)**

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





**Biggest months for hair coloring:
late October/early November**

Want new Customers?

Prominently show your natural alternatives, and ask for literature with your next order

- 15 Henna Creams
- 10 Henna Powders

Surya Henna Cream has been tested and proven by the renowned Institute EVIC BRASIL, and can be used after chemical processes based on guanidine, thioglycolate Ammonia or sodium hydroxide.

Henna Creams contain NO Parabens, Peroxide, Ammonia, Heavy Metals, PPD, Resorcinol, artificial colors or synthetic fragrance. Therefore doesn't harm your hair, your health or the environment.

Surya now has Lip Balms: Acai Berry, Strawberry & Buriti, Cinnamon & Cipuacu, Chocolate, and Chocolate Mint. More later: ask your BMC Rep for details and buy-ins

SURYA Brasil

PERFECT[®] ORGANICS October Promotion 10% OFF

Ultimate Body Wash

- Citrus Fresh • Lavender Lavish
- Orange Ginger • Nilla Mint
- Real Spice

These outstanding body washes—with softening botanical extracts, vitamin-rich plant oils, + Organic essential oils, can be used many ways: saving money & the environment.

Perfect as a gentle, cleansing shower gel, nourishing bath soak, and a smoothing and moisturizing shaving gel: this 3-in-1 has no added water: environmentally-friendly, concentrated and naturally preserving our most precious aqua resources! All this without artificial fragrance, artificial color, sodium lauryl sulfates, or parabens!

Your body will thank you for the best that nature has to offer. Very concentrated, a little goes a long way!

Ingredients include (essential oils different in products): Organic Coconut + Organic Olive Saponified Oils, Organic Jojoba Oil, Botanical Extracts of Organic Aloe + Rosemary, Vegetable Glycerin, Vegetable Gum, Organic Sweet Almond Oil, Organic Sunflower Oil, Organic Shea Butter, Herbal Infusion of Organic Calendula, Organic Green Tea Extract, Organic Hazelnut Oil, Organic and/or Wild Grown Essential Oils, Vitamin E



NEWTON homeopathics

Nurturing Naturally Since 1987

October Promos: 20% OFF

on 6+ quantity per SKU of the following:

Amalga Detox (N060)

Helps relieve the symptoms caused by toxic materials such as those found in amalgam fillings and other dental restorations.

Caffeine Withdrawal (N040)

Formulated for symptoms associated with caffeine use such as cravings, headache, irritability, restlessness and fatigue.

Hangover Help (N215)

Formulated for symptoms associated with intoxication including nausea, dizziness, discomfort and headache.

Newton for Kids

Kids Detoxifer (F001)

Formulated to support liver and kidney functions and for symptoms associated with toxicity such as newborn jaundice, hypersensitivity and sluggish elimination.

Not represented by BMC in NC, SC

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

The Best-selling SKU on sale now

October Promotion

**15% OFF
Wellmune WGP[®]
250 mg**

"shape matters"

The United States Pharmacopeia (USP), in collaboration with Biothera, has developed the first official monograph for beta glucan from bakers yeast (*Saccharomyces Cerevisiae*), a natural food, beverage + dietary supplement ingredient widely recognized for its immune health benefits.

The monograph was recently issued in the Third Supplement of the Seventh Edition of the Food Chemicals Codex, an internationally recognized compendium of standards for the purity and identity of food ingredients.

Biothera is a biotechnology company dedicated to improving immune health. The company manufactures Wellmune WGP[®], a proprietary bakers yeast beta glucan clinically proven to prime key immune cells that help keep the body healthy and vital.

MushroomScience[®]

October Promotion Maitake Gold 404[®]

**1 oz liquid:
BUY 3 = 10%
BUY 6 = 20%
BUY 18 = 25%**

Our Only Liquid

Maitake Gold 404[®]: Strengthen your immune system today with Maitake Gold! This Maitake mushroom extract provides support to fortify your immunity.

Maitake Gold 404[®] Liquid
Why? Because
Dr. Hiroaki Nanba
made it that way
Patented & Proven
Immune Protection
Certified Bioactivity

Mushroom Science
Facts: check out our new website:
www.mushroomscience.com/products



Natural-Immunogenics, makers of Sovereign Silver, has a special responsibility...

to bring its new generation of colloids (appropriately called "hydrosols") to those who need it for their own health, as well as to those who attend upon the health of others.

