



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 11, No. 10 • October 2014

Talking Health: Getting by with a Little Help from Friends

What would you think if I sang out of tune: would you stand up and walk out on me? Our relationships with other beings on this life's journey define us. We should have respect for others, and exemplify decency, and cultivate compassion if we want to be considered good people. Certainly, our decision to earn a career as natural food store people puts us all in a unique place where our communities will look to us as examples of a natural and a better way of life. When a "social cause" presents itself to us, we should give thanks for the opportunity to join our business with a greater purpose and affect positive change.

This 4th Quarter of 2014, as the economy begins to inch slowly forward and business seems to be getting back on track for this region's retailers and our national manufacturing partners, we have one of the most poignant and effectual Promotional opportunities available to us that we will ever have. I ask you directly if you will join with Blue Moose Consulting and with **Nordic Naturals**® to make a difference in the lives of many of America's military veterans and their families, and many innocent and beautiful shelter dogs who are destined for euthanizing. The examples that we present to our communities by the messaging of an event like this should surely work to make the lives of everyone who touches this project better: and that is real health!

Paws for Veterans is an Organization many of us may choose to continue to work with well beyond this 90-day focus: here is an organization that is truly doing good.

There is a need. Every 22 seconds, there is an attempted suicide by an American Military veteran. Even more saddening is that these are only the reported attempts. That is at least 2 attempted suicides in the time it has taken you to read this far into the article. That is an intense reality

As one Veteran, who joined Nordic Naturals® at this past Expo East trade show with his dog to support the mission of this organization said, "they train us well to go out and do our mission: but we are not trained for how to re-enter society when we come back from the mission". All war is horrible, and it is sad that humans cannot avoid these conflicts without warfare and killing, but we live in this world today and the realities are that wars pock-mark our planet. With modern weaponry and better communication, wars are more prevalent, more deadly and more destructive. People drawn to serve, warriors attempting to protect our way of life and interests, are definitely exposed to emotional, physical and spiritual challenges that wound and batter and overwhelm.

No one in their right mind can say that we greet our returning military with the respect and support that they deserve and need. Too often, it is left to the soldiers themselves to get through the nightmares, doubt and isolation. Too many soldiers are separated from their comrades and expected to fit immediately back into a harried and stressful civilian life, as if nothing had ever happened. In learning about Paws for Veterans and researching this topic, I have gained greater appreciation for the statement that military service is a challenging experience, that can create a daunting, life-long recovery time.

Paws for Veterans arose from a need. For many soldiers, the stressors sometimes seem insurmountable and the companionship of a trustworthy and loyal animal can be the link needed after military tours and experiences that may disconnect the soldier from society. Paws for Veterans attempts to pair the soldier's needs with the dog's needs.

Yearly, it is estimated that 1.2 million dogs will be euthanized in the United States, as no place can be found for these animals, and there are no funds to maintain and feed them. This is an overbearing reality, as it is truly no fault of these beautiful living creatures that they were born; and, to consciously end their lives for no apparent reason is just a difficult ethical decision—a barbarous act—that society believes has to be made.

The beauty of Paws for Veterans is the humanizing reality that these animals can be utilized and given purpose where they can do dramatic good in the world. This example of finding solutions to save and bring value to life has powerful repercussions to all who cross the path of these actions and realities. In this case, dogs marked for euthanizing become companion pets for those returning veterans who struggle with re-entry into society, and the dogs truly become life savers.

"Paws for Veterans saves the life of a shelter dog that would otherwise face euthanasia. Once rescued, the dog is rehabilitated, trained, and placed with a veteran who needs them and will provide a loving home." Two living beings allowed to perform heroic actions for each other!

Each of these stories is a beautiful miracle. Nordic Natural's New Jersey Rep, Robert Genko, relates, "Nathan
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Getting by With a Little Help from Friends

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told me he could not even leave the house before having Rocky's support. You hear about PTSD and other serious issues that vets struggle with, but seeing it and hearing it live makes you appreciate the sacrifice these soldiers make... And to think that a pup, that was written off for euthanasia, can completely turn someone's life around."

