



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 9, No. 9 • September 2012

Talking Health: Sports Nutrition 102

Putting Muscle into a Sports Nutrition Section

The Olympic games have left the TV screen and gone to DVD. Summer bleeds soon into Golden Fall, and football then basketball begins; baseball's playoffs approach, and hopefully the NHL won't go out on strike. Competitive sports spikes as the school calendar starts, but the heartbeat of gym/bedroom/basement/garage workouts continues unabated 24/7 all year long. Sports Nutrition is a market that just keeps on growing!

The marketplace for the available dollar is also very competitive these days. Many stores are sitting like couch potatoes, and wondering where all the energy is—as consumers jog from store to store pursuing things that they want today. Your goal is to find what they want, and let them know that your natural product community resource center is the place to get what they want today.

Expanding the customer base is an essential of business development. Stores have to be creative in the actions that they take, and the big moves need planning, strong commitment and an investment. The last two issues of the BMC newsletter have offered a way to begin the dialogue of your business plan to key in on this burgeoning sports nutrition category

Bluebonnet has led the way, and once again they should be thanked for that leadership. Not only does Bluebonnet offer the premier quality nutraceutical line in the country, but they sell only to health food stores with a M.A.P. pricing policy that protects your store's margins against deep discounting. Bluebonnet recently introduced their *Extreme Edge® Sports Nutrition* line to fill a void that has existed in the natural channel for three decades. Now, there is a clean extreme sports and bodybuilding line that you can recommend with confidence, that is as naturally-clean as the demands allow and which—again—will be available only in independent health food stores.

Establishing a new section in any store is an undertaking that should involve tremendous forethought and planning. Bluebonnet rings the starting bell that now is the time. So, let's identify the extent to which your store size, your budget and your energies will allow, and let's build an exciting Sports Nutrition section to service that growing market. Most stores today have a Protein section that has no message, and a large number of stores don't even have their amino acids near the proteins. We obviously have a long way to go. But no matter if you decide to add two more shelves to that static protein canister wall, or whether you understand the benefits of an orchestrated upheaval, start this

Fall with a blueprint to muscle another 4-6 shelves of your store set into an attractive and enticing Sports Nutrition Center that you will advertise creatively for the next 12 months: here are some smart suggestions for you to consider!

Last month, we set the stage for creating a superior Sports Nutrition section, concentrating on the need for Omega-3 fats (EPA + DHA), quality protein alternatives, and a program—an exercise stack—that would prove intent to the a shopper who has not looked to your store for certain things in decades, that you want their business. For that customer, and for the initiate going toward their local GNC for the first time, and for the future athletes looking for trustworthy nutritional support—you want to put out the welcome sign.

In the four weeks since the August article was written, there have been at least six more cases of players in professional sports being suspended from play for failing substance/drug tests. The modern day playing field is littered with both cheaters, and innocent people buying tainted products from rogue players in the marketplace. Note that none of the problems centers around the legitimate health food stores or their stalwart manufacturers. Our market is not the problem, the GMPs are working and we are the 4th most regulated industry in the country by the FDA. Now, get that message out to the confused customer who shops in the mass channel.

If we mentioned SF Giants outfielder Melky Cabrera before (50 game suspension and a huge payroll forfeited), he is not alone. Fellow Giant Guillermo Mota, Rafael Palmiero, Manny Ramirez have all seemingly tarnished America's favorite summertime sport. For many competitors, the Hall of Fame's doors are being shut, but also hundreds or thousands of young people are losing scholarships, Olympic dreams are being flushed, and then there is the tragedy of the Lance Armstrong scandal. The issue is before the public.

There is fortunately also a tremendous upside to this equation too. The quest for perfection is leading more and more people to look for best options and optimal-quality for the supplements that they desire. The market is shifting, and conditioning is now understood to be more about "best" and not about "most." Likewise, key words are now "superior quality," and not "deepest discount." But for a store to succeed, it has to define and command the message. The shopper should hear that you are serious about your sports nutrition section, that you offer the complete package, and that you are the storehouse for the best-

EXPO EAST BOOTH SCHEDULE:

Bluebonnet Nutrition	5624
Nordic Naturals	5824
Himalaya Herbal HealthCare	6227
Organique by Himalaya	6227
Aloe Life	4829
Essential Formulas	5829
Surya Brasil	3815
Sapient Organic Men's	3815
Sovereign Silver	5718
Mushroom Science	5729
Oxylent by Vitalah	6030
Bass Brushes/Hair Doc	3118
Bodyceuticals	3910
Olbas Herbal Remedies	4607

VISIT AND JOIN:

Natural Products Association	8306
NPA East	5209

quality products: the tools for optimal performance.

Last month we spoke about the athlete being misled, with garish and false advertising depicting Photoshopped results in a backdrop of cheapest-possible protein prices and dangerous, bottom-end sugars. The simpler the message that you deliver to the veteran and the newbie, the better. Proteins, carbohydrates and fats. Energy delivered fast and cleanly. Recovery as being critical to success. As Carl Germano states in his excellent new book, *The Misled Athlete*, an exercise regime should be developed in the same way that any health protocol is determined: prevention is also preparation; energy utilization is exercise, and recovery is critical both for immunity and for establishing a pattern of continuous development. If we allowed the conversation to go steroidal for two decades, we can now bring it home with practical advice that can be natural, clean and safe.

