



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 8, No. 9 • September 2011

## Talking Business: In Defense of DHA

An opinion editorial by Michael Hennessey

It is strange how some people sometimes handle success. Nearly funny. A group of people could each throw in a dollar and hit the lottery, and then everything changes. It is amazing to see how some people act in the new circumstances, post-success. Human nature.

Natural Foods—nutrition and natural health. Food and human physiology. You would not think that people could find ways to ruin a conversation that seemingly is directed toward health and betterment: but it seems they can. We now sit in the middle of the Essential Fatty Acid Wars, and the banter and innuendo is deafening. I have had store personnel say to me, literally, that they don't want to even talk about fish oils because the sales-conversation is so subliminally hostile and untrustworthy. Daggers and malfeasance where they should never be!

I had a very promising demo person dissolve in a conversation when the issue of overharvesting arose. Opinions are strong, but no one wants to research the specific facts. Every so often, when I watch the Nature-channel and learn more about the oceans from scientists and environmentalist (as opposed to marketers and spin-masters), I am amazed about how easily people can be misled by very shallow information presented as fact: "here is a youtube video—need I say more?" Fortunately, the truth still has value in our industry, and most of us are seeking it every day!

Business is business, and I can understand how someone could become confused, distrustful or uninterested as the fish wars run their course, but there should be a search for truth and a respect for those parties involved in a civil dialogue. I look, for example, as to how **Bluebonnet Nutrition** has handled their presentation of all their Omega-3 products. While most companies in the marketplace have all pointed their muzzles at **Nordic Naturals**, the industry leader of Omega-3 nutrition, Bluebonnet has respectfully co-existed—and like Nordic Naturals—spent all their time speaking well of their own products as opposed to wasting time conniving clever ways to steal Nordic's

market-share. Natural Foods business, like it or not, is now an aggressive capitalist competition in some quarters, and today we see fewer companies maintaining a respectful behavior. Hats off—again and again—to those industry leaders who have accentuated the positive and refrained from the darkness of the negative. My advice is to always support those companies who have earned your trust!

So now I turn to the latest twist in that otherworldly battle to gain market share in the Omega-3 market, regardless of fact. A world often more fiction than fact these days. Maybe sanity can be returned to the dialogue.

In defining the issue for discussion, I remind everyone that twelve years ago no one was talking about Omega-3s or their principal components—DHA and EPA. We had only what was most natural: for the sake of argument, I present...the fish. As one might say, God and Nature created an ocean of swimming animals that had developed through evolution to be composed of various degrees of "fat," and so we turn ourselves to the bounty of the ocean.

Eating fish has worked for millennia and will continue to be a viable source of protein and the good fats for many humans and other animals. As the realities of our planet's polluted waters worsen, and the scientific community reports that Omega-3s "affect more areas of health than any other single nutrient," the market for fish oils has risen to prominence and nearly universal recognition. Fish oils now outsell multiples in the UK, and people all around us understand that daily Omega-3s are essential.

Where did it all start?

If there is any "whole truth" out there it would be that the nutritional support of the oil from a fish provides in itself an excellent dietary tool for positive public health. We should all therefore be unified in stating that a fish oil, that is fresh; free of environment contaminants; and in a natural state (as opposed to being manipulated to where the structure recognized as being beneficial has been damaged) is good for nearly everyone. This universal statement has now become a bone of contention. A cacophony of opinion is drowning out the needed public health statements in the marketplace. Spin has

### EXPO EAST BOOTH SCHEDULE

Company	Booth Number
Bluebonnet Nutrition	5826
Nordic Naturals	5213
Himalaya USA	5929
Aloe Life International	4826
Essential Formulas	6031
Sovereign Silver	5412
Mushroom Science	6228
Surya Brasil	4606
Oxylent	5000
Hair Doc/Bass Brushes	3715

[www.expoeast.com](http://www.expoeast.com)  
September 22- 24  
Baltimore Convention Center

replaced fact in too many conversations, and now I sit here feeling the obligation to defend the merits of DHA—Docosahexanoic acid—an Omega-3 fatty acid.

How did we get here??

Thankfully, Nordic Naturals has been in the lead in changing the method of manufacturing for the fish oil/Omega 3 product found in the US marketplace today. Every person in America now has a better fish oil available to them because Nordic Naturals challenged the market to refrain from the sale of inferior fish oil products. Nordic is historically relevant for improvements to the ways that we now can provide a fresher and purer fish oil than were available to previous generations. Customers have responded with repeat purchases of products that could do good, and it can be recognized that higher compliance was happily achieved with fresh as opposed to rancid oils. The market has spoken! Nordic Naturals is synonymous with trusted, consistent-quality Omega-3 fish oils.