The Nordic Naturals 4th Quarter Promo alerts the public, "Buy one bottle, Help Two Heroes: your purchase helps rebuild the lives of Veterans and their Service Dogs."

PAWS FOR VETERANS, Inc. is located in Melbourne, Florida. They are a 501(C)3 non-profit organization (tax exempt number 27-1876663), and they are dedicated, and amazing—a small organization trying to counter a very large problem. It has been reported that 1 in 5 American military service members return from the wars in the Middle East with PTSD and/or depression. (Kaplan, 2008) "The existing resources for returning veterans have been stretched thin and there is a limited amount of care being administered."

Currently, the process of finding a dog, pairing the dog with a soldier in need and then training the dog to be of assistance—and for the two to work together—is organized by a very small but very dedicated staff. The training now occurs in a local open space away from the offices. This amazing work has been started, and is successful—and now it needs to expand and reach more people.

The good people at Nordic Naturals® have embraced this mission. They have committed a significant amount of money to assist in the building of a new facility for the organization. They also are offering yearly supplies of beneficial Omega-3s to all the veterans and all the service dogs currently working toward health in this partnership. This is the way goodness occurs in the world today. Nordic Naturals®, we salute you!

You too can join this energetic. The actions of support that you offer can be profitable to your business at the same time. The extent of this marketing campaign is limitless. We

should all think of how we can maximize this message. I envision Paws for Veterans creating a bonfire of enlightenment. Give me a million veterans and a million dogs considered useless, and we can build an army that will do more good than any war could ever achieve. Thinking good thoughts for the future, the dreamer in me can foresee tides turning and new waves of goodness converting our Nation, our planet away from destruction and toward love for fellow beings, supportive companionship and the positive energies that these dynamics create.

Will you join this cause?



Nordic Naturals® adds another vehicle of momentum to this mission. Support Paws for Veterans. You contribute the amplifiers: for every person who hears the story, there is the possibility of recurring waves of support. Stories germinate into greater actions. Outposts sprout nation-wide, people get involved. Ideas spread like wildfire. People awaken from stupors and show compassion, and act. The added benefit is health. Join the story of the Paws for Veterans with the need to correct the Global Omega-3 Deficiency, and you can get more people acting on their own health: their own stressors and possible PTSDs.

We have been speaking for nearly two years about how the American military is very aware that their servicemen are Omega-3 deficient. The need for more Omega-3s is being discussed as a national security concern. Soldiers who experience brain trauma from roadside IEDs or other war afflictions, are more likely to recover better if they have a high Omega-3 profile than if they are Omega-3 deficient.

The research is accumulating and it is decisive: Omega-3s EPA + DHA

are the best prevention for PTSD (Post Traumatic Stress Disorder) whether it is caused by a car accident, or stress or violence or the entire experience of being in war. Prevention, meaning that ample levels of Omega 3-s must be present in the body (brain and nervous system) for the body to best response to the aggression or stress.

The research accumulating is substantial: Omega-3s EPA + DHA are integral for both the prevention and treatment of Concussions and TBI (Traumatic Brain Injury). In 2011, retired-Colonel, Dr. Michael Lewis started the non-profit Brain Health Education and Research Institute, that has redefined intelligent protocols for these injuries.

A 31-year military veteran who worked on this issue in his career as a Colonel, Dr. Lewis has several years of experience developing programs for the military on the use of omega-3 fatty acids and traumatic brain injury and suicide prevention. Dr. Lewis has pioneered the clinical use of omega-3 fatty acids for the prevention, acute treatment, and rehabilitation of brain injuries from physical and psychological trauma to include traumatic brain injury and concussions, stroke, PTSD, and other conditions."

As Director of the Epidemiology Division at the Uniformed Services University School of Medicine in Bethesda, Dr. Lewis has studied the needs of our military, and if you have heard either of his recent presentations at the last two natural products expos, Dr. Lewis accentuates the critical need of optimal Omega-3 nutrition. Thank you for your service, Dr. Lewis. We salute you. Please visit the website for BHERI at www.brainhealtheducation.org. This is the place to send people when they have concerns about concussions of any sort: Doctors should be directed here too.

