



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 9, No. 6 • June 2012

Talking Health: **Prioritize. Save the Children**

Envision the Planet. Envision the planet filled with Love. Remember the love that is deep within us all—deeper than history—for the new born. Realize that today's children are tomorrow's planet, tomorrow's Love.

I have a strong trust that most of us entered into this business because we sought a career that matched our lifestyle and belief system where we could “do good”. As the natural product industry has continued to grow, many have found that their mission has been able to expand beyond just a think-locally mentality to find ways to effect change around the world. In this interconnected world and economy that we live in, every action we take seems to have some level of global footprint, from energy use, to food choices to recycling (and litter), and the realities of a downstream where we are all affected.

This month for the annual BMC June newsletter “Peace issue”, I alert every reader to the possibilities for you to increase your influence and business by joining with two exceptional non-profits that are working intelligently to make life somewhat better for our world’s children.

I ask you to look at the rest of the 2012 calendar and find the time, creativity and energy to support these causes and speak loudly to your local communities that they should take advantage of every opportunity to do good for others while they do good for themselves.

Many stores have already heard of **Vitamin Angels**® and the work that they have been doing since 1994 to bring aid to the malnourished children of the world. Vitamin Angels® has become an excellent partner for many of our industry’s more generous manufacturers: matching need with solution.

For many, **Healthy Child, Healthy World**® may be a new educational non-profit. Since April 1991, this organization has been on a mission and has developed into “one of the most credible and trusted organizations in the environmental and children’s health field.” Supporting these two groups may just be another good-energy, philanthropic way to re-affirm your own store’s mission to make the world a better place.

If you are experiencing one of those typical “I am really busy, and I got to go [do something else]; I get the idea” moments, then I hope you heed this very important request: you don’t have to read any further if you will just watch this video. My whole case to influence you to become involved rests on the message of this 3.34 minute video named, “A Wake Up Story.” www.youtube.com/watch?v=5vAVkv1LBx8. The video is also

on the homepage of Health Child, Healthy World® (HCHW) at <http://healthychild.org/awakeupstory>.

Imagine if you could loop this video in the front of your store so that every person who entered your place of business had the opportunity to be touched by this moment of awakening. Imagine how your world would change when you saw human being after human being watch this video, and then cry where they stood, and then turn to ask you how they can help; how they could become involved.

Our world has gotten more complicated. That is where you come in. Isn’t it time that we remembered the truths of life? Help your community: join in asking them, “What’s more important than the health of your child?” **Healthy Child, Healthy World**® is a movement to protect children all over the world. Everyone will say: I wish I had heard about this sooner.

“One child inspired a movement.” Collette Chuda was an innocent, like all children. She had no control over the environment that she was born into and raised in. When she was diagnosed with and eventually succumbed to cancer, her parents were stricken by a grief that is greater than any other pain a human being should experience: the lost of your child at an early age.

Their search for answers led them to the alarming fact that there was almost no scientific research on “the link between the growing incidence of childhood cancer and environmental toxics,” with almost all EPA research standards measuring adverse effects of carcinogens in a 155-pound adult male.

Parents spoke to parents and worked together and Action continued when Sen. Barbara Boxer (D-CA) introduced the Children’s Environmental Protection Act (CEPA) in September 1996 which culminated in President Clinton’s signing of Executive Order 12606 that endorsed improved research to protect children and the establishment of new safeguards that consider special environmental health risks.

A review of the amazing successes by this organization that have helped change our environment can be seen at <http://healthychild.org/about/history/> and in 2006, the Children’s Health Environmental Coalition was re-named Healthy Child, Healthy World®. This, again, is where you come in.

As the video helps us remember: from the moment (our children are born) over 200 chemicals course through their veins. They breathe chemicals. They absorb chemicals. They ingest chemicals through their food. That message is not the prime message known by the people on our planet today: it is a hidden fact. Your voice, and your stature in your community, is the necessary conduit to getting this message to everyone possible: one human at a time, one friend at a time; one parent at a time, one home at a time.

This is the perfect moment for you to join a movement to save the children. “Together we change the world one house at a time.”

Why? Because it is our moral imperative to strive to make the world better for the next generation. Because the wall of information that assaults your customers each day is heaped with such garbage that they will never hear the important words unless we filter and provide clarity about the important things. We all need the goodness of others to help us remember the natural way of living, and raising a healthy community.

