



BLUE MOOSE CONSULTING NEWSLETTER

Volume 11, No. 11 • November 2014

Talking Health: The Connoisseur's EPA/DHA

We finally found out what it was all along with krill; it was something different all along. Not necessarily something better, but something different. Let's take a trip underwater to find nature's best long-chain fatty acids and spend a little time with five oceanic animals: krill, and the big four from **Nordic Naturals**®—cod, anchovy and sardines, and herring roe. The world of Omega-3 supplementation has changed again, and Nordic Naturals® is the leader of the pack with the best, and most cost effective way to provide a new Omega-3 nutritional package for the connoisseur seeking the greatest possible absorption of the critical nutrients EPA and DHA.

For some people, it is always about the best. I like that, in context. I specifically like it when it comes to people seeking the best they can provide for their body for optimal health. Ignoring as we should the chatter of the occasionally loud marketeer, we can agree with consensus that the most vital actives of Omega-3s are EPA (Eicosapentaenoic acid) and DHA (Docosahexaenoic acid). Like the earlier quest for the fountain of youth, today's savvy shopper has learned that it is all about the amount of EPA & DHA that one gets into their body daily.

For some, the search goes further. They will want to know the best bioavailability and absorption on Omega-

3s, so that they are actually utilizing what they ingest. Nordic Naturals® has led the way on educating that fish oil should be delivered in its natural triglyceride form, so that the fats are readily recognized and better absorbed (than, for example, the new-to-nature cheaper to manufacture ethyl ester fats). Krill, while a flawed supplement, did provide a conversation that ultimately did need to happen. Because of krill, the great food of the whales {and let's keep it that way}, we in the natural channel now have a better understanding of the omega phospholipids. Or, at least we are starting to understand them.

With well over 18,000 studies on the health benefits of Omega-3s, we have gotten rather confident in understanding what fish oil (and now algal oils, like best-selling Nordic Naturals® *Algae Omega*) can do for the body. These studies were almost all conducted on a triglyceride form of the fish oil, because the researchers were looking for the effects EPA and DHA have in the body, and the standard 18/12 ratio of EPA/DHA found in fish was the standard for most primary research in the world before fish concentrates.

When we talk about cellular nutrition and fats, we must acknowledge the actions of phospholipids, triglycerides and cholesterol. Phospholipids are structurally imperative for the building of cell

membranes, while triglycerides perform a critical function in the storage of energy. That said, phospholipids and triglycerides are chemically different and perform very different functions. The body can break down triglycerides to make phospholipids, but we need both fats in our body to construct healthy cells.

The world was in an easy order until the krill researchers sought a market. Krill oil is extracted from the chest muscles of this small, shrimp-like crustacean. Humanity obviously didn't evolve from the chest oil of an animal low on the food chain that is mainly currently harvested from Antarctica. The krill people needed to create a market.

The claim was that the Omega-3s found in krill oil were bound to phospholipids, and that this allowed krill to be more absorbable. While there is scant research on Omega-3 absorption from krill and almost all of it was presented by krill oil manufacturers, the concept is intellectually curious. The claim was the absorption was better, because the phospholipids groups were water loving, which allowed a better way for absorption.

Curious, but not substantiated. But this distracts from the facts. Absorption of what? While phospholipids are necessary for formational structure of cells, we are rarely phospholipid deficient.

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Talking Business: Be a Local Hero: One Button at a Time

They say that the small business is the backbone of America, and we have not yet lost the tradition of the local neighborhood food stores. In many places, these well-marketed artisan stores are experiencing a renaissance! Even more noble in its intention, the health food store is an American tradition: a local community resource center that only sells the good stuff needed for best health.

Small Business Saturday is an American shopping holiday held the Saturday after Thanksgiving; this year on November 29th. This clever idea was

surprisingly created by American Express in 2010 as a balance to Black Friday and Cyber Monday to counter the powerful advertising and discounting strategies of the big box retailers and the growing e-commerce business. It encourages a day for Holiday Shoppers to check out what the brick and mortar, local stores offer. We all would be wise to make this a venerable American institution. There is only one way to establish this success: you have to be involved. Reach out to your business neighbors, and start now. Starting small is OK, but make this as anticipated an event as the many now-

recognized holidays. Let's create a movement folks.

Time to create your Organic corner. Time to spread out with some nice signage the special products and testers and storyline of **Bodyceuticals**. Create an endcap that offers support for overindulgence, with **Aloe Life** herbal aloes and **Himalaya's** garcinia, and gymnema and **GlucCare**®, **GastriCare**® and **PartySmart**® and **Herb Pharm**® **Digestive Bitters**™. The holiday madness of stress and anxiety? The answers should be put front and center: Herb Pharm's®

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The Connoisseur's EPA/DHA

continued from page 1

We are EPA/DHA deficient. If you want more Omega-3s—which do have important function—take chia oil or flax; but if you want the anti-inflammatory benefits of EPA/DHA then you need to both count the numbers and know the structure that they are delivered in. Krill is different, but not better.

