



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 9, No. 1 • January 2012

Talking Business: **Editorial: Watch It Go Away**

Omega-3 misinformation will take business away from you very fast.

Television is a powerful tool. People watch it every day. You don't need to be a Marshall McLuhan to know that television actually programs people to think the way that tv advertisers want them to think. The natural foods industry is about to be in danger of losing its most profitable health commodity if we don't pay attention to what's on tv now and act. For the less resilient of you, it is time to get ready to say goodbye to the Omega-3s.

Do you watch tv, or know anyone who does? As you probably know, the decision-makers on Madison Avenue advertise in clever ways to their specific audiences, and they love that Americans are now willing to pay more per month for cable than they used to pay per year for their entire phone service. They advertise beer and cars on sports channels, and laundry detergent along with the Soap operas, and cereal with cartoons to addict the children into learned-behavior buying habits. Get scared. The commercials for the mass-retail-channel, drug store-bought Omegas, krill and "fish oils" are appearing on every program except the kiddie shows. Our success has been noticed, and an assault is underway.

Remember when, twelve years ago, we couldn't sell cod or salmon oil to save a life? Now think about what percentage of your supplement sales goes to the Essential Fatty Acid category? EFAs kept many stores afloat in the past few years as, for many, the natural foods industry remained solid if not strong while almost every other industry faltered and weakened. Can you afford to lose the cash register receipts of the accumulated sales of your Omega 3s?

Someone wants your business, and they think they are just going to come in and take it.

TV is the vehicle. Think about this simple statement and its financial ramifications: so buy "new Pro Nutrients from Centrum, a name you trust."

Centrum, once owned by Wyeth and American Home Products Corporation, is now a division of Pfizer. Centrum is one of the 10 largest-selling OTC healthcare products in the world. Their marketshare is driven by the obscene profits made by their pharmaceuticals—which include Liptor, Celebrex, Viagra, Premarin, Spiriva and other common names like Advil, Robitussin and Chapstick.

Do you feel like I just named all the friends who visit you every night as you settle down on the couch with popcorn or ice cream to unwind in front of the boob-tube?

Yes, in actuality, most Americans hear one of these names entering their subconscious as they gaze at the tv between "entertainments" probably about 30-50 times a week. Ask yourself: are these "drug names" more familiar to you than the names of all your second cousin's children?

This is obviously a smart company, and they know what they are doing. In full disclosure, I know a number of people who work for one of the many divisions of Pfizer and they are stand-out, bright, good and friendly, trustworthy people raising their families and just trying to get along in the world like all the rest of us. But if you follow the history of Wyeth/Pfizer, you will recognize some of those less laudatory aspects of modern capitalism that we sometimes have to be careful about. So note: this huge, well-funded global corporation wants some of your Omega-3 business. Wanna know how much?

All of it.

Even if you don't own a television—or claim that it is perpetually unplugged—you know that aggressive free enterprise is not a friendly sort. (Thank God and the American Constitution that corporations are actually not people or we would need a million more Davids—as the Goliaths would be subjugating us all!) Yes, because we have been so successful in following the facts of science and promoting with authority the main selling-points of omega-3 nutrition—that the Omega-3s affect more areas of health than any other

single nutrient—we have created an enviable commodity. "Move over little health food industry, I am gonna sit on your blanket and take all of your food for myself. The picnic is now over."

Think I am kidding? Watch a little tv. Or better yet, pay attention to your fish oil sales. Has the tide steadied and stalled? Has the curve that had such a healthy and profitable trajectory disappeared while you were not looking? Have you stopped seeing new faces coming in and—holding an article or reading from a scribbled post-it—asking you if you had any Omega-3s, or fish oil, or DHA and EPA? Are these potential, new customers now being directed elsewhere?

Maybe the tide hasn't peaked in your store yet. But something important and real and dangerous and tragic is happening outside your door. The tv is talking to your customers. And do you know what it is saying, "and our pill is smaller than a fish oil pill", "since they are small, they are easy to swallow," or "and you only have to take one," or and you can take krill "instead of ["nasty" intoned in the voiceover] fish oil." Another clever one is, "small, and not like the ones sold in health food stores."

Now we know that the ad-exec's who write this stuff will come up with clever, persuasive jingles to sell Fish Oil today, and they will be writing script for pampers and cheetos tomorrow. They are not hired to be experts; they are hired to create competitive advantage, and steal market share and solidify product allegiance. They, like the "scientists" at Pfizer, are good at what they do. They play on human emotions, and they manipulate facts and shade arguments in their favor. And they create a dialectic that answers every question for the listener so that the listener can conveniently stop thinking. Listen (don't think), then buy.