Nordic Naturals has easily spent considerably more money on educating stores and the public over the past decade than all those other companies who have joined in the sale of fish oils combined. That is leadership, and that is how they have "won." Education: leading forward.

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## In Defense of DHA

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I have been taught, guided and directed to give many hundreds of staff trainings for Nordic, and I have attended nearly every training that they have offered these past nine years. Their messages have always been clear, pointed, scientifically-based and positive. The science of Omega-3s that they have presented has consistently mirrored the developing research. They easily marry with health care providers because they always stay within the respectable confines of progressive conservative nutrition. They have been corporate citizens with an aim to educate, encourage and support the individual to get more involved in their own health.

I am grateful for what I have been taught while working with Nordic Naturals. I am confident in saying I know more about Omega-3s and their effects on human physiology than most medical school graduates. A nice place to be. I have also been continuously educated in the most current facts so—as many of you know—every time I see you I am excited about the most recent exciting news.

I also embrace the position of being an educator to the wonderful health food stores that I love. I can say that I have trained thousands of people in both the basics of Omega-3 Nutrition; and in the many other deeper details, the nuance and particular of O-3s' benefits. Add to that the dedication to teaching from our BMC team, and we have played a significant role in the awareness of the good fats in the mid-Atlantic region. Public health.

It riles me, then, when I hear some of the ridiculous "education" that has been streaming across our region in the last few years. It started with misinformation on fish sourcing and sustainability. That was pathetic, but that issue has been overcome by a reasoned conversation with facts, footnotes

from expert sources, and the fresh air of a candid conversation. I thank everyone in the many stores who had the respect to ask the BMC staff to defend themselves after misguided trainers left the dirty water of non-truth in their wake.

Business is business, and only the utopianist would believe that the last salvo has been shot at the industry leader, Nordic Naturals. When you sell over 50% of all fish oil products in the natural channel, it seems to bring out the piranha in certain sales managers out to make a name for themselves.

I am also surprised when I follow after some of the shallow trainings that the competition offers. Surprised, though, at how quickly people in stores who have been trained and educated again seem to forget the basics they have learned—and actually used in educating their communities—and turn on a dime once someone presents a new dissenting view. No matter how fantastic, some people immediately empty the head and doubt what they know. Surprising. Again, I thank all those people who have alerted me and the BMC team to the wildness of some of the claims of the competition. It is interesting to hear the comments that I receive as people tell me the ridiculousness that companies have paid trainers, salespeople and educators to say. All in a day's work.

Now the time has come, though, for a defense of DHA. From North Carolina to Pennsylvania, I have heard the clamor of confusion from stores wondering why they were presented information saying that DHA is a secondary part of the Omega-3 equation. That DHA is now understood "by science" to be unimportant, even possibly negligible, as certain companies hawk their EPA-heavy products. I really wish that I could hear what goes on behind those closed doors, but I do know that information like this would wilt in the light of day. So, I make the DHA Defense.

## IN THE NEWS

**If you look for the glimmers of good news, will it lead you to sunshine?**

**Retail sales rose 0.5 percent in July**

Raise a glass to the glass half full. BMC will have assisted over 20 new stores to open in 2011 before October 15th. Talk about a banner year for natural foods retail! We should all have a care for these new stores, as they planned to open when the economy started its slow turn around: can't wait anymore—have to open now. And then the economy stuttered again. And then a week of an earthquake and a hurricane. Trust, faith, hope and love.

The optimist will see the glass as half-full. The glass of the economy, the glass of America being able to deal with its problems (even the self-inflicted ones), the glass of weather adding to the uncertainty. "Hey, in trying times, people need more kava and albizia and StressCare™ and B-Vitamins and l-theanins, and relaxing baths and the background scent of healing essential oils."

Businesses can survive and even thrive if they maintain a good business model. Know your costs and cash-flow, and work smart every day. But understand the philosophy of abundance: don't go into a shell. This is the time our industry fills the shelves. Use this local Expo East trade show to your advantage. You are an integral part of consumer confidence, so be a source of confidence. And one more thing, wise businesses are planning now to make their business model in 2012 absolutely successful. The glass is half-full and more, naturally. See ya at the Show!