Nordic Naturals® *Ultimate Omega*® is still unrivalled. One should never forget that this product is pure, fresh and sustainably harvested; but it also is the most economical way to get a natural-triglyceride form of high amounts of EPA and DHA. Numbers. Krill has low levels of these key nutrients, which is why krill people strive to convince themselves that their absorption is ultra-superior: that, and a massive national marketing budget concentrating on tv advertising.

I have no interest in krill chest oil. But if a person is intrigued by phospholipids, then there is a better source. Nordic Naturals® recently introduced their new *Omega Phospholipids*™ product. This product is absolutely unique on the market at this time: though we can once again expect the industry to follow! *Omega Phospholipids*™ provides an Omega-3 product that offers the best of both worlds, if that is what you are looking for. And not only does Nordic Naturals® have the best value of any product on the market for the amount of EPA/DHA per serving, but we cannot forget the M.A.P. sales Policy,

advertising support and demoing that Nordic Naturals® does to get people to buy their products in your stores!

Nordic is not interested in selling krill. There are many reasons why many stores refuse to sell krill: ecological concerns, as well as the purity and freshness of the finished product. But ultimately it is about providing the best material to correct the global Omega-3 deficiency. Nordic found a better way: herring roe.

Herring roe is the future of phospholipid Omega-3s. Goodbye krill: see ya in the dollar store soon!

MORE NORDIC DEALS

SPECIAL DEALS: SO MANY DEALS from Nordic Naturals® that they do not FIT on the normal sale box ad!

Look at these super savings

******Buy One, Try One** (shrink wrap): great way to introduce new items!!

two best-sellers with free sample sizes shrink-wrapped attached

1) **Ultimate Omega**® 180 ct [+ **Nordic Berries**® 20 ct **FREE**] SKU 11010

2) **Vitamin C Gummies** 60 ct [+ **Algae Omega** 20 ct **FREE**] SKU 11020

a great way to introduce Algae Omega to everyone

**** **Available NOW: perfect for the Holidays**

TRAVEL-SIZE BOTTLES: two (2) new POP displays

for cash register + endcaps

Nordic Omega Gummies®: 10-day

or **Vitamin D Gummies** 20-day supply. **Wild Berry flavor** 1000

pectin-based + gelatin free

******Ask your BMC Rep about the Special Deals on both the 120 ct + 200 ct Nordic Berries**

Through November 30th, 2014. Special restrictions apply order through Rep.

The #1 Children's Vitamin in the U.S.—An excellent deal for a top selling product

Omega Phospholipids™ offers herring roe sourced in Norway (so we have the world's best Norwegian Fisherman standards) and from a herring fish that are already being harvested: this product is something an ocean lover or environmentalist can support. Herring roe also does Omega-3 phospholipids better than krill: and there are no fishy facts in that statement. Look at the numbers, and show the customer the numbers. "You want phospholipids: we got a better value here!"

The educational moment for the consumer is how much EPA and DHA—and, the amount of phospholipids. In this regard, *Omega Phospholipids*™ far outshines any product on the market. This product is a combination of the anchovy/sardine oil that made *Ultimate Omega*® the #1 selling Omega-3 fish oil in the USA, and this amazing herring roe provides both more omega phospholipids and more herring-roe EPA/DHA than kill oil.

Nice job, again, Nordic Naturals®. Here is a product that can move people away from drug stores and krill and the scientifically invalid lie of one pill is all that you need, (some marketers have no ethics!) and to a product for people who want the best.

My dollar still is on natural triglyceride fish oil, and the anchovy-sardine and cod natural triglyceride products. There is just too much science there: the stuff works and the cost is reasonable. There are people who will say, my health is the most important thing, and give me the best triglyceride-phospholipid product available. Again, it is Nordic Naturals®

I will start to add herring roe into my diet by rotating with the *Omega Phospholipids*™. The story continues to unfold. EPA/DHA-rich phospholipids from a fish egg is a figuratively like a

NEW HERB PHARM® PRODUCTS

So many Herb Pharm® 4th Quarter deals we needed more space

Three (3) new Herb Pharm® products just launched:
America's #1-selling herbal liquid extract company just keeps on growing + improving

Bilberry liquid extract 1 oz. + 4 oz. *Traditional Support for Vision & Eye Function**

- Fully-ripened berry: Herb Pharm Quality
- Certified Organic • Gluten-free • dry herb/menstruum 1:2 ratio
- Extracted in purified water & certified Organic cane alcohol

Lemon Balm glycerite 1 oz. + 4 oz.
*Support for a Calm Mind & Mild Occasional Anxiety**

- Extracted with Certified organic vegetable glycerin
- Great testing • Appropriate for children
- Certified Organic *Melissa officinalis* • Gluten Free

Chanca Piedra liquid extract 1 oz. + 4 oz.
Urinary & Gallbladder System Restoration

- Sustainably Wildcrafted *Phyllanthus niruri* whole herb
- Hand-harvested, carefully shade-dried: dry herb/menstruum 1:5
- Extracted in Certified Organic cane alcohol + distilled water

GREAT OPPORTUNITY to use the new cardboard Herb Pharm® 2-SKU cross-merchandising shelving. Two-SKUs sell better than one!

