



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Business: How is it Going for You Now?

I write this article not knowing what November will bring. Could the timing of this gentle nudge be deflated by some amazing sales surge that raises everyone's boat by just one unexpected positive comment by Mehmet Cengiz Öz? If that is the case, then my statements will be ignored in the hustle to fill the shelves with whatever it is that he speaks about.

I use the full name in the opening paragraph to show that when these four letters occur together—the very mention of the name of this talented Turkish-American cardiothoracic surgeon, author, and television personality—brings a nearly pavlovian response from retailers of natural products. We are following the wrong parable: we have acted like he was gonna produce the Holy Grail.

Dr. Oz entered “the natural channel” with appearances on the Oprah Winfrey Show, but he unintentionally muscled his way into our business when he got his own show in 2008. So, I ask, how has the Oz Effect increased the business in your store?

As I have said for the last five years, “Oz giveth, and Oz taketh away.” I personally have nothing against the guy, and I have admiration for his success and versatile intellect (he has co-authored over 400 research papers and written 7 books). His intellectual reach is vast. But, like Andrew Weil before him, he succumbed to the temptation of believing that he could be an expert in too many things (without the appropriate research). I guess that we could blame his staff for this. After all, he had to have a blockbuster story 5 days a week for an entire show season. In the desire to remain fresh, he has tested the limits of creative integrity. But that is his story.

How about how you have run your business in the past five years (or since you opened shop): have you developed a theory about how to “handle” the Oz effect when it overtakes your business?

This article is not about Dr. Oz and his statements on natural health: I observe from his published record of comment that he has quite often not known what he has been

talking about. Growing up in Cleveland and Wilmington Delaware, my guess is that he was more interested in conquering medical texts than in reading on “natural medicine.” At Harvard and U. Penn and Columbia, he probably delved into integrative medicine and he probably has tried to integrate this into his practice, study and writings. But Oz is not one of us: he is “other”. And so, inevitably, he will be reigned in, and he will start to poke questions and doubts against the natural mission for health that continues to grow successfully through the philosophies of our health food stores. How does this probability that he may one day turn against us affect you?

Let's look more holistically at the last five years. Oz pumped valuable extra income and profit into many stores. First, how did we handle that? Passion flower: have you learned to appropriately integrate this wonderful herb into your core set, and to recommend it properly? Acai, Goji, Mangosteen: have any of these juices actually changed your

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Talking Business: 30 Days into the Echinacea Challenge

Newsletter about every thirty days. A chance to dig for the great deals offered by the marvelous Manufacturers that Blue Moose Consulting represents, and an opportunity to advance knowledge in some manner with the information provided so sincerely by your intrepid writer, me.

In October, Echinacea was presented in detail, with the challenge that we as an industry had allowed echinacea to become more of a commodity, that it was being taken for granted, than for the versatile action herb that it is. I tried to personalize the herb and to open your heart and mind energies for this herb that should be so critical to our toolbox for health maintenance and recovery, and illness prevention.

One of the best ways to learn: repetition. So what can we say about Echinacea?

Echinacea is an American herb, given as a gift by Native American healers who had coaxed the wisdom from the plant as they found it in Nature. Its western historical use was as a blood purifier in the old understanding of the word. Modern herbalism terms this action an alterative. I truly appreciate the description of an

alterative as presented by leading herbal educator, Herbal Ed Smith:

Alteratives “generally act through the lymphatic, glandular and mucous membrane systems, and to a lesser degree through the skin. Their primary action is to favorably alter disordered metabolic and catabolic processes, especially those associated with the break-down and elimination of metabolic waste. Their related secondary action is to enhance better overall absorption and assimilation of nutrients. Collectively these metabolic and catabolic activities serve to balance and normalize overall physiological chemistry and thereby restore vital health.”[^] [Powerful stuff!]

Echinacea was successfully used by the mainstream medical practitioners in the United States for over 150 years for many things we would never even think about recommending it for in this sadly litigious day and age: but the herb can tackle many serious maladies.

The good news is that for the past 80 years, western mainstream (albeit mainly European) science and medicine have determined that echinacea is extremely safe to ingest, and that the most common concern for the usefulness of echinacea is that most

people underdose when taking the herb. Safe, and effective.

Echinacea is also an adaptogen. If you want to teach anybody new in your store something significant about herbs in their first day of the job, it would be that everyone who wants health should be encouraged to take adaptogens daily. Adaptogenic and immunomodulating.

Echinacea clears metabolic waste, and is anti-inflammatory: this makes it very unique for helping to keep the lymphatic system performing optimally at times when the lymph system is responding to challenges. Echinacea, therefore, not only brings the immune system to optimal action, but also can climb uphill efficiently for a person who may, as we say, not have the cleanest body system! Likewise, echinacea is also a primary herb after Cold & Flu season for the concern of immuno-support in allergy season.

Echinacea is an anti-inflammatory. You don't find many herbs that are adaptogens, alteratives and anti-inflammatories. There are actually so many ways that echinacea may assist in the function of the immune system that it seems almost criminal not to spend lots of money studying echinacea. An

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How is it Going for You Now?

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community? Do you still feel confident selling someone a \$40 bottle of pasteurized juice and telling them they will overcome weight battles, and every other panorama of chronic diseases that continue like a hurricane unabated in our society?

Green coffee bean: how many trustworthy companies have jumped into the market, and what actually is the cost-benefit analysis of dollars spent to health outcome that you can ascertain from these people who enter your store for the very first time with that tv-prescription written on edge of that day's newspaper? First, let's acknowledge that this is not the way to build a core business from that person who enters your doors seeking direction in a natural way to preventative healthcare; or, for pro-active and supporting therapeutics to assist in the healing from any of a myriad of illnesses. There has to be a better way.

You are a business person. So let's look at the most basic analysis: the environment of your store. What is the shopping experience like in your store?

Paid advocates for larger corporate businesses in many sectors are giddy saying that the "brick-and mortar" store is a thing of the past. When they talk about grocery stores, I give them a derisive and cynical sneer: local food stores are a national security issue! We need more stores! [Shoe stores: well I am not gonna make the statement that today's young people cannot be trained to buy shoes online, but there will always be a robust business in someone trying on shoes before purchase. While some people are probably dying to get their alcohol delivered to their door via UPS/FED Ex, are people really gonna buy plants over the internet?] You are in a very good business because the internet experience will never replace the experience of walking into an apothecary-like store and looking at and touching the options on the shelf. The question is: how was the experience for the buyer when they came into your store, and will they happily want to return?