\* ([www.wtop.com/?nid=628&sid=2292811](http://www.wtop.com/?nid=628&sid=2292811))

## EDUCATION TO HELP YOU SELL

**Upcoming Nordic Naturals Webinar Trainings: 12 noon EST**  
**Omega-3 Essential Fatty Acids for Optimal Aging**

Sept. 7

Dr. Hector Lopez, MD, MS, FAAPMR  
**How Omega-3's Support Learning, Language, and Behavior**

Sept. 30

Lauren Zimet, MS, CCC/SLP  
**Quieting the Fire From Within: Decreasing Inflammation Naturally**

Oct. 21

Dr. Aimee Shunney, ND  
**Omega-3s and Mental Health**

Nov. 9

Dr. Joseph Maroon, MD, FACS  
**Immunomodulation: A Key Feature of Functional Fish Oil Supplementation**

Dec. 14

Dr. Hector Lopez, MD, MS, FAAPMR

**The Himalaya Hour Educational Teleseminar Series**

with Atali Carr and Ryan Malone  
Tuesday September 13 at 12 PM + 4 PM  
**"Cleansing, Smoothing & soothing: A Close-Up on Your Skin" Understanding Dermal Health Through Creams, Lotions and Body Bars**

**Herb Pharm Herbal Tele-Training Series**

**HEALTHY JOINT SUPPORT**

September 15th, 2 PM + 7 PM EST am  
(Pacific Time)

With Herbalist & educator, Julie Plunkett

**Ask your BMC rep how you can attend to stay informed!**

For the sake of scientific sanity then, let's review why Omega-3s are integral and DHA is a lead player if not *the* lead player, in the long-chain polyunsaturated fatty acid conversation.

Foundationally, no one will now deny that Omega-3s are good fats. Even the Omega-6 aficionados accept the value of Omega-3s, and even the most small-minded and stubborn doctor now follows the lead of their professional organizations in recommending Omega-3 fats for health. The evidence for Omega-s to this date has focused on fish oil, as in a food that often mirrors the 180/120 EPA/DHA ratios found in deep-sea fatty fish.

Let's review some of these observations for public health: (2011 published materials)

- It is estimated that 80% of the people in the US do not eat enough fish
- Fish consumption is inversely related to major depression and the incidence of stroke.
- DHA levels are monitored in pregnant women as they are considered beneficial for pregnancy and to prevent post-partum depression. DHA is needed by

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## New Product Introductory Offer 20% OFF no minimums

these (3) exciting new products:

- Umckaloabo Liquid extract
- Herbal Respiratory Relief™
- Stress Manager™

Remember: Winter Immune Promotion Sept 1 to Nov 30  
a way to save **20% OFF** with (22) best-selling Herb Pharm  
liquid extracts. Ask your BMC for the details, and the signed  
form to fax in!

### New Herb Pharm Breath Tonics™ are selling everywhere:

Cash Register sales all-year round

#### NEW Spearmint Herbal Breath Tonic™ ½ oz size

- sugar-free blend of certified organic  
Spearmint, Ginger, Cinnamon, Fennel & Clove.
- great price- whsl: \$3.50 / MSRP \$6.99

#### NEW SIZE Original Peppermint Flavor Herbal Breath Tonic™

- more sprays for your Buck. Double the Volume
- now available in ½ oz and 1 oz sizes

### PRODUCT NAME CHANGE NOTIFICATION

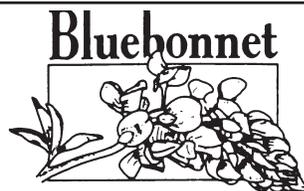
#### Old Name:

EYEBRIGHT/NETTLE COMPOUND  
WILD CHERRY/PETASITES COMPOUND  
BUGLEWEED/MOTHERWORT

#### New Product Name

POLLEN DEFENSE™ COMPOUND  
HERBAL RESPIRATORY RELIEF™  
THYROID CALMING™ COMPOUND

Not represented by BMC in NJ



## Great Month to Promote Bluebonnet Last chance for your Summer Sizzling Special stockup.

through September 9, **get 3 + 1** on 47 best-sellers including:

**Multiples, Carnitines, Ubiquinols, Trans-Resveratrols,  
Salmon Oil, CLA, AHCC®, and more...**

Ask your BMC rep how you can cash in!

### Expo East Show Deal

One (1) order, entire inventory **18% Off**

Must announce as "Show deal"

order placed between September 19-30th

Offer the right Vitamin D for everyone....