The ad execs, like the manufacturers at most pharmaceutical companies, don't care what the capsules are made of. They care about results. Science derived to sell

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Watch It Go Away

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product. Ten sentences meant to be programmed on the listener's consciousness as they go to the kitchen to make a sandwich, or look over at their partner to speak before the next segment of the show comes on. Repetition in the safe place of your home

They have created their first round of these commercials and we all now know what they say. Those new, ubiquitous mass-retail Omega-3 commercials spew more baloney than the political rants heard at the saddest final minutes of a keg party. But the storyline that is being presented will be swallowed hook, line and sinker by the trusting soul on the receiving end of the tv's transmission. And, zombie-like, that customer will start to buy their Omega-3 in the pill department of their local Walmart, CVS, Rite-Aid, Piggly Wiggly, Acme, Target, Walgreens, Harris Teeter, Harry's Discount Drug: you get the point. What will be worse is that day coming soon when Dr. Oz holds up one of these other fish oils initiating that tv act of imitation: then the walls will start to come down on the unprepared, and sales will dry up.

So, we can buy balloons for the great guest Omega-3. and wish it well as it moves on its way into that distant product sale that will fill someone else's pocket. Bon voyage Omega-3: I'll look for you on tv, now that you have made it in Hollywood. We can allow the big boys to swipe our lunch money and then have the whole pie for themselves: both the preventative health care dollar and that other, very profitable, pharmaceutical option.

Or, we can fight back. Omega-3s came to the party with us, and they are staying with us.

Ever tried to compete for attention against a bully money-bags? Lipitor was the best-selling drug in the world in 2010 by dollar sales. Pfizer is the largest pharmaceutical company in the world (2010). How big is our entire industry again? Big fish, little fish.

So, while our industry was running around in circles attacking itself in the Fish Wars of the last five+ years, we wasted time we could have spent establishing brand recognition or developing a rock-solid educational storyline that would stand up to that inevitable mass/pharmaceutical assault. But the battle has just begun, and we have not lost our chance—yet.

WELCOME TO THE ELECTION YEAR:

There are serious issues that will never be discussed

Scientific Study Links Flammable Drinking Water to Fracking
www.propublica.org/article/scientific-study-links-flammable-drinking-water-to-fracking/single

Can you do this with your tap water
www.youtube.com/watch?v=U01EK76Sy4A

They laugh as they are being poisoned: Get involved
www.youtube.com/watch?v=H-L2nsSUCWw
www.youtube.com/watch?v=d6G6Ap-mF0k&feature=related

"OK, I am gonna light some water"
www.youtube.com/watch?v=TEtgvwllNpg&feature=related

Anyone can do it: their tap water is on fire
www.youtube.com/watch?v=qYJj-1jNOxE&feature=related

This issue effects the ground water of every State in our region!

Quoting an expert: "Oh it is real, but oil and gas operations have caused this for decades. I think the earthquakes are the bigger story!"

Join and advocate: <http://www.cleanwater.org/>
"The Dangers of Fracking"

IN THE NEWS

Quail Hollow Farm in Moapa Valley, Nevada

An elaborate farm-to-fork harvest feast was shown a cease and desist order in Nevada when the State Health Department got involved with a meal—raiding the event and threatening imprisonment of hosts and guests. Crazy exception to the rule? You investigate and decide. We need to get politically involved, or this will happen in our backyards. Investigate this story yourself and pass the message on: we are losing our rights to real, good, healthy food in the United States. "Life, Liberty & the Pursuit of Happiness"? We are the oasis, and we need to protect it.

From a friend: "What is stunning to me is that Nevada ranks 50th in state funding for public health, we rank 50th in the number of government health district employees per population, yet we still have time, employees and resources to break up an organic picnic. Insane."

www.youtube.com/watch?v=mUFSdsffCgQ

<http://foodfreedom.wordpress.com/2011/10/30/quail-hollow-farm-raided-without-a-warrant/>

THINK GLOBALLY

Buy American/Buy Locally

There are bigger concerns globally than the gluten-free craze in America today.

National Security is preventing global food riots.

Yes, Fear the wheat:

Buy Organic.

Oppose monocrop farming, and genetically-modified foods (GMO).

The stem, black or cereal rusts are caused by the fungus *Puccinia graminis* and are a significant disease affecting cereal crops. An epidemic of stem rust on wheat [caused by race Ug99] is currently spreading across Africa, Asia and most recently into Middle East and is causing major concern due to the large numbers of people dependent on wheat for sustenance. The strain was named after the country where it was identified (Uganda) and the year of its discovery (1999) It spread to Kenya, then Ethiopia, Sudan and Yemen, and is becoming more virulent as it spreads.

http://en.wikipedia.org/wiki/Stem_rust

<http://www.npr.org/templates/story/story.php?storyId=90201538>

"A new race of stem rust had emerged.... wheat fields everywhere are vulnerable."

