



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 9, No. 2 • February 2012

Talking Business: in February, we must decide to participate:

March is National Nutrition Month

Where did I put them? My New Year's resolutions can't be missing already? It would have been foolish to tattoo them on my back, but what good are they if they have washed away by February 1?

For most of us, we approach the New Year committed to making positive changes in our personal lives, but we most likely have envisioned positive new energies for our businesses as well. With the greatest hope that your first 1/12 of the year has been enjoyable, healthy and productive, let's think ahead to how we can make this 2012 a better year than last with our businesses; and even more—the best year in business we have ever had!

One of the tenants of business wisdom is to plan ahead with clarity, and to access and utilize the energy necessary to make any forward-planning successful. If all it took was opening our doors each day and engaging what presented itself to us, all of us would be massively successful. Being there has just not proven to be enough. Along with the brawn and muscle of the everyday, we must add the smartness and the cunning of the brain and wise decision-making. Success is both in the present, and into the future; and if we only concentrate on the static of the moment's success, then success becomes less predictable in the future. Sustainability is all about the future, and the future is one step at a time while looking ahead down the road! Let's think ahead....

February will be gone in a flash. Short month. As you jostle with these next 29 days, start the new year's resolution to plan at least one month ahead with constructive ideas on how to make your business grow. This is a fruitful habit to develop.

So what are you gonna do about March? Great time to start to switch gears for the change of the seasons. Some people thinking detox, some people think allergies; others think of weight-loss, sunscreen and bathing suits, while many

are trying to think about how they can move-along their abundant overflow of heart health and Valentine's Day products that didn't sell. Let's start with these last folks first. What do you think the odds are that a majority of the people who have tried monthly sales and not succeeded also were guilty of poor execution of those plans before they quit and threw in the towel?

It is obvious that endcap, floor display and seasonal promotions work in most places around the world. What separates the successful endeavor from the less-than-profitable marketing scheme? In most cases, the successes will consistently have at least two essential common denominators: forethought, and the appropriate merchandising touch. The pre-planning is necessary just so that both the staff and the customer understand the significance of—the message of—the stage-play that is unfolding before them. It is not the customers' fault if they walk right by or miss the message of your marketing outreach, if that display is not sufficiently demarcated to them. It's all about finding a way to make them see. The marketing has to be loud, to pop! Hence, some stores will construct a smart Heart Healthy display this month, and add a Valentine's Day bodycare endcap display right next to it—and both will succeed.

These displays will be "abundanza*" rich with color and product and message. Many of these will be constructed without any significant additional purchasing: just using what is already inventoried in the store. Most will gather stage materials from the lives of the store personnel and improvise something magical. The shoe-string budget has led many stores up the ladder to success.

February is one of the easiest months to create your first successful endcap of the year (maybe since the store opened): February, a healthy heart filled with love. The collective consciousness of the heart shapes, the noticeable red heart in the

window drawing people to look and enter. The message of romance and appreciation of loved ones, and of giving. I am not gonna give you any praise for making an endcap in February (it is just too easy): but I will always compliment any marketing plan presented with flair and creativity. Your customers will too. This human animal loves to look over, in that treasured slow-shopping way, a well-made display. Our character is drawn to see what is in the floor display as we walk by. You are creating a curiosity that leads to education and sales. Arts-and-crafts originality appeals to everyone.

If you can't do something with February, we got problems. Either way, contact your BMC rep today and ask them about the ideas that other stores are utilizing that are working. Act now to create that first step towards a successful 2012: of giving the people something new to consider; making them understand that you are providing what they want; the good things that you have made them want! I have heard more than one person say that "they tried that for a while and it did not work." What is more memorable is when I hear another person say, "I kept on trying until it worked." That person solved the riddle of what their local community responded to, and like the 100th monkey, successful promotions kept on coming once that critical mass of marketing attempts had been reached. Sorry to inform the pessimists, but marketing, endcaps, window allure and intelligent sales promotions are what separate the moving-forward from the standing-still or the going-backwards. Not-trying leads to the going-out-of-business.

Look at the world of big business. Does one really think that a small health food store can compete in the fast and anti-compassionate world of capitalism just by maintaining a storefront? The rough and tumble world of commerce is all about a limited money supply and the

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National Nutrition Month

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battle to get it. Just to want to sell the best organic produce in the world or to offer free advice for health and overall well-being will not magically bring the masses to your door. You need to have a message and deliver it with constancy.

