



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 11, No. 12 • December 2014

## Talking Health: Get the World to Think New Year's Resolution

2015 Stands before us. Over a dozen years ago, I shifted my focus from running a health food store to visiting all the health food stores in the mid-Atlantic region, delivering top-quality products and education on the merits of exceptional products for health in an ever-changing retail marketplace. How so many things have changed since then! As 2015 enters, I join the list of people who make their New Year's Resolutions. I am a great maker of lists, and so these recorded commitments linger afterwards in a file on my computer: the plan and motivation of each year thoughtfully considered, and posted: and then almost inevitably forgotten. Are you also one who creates New Year's Resolutions? If so, how long did you hold to last years, and how well did you do?

There are many who do not go through the folly of these evaluation and planning strategies. I say "folly", because a list thrown forward into the crashing waves of 365

unpredictable tides can only be termed courageous on some level. We are sentient beings and we should set goals for constant improvement: "We are the change we seek".

2015 is also a new year for business. The best of luck in the coming year for every one of us. As the market has changed, and we can no longer make easy money by just carrying the best natural products – cross-over stores andetailers have changed that quotient – we have learned valuable lessons of merchandizing, cross-selling, marketing and selling through education. Change is constant, and most stores have learned to stay attentive and on their toes.

Now, as we look from 2014, and towards 2015, we should consider ways to entice everyone to look in your store for the tools to make their 2015 better. Endcaps anyone?

As we close the books this month on 2014, it is time for the business person to reflect on the success and shortcomings of the past year. What did you do that worked, and

how can you do it better in 2015? What did not work in 2014 and why not? What ideas seem appealing for success in the next 365? I am hopeful that our BMC Reps are beneficial in these endeavors, and that they are bringing you good ideas that they can share from the experiences of the larger marketplace. We are all health food people.

Blue Moose Consulting is called a "consulting" company because we do hope to help you to learn how to adapt, how to be the best local community health resource center that you can be. We care. I am truly honored with the mission of our sales team when I hear how they care for each store, and how they work to nurture, support and sometimes even gently guide stores to be the best retail storefront that they can be. I personally feel that my career is a life of service to the health food store, and that it also can and should provide real service to the local community!

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## Talking Business: Getting Beta Glucans into People's Hands

Simple sugars triggering healthful immune response. Beta Glucans. So effective that they repeatedly almost became a pharmaceutical drug: but the mechanism of action could not be defined in a manner accepted by the powers that be. Effective and predictable, and natural. The research is acknowledged, and repeatable. Like the earliest example of a nutrigenomic food material, isolated beta glucans provide some of the greatest promise for human immune health. Like a beautiful gift to our industry, the product seems to be available only in the health food stores (though constant research is being conducted on it by the leading experts on immunology around the world to understand its application in new drug design): explain to me again why the health food store seems incapable of developing the market for beta glucans?

A beta glucan is a polysaccharide and this class of cellular food sugars are the next generation of nutrients available to keep us healthy in this Cold/Flu season and year-round. Take a quick inventory check: how many products do you sell that have isolated beta glucans in dosage amounts that make them worthwhile? While you are peeking around the shelves in your Immune section, how many products do you think your staff can identify as being polysaccharide-rich; and

how well can they discourse on the subject in a way that gets the buyer able to understand?

This of course is the problem with these amazing products: people don't know how to describe them, and there is always that overbearing consideration as to what you legally can say when uttering the seemingly dangerous legal word "immunity". Beyond that, though, how much does your store actually know on the subject?

This December, the lyrics to the month's song should start, "sleigh bells ring, are you listening?" As I write this, the flu is streaking through Western PA with a vengeance. Time to check out that **Herb Pharm**® 4th Quarter deal, and stock up heavy while their amazing promotion is still on! Pronto, we need to get all the immune systems in the line in tip-top shape at the last minute, as we always have to try to do: why can't people learn? [the truth of Preventative Health Care!]

We have so many amazing products, but which one would you turn to as your #1 immuno-supportive nutrient? In the space afforded in this newsletter this month, and in the spirit of sharing and caring, I state that the one nutrient I take every day – first thing in the morning and on an empty stomach – is **Immune Health Basics Wellmune WGP**®. That statement alone speaks volumes to people, and if you were taking a beta glucan, and knew that it was effective, you could say

just that – and no more – and create the influence needed to get many people immune-strong. And they will tell two people, and so on.

The answer to the first question above is the two best available beta glucan products on the market today are the single isolated, patented, GRAS-self affirmed nutrient, **Wellmune WGP**®: and the more complex and probably more versatile triple matrix beta glucans that can be derived from a correctly-made hot water extract – from a wood (not rice) source – of the medicinal mushrooms. Which product is the best and the most respected medicinal mushroom today? **Mushroom Science**® makes the most effective products.

Now, fill in the health need. Immune Health Basics is easier to take: one pill a day, based upon body weight; and, when the math is calculated, this is the better value for a person not willing to take 4-8 Mushroom Science® products a day. That said, in an ideal world, people would take both: if your immune system is working well then all other body systems have a better possibility of homeostasis.

The very logic of what the more natural, beta-glucan-liberated medicinal mushroom tea provides should pique the curiosity of any inquisitive soul, and lead them to realize that

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2015. A time to make those changes that you know that you should make, that you know that you want to make. Let's make some lists together.

Let's acknowledge that **Bluebonnet Nutrition**® is loyal to the health food stores – both with whom they choose to sell to, and with their M.A.P. Policy maintaining a level playing field. In addition, Bluebonnet has remained true to their promise of buying almost entirely from non-Chinese manufacturers. Sure, the chatter presented to you these days may contrive that laboratory standards can be similar regardless of the flag of the country of origin: but the environmental impacts are also part of the story, and they define the energy of the products you offer to your community. No one will say at this point in history that products shipped in from China are BETTER than products from the U.S.A., the E.U. (with the European Union standards), Canada or Japan. Even Korea offers respected standards that dramatically outshine those from China. We all know this. Source, and quality of raw material matter! Quality product provides better results. Today, 2015, no one makes better products than Bluebonnet Nutrition®. 2015 is the time to make the shift, to make Bluebonnet your #1 core essential USP-nutrient manufacturer. From amino acids and proteins, to Multiples and Children's supps: to antioxidants, and herbals (the best-quality, European standardized herbals come from Bluebonnet), super fruits and digestive enzymes: time to invest fully in Bluebonnet's Nutrition to the 5th Power.

