



BLUE MOOSE CONSULTING NEWSLETTER

Happy New Year. May this year be better and more fulfilling.

Volume 10, No. 1 • January 2013

Talking Health: Who's Got the Cough?

The need is there. As we start to see the light flurries of the 2013 Cold & Flu Season fall onto our communities, the most obvious thing to consider this New Year is that we are not educating a much underserved market. Natural medicine is far superior to the poor-quality, sugar laden OTC products that will fly off the shelf of every drug store in America from now until allergy season for coughs and colds. I am not here to tell you about coughs, you know them well by sound. I am here to tell you that you need to reinvent your natural cough section.

We should rename the category from Common Cold to Common Respiratory Tract Infections, as they are very common. Children get them about six times a year—and adults, two to four times a year. Nearly 20% of all wintertime doctor's visits are for ailments involving coughs. We need to learn about the potential of natural remedies for prevention; and which products are appropriate to the many symptomologies of this broadly named, sometimes debilitating 6-20 day winter infection. This knowledge can translate seasonally into the natural allergy, post-nasal drip and sinusitis protocols as well. Like the mucosa and circulatory pathways of our lungs, all these issues are interrelated. If we just take the time to research and educate ourselves, we can bring solutions and relief to maladies that almost everyone experiences almost every year.

The cough. First: don't cover your mouth. Rather, speak. Your store should and will have a lot to offer to any person who is looking for relief. Whether it is a pestering lingering cough,

a cough due to cold, or an obstinate aggressive cough; whether wet or dry or constant or hacking—the truth is that our ancestral heritage—our world medicine—has learned remedies that have worked for “folk” for centuries. In a moment I will present an incomplete but long list of herbals that have been accepted as being effective for coughs and you will nod your head knowing that most of them have been used and asked about for cough-related matters. So, I will ask: how many of them are you carrying today in the middle of cough season?

Are you presenting yourself intelligently to the cough crowd? Have you just unwittingly thrown up your hands to the aisles of cough remedies in the drugstores, where the shelves are constantly being drained of product: product with preservatives and sugars and drugs and—well limited effectiveness? There is no one herb that will work for every cough: neither is there one OTC remedy that is universally effective. Why, we are talking about an intricate system of circulatory and mucosal hiding places and thin alleys: success with alleviating most coughs is artful medicine. As the keeper of the good stuff, you need to be as on-top of your game about cough relief as a fromagère or fromager knows the specifics of their cheeses

So, let's do an inventory of your Cough section today. Three bottles of syrup scrunched against the motley “Cold & Flu” section? How can you differentiate the products that you sell? I remember years ago, I tried the honest sales pitch that this formula worked on every type of cough...ever said that? This theory may work

for some people, and it might be the educational way to move someone to adding a homeopathic remedy to the cough-relief purchase, but let's face it: you have not put enough energy into learning about Coughs and what natural medicine has to offer!

Let's start with three ways of looking at coughs, and then look at two cultural approaches to the dilemma that a cough brings.

First, prevention. Yes, that is correct: everyone needs to be taught how to strengthen their lungs and bronchii for the winter months. And that means re-configuring your shelves tomorrow. Since we should always look at the Cold & Flu Section as a travelling circus, whose tent we put up large every winter season only to disassemble at season's end, there is no problem adding a few struts to the canopy that may just bring in a larger audience!

The drugs on tv use the words “improve Lung Function” so what are we waiting for? Lung support: are you excited to create another category in your store set? The journey of the cough does not begin in the lungs, but it certainly settles there. So, we have the obligation to start speaking to people about strengthening their lung function. Words you can use in sentences: organic-specific, non-prescriptive preventative health care. First, let's start with an herbal blend.

Himalaya Herbal HealthCare's RespiCare® is one of the only clinically formulated products that you have on your shelves. As with all Himalaya products, there is no borrowed science here: this product was
continued on page 2

Talking Business: Build a Profitable Bath Section for the Indoor Winter Months

I don't know about you, but I could sure use a relaxing hot, delicious smelling bath right now.

World Peace? more baths. In my fantasy world, I live in a cute little writer's house with a partner who enjoys our four-legged, huge tub of a bath just as much as me; and I never have to work and I can just read and walk and write all day. I digress. We all know that baths are great for healing the body.

