



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: Be a Local Hero

Whether you are going to **Expo East** or not, as long as you open that store door every day or are part of the continuum that helps to make the sale that gets the healthy products to the customer, you are part of the natural foods movement. You are therefore already a local hero.

The Natural Foods Store is a local community resource center. For those who have found the health food store, it is their oasis. As the 2nd largest industry trade show begins in Baltimore, Maryland mid-month in September, we need to make sure we give ourselves a nice round of applause: so—at that next staff meeting, or before you open the doors some day this week, or when you take that preparatory breath before you open your store doors another day as the sole employee of your own health food store—take that moment, even if it is just an earned mental clapping, and give yourself proud acknowledgement that you are in a movement that is changing the world for the better.

Better Food. There should be a monument on the National Mall for the heroes who have and are working to save the food supply for our population, our children, and the world. Many people have dedicated their lives to this mission: many people in many vocations. The natural foods store was the conduit that started this conversation, that took it mainstream, and which has to stay eternally vigilant to continue its function. As I have said many times before, we have had hordes of newcomers enter our industry for the jobs that we have created; and, many of these people—many well-paid middle-managers—have brought the baggage of their mediocrity, and their worldview of compromise and profit strategies, and they have had jobs that quite literally lowered the bar on the quality of food we are receiving from so called natural-foods manufacturers (and so-called natural product distributors). Lowered the bar insofar as lessened, cheapened. It is still up to the health food store buyer to be the gate-keeper (to resist the devil whines of “give the people what they want,” even in a tight economy) and to carry, promote and educate on the good food, the best foods, that will make people capable and healthy and happy.

Optimal Nutrition. What an amazing ride it has been to see the advances in human nutrition in the timeline of my career in natural health. Last month’s (and next month’s) articles on the benefits of the B Vitamins show just how much every nutritional advancement can serve the

physiological maintenance and repair of the human mind and body. For the newer members of our Health Tribe, please realize that CoQ10, and alpha lipoic acid and proanthocyanidins are recent supplemental inventions. We have gone deeper into how the body works, and what it needs: nutrigenomics. We have better ways of keeping health than ever imagined possible.

It is absolutely beautiful that we are becoming aware of the universality of World Medicine. Again for the newbies, many of the herbs we are recommending now were outside the knowledge range of even the best North American herbalist 10 years ago. In the last 8 years (finally) shatavari and ashwagandha and bacopa and garcinia have become as known to our marketplace as triphala was before them. Neem and amla; arjuna and trikatu are still not fully incorporated into the regular store dispensary. Ayurveda has safely landed in the American herbal medicine, thank you **Himalaya HealthCare®** for your investment in education! (and thank you too Michael Tierra and Vasant Lad, and those earlier US-based pioneers). Rhodiola is in our midst and flourishing along with andrographis: and we should give thanks and appreciate for their current availability. But Albizzia and Umckaloboa extract are still not familiar: we have so much to learn. And, thankfully, more is on the way. As with all markets, though, quality should be the marker of the products that we recommend.

In 2015, let’s embrace **HerbDay** and **Earth Day** more, and make our stores the centerpiece and starting point for local community celebrations all across our region. That is leadership.

Be proud that we have gotten organic milk and organic yogurt available to more families. Grass-fed beef has become a sought-after meat option for many: and we provided the marketplace. Indeed, farmer’s markets should send us bouquets of locally harvested flowers because we created the conversation and allowed the possibilities for the concept to seed and flourish! The “natural marketplace”—yes we should take credit, and be given credit.

But this is not enough! We have so much more to do. When we say we have the most expensive healthcare system in the world, we give American modern medicine an “F” grade, because we look at how healthy our people are. When we consider the capitalistic con game of modern pharmaceutical drug dealing, we have to say that their model of “medicine” is failing, along with the livers and kidneys of people taking multi-drug cocktails. There is an

inherent sin in that medicine. And then there is our mishandled and gamed food supply: oh, how despicable the models are that deliver us bad food. While “Organically-grown” grew, and then was absconded with by Uncle Sam and his friends at Walmart, (I was part of that early development of Organic along with store owners like Peggy Kleysteuber at Cash Grocer in Alexandria Virginia, and the good people at Organic Farms in Beltsville, Maryland) we have to look further to the promise of biodynamic agriculture and the purposeful regeneration of the soil. There is always so much more to do.