Nordic Naturals has not only led the entire natural products industry forward on the issues of freshness, purity and quality, sustainable sourcing and bioavailability, they have also built a strong foundation for industry-wide success by being one of the first companies to announce and enforce a M.A.P (Manufacturers Advertised Pricing) policy. This is the best guarantee that there is that their products are traded at a price reflective of the value of the product. They established a level playing field where all stores who carried the industry's #1 selling Omega-3 would be able to sell it without fear of pervasive internet deep-discounting.

As nearly every company has taken all its arrows and pointed up the hill at the industry leader (only Bluebonnet has remained out of the vulgar backroom lies, back-stabbing and innuendos), Nordic Naturals has followed company Founder and CEO Joar Opheim's stern direction to never sell negatively. Why is one of every two fish oils sold in the natural channel right now a Nordic Naturals product (with nearly 60% market share in the mid-Atlantic region)? Because buyers know that the quality is unrivaled, that the business-model is pro-store, and that the corporate philosophy mirrors the best intentions of our industry.

Nordic Naturals is also a leader in creating that guidepost that stores will need to fend off this army-corp of new, well-funded competitors trying to first mimic, then steal, our business market-

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January Promotional Specials
25% OFF products listed
 with minimum order of 3 ea

Herbal Cleansers

- Black Walnut liquid extract
- Burdock Blend liquid extract
- Fungus Fighter™ Compound
 - Healthy Liver Tonic™

NEW NAME CHANGES*

OLD NAME	NEW NAME
Avena/Licorice	Smoker's Assist™ Compound
Feverfew/Lavender	Head Soother™ Compound
Linden/Mistletoe	Blood Pressure Support Compound
Red Clover /Stillingia	Herbal Detox™ Compound

all the recent name changes have led to an increase in the sale of the items with new names.

Fungus Fighter™ Compound - Usnea lichen, Oregano leaf & flower; Spilanthes flowering herb; Pau d'Arco inner bark
Healthy Liver Tonic™ - Dandelion root, leaf & flower; Oregon Grape root; Milk Thistle (seed coat), Artichoke leaf & flower bud, Schisandra berry, Fennel seed

check out Herb Pharm's updated website: www.herb-pharm.com

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

Not represented by BMC in NJ



Be Creative in 2012

You have the ability to create many sales promos that you control

Ask your BMC rep to discuss with you the *Slice of Life* promos —identified in your price lists—and how to utilize this excellent offer to make your own personalized display promos.

Diet Chrome-Care® Vcaps are now Kosher-Certified: item 1104 shipping.

A specialty supplement for weight management. Bluebonnet's Diet Chrome-Care® Vcaps provide a stimulant-free synergistic blend of Super CitriMax® (1250 mg), L-carnitine (500 mg), chromium picolinate (200 mcg), choline (50 mg), inositol (50 mg), L-methionine (50 mg), vitamin B6 (25 mg), & the electrolytes potassium (50 mg) and magnesium (50 mg).

The guarantees of kosher manufacturing:
Top-quality raw materials provide exceptional results.

CarniPure® is a registered trademark of Lonza, Ltd. CarniPure™ is a special grade of L-Carnitine, manufactured by the Swiss life sciences company Lonza. Produced through a unique fermentation process, Lonza is the only L-Carnitine manufacturer capable of producing L-Carnitine in the same way as nature. Products that carry the CarniPure™ quality seal on the packaging show the consumer that they contain pure L-Carnitine.

Super CitriMax® is a registered trademark of Inter Health Nutraceuticals.

Super CitriMax®—a patented natural fruit extract from the South Asian fruit *Garcinia cambogia*—supports a healthy weight without stimulating the central nervous system.* Manufactured under strict laboratory-controlled procedures to ensure optimum potency, purity + efficacy, Super CitriMax® calcium/potassium-bound HCA is also more soluble & better absorbed than other HCA products. Super CitriMax® is standardized to 60% (-)-hydroxycitric acid (HCA). Super CitriMax® has also been studied in humans for its effects on weight management.* and is GRAS-certified

Not represented by BMC in NJ, SC



January- February Promotions
Blood Sugar & Weight Management

15% OFF Mix & Match

no minimums. Through 02/29/11

Formulas: 90 & 180 Vcaps®, GlucoCare® and LeanCare®

Pure Herbs: USDA-certified Organic + Gluten-free
 Garcinia, Guggul, Gymnema, + Ginger

Organique by Himalaya: all 3 Gluten-free Shampoos:
 Hydrating, Rejuvenating, Volumizing + Amla & Holy Basil Conditioner

* With a commitment to clean, scientifically-validated herbal products and an 81-year history, Himalaya Herbal Healthcare continues to remain one of the best-for-quality herbal lines in the industry. On January 1, they will undergo their first price increase in 3 years, that will effect the entire line of Herbal Formulations and Pure Herbs.