Think 2: Bilberry liquid extract + Eye Health™

Think 2: Lemon Balm glycerite extract + Children's Winter Health™

Think 2: Chanca Piedra liquid extract + Stone Breaker formula

* these statements have not been evaluated by the FDA.

This product is not intended to diagnose treat cure or prevent any disease



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SUPER HERB PHARM® 4TH QUARTER PROMOTIONS
Two spectacular sales: Immune Health + Stress Support

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

Choose how you want to Save & Promote:

level 1: order between 1-35 units to receive 25% OFF^

level 2: order 35+ units to receive 30% OFF^

^ must mention Promo Code to receive discount

1) Herbal Immune Support Promotion**

ends December 31 **must use Promo Code: "DSEA"

from the following items: 1 oz.

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

2) Stress & Anxiety Support Promotion,**

ends December 31 **must use Promo Code: "Q414"

from the following items: 1 oz.

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

all capsules are vegetarian capsules. **^* not to be combined with any other promotions

***MAJOR Announcement:**

Herb Pharm® is switching to Certified Organic Vegetable Glycerin.

*Product name change: Smoker's Assist™ is now Smoker's Replacement™
 SAME FORMULA! Oat "milky" seed, Licorice root, Lobelia herb & seed, Nutmeg seed

Not represented by BMC in NJ



HARVEST BIG Savings on Wellness Products

Deal Continues through November 21st, get **20% OFF** on these items:

- | | | |
|--|---|--|
| 044 L-Glutamine^ 500 mg Vcaps^ 50s | 368 369 Vitamin D3 (lanolin) 5000 IU^ Vcaps^ 60s/120s | 790/791 CellularActive® CoQ10 Ubiquinol 50 mg Vegetarian softgels 30s/60s |
| 046 L-Glutamine^ 500 mg Vcaps^ 100s | 334 Super Earth® Antioxidant Formula^ 30 caplets | 792/793 CellularActive® CoQ10 Ubiquinol 100 mg Vegetarian softgels 30s/60s |
| 052 L-Lysine^ 500 mg Vcaps^ 50s | 336 Super Earth® Antioxidant Formula^ 60 caplets | 798/799 CellularActive® CoQ10 Ubiquinol 200 mg Vegetarian softgels 30s/60s |
| 054 L-Lysine^ 500 mg Vcaps^ 100s | 416 B-Complex^ 100 mg Vcaps^ 50 | 841/843 Astaxanthin 4 mg Vegetarian softgels 30s/60s |
| 062 NAC^ [N-Acetyl Cysteine] 500 mg Vcaps^ 30s | 418 B-Complex^ 100 mg Vcaps^ 100 | 893 Super Bromelain^ 500 mg Vcaps^ 30s |
| 064 NAC^ 500 mg Vcaps^ 60s | 439 Liquid CellularActive® Methylcobalamin B12 1000 mcg (raspberry) 2 fl. oz. | 894 Super Bromelain^ 500 mg Vcaps^ 60s |
| 065 NAC^ 500 mg Vcaps^ 90s | 444 Liquid CellularActive® Methylcobalamin B12 5000 mcg (raspberry) 2 fl. oz. | 895 Super Bromelain^ 500 mg Vcaps^ 120s |
| 093 L-Tryptophan 500 mg Vcaps^ 30s | 534/536 Mega Bio-C Formula^ Vcaps^ 90s/180s | 1113 Vegetarian Glucosamine Plus MSM^ Vcaps^ 60s |
| 094 L-Tryptophan 500 mg Vcaps^ 60s | 550 Super Quercetin^ 500 mg^ Vcaps^ 30s | 1115 Vegetarian Glucosamine Plus MSM^ Vcaps^ 120s |
| 111 Super Earth® Single Daily Multiple (iron-free)^ 30 caplets | 552 Super Quercetin^ 500 mg^ Vcaps^ 60s | 1131 CholestRice^ Vcaps^ 60s |
| 113 Super Earth® Single Daily Multiple (iron-free)^ 60 caplets | 553 Super Quercetin^ 500 mg^ Vcaps^ 90s | 1132 CholestRice^ Vcaps^ 90s |
| 115 Super Earth® Single Daily Multiple (iron-free)^ 90 caplets | 715 Calcium Citrate Magnesium PLUS Vitamin D3^ caplets 90s | 1266 Super Earth® Organic Greens powder^ 7.4 oz. |
| 117 Super Earth® Single Daily Multiple (with iron)^ 30 caplets | 717 Calcium Citrate Magnesium PLUS Vitamin D3^ caplets 180s | 1268 Super Earth® Organic Greens powder^ 14.8 oz. |
| 119 Super Earth® Single Daily Multiple (with iron)^ 60 caplets | 745 EarthSweet® Chewable Zinc^ 15 mg lozenges (natural orange flavor) 60s | 1304 Standardized Astragalus Root^ Extract Vcaps^ 60s |
| 121 Super Earth® Single Daily Multiple (with iron)^ 90 caplets | ALL CellularActive® CoQ10 Ubiquinol in Vegetarian softgels | 1340 Standardized Elderberry Fruit Extract Vcaps^ 60s |
| ALL Vitamin D3 (lanolin) Vcaps^ in health food stores, with M.A.P. | 400 IU^ Vcaps^ 90s/180s | 1382 Oil of Oregano Leaf Extract Vcaps^ 60s |
| 304/305 Vitamin D3 (lanolin) 400 IU^ Vcaps^ 90s/180s | 311/313 Vitamin D3 (lanolin) 1000 IU^ Vcaps^ 90s/180s | 1385/1386 Standardized Olive Leaf^ Extract Vcaps^ 60s/120s |
| 314/315 Vitamin D3 (lanolin) 2000 IU^ Vcaps^ 90s/180s | 314/315 Vitamin D3 (lanolin) 2000 IU^ Vcaps^ 90s/180s | 1394/1395 Standardized Turmeric Root^ Extract Vcaps^ 60s/120s |