With the oceans: we have more oversight and management than we have ever had. Fishing zones are being divided between the well-managed and the atrociously managed. American fishing is recovering; the Humboldt-Current Marine Ecosystem, and the Sustainable Fisheries Partnership are worthy of our clear support in words and action. We can influence more improvements, and be involved: again, we should be the space where truth is told. The fact that we invented the national acceptance of Omega-3 Nutrition should allow us to speak correctly and intelligently on how the marketplace can command a degree of positive action towards improving the oceans. Change in action through purchase. Again, thank you **Nordic Naturals®** for your unwavering leadership in the honest discussion of marine stewardship.

Soil, animal husbandry, ocean health: we have kept the conversations active and constantly progressing. Much to be proud of: many dedicated people working hard against the tide.

And the conversation cannot be taken away from us: we should not allow the conversation to be stolen by entities with different agendas. Yes, it is healthy to expand the partnerships and be open to everyone participating in the songs of natural living, but not at the expense of crumbling the wellspring that is the local community health food store.

No one is out there in the great big bad world of American capitalism looking out for our stores, though. The action and the inside track is greased for big business, and large consolidation, and dominant marketshare. The cards are still stacked against us. We should not change for them. We need to remain true to our fundamental mission. We can continue nurturing the precious garden pathways of our stores, knowing that there will always be a customer looking for the fresh air that our stores provide.

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What is most important about the health food store? Remember that we are so valuable to our communities because of our “space”: the store and the healthy space it offers. If the health food store should ever disappear (it would only disappear if it were purposefully eliminated), where would people go to find commonality? to find truth without hype? to find options?

People who enter a health food store have the expectation that they will only find natural products there. If Rite Aid and Target were to fully absolve our inventory, people would have to wonder if their fellow shoppers (and the stock people) had any interest in what the health-conscious customer was looking for. The health-seeking Mom would not have a place to go to speak with fellow Natural Mommas about health strategies, or to speak with the health food store team about information and direction for seeking the best way forward. How would natural health propagate if a bottle of **Herb Pharm®** Echinacea Goldenseal extract were positioned next to Nyquil? (strange image of beauty juxtaposed next to ugliness). The health food store is needed.

If you travel as much as I do, you would know what a chore it is to decipher the horrid signage in stores that carry both Organic and non-Organic produce. It is hard to find stores these days that are pure, and I honor them and state that there is a growing cadre of consumers who want to shop at the purest stores. In the DC market, we are blessed to have stores like MOMS and Roots Market, and all the Coops. Stores like The Good Earth in Leonardtown Maryland are the models of stores with dedicated “quality” gatekeepers. No pseudo-health food allowed here. We all need to be like lifeguards in front of the beaches of our stores, because there are many sharks in the water just off our shores.

Are you a Local Hero? How can you become a better Local Hero? While I have spoken truth to these concepts for more than a dozen years now through this monthly newsletter (thank you dear readers), we need to go beyond. We have to continue to stretch for betterment.

As we enter this timeframe from Expo East till Expo West, we hopefully will encounter our healthiest stretch of strong and growing business of the past two years. If things continue on this slow uphill economic trajectory, we should be able to exhale after the tightrope of the last 18 months. We should be able to consider home improvements. We should be able to think beyond the immediacy of hand-to-mouth bill paying. Maybe if this happens, we can reassess: we can look anew: we can plan the next steps for betterment (even if the checklist is indeed created, and by necessity tabled until next Spring). Now is the time to get better!

So, how do you want to define your heroics?