Music. Personally, I like to shop in spaces that are relaxing and inviting and pleasant. The music that flows through your store is more important than the ad in the local newspaper. You need to cultivate the current customer first, and then reach for the new customer. In the past five years, have you perfected the business of the shopping experience in your store?

Presentation. How smart have you been about creating a receptive experience for the shopper in your store? I have advised for years now that people make the shelves "readable" by the shopper. Every shopper: the new shopper and the trustworthy regular. I have recently spoken of sprucing up and making inviting Children's sections. I have forecast (very correctly) that the Sports Nutrition section, properly stocked and demarcated, would bring back the wayward athlete. Many stores are seeing strong Sports Nutrition sales in 2013. Thank you,
Bluebonnet Extreme Edge

I have spoken recently on creating a clean and complete Lung Support section. The BMC reps now enter the 2nd year of this project of support to help stores make a complete lung support section. Need new energy in this endeavor? **Herb Pharm's** new **Lung Expectorant**TM liquid extract could not have appeared at a better time. Add **Himalaya Herbal HealthCare's RespiCare**[®]—and learn the purpose and versatility of these products—and you will help people with lung concerns all Winter, and all Spring. That is developing positive long-term business.

Five years. Let me ask you a question: which category brought more business into your store in the last 5 years—Oz suggestions or Omega-3s? Oz Effect is a fun/pretty and bright spark: the science of Omega-3 Nutrition is a powerhouse of uncontroversial, universally-beneficial health support. Do the real estate analysis: how much space have you afforded those bulky glass bottles of juice superfoods, and how much income has that brought to the bottom line—accrued tabulations—versus the amount of space that you have given to Omega-3s and that regenerating profit?

I have been on this ride gratefully with many of you these past 12 years. Here is a reminder that we should add as part of our daily health storytelling: 13 years ago, the entire natural health choir was preaching that fats were bad, and that no-fat, low-fat was the vernacular of long-term health. Then, a profitable change of course. What company buoyed every boat for the last decade-plus? **Nordic Naturals**[®] has owned over 38% of national market share of omega-3 fish oils for the past ten years. In the BMC territory, we have often had 52-48% of market share, and that has been consistent. Two things here: how much space do you allow in your total supplement shelf space for these ever-popular Omega-3s, and how much space has **Nordic Naturals**[®] earned in that real estate?

I know that for many stores in our territory, the **Nordic Naturals**[®] brand is one of the best-selling companies in the store: often this is accomplished with only 1-2 shelves of placement. The pertinent question is that if **Nordic Naturals**[®] is 42% of all Omega-3 sales in the United States, then is it at least 42% of the shelf space allocated to this very profitable section in your store?

Here is the history that I have seen. **Nordic Naturals**[®] built the category, and they did this by unflinching marketing support and by being the ocean products authority. As I like to say—and nothing could be more important to me in this vocation—**Nordic Naturals**[®] has never said anything that they have had to walk back from. They have always been factually accurate and correct, and no other fish oil Omega-3—no other Omega-3 manufacturer of any type—holds this excellent report card. I admire that integrity. **Nordic Naturals**[®] just cut the ribbon on their new Manufacturing Plant in Tromso Norway. **Nordic Naturals**[®] is the only company that can claim "vertical integration" of the four fish that they bring to market: Arctic cod, Southeast Pacific (Peruvian) anchovy and sardines, and Alaskan Kenai River salmon

Nordic led the conversation on environmental contaminants and changed the industry, and they still provided the freshest product available anywhere. **Nordic's** research and innovations are today changing the way that fish oils are accurately tested to determine total TOTOX levels (or fish freshness), and they are sharing this information with the entire industry. No negative, slash-and-attack marketing shenanigans ever from **Nordic Naturals**[®]: just humble leadership.

Nordic Naturals[®] has the best-selling single children's product in the natural channel with their **Nordic Berries**TM. They have the best-selling GLA with their **Nordic GLA**TM, a non-GMO Borage seed oil: and they have the most-market penetration and sales in the growing algae-oil Omega-3 category with their 3 SKUs of great tasting (lemon-flavored) vegetarian **Algae Omega**TM

Facetiously, what do **Nordic Naturals**[®] and Oz have in common? Dr Oz used to show **Nordic Naturals**[®] bottles on his table both during and after his partnership with Oprah: other than that, he was the passing ship in the night. To his credit, he has not come out with proprietary, (contract-manufactured) fish oil with his mug splashed on it stating that he has the best product to take. As I said, he seems to have integrity.

Yet, Dr Oz never contributed to your marketing plans, never offered demos in your store to get people to buy that which you sell. He offers no M.A.P. Policy to prevent the competition from stealing your internet customer via ridiculous discounts. Facts be told, **Nordic Naturals**[®] has been one of the best partners that stores have had in the last decade. Many stores appreciate that, and have honored the reciprocation of the partnership.

And most stores have done a dance that has been, well, informative. The last decade has been a history of companies aiming for **Nordic**. All "shooting arrows uphill" at the industry leader, as I say.

We swim in the waters of capitalism and it should not be surprising to see the competition so vehement, but for a few specific companies—and we all know who they are—I have felt the need to wash my hands after seeing the depths to which they have gone to topple the premier category trailblazer. Their effectiveness: well, their negative marketing has failed. Other companies have quietly emulated **Nordic**, watching what is said then mimicking and studying their labels and working to gain better freshness-values and purity levels to try to compete.

So many stores went through the dance of moving **Nordic Naturals**[®] over, or dropping a SKU to bring in another line: and most of those stores have seen upon analysis that they are letting the competition inhabit dusty shelf space while **Nordic** continues to sell well. It has been informative to watch these challengers come with loud bravado and then fall to the wayside. Which company with high hopes has made a significant market intrusion to **Nordic Naturals**[®] dominance in sale and re-sale in the past decade? The Spins data and every other sales measurement shows that while the market has expanded,

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November Promotions
25% OFF products listed below
 with minimum order of 3 for each product ordered*

WOMEN'S HEALTH

- **Black Cohosh liquid extract** • **Chaste Tree liquid extract**
 - **Menopause Health** (note: new name) • **Women's Reproductive Health**
 - **Mother's Lactation™** (note: new name)
- Menopause Health™** - Chaste Tree berry, Motherwort leaf & flower; Black Cohosh rhizome + roots, Licorice root; Pulsatilla flowering herb
Women's Reproductive Health: - Dong Quai root, Shatavari root, Chaste Tree berry, Partridge berry herb, Cramp bark, Ginger rhizome

New Product Announcements^

- **Anxiety Soother Capsules 385 mg** 60 vegetarian capsules
Kava, Passionflower, Albizia + Ashwagandha broad spectrum extraction
* no synthetic chemical solvents ever used. Vegan, Gluten-free, non-GMO
- **St. Johnswort 460 mg** 60 vegetarian capsules * flowering & budding tops extract + certified organic flower + bud powder. * three caps provide 990 mg of 0.3% hypericin extract. * broad-spectrum, alcohol extraction. No synthetic chemical solvents ever used
- **Lung Expectorant™ liquid extract 1 oz + 4 oz** Traditionally used to Support Normal Expectoration & Respiratory Immune Response*. Yerba Santa leaf, Elecampane root, Osha root, Usnea tree lichen, Thyme leaf & flower, Lobelia herb & seed. Ginger rhizome * extracted with purified water, organic cane alcohol + acetic acid

Product notes: * is with great sadness that we announce the discontinuation of **Citrus Breath Tonic**.