A most logical message is a story told in twelve nearly even segments: the months of the year. Look at the big box stores. They are already filled with summer clothes and short sleeves; and, four months further, they will be portraying the forethought of the Holidays, 2012-Edition. Do you think that an army of small and well-intentioned haberdashers and tailors went out of business because they were all mean to their customers? No. They lost the game of seasonal sales. They could not keep up with wave after wave of relentless messaging that got the future business on a good sale before the small store even saw the weather change. As the friendly local business fell asleep at the wheel, the winner just worked the game harder. Why do you think that department stores have traditionally paid very creative people to orchestrate the message of allure for their windows with seasonal extravaganza for the passing public? Because it always has and always will work: if you are creative and you try.

2011 REST IN HISTORY

What will 2011 be remembered for?

Japan's Fukushima Daiichi Nuclear disaster, a nuclear meltdown caused by the dangerous correlation of Nuclear power and the world's water supply • world population hits **7 billion** and humans show an inability to manage their food supplies • the **NASA Space Shuttle** program ends after 30 years • the **Arab Spring**, fueled by social media, overthrows military dictatorship with the dangerous precedence of governments' trying to shut down the internet • **Occupy Wall Street**, a non-political movement that for the first time in history tries to lump everyone in the same class — the 99% • **hydraulic fracking** quickly ruins millions of gallons of fresh and artesian waters across America with acknowledged connections to earthquakes, as the country—afraid to enact consumer protections—stands idle as our water is destroyed • **'Extreme weather events'** increases tv viewership and fundraising campaigns as people ignore the science of cause and effect; 12 American catastrophes in one year, each with damage over \$1 billion, with an 80% chance of association with climate change • **Famine** plagues Africa and North Korea • the **return of American troops** from Iraq, many in time for Christmas 2012 • the Centers for Disease Control and Prevention continues to seem to be betting on the odds of a human infection of **swine flu** as everyone ignores the scientific cause and effect of inhumane livestock management and elementary hygiene • Facebook-security was compromised in a quicker timeframe than it took people to destroy the current form of the internet as a vehicle of knowledge;

But most importantly, 2011 was the **Year of the Forest**, and I hope that we can all agree that forests are good!

I am an optimist: I am just saying we need [+ don't have] true leaders!
Our lives should be about learning to live in harmony with ourselves and with nature.

Cheer up: 2012 is the Year of the Cooperatives!

"International years are declared by the United Nations to draw attention to and encourage action on major issues. The **International Year of Cooperatives** is intended to raise public awareness of the invaluable contributions of **cooperative enterprises** to poverty reduction, employment generation and social integration. The Year will also highlight the strengths of the cooperative business model as an alternative means of doing business and furthering socioeconomic development".

Get involved! <http://social.un.org/coopsyear/>

IN THE NEWS

Major Scientific Awards Continue to accumulate Wellmune WGP® Wins SupplySide West Scientific Excellence Award

Wellmune WGP®, the immune health ingredient for foods, beverages and supplements from Biothera, has been named a recipient of a 2011 *SupplySide West Scientific Excellence Award*.

A panel of industry experts evaluated award submissions on the basis of science/research methods, scientific breakthrough, innovation and appeal for the manufacturing community. The Wellmune technology has been the subject of 30 peer-reviewed articles over the past decade, including 6 publications or scientific conference presentations of original clinical research in the 2010-11.

Wellmune WGP® has previously received an Innovation Award from the Institute of Food Technologies and a Frost & Sullivan Excellence in Research Award. In presenting the Award, Virgo Publishing also stated: "This technology has captured mainstream scientific community interest as evidenced by the April cover story in the journal *Nature* further elucidating the mechanism of action of Wellmune WGP. Additional knowledge of how Wellmune WGP works in the body was published in the June issue of the journal *Blood*, making Wellmune one of the best characterized and mechanistically understood ingredients in the natural products industry."

Biothera's research collaborations include leading institutions, such as UCLA Medical Center, Scripps Institute, Southampton University Hospital (UK), University of Louisville, Ohio State University, and University of Houston.

Published on 13 September 2011 by Wellmune in News Releases
www.wellmune.com/en/2011/09/13/wellmune-wgp%C2%AE-wins-supplyside-west-scientific-excellence-award/



Thinking ahead and merchandising magically to get the sale. It wasn't about size: it was about action and game smarts!

Any store that can dazzle with a marketing style that resonates, and that delivers a message of health in an honest and truthful way will have an excellent chance of survival. I predict that store will flourish. This is an attribute of an independent store that will thrive regardless of the outside environment!

So, February is the easy month. Contact your BMC rep today and create an idea that will start a new year's sales strategy that will become the only way that you do business from now on: your community will take notice.

March; what to do about March?

You have probably noticed that I adore complexity. One thing that I am not, is homogenized. As Henry David Thoreau said, "In wildness is the preservation of nature." My advice is to go all out in March, do it all. My advice is to plan ahead for March 2012 now. Today. Not a moment too soon.