The obvious prediction for the future is that the market will continue to be flooded with cheaper and flashier products. It is the grand temptation to our industry, and we must resist mediocrity and inferior stuff. People seem to be drawn to newer, flashier things. I am such an old-timer (and I must say that I was taught well – thank you Peggy, and Linda, and David and Richard), and I was very serious about my obligation when I was the store buyer of stocking the best products (and as importantly, highlighting the best products to make them bestsellers!). Today, you are the gatekeepers of quality as found in your store for your community. Accentuate the best, and keep the cheap stuff out of your stores.

It is so refreshing to see how most stores recommend **Nordic Naturals**®, **Herb Pharm**®, **Aloe Life**® and **Himalaya Herbal HealthCare**® as they unequivocally appreciate the differentiating benefits of these superior products. It is also nice to see how so many stores are now appreciating the excellent ingredients found in **Oxylent**® both as an unsurpassed effervescent 5-in-1 Multi, and an energizing, immune-activating daily essential. Oxylent® sales will probably double again in the upcoming 12 months! Learn to explain how this additional daily energizer can replace the bad habits of sugary candies, dangerous energy drinks, excessive caffeine and nicotine.

Where we still have the longer way to go in improving our store sets is with natural bodycare.

## Travel Center: be the store that people NEED to shop in! Travelers are Shoppers Too

Many people shop to pack; and shop while visiting. Make a Travel Center for the Holidays this year with these suggestions:

### C + D + Multiples for the Travel

#### • Nordic Naturals® Vitamin C Gummies Display\*

Size: 20 slices Item # - NUS-30163

MSRP per bottle - \$6.95 WHSL per case - \$50.04

both SOLD + ORDERED IN CASE DISPLAY OF 12 ONLY

#### • Nordic Naturals® Vitamin D3 Gummies Display\*

Size: 20 Gummies Item # - RUS-31148

MSRP per bottle - \$6.95 WHSL per case - \$50.04

#### • Oxylent 7-Pak, 9-ct countertop display 3 each of Berry, Mandarin, Black/Pom item # vita270 NO SUGAR wholesale %48.33

#### • 1 oz solutions: Newton Homeopathics FLU: Herb Pharm® Super Echinacea®, Echinacea Goldenseal, Herbal Respiratory Relief™, Soothing Throat Spray, Lung Expectorant™, Intestinal Soother™ Anxiety Soother™

#### • Essential Formulas® Dr. Ohhira's Probiotics® travel size 10 veggie capsules

#### • Bodyceuticals NEW Organic Gift boxes: the perfect gift and the perfect travel options!

#### • Aroma Land Travel-kit: lotion, shower gel, shampoo, conditioner— four [4] 2 oz. size bottles

\* Lavender set: wholesale \$4.95

\* Lemongrass & Sage wholesale \$4.95

\* Hand Soap Defense Formula: (Michael's favorite) 2 oz.

#### • Botanique by Himalaya Neem & Pomegranate Toothpaste – travel size .74 oz

NORDIC new item Display details: \*These items will only count as 1 unit on an order, not 12; and (2) Single bottle orders cannot be fulfilled; (3) they do not qualify for the line extension discount; (4) Displays do qualify for all promo, ongoing, and RPP discounts.

Maybe in 2015, stores will begin to get beyond the exclamation that "Organic bodycare is just too expensive", and realize that – while we have made all bodycare cleaner and better by our examples decades ago – we still have a long way to go and there is a strong market for unquestionably clean natural bodycare. The best example here is **Bodyceuticals**: here is a vertically-integrated manufacturer growing their own bio-dynamic calendula utilizing their own family of bees. The energetic from these products is what the industry should be honoring. **Well in Hand**® and **Botanique by Himalaya**® also provide clean products free of anything questionable. Now, we also have the Eco-cert®-certified Organic products from **Surya Brasil**. **Sapient Women** is one of the most refreshing bodycare lines available today: smell it and try it on your skin, face and hair. **Sapient Men** is a practical, functional organic that performs. **Amazonia Preciosa** is a blogger's fantasy, the stories are so inspirational. All these products perform well and satisfy.

2015 is the time to dedicate your best shelf space to an Organic corner for bodycare, where Bodyceuticals and Surya Brasil and Botanique will stand out. Surya is now committing to your store with incredible deals all year round, and you should plan to develop new business by constantly discounting these exceptional products when they are on sale. Yes, one has to work harder to gain the Organic bodycare customer, but this is a loyal customer willing to spend good money for what they want!

Today is the day that you start to re-evaluate and to rebuild your store to make it a destination because of the quality of the goods stocked on your shelves. 2015 is the year to make it happen!

Your success is dependent upon your smart business. Time to look at your store as a shopper does, to judge every aisle and corner, to refresh the signage – and window, entrance, register. Why would the mother or family-shopper want to go down any aisle in your store? What will make the weekly shopper stop and look at something new? How are you supporting the person with allergies or a weakened immune system to see your store as an essential oasis? You may not travel every street in your locale, but trust me, there are hundreds of people living close to you who are overlooking your store, shopping elsewhere, or not knowing that solutions to their needs are found inside your front door. Bring them in: get them there.

Is your Children's section as inviting as the children's room in the best bookstore? Is your Immune section well organized and easily readable? Do you want a piece of the \$38 billion sports nutrition market, and what are you doing about it? (**Extreme Edge**® anyone?) NSF-Certified for Sport® products highlighted in bold? Customers will notice, learn and buy when they see this label.

**Extreme Edge**® by Bluebonnet: **Ultimate Omega**® D3 Sport by Nordic Naturals® in 60 caps and the new NSF-certified for Sport® **Ultimate**® Sport 8 oz liquid by Nordic, (expensive... but the market is there!) **ChiaOmega**® by **Essential Formulas**® – Vitamin Retailer's Best of New Supplements 2014 – the only vegetarian omega-3 that is NSF-Sport certified. Shelf-talkers, signage, outreach, education, sales-success. New customers. You have just created an exceptional Sports Nutrition section.