* **new labels** are reaching stores to great excitement. This year-long project will bring color-coded categories for the consumer to better know how to choose herbs
 * **time to get people reacquainted with Echinacea.** Use these links to bring heart energy to this healing herb: www.youtube.com/watch?v=4IPMSiOBHdw and/or www.facebook.com/photo.php?v=10151795657597909&set=vb.109976463856&type=3&theater

Not represented by BMC in NJ **America's #1 selling Liquid Herbal Extracts**



Bluebonnet's Huge Estate Sale
Through November 22 • 20% OFF items listed

- | | | |
|---|--|--|
| 52/54 L-Lysine 500 mg
50/100 Vcaps® | 505 EarthSweet® Chewable
Vitamin C 500 mg (Orange)
90 Tabs | 811 CoQ10 100 mg 120 Softgels |
| 93/94 L-Tryptophan 500 mg
30/60 Vcaps® | 528 C-1000 mg PLUS
Bioflavonoids 90 Caplets | 817 CoQ10 200 mg 30 Softgels |
| 98/99 Super Earth® Multinutrient
Formula (Iron Free)
90 Mini-Caplets/180s | 530 C-1000 mg PLUS
Bioflavonoids 180 Caplets | 820 CoQ10 200 mg 60 Softgels |
| 100/101 Super Earth®
Multinutrient Formula (With
Iron) 90 Mini-Caplets/180s | 550 Super Quercetin® 500mg
30 Vcaps® | 1117 Glucosamine Chondroitin
PLUS MSM 60 Vcaps® |
| 102 Super Earth® Multinutrient
Formula (Iron Free)
45 Caplets | 552 Super Quercetin® 500mg
60 Vcaps® | 1118 Glucosamine Chondroitin
PLUS MSM 120 Vcaps® |
| 104 Super Earth® Multinutrient
Formula (Iron Free)
90 Caplets | 553 Super Quercetin® 500mg
90 Vcaps® | 1121 Glucosamine Chondroitin
PLUS MSM 180 Vcaps® |
| 106 Super Earth® Multinutrient
Formula (Iron Free)
180 Caplets | 715 Calcium Citrate Magnesium
PLUS VIT D3 90 Caplets | 1250 MaitakeGold® Mushroom
Extract 30 Vcaps® |
| 107 Super Earth® Multinutrient
Formula (With Iron)
45 Caplets | 717 Calcium Citrate Magnesium
PLUS VIT D3 180 Caplets | 1251 MaitakeGold® Mushroom
Extract 60 Vcaps® |
| 108 Super Earth® Multinutrient
Formula (With Iron)
90 Caplets | 787/788 Cellular Active® CoQ10
Ubiquinol 25 mg
30/60 Softgels | 1340 Standardized Elderberry
Fruit Extract 60 Vcaps® |
| 109 Super Earth® Multinutrient
Formula (With Iron)
180 Caplets | 790/791 Cellular Active® CoQ10
Ubiquinol 50 mg
30/60 Softgels | 1385/1386 Standardized Olive
Leaf Extract 60/120 Vcaps® |
| 321/323 Vitamin D3 5000 IU
100/250 Softgels | 792/793 Cellular Active® CoQ10
Ubiquinol 100 mg
30/60 Softgels | 1394 Standardized Turmeric Root
Extract 60 Vcaps® |
| 366 Earthsweet® Chewable
Vitamin D3 5000 IU
(raspberry) 90 Tabs | 798/799 Cellular Active® CoQ10
Ubiquinol 200 mg
30/60 Softgels | 1395 Standardized Turmeric Root
Extract 120 Vcaps® |
| 378 Liquid Vitamin D3 DROPS
5000 IU (citrus) 1 fl. oz. | 800/801 CoQ10 30 mg
30/60 Softgels | |
| 506 Earthsweet® Chewable
Vitamin C 500 mg (orange)
180 Tabs | 802 CoQ10 30 mg 90 Softgels | |
| | 804/805 CoQ10 60 mg
30/60 Softgels | |
| | 806 CoQ10 60 mg 90 Softgels | |
| | 807/808 CoQ10 100 mg
30/60 Softgels | |
| | 809 CoQ10 100 mg 90 Softgels | |

And remember to ask your BMC Rep for information on the ongoing **Slice of Life** promotions where you can always have Bluebonnet Quality available on sale for your community
 * not to be combined with any other promotion

PRODUCT UPDATES:
 841/843 **Astaxanthin 4 mg Vegetarian Softgels.** New supplier now a hypoallergenic, non-GMO (sunflower oil), vegan formula. now shipping
 983 - **Standardized Whole Fruit Pomegranate Extract** is now kosher-certified + shipping.

Not represented by BMC in NJ, SC



HERBAL HEALTHCARE
2-month promotion
November/December 15%
 min.- 3 ea SKU ordered

- **HeartCare®** 120 & 240 veg caps: Healthy Heart Support
- **Chyanprash w/Honey** 17.63 oz: Energy, Health & Well-being
- **Koflet Lozenges** 20 lozenge pack: Lungs & Respiratory Tract Health

Super Deal 20% OFF PartySmart™ Better Morning After
 1 veg cap/blister pak (box = 10 ea.) (\$10.74/\$17.90)

Botanique by Himalaya 15% min 3 ea SKU ordered

- **Soothing Lotus Flower LipCare Balm** 1.76 oz
- **Rejuvenating Body & Massage Oil** 6.8 oz
- **Stress-Free Body & Massage Oil** 6.8 oz
- **U-Knead-It Balm** 1.76 oz Organic, glass jar
- **i.e. Balm** 1.76 oz Organic, glass jar

Don't Miss out on this HOT DEAL Buy 6, get 6 Chyanprash FREE

The original superfood formula from 2000 years ago! Energy, immunity, & vitality only a spoonful away! USDA-certified Organic, Gluten-FREE
 17.63 oz - total cost \$55.92 TOTAL MSRP \$203.40

Get in the know!!!

