



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Health: **Newton Homeopathics: the Extra Step to Wholism**

When someone stays healthy, or gets healthy or has a remarkable or miraculous recovery from a serious or life-threatening malady, we have to acknowledge this positive situation and try to understand it. Homeopathy works. I could wander the halls of doubt for decades unconcerned about convincing everyone of the reality of a good thing, of good medicine. My only concern is getting people healthier!

Homeopathy in the U.S. is the blessed step-child of good medicine. Sad that the health business is such a profit-oriented big business in the U.S., as homeopathy has so much to offer to our ailing population. Homeopathy offers a transformative opportunity to the equation, and so I guess it is really about the health food store embracing the larger picture of whole body healing and continuing to protect and promote the benefits of this 21st Century medicine.

On the world stage, homeopathy is a hero. That is because, in most of the world, people and governments do not have billions of dollars to prop up expensive, health-draining business

models. On most of the planet today it is about tangible results at a low—the lowest—cost-possible. No time for University “opinions” or nationally rolled-out marketing campaigns, for most of the world, and a large portion of the United States, health care is an urgent problem to be solved by people with limited resources. Homeopathy is a 200-year-old system of medicine used successfully by over 500 million patients worldwide, making it the second most popular form of alternative medicine, according to the World Health Organization.

Locally, in the U.S. market, homeopathy is experiencing a healthy rise in use. The numbers are fuzzy, but they are certainly all positive. In 2007, the CDC (Center for Disease Control) positioned that between 4 and 8 million people used homeopathy. Using AMA and CDC data (no friends of the industry), the estimated percentage of adults in the U.S. population who have used homeopathy rose from 1.9% in 2007 to 2.7% in 2012.

Industry watchers seem to estimate the growth from 2007 to 2011 at about 7%, while

homeopathic sales grew 7% in 2012 alone (data still not agreed upon). The numbers are all over the board, and there is no reason to trust the data collectors as being competent, for they have little interest in this small business. All the numbers look positive to me as a small business-person!

Another group estimated that 4 million adults and one million children used homeopathy in some form last year (2012). That is a nice market, and you should understand that every market indicator is positive and growing. A majority of that business should be yours!

Further recent estimates quantify that there are about 5200 registered homeopaths in the U.S., with many of them touting this title via a weekend certification or 6-month course. The number of actual full-time, practicing students of the art is dramatically lower (an estimated 3900 businesses are reported to be involved in/with homeopathy). This means that the availability of precise professional homeopathic treatment is limited, and that people will have to

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Talking Business: **Opinion: Chasing the Tail that Stole the Profit**

Istart with a reminder: I managed health food stores for 18 years, and was the buyer for nutritional supplements for almost every one of those years. I know the game, and I know the # 1 and # 2 Rules of Successful Business. # 1: you only have a limited amount of money, and you should never tie that money up inefficiently; # 2: you should never be out of stock of a product that you make the commitment to carry for your customers.

People are forgetting these two primary rules, and at a very delicate time in our natural products economy. Time to recalibrate!

First, let's blame the instigators of this new trend of high-demand initial purchases, and the simultaneous discount-dependent inventory demands, and the insulting discount-dependent shelf-placement. (hmmm. maybe I am only talking about a few companies here!! Think clearly now!)

Enter the world of mass-market, category-monopolizing small-business strangulation! While some of these tactics are common to big companies like Proctor & Gamble, etc., it seems that a few of the big marketeers are playing this game at the expense of the budgets of the small independent health food stores that are the backbone of our industry.

Now, to be fair, I identify as a salesperson in this incarnation and my job is to sell the superior-quality products from the manufacturers that Blue Moose Consulting represents. For 12 years now, I have worked with my stores with empathy for their cash flow, their

business needs and their aspirations. I have generally believed that (most of) my competitors waged a civil fight. I believe in my stores, as does the entire BMC team, and we want to make sure above all else that every store survives, and thrives and has fun doing it!

This year, starting around March, I have seen a most egregious trick being played on many stores, and it angers me. I have gone into stores and seen mammoth and garish endcaps of really high-priced items blocking half-full shelves pocked with out-of-stocks because stores were cash-strapped and anxious. I shake my head, befuddled and realize it is gonna be a very rough Quarter. There is no money to spend until this car-sized investment is sold through!

I will name the game “rope-a-dupe!” and hope that it only happens once! It is the shell-game of getting a store buyer to take a large batch of cash and invest it in product that will NOT create a long-term customer. Usually, it only works occasionally, but these days, some vendors are positing their deep-discounts on the control of the stores shelves.

(Did I say mass market tactics already in this rant?) Why would a store EVER give up the control of its shelf real estate, and what is the promise for this abdication? Yes, it is fear, as stores fear that they will lose a vital customer, and that they will go out of business unless they follow the manufacturer's rules. Now I have no problem with rules for doing business: for example, I really like the M.A.P. Policy being enforced by many store-centric manufacturers,

who are trying to protect the independent store by creating a level playing field and not allowing internet discounts to steal business from the store front owner. Different rule: different intent.

Ironically, the bamboozlers who are draining the cash flow of stores are often the very culprits with the deepest discounts destabilizing the marketplace!! Or, as their preferred gambit goes, to create a market where all stores are encouraged to discount 20-30% off just to compete.

This is impractical for smaller stores. This is unacceptable for nutraceuticals that only have a 40% margin. This is heinous when products are \$50 for a 10-day supply and the store is encouraged to always have the product on sale, and to heavily promote the product (prime endcap real estate): where is the profitability-of-sale in this miserable equation?

Why? because everyone knows that no one is gonna continuously spend \$150 a month for the (unproven) promise of weight loss. That customer does not exist. So, out of fear, stores are stocking high, discounting deep and giving away a plastic toy—for free now mind you—to encourage new customers. Give them the pretty toy as your reputation goes down the drain.