It is estimated that the Omega-3 market will be \$4 billion by 2018: what company had

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## Two spectacular sales: Immune Health + Stress Support

Two Promotions, same buy-in guidelines: must use Promo codes (products identified apply to respective Promotions only)<sup>^\*\*^</sup>

**Choose how you want to Save & Promote:**

**level 1: 25% OFF<sup>^</sup> order between 1-35 sale items**

**level 2: 30% OFF<sup>^</sup> order 35+ sale items**

<sup>^</sup> must mention Promo Code to receive discount

### 1) Herbal Immune Support Promotion\*\*

ends Dec. 31 \*\*must use Promo Code: "DSEA" from the following items: 1 oz.

- Black Elderberry liquid extract<sup>^</sup> • Super Echinacea<sup>®</sup> liquid extract
- Black Elderberry glycerite<sup>^</sup> • Echinacea<sup>^</sup> glycerite • Children's Echinacea<sup>™</sup>
- Echinacea/Goldenseal liquid extract • Children's Winter Health<sup>™</sup>
- Echinacea<sup>^</sup> liquid extract • Immune Defense<sup>™</sup> • Super Echinacea<sup>®</sup> capsules
- Virattack<sup>™</sup> • Golden Echinacea<sup>™</sup> liquid extract<sup>^</sup> • Soothing Throat Spray
- Golden Echinacea<sup>™</sup> glycerite • Olive<sup>^</sup> liquid extract
- Oregano<sup>^</sup> Spirits<sup>™</sup> liquid extract • Umckaloabo<sup>^</sup> liquid extract

### 2) Stress & Anxiety Support Promotion\*\*

ends Dec. 31 \*\*must use Promo Code: "Q414" from the following items: 1 oz.

- Anxiety Soother<sup>™</sup> liquid extract • Kava liquid extract • Anxiety Soother<sup>™</sup> capsules
- Kava capsules • Ashwagandha<sup>^</sup> liquid extract • Nervous System Tonic<sup>™</sup>
- Good Mood<sup>™</sup> liquid extract • Stress Manager<sup>™</sup> liquid extract
- Lemon Balm<sup>^</sup> Blend liquid extract • St John's Wort liquid extract
- Passionflower<sup>^</sup> liquid extract • St John's Wort glycerite • Passionflower<sup>^</sup> capsules
- St John's Wort capsules

all capsules are vegetarian capsules. <sup>^</sup> denotes organic

<sup>\*\*^</sup> not to be combined with any other promotions

### NEW ITEMS Intro Promo on these 3 new items: 1 oz. + 4 oz.

Promo through January 31, 2015 on first purchase<sup>\*\*^</sup> = 25% OFF

\*\* Bilberry liquid extract 1 oz + 4 oz. (Certified-Organic)

\*\* Chanca Piedra liquid extract 1 oz. + 4 oz. (sustainably wildcrafted)

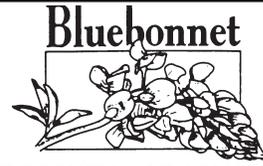
\*\* Lemon Balm glycerite liquid extract 1 oz. + 4 oz. (Certified Organic) delicious!

### Notes: Product Name Change Notification

Smoker's Replacement<sup>™</sup> is the new name for Smoker's Assist<sup>™</sup>

shipping now: category: Nervous System {Restore & Tone}

Not represented by BMC in NJ



## NEW PRODUCTS—ABSOLUTE WINNERS

**Bluebonnet's EarthSweet<sup>®</sup> fast-acting chewables**

**CellularActive<sup>®</sup> Methylfolate 400, 800 & 1000 mcg tabs**  
+ Super Fruit Garcinia Cambogia Fruit Rind Extract Vcaps<sup>®</sup>

### • CellularActive<sup>®</sup> Methylfolate

#453 400 mcg; #454 800 mcg; #455 1000 mcg

Vegan, Kosher, Gluten-free, patented, trademarked Quatrefolic<sup>®</sup> Methylfolate

### • Super Fruit Garcinia Cambogia Fruit Rind Extract Vcaps<sup>®</sup>

a Super Fruit that's a SUPER Fat Burner

Super CitriMax<sup>®</sup> Vegan, Gluten-free, Kosher, Caffeine-free

1500 mg per serving, standardized to 60% (900 mg) hydroxycitric acid

#1190 60s \$7.98/\$15.95 • #1192 90s \$11.98/\$23.95

## THANK YOU PROMOTION

**As a way of saying thanks for your support in another excellent year for Bluebonnet, 20% OFF the entire line\***

for one\* (1) order placed in December 2014<sup>^</sup>

must be identified as a Thank You order when placed

### LOOK for

- a new December Bluebonnet price list: where (5) products are getting lower prices! **NO PRICE INCREASES**
- new lower prices: **B Complex 50 mg Vcaps<sup>®</sup> + B Complex 100 mg Vcaps<sup>®</sup>**
- + Stress B-Complex Vcaps<sup>®</sup> + EarthSweet<sup>®</sup> Chewables CellularActive<sup>®</sup>**
- Methylcobalamin 1000 + 5000 mcg tablets**
- + Pharmaceutical-Grade TryptoPure<sup>®</sup> L-Tryptophan 500 mg Vcaps<sup>®</sup>
- new label designs on the best-selling **Liquid Cal-Mag plus Vit D**
- new label designs on the **Cherry, Cranberry, Grape Seed, Pomegranate + Cantaloupe (S.O.D. GliSODin<sup>®</sup>)**. Time to build that Super Fruit section with quality products sold only in health food stores

<sup>^</sup>not to be combined with other discounts

Not represented by BMC in NJ, SC

# bodyceuticals

organic bodycare

This year's best gift ideas

**GIVE BODYCEUTICALS 20% OFF**

New for 2015 Gift & Travel Sets + NOW Available!

Shop early – special sale offer thru Dec 8th

4 best-selling kits to choose from! Mix n match!

All the same price.