Educate yourselves. The maladies that afflict the returning veterans have links to many other common health issues in the lives of everyone in our communities. Let's educate ourselves about use and dosage of Omega-3s for heart health and inflammatory concerns, but also for concussions, depression and suicidal thoughts. We can be the educators leading people to healthier lives.

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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 ingredient change: Mother's Lactation™

Goat's Rue replacing Chaste Tree berry. Release date: October 15, 2014

Not represented by BMC in NJ



HARVEST BIG Savings on Wellness Products

from October 6 till November 21st, get **20% OFF** on these items:

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

Not represented by BMC in NJ, SC

^ signifies Kof-K Kosher certified



October–November 2-month Promotions

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

A clean, slightly spicy, invigorating aromatherapy experience:

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

- 100% Pure Plant-Based Ingredients
- Exceeds EU Cosmetic Directive Guidelines; Cruelty Free
- 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

And another deal

Build your Therapeutic Essential Oil set with Aromaland

10% OFF @ 3 ea. Sage Dalmation Essential Oil 10 ml

10% OFF @ 3 ea. Lemongrass Essential Oil 10 ml

And another deal Perfectly timed for what seems to be going around everywhere...two month sale

Order 12 each of the large size Defense Formula Hand Soap (12 oz.) + receive 15% OFF you need a product as good as this!!!

Deep Cleanse with Eucalyptus, Tea Tree, Wild Marjoram + White Thyme
"this product makes me feel protected every time I wash my hands"

—Michael Hennessey



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 must be 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

New in October BE THE FIRST to carry Nordic's new Omega Phospholipid: Better than Krill

Not represented by BMC in NJ, SC





What's Next is now Here!

JUVO Award-winning Raw Meals
time to reJUVOinate your RAW FOOD
section

**New Hope + Natural Products
Expo East chose JUVO products
as 1 of 8 of this year's "This is
what's NEXT" Award Winners.**
now a family of 7, with single-serve
packets arriving soon!

Canisters: raw organic powders

- JUVO Raw Meal
- JUVO Raw Green Superfood
- JUVO Raw Green Protein
- JUVO Raw Green Grass (glass bottle)

NEW Canisters

- JUVO Raw Meal Green Apple
- JUVO Raw Meal Vanilla Chai
- JUVO Raw Meal Fantastic berry

"This entrant from Juvo is notable because
it was founded by an oncologist who saw
malnourishment as a problem among cancer
patients. The research team went on to study
3,000 ingredients, and developed the brand
that contains 55 of the best raw greens and
whole foods. The vanilla chai tastes great!"
[http://newhope360.com/supplements/
top-11-trends-shifting-way-we-see-
supplements#slide-3-field_images-893931.]



HERBAL HEALTHCARE

AWARD WINNER

Himalaya's Bitter Melon

2014 Better Nutrition Best of Supplements
award winner

October Promotions

15% OFF^A in units of 3 ea.
(for independent retailers). MUST mention
Promo to get discount when ordering

Pure Herbs

- Ashwagandha 60 caplets USDA-Organic
- Holy Basil 60 veg caps Organic

Herbal Formulations

- ImmunoCare[®] 120 + 240 veg caps H
- StressCare[®] 120 + 240 veg caps

Botanique by Himalaya all 5.07 oz.

- Exfoliating Walnut & Wood Apple Face Scrub
- Neem & Turmeric Face Wash
- Hydrating Face Wash
- Invigorating Face Wash

Super Deal 20% OFF^A

in units of 3 ea. (for independent retailers)

Turmeric 60 veg caps Antioxidant.
USDA-certified Organic

Notes: Bacopa is on the way: keep in touch with your
BMC Rep + ask for immediate notification: and/or
line up a nice pre-order of this hot, in-demand item!
Remember, the only Organic Tribulus on the market
New Detox brochure: order with your next order. An
excellent way to help your community understand
Detoxing, and the benefits of LiverCare[®], Triphala,
UriCare[®] and DermaCare[®]



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

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[™]

Results, Uniqueness, + Industry Respect
Dr. Ohhira's Probiotics
AWARD-WINNING

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

Respected probiotic formulation first to
receive this notable distinction
anyone who knows probiotics, knows
that Dr. Ohhira's has no competition,
naturally the best: and plant-based too!!