If a store really needs a smart and store-centric weight-loss protocol that works and that includes many manufacturers that already have proven their concern to protect the life of the store, just make an appointment to sit with your BMC Rep or arrange a call or a visit from me.

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Newton Homeopathics

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actively search to find valid homeopathic OTC medications. Homeopathy is still a growing infant in America. Most of the businesses identified are in the Southeast and the mid-Atlantic, so the market is here in BMC territory, though most stores have not tried to corral it!

On the other end of the spectrum, I am not aware of a drug store that does not carry homeopathic medicines: drug stores have always accepted the homeopathic opportunity. While the AMA tries to impose strict uniformity in medicine, the good-old drug store has always been the unrepentant wild west of capitalism—and so homeopathy is available in drug stores nationwide. To your store, therefore, you should not be catering to mass market homeopathic lines. **Newton Homeopathics**, our champion of Homeopathy, has always shown a dedication to the independent health food store: the storehouse of knowledge for healthful living. Newton does not sell to any internet-only retailer.

The “debate” waged by mainstream allopathic medicine that homeopathy is not valid is irrelevant. At one point the authorities said the world was flat, but boats kept on sailing around the globe to bring back spices and knowledge of other cultures. I am all for those closed-minded Medical Doctors who sneer to stay in their cages: it keeps them far away where they can do little harm. Marking them with white coats helps. The debate is irrelevant because homeopathy works, because people get better, get cured. We see it every day, so let them get hyperbolic about meta-analyses and vetted gold-standard triple approved clinicals: if it works, then utilize it!

Homeopathy is a legally-sold OTC medicine in the US, it has a 215+ year history of success and is used internationally with confidence and results. Like other “world” medicines, the natural products industry needs to fully embrace homeopathy’s message and promise.

A quick history of homeopathy. Homeopathy gained its medical acceptance after the publication in 1810 of “Organon of the Rational Art of Healing” by Samuel Hahnemann. Early America embraced homeopathy—its heyday being from the 1850s to the 1930s (the antibacterial penicillin was discovered in 1928, and modern medicine was instantly changed)—and today there is still a Hahnemann Hospital in Philadelphia and a statue to The Father of Homeopathy in Scott’s Circle in Washington DC. Intriguing sidenotes on homeopathy in America are the role of women in the homeopathic movement; and the historical facts that a homeopath successfully practiced not because of license but because of reputation for healing success. Homeopathy could easily have been deemed dangerous to small minds. Now, what has happened since that time...

200 years after its development, the legitimacy and efficacy of homeopathy still continues to be questioned, even though hundreds of millions of people have used homeopathy daily or when needed to get better and stay well—and to overcome life-threatening challenges. Homeopathy was at one time embraced by the medical establishment until the drug model and the pathologies of bacterial extermination gained popularity. (No one questions that allopathy is good at killing things). Since then, pharmaceutical medication has done remarkably little to make humanity healthier, and yet there has been a powerplay manipulated by the AMA and Big Pharma (sorry for the term,

but if the shoe fits...) to obliterate any other modality with a false-cloak mantra of scientific proof, licensure and the mortal attack of anyone who questions the status quo. What is funny about this is that the manic though measured skeptics who have risen with the life’s purpose to discredit homeopathy, as with all hypocrites, cannot see themselves when they stand at the podium of scientific understanding and say that homeopathy cannot be proven. What proof has allopathy? (Likes cures likes).

In the moral play, the magician then cleverly intones: “I say to you, dear audience, here is the proof of a satisfied and healthy patient: what further evidence do you need!?”

But enough of my gloating about the knowledge that we are on the correct side of this debate in our stores: let’s get to some healing!

The average consumer is not concerned about this drama, and today a growing percentage of people are turning to “alternative”, complementary care modalities, including homeopathy: because they work. Good Medicine.

Every time I write an article, I cover these facts, and bring a relevance to the importance of this conversation: but something is usually missing? You.

The majority of stores still carry homeopathy but don’t highlight it, mainly because they feel inhibited about their own abilities to explain homeopathy. This is obvious, interesting, and silly. As if people actually feel competent to explain why Vitex is good for all women’s issues or what an herbal antiviral actually does?

Maybe the so-called witchcraft that is being done is by the synthetic-drug makers, tricking people into being wary and apprehensive as a way to stop them from educating, and involving people more in their own health, and the business of healing. Have you really tried to understand and study homeopathy? Have you ever taken the moment to evolve a teaching method for this modern and safe medical modality?

If you are still stumbling over the question as to what homeopathy is, I ask: how can that be?

Do you know how homeopathy works? You don’t have to know. In the various *Materia Medica* of Homeopathy, which are compilations of clinical evidence on remedies tested, proven and used to heal. These *Materia Medica* are a complex and detailed paradigm reading (that is no different than the complexity of any modern pharmaceutical), and it is not so much that you know how they work, but to know that they have been shown with evidence to work for the symptom pattern expressed.

The products sold as homeopathics in the United States all must meet FDA requirements:

“The Federal Food, Drug, and Cosmetic Act (FFDCA) recognizes as official the drugs and standards in the Homeopathic Pharmacopeia of the United States and its supplements (Sections 201 (g)(1) and 501 (b), respectively).”

[www.fda.gov/ICECI/ComplianceManuals/CompliancePolicyGuidanceManual/ucm074360.htm.]

The principle author of this set of laws in 1938 (Public Law 75-717) was 3-term NY Senator Royal S. Copeland, a practicing homeopath who served as President of the Michigan Homeopathic Society, the American Institute of Homeopathy as well as being a professor at the University of Michigan Medical School’s Homeopathy Department.

Homeopathic Drugs are regulated by the same governing laws as conventional Allopathic Drugs; are governed by the same laws (FDCA), have the same GMPs, the same labeling requirements and the same Advertising strictures (regulated by the FDA Compliance Policy Guide). Homeopathic Manufacturers are registered with the FDA and subject to FDA inspections. Homeopathic medicines are different than Dietary Supplements.