First, define the market, and then speak to the people in that market. Statistics show that those who exercise are usually better educated and have more expendable income than those who do not exercise. Walking is by far the #1

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form of exercise in America. The list descends from there: weightlifting; use of cardiovascular equipment; swimming/surfing/water skiing; running; basketball; golfing; cycling; aerobics; and then down a bit to dancing; yoga; hiking; martial arts, etc. (Bureau of Labor Statistics; www.bls.gov/spotlight/2008/sports)

All these people would take notice of your new Sports Nutrition Center if you create something attractive and noticeable. While only 16% of the American public exercises daily (compared to 80% who view tv), these people are active, participatory and involved—and they all also shop for the necessities of their past times! For many, we can define what best essentials are: and the education may create a new lifelong customer.

Signage is often the most important factor in retail success, as it should be designed to tell the story when you are not standing there in front of the customer. Learn what the catch-words are that should catch the eye of the person who is living the life of the athlete (or their parents, spouses, friends!)

“Exercise”. This simple word may capture an interest of over 40% of your clientele. What can we promise them for simple exercise success? Too often, sports nutrition concentrates on bodybuilders and men. Note quite emphatically that women exercise nearly as much as men, but that women are much more likely to use cardiovascular equipment and dramatically more likely to do aerobic exercises than men. Most likely, more women currently shop in your stores than men now, but with some smart advertising and marketing, these statistics may change.

Support for these non-heavy-lifting activities needs to be a part of your section too: clearly defined nutrients (adaptogens, energizers); and ideas/ways/suggestions need to be made to get them interested in all the products available to optimize their efforts! Running currently splits 56% men - 44% women. The statistics are interesting: even with weightlifting, the percentages are 64% men - 36% women—so there are also many women using weights weekly! Right now, it is the women-centric magazine that defines this conversation: and we want the natural message and the natural channel products to be the ideas that are being discussed with your clientele. How can we gain that audience?

“Energy”. Many stores already have energy sections that are jumbled, small, inconsistent or just too inclusive a hodgepodge: like the store doesn't have a clue as to differentiation. Everyone wants energy, but realize that the very notion of a workout requires a different level of energy. Physiologically different concepts from the morning coffee or chyanprash! As mentioned in the previous article, for the athlete, energy means quick sugars: and this customer needs and wants this energy. Deliver that energy with Extreme Edge[®] but also add the perfect energy impulse item and gym bag accessory: Oxylent[®], any flavor.

“Omega 3-s and the Good Fats”
Clearly, you do not need to duplicate your ever-profitable Essential Fatty Acids (EFAs) in a new section, and obviously **Nordic Naturals** is the only Omegas-3 you need in this new Sports Nutrition Center. Which

products would best complement the NSF Certified for Sport[®] **Nordic Ultimate Omega Sport D3** essential? My first suggestion would be the Nordic liquids: the exercise aficionado is looking for biggest bang for the buck, and this customer will love these best-priced options. **Ultimate Omega Xtra[™]** liquid, **Kenai Wild Alaskan Salmon** oil liquid, **Complete 3.6.9[™]** liquid and a larger size **Nordic Arctic Cod Liver Oil[™]** [16 oz]. We all know that we can make statements through merchandising, and this will speak to the athlete about your message of the importance of the Omega-3's for cellular health, cell membrane fluidity, and modulated optimal inflammatory response. Think about this signage: Pure Fish Oil. Pure Activity. Pure Focus. Pure Flexibility

“Protein + More”. The natural idea would be to bleed the Sports Nutrition section into the protein section; literally bringing the buyer from protein to the add-on essentials that you are now highlighting.

What is the most logical thing in the world is to line up your alphabetical amino acids somewhere near the proteins. Why carry any other amino acids besides Bluebonnet's superior offerings?: Japanese bacterial fermentation, free form, pharmaceutical grade amino acids from Ajimimoto[®] (most from the AjiPure[®] division in North Carolina); Lonza carnitines and Suntheanine[®]. Bluebonnet, unsurpassed quality sold only in health food stores!

While the best biological proteins are Whey Protein Isolates, make sure that you carry the gamut of available products. Bluebonnet “Dual Action” proteins mirror the latest thinking, combining Whey Isolate and Casein for extended-availability support. **Whey of Life** has the Isolate and the Concentrate along with Nucleotides and SOD, and **Super Earth[™]Soy Protein** provides the best quality soy protein on the market. Carry fermented soy, and rice and egg protein and pea protein (again, always know source), and round out the section with a truly superior and novel raw food protein from **Juvo!**

“Extreme Conditioning”: This is where Bluebonnet's **Extreme Edge[®]** anchors the set. Good business still dictates that you define the category with signage; and extreme conditioning and Extreme Edge[®] are perfect synonyms! Show them what you got!

“Recovery”: This is a logical extension to the 3rd Stack in the **Extreme Edge[®]** product line. There are many things that should be considered to maximize this critical final point of the exercise protocol. Adaptogens, whole leaf aloe vera, minerals can all be included here.

“Joints & Ligaments”. Think about how few athletes shop in your Joint/Arthritis section? Yet who will have the highest probability of needing skeleton and structural repair but the person who is performing at elevated levels on a regular basis? Wear and tear; and then to the doctor for NSAIDs and aspirin, or to you? This is the perfect customer to introduce to a preventative supplemental regime, based upon EPA/DHA and other key nutrients: for healthier joints, ligament and tendons now, and pain free fascia later in life! Every athlete should be conditioning with astaxanthin and turmeric and hawthorn berry!

“Immune Support”: the best immune support for the athlete is either the **Wellmune WGP[®] beta glucan** from **Immune Health Basics**, and/or any of the medicinal mushrooms from **Mushroom Science**. And

IN MEMORIAM

Mark Patterson Will Be Fondly Remembered as CEO of Eco Lips[®], Accomplished Cyclist & Environmental Activist

Cedar Rapids, Iowa
Mark Patterson, CEO of Eco Lips, died in his home on Saturday, August 11, 2012, after a sudden + unexpected illness. Mark was well known within the local community & the natural products industry as a longtime supporter of an active organic lifestyle and shared his passion.