- **Go to Himalaya University:** best place to learn library always growing: www.himalayausa.com/ku
- **New video: Garcinia**

check out all videos at <http://www.youtube.com/user/MyHimalayaUSA>
 there are 13 videos on this site that are store + website-worthy

Product note: Temporary Discontinuations: until the new labels arrive!!
 Nourishing Face Lotion 6.76 oz. • Revitalizing Body Lotion 6.76 oz.

Promotional schedule: for Independent Retail Store Accounts Only

Himalaya Herbal Healthcare: Our Science. Your Life™

Not represented by BMC in SC



4th Quarter Initiative "Buy One. Pass It On." Initiative

Through December, 2013, Nordic Naturals is partnering with Give2TheTroops to give back to this important cause! Since 2002, Give2TheTroops has supported approximately one million deployed U.S. troops with care packages + letters from all over the nation. To date, they have sent more than 180,000 70 lb. boxes & more than 40 million thank you cards. **Donation: One bottle of Ultimate Omega® donated for every bottle sold of the featured products.** Give2TheTroops then collects product donations and mails care packages out to bases around the world

- for more information on the program www.give2thetroops.org/
- a post-able Youtube video on the Initiative www.youtube.com/watch?v=VC7uRjnuqM

Featured Products (all sizes, including liquids):

- **Ultimate Omega®** • **Complete Omega™** • **Omega-3™**
- **Children's DHA™** • **Nordic Berries™**

Ask your BMC Rep about in-store collateral to support the cause

4th Quarter Promotions

Endcap Display Promotion for the "Buy One Pass It On" Campaign
25%-30% OFF Case orders for endcap displays in 4th Qtr

Ask your BMC Rep for details: 30% offered WHEN store displays Promotion signage. One order per ship-to location per month. minimum order 5 cases, max order 15 cases

Products: all SKUs from these categories: **Ultimate Omega®** [5 SKUs], **Complete Omega™** [5 SKUs], **Omega-3™** [5 SKUs], **Children's DHA™** [6 SKUs], **Nordic Berries™** [2 SKUs]

48-piece Floor Display Promotion 30% OFF*

Items listed below: mix & match must be purchased in units of 6 ea

- **Ultimate Omega®** 60 ct/120 ct/8 oz
- **Omega 3** 60 ct/120 ct/8 oz
- **Complete Omega™** 60 ct/120 ct/8 Oz
- **Children's DHA™** 180 ct/360 ct/8 oz

24-bottle Top Seller Floor Display Promotion 25% OFF*

items listed below: mix & match. must be purchased in units of 6 ea

- **Omega-3s** 180 ct
- **Arctic Cod Liver Oil™** 180 ct
- **Ultimate Omega®** 180 ct
- **Complete Omega™** 180 ct

24-bottle Children's Gummies Display 25% OFF*

Items listed below: mix & match. must be purchased in units of 4 ea

- **Nordic Berries™** 120 ct
- **Nordic Omega-3 Gummies™** 120 ct

*remember Nordic Naturals® M.A.P. advertised pricing policy. Discuss with your BMC Sales Rep

ASK YOUR BMC REP about a special deal on GLA 4 oz

Not represented by BMC in NJ, SC



JUVO™

Help your customers ReJUVOnate

NOVEMBER PROMOTION[^] RAW Superfood

100% Raw Whole Foods USDA-certified Organic
Deal through 11/30/2013

3 ea = 10% OFF

12 ea = 15% OFF

18 ea = 20% OFF

ALSO

20% DISCOUNT on JUVO Raw Meal Boxes

12 single-serve packets per box
- through 12/31/2013

[^] must mention 'BMC Monthly Promo' to receive discount

- Boost your energy + metabolism
Help cleanse your body of toxins + waste materials
- Rejuvenate your body + mind
Easily digestible, + helps to improve digestion
- Healthfully appease hunger pangs
Ready to mix with your favorite beverage
& an easy to carry raw food

~~~~~  
Ask about our Juvo demo program, based upon  
store sales. Ask your BMC Rep about our 'returning-  
retailers' promotion!

### ReJUVOnate Yourself!

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## November Promotional item

### Animal Aloe

4 oz.

\$6.04 ws/\$10.41 MSRP

**10% OFF 6 ea.**

**15% OFF 18 ea.**

Animal Aloe can be squeezed on  
pet's food or licked off the hand to  
provide help with digestion, teeth,  
skin + coat health.

Topical application is great for  
skin conditions & cuts or other  
injuries.

~~~~~  
Product news:

Back to cheers of RELIEF[^]

Body Heat Vanilla Rub

7 oz. [\$11.33/\$19.53]

+ trial-travel size 1 oz.

[\$1.81/\$3.12]

[^] not on November Promotion

Whole Leaf Aloe Vera Juice Products

Dr. Ohhira's Probiotics

Natural beauty can be so healthful

Dr. Ohhira's Probiotic

Kampuku Beauty Bar™

BACK IN STOCK IN NOVEMBER

This incomparable beauty bar - *Better Nutrition Best of Natural Beauty Award winner [2012 + 2009]* has become the must-have for people with many skin imbalances. Used as a beauty bar in Japan, its benefits have become so much more understood in the natural health food store market. **Dr. Ichiroh Ohhira's Probiotic Kampuku Beauty Bar merges the revitalizing power of natural ingredients, ancient Japanese fermentation skills, + modern science to create a clarifying, balancing, & rejuvenating beauty bar gentle enough for the entire family.**

Crafted from 14 natural plant extracts including seaweeds, Kampuku provides chemical-free moisturizing, probiotic support, and natural deodorant benefits. This gentle but effective beauty bar is suitable for daily use on all skin types, especially very sensitive skin.

Chemical free, hypoallergenic, natural & cleansing. Vegan

2.82 oz. bar \$6.55/MSRP \$12.05

**Probiotics are good for
your skin too!**

http://www.essentialformulas.com/efi.cgim?template=products_kampuku_beauty_bar_FAQ



Dr. Ohhira's
Probiotics®

bodyceuticals

organic bodycare

NOVEMBER DEALS

Face Forward this Fall & brighten dull, tired skin this Winter with Vitamin C! Known to help the body during the cold months, Vitamin C does something similar for the skin when it also needs that extra "lift".