**Vitamin D sales increase through the Fall & Winter months.**  
Make Bluebonnet your customers one-stop shopping for quality  
Vitamin D *sold only in health food stores.*

Bluebonnet offers 21 stand-alone Vitamin D3 products in  
a complete selection of lanolin-based, fish oil, Vcaps and  
softgels, chewable and liquid Ds all at great prices as well as  
a VitD3 in the new *Rainforest Animalz®* line of children's  
supplements

**Expo East Booth #5826**

Not represented by BMC in NJ, SC



## September Wholesale Promotions Formulas and Pure Herbs for Mental Alertness & Memory Function **15% OFF**

- MindCare® 60 + 120 Vcaps,
- MindCare, Jr® 120 Vcaps
  - Bacopa 60 Caplets
  - Gotu Kola 60 Caplets

### ORGANIQUE BY HIMALAYA®

- Revitalizing Hand & Body Lotion,
- Intensive Moisturizing Footcare Cream
- Purifying Neem & Turmeric Cleansing Bar
- Refreshing Lavender & Rosemary Cleansing Bar

Made with Certified Organic Herbs and tested Gluten Free

### Organique by Himalaya® Face Wash Trays are in and available for you to order.

The trays, which will accommodate the 3 Face Washes as well as  
the Walnut & Wood Apple Face Scrub, hold up to six units; one  
tray per-SKU facing.

Ask for the excellent organizational materials with your next order

### Back in stock:

Neem & Turmeric Cleansing Bar  
Organic Chyanprash w/Honey  
Amla C Pure Herbs

**Expo East Booth #5929**



## September Monthly Promotion **20% OFF** items listed below:

- Arctic-D™ Cod Liver Oil - Orange 8oz (54783)
- Arctic-D™ Cod Liver Oil - Lemon 16oz (58781)
- Complete Omega 3.6.9 liquid 16oz (02774)
- Complete- Omega 3.6.9-D 120ct (02778)
  - Omega-3.6.9-Junior 4oz (01776)
- Ultimate Omega Fish Gels 60 ct (01797)
  - Vitamin-D3 120 ct (01600)
- Omega-3 Effervescent 7 ct [01900] + 21 ct [01910]
- Pet Line (all 7 Nordic products for dogs & cats)

### Expo East Show Deals

Standard Expo Deals for show attendees only

ask BMC rep for details or check price list

#### Expo East

**Educational Event:** an additional Show Discount provided ONLY  
to those who attend

**Stuart Tomc's talk:** ask your BMC rep for details  
12:30-1:30 Nordic Naturals Event Exhibitor Seminar, Room  
328, Level 300

Presented by: Stuart Tomc CNHP Title: **Correcting the Global  
Omega-3 Deficiency**

**Expo East Booth #5213**

Not represented by BMC in NJ, SC





**Expo East Show Deal  
Line drive  
15% OFF**

12 can minimum, mix & match

**Must mention "Show Deal":  
when placing order**

Buy-in dates: September 19-30

**Juvo Original**

**JuvoSlim**

**Juvo Raw Food**

**YogaFood**

**Juvo Green Protein**

*The GoJuvo Vegetarian raw food diet aids in weight loss programs, with increased energy & immune system enhancement*



INTERNATIONAL

Health Education • Health Products • Aloe Vera

**September Monthly Promo  
Aloe Boost 30 + 90 tablets  
15% OFF mix & match in  
units of 12**

Enjoy the clean healthy energy support throughout the day. Aloe Boost is formulated in a base of Nopal Cactus, and directly supports stabilizing blood sugar by decreasing blood glucose levels and increasing the body's levels and sensitivity to insulin\*. Perfect for healthy support of Energy, Blood Sugar Balance, Weight Maintenance and overall Well-Being. 1-2 tablets in between meals.

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**Expo East deals:  
for Show attendees**

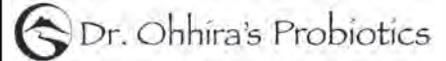
**2 cases (24 items) mix and match  
10% OFF**

**6 cases (72 items) mix and match  
20% OFF**

Orders may be placed at the show and up to 1 week following. Please stop by our booth and pick up a show order form.