Why? As Christopher Gavigan says about his book, “Healthy Child Healthy World: Creating a Cleaner, Greener, Safer Home” [Penguin/Dutton. 2008]:

“I always felt like there was a link between how the spaces we lived and the things we put into our bodies related to how our bodies acted, how well kids developed, and how well families really flourished”¹

and why he joined with Healthy Child, Healthy World, when he served as its CEO and Executive Director:

“It linked in the credible science, because I am a science geek, with how do you deliver a message to people that they can take in and receive, and also change their behavior.”²

Why? **Because Healthy Children, Healthy World**® is meant to inspire your community and affect your store. It is time to make the lens that you use to choose products for your store become more refined and discerning. It is time you got back to being the persistent and trustworthy label reader as the

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1. <http://healthychild.org/blog/author/christopherg/#ixzz1wj4XFic>
<http://healthychild.org/blog/author/christopherg/>
2. <http://www.thecradle.com/talkingwithchristophergavigan>

buyer; and that you use this summer to purge your store of items that do not meet the criteria you know your community needs and should expect. It is time to expurgate those items which should never have gotten past your stern eye as the arbiter of natural products for your community!

How? Become the voice of human decency in speaking up for the children, the newly born, and the innocent—who cannot decide their own environment and depend upon us to raise them in a healthful way.

How? Join **Healthy Child, Healthy World**® and become involved. Use the video link and place it in prime real estate, so that it becomes the talk of your store. Promote the book (above) and link it to all the products for babies and children that you carry in promotions and deals. Make available any literature that carries a similar message and make your store's voice be consistently heard on the issue.

Use the tools available. The mission of HCHW is to get the message to the far ends of the world, and to your next customer. So, by any means necessary. Accept the star-power associated with the organization: to reach the mainstream that needs that motivation—mention the all-star cast of support: Meryl Streep, First Lady Michelle Obama, Sheryl Crow, Olivia Newton-John, Tobey Maguire, Kate Hudson, Jenna Elfman, Nell Newman, Erin Brockovich, Gwyneth Paltrow and Keri Russell, among others. This is a nice team to join! Start your own wall-of-support, and announce the locals who have joined with you in this mission! Link to your website and incite action through Facebook and Twitter.

Work with HCHW partners, Earth Friendly products, Organic Valley farmer's coops, Seventh Generation, Stonyfield Farms, and Nordic Naturals.

Host a party, at your store and at your home. HCHW has a challenge where they are trying to achieve 12,000 Healthy Child Education parties in 2012 (in June, they are at 4,800 parties hosted). How? Go to and order a Healthy Child Party Kit (for a \$25 tax-deductible donation) which will provide \$300 worth of natural products to make it happen). You would need to promise to invite 15 friends and family to view the DVD, distribute the samples and discuss the Healthy Child's 5 Easy Steps message. Then you ask everyone to take the message and share it with more friends. Exciting!

When was the last time your store had a party? Has your store ever had a parents and children party? One weekday this summer, roll out the red carpet and show you know how to have fun. The following week, have an evening fundraiser in your store for parents only (make sure you know all your local tax laws). Invite the entire local library crew, and every local school, and your local elected officials and of course the local papers. Let them know that your store is all about Healthy Child, Healthy World® and why; and that you intend to stay that way! [www.healthychild.org/get-involved/healthy_home_parties/]

IT'S HAPPENING

Wind Power

As of 2010 the largest wind farm in the world was the Roscoe Wind Farm in Texas, which produces 781.5 megawatts. By comparison, a typical new coal-fired generating plant averages about 550 megawatts.

Solar Power

Solar power in the United States is an area of considerable activity and there are many utility-scale solar power plants. The largest solar power installation in the world is the Solar Energy Generating Systems facility in California, which has a total capacity of 354 megawatts (MW).

Nevada Solar One is a solar thermal plant with a 64 MW generating capacity, located near Boulder City, Nevada. The Copper Mountain Solar Facility is a 48 MW photovoltaic solar power facility in Boulder City. The 32 MW Long Island Solar Farm in Upton, New York is the largest photovoltaic array in the eastern U.S. The DeSoto Next Generation Solar Energy Center is a 25 MW photovoltaic solar power facility in DeSoto County, Florida.

The Desert Sunlight Solar Farm is a 550 MW solar power plant under construction in Riverside County, California, that will use thin-film solar photovoltaic modules. The Topaz Solar Farm is a 550 MW photovoltaic power plant, being built in San Luis Obispo County, California. The Blythe Solar Power Project is a 500 MW photovoltaic power station under construction in Riverside County, California. The Ivanpah Solar Power Facility is a 392 MW solar thermal power facility which is under construction in south-eastern California. The Solana Generating Station is a 280 MW solar power plant which is under construction about 70 miles southwest of Phoenix, Arizona. The Agua Caliente Solar Project is a 290 megawatt photovoltaic solar generating facility being built in Yuma County, Arizona. The California Valley Solar Ranch (CVSR) is a 250 megawatt (MW) solar photovoltaic power plant, which is being built by SunPower in the Carrizo Plain, northeast of California Valley.