Vitamin C Ester + Calendula Facial crème is designed to boost the skin's own restorative abilities, combat age spots/ dark spots, improve tone & sagging skin + overall texture. A luxurious, light crème that feels great on the skin. For most skin types.

20% OFF \$10.32 sale wsl (reg wsl \$12.90)

Stock up on stocking stuffers sale!
All BodyCocktail Organic Spray Moisturizers
ONLY \$5.25 each (that's \$3.00 off/bottle!)

The HOTTEST buy of the cool season!

Pass the savings along - suggested holiday retail price:
8.95-9.95

- coconut chi chi • vanilla crème • key lime
- pink grapefruit • almond marzipan

November special notes:

Must use code "NOVDEAL" with your order to receive ALL discounts. In stock items only, hurry and order for best Holiday selection. FREE ground shipping on orders of \$125 or more (after discounts taken)

Product News: New! Minty fresh Organic Spearmint lip balm - .15 oz stick. Available mid-November. \$35.40 wholesale for 12 sticks free Point-of-Purchase unit (reg price)

FREE individual and group trainings for store team members! ALL ATTENDEES Receive a FREE GIFT. (\$25 retail value) for attending our 45 minute "HEALTHY SKINCARE INGREDIENT WEBINAR"

To set up a day/time, contact us at: info@bodyceuticals.net

www.calendulaskincare.com

wellinhand

ACTION REMEDIES™

Topically Applied Herbal Answers

These Products Really Work

Zero Zitz® 20% OFF

Face the World with Zero Zits® Astringent Toners

100% natural blend of herbal + aromatherapy ingredients to nourish, tone, & soften skin while helping to prevent blemishes. Tighten pores, remove oil, and reduce blackheads. Convenient spray bottle

best sellers are the 6 oz. size:

16 oz are only for convinced believers!

ZERO ZITZ!® Original Astringent Toner 6 fl. oz. (normal to oil skin)

ZERO ZITZ!® Original Astringent Toner 16 fl. oz.

ZERO ZITZ!® Tea Tree Astringent Toner 6 fl. oz. (all skin types)

ZERO ZITZ!® Tea Tree Astringent Toner 16 fl. oz.

ZERO ZITZ!® Tangerine Vanilla Astringent Toner 6 fl. oz. (combination skin)

ZERO ZITZ!® Tangerine Vanilla Astringent Toner 16 fl. oz.

ZERO ZITZ!® Emergency Power Astringent Toner 6 fl. oz. (extra strength)

ZERO ZITZ!® Emergency Power Astringent Toner 16 fl. oz.

ZERO ZITZ!® 2 in 1 Moisturizing Astringent 6 fl. oz.

Non-drying. Nourishing. Mild. Especially great for cystic acne. "Incredible! Fantastic! Amazing! I am a new person with Zero Zitz!" -Y.B. (NY)

Topically Applied Herbal Answers.
Action Remedies®

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Everybody loves a Bath in Winter

Appeal to the bathers in your community, + set the tone for bountiful Holiday gift sales now: ask your BMC rep to review your bath set!

Don't have a Bath set?

Your customers are shopping elsewhere: and they would love to spend their money on quality products in your store!

Make YOUR baths better with quality bath & body tools

Hair Doc: the oldest + biggest brush, comb + bath & body tool company in the natural channel

The Green Brush® by The Hair Doc Company

European Style Wet/Dry Massage Mitt; Strap; Wet/Dry Massage Mitt; Satin Sleep Mask; Flower Sponge; Terrycloth bath Pillow; 100% cotton Super Absorbent Hair Towel; 100% Cotton; Nylon Scrub Gloves; Facial Cleansing Cloth; BASS NATURAL LOOFAH COLLECTION 7 Inches Raw Loofah; Extra High Grade; Loofah and Terry Backstrap; Extra Thick; With Rope Handles, Loofah Body Scrubber; Detachable Long Wood Handle; Loofah Mitt; Extra Thick BASS NATURAL SISAL COLLECTION Sisal Hand Held Body Brush-Firm; Sisal Deluxe Hand Glove; Knitted Style-Firm; Hand Made Firm; Sisal Flower Sponge; Acrylic Handle Foot File; Professional Foot File; Extra Long Wood Handle; Natural Cosmetic Sea sponge; Large natural Bath/ Shower Sea Sponge; Sisal Cloth; 100% natural Fibers, Large Wash Cloth; Firm; Sisal hand Pad; Extra Thick; Hand Strap, firm, 100% Natural Fibers; Sisal Soap holder Pouch; With Drawing; Facial Cleansing Mitt; 100% Soft Cotton BASS BATH AND BODY COLLECTION: Hot/Cold facial Mask; Assorted colors, microwavable, (U.S.A.); Nylon Exfoliating Hand Pad; 100% Nylon Assorted Colors, Firm, Extra Thick; Beauty Skin Towel; 100% Nylon, Assorted Colors; German Wet/Dry Massage Mitt; Pedicure Set; Foot file; Toe separators, Cuticle sticks; Emery boards & Nail brush; Beauty Skin Towel; 100% Nylon; Sisal Back Strap; Original Carpet Style-Firm, Extra High Grade, Germany Wet/Dry; Large Sisal Wash Towel; Extra Thick; 100% Cotton Moisturizing Gloves; For Use With Creams and Lotions. Deluxe 100% Natural; Facial Cleansing Brush, Solid Wood Handle; Deluxe 100% Natural; 2 Sided Nail Brush, Extra Firm, 100% Wild Boar, Wood Handle





SURYA
Brasil

Surya EXCITEMENT

November Line Drive 25% OFF*

(off invoice) buy-in dates: through 11/20

- Notes: exceptions: (a) Holiday Value-Sets still at Full Value Price) and (b) Lip Balms
- Lip Balm deals (mix & match):**
 - 1 Box **15%** • 3 Boxes **20%**
 - 5 Boxes **25%**

Exciting lines to rejuvenate your bodycare section

• **NEW! Sapien Women**

Made with Amazonian Organic ingredients

- **NEW AGAIN! Amazonia Preciosa**
- award-winning hair care and skincare
- nine (9) face & bodycare products
- **Sapien Men** - Eco-cert Organic + functional hair & body care line

NEW Sapien Women

natural + organic cosmetic certified by Eco Cert®

- Shower Gel 10.14 oz • Shave Gel 6.76 oz
 - Body Moisturizer 6.76 oz
 - Facial Scrub 3.38 oz • Body Scrub 10.14 oz
- promo buy in dates through the 20th of the month, *must sign contract agreeing to extend discount on to customers
<http://cosmetics.ecocert.com>
EcoCert was the 1st certification body to develop standards for "natural & organic cosmetics"

SURYA  Brasil

ECO LIPS

The best lip balm for the world

**HOLIDAY RESTOCK!
25% OFF LINE DRIVE!**
Eco Lips is proof that little things make a difference.

"Every time you buy Eco Lips:

- Family farms are supported that practice sustainable methods of farming without the use of pesticides + herbicides.
- Through our 1% for the earth program, more money can be allocated towards environmentally + socially responsible organizations.
- Organic sales will increase which can change the purchasing habits of retail stores + consumers.
- You are making a BIG difference to a SMALL business rather than a SMALL difference to a BIG corporation

Your support of Eco Lips makes a huge difference not only to your friends at Eco Lips but to the World in which we live. Thanks again for your help & support growing this great brand of environmentally friendly lip care. Together we can change the world, one set of lips at a time!"