\* these statements have not been evaluated by the FDA

**Expo East Booth #4826**



*Stores have always wisely used  
this Show Discount to stock up*

**Expo East Show  
Special  
Line Drive**

*orders placed during Show*

**10% OFF for 24 items  
mix & match**

**15% OFF for 36 items  
mix & match**

**with free shipping.**

*Official launch of the 30 capsule size  
of Dr. Ohhira's Propolis PLUS:  
a synergistic blend of  
Brazilian Green propolis, Astaxanthin,  
Probiotics and more*

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*Don't miss the two Book signings with:  
Ronald Hoffman MD. "How to Talk  
to your doctor"*

*Suzu Cohen, RPh., "Drug Muggers"*

**Expo East Booth #6031**



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

- **Olbas Floor Displays 15% OFF**
- **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 09/1-10/1:

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**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



**September  
Monthly Promo**

**10% OFF**

direct orders only on:

**Fungi Free:  
Pre-Polish Shield**

Spray generously, allow to dry and then polish nails as you normally do

to be used with the Natural FungiFree™ 4-Step Kit to normal nails

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**Expo East Show Deal  
15% OFF  
line drive**

Buy-in dates September 19-30  
"must mention show deal"



Brushes

*Finest Quality Hair, Body and  
Skincare Accessories*

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

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**Show Specials**  
for Show attendees only

**25% OFF**

**Show Order  
with Free Shipping**

*Must come by booth*

**Come by and check  
out the HOT new  
Hair Clips**

**Expo East Booth #3715**

Not represented by BMC in NC, NJ, PA





**September Promotion  
Color Fixation  
Restorative line  
25% OFF**

stores that sign contract agreeing to pass discounts along. direct sales only

- Restorative Mask;
- Single Application Color Fixation;
- Leave-in Cream Conditioner;
- Split Ends Serum;
- Restorative Shampoo; Restorative Conditioner

**Expo East Deal  
30% OFF**

orders placed at the show by people attending only

**Expo East Booth #4606**



**PERFECT<sup>®</sup>  
ORGANICS**

**Time to get serious about  
Organic Bodycare**

**Expo East Deal  
New Accounts  
10% OFF**

- Organic Essential Oils
- Organic ingredients, blended perfectly
- Shea Butter
- Bath Therapy
- Vegan Shea Lip Balms
- Perfection Cream
- Ultimate Body Wash
- Body Glow
- Ultimate Body Scrub
- Organic Vegan Lip & Cheek Shimmers



**NEWTON  
homeopathics**

*Nurturing Naturally Since 1987*

**September Monthly Promotions:**

- 20% OFF** in units of 6 EA
- Aches & Pains [NO19],
- Edema-Fluid Retention [NO65],
- Newton for Kids**
- Kids Fever~Infection [F004],
- Newton for Pets**
- Pets Inflammation [PO09]

**Expo East Deals  
15% OFF for attendees  
10% OFF for non-attendees**

Buy-in dates: Sept. 22- 30.

**Let us help you in any way possible:**

Lisa Caldwell, D.A. Hom. is Newton's Educational Coordinator, and the contact person for the *American Academy of Clinical Homeopathy* (AACH) and facilitator for the correspondence course, lectures, seminars, trainings, and expositions. Lisa@newtonlabs.net

Not represented by BMC in NC, SC

**immune  
HEALTH BASICS**

CLINICALLY PROVEN IMMUNE SUPPORT

**September Special**

- 6 each per SKU = **10% OFF**
- 9 each per SKU = **15% OFF**
- 12 each per SKU = **20% OFF**

**Expo East Show  
Special**

**One (1) order, identified as  
'Expo East Show Deal'  
15% OFF Line Drive**

order must be placed week of  
September 19-23

As the peak immune support season rolls around, make sure you remember the IHB Apron Card explaining the benefits of Wellmune WGP<sup>®</sup>—available to help you with sales conversations about this amazing product. Ask your BMC rep to show you this educational tool and/or order more with your next order!

**Want to get a refresher, a certificate and a free present, sign up for the IHB Immune Certification at [www.immunehealthbasics.com/retailers/training](http://www.immunehealthbasics.com/retailers/training).**

**MushroomScience<sup>®</sup>**

**September Early Support  
Special**

- Immune Builder<sup>®</sup>**
- 4 each = **10%**
- 8 each = **15%**
- 12 each = **20%**

One product with Agaricus blazei, Organic Coriolus versicolor, Organic Reishi, Organic Shitake, Organic Maitake and MaitakeGold<sup>®</sup> blend

**Expo Show Deal:  
for attendees 25% OFF  
non-attendees 15% OFF**

show attendees must come by booth  
Buy-in dates: Sept. 22.30

**Setting the standard for quality in  
medicinal mushrooms since 1994!**

Check out the updated website:  
[www.mushroomscience.com/](http://www.mushroomscience.com/)