So, let's think: do you have anything in your store for detox? Could you possibly find a thing or two for allergies? Do you think you have any customers—or passersby—who might have the tiniest interest in weight loss? I can see that this will be tough; maybe you will need some help. Let's skip March, you have nothing to work with. Let's bury the idea and go back to looking out the window, wondering where all the business is.

OK, so I hear that you are with me now. Rather, I hear that you are willing to commit yourself, for your store, to act now in a proactive manner to take the steps to create the patterns of success that you know will make your business better.

Need help? Remember that **Nordic Naturals** has one of the best marketing campaigns the natural foods movement has ever produced starting now. Called "What's Essential" campaign, you could not possibly have a better, more attractive vehicle available to you to jump-start your new enthusiasm for creative in-store marketing. Nordic Naturals has deals,

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February Promotions
Cardiovascular Support
25% OFF Products Listed

Buy-in dates Feb 1- 29. Minimum of 3 for each item ordered

- Artichoke liquid extract**
- Hawthorn Blend liquid extract**
- Healthy Cholesterol Tonic™**
- Healthy Heart Tonic™**

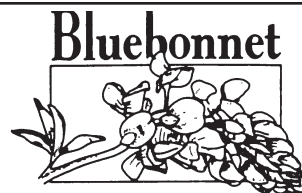
Health Cholesterol Tonic™ – Hawthorn berry, leaf & flower; Cactus flower & stem; Motherwort leaf & flower; Ginger rhizome.

Healthy Heart Tonic™ – Artichoke leaf & flower bud; Hawthorn berry, leaf & flower; Turmeric rhizome; Fennel seed.

Herb Pharm Formula name changes now and in the next 3 months!!

Previous name	New Herb Pharm Formula name:
Willow/Meadowsweet	Willow Pain Response™ Compound
Avena/Licorice	Smoker's Assist™ Compound
Feverfew/Lavender	Head Soother™ Compound
Propolis/Echinacea	Soothing Throat Spray
Red Clover/Stillingia	Herbal Detox™ Compound
Turmeric/Chamomile	Inflammation Response™ Compound
Lavender Spirits	Gastro Calm™ Compound

Not represented by BMC in NJ



"Love Your Heart Promo"

buy-in through March 2, **Buy 3, get 1 FREE** of the following items:

- L- Arginine[^] 500 mg Vcaps, 50 + 100
 - L-Carnitine[^] 500 mg Vcaps, 30 + 60
 - Liquid L-Carnitine 1100 8 fl oz, all three (3) flavors – Natural Raspberry, Natural Vanilla Bean, Natural Orange
 - Multi One[®] (with Iron)[^] Vcaps, 30, 60, 90, 180
 - Multi One[®] (Iron-free)[^] Vcaps, 30, 60, 90, 180
 - Heart Antioxidant Formula[^] Vcaps, 60 + 120
 - Earthsweet[®] Chewable B-6, B-12, Folic Acid tablets[^], 60s ~ Natural Raspberry Flavor
 - High Gamma Natural Vitamin E Complex[^] Licaps, 30 + 60
 - Vitamin E 400 IU Mixed softgels, 50, 100, 250
 - Magnesium 400 mg Vcaps, 100 + 200
 - Policosanol[^] 20 mg Vcaps, 60
 - Plant Sterols[^] 500 mg Vcaps, 60 + 90
 - Natural Omega-3 Heart Formulas softgels, 60 + 120
 - Natural Omega-3 Chewable DHA softgels, 90 Fresh Fruit flavors
 - CholesteRice[®] Vcaps[^], 60 + 90
 - Homocysteine Formula[^] Vcaps, 60 + 120
 - Red Yeast Rice[^] 600 mg Vcaps, 60 + 120
- ALL COQ10 products are sourced from Kaneka**
- Cellular Active[®] CoQ10 Ubiquinol 25 mg Softgels, 30 + 60
 - Cellular Active[®] CoQ10 Ubiquinol 50 mg Softgels, 30 + 60
 - Cellular Active[®] CoQ10 Ubiquinol 100 mg Softgels, 30 + 60
 - Cellular Active[®] CoQ10 Ubiquinol 200 mg Softgels, 30 + 60
 - CoQ10 30 mg softgels, 30, 60, 90
 - CoQ10 60 mg softgels, 30, 60, 90
 - CoQ10 100 mg softgels, 30, 60, 90
 - CoQ10 200 mg softgels, 30, 60

Delineations? Bluebonnet has two excellently & perfectly-priced Kosher products for your February Healthy Heart promotions. Bluebonnet, sold at a fair price only in health food stores!