Looking for the best lip balms? You've found them.

Try our clear + tinted lip balms to see the difference! We make natural lip balms, organic lip balms + lip balms with SPF.

The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987
**November Promotions
20% OFF Discount**

Liquid or pellet complexes.
Qty 6+ per SKU* listed below

- * Shingles (N073)
- * Vitiligo (N081)
- Newton For Kids**
- * Kids Bowel~Digestive Care (F029)
- Newton for Pets**
- * Pets Energy~Vitality Assist (P024)

Shingles: Formulated for associated symptoms such as pain, burning, itching, swelling and skin eruptions.

Vitiligo: Formulated for symptoms associated with pigmentation loss, changes in the skin, inflammation, itching and premature graying.

New + improved droppers arriving
We have upgraded to a better quality dropper -- thicker/sturdier = 2 mm longer. This allows the last remaining remedy from each bottle. The new bulb will also help reduce waste by drawing up only 7-10 drops at a time to help you deliver the recommended 3- or 6-drop dose. As always, NEWTON strives to help you "Make Every Drop Count."

Do you know about the Newton consumer sale coupons available on Facebook?

1987-2013 • 26 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

November Promo

**6 each per SKU
10% OFF**

**9 each per SKU
15% OFF**

**12 each per SKU
20% OFF**

Wellmune WGP® has risen to be one of the premier immune-support tools in many stores in our region. Stores that have educated on the role of prevention, find people become regular customers who tell their friends that Immune Health Basics is the best basic!

Wellmune WGP® is a natural yeast beta glucan derived from the cell walls of a highly purified, proprietary yeast (*Saccharomyces cerevisiae*). This unique ingredient triggers human immune defenses that have evolved over thousands of years to protect the body.

MushroomScience®

**November Promotions
Reishi & Cordyceps**
today's best-selling mushrooms on big deals

3 ea SKU = 15% OFF
12 ea SKU = 20% OFF
18 ea SKU = 25% OFF
OR 50 total mix + match = 30% OFF

The Mushroom Science Story (Part 1)

Started in 1994, Mushroom Science was originally named "JHS Natural Products" after the three founders, John Seleen, a mushroom grower: He Xianguo, a natural products chemist: and Steven Bailey, a naturopathic doctor. The company was started for the sole purpose of introducing PSK to American health care practitioners. Also called "Krestin" in Japan, PSK is extracted from the medicinal mushroom *Coriolus versicolor*. PSK was the top selling immune support supplement in the world + the most potent *Coriolus versicolor* extract available. John Seleen, the primary founder, learned of the research on *Coriolus versicolor* extracts while at a mushroom biology conference in China in 1989, and was impressed by the extensive research presented by Dr. Yang, the inventor of another *Coriolus* extract, *Coriolus PSP*.

The quantity & quality of the research on the immune health benefits of *Coriolus* extracts was impressive, including more than 500 animal studies + dozens of human clinical trials, all of which pointed to the extraordinary potential these extracts had to improve the health care options available to American practitioners.

^ deals per store only for independent health food retailers



ENCOURAGE HEALTH

- Put the 16 oz Sovereign Silver™ on sale, encouraging Family purchase
- Endcap Sovereign Silver™ now best support from America's #1 Selling Silver
- Smallest average particle size ever seen
 - 96% actively charged particles
 - Safe low concentration of 10 PPM
 - Made from 99.99% pure silver
- Made with ultra-pure, medical-grade water (the only other ingredient).
Crystal clear + virtually tasteless



Sovereign Silver: The Forgotten Answer™

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



How is it Going for You Now?

continued from page 1

Nordic Naturals® is still the most-trusted, best-performing Manufacturer.

So how has that 5-year dance gone in trying to expand the selection? I still state that a store need only carry 2-3 fish oils. They should all be natural-triglyceride form, and the smartest suggestion is either **Nordic Naturals®** and **Bluebonnet Nutrition®** (all natural triglyceride, and from the respected EPAX® manufacturers), and/or the store's private label line. A glass bottle alternative that sells only to health food stores (and with great margins), and the industry leader. Keep it simple.

Marketing. So when a customer comes into your store, they should know that you have done your research and that nobody makes better fish oil than Nordic Naturals®. That, or at least a minimum of 42% of your Omega-3 shelf space prominently positioned! Joar Opheim has issued a written letter stating that Nordic Naturals® will remain privately owned, and we now know that they will be making even fresher oils next year in their new State-of-the-Art facilities in Arctic Norway, 190 miles inside the Arctic Circle.

Nordic Naturals® gives back to the community in respectful ways. Vitamin Angels®, Healthy Child, Healthy World, Save the Children® and now Give2theTroops, Nordic Naturals® is committing energy and product to assist the troops who serve our country overseas. This has been the most supported promotion they have done to date:

are you involved? Ask your BMC Rep to help you take this one step further and market loudly for this cause through the rest of the year.

What other Omega-3 company can claim these efforts to support you, the store? Check the internet and see the deep discounts that other companies are allowing! Nordic Naturals® is only getting stronger, and now is the time to re-commit to this superior line. Make the **Algae Omega™** the standout in your vegetarian Omega-3 section: grow with the trends of the future. BMC is now planning with stores for their 2014 marketing calendar. Ask your BMC Rep what it would take for you to become a Retail Partner with Nordic Naturals®. No other relationship offered will be as fruitful or fair.

A quick interlude here that if you are expanding and re-energizing your vegetarian Omega-3 section, then you need to bring in the new **ChiaOmega®** chia seed oil caps from **Essential Formulas®**. While many stores are blowing chia seeds out the door, here we have the concentration and convenience of this rising Omega-3 superstar, the chia seed. This product is rocking it, especially with the constant recommendations from the radio show, Duke and the Doctor.