Mark's activism motivated him to organize a variety of events to create awareness of how human beings can live an increasingly conscious lifestyle. The Eco Lips[®] Earth Day Bike Ride, held in Cedar Rapids for years, brought the community together through Mark's leadership. In 2007, Mark helped plan and participated in the Organic Endurathon, an event consisting of 10 marathons in 10 days across the state of Iowa with a mission to promote organics and sustainability at the local level. Mark is survived by his wife, Sarah, one son, Luke + two daughters Elizabeth & Lily of Cedar Rapids. Because Mark was the sole provider to his wife and children, a memorial fund has been set up for Mark's children via the Eco Lips website at www.ecolips.com/mark to receive donations.

why not promote a lifelong regime of rotating the two?

Protein, energy and recovery products have long dominated the \$23 billion U.S. sports nutrition and weight loss market. But like any great athlete, the industry is looking for the next product that will improve performance. Strengthening the immune system may be the key to achieving the Olympic motto, *Citius, Altius, Fortius* (Latin for “faster, higher, stronger”). Consider:

- Research shows that high intensity exercise weakens the immune system, which may derail training programs and performance gains.
- Clinical research with marathoners, cyclists and other high stress individuals demonstrated how an immune health ingredient reduced the incident of upper respiratory infection symptoms and activated protective immune responses that maintain health. Enter **Wellmune WGP[®]**. Research available: a clinical study conducted at the Department of Health and Human Performance at the University of Houston indicates that **Wellmune WGP[®]** may enable both recreational and elite athletes to exercise longer and harder with less risk of immune system suppression that normally follows high-intensity exercise. A study performed on the post-race health of marathon runners showed that **Wellmune WGP[®]** can significantly benefit people experiencing considerable physical stress in the evaluation of 6 psychological factors

To me, nothing could be more imperative, and a salient way to gain and hold the Sports Nutrition market, than to concentrate on the immune system of the athlete. The single most important thing that you can do for your health is strengthen your immune system. Note that the immune system helps govern

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September Specials
20% OFF products listed

minimum order 3 ea
Immune Support – FEATURING:

- Astragalus liquid extract
- Umckaloabo liquid extract
- Echinacea Goldenseal Compound
 - Immune Defense Tonic™
 - Soothing Throat Spray

ASK ABOUT CASH REGISTER MERCHANDISING

IMMUNE DEFENSE TONIC™ Supports Healthy Function of the Immune System* Echinacea root*, Astragalus root*, Reishi mushroom^, Schisandra*, Prickly Ash bark^

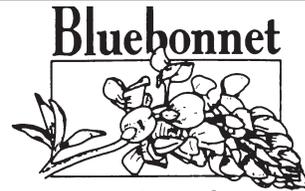
ECHINACEA- GOLDENSEAL COMPOUND Echinacea root*, Goldenseal rhizome & roots*, Osha root ^, Spilanthes flowering herb*, Yerba Santa leaf^, Horseradish root* Ginger rhizome*, Black Elderberry fruit*, Yarrow flower. , Wild Indigo root

SOOTHING THROAT SPRAY the new name for the best-selling Echinacea-Propolis Throat Spray - Echinacea root *, Propolis ^, Hyssop leaf & flower *, Sage leaf *, St. John's Wort flowering tops ^

- Perfect for cash register cross-merchandising all season long

America's # 1-Selling Liquid Herbal Extracts
* certified-organically grown ^ Custom Wildcrafted™

Not represented by BMC in NJ



Two Ways to Save Plan A + Plan B
to stock up for a Busy Fall Buying Season

A. PROMOTION CONTINUES THROUGH SEPTEMBER 14TH
BEAT the HEAT with COOL DEALS Buy 3, Get 1 FREE of the following

- ^Multi One® (with iron) Vcaps 30 [126], 60 [128], 90 [130], 180 [131]
- ^Multi One® (Iron-free) Vcaps 30 [145], 60 [146], 90 [148], 180 [149]
- ^EarthSweet® Chewable D-3 400 IU tablets 90s {Natural raspberry} [360]
- ^EarthSweet® Chewable D-3 1000 IU tablets 90s {Natural raspberry} [362]
- ^Earthsweet® Chewable D-3 2000IU tablets 90s {Natural raspberry} [364]
- ^Rainforest Animalz® Multiple: Cherry 90 [184], 180 [185]; Grape 90 [186], 180 [187]; Orange 90 [188], 180 [189]; Mixed (Cherry, Grape, Orange) 90 [190], 180 [191].
- ^Rainforest Animalz® Vitamin C Chewables (Orange flavor) 90s [192]
- ^Rainforest Animalz® Vitamin D3 400IU Chewables (Natural Mixed Berry) 90s [194]
- ^Rainforest Animalz® Cal-Mag- D3 Chewables (Natural Vanilla Swirl flavor) 90s [196]
- Rainforest Animalz® DHA 100 mg softchews (Natural Fruit Punch flavor)90s [198]
- ^Stress B-Complex Vcaps 50 [422], 100 [424], 250 [423]
- ^C-1000 mg PLUS Bioflavonoids caplets 90 [528], + 180 [530]
- ^Calcium Citrate Magnesium Plus Vitamin D3 caplets 90 [715], + 180 [717]
- Cellular Active® CoQ10 Ubiquinol 25 mg softgels 30 [787], + 60 [788]
- Cellular Active® CoQ10 Ubiquinol 50 mg softgels 30 [790], + 60 [791]
- Cellular Active® CoQ10 Ubiquinol 100 mg softgels 30 [792], + 60 [793]
- Cellular Active® CoQ10 Ubiquinol 200 mg softgels 30 [798], + 60 [799]
- Zeaxanthin Plus Lutein softgels 30 [858], 60 [859]
- Phosphatidyl Serine 100 mg softgels 30 [938] + 60 [940]
- Natural Omega-3 Brain Formula softgels 60 [944], 120 [945]
- Tonalin® CLA 1000 mg softgels 60 [1004] + 90 [1006]
- ^Power Thought® Caplets 30 [1119] + 60 [1120] + 90 [1125]
- Glucosamine-Chondroitin Plus MSM 60 [1117] + 120 [1118] + 180 [1121]
- Standardized Ginkgo Biloba Leaf Extract Vcaps 30 [1360] + 60 [1362] + 120 [1363]