There are plans to build many other large solar plants in the United States.

Then, keep the message going into the Fall when school starts again: momentum moving to community movement.

Look at the topics of their most recent postings: can you carry these messages to your local community? "Making Green Living Fun; How To Make Playgrounds and Sandboxes Safer; Laundry: Being Green While Getting Clean!; PVC: Unhealthy for Our Children's Health and Schools; Are Fragrance-Free Products Safer?; Do Food Dyes Warrant A Warning Label?; Tips for a Healthy Home Renovation; Natural Alternatives to Toxic Air Fresheners"

Participate, discuss, educate. Time for a weekly forum in your store on any of these issues?

Finally, translate passion into sales. Remember that your store is the home-place for all the cleanest products possible. If your environmental cleaning section is faltering, this is the way to rejuvenate it. Natural bodycare? You should have the cleanest stuff in town! Organic foods: our language. Natural supplements: your whole store is built with this movement in mind. Your store is the local community resource that HCHW needs to partner with!

While HCHW is designed to take the message mainstream, that does not preclude you from being both harbinger and leader. Too often, we stand by and let the message roll right past our doors. If Susan G. Komen® can become a nationally-identified fundraiser for modern cancer research (with their corporate sponsorships of 3M, the MLB, Bank of America, American Airlines, REMAX, Walgreens, General Mills, GE, Ford and Lowes, etc.), then we can take the more practical route of educating all those runners to clean their own houses, and garages and lawns and be proactive at home: this is the natural way to health. HCHW is the message that the deafening mainstream is missing; and it starts with the children. [Revolutionary!]

Can your sign of support be too big? Healthy Child, Health World.

HCHW Mission: "We ignite the movement that empowers parents to protect children from harmful chemicals".

Know More. Worry Less. Live Better This year, **Nordic Naturals**® has chosen Healthy Child, Health World® as their 2012 Cause Partner.

Once again, Nordic Naturals® shows superlative leadership by example.

At the heart of this dynamic partnership is the desire to empower parents to make lifestyle choices that will ensure their children's healthy growth in an environment that allows them to thrive and flourish.

"For us, the relationship makes great sense," said Keri Marshall, Chief Medical Officer of Nordic Naturals®. "We are committed to delivering the world's safest, most effective omega oils, in part so that parents can provide their children with this essential omega nutrition with confidence. In recognizing the core values we share with Healthy Child Healthy World, we are excited about working together to better convey the message of proactively nurturing sound health and vitality in our children."

For Healthy Child Healthy World® (Healthy Child), the alliance has been synergy. According to Rachel Lincoln Sarnoff, Executive Director and CEO of Healthy Child, "Much like Nordic Naturals and the care they take to provide a pure product that is backed by the latest science and research, Healthy Child translates the science around environmental contaminants and empowers parents to create healthy environments where families can flourish."

Ask your BMC rep about the upcoming Nordic Naturals® initiative, "Grow, Thrive, Flourish." Nordic is sponsoring a webinar this Friday, June 29th, 12 noon EST to announce

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June Promotions 20% OFF

Minimums of ea 3, direct orders only

Urinary System Support

- Cranberry liquid extract
- Uva Ursi liquid extract
- Calm Waters™ Compound
- Stone Breaker Compound
- Urinary System Support Compound

* **Calm Waters:** Khella seed, Skunk Cabbage rhizome & root, Grindelia leaf & flower, Turmeric rhizome, Thyme leaf & flower

* **Stone Breaker:** Stonebreaker herb, Hydrangea root, Celery seed, Burdock seed

* **Urinary System Support:** Goldenrod flowering tops, Corn silk, Horsetail herb, Uva Ursi leaf, Juniper berry

Formula Changes:

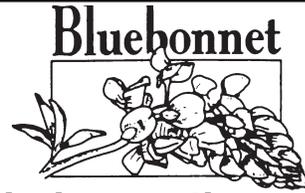
Super Echinacea® vegetarian CAPSULES – 60s Now excipient-free

Name change:

Women's Reproductive Health™ liquid extract (is the new name for Women's Health Tonic)

Reformulation: (a) False Unicorn removed; and
(b) Dong Quai and Chaste Tree added

Not represented by BMC in NJ



Bluebonnet Champions your new Sports Nutrition Section

Finally a product with trustworthy raw materials, that won't be sold at dramatic discounts on the internet: a quality product that sports enthusiasts will seek out in your store.