CholesteRice[®] – 2 capsules: Red Yeast Rice (*Monascus purpureus*) 600mg; Plant Sterols 600mg; Pantethine 100mg; CoQ10 (ubiquinone) 30mg; Policosanol 10mg

Heart Antioxidant Formula Vcaps: Vegetarian, Gluten-free, and NOW Kof-K Kosher! 24 nutrients, with beneficial dosages of antioxidants including Hawthorn Berry extract, L-Carnitine, Taurine, Cayenne, Garlic, Green Tea extract, Guggulipid extract, Tomato extract (lycopene) and CoQ10 (ubiquinone)

[^] indicates Kof-K Kosher

Not represented by BMC in NJ, SC



Blood Sugar & Weight Management
February Promotions

15% OFF Mix & Match

No minimums. Through 2/29/12

Herbal Formulas:

GlucoCare[®] 90 & 180 Vcaps[®]

LeanCare[®] 90 & 180 Vcaps[®]

Pure Herbs:

USDA-certified Organic + Gluten-free

Garcinia caplets

Gymnema caplets

Ginger caplets

Guggul Vcaps[®]

&

Organique by Himalaya:

all 3 Gluten-free Shampoos: 11.83 oz

Hydrating + Rejuvenating + Volumizing

& the superlative Amla & Holy Basil Conditioner

82 years, 82 countries

1214 published clinical trials



Heart Health Essentials

20% OFF

Buy-in dates 1/24 – 2/23

Omega LDL™ 60 ct softgels

Ultimate Omega + CoQ10 60 ct softgels

Kenai Wild™ Alaskan Salmon Oil 8 oz liquid + softgels

Are You Participating in What's Essential?

Hear that groundswell? That is the excitement rising from this national campaign by Nordic Naturals to create customer loyalty, and keep your store as the source for the most trust-worthy source of Omega-3 oils. Don't miss this opportunity to capitalize on the topic everyone will be talking about for the next 6+ months. **What's Essential for you?**

Omega-3s should be seen as "Essential" for everyone's health, and that essential should be sought in your store!! Nordic Naturals protects your price with a well-enforced M.A.P. pricing policy.

Ask your BMC rep for the great deals associated with participation in this exceptional marketing outreach.

Nordic Naturals[®] sources fish oil from a variety of species, all of which are harvested through sustainable fishing practices in the following regions:

- Arctic Cod are harvested in Arctic Norway
- Sardines + Anchovies are harvested from the South Pacific Ocean off the coast of Peru
- Kenai Wild™ Alaskan Salmon are harvested from the Cook Inlet of Kenai, Alaska

Not represented by BMC in NJ, SC



JUVO™

Organic Raw Meal JUVO Alive

Nutritionally balanced unique formulation
"fuel" for all lifestyles
rich in raw, organic ingredients
low-fat, low-calorie
boost energy,
enhance metabolism,
strengthen the immune system,
cleanse toxins
improve your overall health.

Revolutionary JUVO

four (4) deliciously healthful formulas

JUVO, the "Nature-Approved" Natural Raw Meal

www.gojuvo.com

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Aloe Life Topicals Soothe, Nourish & Renew the Body. Enjoy a Valentines Massage with or without Heat

February Sales Promotion **15% OFF**

buying 12 items, mix & match
buy-in dates: February 1-29

Face and Body Lotion
4 oz + 16 oz

Body Heat Vanilla Rub
4 oz + 8 oz

Body Heat Vanilla Rub

Body Heat with 100 % natural vanilla contains penetrating, lubricating, warming + healing agents of Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica to relieve tension/soreness due to physical exertion and injury, arthritic aches shoulder tension carpal tunnel, daily stress & fatigue.

Face and Body Lotion

Nutrition for the Skin, this Face and Body Lotion is formulated for all skin types. With a natural grapefruit scent, the emollient base of Lanolin, Avocado & Jojoba oil is blended with Vits A, C, E, Selenium + Zinc to nourish, lubricate, protect + moisturize the skin in a manner almost identical to the body's own skin oils

Dr. Ohhira's Probiotics

February 2012 Health Topic Pumping up Immunity with Probiotics

Most of us don't connect the bacteria in our digestive tract having anything to do with our body's ability to fight off seasonal illnesses. With around 80% of your immune system located in the digestive system, making a healthy gut a major focal point if you want to maintain optimal health is a smart idea. Remember, a robust immune system is your #1 defense system against a myriad of health issues.

Probiotics are a sort of instructional class for our immune system. It's in the gut that the immune system learns to differentiate between the good bacteria, that are beneficial, and the bad bacteria that shouldn't be there.