That's 25% Savings to Stock-up for Fall Sales Season NOW

B. EXPO EAST TRADE SHOW DEALS

One order between 9/17- 9/28 must identify as "show order" when placing the order
18% OFF-LINE DRIVE

^ denotes products that are KOF-K Kosher-certified (www.kof-k.org) • Vcaps® are a registered trademark of CapsuGel® (http://capsugel.com)

Not represented by BMC in NJ, SC



2-Month Sales Opportunity!!
Save & Discount in Sept-Oct
20% OFF mix & match

offer good through 10.31.12

Formulas & Pure Herbs for Immune & Respiratory Support

- ImmunoCare® 120 + 240 Vcaps®
 - RespiCare® 120 Vcaps®
 - StressCare® 120 + 240 Vcaps®
- Amla C^ caplets • Guduchi^ caplets
- Ashwagandha^ caplets • Holy Basil^ caplets
 - Turmeric^ caplets

^all Pure Herbs Organic + Gluten Free
60 caplets have no binders/excipients

~ Botanique by Himalaya® Pure Skin Care products

- Nourishing Face Moisturizing Lotion 6.76 oz
- Exfoliating Walnut & Wood Apple Face Scrub 5.07 oz
 - Neem & Turmeric Face Wash 5.07 oz
 - Hydrating Face Wash 5.07 oz
 - Invigorating Face Wash 5.07

all Gluten free, tested per batch!

Extra Special Deal:
Turmeric on sale for 20% in Sept-Oct!!
Himalaya Herbal HealthCare: Our Science. Your Life™

Not represented by BMC in SC



NEW ITEM! Nordic Naturals® Introduces
Nordic Omega-3 Jellies™

Innovative new Children's Omega-3 product
offering high-concentration, on-the-go convenience, + GREAT TASTE

- tutti-frutti taste in a fun little fish-shaped jellie
- 250 mg EPA/DHA in one chewable jellie fish
 - box of 36 individual paks for kids 2+
- blister-packed for exceptional on-the-go freshness
 - sweetened with xylitol + sorbitol. 0 sugars
- item # NUS-31130, 36 jellies per box, \$14.97/\$24.95
PERFECT for Back-to-School. Ask about posters, brochures;
+ coming soon, single-serving samples

SEPTEMBER Promotions!

Children's Essentials 20% OFF Gummy Line+ Effervescents

- Nordic Berries™ 120 ct • Nordic Omega-3 Fishies™ 30 ct
 - Omega-3 Effervescent™ 7+ 27 ct
 - Nordic Omega-3 Gummies™ 60 ct + 120 ct
- Nordic Gummy Worms™ 30 ct • Nordic Omega-3 Jellies 36 ct

Additional September Promotions

- Omega Probiotic™ 60 ct • Alaskan Salmon Oil 8 oz
- 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 in Organic Olive Oil 120 ct

^ buy-in dates till September 23

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

Go to Baltimore Expo East & SAVE

Nordic Naturals show deals will be for attendees only!

Not represented by BMC in NJ, SC





Students getting their fruits & vegetables?

Does the body have appropriate antioxidant protection for the upcoming Cold & Flu Season?

Organic, Raw, Whole Foods

SEPTEMBER LINE DRIVE 15% OFF*

- Juvo natural raw meal
- Juvo Slim natural raw meal
- Raw Super Food
- Raw Green Protein

* not to be combined with any other discount



INTERNATIONAL

Health Education • Health Products • Aloe Vera

September Special Aloe Boost 30 + 90 Tabs 15% OFF

12 items mix/match

Aloe Boost is an ideal Blood Sugar, Energy + Wellness supplement. In a base of Nopal Cactus + quality Whole Leaf Aloe Vera, this formula also includes CoQ10, Bee Pollen, 20 Free Form Amino Acids, Brazilian Suma, and Chromium Picolinate.

Digestion and pancreas health support; weight maintenance; stamina, concentration, reduced snacking while boosting energy!

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Special carried over one more month through - 9/30

## Multi-Vitamin & Mineral plus Cardio Formula 40ct/120ct Buy 1 Get 1 Free!!!

- Herbal Food Base - Easy to Digest
  - Gluten Free/Iron Free
- Heart Healthy Ingredients - Curcumin, CoQ10, Quercetin...
  - Great for Adults, Seniors, Teens & Athletes

Whole Leaf Aloe Vera Juice Products



## Dr. Ohhira's Probiotic Supplements Dr. Ohhira's Probiotic Skin Care Products

### Did you know?

**You are not just an individual,  
you are an environment!**

Bacterial cells are much smaller than individual human cells. Each human body is home to about 10 times more bacterial cells than human cells. The majority of these bacteria live in the large intestine. That's why it's so important to make sure that your bacterial population is dominated by friendly probiotics!