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

bodyceuticals

organic bodycare

October Promotions

Vitamin C + Calendula Face Crema with Fruit stem cells

2 oz. jar

- Rejuvenating Vitamin C
helps firm skin + even tone.

For most skin types

SPECIAL DEAL includes free tester
& samples:

BUY 3 get 1 FREE!

\$38.70 for 4 jars!

BUY 6 get 2 FREE!

\$77.40 for 8 jars!

Organic Calendula + Spearmint Lip Balm

Enjoy the fresh, clean taste of
Organic Spearmint this Fall

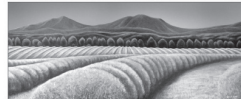
HOT DEAL!

**Sale price \$1.95 each/
12-pack = \$23.40**

**FREE FACIAL CARE SAMPLES
WITH EVERY ORDER!**

Note: MUST USE CODE "DEAL2014"
to receive Newsletter Discount

www.calendulaskincare.com



Topically Applied Herbal Answers Since 1994

October Promotion

15% OFF

Direct orders, independent stores,
FREE SHIPPING; no minimums

Wart Wonder[™]

Well in Hand's best-seller

The first all-natural, non-invasive solution
for common + genital warts. Wart
Wonder[™] is available in three varieties.
2 fl oz. [60 ml.]

Regular Strength - for warts on the feet,
hands, and body

Delicate - for warts located on sensitive
areas, such as the face or genitals

Super Potent - for even faster results

Certified vegan + cruelty-free. 100% natural.
Free of preservatives, chemicals, and synthetic
ingredients. Handcrafted in small batches for
freshness + effectiveness. Bloodroot + Creosote
are infused for 12 months + combined with a
proprietary blend of essential oils combined
in apple cider vinegar. Results + Testimonials

make this a must-have for every store!
WE WIN WART WARS EVERY DAY

Topically Applied Herbal Answers.
Action Remedies[®]



INTERNATIONAL

Health Education + Health Products + Aloe Vera

October Specials: 15% OFF mix & match

Discount should be requested
when placing order

Personal Gel 4 oz.

"Intimate Moisturizer Favorite!" - Best,
Safest & Effective. Moisturizing for delicate
& sensitive skin. pH Balancing. Gluten
& fragrance-free. Silky. Non-Staining +
enjoyable for active adults!

Fiber Mate

Exceptional natural Stool Softener for Kids &
Adults! 16 Vegetables + Herbs. Available as
either small tablets, or powder. Good fiber
source, a detoxification-partner perfect for
the whole leaf aloe vera concentrate, and for
regularity without bloating Non-Irritating (no
Senna or Cascara Sagrada: not a laxative).
Gluten Free + Dairy-free.

Fiber Mate combines 16 dark green
vegetables, herbs, FOS. (from Jerusalem
Artichoke), Acidophilus, beets, apple pectin
and whole leaf aloe vera. Fiber Mate contains
1 gram of food fiber per serving.

Fiber Mate tablets 160s
53 servings per bottle: 3-6 tabs per day
Fiber Mate powder 2.5 oz. glass bottle

Whole Leaf Aloe Vera Juice Products
Aloe Vera is Foundational to Life





SURYA
Brasil

**STOCK UP NOW
SHOPPERS ARE LOOKING**

MORE Hair coloring will be sold in the last two weeks of October and the first week of November than at any time of the year!

Hair Color Decisions for the Holidays will be made NOW

- Do you want these customers?
- Do you want to help people make better hair coloring choices?
- Will your store attract new customers to natural coloring?
- Surya Brasil is the cleanest + THE PRODUCTS WORK!
- Salon-quality Henna Hair Creams + Henna powders

This is the precise time of year to:

- Carry ALL the colors
- Endcap - or highlight - the products
- Have bounteous amounts of literature

Make plans NOW with your BMC REP for the next six weeks success

Detoxify Your Beauty

SURYA  Brasil

ECOLIPS[®]

The best lip balm for the world

FAIR TRADE. Non-GMO.