**Expo East Booth #6228**



**Expo East Trade Show  
Promotion**

**10% ADDITIONAL  
DISCOUNT**

on top of normal volume deals  
buy-in dates from Sept 21-28

**STOCK UP**

- 2 oz vertical spray
- 2 oz dropper
- 2 oz fine mist spray
- 4 oz dropper
- 8 oz dropper
- 16 oz dropper
- 1 gallon

**Homeopathic First Aid Gel  
1 oz + 2 oz pump sizes**

**Expo East Booth #5412**

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



## In Defense of DHA

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- women who have given birth for up to two years to bring body levels back to normal in some instances
- The US Military has looked at the benefits for health and for health care costs if all troops were given Omega 3 supplementation
  - The American Heart Association (AHA) recently issued its first ever statement on triglyceride management that includes recommendations for Omega-3 EPA/DHA  
The American Heart Association goes on to suggest that the combination of 500 MG of EPA/DHA is OK for people with no history of heart disease; also suggesting that patients with documented coronary heart disease consume approximately 1 gram (1000 mg) of EPA and DHA (combined) per day; and that to lower triglycerides, 2-4 grams is the protocol.
  - The American Diabetes Association (ADA) advises 2-4 fish servings per week, with a guideline of over 500 MG of the addition of EPA + DHA.
  - The European Parliament recently supported the claim "DHA intake contributes to the visual development of infants up to 12 months of age"

- Only one study but intriguing: adequate intake of omega-3 fatty acids during pregnancy may lower the risk of childhood obesity by 32%—Harvard Medical School .
- The Alzheimer's Association, the Arthritis Foundation, the American Eye Institute all recommend dietary supplementation of EPA and DHA together

There can be no context upon which someone can state that DHA lacks relevance and EPA is the primary player! None. That message always needs to be challenged when someone is teaching! If a salesperson states that they know something that all these credible scientific bodies do not, then they are just a sad "sales" person and not a health educator! Conspiracy theories aside, they are spewing nonsense.

Let me remind you what proper education looks like. Nordic Naturals has always taught that EPA and DHA are found together in Omega-3 fats like fish oil. Nordic champions two grades of product: their Omega-3 is a lower potency blend that is most similar to the dosage and ratio that would be found in a serving of fish (I suggest, as God or Nature intended). The *Ultimate Omega*<sup>®</sup> is a natural triglyceride concentration of this ratio, for people looking for the greater benefits associated with higher dosages. Nordic does offer higher DHA and higher EPA formulas, but in each

case, both elements of the Omega-3 fat are present.

Nordic presents to the public these basic facts: a fish oil supplement is beneficial if it is fresh, if it has guarantees of purity, and if it is in a natural triglyceride-form, for greater absorption naturally. Nordic also champions their absolute belief in sustainability, but to the consumer they say—if you can find a product that truly delivers all these attributes, then take it.

All positive information. No shady wink-wink on the side. No, "I have the magic blend, or the magic 'special' ingredients". Honest public health educating.

Now that most natural channel competitors have cleaned up their act and are providing product that meets most of the qualifications described above, we should all applaud. In one decade, we have gotten to the point where many companies now offer credible products. I personally applaud Nordic and give them credit for their role in this transformation.

Omega-3s—affect more areas of health than any other single nutrient. Go forth, natural foods industry, and ride the health successes to profits for years, decades, more!

Instead, we have people strategizing to deconstruct this lottery ticket of good fortune and create their own little arena of truth. I hear and frown: "DHA may not play any significant role in the body past the age of 8". "EPA is the major player and all the

**bodyceuticals**  
organic bodycare

**Open your Mind to a new line of Organic Bodycare**

BodyCocktail<sup>®</sup> Organic Body Oil Spray  
BodyLove Organic flavored massage Oils  
SpaBody Organics Organic Body Butters  
SpaBody Organics Body & Tan Oils  
SpaBody Organics Facial Crème and Toner  
SpaBody Travel Set  
SpaBody Organics Soy Candles  
and the Classic Organic Calendula Collection:  
Oils, Salves, and Lip Balms