### • Calendula Collection

(includes Calendula Lip Balm, Calendula Salve + Calendula oil)

### • Beach Essentials

(includes Coconut Body + Tan Oil, Essential Honey Salve, After Sun Relief)

### • Face Collection – Normal to Dry

(includes Calendula Cleanser, Bioactive Calendula Face Crème,

Rose Dew Hydrating Mist)

### • Face Collection – Normal to Combination

(includes Cleanser, Antioxidant Face Crème, Neroli Orange Blossom Mist)

**PLUS – buy 12 assorted gift boxes**

**Get FREE SHIPPING!**

Regular Wsl: \$11.90/ SALE Wsl \$9.52 each

(Reg. MSRP \$19.95 / Sale MSRP \$15.95)

These products are the perfect year round Organic Gift Package mix + match 3 each for an intro wholesale purchase of \$114.24 (12 units) must buy before December 08th to get this excellent deal or add any to your next Bodyceuticals order NOW

## DECEMBER PROMOTIONS 15% OFF

- 6.7 oz. Organic Calendula Oil – stock up on this best-selling product to soothe and nourish dry, winter skin

• Gift ideas: • Bodycocktails – Almond, Coconut, Key Lime, Pink Grapefruit & Vanilla - ALL five current in stock flavors, while supplies last • Calendula + Organic Spearmint Lip Balm (this flavor only) – a yummy, wintery flavor for stocking stuffers!

# NORDIC<sup>®</sup> NATURALS



4th Quarter Promotion, through 12/31/14

**Buy One Bottle, Help Two Heroes**

Your purchase helps rebuild the lives of Veterans + their Service Dogs

Every purchase of the featured Nordic Naturals<sup>®</sup> products supports their donation of:

- A one-year supply of Omega-3s to all veterans+ their service dogs in the Paws for Veterans program

• Funds for a new Paws for Veterans training facility

**Featured Products: all bottle sizes of:**

• Baby's DHA • Children's DHA<sup>™</sup> • Complete Omega<sup>™</sup> • Nordic Berries<sup>™</sup>

• Ultimate Omega<sup>®</sup> • Omega-3 • Pet Cod Liver Oil • Omega-3 Pet<sup>™</sup>

**48-pc. Floor Display\*: 25% OFF**

**Mix & Match from eligible products**

**Endcap Display\* 25% OFF Case Orders**

One order per ship to location per month. Minimum order 5 cases, maximum 15 full cases. **Retail Partners receive an additional 5% discount**

Off-shelf placement is required + promotional discount passed on to consumers.

**Available Promotional Support materials:**

Endcap Poster, Easelback Poster, Dog Tag Necklace, Shelf Tag

**eligible products:**

Children's DHA<sup>™</sup> – 90 ct (01710), 180 ct (01720), 360 ct ((02720), 4 oz. (56780),

8 oz. (02723)

Complete Omega<sup>™</sup> – 60 ct (01770), 120 ct (02770), 8 oz. (02773)

Omega-3 – 60 ct (01760), 120 ct (02760), 8 oz. (02763)

Ultimate Omega<sup>®</sup> – 60 ct (01790), 120 ct (02790), 8 oz. (02793)

Pet Cod Liver Oil – 8 oz. (53783)

Omega-3 Pet<sup>™</sup> – 90 ct (50502), 8 oz. (50504)

**Paws for Veterans, Inc.: [www.pawsforveterans.com](http://www.pawsforveterans.com)**

**Nordic News: 2 New Items: BE THE FIRST to carry Nordic's new**

**Omega Phospholipid: Better than Krill**

Omega-3 Phospholipids #01621 60 ct \$26.97/\$44.95

BEST VALUE: more phospholipids and EPA + DHA than other brands

Not represented by BMC in NJ, SC \*\* Vitamin D3- 5000





## The DELICIOUS flavors of Organic Raw Foods!

The JUVO family grows in stock now: new JUVO Raw Meals

^Green Apple 21.02 oz. 15 servings

^Raw Meal Fantastic Berry SLIM 21.02 oz. 15 servings

12 kinds of berries bursting with antioxidants. Protein Blend. Fiber Blend.

Enzyme & Probiotic Blends

Immunity Blend and high-ORAC fruit + veggie Blend. ReJUVOdate Yourself!

COMING SOON.....

^Vanilla Chai 21.02 oz.

Expo East 2014 'NEXTy Award winner' Supplements:

### JUVO ORGANIC RAW MEALS

- JUVO Natural Raw Meal canister

#### ORIGINAL

- Raw Meal Green Apple
- Raw Green Grass (glass bottle)
- Raw Green Superfood can
- Raw Green Protein can
- JUVO Raw Meal Fantastic Berry Slim
- JUVO Slim raw meal can

ReJUVOdate Yourself!



HERBAL HEALTHCARE

## December Promotion

through Dec 31, 2014

**15% OFF^** in units of 3 ea.  
(for independent retailers)

^MUST mention Promo to get discount when ordering

### Herbal Formulations

**HeartCare®** 120 veg caps  
*Provides multifold beneficial support to the cardiovascular system, peripheral circulation, and support during physical exertion*

**Koflet®** 20 lozenges

*a warm and tingling herbal lozenge which assists the normal function of bronchial mucous membrane and muscles. Helps support a healthy + normal immune system function*

### 20% OFF PartySmart®

- Clinically Proven • Safe & Effective
- 1 veggie cap—One is all you need.
- PartySmart® leads its category with 4 human clinical trials

**New items:** new sizes of these bestsellers, all additive-free

**Garcinia^** 120 caplets **Bacopa^** 30 caplets

**Triphala^** 30 caplets **Triphala^** 90 caplets

**Turmeric\*** 30 veg caps

**Opening order deals on these items for 1st-time orders**

3-6 units per SKU for **30% OFF**



## ChiaOmega®

2014 Best of New Supplements from Vitamin Retailer®



### PRICE DECREASE on Vegetarian Omega-3's from Chia seed oil

Prices drop \$10 per bottle, retail new, superior source, at a lower price: all 60 veggie softgels:

- **Chia Omega® + CoQ10**  
\$39.95 / \$19.95
- **Chia Omega® + D3**  
\$37.95 / \$15.95
- **Chia Omega® + Enzymes**  
\$37.95 / \$15.95
- **Chia Omega® + EPA & DHA**  
\$38.95 / \$17.95

Join the Chia Revolution™  
Good for You, Good for the Planet™  
[www.ChiaOmega.com](http://www.ChiaOmega.com)  
Dr. Ohhira's Probiotics®



INTERNATIONAL

Health Education • Health Products • Aloe Vera

### DECEMBER SPECIALS:

**15% OFF 6 ea. mix & match**

**20% OFF 18 ea. mix & match**

(discount should be requested when placing order)