Probiotic Facts:

There are hundreds of strains of beneficial bacteria in the gut—3-4 pounds worth in fact!

Like Crossword Puzzles?

"Uncover the clues & Discover the Dr. Ohhira Difference!™

Correctly complete the interactive crossword puzzle for a chance to

WIN A 3-MONTH SUPPLY

of Dr. Ohhira's Probiotics®," -

www.essentialformulas.com/efi.

cgim?template=crossword



OLBAS®

HERBAL REMEDIES

Mid-Season Promotion

in the midst of Winter Season,
& before Allergy season

Cough Syrup

Enhinger's Bronchial Support Formula
Olbas Cough Syrup - All Natural Formula

15% OFF

4 oz. buy-in February 1- 29

\$48.45, Plus **FREE SHIPPING!**

Case of 12 each

An FDA panel came to the conclusion that there is **no benefit in more than 800 over the counter medicines** to help young children. In fact, it was disclosed that many of the medicines for children, including cough syrups, **could have serious side effects**. In a study at Penn State University, doctors learned that honey was significantly superior to dextromethorphan (cough syrup) or no treatment at all on nighttime coughs and sleeping for children ages 2 and up. [Not for children under the age of one year]

With so many new warnings about most over-the-counter cough medicines for children, what's a parent to do when his or her child needs something that's safe and that really works? Getting back to the basics with Olbas Cough Syrup, made with pure wildflower honey, is a good place to start. This natural syrup, made with five herbal extracts and six essential oils, would appeal to most grandmothers, too, and has been time-tested around the world for decades.

Read more: <http://www.herbcompanion.com/new-herbal-products/honey-for-sore-throat-relief-olbas-cough-syrup.aspx#ixzz11E1hgAF>

wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

February Promotions

10% OFF

Direct orders only

buy-in dates 2/01 to 2/29

promo code for deals on the website:
"specials2012"

- **Sea Bath: Kiddie Calmer**
- **Nit Kit: 'Scares Lice, Not People'**
Kiddie Calmer - with calming essential oils to soothe itchy skin conditions, bug bites, & sore muscles for a bedtime mindset. (20 fl oz)

Nit Kit™ available in 2 fl.oz./ + 16 fl.oz. sizes. Included in each kit: A Medi-Comb, 5x magnifier, + detailed instructions.

Nit Kit™ is a fast-acting, pleasant-smelling, child-friendly formula that scares lice and their eggs (often called nits). Leaves hair shiny and gorgeous. Certified-vegan & cruelty-free. 100% natural. Free of preservatives, chemicals + synthetic ingredients. Handcrafted in small batches for freshness & effectiveness.

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Valentine's Day 1

Your sign should loudly read:
Nothing is a more intimate gift for the person you love than bath salts & oils, quality bath tools, and natural & organic massage oils

Bass Brushes: the industry's largest selection of top-quality bodycare tools + brushes

Valentine's Day 2

Bamboo Bass Brushes

Bamboo is an environmentally sound plant crop for Earth sustainability. With a rapid re-growth cycle and 25% higher yield than timber, it can be harvested with virtually no impact on the environment. Also, bamboo grows well in soil damaged by overgrazing or poor agricultural technique, making this a truly green product.

Your store should be the source for this beautiful hair brush of uncompromising craftsmanship

Not represented by BMC in NJ, PA





BEST LINE-DRIVE OF 2012 so far!!!
start converting people to natural hair color early this year!

February Line Drive
Note: buy-in dates 1/20 to 2/20
25% OFF* Invoice

*when stores signs contract agreeing to pass on the discount during the buy-in periods. Direct orders only

Ask your BMC rep for the Surya Sales contract for signature

- HENNA CREAMS
- HENNA POWDERS
- COLOR FIXATION
- SAPIEN ORGANIC MEN'S LINE
- AMAZONIA PRECIOSA HAIR CARE ORGANIC HAND SANITIZER
- AMAZONIA PRECIOSA BODY CARE • MOISTURIZING LIP BALM
- AMAZONIA PRECIOSA FACIAL CARE

Minimum order for free shipping: \$75
Visit our website: <http://suryabrasilproducts.com>

Sustainable Brazilian Beauty since 1995:
Ecocert-Certified Organic, Vegan,
PETA (cruelty-free), Cosmebio + ISO 14001.