* Himalaya Herbal Healthcare, a global leader in the manufacture of herbal pharmaceuticals, OTC, supplements and personal care products, opened their new LEED® Gold Certified, eco-friendly business office, warehouse and training center this month in the Houston suburb of Sugar Land, Texas.

*** We've Moved, to a new Leeds Gold-certified building!!**

NEW ADDRESS as of JANUARY 2, 2012 -
1101 GILLINGHAM LANE - SUGAR LAND, TX 77478-2865

Same Phone and Fax numbers:
 Phone 800.869.4640 - Fax 800-577-6930
healthcare@himalayausa.com



Essentials for New Beginning
January Promotional Items 20% OFF

Ultimate Omega 60, 120, 180 ct

Ultimate Omega D3 60 + 120 ct

Hip-pocket Deals in January 20% OFF

Complete Omega 3.6.9, 16 oz

Complete Omega 3.6.9. w/D, 120 ct

Arctic D Cod Liver oil Lemon, 16 oz

Arctic D Cod Liver oil Orange 8 oz

Omega 3.6.9. Jr, 4 oz

Ultimate Omega Fish Gels, 60 ct

Vitamin D3, 120 ct

The Biggest Event in 2012 ?!!!

Ask for BMC rep about the **What's Essential** campaign everyone will be talking about this one!!

Plan now to succeed with the *What's Essential* buy in Promo sales

Reminder: Nordic Naturals has notified stores of a modest price increase effective February 1 on eight (8) products. Ask your BMC rep for the newest price list and make the appropriate changes.

The only Price Increases:

- Nordic Berries™ 120 ct Children's Multivitamin
- Nordic Omega-3 Gummies™ 60 ct
- Omega-3 60 ct softgels • Omega-3 180 ct softgels
- Omega-3 8 oz liquid • Omega-3D™ 60 ct softgels
- Omega-3D™ 8 oz liquid

Not represented by BMC in NJ, SC



JUVO™

Stock it, Promote it, Sell it

**JuvoSlim® Natural
Raw Meal Whole Food**

21.2 oz

15% OFF

**January
mention BMC discount
minimum 3 ea.**

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

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

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

OLBAS®

HERBAL REMEDIES

Olbas® Lozenges

15% OFF

direct orders only

Cost \$39.78

Plus Free Shipping

**Maximum Strength
Cough Drops**

- Fights Coughs
- Soothes Sore Throats with cooling Eucalyptus, Menthol and Vitamin C

Natural flavors, Sugar-free,
No added color

Gluten Free

24 per box: counter display
(12 boxes)

check out:

www.OlbasMovie.com

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**January Promotions
for New Years Resolutions**

**Quarts 10% OFF
Superfruit**

Detox Plus & Stomach Plus
24 items mix & match

**Revitalize and Renew the body for 2012 with
Aloe Life's enhanced Whole Leaf Aloe Juices!**

Superfruit: Antioxidants from Superfruit including grapes, berries, and other exotic fruit bring a high ORAC value of 2400 in every serving, and is the perfect complement to Aloe Vera's health action in the body. 82% Aloe Vera Leaf Concentrate.

Detox Plus: Very effective formula containing organic extracts of the Essiac formula herbs. More effective than other Detox formulas because Aloe Life's Whole Leaf Aloe Vera Juice carries the herbal extracts deep into the tissues supporting & stimulating the release of waste residue throughout the lymph and liver.

Stomach Plus: Soothing formula helps to rebalance stomach acids, calming the intestinal tract naturally. Stomach Plus Formula has provided relief from Reflux, Gastritis, Nausea and Upset Stomach. Great for morning sickness during pregnancy!



wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

JANUARY Promotions

10% OFF Direct!

Sea Bath™: Velvet Vixen
20 oz.

Zero Zitz!® Creamy Kleanzer:
Moisture Marvel, 6 fl. –
for dry skin

Zero Zitz!® Astringent is a 100%-natural blend of herbal & aromatherapy ingredients to nourish, tone, and soften skin while helping to prevent blemishes. Tighten pores, remove oil, and reduce blackheads.

Convenient spray bottle. Ideal for teenage breakouts, cystic acne, rosacea, and blemishes at any age.

Never harsh or drying.

Certified vegan.