^signifies KofK Kosher certified

Not represented by BMC in NJ, SC



Health Education • Health Products • Aloe Vera

November Specials
20% OFF 18 ea. - mix & match
Herbal Aloe blends + Animal Aloe
 (discount should be requested when placing order)

Concentrates with herbal extract: Super Effective health antidotes for the Thanksgiving season for the whole family!

• **Detox Plus** - 16 + 32 oz. liquids

Supporting digestion, detoxification & renewal. More effective than other Detox formulas with concentrated whole leaf Aloe, + the 10 Herbal Extracts [not diluted with water]. Delicious lemon lime herbal taste.

• **Stomach Plus** - 16 + 32 oz. liquids

Works fast to soothe + calm digestive upset, occasional indigestion, bloating, nausea + gas with herbal extracts of slippery elm, chamomile + more. Suitable for children, adults, and even pets.

• **Animal Aloe for Pets!** 4 oz. Reduce Vet Bills. Safe & Natural - Herbal Bitter for digestive + skin support - Very Effective! Soothing to hotspots, flea bites, irritation + minor skin eruptions, hair loss, skin abrasions, scarring & also may be brushed on gums for tooth + gum treatment. Edible: squeeze on pet food too
 A GREAT STOCKING STUFFER FOR EVERY ANIMAL LOVER!

Coming Soon:

Aloe Mist: Ultimate Skin Spray Treatment 4 oz + 2 oz
 99% Certified Active Aloe. Whole Leaf Aloe Vera plus Vitamins A, C, E, (ALA) Alpha Lipoic Acid, L-Proline & Herbs

- Skin Condition • Moisturizer • Refreshing Grapefruit Scent



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® 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™ • Complete Omega™ • Nordic Berries™
- Ultimate Omega® • Omega-3 • Pet Cod Liver Oil • Omega-3 Pet™

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™ - 90 ct (01710), 180 ct (01720), 360 ct ((02720), 4 oz. (56780), 8 oz. (02723)
- Complete Omega™ - 60 ct (01770), 120 ct (02770), 8 oz. (02773)
- Omega-3 - 60 ct (01760), 120 ct (02760), 8 oz. (02763)
- Ultimate Omega® - 60 ct (01790), 120 ct (02790), 8 oz. (02793)
- Pet Cod Liver Oil - 8 oz. (53783)
- Omega-3 Pet™ - 90 ct (50502), 8 oz. (50504)

Paws for Veterans, Inc.: 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





GET READY—EXPECTED THIS MONTH:
(hopefully by the 20th) PRE-ORDER NOW

New JUVO Raw Meals

- **Green Apple** 21.02 oz. 15 servings
 - **Vanilla Chai** 21.02 oz. 15 servings
- 55 Premium Raw Greens & Whole Foods:
USDA-Certified Organic
Gluten Free Soy Free, Dairy Free, Yeast Free, Nut Free. No Sweeteners, Non-GMO Certification Pending
- **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!