You should have full confidence in recommending Homeopathic OTC-remedies from credible, legally-registered homeopathic manufacturers. Newton Labs in Conyers Georgia (outside of Atlanta) offer FDA-Registered Homeopathics (FDA Est# 1051203). Newton Homeopathics is a responsible healthcare provider. Newton is a member of the National Center for Homeopathy, the Homeopathic Pharmacopoeia of the United States (HPUS), the American Association of Homeopathic Pharmacists (AAHP), and is a gold sponsor of the American Medical College of Homeopathy. Newton manufactures pet homeopathics and is a member of the American Pet Products Association. Newton supports Homeopaths Without Borders and the National Health Freedom Coalition. Newton has been a member since 1999 of the Natural Products Association.

Newton also has a reciprocal relationship with the American Academy of Clinical Homeopathy (AACH). Their sister company provides a correspondence course open to all as a certificate program on clinical homeopathy. Quoting Newton Founder, Dr. Luc Chaltin (1923-2008):

“Homeopathy is a wonderful art of healing. It saved my life 40 years ago. It is important to me that I share my knowledge with as many health practitioners as possible. I want them to experience the effectiveness of homeopathy in their practice. For this reason, I have priced the correspondence course to be very affordable. I hope that many will benefit by the knowledge of this successful healing method.”

There is every reason to make Newton Homeopathics the primary homeopathic company in your store. And here is why!

Newton is not chasing the mass market, and they don’t sell there. They do not allow the underselling of the stores with deep discounts as other companies do. The Newton Quality Differentiators are there to share with your community:

Newton was probably the first Homeopathic Manufacturer in the United States to offer homeopathic complexes. Dr. Luc excelled in creating formulas that work. These provide quick, easy to use, appropriate remedies for you to safely care for yourself, your family and your pets.

Newton packages in glass, because that is what optimal manufacture requires. Well water that is ultra-purified is used, as well as certified-organic, gluten-free, non-GMO sugar cane alcohol for the liquids and 100%, gluten free, non-GMO, beet-derived sucrose for the pellets.

Already, we have eliminated almost all the competition with these concerns for quality.

The sourcing of the mother tincture is also critical, and Newton starts their remedies with organic or wild-grown herbal tinctures whenever possible. All products are hand-succinated, the correct way to involve the energetic with the manufacture of the remedy. Newton has the best formulas on the market, and they make product

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August Promotions 25% OFF

(minimum of 3 ea ordered)

Albizia liquid extract 1 oz + 4 oz

Kava liquid extract 1 oz + 4 oz

Kava capsules 60 vegetarian capsules

Passionflower liquid extract 1 oz + 4 oz

Anxiety Soother™ liquid extract 1 oz + 4 oz

Stress Manager™ liquid extract 1 oz + 4 oz

Anxiety Soother™ Support for Occasional & Mild Anxiety.* Kava rhizome & root, Passionflower flowering herb, Bacopa herb, Albizia stem bark, Lavender flower, Lavender steam-distilled essential oil

Stress Manager™ Supports Healthy Response to Physical & Mental Stress.* Eleuthero root, Reishi fruiting body, Holy Basil leaf, Rhodiola root, Schisandra berry

Reformulation: (Product note: not sale announcement)
Sugar Metabolism™ Compound

- Gymnema leaf (Gymnema sylvestre)[^] replacing Jambul seed (Syzygium cumini)

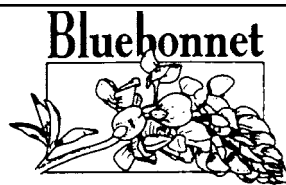
[^]Organically-grown, Shade-dried, Custom-Wildcrafted™ released around September 2013

New formula: Devil's Club root bark, Gymnema leaf, Blueberry leaf, Phaseolus bean pod (without beans), Dandelion root; leaf; flower.

Name changes: shipping around June 2013. formulas stay the same:
Health Cholesterol Tonic™ becomes **Healthy Cholesterol Compound**
Health Heart Tonic™ becomes **Healthy Heart Compound**

America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



Start the Month Smart

Summer Solstice & 2013 T-Shirt Promotion*
Savings deal ends August 9

Bluebonnet is changing formulas, to adapt to legitimate markets concerns about **Genetically-Modified Organisms (GMOs)**. Exciting times from the industry leader in integrity & support for the independent stores.

****Look for lower prices* in the new August 1 Price List on these products:**

- Vitamin D3 softgels
- Pycnogenol® Vcaps®
- CoQ10 softgels + Vcaps® (from Kaneka)
- CellularActive™ Ubiquinol softgels (from Kaneka)

** Beginning in August, look for your Bluebonnet Probiotics to be shipped in new cold packaging. These cold-packing shipments will be in your normal order, but they will now better ensure the freshness & viability of these superior quality live cultures.

Bluebonnet sells only Kaneka CoQ10 + Ubiquinol

Kaneka Corporation, headquartered in Japan, is the largest manufacturer of CoQ10 in the world, and Kaneka Nutrients L.P. is the only company that manufactures CoQ10 in the U.S. Since 1977, Kaneka has manufactured the only yeast fermented all natural CoQ10, making a bio-identical product to the CoQ10 produced in the body. Supported by over 3 decades of manufacturing, safety + clinical studies, KanekaQ10™ is the primary brand of CoQ10 used in FDA-approved NIH-funded clinical trials.

Backed by 10+ years of R & D + testing, Kaneka unveiled KanekaQ10™ in 2007: the only supplemental ubiquinol available today—manufactured exclusively by Kaneka.

Ask your BMC Rep if you have not seen the latest letter from the desk of Gary Barrows, discussing the latest innovations and leadership from Bluebonnet Nutrition.

* although these price reductions will occur on Aug 1, the transition to these new products—which will now be available in a smaller softgel size—as inventory is depleted

* Free shirts read *Bluebonnet Standardized Herbs Nature's Miracles*—while supplies last
Not represented by BMC in NJ, SC [^]denotes Kof-K Kosher certified raw materials



HERBAL HEALTHCARE

August Promotions 15% OFF

all minimum 3 ea per SKU

Bacopa 60 caplets

Boswellia 60 veg caps

Turmeric 60 veg caps

Botanique by Himalaya WOW Affordable Organic!