Check out the awesome new website

100% Natural remedies since 1994

Now: you can order online:

Ask your BMC rep for details



Dr. Ohhira's Probiotics

**Internet Fun and new
Business in 2012**

(1) Dr. Ohhira's Probiotics is launching an electronic newsletter

(2) this e-newsletter will be available to all participating retailers to send to their email lists as well

(3) the website has a call-to-action icon to direct visitors to your store website. Contact the EFI IT-Dept for how to make this happen

(4) the website has an expanded section called "It Takes Guts" to include such health issues as: bone health, healthy traveling, immunity, sports performance, beauty, etc. The site is a great resource for information on probiotic health

(5) Investigate the "Puzzled by Probiotics?" Crossword Puzzle Contest link

(6) Check it out and partner with Essential Formulas

www.essentialformulas.com

**Dr. Ohhira's Probiotics:
4x Winner Best of Probiotics**



BASS®

Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

**2012's Bamboo will save the
Future's Wood. Bamboo is a
quick-renewing grass.**

**Hair Brushes and
Bath Tools
in Striped & Dark Pure
Bamboo**

*A young bamboo
how tall it has grown,
without the slightest help in the world.*

—Japanese Haiku

Give your consumer's the environmentally-better choice and you have a new customer for life

What's GREEN for the floor is green for the hair: BAMBOO, the better choice

**Bass Brushes: your Bamboo alternative
to wood brushes.**

Check out the whole catalogue of quality bath and body tools

Not represented by BMC in NJ, PA





The Time & the Season

Dry-lipped January customers seek delicious and exciting lip support. Create a new market with these green, moisturizing lip balms with Amazonian vegetable extracts. Beeswax free. A new lip balm attracts & wins allegiance first with its exoticness and then with its performance. Try all these wonderful new creations from Surya Brasil:

- Acai Berry
- Strawberry and Buriti
- Cinnamon and Cupuacu
- Chocolate
- Chocolate Mint

Fair Trade certified cocoa butter. Hand-crafted. Gluten-free. Certified-Vegan 73.5 - 78% Organic ingredients

Ask your BMC rep for samples, information and new item discounts

suryabrasilproducts.com

SURYA Brasil



ECOLIPS

The best lip balm for the world

January Best-seller Sale
for the Season

Buy one Display each of
the USDA Organic Gold &
Medicinal Lip Balm
15% OFF

Eco Lips Gold:

It's the gold standard, all right, the ultimate lip moisturizer. Unflavored for the purist in you, made with the finest certified organic jojoba oil. USDA Certified Organic. Naturally high in vitamin E.

Ingredients:*Organic Jojoba Oil, *Organic Sunflower Oil, *Organic Beeswax, Vitamin E, *Organic Calendula Extract, Vitamin A. [* = Certified Organic Ingredients] GLUTEN FREE

Eco Lips Medicinal Lip Balm:

The powerful effects of organic tea tree oil, camphor, lemon balm, calendula + L-Lysine are known to aid in the healing of cold sores. Keep this all-purpose balm on hand to use at the 1st sign of a cold sore, & to help the appearance as it's healing.

Ingredients:*Organic Jojoba Oil, *Organic Sunflower Oil, *Organic Beeswax, *Organic Peppermint Oil, *Organic Lemon Balm Oil, Vitamin E, *Organic Tea Tree Oil, Camphor, *Organic Calendula Extract, Rosemary Extract, Vitamin A, L-Lysine. [* = Certified Organic Ingredients] GLUTEN FREE

NEWTON homeopathics

Nurturing Naturally Since 1987

January Monthly Promotions
20% Discount
on 6+ of same SKU:

Dust~Mold~Dander (N056)

Formulated for associated symptoms such as labored breathing, congestion, sneezing, runny nose, watery eyes and skin irritations.

Prime+ (N212)

Formulated for symptoms associated with aging such as impaired memory, loss of vitality, general weakness and dry, wrinkled skin.

Newton for Kids

Kids Constipation (F008)

Formulated for associated symptoms such as difficult elimination, hard stools, pain, tenderness, pressure and irritability.

Newton for Pets

Pets Bowel~Digestive Care (P014)

Formulated for digestive health and for associated symptoms such as loose stools, constipation, flatulence, vomiting and poor appetite.

Newton is Quality

Liquid complexes contain organic, non-GMO, gluten-free, cane alcohol. Pellets are non-GMO, gluten-free, beet derived sucrose

Not represented by BMC in NC, SC

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

January Special LINE DRIVE

6 each per SKU **10%**
9 each per SKU **15%**
12 each per SKU **20%**

We can't offer you a better way
to promote immune health

Check out the new
Wellmune website:
www.wellmune.com

Extra ways to promote
Wellmune WGP :
<http://immunehealthbasics.com/index.cfm>



MushroomScience®

January Line Drive

25% OFF

SUCCESS IS IN
YOUR POWER

make this year

the Year of the Mushrooms

nature's best food for

immune system health

In ancient China, Japan and Brazil, when seeking the food, they cooked the mushroom: when they wanted the medicine, they threw the mushroom in the tea pot. This is universal. The only way to get the medicine (beta glucans) from mushrooms is through a hot water extract Why? The food is in the cell; the medicine—the beta glucans—are in the cell wall and the cell wall is indigestible and must be dissolved with hot water!