### Expo East Show Specials Best time to stock-up!

Ask BMC rep for Promotional Code needed when ordering buy-in dates: September 20-26 orders with Promo Code receive free shipping

**5% OFF** for 12 items mix & match  
**10% OFF** for 24 items mix & match  
**15% OFF** for 36 items mix & match

Orders of 36 units+ will receive a **FREE** copy of the book "Boost Your Health With Bacteria," by Fred Pescatore, MD & Karolyn Gazzela



## Best purchase of the season Order your Olbas® floor display early September Olbas® Promotion

### Olbas® Herbal Remedies:

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

## 10% LINE DRIVE open stock & Counter Display 15% OLBAS FLOOR DISPLAY

ask your BMC rep for details



Topically Applied Herbal Answers

## September Promotions 10% OFF direct orders only

### 2 BEST-SELLERS:

**Zero Zitz! Original Astringent Toner, 6 fl. oz.** nourish, tone, and soften skin while helping to prevent blemishes naturally effective, satisfaction guaranteed

### Sea Bath: Itch Witch 20 oz

Contains only pure ingredients: sea salt, baking soda, sea vegetable blend and pure essential oils

## Expo East Trade Show Deal Line drive for attendees 10% OFF + free shipping

Buy-in dates: Sept 20-28

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Vegan & Cruelty-free
Green Products Alliance
Natural Products Association

New website for stores
www.wellinhandwholesale.com

Topically Applied Herbal Answers.
Action Remedies®



Brushes

Finest Quality Hair, Body and
Skincare Accessories

"Like a full head of hair!!!"

NOW is the time to expand your business

VISIT the Hair Doc
see, touch + feel the quality
Combs, Brushes, Bathtools,
Pet Brushes, razors & more

EXPO SHOW DEAL
for attendees + new accounts
only!

orders placed at Show
25% OFF

+
Free Shipping





SURYA
Brasil

**September Promotions
Color Fixation Line**

***25% OFF** direct orders only

Restorative Mask 7.6fl.oz

Single Application 1.05 fl.oz

Leave-in Cream Conditioner 10.14 fl.oz

Restorative Shampoo 8.45 fl.oz

Restorative Conditioner 8.45 fl.oz

Split Ends Serum 1.05 fl.oz (Anti-Frizz)

Restorative Hair KIT (Shampoo/Cond/Leave-In)

After coloring your hair with Surya Henna, keep it smooth + radiant & ensure vibrant color with the Color Fixation Line, which is also ideal for chemically colored hair!

It has a powerful formula enriched with Rice Protein, Cupuassu Butter, Buriti Oil, + 15 Herb + Natural Exotic Fruit Extracts from India + the Amazon forest: ingredients that protect the hair and lock in color longer. It restores the hair's natural beauty, boosting resistance + resilience. It revitalizes shine and is enriched with plant proteins that nourish and repair hair scales to invigorate the hair and tame its volume, leaving it resilient + manageable.

Vegan, No Animal Testing, No Animal Ingredients.
Eco Cert Certified Organic

*must sign contract agreeing to extend discount on to customer

Detoxify Your Beauty

SURYA Brasil



ECOLIPS

The best lip balm for the world

**Celebrating an East Coast
Sales Expo**

**Natural & Organic
Lip Balms**

**LINE DRIVE
20% OFF**

Eco Lips® lip balm is handcrafted in Cedar Rapids, Iowa. With the mission of satisfying the needs of every customer, Eco Lips® has been first to market with several innovative organic lip care products + packages.

With environmental initiatives in place, a focused marketing & sales strategy, award winning packaging, and a relaxed, yet productive work environment, Eco Lips is making its way around the world, one set of lips at a time.



The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987

**September Promotions
20% OFF
in units of 6 ea per SKU**

- Aches~Pains (N019)
- Edema~Fluid Retention (N065)
- Restless Leg (N080)
- Pets Inflammation (P009)

Aches~Pains (N019): Formulated for symptoms associated with bruises, strains and overexertion such as pain, stiffness and inflammation.

Edema~Fluid Retention (N065): Formulated for associated symptoms such as skin discoloration, discomfort and swelling due to fluid retention.

Restless Leg (N080): Formulated for associated symptoms such as the constant need to move the legs and feet, cramping, jerking, twitching, trembling and numbness.

Pets Inflammation (P009): Formulated for associated symptoms such as swelling, redness, congestion, discomfort and increased sensitivity.

Expo Trade Show Deals

Buy in dates Sept 20-26
Show discounts are available for all
NEWTON OTC Complexes

**15% for attendees
10% for non-attendees**

1987-2012 • 25 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Immune Health Basics:
The Smart Choice**

Most of us cannot afford "down time." Missing work or school or re-arranging schedules is inconvenient, to say the least. Now there is a simple, natural and safe way to support your family's immune system and take control of your life: Immune Health Basics Wellmune WGP®

Clinically proven to enhance the immune system. Proven pure, safe and effective, while enhancing overall health & vitality.