The Bluebonnet Sports Nutrition line expands with Extreme Edge®

THREE professional-strength formulas deliver explosive power naturally – stacking all the synergistic ingredients that bodybuilders require to recharge, refuel and recover before + after workouts. These products earned the NSF-Certified-for-Sport® seal. Extreme Edge® it's a cut above the competition

15% OFF opening discounts* Extreme Edge® 12 new SKUs

- **PRE Workout:** Savage Lemon + Vigorous Grape 0.66lbs
~ ignites explosive energy and sharpens mental focus
~ prepares muscles for extreme performance while Decreasing fatigue
- **CARBO Load:** Tenacious Orange + Bustin Berry.
1.55 lb + 2.5 lb + 7-pak travel sizes
~ fuel in its purest form to be consumed as you train
~ prolongs your endurance and exercise tolerance
~ no added simple sugars
- **POST Workout:** Vicious Vanilla + Atomic Chocolate
1.32 lb + 2.65 lb + 7-Pak travel sizes
~ the muscle-building ratio of 3:1 protein to carbohydrates
~ prevents muscle breakdown, reduces the onset of muscle soreness and decreases recovery time while helping to counteract transient immune suppression that often results from strenuous exercise

Not represented by BMC in NJ, SC



June Promotion* 15% OFF

Formulas & Pure Herbs for Female & Male Support

- MenoCare® 120 Vcaps
- MenstriCare® 60 Vcaps
- ProstaCare® 120 + 240 Vcaps
- VigorCare® for Men 60 Vcaps
- VigorCare for Women® 60 Vcaps
- Ashwagandha 60 caplets
 - Ginger 60 caplets
 - Gokshura 60 caplets
 - Shatavari 60 caplets

Botanique by Himalaya® Personal Care

- Revitalizing Hand & Body Lotion 6.76 oz
- Intensive Moisturizing FootCare Cream 3.53 oz
 - Neem & Turmeric Cleansing Bar
 - Lavender & Rosemary Cleansing Bar
- Soothing Lotus Flower LipCare (24 unit display)
 - Rejuvenating Body & Massage Oil 6.8 oz
 - Stress-free Body & Massage Oil 6.8 oz
- U-Knead-it Balm (for soothing muscles) 1.76 oz
- i.e.balm (inhale~exhale* breathe easier) 1.76 oz
 - Neem & Pomegranate Toothpaste 5.29 oz

Every product on sale is Gluten-free!

* through June 29



CATCH THE WAVE — ALGAE OMEGA™

Nature's original source of marine omega-3
with a unique combination of EPA + DHA

100% VEGETARIAN

From Nordic Naturals®

Committed To Delivering The World's Safest, Most Effective Omega Oils™

June Monthly Specials "Omega-3 Essentials" 20% OFF

1760 Omega-3, 60ct	2760 Omega-3, 120ct
3760 Omega-3, 180ct	50502 Omega-3, Pet™ 90ct
51502 Omega-3 Pet™, 180ct	50505 Omega-3 Pet™, 2oz
50504 Omega-3 Pet™, 8oz	50506 Omega-3 Pet™, 16oz

June "Hip Pocket" deals* 20% OFF (Must be asked for when placing orders)

2774 Complete Omega 3.6.9, 16oz
2778 Complete Omega 3.6.9w/D, 120ct
58781 Arctic D CLO Lemon, 16oz
54783 Arctic D CLO Orange, 8oz
1776 Omega 3.6.9 Jr, 4oz
1797 Ultimate Omega Fish Gels, 60ct
1600 Vitamin D3, 120ct

*Please make sure to specify these discounts when ordering.
They will not be given automatically.

Not represented by BMC in NJ, SC





Juvo Original 21.01 oz
60 ingredients incl. raw whole grains, vegetables, sea vegetables, + fruits
Meal replacement USDA-Certified Organic by QAI

Raw SuperFood 12.7 oz
48 raw ingredients
USDA-Certified Organic by QAI

JuvoSlim 21.01 oz
a natural raw meal with over 50 ingredients
a raw food meal to encourage a weight loss diet

Juvo Green Protein 16.9oz
33 ingredients for a plant-based complete protein, made exclusively from Certified Organic & Kosher ingredients



INTERNATIONAL
Health Education • Health Products • Aloe Vera

SUMMER RELIEF

Stock up now

15% OFF

24 items mix & match

4 oz + 8 oz

SKIN Gel

~Aloe Life® Unscented Skin Gel is 99% ORGANIC. Made from fresh Certified Organic Whole Leaf Aloe Vera Juice. Aloe Life Skin Gel is thickened naturally with seaweed. The Skin Gel formula contains 1% skin nutrients of Vitamin E, A & C, combined with herbal extracts of Azulene from Chamomile + Allantoin from Comfrey. The therapeutic value of Aloe Life® Skin Gel is unmatched by any other topical Aloe Vera today

Body Heat fans!

Please note that the Body Heat Vanilla Rub [8oz + 4oz] will be out-of-stock for a short period of time. The Body Heat Original Scent [6oz] is still available.