11.83 fl oz. MSRP: \$9.99

Hydrating Shampoo For Normal to Dry Hair.

Rejuvenating Shampoo refresh, repair & rejuvenate damaged + stressed hair.

Volumizing Shampoo Clay based Shampoo gives a soft, gentle lift

Amla & Holy Basil Conditioner ultra-lightweight: enhances manageability + softness

For healthy lustrous hair you need gentle shampoos + moisturizing conditioner

Formulated with sustainably grown botanicals + essential oils.
All products tested Gluten free

Super Deal 20% OFF MindCare® 60 veg caps

MindCare® is unique. Stress pushes the pause button on memory
MindCare® supports the brain & relieves stress.

Supports Focus, Concentration & Mood. Clinically-tested formula.

Ask your BMC Rep about the
LiverCare® MOUSE CAMPAIGN! Intrigued?

Himalaya Herbal HealthCare: Our Science. Your Life™

Not represented by BMC in SC



Save the children!

Build momentum for tremendous children's Omega-3 sales for your entire community
Nordic Naturals® Select Children's Floor Displays 25% OFF 48-unit mix & match*

- Children's DHA™ 180 ct chewable gels + 360 ct chewable gels
 - Children's DHA™ 8 oz liquid (strawberry)
- Nordic Omega-3 Gummies™ 60 (Tangerine Treats)
- Nordic Omega-3 Jellies™ 36 Tutti Frutti @ 250 mg EPA + DHA for **BIG kids + teens**
 - Omega-3,6,9 Junior™ 90 softgels + 180 softgels
 - Omega-3,6,9-D Junior™ 90 softgels

Ultimate Omega® Junior 90
advertise + promote

from Aug-Set 30. \$1 for every bottle sold will be donated to the **SAVE THE CHILDREN® US Literacy Program** from **THESE products:**

- Children's DHA™ 180 ct, 360 ct, 8 oz
- Nordic Omega-3 Jellies™ 36 ct
- Omega-3, 6, 9 Junior™ 90 + 180 softgels
- Ultimate Omega® Junior 90 softgels

www.savethechildren.org
THINK BIG: learn about the Nordic ENDCAP promotions and all the great marketing material. **GROW** a new client base by alerting every concerned adult about the Omega-3 needs for kids

More Display Support + Discounts: 24 bottle displays
Nordic Children's Gummies 24-bottle Floor Displays 25% OFF mix & match*
Nordic Berries™ (120 ct) + Nordic Omega Gummies™ (120 ct)

Top Seller 24-bottle Floor Display 25% OFF mix & match*, from these items

- Omega-3 180 ct
- Complete Omega 3, 6, 9™ 180 ct
- Ultimate Omega® 180 ct
- Arctic Cod Liver Oil™ 180 ct

Ask your BMC Rep for buy-in dates for all these many August promotions and for Collateral and Support material available for these great children's products
* must be purchased in units of 6 ea

Not represented by BMC in NJ, SC



JUVO™

August-September Promo

Create 2 steady customers
JUVO Original
Single-serving packets
20% OFF

(no minimum purchases)

12-packets per box

Great for the Vacationer:
suitcase + backpack-friendly
whole food organic meals
Great for Back-to-School
health strategies students can
be given super food choices:
easy to mix + drink

- **VEGETARIAN**
 - RAW
 - ALIVE
- **ORGANIC**
- **Fiber 8 G, 4 G protein**

ReJUVOdate Yourself!

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

August Promotions Herbal Aloe Ear Drops

1 oz \$5.99/MSRP\$10.33

10% OFF 6 each

15% OFF 18 each

Herbal Aloe Ear Drops Plus create a pH balanced environment necessary to the natural healing process of the ear canal. The yellow sap of the Whole Leaf Aloe Vera comforts swelling of the lining tissue, while extracts of Calendula, Mullein, St. Johns Wort + Rosemary help to provide relief from trauma associated with Swimmers Ear, Colds, Pain, Vertigo & annoying Itching. Herbal scent. Great for Animals too!

Ask your BMC Rep
about the new 2013
Aloe Cost Comparison
3rd Party Testing
18 products/
4 Categories
Aloe Life!
**Best Product –
Best Value in Aloe!**



Whole Leaf Aloe Vera Juice Products

 Dr. Ohhira's Probiotics

Did You Know?

The human body is composed of greater numbers of bacteria than of cells and DNA? Now, you can begin to understand the importance of the good to bad bacteria ratio.

Ask: we have the answers

Check back at www.essentialformulas.com every month or so and you will see updates on the Press releases about the Dr Ohhira's Probiotics and the expected concerns about Fukushima and products manufactured in Japan.

Essential Formulas Incorporated Addresses Impact of Earthquake + Tsunami in Japan on Safety, Supply + Distribution of Dr. Ohhira's Probiotic Formulations

UPDATED: June 28, 2013

As of June 28, 2013, Okayama City where Dr. Ohhira's manufacturing plant is located, registered the same high safety level that was present before the accident.

According to the recent test result, the air dose rate of radioactive substances in Okayama was 0.045 micro Sv/h. The ambient air around Fugui Capsule's factory was 0.026 micro Sv/h, and the Kansai International Airport, where we transport our products was 0.042 micro Sv/h.

And as with previous test results, Dr. Ohhira's products test completely negative for Iodine and Cesium.

www.essentialformulas.com/efi

cgim?template=press_releases



bodyceuticals
organic bodycare

Got sunburn? Get calendula!