The retail establishment, the local community resource center, affords you great opportunities to be heroic. It is about “space”. I am hoping that part of your goal is to bring health to those seeking it in your community, and to excite people through persuasion to

seek it when they might not yet have had that button turned on in their head. I am hoping that you are interested in the vocation of preaching optimal health. That your daily mission is to encourage people to be as happy, and therefore also as healthy as they can be. That you will also set the bar high by example! I am hoping that you will envision how to use your space to be a local hero. I open myself to any dialogue you may wish to share on the subject, and would hope that the BMC Sales & Education team will engage with you to consider great opportunities for the rest of the year, into 2015, and to the future years of constant positive health influence.

Ideas. Well one idea that I would like to suggest is that you get political.... about our industry. As we all know, “K Street in DC” is not filled with high-priced advocates for the Natural Products Industry. We do a good job at advocacy with the NPA—the **Natural Products Association**—but the real work has to be done in your local community. First, find the politically active people who shop in your store. It would be good if you could befriend both Democrat and Republican (and Green as well). Your political opinion should have nothing to do with your concerns for the protection of your business, the livelihood of your staff and your family; or, for the concerns for environmental and food issues. The Local Hero needs to be a leader with a clear voice on the important issues, but must also be able to join disparate opinions and be the negotiator who brings consensus. We need more unheated dialogue on what really matters in this country right now: and your store can pick the topic, and then be the sane voice in the room.

I think of the rituals using Kava in Vanuatu and Micronesia. The feuding parties were brought together and made to then drink Kava ceremonially before they began discussing their complaints. This Kava Ceremony calmed tensions and allowed each side to feel human and communally capable of hearing what the other had to say. Now I am making no comments on politics here (smart business on my part), but in this Election Year, maybe you can take the time to get the polar opposite parties of our dysfunctional political system to consider, and take a stand together on a few things: the basic rights of people to have access to preventative healthcare; the free commerce of safe products for health, and the expectation that our elected officials should take greater responsibility for the safety of our food supply. These are the political statements it is safe to speak about in the party-neutral space of your health food store. OK, this is just a (good) idea.

I write with excitement to share that the European Union has lifted its safety warning on Kava. After 12 years of “worry,” they admitted that there have been no further claims of liver issues related to kava—which good herbalists have repeatedly stated—and now we should all learn to Keep Calm and Kava On. America: time to catch up. Can we use the issues of our industry to bridge gaps in human partnership that have been so deliberately driven apart? Daily herbs and a safe space may help!

Now, get the people running for office to take a stand on these issues. Be active in the **NPA-East** (get to know the NPA East Executive Director Paul Kushner and have his

number, for support, on speed-dial). Be a proud and active member. The issue of preventative healthcare should be so non-partisan that all parties should be willing to agree to issue a statement in support of natural health, and the protection of the natural foods store to provide its goods.

Why is this important? Because if our elected officials do not know that we are a voting bloc, then we will be invisible when issues that affect our businesses and vocations arise. Now is the time to be clear, involved and persuasive. Ask your local candidates in this election period to come to your store for a meet and greet (making sure that you can get people there to share your views). Plan to explain to them what your store is all about (call Paul again for key points), and now you are a point person in your community: now the the community knows that you are requesting that they consider their health food store when they vote: and that everyone is watching how the local elected officials vote on issues that pertain to the healthy products community. Thanks Local Hero, for doing your part!

After this basic task, we can next turn to the future generations. How can you convert your store to be a simple school house for the little ones? This issue is so dear to my heart. Speak with teachers who shop in your store: have a meeting over tea. Discuss what it is that children are missing in their education, relative to real health and world health. The teachers will be as supportive as they always are. Consider a “Learn your health food store day” where kids can be shown around, and it can be explained to them what they need to know about food and the world around them: why they should be making good food choices—why food matters: and how their food gets to them.

Have a kids and teen class on the basics of herbal medicine, and how people used herbs throughout history. Maybe a little 30 minute fun class on homeopathy, and how it works. With a little imagination, you could get very creative with the explanation of the math of homeopathy. Make an invitation to parents to bring in teens for a 30 minute idea-share on Vegetarianism and the facts on how to stay healthy. Start an essay contest on Biodynamic agriculture, with the reward being a \$50 gift certificate to the family, to be used for food.