SURYA Brasil

ECOLIPS
The best lip balm for the world

February Specials

10% OFF

Dagoba® Chocolate lip balm displays

Three flavors and a Variety pak

Lavender, Roseberry, Mint

USDA-certified organic cocoa powder + a mix of essential oils

+

Eco Tint displays

Tinted lip balms, vanilla flavored Organic plant oils, beeswax and aloe vera. harmonized with natural earth minerals

Rose Quartz; Plush Red; Mocha Velvet;

Moonstone; Coralyte; Sugar Plum

+ 2 Variety paks + Eco Tint 3 paks

and **FREE Shipping** on orders of any of these displays

NEWTON
homeopathics

Nurturing Naturally Since 1987

February Promotions
20% OFF Discount
Liquid or pellet complexes
(Qty 6+ per SKU)*

Vitality (N085) - Formulated for symptoms associated with low energy, mild stress and weakness.

Hemorrhoids (N011) - Formulated for symptoms associated with hemorrhoids such as difficult elimination, itching, inflammation, burning pain and pressure.

Fever-Infection (N004) - Formulated for associated symptoms such as aches, chills, fatigue, sweating, nausea + loss of appetite

Newton For Pets Pets Scoot Stopper (P011) - Formulated for symptoms associated with gland engorgement such as anal itching, inflammation, scratching, gnawing and scooting.

Understand the benefits of putting Homeopathic products on sale?

Automatic volume discounts are applied to all 1 oz. liquid OTC complexes

(may not be combined with any other discounts).
10% discount on 6-11 bottles of the same SKU;
15% discount on 12-23 bottles of the same SKU;
20% discount on 24 or more bottles of the same SKU; or, **20% discount** on 18 or more bottles of Detoxifier (N001).

* cannot be combined with other discounts

Nurturing Naturally since 1987

Check out the new website: www.newtonlabs.net/

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

February Promotions

Stock up, with dosages for every need

Immune Health Basics

Wellmune WGP® 75 mg

Wellmune WGP® 125 mg

Sales per each for the 75 + 125 mg capsules

3 ea = 10%

6 ea = 15%

12 ea = 20%

24 ea + 25%

See another substantial Award for this innovative nutritional ingredient—clinically proven to enhance key immune responses, promoting health, wellness and vitality—in the "In The News" article in this newsletter. Wellmune WGP®: proven pure, safe and effective.



MushroomScience®

Want Good Science with your Medicinal Mushrooms?

How about Coriolus PSP

Once again, if you follow the science you will find that hot-water extracted Coriolus is the only mushroom supplement currently the subject of NIH-funded study on mushroom extracts for immune health.

February Promotions
Coriolus PSP

400 mg, 90 vegetarian caps

28% polysaccharide

4 each = 10%

8 each = 15%

16 each = 20%

Coriolus PSP is one of the most effective + best selling immune support supplements in the world. With health benefits verified by over 600 studies & 24 human clinical trials, it is also one of the most thoroughly researched medicinal mushrooms used for immune support.*

Mushroom Science is the only company with PSP in the title. More importantly, there is a quality difference between extracts made from 'mycelium', and extracts made from 'mushroom'. Likewise, it is easier, quicker and cheaper to grow mushroom on mycelium; whereas, growing mushroom on wood as found in nature takes a longer time, is more expensive and truly captures a far superior raw material for medicinal mushroom extracts.

The patent (U.S. Patent 4,202,960; May 13th, 1980) uses hot water extract.

In summary: Mushroom Science is a Coriolus PSP made from the fruiting bodies, from a wood source and extracted through hot water extract.

Results? Follow the published studies, as NIH is doing, and you will decide to carry only one (1) company for Coriolus, (ie "Turkey Tail") and that is Mushroom Science!

* statements not verified by the FDA

Setting the standard for quality in medicinal mushrooms since 1994!



A Gallon Purchase may be one of the smartest purchases you ever make
Choose a Silver You Can Trust!

Sovereign Silver is truly in a class of its own. Here are the characteristics that guarantee it to be the silver of choice:

Smallest average particle size ever seen - 0.8 nm (nanometers) / 0.0008 microns / 8 Angstroms - confirmed by Univ. of Miami Medical School

96% actively charged particles - confirmed in a University of Miami study.

Safe low concentration of 10 ppm (parts-per-million) - confirmed at an FDA approved laboratory. Acute Toxicity Study available

Made from 99.99% pure silver - confirmed by 3rd party assay.

Made with ultra-pure, medical-grade water (the only other ingredient).

Crystal clear and virtually tasteless.