This may be a perfect opportunity to introduce this formula if your store does not carry it: same quality active ingredients, just without the vanilla extract. Incredibly effective, with Organic whole leaf aloe vera; menthol; extracts of arnica, horse chestnut and white nettle, and MSM.

For new stores: 10% 'New SKU discount' and a free tester bottle for the shelf.



The Natural Products Association Marketplace

Show Specials:

5% DISCOUNT
for 12 Items Mix/Match

10% DISCOUNT
for 24 Items Mix/Match

15% DISCOUNT
for 36 Items Mix/Match

All Orders receive free shipping!

Buy-in dates June 11-25

Request the special order form from your BMC Rep

Orders of 36 units or more will receive one complimentary copy of: *Boost Your Health with Bacteria*, by Fred Pescatore, M.D. & Carolyn A Gazella.

Book signings at Natural Marketplace, Las Vegas, Booth 204

Fri 1 PM: Suzy Cohen, RPh, author of 'Drug Muggers'

Fri 3 PM: Martie Whittekin, CCN, author of 'Natural Alternatives to Nexium, Maalox, Tagamet, Prilosec, and other Acid Blockers'

Sat 1 PM: Kat James, author of 'Truth about Beauty.'



June Promotion
Olbas Inhalers
\$38.56/Dozen

Free Shipping
No minimum
Retail Value: \$71.40
direct orders only

Perfect for Allergy Season!

The Power to Breathe, Naturally!!



June Promotions
10% OFF

Bug-A-Boo!™ Repellent

Vanilla-Rosemary, 6 fl. oz.
family-size scares bugs naturally
Suitable for sensitive skin, this light formula is certified-vegan and cruelty-free

Pain Rescue® Cool
2 fl. oz.

fast-acting, non-addictive, completely natural alternative to synthetic commercial pain relievers.

PAIN RESCUE® Cool
for acute pain.

100% Vegan & Natural since 1994



Finest Quality Hair, Body and Skincare Accessories

STOCKUP
in June

New Bass Brushes
Price list
effective July 1

the largest & oldest comb brush and body tool manufacturer, importer & distributor in the natural channel since 1979

www.BASSBRUSHESNET
www.THEHAIRDOCCOMPANY.COM





Help Dad GO Natural for Father's Day

Surya Sapien Value Set Shaving Kit
Organic Skin Care for Men
Gift-set from the Amazon Rainforest

**great way to save:
package is 25% Off
Invoice (OI)**

*Gain the Eco Cert Organic customer
with this great package*

- ~ Shave Cream with Cupuacu and Macadamia Nut Butter
- ~ After Shave Cream
- ~ Facial Scrub

* Hypoallergenic and Dermatologically-Tested

\$17.99/\$29.99

Buy in dates until 06/20

SURYA Brasil



ECO LIPS

The best lip balm for the world

In Time for Summer June Promotion

**SPF CLIPS
for the Price of
NONCLIPS!
(25% off)**

**Lip balms with a clip:
how cool is that?**

Eco Lip cool

lip balm with a recycled aluminum
Eco Clip carabiner.

Don't lose your lip balm in your
deep pockets again,
have it right at your fingertips.

~~~~~  
**AND, more June sales**

**10% OFF  
all other SPFs!**

# NEWTON homeopathics

*Nurturing Naturally Since 1987*

## **JUNE SPECIALS 20% OFF**

in units of 6 per SKU

### **Candida~Yeast (N016)**

Formulated for associated symptoms such as poor digestion, gas, bloating, fatigue, mental fogginess, itching + discharge.

### **Eye Care (N041)**

Formulated for symptoms associated with eye conditions such as eye strain, itching, pressure, redness, styes, swelling, twitching and sensitivity

### **Prostate (N022)**

Formulated for associated symptoms such as enlargement, discomfort, frequent, incomplete or difficult urination + sexual dysfunction.

### **Newton for Pets**

#### **Pets Doggy Breath (P023)**

Formulated for symptoms associated with improper diet, digestive imbalance and periodontal conditions resulting in offensive breath.

*Nurturing Naturally since 1987!*

Not represented by BMC in NC, SC

# immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## **June Specials**

**15% OFF**

**Wellmune WPG®**

250 mg/60 ct.

Minimum purchase 8 bottles