**Expo East Promotions
20% DISCOUNT on ALL
purchase orders over \$150**

Buy-in dates: September 17th- 24th.
not to be combined with other promotions



**September Special
15% OFF 500mg 60 ct.**
minimum purchase 8 bottles

MushroomScience®

September Promotion

**Cordyceps is a must for every
Sports Nutrition section**

90 vegetarian caps

400 mg

Cordyceps sinensis mycelium

hot water extract

25% polysaccharide, .25% adenosine

Cordyceps Cs-4

the most potent Cordyceps supplement
sold in North America

4 ea - 15% OFF

12 ea - 20% OFF

24 ea - 25% OFF

must ask for deal when placing order

The Cordyceps Cs-4 extract may be the most versatile of all medicinal mushroom supplements. Hot-water/alcohol extracts provide the immune health benefits normally associated with medicinal mushroom supplements;

but also provide a host of other important health benefits including balancing the HPA axis + improving energy, stamina and endurance.*



**Expo Show deals are the time
to stock up on America's
#1 - selling Silver**

**The history of a scientific
discovery**

In 1998, Stephen L. Quinto - the founder of Natural-Immunogenics, working with a Doctorate-level chemist at the University of Miami as a sounding board, began a quest that a year and a half later produced a [colloidal] silver hydrosol so fine that its trace could not even be easily detected in an electron microscope.

Micrographs taken in a transmission electron microscope at Brigham Young University (BYU) proved what had been achieved, but further testing was needed before any decision would be taken. The microbiology lab at the U. of Miami then confirmed that it was "an historic immune agent," even at dilutions of 150 ppb (parts per billion), whereupon the decision was taken to commercially develop this state-of-the-art material; no other choice was possible. In the spring of 1999, the Company built + equipped a laboratory in an industrial park in Miami dedicated solely to the new technology. A transmission-electron microscope installed that summer confirmed that vast seas of the finest silver particles ever seen - averaging 0.0008 microns - were now being produced. The new production matrix was even better than what had been achieved experimentally.

Under Mr. Quinto's leadership, the Company focused on bringing its extraordinary product to market. In late December 1999, "Sovereign Silver" was introduced into the U.S. marketplace. **Today, Sovereign Silver™ is the ONLY silver you need to carry.**

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





**Expo East Promotions
25% OFF**

Sun Body Lotions
year-round sun protection
buy-in dates September 15-30

Organic moisturizing natural body lotions perfect for everyday use, all over your body.

Protect your skin everyday from the harmful, aging effects of the sun – without any chemicals.

- 95% Organic - the highest certified organic content body lotion with SPF available
- SPF 15 broad spectrum UVA/UVB coverage without the use of chemicals
 - Moisturizing
 - Sheer
 - Dermatologist-Recommended
 - 8 oz: three scents: Grapefruit-Bergamot; Lavender-Mint; Tangerine-Lavender

bodyceuticals
organic bodycare

**September Special for
NEW SKUs
15% OFF**

**any new SKU (4 deep)
PLUS a FREE tester**
(must mention this deal when placing order for the new sku to get the discount/tester)

Expo East extras

- Experience some of our farm-grown calendula flowers at the booth

Also offering an additional **SHOW SPECIAL DISCOUNT** for attendees who come by and place an order at the booth.

PLUS get a FREE GIFT from Bodyceuticals founder, Angelique Saffle, with any order placed at the booth during the show.

- **News: We will be launching our NEW Bioactive CALENDULA FACIAL CARE products** at the show - Come by and sample them!

Sports Nutrition 102
continued from page 2

every other body process, and if the immune system is functioning well, then all other body systems are better capable of performing well. Immune strength is part of performance!

"Antioxidants and Anti-inflammatory Support": the athlete must be taught the most elemental "facts of life" of physiology. After protein, fats and water, the antioxidant is the athlete's best friend. Oxidative stress is a concept that everyone who has ever done serious exertion should be aware of; and you are the teacher. Add antioxidants to your Sports section, or maybe just add certain key antioxidant blends:

Bluebonnet *Heart Antioxidant Formula*, and *Super Antioxidant Formula® Vcaps* and Nordic *Ultimate Omega with CoQ10™*

The ideal signage would include your unique and branded messaging, but making small signs for the various aspects of conditioning, exercise and energy is not difficult: it is necessary though for optimal business success. Each sign should be the width of 3-5 products, and you should choose your most popular, best and most-athlete specific options for this section.

Perfect opportunity to make your store fuller, to take advantage of cross merchandising ideas and to profit off larger purchases of key items, when sales arise. Some examples might be when there are volume discounts on Carnitine or Ubiquinol, or *LiverCare®* or *C-4 Cordyceps*. Choose products that provide ongoing discounts from Bluebonnet's wonderful "Slice of Life" promotions and

instantly increase your profit margins by wise buying and cross-merchandising. Now, you can spread the inventory into the applicable sections and gain that customer who would never shop in designated places other than where they feel their concerns are!

One final thought on selection. As we begin to reclaim the conversation on bodybuilding, extreme conditioning, professional athletics and sports nutrition, let's reconsider the amazing contributions that homeopathy can make. When we speak fine-tuning, what could work better? I think of the possibility of the **Newton Homeopathic Hyperactivity-Mental Focus** for anyone in the midst of performance: and how completely safe!

Products:

Here is a shopping cart for you to decide how well-stocked you want your gym-pantry to be:

Bluebonnet Nutrition: [Essentials]: liquid L-Carnitine—from Lonza: nobody does it better; L-Glutamine powder—AjiPure™; Amino Acid 1000 Caplets and BCAA Vcaps (both Kosher!); Liquid Super Earth® Multinutrient Formula; Super Vita-CoQ10 Formula® caplets; EarthSweet® Chewable Vitamin B-12 Methylcobalamin 5000 mcg tablets; B-complex 100 mg; Optimum-C Formula, and Buffered C Crystals powder; High Gamma Natural Vitamin E Complex Licaps; Albion® Chelated Multimineral Caplets (iron-free); Magnesium Calcium 2:1 Vcaps; Omega-3 Joint Formula softgels; Ubiquinol 50 mg, CoQ10 60 mg softgels (stock your larger sizes here); Alpha Lipoic Acid 300 mg; Astaxanthin softgels;

oxylent®
DRINK OXYLENT BREATHE LIFE™

**September Line Drive
20% OFF**
18 box minimum
regular shipping terms apply

**Superior Quality &
Back-to-School Convenience**

"Children's Oxylent® Delivers A Revolutionary, Easy-to-Digest, Great Tasting, Effervescent Solution for Your Child's Multivitamin."