These ideas (and I am sure that you can come up with more pertinent and creative ways to get the family and kids involved in understating what your store is about) can be fun to develop, but the work for implementation should be taken seriously. You have to be able to throw the party well, and you have to prepare. Done right, it will bring in new customers and bring back the occasional customer and make them more likely to become attached to your store. People love local heroes.

You may choose to just be the local, quiet shopkeep. Fair, and who could blame you: there is enough to do just to keep the store operational. [I could save myself years of free time if I didn't produce and distribute these newsletters monthly, for example]. But let me appeal to your business side. These ideas above, in their personalized incarnations that fit your community, are what give people a

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3rd Quarter

Energy & First Aid Support Promotion

Ends September 31. Must use Promo Code Q314.

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

from the following items: 1 oz

- Arnica liquid extract^{^*} • Trauma DropsTM
- Arnica Oil^{*} • Trauma OilTM • Soothing Oak & IvyTM
- Asian Ginseng liquid extract⁺ • Asian Ginseng glycerite⁺
- Asian Ginseng 60 veggie caps⁺
- Athlete's PowerTM • Herb Pharm Original SalveTM
- Rhodiola liquid extract^{^*} • Rhodiola glycerite^{^*}
- Rhodiola 60 capsules^{^*}

[^] Certified-Organically grown ^{*} Sustainably wildcrafted + grown/processed according to TCM
^{^^} sustainably-harvested

^{**^*} this statement has not been reviewed by the FDA. Nor is it meant to treat any illness or disease state

Athlete's PowerTM Sarsaparilla root^{^^}(*Smilax regelii*), Saw Palmetto berry, Eleuthero root, Gotu Kola herb

Trauma DropsTM Calendula flower, St Johnswort flowering tops, Arnica flower

Trauma OilTM Compound oils of Calendula flower, Arnica flower, St Johnswort flowering tops

Soothing Oak & IvyTM Herbal Spray for external use. Grindelia flower buds, Sassafras root bark, natural Menthol Crystals

Herb Pharm Original SalveTM Comfrey root, St Johnswort flowering tops, Calendula flower, Chickweed herb, Mullein leaf, Plantain leaf with certified organic olive oil, sustainably wildcrafted bee's wax, & extracts of Benzoin[^] and Rosemary[^]

Educational Event: Echinacea & Beyond Herbal Support for the Immune System
Presented by: Autumn Summers, Herbalist & Educator
September 18th, 2014, 2 PM + 7:00 PM Eastern Standard Time

Not represented by BMC in NJ



NEW: a whole food one daily multiple, with Bluebonnet Quality

Kof-K Kosher, gluten-free whole foods based Multiple with vitamins, minerals, enzymes adaptogenic herbs; spirulina, chlorella, + sprouted phytonutrients. Sold only in health food stores