Ecolips[®]

15% OFF

October deals for you to promote

- Classic SPF products
- Dagoba Chocolate lip balms
 - Mongo Kiss
- One World Eco line NEW!
 - One World Original
 - Premium Lip balms
 - Medicinal Lip balms
 - Face Stick Lip balms

CELEBRATE HEALTHY LIPS



The Best Lip Balm for the World

NEWTON
homeopathics

Nurturing Naturally Since 1987

OCTOBER PROMOTIONS

20% OFF

Select OTC formulas

Liquid or pellet complexes

(Qty 6+ per SKU)* listed below)

- **Dust~Mold~Dander** (N056)
- **Panic Button!** (N217)
- **Sick Stopper** (N216)
- **Kids Detoxifier** (F001)

Dust~Mold~Dander - for associated symptoms such as labored breathing, congestion, sneezing, runny nose, watery eyes + skin irritations.

Panic Button! - for symptoms associated with extreme or sudden panic such as shock, anxiety, tension, stress or fear.

Sick Stopper - for symptoms associated with colds + infections. Begin at the onset of symptoms.

Kids Detoxifier - formulated for liver + kidney functions + for symptoms associated with toxicity such as newborn jaundice, hypersensitivity + sluggish elimination.

1987-2014 • 27 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Is healthy immunity an issue in your community RIGHT NOW?

the best performing immune support ingredient
the best-selling, best dosage:
on sale this month

Immune Health Basics Wellmune WGP[®]

250 mg 60 caps

October Promotion
3 ea. = 15% OFF
6 ea. = 20% OFF

everyone should have these products now and the children's products too!



MushroomScience[®]

**October Promotions:
Maitake**

6 ea. per SKU = 10% OFF
9 ea. Per SKU = 15% OFF

• **Maitake Gold 404[®]** 1 oz.
4 drops 2x daily: bottle equals 210 servings. Patented extract derived from maitake mushrooms

• **Maitake Caps**

Organic, full spectrum, 300 mg per serving. 90 Vcaps 25% polysaccharides

MaitakeGold[™] is a potent Maitake mushroom extract developed by Dr. Hiroaki Nanba, PhD., the inventor of Maitake nutraceuticals. MaitakeGold represents such a significant improvement in Maitake formulations that it was granted a U.S. Patent (U.S. Patent # 5,854,404). MaitakeGold[™] is all natural, & is extracted from Maitake mushrooms grown by the Yukiguni Maitake Company of Japan.

Maitake (*Grifola frondosa*), contains polysaccharides in a unique beta-1,6 1,3 glucan structure. Research shows that these beta glucans stimulate the macrophages + have the ability to directly enhance the activity of Natural Killer (NK) cells, & to change NK precursor cells into activated NK cells.*

NEW il Wha Ginseng opening order discounts
10% OFF 3 ea. SKU
15% OFF 6 ea. Per SKU

oxylent[®]
DRINK OXYLENT BREATHE LIFE[™]

October Immune Health Month

ALL Oxylent[®] formulas are now Non-GMO

EXCITING NEW ITEMS!!

Oxylent[®] in 30-day supply canister
6.3 oz. net wt.

Two flavors: Sparkling Mandarin
Sparkling Blackberry Pomegranate

GREAT NEWS for that register box of Oxylent:

new LOWER PRICE on the 30 ct Oxylent Variety Pak!

October Promotions
15% OFF*

24 box minimum (mix & match, 30 ct.)

- Sparkling Berries
- Sparkling Mandarin
- Sparkling Blackberry Pomegranate
- Oxylent Variety Pak
- Children's Oxylent[®]

*Standard shipping structure applies
Discounts are not given automatically.
Promos must be set up 4-weeks in advance of start dates

DRINKOXYLENTBREATHELIFE[™]



Getting by With a Little Help from Friends

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The information is out there. Knowledge and the sharing of all the natural and wholistic research is the best way to do your part to help those in your community who have difficulties related to their tours of duty, or those who are dealing with the many modern afflictions that effect the brain, endocrine system and the nervous system.

Let's begin with a focused outreach where so much of the work has been done for you. Certainly, Nordic Naturals® is one of the most effective marketing companies in the natural channel, which is a nice complement to their superior production of the world's safest and most effective Omega-3 oils.