A five year review can easily take us into the future as well. It is easy to forecast that digestive system issues and immuno-supportive concerns are the waves of the future in our industry. Probiotics have exploded, but their arc is yet to peak. **Dr. Ohhira's Probiotics®** are quite simply in a class of their own: no competition. Looking

for industry-friendly and store-friendly alternatives? Bluebonnet sells the Lactobacillus acidophilus probiotic strain DDS-1 and now Nordic Naturals® also offers this studied and proven strain in their new **Nordic Probiotic™**. Concentrate on the lines that support your store.

Digestive health: Has this category grown for you in the last 5 years? Are you selling the same old products sold through Distributors that you have been selling for 20 years? Time to start the mantra that the digestive system maintenance and repair require the liquids: liquid herbals from **Herb Pharm®**, the liquid aloe from **Aloe Life®**, and the liquid silver from **Sovereign Silver™**. The digestive system is the starting point of all health. Real digestive solutions.

Immune health. Has your set changed with the times: immunology and its advances are soaring through the roof! The other article in this newsletter will tell you to stay with the old, echinacea (and silver hydrosol)—because there is nothing better in their functions; but prevention, as well as activation and tonification, are now much more understood. Sales sluggish? Maybe that is because you have not taken the time to learn about **Wellmune WGP®**, or the science behind the hot water extracts of the medicinal mushrooms, or the mainstream acceptance of AHCC. Many stores are starting to see the return on their investment in their carrying the best (and the oldest) medicinal mushrooms with **Mushroom Science®**. Since a major marketeer has been



November deal
Any order over \$300
gets free shipping
(does not include cost of displays)

Why Buy Blue Planet?

Frames: recycled, reclaimed or sustainable materials

Lenses: 1st-quality lens materials, featuring maximum UVA & UVB protection.

Non Toxic: Lead-free paints & nickel + lead-free metals

Buy a Pair, Give a Pair: for every frame sold, we donate a pair of glasses to help restore sight to someone in need.

NEW Blue Planet 6 pc eyewear display
buy \$250 on product to become eligible for a free display

other incentives will automatically qualify once price points are met

The Best-selling Naturalist Counter Display is back in stock!

www.BluePlanetEyewear.com

oxylent®
DRINK OXYLENT BREATHE LIFE™

LINE DRIVE 20% OFF

buy-in dates thru 11/23

(excludes counter top display)

36 box minimum, mix & match

Oxylent: No Sugar Effervescent Superior Nutrition

Oxylent, Sparkling Mandarin 30 Packets

Oxylent, Sparkling Berries 30 Packets

Oxylent, Sparkling Blackberry

Pomegranate 30 Packets

Oxylent, Variety Pack (3 flavors)

10 x 3 Packets

Prenatal Oxylent, Sparkling Cran/Rasp

30 Packets

Children's Oxylent, Bubbly Berry Punch

30 Stick Packets

7-ct Oxylent in NOW non-GMO!!

Oxylent Sparkling Berries 7-ct Packet

Oxylent Sparkling Mandarin 7-ct Packet

Oxylent Sparkling Blackberry

Pomegranate 7-ct Packet

Product News

ALL 7-ct and 7-ct Counter Displays are back in stock

* Standard shipping structure applies. * Discount is normally applied on orders of 48 boxes or more. Free shipping is at \$200.
• Discounts are not given automatically. Promotions must be set up at least 4 weeks in advance of promotional start date. See Retailer Order Form for details. • Reflection of a 15%-20% discount to the customer is required for all promotions. Must comply with our 15% Minimum Advertising + Pricing Policy (MAP)/internet

AROMA LAND

3 SUPER Aroma Land Savings

must mention BMC sale offer when placing order

• **Holidays November-December 10% OFF**

Holiday Room Sprays 2. Oz (80 ml)

Aroma Mist: Santa clause: Peace; Holiday; Evergreen; Angel; Goddess

• **Candles Extravaganza**

(all except the votives)

THE DEAL: Soy Candle Collection

candles packed in cases of 4 each

buy 4 boxes: 4 cases of 4 ea./any style = 16 candles

candle sale price: \$5.97/ sale wholesale \$11.95

\$23.88 per box. Stock 16 candles for \$95.52

Holiday candle season: deal Nov-Dec

Aromaland candles: made on premise IN THE USA

Candles are hand poured from natural soy wax with

high concentration of our exquisite Essential Oils:

among the finest on the market. These 6 oz. candles

burn for approximately 50 hours, leaving a beautiful

handmade container as a keepsake.

• **DEFENSE FORMULA**

DEEP CLEANSE hand soap

Hand Soap 12 oz \$4.79/ MSRP \$7.99

3 ea = **10% OFF** discount

6 ea = **15% OFF** discount

12 ea = **20% OFF** discount

Defense Formula travel hand soap 2 oz

12 ea = **10% OFF**



purchased and dropped its mushroom options, Mushroom Science® sales are soaring. The perfect sales promotion this Winter Immune season.

Herb Pharm® continues to bring out amazing new herbal liquids and your immune set should be built around their herbal compounds and liquid singles. **ImmunoCare®** by **Himalaya** has really sprung into its own in the natural channel as people realize that there is no product like it on the market. Time to shake out the immune-set dust, and get with the times!

As some stores make what I consider the foolish move of breaking apart the brand blocking of these superior lines, I suggest that there is absolute power in numbers. Herb Pharm® will always sell best when that herb rack is standing inviting and easy to comprehend (the new labels will only heighten the effectiveness): and here is the place that you educate the community of the profound benefits of liquid herbal extracts. The Himalaya brand block is the place where you spend time teaching on the profound wholism of an Ayurvedically-designed herbal formula. Unparalleled science and proven effectiveness.

Brand-blocking Bluebonnet says to your customer that you believe in this line, which is sold only to the independent health food store. And keeping Nordic Naturals® brand-blocked takes the guess-work out for the customer: "at our store, we always want to offer you the best and Nordic Naturals is the best. We recommend them and we support them".

For 12 years, stores have grown a satisfied clientele for Nordic Naturals® products. In selling fish oil, you never have returns for burpy taste or product problems with this line! A manufacturer, and one whom you can trust. For 12 years, stores that have invested in Bluebonnet have seen customers return to your store for the superior products you recommended, because they are not available in non-natural or internet-discount channels. For the past 5 years, the mid-Atlantic region has seen an average of 25% yearly growth in sales of Herb Pharm's finest, and for many years longer, they have dominated most liquid herbal categories. For 10 years, Aloe Life's concentrates have positively changed people's lives. For 5+ years, Newton Homeopathics have not sold their products to internet-only

distributors, and neither has Mushroom Science®.