Soothe summer's dry skin with
Bodyceuticals Organic Calendula Oil.
Great for all ages & skin conditions.
In August, enjoy this special newsletter
deal^

& stock up on our "famous"

CALENDULA OIL

3.3 oz. size pump bottle

• **10% OFF 6+**

• **15% OFF 12+**

^must use promo "AUGUSTBLOOMS" to get discount

Free shipping on \$125 +
Free calendula oil samples

~~~~~  
INFO: WE GROW & YOU SHARE

- Calendula is in bloom!

Our stunning, nutrient-dense varieties are ripe for the picking + ready to use in our formulations.

- Our bees are happy this summer—we have honey already in our hives
  - Please "LIKE" us on Facebook for product deals & summer growing tips
- [www.calendulaskincare.com](http://www.calendulaskincare.com)

wellinhand  
**ACTION REMEDIES™**  
Topically Applied Herbal Answers

## August Promotions Fungi-Free™ 20% OFF

direct orders only

all individual products on sale  
in August:

(note that the combined kit is NOT in sale)

**FUNGI FREE™ Program is a  
4 Step Process**

These 4 products work in concert to handle the toughest, yellow, thickest, ugliest finger + toe nails!  
Pure ingredients applied topically.

**STEP 1: Prepare FUNGI FREE™**

Prepare: **SOAP** 6 fl. oz. + 16 oz LG

**STEP 2: Penetrate FUNGI FREE™**

Penetrate: **SPRAY** 2 fl. oz. + 16 oz LG

**STEP 3: Protect FUNGI FREE™**

Protect: **OIL** 2 fl. oz + 16 oz LG

**STEP 4: Prevent FUNGI FREE™**

Prevent: **POWDER** net wt.4.5 oz.(128 g)

**PREVENTION**

**FUNGI FREE™ Pre-Polish SHIELD**  
2 fl. Oz.

Topically Applied Herbal Answers.  
Action Remedies®

# BASS®

Brushes

Finest Quality Hair, Body and  
Skincare Accessories

**Bass Brushes®**

## The Green Brush® & hair healthy too

Bamboo is one of the most sustainable resources + environmentally-sound plants on Earth. With rapid re-growth cycles + a 25% higher yield than timber, it can be harvested with minimal environment impact. Bamboo can also be grown in soil damaged by overgrazing or over-harvesting. Bass provides the only **GREEN BRUSH®**

**Truly a beautiful hair brush of  
uncompromising craftsmanship.**

Daily brushing with a Bass® natural bristle brush will help to improve the condition of the hair. Also, blow drying with a Bass® Styling Brush [ # 201 ] will provide professional-quality styling.

Blow drying with a Bass® Round Brush will provide added body & fullness to every hair style

(P5W - Display of all Round Brushes  
P101-115: 5 each = wholesale \$261)





**SURYA**  
*Brasil*

**August Promotion  
Vegan Lip Balms**

buy-in dates: 7/20 - 8/20

**15% - 1 Box,  
20% - 3 Boxes  
25% - 5 Boxes**

mix & match

**24-pc displays:**

**5 Amazon forest flavors**

Organic ingredients + sustainably harvested  
rainforest botanicals

Made with fair trade cacao butter. Vegan.  
Cruelty free. Gluten free.

- Acai • Cinnamon & Cupuacu
- Strawberry & Burit • Chocolate
- Chocolate & Mint

promo buy in dates through the 20th of August

\*must sign contract agreeing to extend discount on to customers

**REMINDER: to ask your BMC rep for the latest  
(July 1) Price List**

minimum re-orders direct still only \$50  
wholesale!

*Detoxify Your Beauty*

**SURYA** Brasil



**ECOCLIPS**

The best lip balm for the world

**WOW  
20% OFF line drive  
a lip balm for  
every pair of lips!!**

- All DISPLAYS
  - All ECOCLIPS
  - All ORGANIC LIP BALMS
  - All SUNCREEN LIP BALMS
  - All MEDICINAL + ENERGY LIP BALMS
  - All CO-BRANDED LIP BALMS  
Dagoba Chocolate & Honest Teas
  - All Larger-SIZE ONE WORLD LIP BALMS .25 oz tubes  
Renew.  
Orange Spice. Morocco  
Restore.  
Coconut Ginger. South Pacific  
Relax.  
Lavender Lemon. Mediterranean
- The Best Lip Balm for the World*

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**AUGUST PROMO:  
New Homeopathic Creams  
Creams through August @  
20% DISCOUNT**

for 3 or more of same SKU

- Trauma Cream
- Bee~Bug Bite Cream
- Arnica Cream
- Hemorrhoid Cream  
(all shipping now)

**Back by popular demand:**

You spoke—we listened

New carrier base with

**NO petrolatum or paraffin.**

- NEWTON formulation
- All-natural or organic ingredients
- Non-greasy & fast absorbing
- Sanitary airless pump dispenser

**AUGUST OTC PROMOTIONS**

**20% DISCOUNT**

Liquid or Pellets. minimum 6+ per SKU

**Breast Help** [N064]

**Feminine Comfort** [N046]

**Hives~Rashes** [N043]

**Parasites** [N053]

**1987-2013 • 26 Years of Excellence**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Every dosage size of  
Wellmune WGP®**

**6 each per SKU 10%**

**9 each per SKU 15%**

**12 each per SKU 20%**

**Remember to "Fortify": school year  
endcaps need to include:**

Children's Chewable 25 mg 60 ct

Gummy Multi Vitamin 25 mg 60 ct

**Nutritional Serving Guidelines**

The recommended daily serving of  
Immune Health Basics is 1 milligram per  
pound of body weight.

Based on the results of dozens of human  
clinical + preclinical studies, note that a  
person living under stressful conditions  
may want to consider double or triple the  
standard serving.

**Wellmune WGP® Earns  
Nutraceutical Business &  
Technology Award**

Robust Clinical Research Program  
Resulting in Proven Health Benefits Cited  
NBT Award presented May 2013, at  
VitaFoods Europe™, Geneva Switzerland

**MushroomScience®**

**Back to School Promotions**  
GOOD for the Brain + the Immune System  
Natural Preventative Healthcare

**Lion's Mane**  
full spectrum extract

Immune Health • Memory • Concentration<sup>^</sup>

Organic hot water extract, 300 mg

20% polysaccharides

**great price: 90 vegetarian capsules**

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**Lion's Mane Mushroom** is one of the most  
interesting medicinal mushrooms. Tea has been  
used for centuries in traditional Japanese herbalism,  
primarily as a "tonic". Modern scientific research  
shows it was the beta glucans that were in fact  
offering immune support, among other health  
benefits.<sup>^</sup>

All of the research on Lion's Mane mushroom has  
involved the use of hot water extracts. Hot water  
extraction is the only research validated process  
for breaking the active compounds out, into a  
bioavailable form. There has not been any research  
done on the unextracted mycelium powder of Lion's  
Mane mushroom nor any research on the tinctures  
of Lion's Mane mushrooms or Lion's Mane mycelium  
(liquids preserved in alcohol). Mushroom Science  
Lion's Mane is the only guaranteed potency hot  
water extract on the market, + the only one that lists  
guaranteed levels of active compounds on the label.

<sup>^</sup>These statements have not been evaluated by the Food & Drug  
Administration. This product is not intended to diagnose, treat,  