Mushroom Science:
the industry's oldest medical
mushroom manufacturer



Why is Sovereign Silver packaged in glass and not plastic?

Plastic containers contaminate silver products due to the reaction of silver ions with plastic. Colloids will leach contaminants from plastic due to its porosity. This creates unwanted chemical reactions. Glass ensures the formulation maintains its quality & integrity. This is why we would never bottle our liquid silver hydrosol in plastic.

Manufacturers make the decision to use plastic instead of glass for the following reasons:

1. It's cheaper than glass.
2. It eliminates breakages.
3. It reduces shipping weights and therefore shipping costs.

What do any of these have to do with improving the quality control? Nothing!

Our point exactly.

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



Watch It Go Away

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share. To the clever mind (again I often have to acknowledge my cohort and master puzzle-solver Stuart Tomc for all his valuable insight into those factors that make Nordic Naturals so unique and superior), the answers have always been there.

When a mass-retail-channel salesperson recites "small and easy to swallow", we counter that dosage matters and one needs a minimum intake of 500 mg of the addition of EPA + DHA every day. When the polished shill presents as a sum their gargantuan computation of ethyl ester, concentrated, new-to-nature (denatured) EPAs + DHA, we counter with the scientific majority-opinion (of real scientists, not paid jackals) that the natural triglyceride form of Omega-3s (concentrated fish oil in triglyceride form) are "found to be 70% more absorbable than (the) ethyl ester form".¹ Better and clear answers, and solid scientific truth to counter every thrust.

No, we don't talk over the heads of the people who turn to us for suggestions, but to every one—small and tall, young and old—we preach the basic tenants of how to choose a good fish oil Omega-3. So, to save your business, you just have to master the public health checklist of

educating how to choose a quality fish oil. The product must be: (1) fresh, and that can be judged by a palatable taste which will also ensure compliance; (2) a pureness free from of all environmental contaminants; (3) guaranteed to be fresh and pure by independent 3rd Party testing; (4) in a natural triglyceride-form that the body will readily recognize leading to upwards of 70% greater absorption; and (5) for the kharmonic and energetic goodness of the process—it must be from a sustainable source. Are you currently delivering this message with a calm, knowing passion to everyone who asks? Can they look in your eyes as you say it, and see that you believe it? If so, and if the message is heard, then you have a customer for life.

Now, I will add here that the store personnel who are not talking to their customers and sharing information with honesty and compassion will not keep their customers no matter what they sell. But for the stores that "get it" and want to survive and thrive, this basic repetitive mantra is the way to counter the tv snakecharmers with their actor doctors in rented hospital coats and their multi-colored graphics and smiling, safe and sanitized men and women video props.

Fact is, that whether it be Centrum, or One-a-Day or Schiff, we sell something different than they sell. The

linchpin of our educational equation is "natural triglyceride form." Remember now that only Nordic Naturals identifies natural triglyceride form Omega-3 fish oils on all their labels. So, check the competitor's labels. The people who have already done their homework understand that to get into the other boat where the majority of marketers of fish oil are sailing—the ethyl ester boat—is to immediately lose the competitive advantage to the mass-channel products. If there are two ethyl ester products available, regardless of the hype (or the fact that ethyl esters are cheaper to make, lower absorption and made less naturally than the natural triglyceride alternatives), and one ethyl ester has a higher EPA/DHA profile and at a fraction of the prices.... Well, these natural-retail channel ethyl ester products have already lost their future market share to the Centrums and One-a-Days. Goliath has learned the game and declared checkmate: the stranglehold suffocation will not be fun to watch

If, on the other hand, a store trains its staff to always explain the checklist for choosing an Omega-3, and if the defining qualifier of superior absorption is communicated successfully to the consumer, then the logic of absorption leading to efficacy will be understood as the reason to buy the good stuff in your

bodyceuticals
organic bodycare

January Sale Promotion Body Love

An edible, flavored massage oil you can feel good about using.

100% Vegan, food grade ingredients; and NO propylene glycol, artificial colors or flavors.