- **Aloe Gold tablets** 30 ct. or 90 ct.
- **Face & Body lotion** 4 oz. or 16 oz

**Aloe Gold Tablets:** certified, organically-grown whole leaf aloe vera. Great for travel + for bolstering the body, when the season strikes. Never over-filtered or overheated, so these tabs are superior with all the valuables from the yellow sap & the long-chain polysaccharides. Three (3) tablets equal one ounce of whole leaf juice concentrate

**Aloe Life® Face & Body Lotion:** best seller: light grapefruit scent that men like too. silky on the skin and versatile for delicate, troubled + rough skin. Great Value with whole leaf aloe vera: no water, and moisturizing oils of Jojoba, Macadamia Nut and Sunflower seed oils + Chamomile, Rosemary, Allantoin from Comfrey + Zinc

### COMING THIS MONTH:

**Aloe Mist:** Ultimate Skin Spray Treatment 99% Certified ActivAloe Whole Leaf Aloe Vera plus Vitamins A, C, E, (ALA) Alpha Lipoic Acid, L-Proline & Herbs. Whether used as a pick-me-up or for topical abrasions SG (Skin Gel) Aloe Mist Spray is your daily support spray for a variety of needs.



Topically Applied Herbal Answers Since 1994

## HOLIDAY RELIEF

time to offer this new Holiday solution  
Holidays both add STRESS + subtract SLEEP

**15% OFF Direct + FREE SHIPPING:**  
(independent stores, direct orders)

**Sleep Rescue®**  
apply topically.

2 oz. Glass bottle or  
2 oz. plastic squirt bottle

*Because the Day begins the Night Before*  
massage into your temples, neck, jaws, restless crampy legs

Wake up tomorrow without today's stresses on your face!

**Sleep Rescue®** is a quieting botanical and aromatherapy blend of organic and wildcrafted Arnica, Calendula, St. Johnswort flower oils, Ho shou Wu, Betula, Vitamins E, and pure essential oils including Hops, Valerian, Sea Kelp, Lavender, Rosemary, Chamomile in a base of Olive + Grapeseed oils

Topically Applied Herbal Answers.  
Action Remedies®



December-January 2-month Promotion

**Buy 3 ea. per SKU = 10% OFF**

**Buy 6 ea. per SKU = 15% OFF**

**Buy 12 ea. per SKU = 20% OFF**

\*must mention "BMC Special Discount" to get discounts with every order placed

### Ylang Ylang & Ginger Bodycare

- Shampoo 12 oz.
- Shower Gel 12 oz.
- Conditioner 12 oz.
- Bath Salts 20 oz.
- Hand & Body Lotion 12 oz.
- Massage & Body 12 oz

**Soy Candles: perfect for the Holidays**  
sold 4 pc. to a case **10% OFF** per case

#### Two wonderful scents:

For her - Vanilla Bourbon scent  
For him - Bergamot & Cedar scent  
available in many shapes & sizes

**Amphora Porcelain** 7.4 oz.

**Bamboo Porcelain** 7.8 oz.

**Classic Porcelains** 7.1 oz.

**Elegance Porcelain** 8.1 oz.

**HeartShell™ Porcelain** 3.9 oz.

**Mystic Porcelain** 7.3 oz.

**Sand Porcelain** 7.6 oz.

**Timeless Porcelain** 9.4 oz.

### Essential Oil Promotion

**10% OFF @ 3 ea. 15% OFF @ 6 ea.**

**Ylang Ylang & Ginger Essential Oil** 10 ml

Ask your BMC Rep for s special hip pocket deal  
**Pure Bliss in Every Bottle™**





**SURYA**  
*Brasil*

**DECEMBER SALES through 12/15/31**  
**Perfect Holiday Gifts**  
**for Him & Her**

Sapien Men & Sapien Women **30% OFF**

**Sapien Men a concise, effective**  
**Organic Bodycare from Brazil**

- Shampoo & Conditioner 2-in-1 10.14 oz
    - Hair Styling Gel 3.04 oz
    - Shave Cream 6.7 oz
    - After Shave Cream 3.38 oz
    - Facial Scrub 3.38 oz
  - Shower Gel 10.14 oz popular large-size tube
- Sapien Women**
- Shampoo 6.7 oz. • Conditioner 6.7 oz.
  - Leave In 3.04 oz. • Shower Gel 10.14 oz.
  - Shave Gel 6.7 oz. • Facial Scrub 3.04 oz.
  - Split End Repair 1.05 oz.
  - Body Moisturizer 6.7 oz. • Body Scrub 10.14 oz.

**15% OFF Surya Lip Care**

- Vegan Lip Balms 24 per display .15 oz.
- Acai Berry • Cinnamon & Cupuacu
  - Strawberry & Buriti • Chocolate
  - Chocolate & Mint

*Detoxify Your Beauty*

SURYA  Brasil

**ECOLIPS**<sup>®</sup>

The best lip balm for the world

**DECEMBER FREE SHIPPING**  
**ALL ORDERS**  
**NEW Lip Scrubs**

USDA Organic, Fair Trade-Certified  
Lip Scrubs

- made with 60% Fair Trade Certified™ sugar to exfoliate and polish
- Organic coconut + olive oil + jojoba condition & protect
- 0.5 oz. glass jars. 6-pc display SRP. \$9.99/ea.
- three flavors: mint, vanilla bean, brown sugar
- **intro promo: 25% OFF through December 31, 2014**

**REMEMBER that the NEW Eco Tints**  
**are the PERFECT STOCKING**  
**STUFFERS**

- new Sleek Black Oval Tube Packaging is modern in design + helps to improve precision during application.
- Improved Formula, now Fair Trade Certified™: including Fair Trade Certified™ Organic Cocoa Butter, Fair Trade Certified™ Organic Coconut Oil, Organic Argan Oil + Aloe Vera harmonize with natural earth minerals to provide a smooth glide + a beautiful shimmering glow.

*The Best Lip Balm for the World*

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**DECEMBER PROMOTIONS**  
**20% OFF Select OTC formulas**

Liquid or pellet complexes  
(Qty 6+ per SKU)\* listed below)

- **Appetite ~ Craving Control** (N027)
- **Hangover Help** (N215)
- **Tobacco Withdrawal** (030)
- **Kids Tummy Upset** (F020)

**Appetite~Craving Control:** for symptoms associated w/ appetite control such as overeating, cravings, fatigue + emotional discomfort.