<http://americanpregnancy.org/news/vitalah>

New Oxylent Product images:

The product images link has been updated with the new No Sugar packets and boxes as well as all the new 7-Count pieces!

Check them out: <http://www.vitalah.com/productimages/>

Environmental Reminder!

the 9 ct NEW Oxylent Counter-top Displays are refillable!

see them fly as you refill again & again with 7-ct sizes Oxylent

*Standard shipping structure applies

**AROMA
LAND**

**Offer Natural Relaxation
Expo East deals
15% OFF**
buy-in dates: Sept 20-30

• **NEW Massage Crèmes**

- Citrus Massage Lotion 19 oz
- Lavender Massage Lotion 19 oz
- Pomegranate Massage Lotion 19 oz
- Unscented Massage Lotion 19 oz

• **Best-sellers**

- Lavender Massage & Body Oil 12 oz
- Jasmine & Clementine Massage & Body Oil 12 oz
- Ylang & Ylang Massage & Body Oil 12 oz
- Rosemary & Mint Massage & Body Oil 12 oz
- AromaFree Unscented Massage Oil 8 oz

• **Extraordinary**

- Neroli Facial Massage Oil
- Chamomile Facial Massage Oil
- Rose Facial Massage Oil



GliSODin™ Vegetarian S.O.D. 200 mg Vcaps; Grape-C Plus® Vcaps; Pycnogenol® (either 50 or 100 mg Vcaps); Power-Zymes® Vcaps; Nucleotide Complex 500 mg Vcaps; Celadrin®, Diet Chrome-Care® Vcaps; GSX® Formula Vcaps; American Ginseng Extract*; Eleuthero Root Extract*; EGCG Green Tea Leaf Extract*; Milk Thistle Seed Extract*; Saw Palmetto Berry Extract softgels; Rhodiola Rosea Root Extract*; Turmeric root Extract* (*denotes Vcaps®)

Herb Pharm: always remember the perfect 4-SKU wood rack cross-merchandising shelf dividers.

Liquid extracts are the preferred choice of athletes for immediate absorption: the market is there for you to create on liquid herbals! Single Herbs: Ashwagandha, Eleuthero, Asian Ginseng, American Ginseng, Maca, Milk Thistle, Oat Seed, Rhodiola, Yohimbe.

Liquid Herbal Extract Compounds: Athlete's Power Tonic™; Adrenal Support Tonic™; Nervous System Tonic™; Connective Tissue Tonic™; Flexible Joint™; Healthy Liver Tonic™; Inflammation Response™; Male Sexual Vitality Tonic™; Stress Manager™; Trauma Drops™; Willow Pain Response™

Newton Homeopathics: OTC Complexes: #-1 selling Detoxifier; Accident-Injury Rescue; Aches-Pains; Muscle Ease; Sports Injury; Prime +; Swimmer's Support; Hyperactivity-Mental Focus; Cell Salts; Fatigue Fighter; Inflammation; Leg Cramps-Swelling; Nervousness-Anxiety; Prostate; Rheumatic-Joint Care; Sciatica-Nerve Care; Vitality and don't forget the angst of competition: Stage Fright-Fear. Also, consider the new Remedy Water, "Ease," for symptoms associated with muscle discomfort such as bruising, pain, soreness, stiffness, spasms and weakness. Stay hydrated homeopathically!

Aloe Life: Aloe Gold; Aloe Herbal DETOX formula; Superfruit Aloe Vera; Leg Gel (Vein Support Formula); Daily Greens; Fiber Mate powder; Aloe Boost tablets

Essential Formulas: Dr. Ohhira's Probiotics: considered an essential of physiological allostasis. Make sure every shopper knows this.

Himalaya Herbal HealthCare®: Formulations: LiverCare® and LiverCare® Economy, StressCare®, JointCare®, ImmunoCare®, GlucoCare®, HeartCare®, LeanCare®, MindCare®, OsteoCare®, VeinCare®, VigorCare for Men®, and VigorCare for Woman®. Think about the ability to bring complementary support with one of these daily herbals!

Pure Herbs: Amla C, Ashwagandha, Boswellia, Chyvanprash, Gokshura (aka known as the bodybuilding favorite, Tribulus), Holy Basil, Triphala, Turmeric.

Botanique by Himalaya®: Stress Free Body & Massage Oil, U-Knead-It Balm, Intensive Moisturizing FootCare Cream.

Sovereign Silver: Bio-Active Silver Hydrosol cross-merchandised (maybe the 8 oz bottle here) will alert the gym-rat, and the over-exerter to the benefits of this daily-needed trace element. Also, the Silver homeopathic First Aid Gel reduces swelling, heals wounds and prevents infections topically

Juvo: Juvo's raw foods and meal replacements are a perfect complement to any Sports Diet protocol. Raw is optimal, and the Raw Green Protein mentioned above is perfect for the

IN MEMORIUM

Ralph T. Holman was a giant in the field of biochemistry. A brilliant scientist who studied with George Burr - the first to discover essential fatty acids. - Dr. Holman coined the term "omega-3s" in 1963, which led to a new naming system to describe essential fats. He is credited with discovering the metabolism of omega-3 fatty acids, their essential role in human nutrition, and the competition between omega-3 and omega-6 fats. His work popularized the importance of these nutrients and improved the lives of millions who benefited from his pioneering discoveries in the field of nutrition. A family man, and a friend to all who knew him, Dr. Holman passed away peacefully on August 15th, surrounded by loved ones.