cure or prevent any disease.

**Setting the standard for quality in  
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**Plan Now: + Be Prepared  
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- 8 oz dropper
- 16 oz dropper

• 32 oz family size bottle

**Sovereign Silver: The Forgotten Answer™**

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



## Newton Homeopathics

continued from page 2

the best way possible. Do your own checklist: no one compares to Newton!

Newton is also the most economical remedy on the market: compare dosage requirements and price, and Newton saves for the consumer, while providing a healthy 50% margin to the retailer.

Homeopathy is not herbalism. They are both wonderful modalities. Herbs are food that provide chemicals for nourishment and direct action. While herbals also have a significant energetic effect, homeopathy is all about the energetics of signaling. Herbs are the tools to build or fix the house; homeopathy is the blueprint or directions.

Thanks to Dr. Luc's dedication and insightful genius, you have with Newton some of the most innovative products on the market. The *Newton free Reference Guide* is the best tool in the marketplace for explaining homeopathy, and of getting the reader excited to know about how many useful remedies are available to them. Newton has over 100 remedies, and they have a beautiful display for stores that will make you want to convert entirely to Newton.

So BMC is ready to help you convert over to a new homeopathic center that is active, inspiring and profitable. Since these remedies involve little real estate, it is easy to have the widest range of products in a small homeopathic section, where the rows of the Newton logo will really stand out. For most stores, a new Newton customer will mean a satisfied customer who will not have many other outlets to buy the next purchase for many miles, except your store!

Now, the easiest way to rethink your approach to selling homeopathy. Keep your mind active in conversations on the sales floor with this mantra: "It's not always either/or..... It's in addition to..."

Homeopathy, as an integrative form of medicine, is a foundational recommendation for almost any conversation about health. Homeopathy works wonders in complementary therapy, as well as a standalone. The examples are simple, and limitless. A woman wants something for menopause, you have black cohosh (**Herb Pharm, Bluebonnet**), **Himalaya's MenoCare**® and Herb Pharm's **Healthy Menopause Tonic**™—and Newton's OTC **Menopause**. The homeopathic will bring a whole added range of support, to any of these other fine protocols.

A parent is worried about their teen's asthma, and they have researched the possibilities of Herb Pharm's **Calm Breath™ Compound**. Legally, the safest thing that you can sell them is the **Newton for Kids' Asthma Rescue~Cough**, because it is an OTC. The combination would be exponential. Newton **Detox** and Himalaya **LiverCare**® are like sun and moon. Bluebonnet **Super Quercetin**™ becomes so much more effective when combined with Newton **Dust-Grain-Nightshade**, where appropriate; as well as with **Aloe Life® Whole Leaf Concentrate** as a foundational protocol for any celiac or gluten (or milk) sensitivity.

Newton does shine in efficacy for areas where most stores have very few options as well: **Hemorrhoids, Rosacea, Sciatica~Nerve Care, Panic Button!** (extreme or sudden panic, shock, fear), **Incontinence, Hives~Rashes, Shingles** and **Warts~Moles~Skin Tags**.

I have seen the best sales in BMC stores with Newton for their detox/allergy/immune products: seasonally exceptional **Pollen~Weeds, Dust~Mold~Dander, Lymph Assist, Amalga Detox, Candida~Yeast** (the best!), **Parasites and Ringworm**.

As with the Herb Pharm 4-SKU wood rack cross-merchandising successes, stores have found that 2-4 Newton remedies in the various structure-function sets allow for questions, interest and sales. The product names say it all!

This month's newsletter insert announces the return of the four Newton Homeopathic Creams, and these will become the best in their category: **Trauma Cream, Arnica Cream, Bee-Bug Bite Cream** and **Hemorrhoid Cream** are just more effective than their counterparts because of the formula, the potencies and the wholisim of the formulation. For external use only, these formulas are very clean, using organic ingredients (the competition is being challenged to get better), non-greasy and fast absorbing, (non petrolatum); and in a sanitary, airless pump dispenser.

The insert also points out several ways that Newton could be integrated into other sets: again, to give the consumers more choices and to sell them combination products that are good for them while speeding up results. Newton **Accident~Injury Rescue**, Kids; **Bangs~ Scrapes**, or **Sports Injury** will obviously fit into the First Aid section, broadening it with some homeopathic options other than just arnica (Newton has **Arnica** single remedies in 10x which is novel, effective—and not sold in every drug store in America!—in pellets and liquid)

In addition, super ideas for new sales include: **Ear Wax Build-Up** alongside ear candles; **Hair~Scalp** complex (internal) double-



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See Retailer Order Form for details

\* Discounts are not given automatically: need to be set up with Rep or Vitalah  
(\*Discount is normally applied on orders of 36+ boxes. Free shipping is at \$200+)

\*Standard shipping structure applies

DRINKOXYLENTBREATHELIFE™

# AROMA LAND

## August Promotions Spa Treatment Elixirs 3 ea per SKU = 10% 6 ea per SKU = 15%

- Spa Treatment Elixir Hand & Nail 2 oz
- Spa Treatment Elixir Hair + Scalp 2 oz
- Spa Treatment Elixir Rose Face & Body Oil 2 oz

Make your bodycare set  
more beautiful

Remember: Aroma Land is a great source  
for your carrier oils\*:

Superior quality, not diluted by mass  
distribution

- Almond Oil (sweet)
- Evening Primrose Oil
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- Avocado Oil
- Apricot Kernel Oil
- Castor Oil
- Grapeseed Oil
- Hazelnut Oil
- Jojoba Oil
- Macadamia Oil
- Safflower Oil
- Sunflower oil
- Sesame Oil

\* these oils are not part of the monthly  
sales

Aroma Land is a women-owned company





faced next to shampoos; Kids **Bowel-Digestive Care** and **Constipation** and **Tummy Upset** added to every children's set; Newton **Vitality** next to B12; and **Prime+** in the anti-aging section (for symptoms associated with aging including poor memory, loss of vitality and dry, wrinkled skin).