**Expo East Special**

**10% OFF LINE DRIVE**

one order, identified as 'Expo Trade Show Deal' placed between September 19-30th

[www.bodyceuticalskincare.com](http://www.bodyceuticalskincare.com)

a 10-year history of using Premium Certified Organic & Kosher Ingredients

**oxylent**<sup>®</sup>  
DRINK OXYLENT BREATHE LIFE<sup>™</sup>

**September Promotion  
LINE DRIVE 15%-off**

Mix & Match, 12-Box minimum  
~~~~~

**Expo East Promotions**

Visit the Booth, place an order & receive these great Show Specials!

- **20% off** 12 box orders
  - **Free Shipping** for all show 12+ box orders
  - **Free-display** with purchase of 24-unit floor display
  - **25% off** Children's Oxylent & Prenatal Oxylent (12 box)
  - **2 Free Boxes** of Children's Oxylent with every 12-Box Oxylent order
- Show discounts on orders taken during the Show: Sept 22-24.

**Booth-visit Rewards:**

- 1st Drawing:** place a 12-box order and register to win 6-month supply of Oxylent  
**2nd Drawing:** enter your business card to win an Oxylent Gift basket

**Oxylent: the Effervescent Choice**

deals cannot be combined: highest discount applies

**Expo East Booth #5000**

Not represented by BMC in NC

**AROMA  
LAND**

**Expo East Trade Show Deal  
20% OFF Line Drive**

Buy-in dates: September 26-30  
must mention "Show Deal"

- **Essential oils & blends**
  - Body Care
- **Aromatherapy supplies**
  - Skin Care
  - Soy candles
  - Hair Care
- **Home fragrances**
  - Bath & Shower
- **Water soluble essential oils**
  - Bath Salts

Aromaland operates a 30,000 square foot facility in Santa Fe, New Mexico.

Aromaland owns its own GC/MS Equipment and tests all Essential Oils prior to sale or incorporation into their Personal Care Product Line.



research is showing that DHA may not be significant at all." Sad human weakness.

Again: two paths. One where a company raises the boats of all fish oil sales by education on the consensus of proper, scientifically-stated reporting from experts not part of the money-equation. Another path: conversations behind closed doors—not even in the print of their company literature—that hint that the magic is in what their scientists have found, in that obscure study that never got printed because it did not meet the truth litmus test, in the studies done in the office of the one fine doctor who likes a specific manufacturer.

I do this to stand up for amazing DHA. Nordic Naturals, Bluebonnet Nutrition and other trustworthy manufacturers all understand the benefit of these two nutrients together. Scientists are begging governments to guarantee that pregnant women, and little kids, and student children, and young adults, and middle-agers like me, and the elderly and our great grandparents all get sufficient DHA. DHA, with EPA, are a lifeblood of good health to every cell, every tissue in our body. Why would someone disparage this fact for the sake of wedging an inch of market share?

Let's cheer DHA. Of all the essential fatty acids, DHA (Docosahexanoic acid) is a better building block than any of the others. It is the most complex of the EFAs, and can easily convert into other simpler omega-3s if needed. Note that if there is excess DHA

and not enough EPA, then DHA can be converted. It is easier to build downward from DHA then to try to manufacture upward from a shorter chain fat. DHA is the longest chain Omega-3 molecule, and it is also the most desaturated fatty acid. EPA is 20 carbons long while DHA is 22 carbons long. DHA is perfect for the fast-paced life of the brain, and the heart, with its propensity for reacting.

DHA has been called the *quick change artist* because it is so versatile. DHA is the main fat in our brains, our eyes, and our heart. These organs conduct energy throughout our entire life. There is never a time when these organs do not need nourishment, support and rebuilding.

Nordic Naturals *DHA* adds the statement "*Supports Memory, Learning and Mood*"\* while of course adding the legal disclaimer that "These statements have not been evaluated by the Food and Drug Administration" and that "this product is not intended to diagnose, treat, cure or prevent and disease." Conservative progressive nutritional information.

When someone disparages DHA, what could they be setting a person up for? If a salesperson is taught misinformation—whatever the motivation—what could be the outcome? In all fairness, is there any research that says that if a person takes the super concentrated EPA formula that a company may sell that it will hurt someone? No. Is the research that is being conducted on higher EPA-based ratios intriguing for certain conditions? Yes.

That is why Nordic Naturals has EPA (2 softgels, 850 EPA/200 DHA) and EPA Xta™ (2 softgels, 1060 EPA/274 DHA) for certain diagnostics and protocols.

But what happens when someone re-invents the truth? What are they missing when they drop facts from the education? Why should we give scientific facts their due justice?

Again, just the facts. Omega-3s support metabolic health. EPA plus DHA have multiple mechanisms of action. Primary on one level is their support of cell membrane fluidity and flexibility. Cellular health.

DHA is integral in brain function and cognition. DHA has been studied for its neuroprotective function, with benefits in age-related cognitive decline. DHA has been shown to reduce beta-amyloid and reduced the overall amount of plaque in the brain ([www.nia.nih.gov/Alzheimers/Publications](http://www.nia.nih.gov/Alzheimers/Publications))