People just like baths more in the winter months, and they should actually take more baths in the winter. Indoor living can dry out the skin, and we are usually in earlier in the winter months and 20-30 minutes in the bath tub is so much more relaxing than reality tv! The bathing products market churns up their

sales starting at Daylight Savings Time with the intent to score big during the Holidays, but it is really January to March when we can generate new business and encourage new healthy habits by making the customer think about the virtues of the luxurious evening or weekend bath

Look at your Bath section sales: unimpressive Where are your bath salts and what do you do to promote them? Most stores have them on the bottom shelf, in clutter, and with no lure of mystery to the experience that submerging in healing waters filled with the generous smell of real essential oils should bring. No wonder.

Bathing should be...evocative. The thought of bathing should entice. (Bathing, even for sore muscles or PMS pain should be desired). People

should want to get into the tub—with the right ingredients of course. Bathing can become a ritual quicker than falling in love. If you let it. If the mood is right. So go out now and look at your Bathing section. Hmmmm. No wonder you ain't getting any!??

Let's work on this, champ. How hard can it be? Most of the bath salts come in large containers, they are easy to see. Some larger chain stores now have “buckets” of open bath salts for people to scoop out as much magically-scented sand as they want, to take home and ... well...bathe.

It is all about presentation. OK, presentation and selection. And quality. But presentation is gonna make the sale. So let's see
continued on page 6

produced using the same Phase I-IV Drug Testing standards that all their Formulas were designed by. Even in the tight legal world of the American herbal marketplace, we can say the simple statement that this product is for Optimal Breathing. This is a good place for health to begin. Herbal nourishment for the respiratory tree! RespiCare® helps maintain the underlying mechanisms linked to normal respiratory and bronchial musculature function. The formula, as many of the protocols that we shall touch upon below, also has an adjunct benefit of supporting healthy immune system function. And isn't it logical that if we strengthen the lungs then the immune system will be able to function at its best?

So what else to cross-sell with this basic respiratory support herbal formula?

In your new Lung Support set, you should cross-merchandise either or both **Bluebonnet's** Grape Seed Extract or Pycnogenol. This might also be the best place to place your NAC. N-acetyl-Cysteine is used for reducing coughing, and assisting circulation by getting more oxygen into the blood. Doctors have used it for emphysema, bronchitis, asthma and cystic fibrosis, and since it thins mucus, this antioxidant is a primary recommendation for the "prevention category. Even the enigmatic Oz says that 250 mg daily is a prevention essential.

With the lung-support superstar, **Super Quercetin®** by Bluebonnet (1000 mg quercetin per 2 caps with Vit C, bromelain, bioflavonoids including hesperidin, acerola, rose hips and rutin) you have now added prime antioxidants to the shelf, beckoning for people to ask how these things work and what they do. A satisfied customer is born!

It may be a stretch to cross-merchandise **Nordic Natural's** Omega-3s into this section, but do your research: Omega 3's are first line recommendation for optimal lung function. High dosage EPA-DHA Omega-3s reduce inflammation and so it is no surprise that they support lung and normal airway function. Wintertime: add Nordic's Arctic Cod Liver Oil unflavored or Cod Liver Oil caps to make the Lung Support shelf as complete and full as the demand warrants.

Then there are the herbs! It is no surprise that the native medicines of the American Indian left us with so many excellent lung support remedies. The natural world has always left humans struggling with viral invasions in the winter months and the Europeans had to adapt to North America's nature when they came here to live and survive many a cold winter month. Interestingly enough, many of the same plants used in the Europe where being used by native healers when the two cultures met. There was never a shortage of local plant medicine for any settler or tribe to utilize to bring relief and soothe the lungs as they battled the invasion of a seasonal viral or bacterial infection.

A short list: the famous herbs—mullein, marshmallow, osha, yerba santa, garlic, elderberry, ginger, elecampane, horehound, hyssop, mullein, coltsfoot, wild cherry, licorice, echinacea and thyme. Then the other exceptional options that are lesser known or secondary: hyssop, eucalyptus, slippery elm,

butterbur, goldenseal, boneset, grindelia, pleurisy root, ground ivy, fennel, angelica, khella, and skunk cabbage. Thank you regional medicine!

As you know, each of these herbs has a story and each of these herbs has multiple effects in the body and each of these herbs will cause a unique response. The first thing that could be said is that there is no cough so tricky that a wise healer cannot find the cure. For infants and the young: investigate an extract of the fresh flowering plant of Violet (*Viola tricolor*).