~~~~~

**Beta Glucan Skin
Renewal Cream w/Aloe**

2 oz

55% OFF

wholesale in purchases of 6 jars

~~~~~

**The sports market is looking to your store for innovation and optimal health**

- "Daily supplements of the beta-glucan based ingredient Wellmune WPG may alter immune function after strenuous exercise, says a new study from the University of Houston."
- "New data published in the British Journal of Nutrition suggests that ten days of supplementation with Wellmune WPG may increase levels of total and pro-inflammatory white blood cells (monocytes) after exercise."

**Below is the link and press release. "Beta Glucan ingredient may boost immune function for athletes"**

[http://www.nutraingredients.com/Research/Beta-glucan-ingredient-may-boost-immune-function-for-athletes-Study/?utm\\_source=newsletter\\_daily&utm\\_medium=email&utm\\_campaign=Newsletter%2BDaily&c=7MOJ3hZfebHAVmEUPMh5NQ%3D%3D](http://www.nutraingredients.com/Research/Beta-glucan-ingredient-may-boost-immune-function-for-athletes-Study/?utm_source=newsletter_daily&utm_medium=email&utm_campaign=Newsletter%2BDaily&c=7MOJ3hZfebHAVmEUPMh5NQ%3D%3D)

# MushroomScience®

## **June Promotion**

**Chaga is picking up  
steam**

Mushroom Science's Chaga is Certified-Organic + extracted from wild-crafted mushrooms through a hot water/alcohol extraction process.

**Chaga extracts offer more than just powerful immune support.**

Chaga extracts are also a powerful anti-oxidant, with one of the highest ORAC scores of any "food" ever tested. Higher than green or black tea extracts. Chaga extracts also contains melanin compounds that help protect the skin and hair.

### **Chaga**

90 vegetarian capsules  
400 mg each

**3 ea 15% OFF**

**6 ea 20% OFF**

**12 ea 25% OFF**

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



## **First Aid Tips for Summer Sun**

Sunburn is an all-too common occurrence as the days get longer & warmer heading from spring to summer. Although aloe vera is excellent for post-exposure skin support, don't overlook silver as a powerful first aid treatment for sunburn and heat rash.

Alert your customers to avoid petrochemical (and other synthetic) first aid gels + ointments which tend to block normal healing processes in the body. *Argentum metallicum* (homeopathic silver) is readily indicated to bring relief and accelerate the innate healing responses of the body

For fast healing of minor cuts, scrapes, minor burns, bites, bruises, minor skin infections and more..... The perfect alternative to OTC conventional topical treatments

Sovereign Silver® First Aid Gel is the world's first homeopathic silver

**The Power of Silver Inside & Out**  
available in 1 oz + 2 oz glass pump-dispenser

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





## June Promotions the best organic sunscreen in America

1. Buy a new display  
of Goddess Garden  
sunscreen:  
**20% OFF**  
and/or

2. Set up an endcap  
of Goddess Garden  
sunscreens with a  
company header card:  
**20% OFF**

### Prioritize *continued from page 2*

the details of their Back to School Promotion that will involve sales of their top-selling children's products. As part of the partnership, Nordic Naturals® will be donating \$1 off every bottle sold of selected products^^ to Health Child, Healthy World® as they partner with HCHW to help parents make more informed decisions about their children's health and environment.

This "Grow, Thrive, Flourish," campaign is a natural extension of the very successful "What's Essential to You?" promo from earlier in 2012. By asking your customers, "What's Essential to You," you are asking them to think about what matters most to them. This is a moment for us all to reflect on our mission to give each generation what they need to grow healthy and strong, and makes this partnership with Healthy Child, Healthy World® so genuine and strategic.

Please mark your calendar to have someone attend—or your whole team—to learn of the potential, the available point-of-purchase (POP) promotional materials, and how Healthy Child, Healthy World® is offering parents resources to protect their children from harmful chemicals.

This is your opportunity to take the lead in helping your community, so find the tools, make the space, speak with passion and influence the future.

^^ ask your BMC rep for details on the promotions and how to participate this year

<http://healthychild.org/about/history/>  
<https://www.facebook.com/HealthyChild>  
[http://twitter.com/#!/healthy\\_child](http://twitter.com/#!/healthy_child)  
<http://healthychild.org/awakeupstory/>  
<http://www.youtube.com/watch?v=5vAVkvILBx8>  
"A Wake-Up Story" in Spanish (which is very important!):  
[http://www.youtube.com/watch?v=ysQ\\_e8Za7AM&list=UU1ITkq97LpFxB-uuBrvDQ&index=2&feature=plcp](http://www.youtube.com/watch?v=ysQ_e8Za7AM&list=UU1ITkq97LpFxB-uuBrvDQ&index=2&feature=plcp)

While Vitamin Angels® started around the same time, also in California, this philanthropic non-profit has already become a recognized leader in our industry for doing good in what we call the natural channel.

Vitamin Angels® (technically The Vitamin Angel Alliance, Inc. is a 501(c)3 tax-exempt organization headquartered in Santa Barbara, California) whose mission is to mobilize and deploy private sector resources to advance availability, access and use of micronutrients, especially vitamin A, among at-risk populations in need. Much of their funding comes directly from the natural products industry which supports them through commodity donations and retail promotions. Vitamin Angels® has earned four consecutive 4-star ratings from Charity Navigator, America's premier charity evaluator. In addition, Charity Navigator named Vitamin Angels as one of the Top 10