Paws for Veterans is a perfect opportunity to get your community active in the cause: helping the veteran, the dogs and their own health. What can you do? Put the designated Nordic products on sale with either a floor display or an endcap display. Or both. Speak to

your BMC or Nordic Rep about how to best bring the product off the shelf and into the vision of every customer in your store.

This is the time for a big display presence. The economy is moving forward, we are entering what traditionally is the busiest 5 months of sales in our sales year, and the message you are presenting is universal. For many stores, the health message of Omega-3s had been lessened because the demand seems to have been down for the last 16 months (and while most sales data reports show that Omega-3 sales have been flat, Nordic Naturals® sales have had healthy—and the only positive—sales increases in these last 16 months. Actually, Nordic sales are showing a strong positive spiking in the last two months). The negative press on Omega-3s seems to have peaked, and there are many new positive ads to match the continued positive clinical research.

The industry, and our Omega-3 Trade Association, GOED (Global Organization for EPA and DHA Omega-3s), is working to counter the negative rash of recent misinformation

Educate through social media and weblinks:

www.brainhealtheducation.org/
www.brainhealtheducation.org/category/dr-lewis-blog/

check out the video at

www.facebook.com/video.php?v=726905220663411&set=vb.710695298951070&type=2&iheater

about the ongoing BRAVO Study, Better Resiliency Among Veterans with Omega-3s

www.pawsforveterans.com/build-our-facility.html

with an accentuation of the continued positive message: therapeutic levels of Omega-3s are a valid health game-changer. For more on GOED, go to www.goedomega3.com/ (bookmark this) and www.naturalproductsinsider.com/PrinterFriendly.aspx?id={95323DD8-DEE4-4EBD-B261-112238A2BE40}.

Paws for Veterans is a cause to market and discuss at your store cash register. Speak clearly in your store front window: Military Vets—come in and ask about Paws for Veterans. There is plenty of marketing and educational collateral that you can use to bring this message home in a positive way on your website. Here is the opportunity to really make a strong message large on your website: this may be the moment where you may get people to understand that your website is a valuable place to check out regularly. Spend that extra day on this, and make this message heard. The good news is that this promotion is three-months long, so your actions today can carry the headlines on your website through the end of the year!

Ask for demos, and build the endcap as a towering presence saying that your store believes in this cause. On the business side, here is the perfect opportunity to grow or regenerate your store's Pet section. Every pet deserves better health. The current market for pet products is booming, and most of that purchase is for unimportant stuff. It is amazing how big pet stores are getting, and the Omega-3 sets remain at an unimpressive single shelf. Over 50% of the stores in BMC-land do not have an active Pet section. That story that "pet products just don't sell here", is

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Finest Quality Hair, Body & Skin Care Products since 1979



WE ARE ALL HEALTH FOOD PEOPLE

Meredith Greiner, Marketing Manager, Nordic Naturals



Life's Little Gifts:

Hailing from St. Augustine, Florida, I am the third of seven children. Natural and alternative medicine was very much a part of my life growing up. My parents gave me omega-3 fish oil, and I thought they were crazy. I now know they were ahead of their time. In addition, they taught me to challenge conventional wisdom and to stay true to my values. What amazing gifts.

In search of change, I moved to Santa Cruz, California, in 2006. Shortly after arriving, I found Nordic Naturals and accepted the position of Marketing Manager.

Working in the natural products industry is a gift in itself. The consciousness and awareness embodied by this

industry and those who support it is like none other.

One gift I almost missed was my dog, Rosalita Chanel. I found her roaming the parking lot at Nordic Naturals one Christmas season and took her home, determined to find someone to take her in. Six years later, Rosalita is still with me. She's one of the most amazing creatures I have ever met. Her unconditional love is an anchor in my life. She even loves fish oil!

My experience rescuing Rosalita makes me especially excited about Nordic Naturals' "Who Saved Who" Facebook contest. It's part of the work we're doing to raise awareness about Paws for Veterans, an amazing nonprofit organization that pairs medical service dogs with combat-wounded veterans. Their motto is, "Rescuing Dogs to Rescue Heroes." They have discovered a way to give the gift of life to shelter dogs, who in turn give the gift of hope to veterans.