Sovereign Silver[®] represents the most significant breakthrough in colloidal technology in the last 90 years. It is an omnipotent resource in the defense of health, one with which to confront the ever increasing immune challenges threatening man, even the whole of mankind.

- 2 oz. vertical spray
- 2 oz. fine mist
- 2 oz. dropper
- 4 oz. dropper
- 8 oz. dropper
- 16 oz. dropper

and the absolutely unique and amazing
**1 oz pump and 2 oz pump
Homeopathic First Aid Gel**

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



ECOLIPS

The best lip balm for the world

Lips will Love This 25% October Line Drive

Be a matchmaker:
EcoLips & your community

35 wonderful flavor matches

Including Organic varieties,
SPFs, tinted lip balms,
popular clip-strip options,
Vegan Bee Free + Hemp options

NEW larger One World Balms,
Medicinal + Energy options.

Dagoba Chocolate and
Honest-Kids co-branded
products.

**EcoLips WILL bring loyal
liplovers**

bodyceuticals
organic bodycare

October Special 10% OFF classic calendula products

free shipping for orders over \$100

FLOWER POWER

Bring your skin back to beauty bliss

- Calendula Lip Balm
- Calendula Oil 3.3 oz
- Calendula Oil 6.7 oz
- Calendula Oil 16 oz
- Calendula Oil Salve

**Bodyceuticals Classic Organic
Calendula Body Oil is amazing**
multi-purpose skin emulsion made
fresh with all Vegan, Certified
Organic, Wildcrafted, Biodynamic &
Kosher ingredients rich in antioxidants,
essential fatty acids + enzymes.

Bodyceuticals
www.calendulaskincare.com

**MY MONEY & ADVICE ARE ON PROVEN-AND-RECOGNIZED WINNERS
FOR ME: WELLMUNE WGP® EVERYDAY
AND YOU ARE NOT STOCKING THIS PRODUCTS
BECAUSE.....???**

**Biothera Collaborates with USP on First Monograph for Yeast Beta Glucan
Biothera Analytical Methods Adopted for New Industry Standard**

EAGAN, MN — September 8, 2011 — The United States Pharmacopeia (USP), in collaboration with Biothera, has developed the 1st official monograph for beta glucan from bakers yeast (*Saccharomyces Cerevisiae*), a natural food, beverage and dietary supplement ingredient widely recognized for its immune health benefits.

The monograph was recently issued in the Third Supplement of the Seventh Edition of the Food Chemicals Codex, an internationally-recognized compendium of standards for the purity and identity of food ingredients. "Biothera is pleased to share its expertise in carbohydrate chemistry to help set the industry standard for characterizing and analyzing beta glucan from bakers yeast," said Rich Mueller, Biothera chief executive officer. "We are pleased the USP recognized the technical merit of our analytical methods, and validated and adopted our analytical methods as part of the new monograph," said Andy Magee, Ph.D., Biothera vice president of Chemistry.

The USP Expert Committee approved the proposed monographs after being published in *Pharmacopeial Forum* for public comment. USP sets standards for manufacturers to comply for products legally marketed in the U.S. These monographs address quality, identification, labeling, purity, and potency, among other tests. All beta glucans from bakers yeast must fulfill the requirements of the USP monographs, at a minimum. The monographs will facilitate FDA's determination of compliance of the marketed products.

Biothera is a biotechnology company dedicated to improving immune health. The company's Healthcare Group is a leading provider of natural immune health ingredients for the functional food and beverage, dietary supplement, cosmetic and animal nutrition markets.

Biothera's flagship ingredient is **Wellmune WGP**, a unique food, beverage and supplement ingredient that is Generally Recognized as Safe (GRAS) under U.S. FDA regulations. It is also patented, Kosher, Halal, non-allergenic and GMO-free. The ingredient is recipient of an IFT Innovation Award and a Frost & Sullivan Excellence in Research Award. More information is available at www.wellmune.com.

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## Are You Experienced?

The trade shows often exhaust people to the point of immune-weakness. Like many, after the grueling week of post-Expo, end of month, end of Quarter, I felt the beginnings of “something” this past Friday night. What to do? I certainly am blessed with a house filled the best natural stuff in the world. Now not recommending that anyone else do as I do, most of you will remember how I often “try something new” when illness appears, unwanted, at my door. This time, I decided to try my newest combination ever: and it worked.