Finally, I refer everyone to the brilliant directives presented by Herbal Ed Smith in his classic, the *Therapeutic Herb Manual*. In it, he recommends a general, broad spectrum herbal formula that is indeed designed to treat many coughs. And then he adds suggestions of herbs specific to certain types of coughs. With a kind heart and sharp salespersonship, one could easily use the **Herb Pharm** 4-SKU wood cross-merchandising rack to carry these unique and specific herbal adjuncts: elecampane, yerba santa, grindelia and bloodroot. It is the rare store, with the studied herbalist on premises, that understands the depth and precision of good herbal medicine and how to blend the herb to the customer's needs. That store has a strong, satisfied and loyal customer base!

Rolling off my tongue now as a challenge, I ask: how many of these do you carry? Some may say, I had some of these and they did not sell. I counter, in today's competitive marketplace, can you afford not to be educated on all the products you carry? For now, pick the herbs that you are most comfortable with and make a respiratory support set that says to the customer: you have options for them and you know how the options work. Got a cough? Now, they want to see you!

As the perfect base, let's move away from the pre-made, plastic bottle, sugary mixes made with herbs that who-knows where they came from? The best general support, broad-action herbal blend on the market is the **Herbal Respiratory Relief™** Compound from Herb Pharm®. The formula has even gotten better with the addition of Umckaloabo. Now equal parts Wild Cherry Bark, Umckaloabo, Skunk Cabbage, Licorice and Thyme, this formula addresses the many concerns from coughs associated with respiratory congestion of colds, flu, bronchitis and other pulmonary and bronchial affections.

Each of these herbs brings something exceptional to the table. Licorice is one of the best herbs ever for a person looking for general wintertime support. Licorice is a panacea if used in moderation, and while it brings flavor to the formula, it is also a demulcent and expectorant that is soothing to the mucous membranes while also being an anti-inflammatory and antiviral. Licorice soothes coughs and clears phlegm, and relieves tickling and itching in the throat that are often triggers for coughing. These amazing adaptogenic actions—preventatively acting as a demulcent by coating the throat with a thin, protective layer of mucilage to protect the delicate tissues while also performing the role of an expectorant to clear congestion from the lungs and bronchial tubes and helping to bring up the phlegm that needs to be eliminated when mucous is doing its job properly during an infection.

Wild Cherry (*Prunus virginiana*) is the native Cherry tree. Cherokee women taught the use of the bark to the European but the tree has been used medicinally in Europe, Asia and the Himalayas for centuries. A reason to use Herb Pharm's **Wild Cherry** is the dual concern for sourcing. The best cherry bark is from the younger trees (which provide the highest amounts of prussic acid when harvested in the Fall), and the bark must be harvested intelligently and ethically to maintain the ecology, and get product with the best results. When Herb Pharm® says they are using shade-dried thin green certified organic bark, you know there is no better sourced raw material anywhere.

The bark is an antitussive, expectorant and astringent. Wild cherry bark suppresses the cough, helps eliminate mucus from the lungs, and is mildly sedating which will suppress the heaving and jarring discomfort of the cough reflex. Powerful stuff: as such, it is often best to use Wild Cherry in a compound.

Umckaloabo is the new hero of the formula. Herb Pharm® carries this also as a stand-alone and to my knowledge it is the only Certified-Organic plant extract of umckaloabo on the market right now. Thank you South African medicine for this excellent healing plant! A specific species of South African Geranium (*Pelargonium sidoides*), this plant's name comes from two Zulu words, umkhuhlane—meaning "fever- and cough-related diseases," and uhlabo—meaning "chest pain." The African indigenous healers here who used this century's old remedy found the plant had many uses including liver and immune support. It seems to have an affinity for the upper airway mucosa, and studies have shown it to act similarly to how some claim elderberry works on viruses except umckaloabo seems to be an antibacterial agent.

This recent research would uphold the claims made in the early 1900s when Britain was aflutter with Government court cases trying to disprove the claims of a famous patent medicine called Stevens' Consumption Cure that was the product of a man, Charles Stevens, who claimed that he was treated by a Basuto healer for his tuberculosis and was cured of it by the use of the umckaloabo. The formula remained on the market until the 1950s.

High in Gallic acid, flavonoids and silica, extracts of Umckaloabo have been sold in German and British pharmacies as on OTC since 1983. Researchers in Freiburg (Germany) analyzed eight randomized controlled trials suited to testing the effectiveness of these products. Involving 1,771 participants (of which 819 were children) for acute bronchitis. It should be noted that the liquid drops attained the best results, and the sampling showed the products to outperform the placebo.