**Hangover Help:** for symptoms associated w/intoxication including nausea, dizziness, discomfort + headache.

**Tobacco Withdrawal:** for symptoms associated w/ tobacco use such as anxiety, cravings, irritability, respiratory conditions + stress caused by abstinence.

**Kids Tummy Upset:** for symptoms associated w/ digestive discomfort such as nausea, "spitting up" vomiting, cramping, pain + gas.

**NEW ITEMS: ~ available now**

New item discounts apply: • **Natural Response:** for symptoms associated with injuries, bites and infections such as restlessness, bleeding, pain, nausea, vomiting, swelling, trembling and • **Complementary Complex:** formulated for the immune system. only available in 2 oz

**Last chance to get your yearly NEWTON line drive: ask your Newton Rep**

**1987-2014 • 27 Years of Excellence**

Not represented by BMC in NC, SC

**immune**  
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**BOLSTER, STRENGTHEN,**  
**SUPPORT**

**December Promotions**

**15% OFF**

**Wellmune WGP®**  
**500mg/60 ct**

minimum purchase eight (8) bottles

Wellmune WGP® a unique immunodulating compound that primes the innate immune system to protect the body: a self-affirmed GRAS product



**MushroomScience**<sup>®</sup>

**Line Drive 10% OFF @ 2 ea.**  
**any SKU Mushroom Science**  
**product all 90 Vcaps®**

All hot water extracts: all standardized actives

- **Cordyceps Cs-4**
- **Reishi Super Strength**
- **Coriolus Super Strength** (40%)
- **Coriolus PSP** (28%)
- **Lion's Mane**
- **Maitake Organic, Full Spectrum**
- **MaitakeGold 404™** 1000 mg strength. 1 oz. Liquid
  - **Shiitake**
  - **Chaga Extract**
  - **Agaricus blazei**
  - **Tremella**
- **Immune Builder**® combination of Agaricus blazei, Coriolus<sup>^</sup>, Reishi<sup>^</sup>, Shiitake<sup>^</sup>, Maitake<sup>^</sup> [<sup>^</sup> Organic mushrooms]

**NEW ITEM PLACEMENT DEALS**

available on

**IL WHA® Ginseng Products**

Stress Management as Nature Intended®

GINST®15 PURE metabolized ginseng

~ 15 + 30 gms.

~ 0.47 fl. oz Elixir

~ 30 softgels

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

**oxylent**<sup>®</sup>

DRINK OXYLENT BREATHE LIFE™

**FAST, 5-in-1 support this immune season**

**keep the Oxylent flowing:**  
**with the Oxylent Beverage dispenser program**

**December Promotions**

\* remember that Promotional items must be scheduled one month beforehand \* so contact your BMC Rep and register for this perfect New Year's resolution promotion

**CURRENT ACCOUNTS:**

- **25% OFF LINE DRIVE!** (No Minimums Units Apply)
- Standard Shipping Rate Applies/ Free Shipping at \$200

**NEW ACCOUNTS:**

- **25% OFF LINE DRIVE** W/ANY \$200 Order
- **30% OFF LINE DRIVE** W/ANY \$400 Order
- Standard Shipping Rate Applies/ Free Shipping at \$200

Make sure that your community is educated on the immune boosting properties of Oxylent Health Challenge? They should find Oxylent at the register!

**DRINKOXYLENTBREATHELIFE™**



gains in market share and constant growth during the entire previous 18 months, when almost the entire Omega-3 market slowed down? **Nordic Naturals®** is 43% of market share for a reason: taste, freshness, superior natural triglyceride-form, 3rd Party testing vertical integration and Sustainability. Sure, other companies will pop up with buy-one-get one, free fills, barrels of SPIN without science, brief demo intensity – but they all rise and falter and Nordic's market share continually rises because of constancy, science support for the stores, a strong M.A.P. policy, education and service and an always positive attitude. And Nordic Naturals® doesn't say stupid stuff. Nordic has gained the trust of the researcher, the experts, the environmentalists, the retailer and most importantly, the consumer!

Want to gain some of that mass-market krill dollar? Nordic's **Omega-3 Phospholipids™** is the best value when people are looking for phospholipids with their EPA/DHA. The prescribed change for 2015 is more Nordic Naturals®

Having the best products and keeping them in-stock is rule #1 for a successful 2015. Ironically, the BMC products that we saw out-of-stock the most in 2014 were Nordic Naturals®: think of the business that was lost.

[One bit of advice for next year is to not continue to be strong-armed into huge intro purchases by the same companies that drain your cash reserves every year with their

promises of an unending bump in your business. Considering you have to spend \$1200 to get the deal to offer the same deep discounts that everyone else has (see: internet deeper), it is an unsavory business practice that you should just say "no" to in 2015. Keep your shelves stocked with products you believe in, and you will not lose much business by refusing to pre-buy into the illusion of the next-big thing. Rope-a-dope is not the natural foods business model: and stop it by making your disdain heard!]

New Habits. We work in our stores each day being answer-people for neighbors needing help in learning natural ways to health. We all eventually become answer-people. It is at times of reflection that we come to realize that what we say to people matters. So, our habits actually affect people. Time for us to make a 2015 set of resolutions in bettering our habits. Some ideas....

Every time we are asked a question is a new time to explain further, to have the person understand something new, to lead forward: that is what "education" is. (the Latin root "ducere" means to "lead, consider"). How can we influence people to think forward, to understand the next best choice in their evolving road to optimal health; to choose to do more to bring themselves to better health? What are your educational habits and can you make them better?

Every person develops their own style, they have their own emphases on what they want the consumer to know and hear when they are answering questions. Think about

what your habits are: do they reflect what you truly know about optimal nutritional advice?

You should be using your store as a large tablet teaching tool. I see many stores now using signage for statements like: The 5 Foundational Nutrients: The Daily 7 Healthy Habits of Nutrition.