**THE MARKET IS THERE
Expo East 2014**

'NEXTY Award winner'

Supplements: Juvo Organic

"The 'greens' category offers the cleanest nutrient-dense solutions for consumers. This nutritional powder entrant from Juvo was created by an oncologist who saw malnourishment as a problem among cancer patients. The company's research team went on to study 3,000 ingredients in developing the product, which contains 55 of the best raw greens and whole foods. The vanilla chai tastes great!"

http://newhope360.com/natural-products-expo-east-2014/nexty-nominees#slide-15-field_images-901131



November + December Promotion

2 months to save, 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

Himalaya Herbal HealthCare:
Our Science. Your Life™



**PRICE DECREASE ON
VEGETARIAN OMEGA-3's
ChiaOmega® just became even
more affordable**

New, superior source chia oil, at a lower price: all 60 veggie softgels:

- Join the Chia Revolution™*
- ^CHIA Omega® + CoQ10
 - ^CHIA Omega® + EPA & DHA
 - ^CHIA Omega® + Enzymes
 - CHIA Omega® + D3 (lanolin/vegetation)
- more ALA Omega-3 than any other source on the planet: 1050 mg 2 caps
NSF for Sport Certified®

^ American Vegetarian Association certified VEGAN

**Dr. Ohhira's Probiotics
AWARD-WINNING**

Dr. Ohhira's Probiotics honored as 6-TIME Winner of Better Nutrition magazine's "BEST OF SUPPLEMENTS"

Award

go to [www.essentialformulas.com/efi.cgim?template=dr_ohhira_index] to view a 3:47 minute video on the unique Dr. Ohhira probiotic fermentation process

www.ChiaOmega.com
GOOD FOR YOU, GOOD FOR THE PLANET™

bodyceuticals

organic bodycare

Stock up now for one of the biggest buying times of the year for body care and gift-giving

• Special Store Incentives:

10% DISCOUNT OFF on one (1) order for stores that place to make a display of Bodyceutical products. They can just email/text us a pic! There will be a prize to the store that has the most creative holiday DISPLAY of Bodyceutical products.

Place order through your BMC Rep

COMING THIS MONTH: beautiful new travel-sized Holiday Gift Collections

Your BMC Rep will have pics and info soon

Stock up on stocking stuffers for the Holiday Season!

***10% off LINE DRIVE**

(and that means EVERYTHING IS ON SALE!)

+ FREE SHIP on all orders of \$100 or more (must use CODE "NOVGIFTS" to receive discount. Discounts not automatically applied)

HOT DEALS

These products^ 25% OFF in November!

- current stock only, no backorders so order early for BEST SELECTION

- not to be combined with any other deals (must use CODE "NOVHOTDEAL" to receive discount. Discounts not automatically applied)

^Neroli Hydrating Facial Mist: order 4 and FREE TRAVEL SIZE NEROLI MIST! Special whsl \$7.13 each

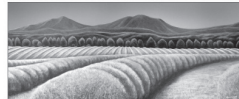
^ALL BODYCOCKTAILS on sale:

MAKE GREAT STOCKING STUFFERS!

Only 6.19 each wholesale - sale retail just \$10.95!

^VITAMIN C Facial Crème - for most skin types. Includes a FREE tester and sample! only \$9.68 per jar!

TRAVEL & GIFT SETS AVAILABLE & shipping mid-November. Stay tuned for pre-order info!



Topically Applied Herbal Answers Since 1994

November Promotion

15% OFF

Direct + FREE SHIPPING:

Herpa Rescue®

All sizes

Treatment Spray (2 fl. oz.)

Soap Soother (6 fl. oz.)

3 for 2 Soap Soother (6 fl. oz.)

2-Step Bundle: Spray (2 fl. oz.)

+ Soap (16 fl. oz.)

Refill Treatment Spray (16 fl. oz.)

Refill Soap Soother (16 fl. oz.)

Spray Trial-size Vial (1/5 dram)

Herpa Rescue™ Treatment contains Creosote Leaf, Calendula, Red Clover, Evening Primrose, Bloodroot Extracts, + pure antiseptic essential oils of Tea Tree, Lemon, Thuja, + Melissa in an organic apple cider vinegar, vegetable glycerin* olive oil base.

Topically Applied Herbal Answers.
Action Remedies®

**AROMA
LAND**

**November Promotion:
2 deals**

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

Lemongrass & Sage

12 oz. bodycare

- Shampoo • Conditioner
- Hand & Body Lotion • Shower Gel
- Massage & Body • Bath Salts (20 oz.)

Soy Candles: perfect for the Holidays

- Lemongrass & Sage Cup Terracotta Soy Candle 7.6 oz.
- Lemongrass & Sage Amphora Terracotta Soy Candle 7.4 oz.
- Lemongrass & Sage Classic Terracotta Soy Candle 7.1 oz

Essential Oil Promotion

10% OFF @ 3 ea.