I am a firm believer of adding Newton Homeopathics to the women's and men's healthcare sets too! The value of your women's set is so much greater with the range of benefits offered by a homeopathic **Menstrual-PMS; Menopause; Breast Help: Feminine Comfort; Morning Sickness;** and **Libido**. Men's body systems can be recalibrated with Newton **Prostate; Cell Salts; Prime+; Hair ~Scalp and Libido**. If someone doesn't understand, hand them the *Free Reference Guide!*

The idea is to integrate homeopathy into your presentation, and to accentuate the potential of homeopathy through effective marketing. Want sales increases for the rest of the year—sell homeopathy, along with your regular favorites and see satisfied customers return with their friends to double the pleasure!

The important thing is that you identify to the potential buyer, through education, that homeopathy brings another level of healing to the equation. Again, not in place of: in addition to. It is clear that homeopathy's effects are neither herbal nor nutraceutical, so you have to identify this differentiation in your sales pitch.

Arthritis is now **Rheumatic-Joint Care;** or **Inflammation** along with Turmeric and Boswellia, and **Glucosamine-Chondroitin-MSM** (Bluebonnet). Better yet, add those two Newton formulas to the Joint care set, along with **Aches-Pains, Leg Cramps-Swelling, Muscle**

**Ease, Restless Leg, Sciatica~Nerve Care: Sports Injury and Detox** (which should be placed more everywhere than Waldo!). Now, the health seeker has so many options—as their issue may be something more specific than your current Joint Support section allows (?). And all this is achieved in the space of nine 1 oz. bottles. The maintenance doses for these products is 6 drops (or 6 pellets for the gym bag crowd) daily, but for the severe and acute flare-ups, these products can be administered every 15 minutes without danger. What other therapies gives you these broad ramp-up parameters? (Educate the people and they will come for natural health!) 50% margin to you, and available only in the finest stores.

Finally, digestion—the core to all healing. How amazing your set has just become by adding new SKUs. Anchored by the product that is one of the three gems of the **Jump Start Your Health!™ Tri-Homeopathic System™** (make note to ask your BMC rep about this kit), the versatile **Bowel-Digestive Care** can really fill out a section with limited shelf space. Add **Appetite-Craving Control; Constipation; Diarrhea; Indigestion-Gas: Teeth-Gums; Dairy-Grain~Nightshade; Food Allergy-Additives;** and the strong **Candida Yeast**. Better than any tune-up shop! **Appetite-Craving** of course could become the best-selling add-on to your weight-loss section if you understand the principle, application and market.

Now it is all up to you. First, can you see the potential? Second, do you believe: believe in your own ability to shape the market, in homeopathy's tremendous potential for creating

health? And third, in the amazing integrity that Newton Homeopathics brings to each product? Well, let's implement!

Good medicine. Until the Health Care Reform Legislation of 2010, the Affordable Care Act, is initiated and functioning (now 2014-15), patients will be looking for affordable solutions to their healthcare needs. It is anticipated that sales of homeopathy will see steep rises until that time. Alert people to the great medicine that is there right in front of them. Advertise Homeopathy in the front window, and on business cards and Ad copy

Join the National Center for Homeopathy. Get active and like them on Facebook. Offer Homeopathy Today, America's most widely read homeopathy magazine at the register (<http://nationalcenterforhomeopathy.org/homeopathy-today>).

Place your first Newton order today. or ask your BMC Rep about the current Newton 30% off deal. This occasional' special offers 27 SKUs where if you order three (3 ea. or more) of the SKUs from the list, with 3 ea. (of those SKUs), you will get 30% off the purchase. You must ask for the deal when placing the order, and the 27 SKUs are available NOW. Time to expand those shelves, while saving good money.

Like Newton on Facebook, and while you are there, link your store page to the Newton page. Note that when customers "like" Newton, [fb.com/Newton Homeopathics], they become enrolled in a way to receive and print out coupons on Facebook where they can exchange the coupons for specific products purchased in your store, [Note coupons need to be submitted back to Newton within 90 days of the expiration of the coupon to receive the offered store credit for the face value of the coupon plus 8 cents for handling each coupon]

Now, let's move homeopathy up front: Newton Homeopathy that is the best way to create conversation. Seasonally, **Motion Sickness** will travel right off the counter if placed there in August-September. Make the display full with Newton **Pollen~Weeds**. Soon enough, you can replace these two with the Newton FLU (one of my 3 favorite Newton formulas for customer feedback satisfaction) and **Stage Fright-Fear** for that first day of school. Find a permanent spot for the Reference Guides and use them to your educational advantage.

Know the language and the key selling pints of the Newton line. About Homeopathy, the National Center for Homeopathy says "Homeopathy is a form of natural medicine that works to heal the body rather than simply treat an illness' symptoms. It is extremely safe to use (even with very small children and pets), has none of the side effects of many traditional medications, is very affordable, is made from natural products, and is FDA approved"

Know beyond this that all homeopathy is energy medicine. Energy based and energy balancing. Maybe the Doctor Class hasn't caught up to the physics of this yet, yet progressive science (meaning science that has not buried its head in the sand trying to protect its knowledge, its power Gollum-like) is reaching for this next frontier, and homeopathy will be travelling along-side, light-years of healing beyond the current drug-for-profit model.

Good Medicine. I like that. ☺

#### Further Research Sources:

[www.ibisworld.com/industry/homeopaths.html?partnerid=prweb](http://www.ibisworld.com/industry/homeopaths.html?partnerid=prweb)

*A Vital Force: Women in American Homeopathy* by Anne Taylor Kirschmann. Rutgers University Press, New Brunswick, NJ, 2004 paperback, 230 pages, ISBN 0-8135-3320-1

## "WE ARE HEALTH FOOD PEOPLE"

Danny Inman, BMC Educator and Product Rep, SW Virginia, West Virginia, NW North Carolina