4 oz. bottles of deliciousness in beautiful, discreet containers

- Almond • Cherry
- Chocolate
- Coconut • Unflavored

buy three (3) SKUs, 4 each for 10% OFF

buy five (5) SKUs, 4 each for 20% OFF

Plenty of time to set cute Romantic Valentine Day displays

buy-in dates: Jan 1– Feb 17

www.calendulaskincare.com/default.asp

oxylent
DRINK OXYLENT BREATHE LIFE™

Children's Oxylent® & Prenatal Oxylent® 15% OFF*

12 box minimum (mix & match)

SOD (Superoxide Dismutase) and Catalase are powerful antioxidant enzymes. They play crucial roles in promoting health by forming part of our bodies' primary system of defense against free radical damage. The 1969 discovery of SOD has been called "the most important discovery of modern biology never to win a Nobel Prize."¹ It laid the foundation for a whole new field of biology and medicine—the study of free radicals.

A single SOD molecule can neutralize thousands of free radicals, whereas "secondary antioxidants" like Vitamins C, E and A can neutralize only one. One I.U. of SOD has a life of several days, and catalyzes the elimination of billions of free radicals.

SOD and Catalase are also one of the things that make Oxylent's formula unique. Oxylent is the only multivitamin drink that contains SOD and Catalase. Oxylent contains 20 I.U. of SOD, which statistically is shown to contain 3 IU of Catalase. Our SOD & Catalase are derived from melon, + are gluten-free.

* standard shipping structures apply

Not represented by BMC in SC

**AROMA
LAND**

Scent Matters

Since 1985, delivering impeccable essential oils and essential oil blends

**Therapeutic Grade
GC/MS-Tested
100% Pure
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- Organic Essential Oils;
- Water-soluble Essential Oils



store. They will choose to leave the cheap stuff to the big box stores and hulking chain drugstores that spot the causeways of our communities. Education and communication are the keys: they always have been

You have now become an astute student of EFAs, and you know a thing-or-two about the issues involved in educating on the Omega-3s. Go to one of these websites (such as www.pronutrients.com/omega-3-minigels) and cringe at how these high-paid experts write so poorly about this important issue. Or maybe the point is that when you dumb down the facts for the average and unquestioning consumer, one actually may seem to be stumbling awkwardly over their words: especially when writing such primitive and confusing basics.

So Goliath has the lengthy pursestrings, and "the medium is the

message." How do you fight those handsome and trustingly attractive actors on the screen, holding the little pill? "It is smaller so it is easier to swallow:" the sales genius uttered by that truth-blind, hybrid, scientist-marketeer!

Nordic Naturals to the rescue again. Note the trademarked byline for this industry leader: *Committed to Delivering the World's Safest, Most Effective Omega Oils™*. Stores are learning to plaster this marketing line everywhere that a consumer would look for the EFAs that you offer in your store. The front window is as good a place as any! Now, when that person hears the words "Omega-3 fish oil" in the commercial between Law & Order and Big Brother, and they then later see the gorgeous pictures of quaint and pure Norway attached to this byline, they will get a warm and fuzzy that knocks the commercial out of the memory and into the recycle bin. You

have just brought a new customer into your store: you "fought fire with fire" and won by truthful cunning. Natural free-enterprise.

Nordic Naturals deserves top-placement, full representation and the pre-eminence in your marketing plans. We guarantee the price, the quality and we have perfected the best storyline. I will note here that **Bluebonnet Nutrition** has a complete line of natural triglyceride fish oils too, and they only sell to health food stores. Scrap the order forms of those foul-mouthed, cuckolded marketers who show no loyalty and lure you with discounts while having a most unnatural desire for the profit they get from that quick fix of internet sales. 2012 is a time to re-analyze what products you stock and why. The prettiest combination, and best-selling Omega-3 choices, for consistent sales are the combination of Nordic Naturals and the glass-bottle alternative from Bluebonnet. Now you will see the successful SKU-turns that will make any business smile: best products, sold at fair-market price in your store.

Ask your local BMC rep to make an appointment with you to explain the truly amazing early 2012 marketing campaign that Nordic Naturals is just launching. Called the "What's Essential" campaign, the goal is to persuade the listener (the consumer) that for them to be able to enjoy what is essential to them in their lives, they need to stay healthy. Omega-3s are a known cornerstone of good health. Therefore, to maintain the health needed to achieve what is essential to each person, they need to make sure they continually take their Omega-3s. The campaign is loaded with giveaways and graphics, and there are awards aplenty for those who participate. The deal goes along with your 2012 Coop calendar that you can set with your local BMC rep.

Starting in February, Nordic's *What's Essential* campaign will be the talk of the natural foods industry. Nordic's marriage of quality manufacture with truthful and

"WE ARE HEALTH FOOD PEOPLE: MICHAEL AT 10 YEARS OF SERVICE



In September 2011, I entered my 30th year of service in the natural foods movement, and as January 2012 begins, I celebrate the 10th year of the education-oriented brokerage called Blue Moose Consulting. My good friend John Holback sealed the first fate; and when Bluebonnet's Bob Barrows took a chance on a guy green from the ethos of a health food store, my career turned to this satisfying, different, altruistic path.