- Sage Dalmation Essential Oil 10 ml
- or Lemongrass Essential Oil 10 ml

& another deal:

15% OFF 12 each

Defense Formula Hand Soap (12 oz.)





SURYA
Brasil

**NOVEMBER PROMOTIONS
TIME TO EXPAND YOUR
SURYA SELECTION**

10% OFF direct orders

Henna contains a tannin called lawsone that provides the gold, reddish + copper hues characteristic of the plant. Protects & deeply conditions the hair: colors gray on 1st application

Hypoallergenic + Dermatologically-tested.

Henna POWDERS all 1.76 oz.

- Mahogany • Ash Brown • Brown
- Golden Brown • Red • Neutral
- Strawberry Blonde • Burgundy
- Swedish Blonde

COLOR FIXATION entire line on sale
for all hair types, even chemically colored hair!

Restorative Mask 7.6 oz.

Single Application 1.05 oz.

Leave-in Cream Conditioner 10.14 oz.

Restorative Shampoo 8.45 oz.

Restorative Conditioner 8.45 oz.

Detoxify Your Beauty

SURYA  Brasil

ECOLIPS[®]

The best lip balm for the world

**NOVEMBER LIP CARE
Line Drive 25% OFF**

**Coming mid-Month
USDA Organic,
Fair Trade-Certified
Lip Scrubs**

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

The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987

**NOVEMBER PROMOTIONS
20% OFF**

Select OTC formulas

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

- **Blues~Mood Support (N035)**
- **Shingles (N073)**
- **Kids Bowel~Digestive Care (F029)**
- **Pets Energy~Vitality Assist (P024)**

Blues~Mood Support: Formulated for associated symptoms such as grief, despondency, difficult concentration, irritability, oversensitivity and prolonged sadness.

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

Kids Bowel~Digestive Care: Formulated for digestive health and for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping and pressure.

Pets Energy~Vitality Assist: Formulated for symptoms associated with illness, lowered vitality and aging such as fatigue, debility, decreased appetite, enlarged glands and stress.

1987-2014 • 27 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Wellmune WGP[®]
DIFFERENT DOSAGE SIZES**

- *For different needs*
- *For different body weights and sizes*
- **75 mg 30 ct**
- **250 mg 2 sizes: 30 ct + 60 ct**
- **125 mg 60 ct**
- **500 mg 60 ct**
- **Children's Chewable 25 mg**
- **Skin Renewal Cream w/Aloe 2 oz**

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Immune Health Basics named "Best Immunity Dietary Supplement" product by *Delicious Living* magazine (2013). Unique immunomodulating compounds that prime the innate immune system to protect the body. A self-affirmed GRAS product

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Maitake**

6 ea. per SKU 10% OFF

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**November is
Immune Health Month
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*36 box minimum (mix & match)

*excludes Counter Top Display

[^]Discount normally applied to 48 box order

[^]Free shipping at \$200

[^]Discounts are not given automatically.

Promos must be set up 4-weeks in advance of start dates

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Health Challenge? They should find Oxylent at the register!

FAST, 5-in-1 support

Business news:

- We are getting excellent placement for the new 30 day Oxylent canisters
- Consider an Oxylent floor display for Holidays + New year's Resolutions
- Keep the Oxylent flowing: with the Oxylent Beverage dispenser program
- **GREAT NEWS for that register box of Oxylent!:**
- **New LOWER PRICE on the 30-ct Oxylent Variety Pak!**

DRINKOXYLENTBREATHELIFE[™]



Be a Local Hero: One Button at a Time *continued from page 1*

Kava caps and liquid, *Anxiety Soother*™ in caps and liquids; passion flower and lemon balm, *Nervous System Tonic* and *Adrenal Support*™ along with **Bluebonnet's** Theanine and Tryptophan.

Stocking stuffers: **Aromaland** candles are exceptional, made in-house, in the United States with quality essential oils.

Teach shoppers the social benefits of the **Blue Planet Eyewear** reading glasses and bamboo sunglasses as exceptional holiday gifts that give back. People will never think of the beauty of **Dr. Ohhira's Probiotics**® or **LiverCare**®. **StressCare**®, or one of the many Bluebonnet Multis (or **Extreme Edge**®) unless you create the thought in their head. The gift of health as a sign of love! There are too many sugarplums and not enough health in those stockings! Favorite gifts may just be that vegan lip balm, or **Eco Tints** or the new **Eco Lips** organic, fair trade LipScrubs! 100 extra lip balm, and 7-count **Oxylent**® box sales, for 100 stockings will make more than Santa smile

And, the best story of the Holidays is definitely the dual actions of the **Nordic Naturals**® Paws for Veterans campaign.

Here is a way to bring everyone together for healing.