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





The Most Natural Sunscreens of 2012 Goddess Garden

Organic Formula Certification
Organic Manufacturing Facility –
NSF- 305

**ALL Sunscreens
92% Organic**

**Baby Sunscreen
95% Organic**

**& Coming Soon
Sun Body Lotions with
SPF 15
95% Organic**

1st chemical-free organic body
lotion with SPF

Mineral sun block, Vegan, Reef
Safe. 8 oz

Perfect for everyday use

National Nutrition Month *continued from page 2*

your promo calendar, marketing collateral in an easy-to-use kit, and ideas. The premise is directed to consumer involvement. This program is perfectly complementary to any other seasonal theme, and with the Omega-3 category and Nordic Natural's universal stature for unsurpassed quality and science—this turn-key marketing opportunity is a great way to establish and accentuate your position as the local community health resource center.

Now, to that clever part of the story I was trying to get to. March is National Nutrition Month. Big deal, eh! Sound like something that you could work with? Maybe a category your store might have something to say about?

Don't jump too fast now. Remember, layered stories to serenade the shopper. The marvels of the season: cleansing, aloe; detox, neem; allergies, homeopathy and quercetin and nettle. Counter display, floor display, window message, demo program, passive sampling, literature: so much to consider before shuffling and shaking up all those dreary old predictable endcaps. In addition, smart money is on selling **Surya Brasil**

semi-permanent hair coloring now to the person planning on living their hair color for the warmer sunny months ahead. Every single large store is already strategizing their April onward sunscreen extravaganzas because...most people buy their sunscreens before the "season" starts. So don't go stumbling all over yourself getting so excited about National Nutrition Month too fast. There are plenty of places for you to invest all that creative energy.

Besides. Look closely. Who has grabbed all that gaudy headwind of this excellently titled month? Brace yourself: the Academy of Nutrition and Dietetics. That doesn't sound so bad (funny in this world we live in how companies/ organizations seem to change their name as a way of running away from bad press or presumption, as if chameleonism were a course-major in business school): oh, below that small print—"the world's largest organization of food and business professionals"—it says that they were formerly the American Dietetic Association.

Words: translation, please. What does this mean Michael? Well, for the politically active in our industry, this ADA listed above has been one organization that has been a huge thorn

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in the foot and side of our industry. In the past, it has been the intent of this and other dietetic's associations to lay claim to the title of dispensers of information on nutrition. Like the AMA before them, their goal has been to gain unquestioned authority in their sphere of expertise at the detriment of any other similar institution. And, sadly, they have often looked with derision upon the institution of the natural health food store. To most folks in our industry, we have been forced to consider those hanging their shingle as dietitians as the political enemy because they have tried in a majority of the States to pass legal statute that would curtail or end the right of store owners to share information of a general nature about the positive attributes of natural health and nutritional options.

Let's not start getting all democrat vs republican on other people promoting good health. And yet, they have consistently professed a disregard about anything but miniscule dosage nutritional supplementation; they have blacklisted any research that has proven the therapeutic benefit of what we do as "un-scientific" in their editorials; and many have created serious doubt among their clientele about any possible benefit from the herbal medicine they consider potions and charlatan alchemy. Almost like they are in bed with the closed-minded, wholistically-incredulous, old-school allopathic priests of the sanctimonious high church of allopathic pharmaceuticals. But I am only trying to be fair here....

Anyway, the nerve of these folks. Grabbing the name nutrition for themselves. I haven't heard them chanting the mantra of preventative health care for the past 20-30 years? All they said is to drink your fortified milk and orange juice and pop a shellaced Centrum®, and stay away from those ignorant heathens in the health food store.

OK, so it is a new year. Actually, it is a new paradigm. The word here folks is "complementary" medicine. And if we are ever gonna be allowed into the righteous seat that is our birthright of the conversation titled "medicine" we will probably have to make a strong, unbending peace with those people wanting to learn from us the power of the "complementary" that we possess. If we are ever to cross the bridge to the doctors who know their whole lives of study and scientific training has found them barking up the wrong tree while an oasis is sitting across the street at the homey little health food store, then we need to try to reach out, communicate and dialogue and give them a second chance.

NO, I am not saying to become accommodating. I am saying to take back the name, the word and the day. And invite them to share it with us: because it is ours. So, be bold. Promote National Nutrition Month this March. Proudly and loudly celebrate the virtues of the protocols made available to us by the numerous reputable manufacturers whose products we sell. (associating your

## IN THE NEWS

### And the economy, she continued to inch her way back to health

If you are not looking: these are the facts

- 22 months of positive (non-governmental) job growth, with a recovery of 36% of the jobs lost in the period from Jan. 2008-Feb 2010.

- [Editor's note: meanwhile; employment in Government jobs has gone down significantly]

Source: Bureau of Labor Statistics, Current Employment Statistics survey, January 6, 2012.