Of course, nothing will eradicate the "common cold" (apologies for calling out the shameless marketers who misdirect people on capabilities of the incredible herb elderberry), and so possibly umckaloabo will one day be recognized for its preventative support in the upper respiratory tract mucosa. What is also interesting is that there is promise for its immuno-supportive actions and as an antimycobacterial. So let's look at Umckaloabo in a new light: as a primary herb for upper respiratory support throughout the winter months!

continued on page 6





**January Promotion
Respiratory System Support**

25% OFF items listed
minimum order of 3 units each

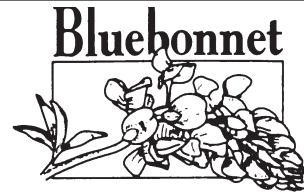
- Umckaloabo liquid extract
- Osha liquid extract
- Yerba Santa liquid extract
 - Calm Breath™
- Herbal Respiratory Relief™

Ask your BMC rep as to why you need to carry the Herb Pharm Breath Tonics at the cash register and all the new Herb Pharm capsules

NOW Available:
Asian Ginseng caps + Ginkgo-Bacopa caps
New! Joint & Muscle Warming Rub liquid for topical support

America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



**Begin the Year with an Ongoing Deal:
Ask your BMC rep for details on the
"Slice of Life" Promotions***

this is your way to always advertise a great selection of products for either an **18% or 20% discount***

11 Condition-Specific Displays to increase sales.
[sales items* for deal are always listed on your price lists]

Ideas for this month:

- **Children's Nutrition Special:** Rainforest Animalz®
- **Weight Management** including I-Carnitine, Tonalin® CLA, Diet Chrome-Care® Vcaps and Trimology™
- **Beauty Health** including Age-Less Skin Formula® Vcaps; Age-Less® Trans-Resveratrol 250 mg Vcaps, Ultimate Hair & Nail Formula® Vcaps, Vitamin E 1000 mixed
- **Bone & Joint Health** including Albion® Chelated Multiminerals, Vitamin D3s – 400 + 1000 IU MSM Vcaps, + many Glucosamine and Celadrin® products

**LOOK for this deal mid-January: details arriving soon
Protein Promotion:**

For every \$100 of Bluebonnet protein purchases (when deal is announced), stores are eligible for a FREE shaker cup w/the Bluebonnet and Extreme Edge® logos.

Bluebonnet Proteins: superior-quality, found only in health food stores!

*must follow the applicable rules of the Slice of Life promotion

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**January + February Promotions
Products for Blood Sugar
& Weight Management
15% OFF Wholesale**

minimum 3-units each SKU ordered. through 02.28.12

- GlucoCare®-for Blood Glucose Health 90, 180 Vcaps
 - Guggul-Cardiac support 60 veg caps
 - Gymnema-Sugar destroyer 60 caplets

**also 15% OFF Botanique by
Himalaya Personal Care
Pure Hair Care**

minimum 3-units each SKU ordered

- Hydrating Shampoo
- Rejuvenating Shampoo
- Volumizing Shampoo
- Amla & Holy Basil Conditioner

Special Deal – 20% OFF

minimum 3 of each SKU ordered

- Bitter Melon – Glycemic support 60 caplets

Himalaya Herbal HealthCare: Our Science. Your Life™

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**BUILD YOUR NORDIC
ENDCAP DISPLAY***

Ask your BMC rep for the details & the support materials available

25% OFF

- One order per ship-to location per month
- Minimum order 5 cases; maximum order 15 cases
 - Mix & Match full case packs

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*"The #1 Selling Fish Oil in the United States"
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* buy-in dates till March 31, 2013

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Most Effective Omega Oils™**

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New Year's Resolutions should all include

- more Raw foods
- more Organic foods
- more Green Foods
- more enzyme-rich foods

Help create the new Shopping List

JANUARY PROMOTIONS 15% OFF

- Juvo Raw Meal Replacement
 - JuvoSlim
- in units of 12 ea per SKU

ALSO, New Item Juvo Original Single Paks 40 gms

12 paks per box:
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10% OFF 18 units, mix & match Superfruit, Detox Plus, Stomach Plus 32 oz sizes

SUPERFRUIT Aloe Life Superfruit tastes delicious, and the Antioxidants including grapes, berries, Tart Cherry, Pomegranate, Cupuacu, + Acai fruit bring 2400 ORAC-value to every serving, for the entire family. An 82% Aloe Vera Leaf Concentrate formula.