Let me add another story in the Spirit of Holiday healing. **Blue Moose Consulting** holds its name because we want to assist—to consult—your store to better market yourselves in this bustling, changing economy so that you can make the changes to survive. And my personal message to you is that it is all about successful marketing. Yes, first you have to carry the best products, and know how to deliver them: but then you must get the people into your store. We should be marketing health.

One of the gurus of marketing in our lifetime is Milton Glaser.

The "I Love New York" with the love being the symbol of the heart and the NY is something I believe every reader can conjure in their mind. That is powerful marketing! The story was that Manhattan was bankrupt and drug/crime-infested in 1977. No one was gonna want to go there. The tourism industry needed a miracle. One clever logo was the linchpin: and no matter what you feel about NYC, it has certainly turned around. Glaser also did the Beatle's Yellow Submarine album, and a famous poster for The Peace Corp.

Why do I tell you this story? Well, we need to realize that how we reach out and market our mission is how we can succeed as a local business. But Milton Glaser has

**IT'S NOT WARMING
IT'S DYING.**



a new cause: a cause he believes will be his greatest legacy. It starts with a **BUTTON**. I hope that you will share with me an enthusiasm with this button, and the door to conversation and thought that it opens.

The button, "it's not warming", leads the curious and the caring to the website <http://itsnotwarming.com/>. The fact is simple, and it is now visually presentable. The statement, The Most Important Fact on Earth is that "it is not warming, it is dying." Go to the site, look at the simple round globe representing an earth change from green (life) to black (death). Our planet was the Garden of Eden: now Beijing is a deathtrap, and we have oil polluting water in every area of the United States. Don't get intellectual or defensive: see the visual, and see how it affects you. The image speaks truth to the essence of your being (and clears away any level of confusion). Milton Glaser has impressed me, and I am gonna support this idea.

The people of the world are distracted: they are not engaged. We need to wake them up. Politics is a lost and tainted vehicle: more on the theft of democracy later. Wear a simple visual without words: color expressing the accumulated facts of our planetary disregard. First, the question "What does that button mean?" The opportunity for human communication: you carry the message: you inspire one person to one person.

No big infrastructure, no yearly conventions or quasi-marathons. No celebrity spokespeople, or secret PAC funding. You want to be involved and be supportive, send \$5 to <http://itsnotwarming.com/> and you will get 5 buttons: wear one and pass on the other 4. [\$15 gets you a t-shirt] All proceeds go to distributing more buttons and more t-shirts.

Wear the button and make a statement, without saying a word. Politicians will see the t-shirts and the buttons, and they will know. You are voting, you are being active—no matter what your political stripe—you are against our allowing the planet to die. It is not

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As a **THANK YOU** to all of our existing AND potential new customers, we are extending a **FREE SHIPPING** offer on all Blue Planet Eyewear orders over \$150. Write in "THANK YOU 2014" on orders to receive discount.

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- S62-R **German Med Sisal Hand Mitt:** Original Carpet Style-Firm, Xtra High-grade, Wet/Dry
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“warming”.... that term is at best misleading – leading to a false comfort – or deceptively designed to lull people into false security. One button says, I want life!

The brilliance of this movement to me is the simplicity. Some people will say that they don't wear buttons (and yet they wear jewelry and perfume and sport's team uniforms), but they will still see the button. And every time that a person sees this button, their mind will fill with all the truths they know or they are learning to know. It is not warming, it is dying,

This message is not a negative, defeatist appraisal: it is a positive affirmation that YOU are willing to do good, to do what is necessary to save a life system—our planet—that is on life support. Do we remember: can we understand? (Hurricane Sandy and more violent ones to come soon, abnormal weather patterns, rising water tables, melting ice caps, tornados, the repeated scientific assessments: the hottest year on record. Poisoned soil, sprayed air, treated water laced with pharmaceuticals: on and on) Most of the industrializing world is more polluted than 18th century London or 1970s Pittsburgh or smog-choked Los Angeles or Lake Erie ever were. Human DNA is being tattooed with cancer coding. The Earth is not warming, it is dying. If I could ever be eloquent, I would not be as effective—or have greater influence—than this button. Be a Local Hero, one button at a time

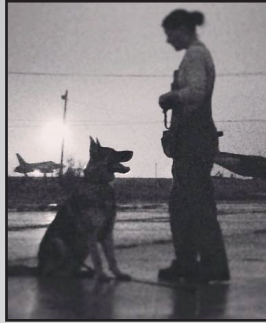
Our local mid-term elections will be over before you receive this newsletter; and, no matter who wins, we need to introduce ourselves to the newly-elected officials and encourage them to lead in the best interest of the planet and its inhabitants. Since our leaders are not currently understanding their role in our societal success, we need to help them to be better leaders through education, communication and clear expectation. Hand-deliver a button to your elected official, or take a few buttons to the office, leaving your business card and an offer for the staff to come into your stores. Influence. Reach across the divide and try to build the necessary bridges. Be a force for goodness: be a local hero. Our stores should be the leaders on every issue of health!