Super Earth[®] SingleDailyTM Multiple

3 sizes: 30/60/90 • with iron 117/119/121 • iron-free 111/113/115

GREAT TIME TO STOCK UP: END OF SUMMER PROMOTION

Selected items **20% OFF** deal ends Sept. 12

- | | |
|--|--|
| 154 Targeted Multiples [®] Veggie Choice [®]
90 caplets | 439 Liquid Cellular Active TM Methylcobalamin
1000 mcg 2 fl. oz. raspberry |
| 157 Targeted Multiples [®] Ladies Choice [®]
90 caplets | 444 Liquid Cellular Active TM Methylcobalamin
5000 mcg 2 fl. oz. raspberry |
| 160 Targeted Multiples [®] Men's Choice [®]
90 caplets | 528/530 C1000 mg PLUS Bioflavonoids
caplets 90/180 |
| 163 Targeted Multiples [®] Age-Less Choice [®]
Women's 50+ 90 caplets | 616 Vitamin E 400 IU mixed softgels 50 |
| 166 Targeted Multiples [®] Age-Less Choice [®]
Men's 50+ 90 caplets | 618 Vitamin E 400 IU mixed softgels 100 |
| 184/185 Super Earth [®] Rainforest Animalz [®]
Chewable Multiples, CHERRY 90/180 | 715/717 Calcium Citrate Magnesium PLUS
Vitamin D3 caplets 90/180 |
| 186/187 Super Earth [®] Rainforest Animalz [®]
Chewable Multiples, GRAPE 90/180 | 787/788 Cellular Active TM CoQ10 25 mg
Vegetarian softgels 30/60s |
| 188/189 Super Earth [®] Rainforest Animalz [®]
Chewable Multiples, ORANGE 90/180 | 790/791 Cellular Active TM CoQ10 50 mg
Vegetarian softgels 30/60s |
| 190 Super Earth [®] Rainforest Animalz [®]
Chewable Multiples, asst. fruit flavors 90 | 792/793 Cellular Active TM CoQ10 100 mg
Vegetarian softgels 30/60s |
| 191 Super Earth [®] Rainforest Animalz [®]
Chewable Multiples, asst. fruit flavors 90 | 798/799 Cellular Active TM CoQ10 200 mg
Vegetarian softgels 30/60s |
| 192 Super Earth [®] Rainforest Animalz [®]
Vitamin C chewables, orange 90 | 944/945 Natural Omega-3 Brain Formula
softgels 60/120s |
| 194 Super Earth [®] Rainforest Animalz [®]
Vitamin D 400 chewable, mixed berry 90 | 952/953 Natural Omega-3 Salmon Oil
softgels 90/180 |
| 196 Super Earth [®] Rainforest Animalz [®]
Chewable Cal-Mag-D3 vanilla frosting 90 | 1119/1120/1125 Power Thought [®]
30/60/90s |
| 198 Super Earth [®] Rainforest Animalz [®]
Chewable DHA 100 IU softchews 90 | 1266/1268 Super Earth TM OrganicGreens
powder 7.4 + 14.8 oz. |
| 416 B Complex 100 mg Vcaps [®] | 1360/1362 Ginkgo Biloba leaf Extract Vcaps [®]
30 + 60s |
| 418 B Complex 100 mg Vcaps [®] | ALL EXTREME EDGE PRODUCTS
Exceptional NSF-Certified for Sport [®]
products: www.extreemedgesports.com/ |

Not represented by BMC in NJ, SC

oxylent[®]

DRINK OXYLENT BREATHE LIFE[™]

September Healthy Living Month ALL Oxylent[®] formulas are now Non-GMO

NEW items: EXCITING!!
Oxylent[®] in 30-day supply
for the avid Oxylent reader

100%-recyclable canisters
available at Expo East:

pre-orders being taken by your BMC Rep now (with intro discounts)

TWO FLAVORS: Sparkling Mandarin canister (vita292)
6.3 oz. net wt.

Sparkling Blackberry Pomegranate canister (vita203)
6.3 oz. net wt.

GREAT NEWS for that register box of Oxylent!:
new LOWER PRICE on the 30- ct Oxylent Variety Pak

September Promotions:
Line Drive for 30 ct boxes
(excludes counter top display)

20% OFF*

36 box minimum (mix & match) *Standard shipping structure applies
Discounts are not given automatically.
Promos must be set up 4-weeks in advance of start dates

NORDIC[®] NATURALS

Let's Do Good Business 3rd Quarter Promotion Buy to Give: support the Kids in Need Foundation 1 Bottle = 1 Backpack

backpack donated, stocked with school supplies

Promo buy-in ends September 30th

TREMENDOUS MARKETING MATERIALS

Everyone can participate:

Endcap Display** 25% OFF Case Orders

One (1) order per ship to location per month. minimum order
5 cases: maximum 15 cases. mix & match [full case packs]

Applies to all bottles of: Baby's DHA; Children's DHATM; Complete OmegaTM
Junior; Ultimate OmegaTM Junior; Nordic Omega-3 GummiesTM; Vitamin C
Gummies and Nordic BerriesTM purchased through 09/30/14*

FLOOR DISPLAY OPPORTUNITIES

• **25% OFF 24 Bottle display mix & match**

- Nordic BerriesTM 120 ct. + Nordic Omega GummiesTM 120 ct

• **25% OFF 48 Bottle display mix & match^{^^^}**

• **20% OFF 12 Bottle countertop display^{^^^}**
up to 3 products. Products for 12 and 48 bottle displays:

- Nordic Omega-3 GummiesTM 60 ct.
- Children's DHATM liquids, 4 oz. + 8 oz.
- Children's DHATM 180 ct.
- Complete Omega[®] Junior 90 + 180 cts.
- Children's DHATM 360 ct.
- Ultimate Omega[®] Junior 90 ct.
- Vitamin C Gummies- 60 ct.