<http://www.bls.gov/web/empsit/ceshighlights.pdf>

message of course with the industry leaders whose impeccable sourcing and manufacturing practices are unquestionable, even to the casual side-comments of talking heads like the tv-wizard, Oz). Take back the word—nutrition—it is in our organic food more than their school lunches; it is a teaching moment describing how a well-harvested and/or wildcrafted herb is more potent and healing than the affront of doubt about the efficacy of nature's medicine-cabinet garden; it is the basis of preventative health care not some grade-school mathematics about RDI-equations, NDI-proofs or GMP-guarantees.

Preventative health care is a message of peace. Let's use it to unite.

March should be our month. You should own National Nutrition Month. But, be clever too: this is the month to show the local dietitian that we can all get along, and that shady backroom deals in the halls of the local state legislature is no way to create the avenues of modern health for our very sick society. Rather, let's offer in a "come-to-my-store-for-our-celebration" kind of way to negotiate: if we send people to you; you send people to us. We already have our own naturally made compacts with herbalists and chiropractors, and organic farmers and massage therapists and yoga instructors. Let's face it, they changed their name because they were getting nowhere. Our industry has always been inclusive, and we can use this month to shape up our sales as well as to extend an olive branch (the olive branch is our branded symbol—the symbol of peace, birth, cleansing and grace\*) to our nutrition partners—whatever they call themselves—saying, come join us every March in a spirit of cooperation to bridge the divide between professional title and natural commerce.

## "WE ARE HEALTH FOOD PEOPLE Alex Paulson – Blue Moose Consulting General Manager



2012 has arrived and is now in full swing. Memories of the Holiday Season are firmly packed away and as a collective whole we move rapidly through the winter speeding towards a spring that is just around the corner. The drama of the election year is coming into focus as politicians beat their drums and the political machines ready their campaigns. What an exciting year this is going to be! While the nation focuses on electing its leaders BMC has already made a decision "electing" to hire myself, Alex Paulson, into the position of General Manager.

A little bit about myself, I come from a leadership background having successfully created, managed and overseen sales teams in several different industries including renewable energy, television advertising and consumer packaged goods. While this is my first foray into the supplement side of the CPG industry I am certain this decision is directly in line with my personal value structure as well as my desire to help spread the message of healthy living to the masses. I have spent the last five years living in my hometown of scenic Portland, OR with my beautiful wife Morgan. We recently relocated to the Charlotte area and I was able to reconnect with Michael Hennessey and BMC as I have had some previous flirtations with the Moose. Joining Michael and his team of Moose is personally exciting and I look forward to getting to know as many of you as possible!

I look ahead to 2012 and beyond knowing through education we can help build a healthy nation no matter what side of the political fence we may fall on. Health is universal, it is the tie that binds us all together. I am excited to do my part to make 2012 the best possible year for all of BMC's manufactures, distribution partners, sales reps, demonstrators and of course our stores. While there may be change at the top of BMC consider this quote as we move ahead together!

*"If nothing ever changed there would be no Butterflies."* (Unknown)

All the best, Alex

[alex@bluemooseconsulting.com](mailto:alex@bluemooseconsulting.com)

*continued on page 8*



# Blue Moose Consulting

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

## National Nutrition Month

*continued from page 7*

The way we offer the flag of peace is through our excellent March promotions and in-store marketing. Plan ahead, a sustainable future will be here before we all know it!

### Notes:

\* I credit Linda and David and Richard at the 1st health food store I ever worked at—the P Street store in Wash, DC [1981] for teaching me the concept of 'abundanza'

\*\*thanks Angelique from Bodyceuticals for your teachings on the blessed power of the olive tree

AND website: [www.eatright.org/](http://www.eatright.org/). I personally don't think it is 'eat right'; I think it is approaching eating daily with a joy and a balance for complete health

## IN THE NEWS

### Omega-3 Category News

Omega supplements are still 40% of all dietary supplements launches in the past 12 months. Should you consider expanding your Omega-3 category?

- (1) increase the visual footprint of your Omega-3 category section
- (2) increase your selection of **Nordic Naturals**: bring in more SKUs to attain the benefits of the Retail Partnership Program; and double-face the best-selling products especially Ultimate Omega in multiple sizes, Kenai Wild Salmon caps and liquid, assorted Cod Liver Oils, new Ultimate Omega Xtra, all the DHA and EPA options
- (3) don't carry any fish oil product unless it can pass your most stringent quality assurance concerns: no discount or free-fill is worth it!
- (4) carry **Bluebonnet** as the best, safest, glass bottle alternative
- (5) drop all lines sold at a discount on the internet
- (6) increase your selection of plant-based oils: borage, EPO, etc.
- (7) grow quantity on the premise of quality, and watch quantity grow

## How to Reach Blue Moose Consulting

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

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