I believe we all have special gifts—something to offer to the world. We just have to find the right door to walk through. I just so happened to walk through the doors of Nordic Naturals—one of the most passionate and committed companies I know. In December, I will celebrate my eighth year with them. I believe we, and the entire industry, are truly working to inspire change and to pass on the gift of health around the world, and that feels really, really good.

Visit us on Facebook and join us in supporting Paws for Veterans.

<https://www.facebook.com/nordicnaturals?ref=hl>

<http://goo.gl/W4EeNK>

the story of a self-limiting store. So, while you can actively help hurting human veterans and rescued dogs, you also have a three-month platform to gain new customers. Nordic Naturals® provides the best Pet Omega-3s in the world, and customers will make your store a destination just to buy these daily essentials if you can educate them. Big display up front, attention-grabbing signage by the register and the front door, and a second, big display near your pet section.

The amazing regeneration for the dogs in this program is awe-inspiring. Learn about the stories of how these downtrodden animals, marked for annihilation, become heroes quickly; and how they become the center of the healing for wounded humans—and how they prove that we have so much to learn from our furry animal friends. Wear the Nordic Naturals® Paws for Veterans dog-tags openly and when people ask what those are—they are one of the greatest

conversation-starters ever—you have the platform for communicating on a cause, and maybe bringing people in to understand about both Omega-3 Nutrition and Optimal Human Health. Talk about an impressive and urgent win-win.

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.

—Margaret Mead

Be proactive, get out of your store and engage. Call your local newspaper and media and present the idea. You know that this simple action will find willing and eager ears to get the word out. Use this guerilla-marketing to help the messaging and to help the

Vets. There is no reason to think small. Here is an opportunity to be a Local Hero.

Here is a way to connect in a national chain of unified support to lend a hand to these Veterans in need. Support is coming. You can get by with a little help from your friends. You may find local heroes and wounded warriors gravitating to your store for help, to help—and with gratitude. This is the reason that we are in this natural products movement. We can be the local community resource center. Everyone deserves a helping hand: every living being deserves respect and the opportunity to live, and to be healthy and have purpose.

The primary mission is to bring attention to this amazing organization. The second mission is to help them to build a facility to accomplish more good work. Make this a challenge that both your store and your community can get behind. Learn about the actions to build the Janos V. Lutz Wounded Warrior Ranch (and PTSD Health Center), and be creative in your own Veteran-centric in-store fund-raisers. Learn at www.pawsforveterans.com/build-our-facility.html and share this information.

We all can see the combined goodness in this opportunity. Know that BMC will be talking about this constantly for the next three months. You will hear more stories. We want to crescendo with this story so that everyone stays interested and motivated to constantly share this important communication. Nordic Naturals® will soon have a DVD that speaks to this event, so that stores that have looping video capabilities can have the story skillfully told as a highlight to their endcap display. This can be a powerful link for your website, and something that can be good local news that reporters can tell over and over, everywhere. Tell your BMC Rep that you want a DVD, and that you will maximize its use.

Today, the American government signed an agreement with the new government of Afghanistan that includes keeping a minimum of 10,000 American troops there till 2024 and beyond (strange this was not headline news): multiple tours of

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Blue Moose Consulting

P.O. Box 557

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 by With a Little Help from Friends

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duty, over and over again. No support networks provided upon return.

In military training, troops are taught to have each other's backs. That Band of Brothers mentality serves well in turmoil and combat. When a soldier comes home and feels isolation—that can understandably be a life-changing stressor. It can change perspective and world-view: it is the definition of traumatic. Check out the current research: Omega 3s, and their total body support, their cellular health reinforcement, are the most important things that you can hand to a wounded warrior who is seeking a way back to an America where people are willing to offer a little help for their friends.

For those of us who even once have had our hearts buoyed by a companion pet, it is easy to understand that we could be making little miracles here. Millions of moments of healing. We can change the world: the love you make is equal to the love you take. Share love: more love, come surround us! Let's reach out our hands, to help.



Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Anita Lomel at 770-296-2506 and put in your request now.



How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557

COMPANIES REPRESENTED:

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Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, John Holback