Everyone, of course, will define these things slightly differently but there does seem to be a general consensus. Everyone needs, in my order: (1) a daily Omega-3 supplement providing at least 500 mg of the actives EPA/DHA; (2) a daily Probiotic constructed to inhabit the gut; (3) a daily Multiple, including ample Vitamins and Minerals – ideally, with some strategy to add to the diet two times a day; (4) a digestive support protocol (offering digestive enzymes, whole leaf aloe vera concentrate, triphala) (5) a quality broad-spectrum Antioxidant Formula (6) daily Greens (7) "Daily Herbals." This presupposes that we can get people to keep fiber and protein needs sufficient through the diet.

Here is a way to lead the conversation forward: someone enters asking for a Multiple or the latest Super Fruit, and the standard conversation should begin, "are you taking an Omega-3?" We all know to some extent where to go from here. What most store personnel do not understand is that there is never a situation in the supplements section where this conversation can happen too many times. We are here to tell the truth over and over again. You should never tire of the perfected mantra that you have learned. The more you teach, the more everyone prospers.

Immune System Health is another place where we can bone up with better information-sharing, education and persuasion in 2015.

If you take your mission to heart, you know that your efforts can have the profound effect of keeping your community healthy. Preventative health care. We do know ways to help the human body to perform better: we have read and understand the benefits to be found from incorporating certain immune-modulating and immune-stimulating (where appropriate) natural foods into the diet, beforehand. Immune Defense Tonics. How well do we sell these items? Does the community understand the adage that health is our only real wealth? Are people planning their budgets to best stay healthy, in this Cold/Flu season, and year round? How much do you believe that this encouragement, teaching and reiteration is a part of your job?

If you want to be in health food retail, then you have to keep the registers clanging with sales for the things that you sell. You have the power of health that no other business has: you have the good news of health solutions that every other business craves, knows is a truthful profit, and wants to steal. So how dedicated are you to being the lead teacher in your community?

New Year's Resolutions: a time for the Retailer and the Consumer to come together. Starting anew and the unified opportunity to make health changes.

How can you get your store to promote new health ideas? December is the time to consider a way to construct a meaningful New Year's Resolution endcap: or more!!! Let's face it, everyone has this idea for change in their

continued on page 7

## BLUE PLANET

EYEWEAR

**2015 Styles of the coolest sunglasses on the planet IN STOCK NOW**

Blue Planet Eyewear

**NEW The Color Block Collection combining the best-selling Classic Bamboo frame**

**+ NEW hand-painted fantastic color temple tips + frame**

designed in house. Unique, one-of-a-kind & only from Blue Planet.

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- matte black/black temple tips
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- gloss red/black temple tips
- milky pink/rose temple tips