In memorium of Dr Holman, Nordic Naturals is proud to make a donation to Save the Children in his name.

Vegan, Gluten-free, Soy-Free, Whey-free, Yeast-free, Wheat-free, Pro-Organic shopper.

Aroma Land: there are many reasons to introduce the Athlete to Aromatherapy! Essential Oils add to the wholistic body response: Offer these blends: Muscle Cool Blend and Muscle Warm Blend; Sore No More Blend; Firming Blend; Toning Blend; and products to aid in overall energy: Energizing Herbal Blend; Revitalizing Blend; Inspiration Blend; Tranquillite Blend. Therapeutic-Quality essential oils for every need! Aroma Land also has a great selection of Massage Oils, on sale this month!

Serious athletes will tell you this is not an eclectic suggestion: Hand & Nail Treatment 2 oz blend

Bass Brushes: Every Athlete should use a Body Brush for skin/lymph cleansing. Bass provides world-class, Bamboo handle, body brushes with a great selection. Also, athletes are one of the largest markets for the sisal hand mitts, back strap brushes and 100% sisal firm large wash cloths. Give them what they want!

SAPIEN Men, by Surya Brasil: the clever stores always seem to grow their business by making marketing statements that appeal. While the Sports Nutrition section can be gender-neutral, this is the perfect opportunity to speak to the male athlete. SAPIEN Men by Surya Brasil is packaged in a sleek and sophisticated black packaging that creates a powerful masculine statement. The citrus/spice scent has woody notes, and—as importantly—is made from pure essential oils and not phthalates. The product is Eco Cert Organic, gluten-free and vegan. Six formulations as a cross-merchandising alert to men that you store carries exceptional things for them: large 10 fl oz 2-in-1 Shampoo & Conditioner, and a Shower Gel, a Shave Cream and After Shave Cream, Facial Scrub and Hair Styling Gel (medium hold, free of silicone-derived ingredients, and synthetic fixatives like PVP). The black label thrives next to the black label Nordic Sport and the Bluebonnet Extreme Edge®, and the "black-lid" Bluebonnet Sports Nutrition products!

Mushroom Science: every store needs Cordyceps in the Sports/Energy section. It is a

tonic for endurance, energy, stamina and overall immune support. The Mushroom Science Cordyceps Cs-4 extract is guaranteed to contain a minimum of 24% polysaccharides + .25% adenosine, making it the most potent Cordyceps supplement sold in North America. This is the only choice the educated athlete seeks!

Well-in-Hand: topicals are more than add-ons to a Sports Nutrition Center. These "Action Remedies" perform exceptionally, as the names suggest: Pain Rescue® Warm for chronic concerns; and Pain Rescue® Cool for more acute needs. All natural, Warm is ideal for warming muscles before workout; and Cool is there for twists, sprains, bruises, and strains, as well as recovery after exercise. The Sea Bath Muscle Recovery is economical; and, never underestimate the probability that bug repellent (Bug-A-Boo! Spray) will sell cross-merchandised in your Sports Nutrition section with an acknowledgement to out-door activities now; or that the pervasive problems of the locker room will not entice someone to try the complete Fungi-Free® Nail Rescue treatment!

Olbas®: every Olbas® product is an athlete's dream. The Power to Breathe! While the Analgesic Salve, Olbas® Oil and Herbal Bath score a solid "10," the secrets to me are the Olbas® Inhaler—which becomes a fad in every sport, and the lozenges and pastilles for keeping the air passages clear while on the bench or between lifts.

Oxylent by Vitalah™: as mentioned above, if this product is appropriately placed in the Sports Nutrition section, it will become an everyday staple. Oxylent® is an amazing cross-merchandised energy-lifting, quick-acting, effervescent multiple. Oxygenates, Hydrates, Circulates, Rejuvenates: what a great self-talk tag-line! Display the latest Press Release mentioning the newest and youngest member of Team Oxylent®, 11-year-old, 7-time expert National Champion Professional BMX Cycler, Ricky Castro. How's that for details for your Back-to-School Youth Athletic endcap suggestions? (http://newhope360.com/news/oxylent-powers-8-pro-athletes?cid=nl_npi_daily).

Eco Lips: the lip needs of the athlete are paramount to happiness! Never forget that! Eco Lips is the best gear, especially with the Eco Clips. What better than two reach-in displays with the **Sport SPF 30** lip balm and the Caffeinated, **Energy Excitemint** offering the smartest last minute detail before hitting the starting line? Check it out: www.ecolips.com/team-eco-lips. Use the info: Team Eco Lips. You choose the discipline: Eco Lips is the choice.

Goddess Garden: can you figure any way to integrate natural and organic sunscreen in with year-round, outdoor athletics, competition, skiing/snow-boarding/hiking? Hey, year-round profit!

Bodyceuticals: Calendula is the ultimate vulnerary, a curative healing agent for wounds. Available immediately after a wound for protection, inflammatory response and eventual skin-modeling/healing.

The color transfixes, so have the prepack pocket-size and the 2 oz salve there for the workout kit. Athletes wound too!

Too many options? No such thing if you want to score on the \$28-32 Billion dollar US Sports Nutrition market. Make it happen. 🐄



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GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY
EMAIL, SEND YOUR REQUEST TO
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Strength**

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