DETOX PLUS Detox Plus Formula is more effective than other Detox formulas because the Whole Leaf Aloe Vera Juice carries the herbal extracts deep into tissues supporting & stimulating the release of waste residue throughout the lymph system + liver. Very effective formula containing Essiac Formula herbs

STOMACH PLUS This very soothing formula helps to rebalance stomach acids calming the intestinal tract naturally + is more effective than other stomach formula's because of its effective herbal extracts. The quality Whole Leaf Aloe Vera Juice carries the herbs deep down into the tissues for fast relief.

New Price List as of 1/1/2013: A 3% increase. Aloe Life will not lower the quality of our formulas. Aloe Life continues to create the most therapeutic Aloe juice + aloe product line on the market worldwide, with the highest potency & best value for the consumer, + the highest Net-profit for the store. As of Jan 1, 2013 Aloe Life's new Free Shipping minimum will be \$200. Orders below that amount will incur a shipping fee

• Discounts should be requested when placing order.
• Not combined with other discounts. a Whole Leaf Aloe Vera Juice Products



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WALL TO WALL TESTIMONIALS WILL EMPOWER YOU

• Mary S: "The customer was looking at lotions in the aisle. I explained I was doing a demo for a great skincare oil with organic ingredients. She didn't want to try it at first, but was able to convince her. She tried a bit of product to check for a reaction. She ended up slathering oil all over her face and body and **bought 4 products!!** Both her and her son have super sensitive skin. She was ecstatic and **very thankful** I had turned her on to the product."

This is what that customer wrote to us on a slip of paper via Mary: "I have psoriasis and sensitive skin. This is the **FIRST PRODUCT that did not burn my skin when applied.** Great product. – Karyn C, NJ

• "I had a terrible rash on my feet that **itched so bad it burned.** It actually kept me from falling asleep at night! My homeopath recommended a calendula preparation. I went to Whole Foods to look for one and saw your products. I was impressed at the organic, minimalist nature of the oil. I purchased a trial vial and **one application almost completely eliminated the rash!** I was so impressed a few days later I went back to buy the 3.3 fl oz size. I will never be without this product!!" – Rebecca O., Seattle, WA – via email

• "my boyfriend's **eczema on his scalp** has improved with only 2 overnight applications of oil" – Jessica L

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ALL Body Brushes

Bass World Class Body Brushes

80* Vegetable Bristle Dry Skin Body

Brush: One Piece Wood Detachable Firm

80D* Vegetable Bristle Dry Skin Body

Brush: WOOD Detachable Firm

75* Short Tortoise Shell Handle: 100%

Wild Boar, Medium, Wet/Dry

76* Long Detachable Handle: 100% Wild

Boar, Medium, Wet/Dry

77* Short Curved Handle/Long Bristle:

100% Wild Boar, Firm

79* 100% Wild Boar Bristle: Deluxe One

Piece Clear Acrylic or Tortoise Shell OVAL

81* Long Handle: 100% Wild Boar, Firm

Body Brush, Wet/Dry, One Piece

81D * Long Handle: 100% Wild Boar,

Firm Body Brush, Wet/Dry. Detachable

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^must ask for "BMC newsletter deal"

to get the discount"

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Convertible display:

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Gold, Hemp, Vegan Bee Free #0097

Eco-Lip Premium Organic tub:

Gold, Hemp, Vegan Bee Free #0115

EcoTints tinted lip balm:

original assorted: #0133 Rose Quartz, Plush Red, Mocha Velvet

EcoTints tinted lip balm: new assorted:

#0306 Moonstone, Coralyte, Sugar Plum

EcoTint: 3 pack assorted #0153

Pure & Simple: 100% edible: assorted

#0169 Coconut, Grape & Kiwi-Strawberry

Dagoba Chocolate: assorted

#0246 Lavender, Roseberry, Mint

Honest Kids Lip Quencher:

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The Best Lip Balm for the World

NEWTON
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Nurturing Naturally Since 1987

**JANUARY 2013 Promotion
20% OFF
Liquid or pellet
complexes**

(Qty 6+ per SKU)*

- **Cold Hands~Feet (N052)**
- **Prime+ (N212)**
- **Kids Constipation (F008)**
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Cold Hands~Feet: Formulated for symptoms associated with circulation such as dizziness, fatigue + weakness as well as tingling, numbness or coldness in the extremities.

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immune
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**January Promotion
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Wellmune WGP[®]
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Wellmune WGP[®] is a gluco-polysaccharride derived from a proprietary strain of yeast.

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**January Promotions
Cordyceps Cs-4**

3 ea = 10% OFF

6 ea = 15% OFF

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90 Vegetarian caps 400 mg each

Health Benefits

- **Immune Support[^]**
- **Increased Energy[^]**
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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.