And yet, someone is teaching staff in our stores that DHA is unnecessary past childhood!! Incorrect! DHA is not just for one life phase.

Omega-3 fish oils modulate and promote the resolution of damages caused by inflammation\*. In the current conversation about tissue repair after injury—what is defined as the remodeling phase of healing—DHA is considered beneficial and a core part of many current protocols.

In research that is redefining the understanding of these good fats, Dr. Charles N. Serhan has coined the words "resolvins"

and "protectins" to describe activities where dietary fatty acids seem to play a role in cellular differentiation, development and metabolism by direct interactions with PPAR receptors. While the E-series resolvins are considered important for the "resolution" of inflammatory fluids, DHA is capable of being both a "resolvin" and a "protectin" a term used to define the specifically protective nature of this fat at the cellular level relative to inflammation, damage and repair.

These PPARs are considered one of the things that direct the system toward homeostasis, and of all the unsaturated fatty acids, DHA seems particularly capable of activating PPARs within the cells. Now, while this theoretical understanding is some of the most cutting edge research in the world being done on essential fatty acids, there is not an absolute corollary that can claim that consuming foods or supplements high in DHA will do what these laboratory studies have found. But there is an overriding logic here, and it clearly concluded that both EPA and DHA are important in ways that are truly inspiring—and that DHA can do what EPA can do but that EPA cannot do what DHA can do,

Would I ever say that DHA is "better" than EPA? Never. As a good educator, I would explain what both essential fatty acids do and stick with the clear public health message that both these components of Omega-3 fats are "GOOD."

My complaint is the silliness—no, actually the downright scurrilous insinuation—that one of these two co-factors would be less necessary because someone is trying to bend truth and consensus to make a point to sell a product against another product.

Interesting secondary fact about DHA: animals that have higher DHA composition in their body prove to be more athletic than animals with lower relative ratios. Most current books on Alzheimer's prevention make the conclusion that DHA is beneficial for general health when there are concerns for this condition.\*

In conclusion, DHA—brain, eyes heart. DHA—an essential fatty acid for every life stage, from helping mom make her child's brain bigger to a child making sure mom and dad have healthy minds and hearts, to the longest lifespan they want to experience.

EPA + DHA are always together in the body, possibly as a prerequisite of their anti-inflammatory capabilities.

In the end, EPA is the precursor to DHA. DHA is the quick-change artist that is more evolved, that can change shape to perform many necessary roles. DHA is important at the cellular level for both resolution and repair (post burning down the house, as it were), and protection (a word that exemplifies preventative health care).

There is no opinion in these statements, just facts, evidence and proof. That being said, the statements expressed here are my

*continued on page 8*



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

## In Defense of DHA

*continued from page 1*

conclusions. There are many companies in the industry that just shake their head when they hear others bend truth for marketing SPIN: yet it happens all the time these days. It's bad enough that we as an industry are shackled in what we can say about human physiology, nutrition and modern healing, but now we are forced to waste valuable time counteracting strange staff trainings. Trainers have an obligation to be clear, and to separate their opinions from the credible science.

Nordic Naturals has always taken the high road, and let the chips fall where they may. So do other responsible companies. There are only a few companies that consistently come up with specific magical "extras" and peculiar new research. Many stores are tiring of the clown act, but for each of them there is a novice or open-minded person who then begins to doubt what they have already learned.

The responsible manufacturers hear and understand the puerile comments thrown their way and they have always chosen to take the higher road in how they direct us to conduct ourselves on the road. I am sure they don't appreciate in any way the misinformation being spread about the benefits of DHA, but they know that the truth of science will prove out. I just wish that the two-steps-backwards, and the negative energy emitted by spin-science, did not detract from the important obligation we have to encourage people to improve their health. Nordic Naturals and Blue Moose Consulting have succeeded by education and respectful business: may good karma always win out!

Nordic Naturals: Committed to Delivering the World's Safest, Most Effective Omega Oils™

\*these statements have not been evaluated by the FDA and if starred with an asterisk do not reflect the opinion of any manufacturer, product or company, but are the sole presentation of the writer based upon research easily found in scientific publication and on the internet

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

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