### "Think"

The beginning for me was when I was a youth sitting on a bucket picking beans at 5AM on my grandparents farm; they grew everything we ate. My Mom was always giving me vitamins and preparing wheatgrass and barley grass for all of us to drink. Consequently, at a very young age, I became interested in learning all I could about health foods and nutrition. Throughout my teens, the fascination with nutrition continued and led me into health food stores, just to read the product labels and collect information. I was constantly drawing on those learnings whenever I heard someone had an issue of wellbeing; my greatest joy was to educate and make people healthier.

Later as an entrepreneur and founder of a 38 store communications retail chain, I completed numerous business development courses and personal development mastery programs. While growing my business, I spent years studying retail design, lighting and merchandising. I later designed an award winning floor plan, lighting concept, and created a winning branding/logo for successful retail stores. Whether its electronics and audio, or nutrition and health, I was always interested in how things work and function in harmony with the rest of the components. I have always been very competitive in business and life.

Being successful is a desire for me, but helping others grow and succeed in life is my greatest passion. Every free moment that I had, and the way I would escape my entrepreneur mindset, was to go inside health food stores, and talk to people about health. I've always had a passion for this industry. I enjoy helping everyone and see people get healthier and smile. Right now, I believe it's a race to help the nation understand that it's a choice as to what we put in our bodies, and to THINK!

After selling my company in 2009, I wanted the health food industry to be my main focus. It wasn't until early 2012 when I met Michael. I knew right away we had a great chemistry between us regarding the desire to participate and educate about a healthier balance leading to the "goals of optimal health". I am very proud to be part of BMC to support this health food movement. The product lines BMC represents and the culture that Michael has grown among his employees, colleagues and the industry, are second to none! My goal is to continue to learn, educate and broaden the awareness that "We Are Health Food People" and to help everyone within reach. While persevering through the grueling miles of my last marathon, my inspiration for finishing, my mantra if you will, was one of my all time favorite quotes by Henry Ford, who said, "Whether you think you can or you think you can't, you're right". It's forever in my mind that I can help people get healthier, and I am succeeding, one person at a time... Eat well, do well, and be well my friend! —Danny



## Blue Moose Consulting

P.O. Box 557

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

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

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

### Chasing the Tail *continued from page 1*

With clenched fist as a one-time buyer, I know that this deceit is dangerous: that stores will teeter on going out of business, and for what?

Somewhere, in some board room, over lattes, well-coiffed market manipulators are planning next summer's weight loss sensation. It is predictable and pathetic. Why? because this year's wave will fade and those garish huge bottles will be gone next year. The big-business goal of yearly waves of high-promise product with the margins all perfected to bring in a wave of millions to the puppeteers. The losers: the stores and the consumers.

Trickery has not traditionally been prevalent in our industry; and we should not let it gain a foothold. To counter these few charlatans, there are hundreds of noble traders. Normal margins, decent buy-in minimums; the polite request to earn endcap space, products designed to work and endure, and a business model that will not rob Peter and Paul to make profit for oneself.

The models to reward, my dearest friends, are: M.A.P. Policies, level-playing field discounts, fair pricing, a plan by manufacturers to develop relationships with prominent retailers (who have already sickened and realize the flaw in the huge discount market) so that everybody stays at a decent margin of sale (except of course the grey and black markets, that are insidiously undermining our industry through the anonymity of Amazon), and companies that are dedicated to providing the best quality raw material for the greatest health result and returning customer.

My heroes for their commitment to you include **Bluebonnet Nutrition, Nordic Naturals, Mushroom Science, Newton Homeopathics** and **Oxydent by Vitalah**. Many other BMC companies are working to get to this same place, and they should be supported, encouraged and rewarded too!

You can mark my words on this one. Proceed at your own peril. If you get caught up in this chicanery, one mistake can create a very dangerous ditch. If it were me, an expert buyer in my day and now a champion of all health food stores, I would throw the bums out!

Many currently are!

*These opinions are solely the mindset of Michael Hennessey*



## 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

#### The Hair Doc Company

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800-7 hair doc  
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fax: 818-341-3104  
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#### Aromaland, Inc.

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#### Well-in-Hand: Epic Herbal Medicinals

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#### Herb Pharm

www.herb-pharm.com  
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fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
orders: 1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Immune Health Basics

www.wellmune.com  
www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Eco Lips, Inc

www.ecolips.com  
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fax: 1-319-364-3550  
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#### Nordic Naturals: Pure and Great Tasting Omega Oils

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fax: 831-724-6600  
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fax: 954-979-0838  
Pompano Beach, FL 33069

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Surya Brasil

www.suryacosmetics.com  
516-328-0021  
fax: 516-328-0760  
New Hyde Park, NY 11040

#### From, Inc./Juvo

www.gojuvo.com  
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fax: 714-562-1516  
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