With my trusty first choice **Herb Pharm Super Echinacea™** and **Immunattack™** staring at me from one of my bookshelves, I turned my health over to the new Herb Pharm **Goldenseal Vcaps**. I felt that this problem would become accelerated by a presence of excess mucous, and I had just been reminded as to how powerful and amazing the goldenseal plant was. My prescription was this and **Newton Homeopathic Sick Stopper**: “Take daily during cold/flu season or use at first sign of acute illness. Helps relieve symptoms of common viral infections.” Six (6) drops **three**

times a day was my experiment (as economical for the consumer as this commandeered free sample was to me).

**Active Ingredients:** Anthracinum, Influenzinum, Pyrogenium, Sinusitisinum 12x. Agaricus muscarius, Baptisia tinctoria, Bryonia alba, Bufo rana, Chelidonium majus, Eupatorium perfoliatum, Hepar sulphuris calcareum, Lachesis muta, Lycopodium clavatum, Nux vomica, Sulphur sublimatum, Thuja occidentalis 10x. Aconitum napellus, Echinacea angustifolia, Ginseng, Rhus toxicodendron, Sanguinaria canadensis 3x.

I upped my **Aloe Life** certified-organic aloe vera consumption from 1 oz to 8 oz a day, and increased my greens: gonna make an alkaline environment that no bug would find hospitable. Before bed, I finished the last of a leftover bottle of the famously-effective Herb

*continued on page 8*

### “WE ARE HEALTH FOOD PEOPLE: MANUFACTURER SPOTLIGHT”

#### Newton Homeopathics—A Cutting Edge Facility with Old World Appeal

By: Rachele Pecovsky – Key Accounts Manager, Blue Moose Consulting

I consider this to be a special edition of “We Are Health Food People.” Often in this section of the newsletter we have the pleasure of introducing you to the people that make Blue Moose Consulting what it is. From Sales & Education Reps to Demo Coordinators, to folks that work directly for the companies we represent, this column has been a forum for you to get to know the faces behind the names and hard work that goes into servicing and educating your stores. This month the introduction lends itself to a different arena. Ladies and Gentlemen, may I proudly introduce you to.....Newton Homeopathics!

In my 4 years with Blue Moose Consulting, I have had the pleasure of personally visiting 5 of the companies I represent. In August of this year I was thrilled to add Newton Homeopathics to that list. As with all of my other visits to our manufacturers, I was quickly reminded that to hear a story is one thing, but to see a story is another experience entirely. This visit to Newton reinforced all that I already knew and loved about the company, and managed to elevate my appreciation for their efforts and processes. I am sure many of you can relate to the concept of hearing something many times over and in doing so, gaining a baseline appreciation for that thing. Then, if you are able to see that very same thing, with your own eyes, and experience it with your own emotion, your appreciation skyrockets to a whole new level. Such was my experience with Newton Homeopathics.

Immediately upon entering the facility, I was hit with an air of nostalgia and a mood that resonated kindness and welcoming. The reception area has a very personal touch, including a guest sign in book, framed photos of the “Newton Family”, and a pair of comfy chairs. The walls of the hallway are adorned with scrapbooking style memorabilia documenting the history of the company and it’s founder, Dr. Luc Chaltin. Within moments I was welcomed as a member of the Newton family and it made me think of the rare occasions I visit with extended family (never often enough!) and yet still fit in with an ease that is like that of sliding into a favorite pair of perfectly worn jeans. It was easy to see that this is a company committed to doing the right things: treating each other with kindness and respect, showing genuine care and concern for their customers (retailers and end users alike), instituting an employee recycle program, recycling all of their paper, and printing all of their own literature.

Ah, but do not let that “feel good” moment fool you! Behind the loving family atmosphere is a manufacturing facility that is state of the art. As soon as I stepped past the lobby I was suddenly face to face with the pristine and orderly C-GMP facility. Quality is paramount at Newton, and this is evident in both the facility and the processes; therein lies the paradox of modern manufacturing combined with old world quality fostered by the personal touch. Newton Homeopathics is an FDA-registered pharmaceutical manufacturing facility and prepares all of its remedies in strict accordance with the Homeopathic Pharmacopeia of the United States (HPUS), using only certified gluten-free organic alcohol and the highest quality herbs and medicinal substances. This line has recently been rebranded, boasting new labels, updated name changes on complexes, and a newly designed web site, all of which are completely FDA Compliant. All outgoing orders undergo a very thorough 4 step verification process, passing under the scrutinizing eye of 4 different people. (That’s the technical part folks.)