### GREY-GREEN LENS

- gloss turquoise/walnut temple tips

### SILVER FLASH MIRROR

- crystal clear/black temple tips

**ASK your BMC Rep to see what's happening!**

~~~~~

**DECEMBER PROMOTION  
Free Shipping on orders  
over \$150**

for orders placed before 12/15/14

## BASS®

Brushes

**Finest Quality Hair, Body and Skincare Accessories**

**Bass Brushes  
Ultimate Gift Box**

- long handle body brush
- hair brush
- nail brush + foot file
- hair comb
- facial brush

### What a thoughtful gift!

The perfect gift to unwrap: All items have an acrylic handle, perfect for use in the shower. The body brush, facial brush, and nail brush are all made with 100% Pure Natural Bristle.

The hair brush is made with 100% Pure Natural Bristle with single nylon pins.

**Expand your Bodytool set with Bass  
Quality products that stand out**

Market "The Green Brush" to gain new customers. ONLY Bass Brushes® with the bamboo wood handle and the bamboo pin have the name The Green Brush™. Hair Doc has a bamboo display to highlight these high-quality brushes. **Order a 30 pc display, and "the display" is FREE this month.** Striped Bamboo Handle Brushes #15 - 20.

15 Small Oval: Cushion: Wood Bristles.

16 Large Oval: Cushion: Wood Bristles.

17 Professional Style: Wood Bristle.

18 Large Square Paddle Brush: Cushion, Wood Bristle.

19 Semi S-Shaped: Wood Bristles.

20 Extra Large Oval: Cushion, Wood bristles



mind now. What are their biggest conclusions? Exercise more (good, let's get them clean sports nutrition and adaptogens); Get along with Family better (we can only encourage this... and touch upon stress and anxiety); Buy more local (anything that you can do to encourage this?). Let's move their wish list forward for them

Maybe we can direct them to a new set of resolutions. In my personal BIG 7 resolutions list from 2014, I actually listed to be more consistent with my own nutritional protocol, and to increase my daily consumption of greens. Was your health part of your 2014 plans? How can we get others to include these basics in their 2015 resolutions for betterment?

Ideas now for 2015. One idea suggested above is to highlight Foundational Nutritional Protocols, and make them clear: get people to understand the ABC-basics of what a good foundational daily nutritional program looks like. Another idea may be to create monthly reminders supporting these foundations: signage saying, monthly deals on the Foundational 5 (7, 8: you make the decision for your craft). Put these items on sale often enough to encourage new habits.

Now is the time to meet with your BMC Rep and look at the deals that are available for 2015. Make a plan, accept the need for discounts and encourage smart buying habits: become an active participant in the health resolutions of anyone looking to make change!

This December, I feel that one of the best floor displays that you can invest in is an **Oxylent®** statement front and center in your store next to the words "New Year's Resolution". Stores are starting to understand the versatility of this product for every nutritional protocol. Fact: effervescent technology gets nutrients into the body faster. In the winter, this means the benefits of Vitamin C (calcium ascorbate, 1000 mg) and Zinc (Albion® true amino acid chelate, 15 mg) immediately, when they are needed. Millions of packets of Emergen-C where taken years ago when people were preparing for an emergency. Today, people want a better, sugar free option – but the need is still very much there: key nutrients for an immune boost when timing is of the essence.

Workout protocols being re-jiggered, Oxylent® is the perfect electrolyte-replacement, B Vitamin dousing, magnesium-replenishing nutrient. There is no better Magnesium than Albion® Magnesium lysinate glycinate chelate (113 mg/packet). Center an Oxylent® display right by the front door and cross-merchandise all flavors next to Bluebonnet's **Extreme Edge®** Sports Nutrition Stacks.

Immediate immune support, pre-and post- exercise of every kind, and energy. Once you master the enticing sell-points of Oxylent® as a 5-in-1 Multi, with vitamins, minerals, antioxidants, amino acids, and electrolytes, you will understand that, when in doubt, Oxylent®.

Oxylent® can be an essential platform nutrient for people not wanting to take pills,

## WE ARE HEALTH FOOD PEOPLE

Louise Lewis is BMC Sales & Education Manager for Delaware, southern New Jersey and SE PA



### Louise Lewis Saluted the Paws for Veterans Campaign

Over the course of 20 years in the health industry, this would have to be one of the most wonderful causes that has been brought to light. I salute Nordic Naturals® for their participation in the campaign, Paws for Veterans. For every bottle of product sold Nordic will give a bottle of Ultimate Omega® to a veteran and a bottle of Omega 3 for their dogs. In addition to working in the health industry I also pursued another passion of mine and became a dog trainer about 15 years ago. At one time I raised and trained German Shepherds and have learned the many capabilities of dogs in general. As the saying goes, "I strive to be the person that my dog thinks I am."

During my career I have had the privilege of meeting many dogs, some of whom were shelter animals. Just the thought of saving two heroes at the same time touches many hearts. Dogs truly are our heroes; just ask anyone who has had a therapy dog visit them or how a blind person feels when they are with their companions. I have witnessed many amazing moments and learned so much from just being around dogs in all situations. The bonds we share with our dogs are beyond words and I am sure that our veterans agree.

Words that come to mind in regard to our companions are loyalty, friendship, protector, guardian and confidant. Knowing what both these veterans and their dogs have gone through to find each other and be able to give each other the gift of a truly amazing bond and a fresh start in life.

This promotion not only raises our awareness and support of the men and women who defend our country with their lives but also to the thousands of dogs that are euthanized every day. A program that addresses both of these pressing issues is hard to beat. I would also love to see a Pet Section in every health food store so that everyone can give back to their companions! Thank you Nordic Naturals!

and for those on the go. Oxylent® serves exceptionally well as the afternoon (or early evening) pick-me-up.

Here is the true nutrition message that we need to take back from the shouted market spin of unhealthy energy drinks. With the endogenous antioxidants S.O.D. (Superoxide Dismutase) and CoQ10 (ubiquinone) and the superior methylcobalamin form of Vitamin B12, this product is superior and can be felt. Oxylent® hydrates, oxygenates, circulates, rejuvenates. Oxylent® fits the best pre-meditation, post-shoveling considerations. It is a must for shift workers, and those who drink lotsa liquids because physical labor and hydration is how they make a living. Topping it all off, it is another daily source of Vitamin Ds (lanolin, 1000 mg), and sugar-free too. Supporting Oxylent® is also good for your bottom line: the math is simple- a premium supplement that the buyer appreciates that will deliver as promised with a nice store register ring, (and the full profit that a M.A.P.-protected product provides). Healthy profits with a Non-GMO product from an independently-owned, US-based company.

How do I get my customers to be interested in building their New Year's Resolution around health? Use your Oxylent® floor-display, supported by the variety pack open by the register and educate, educate, educate. "Yes, we have what you are looking for, let me show you" .... then.... "How is your energy? Have you ever tried Oxylent®?"

Delicious flavor, a supported Beverage Dispenser Program: constant education and

store-centric incentive programs, store staff sampling programs: many ways for people to take the Oxylent® Challenge to see for themselves that they can feel better!

People want to feel good. They want to have energy. They want to stay healthy and not get sick. They want to think clearly, and be happy. They don't want to have digestive problems or headaches. They certainly don't want to always have aches and pains. People want health.

Next month, we will discuss how to offer solutions to those trying to eliminate bad habits. As our stores offer all the elements for good natural health, so we should be offering cogent and effective strategies for quitting smoking: moderating drinking and aiding the liver; eliminating sweet tooth habituation; any form of drug addiction and that bugaboo of weight loss. The potential of all these strategies should be present the moment a person walks into your store.

New Year 2015: we welcome you. New Year's Resolutions: we embrace you, and plan to support your intention. Make your 2015 Promotional Calendars now, and build them on the best and the basics. Sales will naturally grow from this properly-executed business strategy.

Make sure that health is on people's minds as they prepare in December for January 2015. Take care of yourself, and make those resolutions now to make your business better next year. There is no better time than the present to become resolute! To a fantastic end of the year and a brilliant future! ☺



## Blue Moose Consulting

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Falls Church, Va. 22040-0557

### 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."*

### Getting Beta Glucans into People's Hands *continued from page 1*

this is a place to invest smart money for optimal health. Medicinal mushrooms are truly as good as their long, folk history professes.

Let's think good business. (1) Big stores are only interested in what is a best seller today: the market for these products is currently all yours; and (2) E-tailers in general don't have a clue as to the health benefits of either of these two natural types of food-derived beta glucans.

To wet your healthy December whistle before the danger days of Winter infect our communities, the other major products with valuable polysaccharides that have piqued the interest of truthful health seekers everywhere are those found in a well-manufactured whole leaf aloe vera and in the revered Asian herb for immune health, Astragalus. **Bluebonnet Nutrition**®, once again following credible science, is the only product on the market that I know that has an astragalus standardized for its polysaccharides. So, how many of these products do you carry, where are they situated and how often do you turn to them?

Today, there is something wrong with this picture. We seem to be missing an opportunity; what are you gonna do about it? First, make the space for every dosage of the Immune Health Basics products: 5 bottles, that was rough!?! Second, either recommend the best (or get rid of all other medical mushrooms that do not list guaranteed actives in the nutritional supplements panel on the side of the bottle), and explain to people the correct story on dosage for these products so that when they look for predicted results, they follow the science and use the correct products/dosages: not all medicinal mushrooms are of the same quality, after all. Happily, Mushroom Science® offers the best-priced products on the market.

How do they work, where can I find the research? That is the topic for another day, or a health education mission that you should invest some time in during 2015. Your community needs your leadership. How can we get products with viable levels of these valuable nutrients into the hands of people in your home town? ☺



## How to Reach Blue Moose Consulting

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

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Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

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

#### Himalaya Herbal Healthcare

www.himalayausa.com  
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fax: 800-577-6930  
Sugar Land, TX 77478

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
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www.aromaland.com  
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www.aloelife.com  
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San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
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fax: 972-255-6648  
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#### Immune Health Basics

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fax: 651-675-0400  
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#### Nordic Naturals: Pure and Great Tasting Omega Oils

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