[^] these statements have not been evaluated or reviewed by the FDA

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and make sure that you get re-stocked with your "tester bottles" of the industry's # 1-selling Silver Product.

Make sure that your customers can try the product and see how easy it is to make this a daily essential

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Volume Discounts make sense every January

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what the obstacles are? The obstacles you may want to set is that it is an expensive endeavor. Malarkey. Bath salts are a wise investment. Think of the shelf life (that is why I like my bath salts packaged instead of loose...plus, I am gonna bathe in them!!) \$300 can make a display that will impress the shopper, intrigue the late-night book reader, inspire the giftgiver, convince the undecided and bring a smile to the face of the lover. Not bad.

Next, the tired excuse will pop up: I used to carry bath salts and they didn't sell. Let's go back to showpersonship, my good friend. Did you ever get extravagant with your bath section? Where is the section? Can it come off-shelf for the season? Can it overflow: abundanza? Can you make fun signage that suggests...fun?

You with me? Now let's get to work. #1 keep your best-sellers and put them on sale somehow. Work a deal. #2 increase the selection. This is an experiment, so let's make it work. Let's go big. You like Blue Moose Consulting. OK, let's see what they have to offer.

Two BMC lines have all you need to expand your selection for this winter month extravaganza.

One is all scent, and the other is all functionality. One is exquisite, the other practical and healing with some humor. We've got every customer covered (except for the person who likes to overpay for their pleasure!)

Aromaland. Did you know that Aromaland was a women-owned company? I think that you can tell it sometimes by the fine spectrum of aromatherapeutic products they offer. These scents are as varied and bold as a world filled with electric-colored balloons.

Practical Lavender. What is exceptional about Aromaland is the sourcing of the essential oils. Ralf Muller has connections in the world of natural essentials oils that are like State secrets. Our *Lavenders* come from the same fields year after year; and they are the best, prized fields. Next on the runway, *Rosemary & Mint*. In the world of aromatherapy, you were just awakened and made alert and happy and bright! *Ylang Ylang & Ginger*: now we are warming up. Can you explain to your customers what each of these blends is designed for? Ylang Ylang, which means "flower of flowers," is calming, balancing and exotic. It is often used as an aphrodisiac. Add ginger's spiciness and the mood is set for romance. (the world needs more romance!)

Jasmine Clementine is unique and delicious. Jasmine is relaxing and often used to counter depression and the orange-note of sweet clementine can relax and assist with anxiety. I personally like this one as it is just too fun and delightful not to enjoy. Finally, *Tea Tree & Lemon*. bright Italian lemons to refresh and rejuvenate, and balance the purifying Tea Tree oil.

With superior quality, direct-sourced essential oils, all blended on premise at Aromaland, these products become even more exceptional when you appreciate the quality of the mineral salts used: a combination of Dead Sea salts from Israel, Sea Salt from Mexico, Epsom salts and desert mineral salts from Utah. The healing potential of the soak is

immeasurable, as pores open and alkalinity heals.

Well in Hand takes a different tact with the Aromatherapy Sea Baths™. Like the wizard in the movie *Fantasia*, Formulator Linda Doby just keeps on churning out exceptionally health specific, Certified vegan Seaweed-based baths. Ten deliciously scented varieties and the names say it all. As Linda says, relief is well in hand with these naturally nourishing Herbs in Action.

There is something here for everyone, as everyone could use a little help. For the women, *Moon Rite* and *Hot Flash Chiller*. For the romantic, *Velvet Vixen*. For the uncomfortable, *Muscle Recovery* and *Rump Relief*. When circumstances warrant, *Ginger Detox* and *Itch Witch*. When sleep is the desire, *Sleep Rescue*, and when instant recovery is needed, *Cold & Flu*. For the child who needs to be pacified, *Kiddie Calmer*, and for the allergic or for those who just want the promise that seaweed offers for cellulite, the *Unscented*.

The jars are deep blue with bold lettering to pronounce the action: the customer cannot help but notice, and smile and decide to take a bath when they can see the products up close and highlighted.

So, what is it gonna be this winter? Another green coffee bean display or something exciting?