Now flip the switch and really appreciate this next statement: All of the complexes and single remedies are made BY HAND. I have been told that so many times, but it was not until I actually saw it happening with my own eyes that I truly became impressed with this fact. In an age where almost everything we consume has been manufactured using a cold, lifeless piece of machinery, the staff at Newton Homeopathics uses the traditional technique of hand succession for every single product they manufacture. I find this to be incredible! Stop for a moment and consider why this is important. With the making of homeopathic medicine, we are employing principles of quantum physics, including the transfer of energy. I can say with certainty that I would absolutely prefer to have my homeopathic remedies made by a person than a machine. I believe the love and care that goes into any handmade product is reflected in the end product by the transfer of positive energy. With this in mind, imagine what a treat it was to see the old world style of doing things by hand succession while at the same time being surrounded by the stark contrast of a modern manufacturing facility. The women and men that work in the lab at Newton radiated a positive energy that was practically tangible. I am glad to know that the Homeopathic remedies I use on a regular basis have interacted with these wonderful people!

### IN THE NEWS

**Natural Health is Synonymous with the Environment—Continue to be Energy Efficient in your Business**

#### Canadian Arctic nearly loses entire ice shelf

By CHARMAINE NORONHA

TORONTO (AP)—Two ice shelves that existed before Canada was settled by Europeans diminished significantly this summer, one nearly disappearing altogether, Canadian scientists say in new research.

The loss is important as a marker of global warming, returning the Canadian Arctic to conditions that date back thousands of years, scientists say. Floating icebergs that have broken free as a result pose a risk to offshore oil facilities and potentially to shipping lanes. The breaking apart of the ice shelves also reduces the environment that supports microbial life and changes the look of Canada’s coastline.

Luke Copland is an associate professor in the geography department at the University of Ottawa who co-authored the research. He said the Serson Ice Shelf shrank from 79.15 square miles to two remnant sections three years ago, and was further diminished this past summer.

Copland said the shelf went from a 16-square-mile floating glacier tongue to 9.65 square miles (25 square kilometers), and the second section from 13.51 square miles to 2 square miles (7 square kilometers), off Ellesmere Island’s northern coastline.

This past summer, Ward Hunt Ice Shelf’s central area disintegrated into drifting ice masses, leaving two separate ice shelves measuring 87.65 and 28.75 square miles respectively, reduced from 131.7 square miles the previous year. “It has dramatically broken apart in two separate areas and there’s nothing in between now but water,” said Copland. Copland said those two losses are significant, especially since the Ward Hunt Ice Shelf has always been the biggest, the farthest north and the one scientists thought might have been the most stable.

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

### Are You Experienced?

*continued from page 7*

Pharm *Echinacea-Goldenseal Compound*, just to be sure: no time to make mistakes with a full work week ahead.

Nothing else. 24-hours later, I feel great. Goldenseal as only Herb Pharm can present; the appropriately named Sick Stopper from Newton Homeopathic, and Aloe Life's Daily Greens and Aloe vera. I love to play with new products. I love the trust I have (which consistently builds) with my experimentation of products—following directions and believing in the successes of natural health care. Yes, if I were a practitioner I would look for the perfect trustworthy prescription: but then I might miss the realities that exist to prove there are many ways to beat a cold/flu.

How about you? Have you added homeopathy to your arsenal of support when you feel something coming on? Do you "up the aloe", always handy in your refrigerator? Though you know about Goldenseal, have you been consistently making it a part of your educational options as presented to consumers: do you understand the absolute uniqueness of this cardinal herb?

I wish I had a bottle of the new Herb Pharm *Umckaloabo* close at hand, or that I was not personally outta stock of my own "personal stash" car stock of the daily immune-support **Immune Health Basics Wellmune WGP**. (I had the Wellmune Children's chewable, and contemplated chewing my way to health) and the veritably omnipotent **Sovereign Silver** hydrosol. But necessity is the mother of invention. I know what I will try next time (and there will be a next time!).

When someone asks you in a tough economy what they need for their pending illness, ask them what they already have at home. Remember, though, that not all echinacea is alike; nor aloe vera—and not all homeopathy carries the necessary energetics. Listen to what customers tell you, and most importantly, become experienced with the products you trust, try and recommend. To a lifelong ability to finding optimum health and healing options! 🍀



## How to Reach Blue Moose Consulting

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

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