Wear a button, give a button. Explain the buttons to your community, and your elected officials. The answer is not a Hollywood movie about spacecraft saving us from this dying planet: the answer is human problem-solving and interest, and action, and communication. It might just mean one button at a time

‘THEY’ do not exist. We humans are all “they.” As a DC resident, I note with compassion and smirk when I hear the vitriol and venom people have for our

WE ARE HEALTH FOOD PEOPLE

Military Families and how your health food store can help



Stephanie Lawlor and her Father Ric Pecovsky support the cause of Paws for Veterans

“My name is Stephanie Lawlor and I’m a 9 year Staff Sergeant in the United States Air Force. I’ve been handling/training Military Working Dogs (MWD) for the last 5 years, and just recently started training MWD’s for the Department of Defense at Lackland Air Force Base, Texas. Lackland is the hub for the MWD program, where the dogs are trained on a number of things from sniffing out explosives or narcotics, officer protection and obedience. After certifying here, they are sent out to the field to whichever branch of service (Army, Navy, Air Force, Marines) is in need. From there, they partake in

advanced training, deployments, and day to day law enforcement duties. Not only are these dogs capable of physically saving lives at home and down range, the impact they have on one mentally and emotionally is immeasurable.

The picture below is of myself with my prior MWD, Vivi. She assisted me at Andrews AFB, MD, and downrange in Qatar where I reenlisted in the Air Force with her at my side. In these pictures, you’ll see the “uniform” I currently wear to work - Carhartts. The overhauls allow for the most efficient, effective training to take place in a timely manner. The picture above shows myself and MWD Frenkie in the early morning hours performing an obedience session.”

Stephanie also did a tour in the Iraq war with her dog looking for explosives (IED's) and clearing convoy routes and had “White Glove Clearance” while stationed at Andrews AFB for Presidential security.

Ric Pecovsky, also the father of Rachele Pecovsky who worked in the Sales and Education team for BMC for 6 years, had experience with MWDs in his tours in the Vietnam War. Dogs were also trained then in sniffing out explosives and looking for booby traps.

BMC employed Rachele and her sister Chandra and brother Justin, and now father Ric over the years: and here we acknowledge Stephanie and her career.

BMC and **Nordic Naturals**® both honor the Service that Stephanie and Ric have given to our country. They both were happy to participate in this project to support the **Paws for Veterans** initiative. As Rachele once worked educating stores in the DC-MD-VA region on the merits of Omega-3 Nutrition, and as now Ric Pecovsky performs demos in the Virginia Beach area—home to many military families—so all our stores can join the mission of educating on Omega-3s and supporting the work to aid returning troops and dogs in need through this 4th Quarter Initiative. These are the families that make us all Health Food People.



Nation's Capital. This past Election Day we all sent people to Washington, D.C. When we realize our failure is our failure as our success is our success, we can stop this mindless gridlock and start to work to solve the major problems accumulating before us.

We must learn to live in harmony—that is the overriding message of your store. (every store that offers this message is a good store, and we must learn to work together. You need to be that exemplary health food store). Buttons on Small Business Day? Buttons on every apron, and on a thread for sale or distribution by the register? I, Michael Hennessey, want to make a difference in this life: Milton Glaser is looking beyond I love NY. The

button says, We Are Everywhere, and we care. Be a Local Hero, one button at a time. ☺

I ♥
BMC



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."

The Connoisseur's EPA/DHA

continued from page 1

caviar for the cells. Who would not want this?

Where will this product fit into your store's apothecary?

It is all about getting the EPA/DHA across the gut wall, and if the water-loving phospholipids can do this better than a triglycerides for some people, then **Omega Phospholipids™** may prove better for people with gut absorption problems. That said (again), very few people have problems digesting triglycerides. I would cross merchandise this product both with the Nordic set, and I would add it to the brain set. Omega Phospholipids™ will provides another way to get fat into the brain, and this is so critical that maybe both options are worthwhile

The beauty of **Omega Phospholipids™** is the synergy it offers for good fat health. This product can be dominant, it is superior: the best fish oil in the world, with the best herring roe oil in the world.

Know your customers: some people may like to know that this is the new best. For most of us, it is about cost: and body function can be bettered most by a tissue saturation of EPA/DHA. By any means possible, which is why all the Nordic Naturals® products are so valuable. Teach—and preach—the benefits of EPA & DHA. Advance the conversation intelligently. This newsletter will be talking more on this topic in the future. For now, finally, phospholipids are something that you can promote with confidence.

With **Omega Phospholipids™**, you can now give your consumers both choices. And the phospholipid option is herring roe and not krill. **Omega Phospholipids™** is Better than Krill! 🍷

How to Reach Blue Moose Consulting

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

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