And for the last 5 years, Himalaya Herbal HealthCare® has provided you with the best quality herbs from India that have helped you to ride the waves of Dr Oz's marketing.

Some products rise and fade, and some stay constant. Think if you had dedicated the energy to the awesome companies that Blue Moose Consulting represents for the past 5 years in the same way that you jumped to the unannounced flash-mob of the Oz Show?

There is no time like the present, and as we plan to reap the harvest of the 2013 calendar year and to plan our business strategies for 2014, I suggest two things.

(1) don't depend upon Dr Oz to save your business

(2) closely partner with those reputable companies that have shown that they will support you.

How is it going for you? Want to have a profitable and healthful future: Blue Moose Consulting is honored to continue to keep the natural channel vibrant and growing with you. It is us and natural health! ☺

WE ARE HEALTH FOOD PEOPLE Dr. James Hwang, Creator of JUVO



James Hwang, M.D., Ph.D is an internationally renowned oncologist specializing in immune enhancing natural remedies. Dr. Hwang researched and studied holistic medicine for many years at both The Fridenbalier Hospital and The Wesselbron Hospital in Germany. In response to his observation that many modern ailments stem from poor diets, he proposed the raw food diet as a revolutionary means to promote health.

Dr. Hwang learned early in his medical career that food has a precious value for human health. As important, he realized that it is most essential to preserve the valuables in food that are easily destroyed by processing and handling. He understands that food in its natural state brings health, and that true health is the root of our happiness: the most valuable asset we have. He also noticed in his practice that this responsibility for caring for one's health often

becomes one of the last things that we tend to in working our way through life.

Properly caring for our own health is our top priority. Imagine the frustration of a Doctor trying to assist people who just start to worry about their health after they are sick. The prescription for him to this situation was inventing JUVO, a raw food nutrient blend that would help people to gain better health through real and healthful foods: through their diet.

"What we need to do is care for our health while we are still healthy.

As a doctor who treats more than 1000 cancer patients each month, I am intensely aware of the importance of healthy living, and I deeply feel for those who lose the opportunity to be healthy. I regularly speak at seminars on the topics of Diet and Exercise, Stress Management, and the importance of internal treatment, and I realized that maintaining health in these modern times is not easy.

There are no certainties when it comes to the diseases that afflict us today. And most degenerative diseases are still incurable. That's why the best treatment is prevention, and the key to prevention is improving the status of our health.

Everyone wonders about various theories and methods, but for me, the most dramatic results have come from the raw food diet. As I began to collect data from academic research, I wanted to share my discoveries with all people for at least cancer prevention. I'm now experiencing the joy of spreading this marvelous secret to others worldwide.

I hope this message will be a ray of hope in the 21st century's health revolution"

Dr. Hwang has learned that we need to support this inclusion of raw plant-based foods into the diet of everyone. He learned this through primary research, extensive lecturing and through clinical practice. He started Juvo in Korea in 1992 to meet this need. Juvo today in America is one of the most USDA-certified Organic, freeze-dried, raw food products available anywhere in the world. Doctor in action. Are you ready to join him?

Dr Hwang has written several books on cancer treatment, raw food and health, stress management, true vision and leadership. He also founded Loving Concern America, a medical missionary organization providing medical care for 13 third-world countries. Dr. Hwang is a pastor, teacher, writer and true visionary influencing and encouraging many to live bigger than their own lives.

30 Days into the Echinacea Challenge *continued from page 1*

American treasure. Even when an herbalist quips that echinacea is great for immune system health but not the best herb, I cannot fathom whatsoever what they are talking about! How could anyone make that statement: versatility, multi-tasking advantage and safety RULE!

You really should read the entirety of last month's article for a bit of history. I have gathered enough material to write a small book on echinacea. Do you want to learn all about echinacea? I challenge you: take a few hours and dig deeply. You will become herbally enamored.

The alkamide compounds are very important in echinacea, and like every part of the plant, the full healing actions of this compound are captured best when the herb is handled and processed correctly. *Spilanthes (Spilanthes acmella)* is one plant with a very similar profile of alkamide compounds. Both plants are alteratives, and tonics. Both enhance immune health, and both are defined by herbal scientists as antiviral, antibacterial and antifungal. Neither has any noted contraindications. Sounds to me that we are not fully utilizing our herbal toolbox! Alkamides and Isobutylamides are powerful stuff! Where can you find them? well, technically you can find them both in an alcohol extractive of *Echinacea purpurea*.

Something that was not mentioned last month is that echinacea is excellent for connective tissue support. Echinacea is in excellent company with the allstar herbs Gotu Kola, Hawthorn berry and Horsetail herb as found in one of **Herb Pharm's** truly underutilized champions, **Connective Tissue Tonic™**. Interpretation: what parts of the body benefit from strong connective tissue?

continued on page 8



Blue Moose Consulting

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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."

30 Days into the Echinacea Challenge *continued from page 7*

[you have superlative herbal answers in your store if you will just learn about them!]

Echinacea is superlative topically. From first aid to the most elemental of skin tissue healing. Anti-aging: echinacea is in the conversation—it is that supremely beneficial and multitasking.

Again, Ed Smith: "Alteratives and depuratives are indicated in cases of retrograde metabolism, which are constitutional disorders associated with tardy breakdown and excretion of metabolic waste, deterioration of normally healthy tissues and slow reconstruction of new tissues"[^]

Echinacea as an immune system herb? Most outstandingly, yes. And so much more!

So admit it. You need to begin again to study to fully understand the benefits of echinacea. I spent two month's newsletter space humbly trying to help you understand echinacea: I believe in this herb that much. The final fact is that we have so much more to learn about this amazing herb, especially clinically.

So, 30 days ago you read the first article, "Do You believe in Echinacea?" Were you able to take these facts and integrate them into part of your education to your local community? And now, I challenge you to move in the next 30 days to really study the known information about echinacea, and to put this knowledge into action.

Put echinacea on sale now, and keep several echinacea on sale every months from now until June. Use the Herb Pharm® *Winter Immune Promotion* to highlight echinacea by your register. From this, you will build a strong echinacea clientele, and those sales-stickers will provide limitless opportunities to reignite the natural food store interest in this generous herb.

A writer has to assume an audience. Mark your calendars: 30 days—how much good can you do? I believe in Echinacea, do you? ☺

[^] www.herbaled.org/Education/Articles/alteratives2.html



How to Reach Blue Moose Consulting

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

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Support all the lines we represent: Independence, Quality, Strength

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