bodyceuticals  
organic bodycare

## SUMMER TREATS Calendula Pops

Two new Calendula Point of Purchase displays in time for summer

Organic Rejuvenating Skin therapy

~ Calendula mini-body oils

18pack/ \$35.10

~ Calendula Lip Balms, for Organic

Ultra-soothing Lip Therapy

12 pack/\$35.40

### June Promotion

**FREE Calendula Mini Oil** with every Mini Oil POP display

**FREE Calendula Lip balm** with every Lip Balm POP display



crueltyfree

oxylent®  
DRINK OXYLENT BREATHE LIFE™

## BIG NEWS

The perfect summertime drink

Oxylent®

**LINE DRIVE 15% OFF**

18-box minimum order (mix & match)

## BIGGER NEWS

Introducing

(Available in June)

**Oxylent 7-count boxes with**

**NO SUGAR/ZERO CALORIE**

in a perfect counter-top display (9 pc)

**The category has officially just changed**

Not only recommending the highest-quality effervescent on the market; also bringing in a higher profit margin to your store than the other common effervescent on the market.

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**KNOW anyone traveling in the next 4 months?**

**Natural Travel Size Kits**

2 oz sizes of

**Lotion; Shower Gel; Shampoo, and Conditioner**

2 Kits

~ Lavender

~ Lemongrass & Sage

**Excellent for travel too:**  
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~ All Natural blend of Eucalyptus, Thyme, Tea Tree, and Wild Marjoram essential oils combined with coconut oil-based surfactants to cleanse + moisturize

~ No Parabens, Artificial Colors, Petroleum Products or Synthetic Fragrances



Highly-Rated Charities Relying on Private Contributions in 2010.

As their website states, "Vitamin Angels reduces child mortality by connecting infants and children under five with essential nutrients. We help children attain good health and the opportunity to lead meaningful and productive lives.

Essential nutrients address chronic malnutrition and the resulting morbidity and mortality caused by vitamin deficiencies. By mobilizing public sector organizations, private sector resources and motivated individuals in partnership with Vitamin Angels, we strive to reach underserved children and mothers domestically and internationally.

In 2010, Vitamin Angels connected over 22,500,000 children in 43 countries, including the US, with the vital nutrients they need as a foundation for good health through our two programs, Operation 20/20 and Thrive to Five."

The facts are that 1 in 3 children worldwide is malnourished. Approximately 190 million children worldwide suffer from a Vitamin A deficiency and 670,000 under the age of five die due to lack of Vitamin A in their diets every year.

Children who are micronutrient deficient do not have the proper nutrition necessary to develop a proper immune system and bodily function, leaving them more susceptible to disease and overall mortality. Not only is helping children the moral obligation of every adult, addressing micronutrient deficiencies world-wide has important universal world-health consequences.

In 2008, the Copenhagen Consensus, a panel of world-class economists defined micronutrient supplementation for children as the #1 global priority when analyzing cost-effective solutions to the world's ten biggest challenges. Their assessment was that with an investment of \$60 million of micronutrient supplementation yearly (of just Vitamins A + Zinc), public assistance could reach about 80% of the world's 140 million children who lack essential supplementation, which would in turn save about \$1 billion in future investment for what are actually avoidable health issues. So, \$1 spent now would save \$17 in later costs. [Iron-deficiency was considered the 4th most serious global challenge, and malnutrition accounted for 5 of the top 10 most critical challenges to our world in our lifetime. [<http://www.copenhagenconsensus.com/Default.aspx?ID=953>]

Vitamin Angels® quite simply has gotten involved in the action needed to resolve the problem. Many caring companies in our industry have donated in some form to Vitamin Angels® as have many of the BMC manufacturers. Contributors in 2012 to the Vitamin Angels include: **Himalaya Herbal Healthcare**®, Kaneka QH™ Ubiquinol, Martek BioSciences (life'sDHA™), and Lonza Group Ltd (l-carnitine and B3). **Bluebonnet Nutrition**® made a very large donation in 2011.

Vitamin Angels® works with private and corporate donations and with corporate sponsors. [They never use expired product!]

**Nordic Naturals**® has been a key supporter of Vitamin Angels for years.

In 2010, they became the first company to contribute to the Vitamin Angels "Thrive to Five" campaign by delivering Omega-3 fish oil supplementation, in a project supporting over 3,000 children in the Dominican Republic (with Children's DHA™). This year, they are planning additional donations associated with sales promotions that will actively get the Vitamin Angels® mission known to the consumer.

Vitamin Angels® has focused their mission on two important programs: Operation 20/20™ and Thrive to Five™

Operation 20/20™: An estimated 190 million children under five suffer from vitamin A deficiency (VAD) worldwide. A simple, cost-effective vitamin A capsule every six months can reduce under-five child mortality in at-risk populations by about 24%. So far, 810,000 children have been reached in 2012 with approximately 24 million children reached in 2011.