Build it, they will come. Then after the water is gone and the body starts to get thirsty again, they will return for more scented magic sand. Pool's open! ☺

Skunk Cabbage is a sleeper of an herb, unless of course you have ever had a cough so bad that you couldn't get to sleep! Another present from the Native American Healers, this plant is a very reliable and fast-acting antispasmodic to the respiratory system. When you need to open the air passages and/or relieve cough impulses, this is an exceptional herb. Again, it is best used in moderation in a formula, like Wild Cherry as its actions are strong, and it might be slightly sedating and cause reaction in high dosages (which is why the recommendations Herb Pharm gives are so trustworthy).

Thyme fits this formula with its warming action, and its antiseptic antimicrobial, and antispasmodic properties. A culinary herb as well as a plant medicine, the herbalist Culpeper called thyme, the "noble strengthener of the lungs." Thyme has historically been used for respiratory infections, laryngitis, tonsillitis, sore throats, irritable coughs, bronchitis, whooping cough, asthma, and catarrhal coughs.

One of the amazing active ingredients of thyme, thymol, was shown to kill bacteria on-contact in 1720, and was then used in surgical dressings and disinfectants on battlefields. It is conjectured that thyme was also used in Ancient Greek sickrooms to protect the healers as they ministered to the sick. Thyme can do double-duty for sore throats as well as it is an analgesic. And you can be sure that Herb Pharm® is sourcing the best thyme and making sure the active markers are

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[^]must request BMC-newsletter promo when placing order



in line with their philosophy of whole plant extracts.

What a big formula in such a small bottle! This may be the year to consider carrying the 4 oz bottles of some of the best-selling Herb Pharm products: ask your BMC rep how you can save for your customers or make excellent margins by buying smart and promoting exceptional herbal extracts.

A few other products on sale from Herb Pharm® this month that deserve consideration for your newly expanded respiratory support section are *Osha*, *Yerba Santa* and *Calm Breathe*™

Osha root (*Ligusticum porteri*) is American Indian Bear Medicine, and that is powerful stuff. Bears love it too, and have always sought it out in the rich moist soils of aspen groves and upland meadows in the Rocky Mountains, reacting to it like cats to catnip, rolling around in it to cover themselves with its scent—a strong celery-like scent—eating it when arising from hibernation to cleanse the digestive system, and even washing themselves with it. Male bears have dug it up and offered it to female bears during courtship.

For humans, it is a decongestant breaking up congestion, an expectorant bringing up mucus, and it seems to relax the muscles of the air passages making it easier to breathe. In hot water, it also induced sweating which is good if fevers are present. Let's now discuss Herb Pharm®-quality. Osha is hard to grow in cultivation. It also is not a hardy propagator, and we are using the roots therapeutically. It stands to reason, then, that stores should only buy the promise of integrity that comes with Herb Pharm's Custom Wildcrafted™ herbs.

Yerba Santa (*Eriodictyon californicum*) from Herb Pharm is also a Custom Wildcrafted™ herb, and this is important because good herb means procuring resin-rich leaf of this Western US evergreen. Called holy herb, Yerba Santa had medicinal and spiritual attributes to the Northwest Native American healers. In herbal medicine, it has been used to soothe the bronchii and lungs, while quieting cough and simultaneously acting as a stimulating expectorant to get the gunk out. Especially recommended for dry coughs, this anti-

inflammatory herbal food was a traditional choice for bronchitis.

Calm Breathe™ Compound contains Khella, Skunk Cabbage, Grindelia, Turmeric and Thyme and there is no room for the 10+ pages that should be written about this formula. Suffice it to say that it belongs in every Lung and Respiratory set because this is necessary for every community in America. These herbs have been found in traditional remedies for Chronic Bronchial Asthma.

The respiratory relief set can be made more complete. First, let us always acknowledge the healing aspect that homeopathy brings to the wholistic healing paradigm. **Newton Homeopathics' Cough-Asthma** remedy is one of the most effective formulas they make, and I have heard countless testimonials on the abilities of this OTC remedy. In addition, the *Detox* and the *Dust-Mold-Dander* are such important, powerfully gentle homeopathic adjuncts when lung function is low that they deserve permanent space through cold/flu and allergy seasons.

Likewise, aromatherapy plays an equally essential role in Respiratory Health, response and recovery. **Aromaland** provides therapeutic-quality essential oils and a selection including tea tree, eucalyptus, thyme, rosemary, basil, peppermint, lavender and pine will all benefit coughs and colds. Teach your community how to use aromatherapy all year round

Honey is essential for any cough set. Place Soliga Forest or Chyanprash in your Cough set today, and promote the idea of adding the Herb Pharm *Respiratory Relief Compound*™ to a little honey or lemon and then trust the wisdom of home medicine.