Along the way this past decade, I have had the pleasure and honor of working beside over 25 fellow BMC sales reps, two General Managers, three Demo Coordinators, well over 700 wonderful stores, and that one constant: our graphic designer, my best friend and the one person who has always believed in me—Theresa Welling.

No brain could ever hold all the knowledge that I have been exposed to since crossing the aisle to become a Manufacturer's Rep. Congress should hold legislative hearings just to disclose the knowledge and theory we now know about the life of plants and the healing mission they offer; of the profound discoveries in human physiology that if studied intently could serve to cure all illness and hunger and end all war; and, of the great untapped human potential of wholistic medicine. What they are doing now is a monumental waste of time. Pursuit of happiness? It is a shameful indictment of our country's legal systems that natural food stores are denied by the threat of law the right to use the word "medicine": silly human race.

I also have marveled at the unique bombastic stupidity of our own industry as it has matured. I never bit the Eden apple (pomegranate is it now?) that marketers presented to try to convince us that sugar in a more natural state is good for you. I showed disdain for the small-mindedness of the Adkins aficionados, and I find most people who stop thinking when they hear about the investigations of Westin Price rather creepy. Yes, after 30 years, you learn a bit; you become wisely opinionated; and you don't fall for pseudo-truth. But it is really the invasion of the outsiders, the "suits" as they have been sometimes called, that has been the saddest change I have seen in our industry. It used to be about natural foods health and the business of providing the service of healthful living: yet, too often today, our industry is something someone else is making it become. As the first BMC GM, Jamie Daly said: "I thought it was natural foods business, but is it really just business."

That truth is hard to swallow. Yet, as when I worked retail, I always consoled myself by saying that 90% of the customers were the greatest people in the world, and the other 10% were the most difficult. I still know that spending all my time in health foods stores is the greatest vocational choice that I ever could have made.

At 10 years, I am so excited for the integrity of new industry leaders like Himalaya Herbal Healthcare, and the realness of people like Angelique Saffle from Bodyceuticals. In the past 10 years, I have turned over every stone to find blemishes in the manufacturing superiority of Nordic Naturals, Bluebonnet Nutrition and Herb Pharm. I am happy to continue to report that they make better products that anyone ever even imagines. Quality products bring optimal health. Our industry has stellar heroes.

I profoundly believe in every company that Blue Moose Consulting represents. Likewise, I feel that the 14 sales people who now make up our team are all onboard with the BMC mission: to make local health food stores survive and thrive by educating and inspiring every member of each store to naturally increase business through truthful and passionate education—and to remember to have fun doing it. You are blessed to have these friendly people there to help you.

I am recommitting here today with you to that endeavor, dear reader and healthfood comrade, to bring the best products and the best strategies of health to both my fellow humans and our animal friends. Peace on earth, goodwill to all. I love natural health.

A LETTER TO SHARE

Aloe Life sends a deep and warmly felt appreciation to all the staff of all the health food stores for their partnering in health during 2011. The health we offer continues to be the true path to wellness when blended with Love, Laughter and a Healthy Lifestyle. I leave you with a saying given to me years ago:

DANCE like nobody is watching, SING as though nobody is listening and LOVE like you will never get hurt!

ENJOY

from Karen



Blue Moose Consulting

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GOT EMAIL?

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

Watch It Go Away

continued from page 7

clear marketing has made them rise to the pinnacle of every conversation on Omega-3s. *Committed to Delivering the World's Safest, Most Effective Omega Oils™*—brand this tagline all over your store: because Nordic's reputation will always be there for you, as will their guarantee of a fair price that will not be undersold.

The conglomerates have tv. Hopefully you have learned, as I have, to tune out anything that reeks of allopathic capitalism; and, that you have literally taught your mind to cynically dismantle the tripe that is presented in the script of nearly every commercial. While most people don't know what they are getting themselves into when they sit so trusting with their eyes wide shut in front of that tv each night (when the stores are closed), we will offer the antidote with healthier and more truthfully beneficial products for your community, when they enter our stores looking for health.

What's Essential to them? This campaign will let them consider the question. What's Essential to you? Selling a great product to a loyal customer who will buy the better product from you because they understand the value. What's essential to me? Helping you build long-term sales, while helping your community get healthier. That's a goal we can achieve together through this *What's Essential* campaign—showing at a store like yours, now through mid-2012. Let's get to work!

1. www.nordicnaturals.com/en/About_Nordic_Naturals/Triglyceride_Form_vs._EE/496

How to Reach Blue Moose Consulting

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

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