Thrive to Five™: a domestic and global multivitamin campaign that distributes essential micronutrients to children under five and pregnant and lactating women who live in settings where under-nutrition and malnutrition are known to be prevalent, including in the U.S. Thrive to Five gives children under five the vital first step they need to excel physically and cognitively, rather than simply survive their key developmental years. 34,608 children have been reached in 2012 so far, and in 2011 approximately 400,000 children and mothers were supported with multivitamins.

To experience what Vitamin Angels® is offering to communities around the world, read the blog of Brittany Andrew's journey with Vitamin Angels® to Peru earlier this year: <http://www.vitaminangels.org/blogs/new-perspective-peru>.

Any time that a manufacturer in our industry offers you the opportunity to partner with them in supporting Vitamin Angels®, your store should take the opportunity and

make the promotion work. The mission is just too serious and important not to receive your full support. If you would like to make your store a permanent supporter of the Vitamin Angel® mission, go to their website and purchase their Point of Purchase Promotion Retailer kit for \$30. With posters, register displays and tear sheets that allow the consumer to add a donation with their purchase (that you can display on your wall).

<http://www.vitaminangels.org/>

<http://www.facebook.com/vitaminangels>

<http://twitter.com/#!/VITAMINANGELS>

<http://www.vitaminangels.org/faqs>

<http://www.youtube.com/user/VitaminAngels>

**Vitamin Angels**®, a recognized channel for social goodness, and **Healthy Child, Health World**®—a sister organization dedicated to natural goodness. Isn't it time that you opened your heart to these two great organizations?

In the second 6-months of 2012, Nordic Naturals® is offering to work with you to make this world a better place. Join with them, and all the other industry leaders who are showing the social consciousness necessary to make our world a better place for our generation's children, which will be foundational for much goodness for generations to come. Your store is the meeting place; the customer is the parent who is looking for answers. Help to Save the Children NOW! ☺



*This issue is dedicated to my great nephew, Michael Fanning, who was born into love. May his life be always healthy*

## THANK YOU SENATOR TOM HARKIN (D-IA)

### NPA Helps to Defeat the Durbin Amendment NPA thanks all advocates who reached out to their senators

Dear dietary supplements advocates:

In another victory for Natural Products Association members, advocates, and the industry, the Durbin Amendment has been defeated, with the U.S. Senate approving Senator Tom Harkin's motion to table the Durbin amendment by a final vote of 77-20.

The Senate vote was a significant victory for the industry. Senator Durbin announced his intention to seek a vote on his amendment for the first time late Tuesday evening – and worked hard to "whip" votes on his surprise amendment all day Wednesday and Thursday, including making several statements on the Senate floor.

Starting Tuesday night, NPA began working with our Congressional champions and fellow stakeholders to defeat the amendment. The efforts continued all day Wednesday as NPA coordinated with the other trade associations to ensure that every single Senate office was contacted and asked to oppose the amendment. NPA also reached out to you -- its powerful grassroots network—who responded with a flood of outreach to Capitol Hill. Finally, today all five trade associations came together and issued a joint statement expressing our united opposition to the amendment.

NPA would like to thank everyone who reached out to their senators to urge them to oppose the Durbin amendment. It is important to remember that the regulation of dietary supplements remains a hot topic for members of Congress. We must remain engaged, because these issues are likely to be revisited.

Sincerely,

Jeff Wright, President, NPA (05/24/2012)

*Editor's note:*

Join the NPA and donate to the NPA <http://www.npainfo.org/>  
Support the NPA by attending Expo West in Baltimore, Sept 20-22



## Blue Moose Consulting

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY  
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MICHAEL@BLUEMOOSECONSULTING.COM

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

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

## How to Reach Blue Moose Consulting

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

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### COMPANIES REPRESENTED:

#### **Bluebonnet Nutrition Corporation**

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

#### **Newton Homeopathics**

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

#### **Himalaya Herbal Healthcare**

www.himalayausa.com  
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Sugar Land, TX 77478

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#### **Herb Pharm**

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Williams, OR 97544

#### **Aloe Life International**

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orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
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lines we represent:  
Independence, Quality,  
Strength**

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