In India, the primary herb for respiratory relief is Holy Basil and the immuno-supportive herb most similar to how we use echinacea is Guduchi. Give the consumer single herb options next to the Himalaya RespiCare™

We cannot leave the subject of the lungs—and we can wrap it all up by returning to preventative healthcare—without mentioning the respected support that the medicinal mushrooms brings to lung health. Reishi has traditionally been known as excellent for general

ONE HAND CLAPPING

Yes, I type with more than one hand, and there are many more than “one hand” in the operation of this newsletter. But for me it is often about metaphors, and so—since we are a somewhat humble bunch at times about the ardently loving service we intend to provide with this monthly free newsletter—I wish to just have our side of the two hands clapping in congratulations to ourselves for this, the first issue of our 10th year of publication of the BMC monthly newsletter.

It is a labor of love. If you know how many hours past midnight went into this, from research to inspiration to writing and re-writing and editing. My thanks to the many editors over the years, friends all—including Jamie Daly and Terry Gallagher and Laura Pestel Kearns—and the current editing team (if I give them enough time before the rushing deadline each month) of Linda, Lori, Nancy and Amy. But no one deserves more applause than my best friend, Theresa Welling, who has shown the patience of a Saint and the wisdom of a Goddess. Thank you Theresa, you are the most talented graphic artist in the world, an excellent writer and editor with great common sense, and I could never ask for a better friend. The newsletter is my passionate genius, refined and made pretty by more talented people than I. The intent is, like all art, to inspire others into action. Onward.

lung health and allergy support, but not as many people consider Cordyceps as an excellent and historically-proven tonic for lung strength. According to the TCM Materia Medica translated by Dan Bensky “Cordyceps extracts augment the Kidneys and tonifies the yang and augments the Lung Yin”. Cordyceps is used in Traditional Chinese Medicine like a super ginseng for the elderly, and this is a population that we have long ignored when it comes to providing them with lung support.

Mushroom Science™ provides without question the premier therapeutically-valid medicinal mushrooms in North America today. There is no reason to carry any other brand.

It is a shame our industry is attempting to follow the lead of decreasing product selection to only carrying the base best-sellers. The stores that are following this merchandising fad will only lose business in a very competitive marketplace. Our role in the health equation is to be smart business people running efficient businesses where we can profitably offer every possible healing solution to our communities; constantly educating ourselves to educate others about the benefits of the best products they need to stay well, heal and achieve optimal health. This is our vocation, and we should never sway from that mission.

Who's got the cough? Listen. Your community has the cough. Who has the solution? I hope that you can take on the challenge of servicing those in your community in need by giving them superior products that you understand enough to direct them to, giving them the basic information to use the products for their own personal betterment. That will be, hopefully, what 2013 is all about! ☺

This issue of the BMC newsletter is dedicated to Lucas McKinney, 8.5 years strong. May you eat the colors of the rainbow every day, and may your health always get stronger.



“WE ARE HEALTH FOOD PEOPLE

Susan Williams, BMC Sales Rep Philly area and South New Jersey



The reason that I have migrated towards living a life of Health and Fitness came about out of desperation. At the young age of 22, I started to become very ill with very strange symptoms ranging from chest pain to pain in my head to joint pain and at times I could barely walk. This lasted for several years and it took over 20 doctors, one of whom told me it was all in my head to finally be diagnosed with late stage Lyme's Disease. Boy was I happy to finally know what was wrong with me but now what? The doctor put me on heavy doses of antibiotics for several months and I did start to feel a bit better but I knew I could not live a life of feeling tired everyday!

So, I pushed myself to join a gym and that is where I met the Man who not only saved my health and life but has become one of the only true friends I have ever had. His name is Ralph Pepino and right now he is 86 yrs. old and has the energy of a 20 yr old! Back then, he owned a gym and he taught me about juicing, organic foods, supplements, cleaning out the body and working out. For some reason....all of this made perfect sense to me and I changed my lifestyle overnight.

I realized that if I gave my body good nutrition and cleaned out all of the toxins in my system that I would regain my health. And I will say it did not happen as quickly as I would have liked but Nature has it's time and patience was needed. It took about 3 years to finally be the high energy and healthy person that I am today but I feel so blessed that I met Ralph and he helped give me my life back!

My passion in life is Health and that led me to work for Whole Foods Market for 10 years and now Blue Moose Consulting! I believe that everything happens for a reason so getting sick was a blessing in disguise and that changed the course of my life forever. My favorite quote is “Your Health is your Wealth” and I know firsthand that this is so true!

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

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