** Off shelf placement required, and a promotional discount must be passed on to the consumer

ASK your BMC Rep about the other ongoing endcap + floor display deals for more ways to save on other Nordic Naturals[®] products. You can simultaneously still purchase & promote adult products during the Children's Promo listed above!
www.kinf.org Kids in Need Foundation

Not represented by BMC in NJ, SC





**Visit the Expo East Booth
& Taste the new flavors
of JUVO**

Products available in September: EXCITING!!

Two new flavors of JUVO Original:

JUVO Organic Meal: Green Apple
21.02 oz. 15-servings

JUVO Organic Meal: 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

**JUVO Slim Organic Raw Meal
Fantastic Berry 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.

more single-serving packets, to "introduce" Raw Foods + for travel on the go

JUVO Raw Green Protein Box (10 packets)

JUVO Organic Raw Meal Box (10 packets)

JUVO Slim Organic Raw Meal Fantastic Berry Box (10 packets)



HERBAL HEALTHCARE

2-month's to gain new business

**September-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 Anti-Stress & Energy

Holy Basil 60 veg caps Organic Broad-spectrum Immune herb

Herbal Formulations

ImmunoCare[®] 120 + 240 veg caps Healthy Immune Defense

StressCare[®] 120 + 240 veg caps Energy & Adrenal Support

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

**Look for new sizes of best-sellers in
September: new-product discounts apply**

- Garcinia 120 ct • Bacopa 30 ct
- Triphala 30 ct • Triphala 90 ct • Turmeric 30 ct

Himalaya Herbal HealthCare:
Our Science. Your LifeTM



**Essential Formulas is pleased
to announce the hiring of
Dr. Ross Pelton
as Director of Science.**

Dr Pelton has long been a vocal supporter of Dr. Ohhira's Probiotics. Instrumental in the founding of IAACN (International and American Association of Clinical Nutritionists), and their chief educator for CCN certification, Dr. Pelton has educated on probiotic health for over 15 years, training many people on the virtues of Dr. Ohhira Probiotics. Come say hi to Ross at the Expo East Essential Formulas booth.

**Come learn about the new web
trainer.**

**and yes, there will be an
Expo East Show deal!!**

www.ChiaOmega.com
GOOD FOR YOU, GOOD FOR THE PLANETTM
Dr. Ohhira's Probiotics[®]

bodyceuticals
organic bodycare

**Back to School, Organically
focus on kid + college-friendly skus:**

**1) Fun, kid-friendly Organic
lip balms: Calendula Lip Care**
(vegetarian, wheat/gluten free)

- Organic Raspberry
- Organic Vanilla
- Organic Spearmint

each 12 ct. open stock, any quantity -
10% OFF.

**2) Buy ALL THREE of these Lip
Balms = 15% OFF**

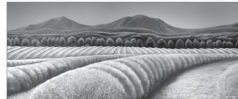
**PLUS choose one stick lip balm FREE as
a gift!**

**3) Organic Calendula Salve:
15% OFF!**

**Stock up now for the Fall on this BEST
SELLER!**

- ~ all-purpose salve
 - ~ vegetarian, wheat/gluten free
 - ~ 6-pack salve with free display box
 - ~ 12 Salve Display provides a free tester (\$87.21 sale price)
- create a new customer when placing by cash register

Must use code "SEPTDEAL" to receive
newsletter special pricing
Free UPS ground on orders of \$125



Topically Applied Herbal Answers Since 1994

September Promotion

15% OFF Direct orders

independent stores, FREE SHIPPING: no minimums

Sea BathsTM

all net wt. 20 oz.

- **Kiddie Calmer** - with calming essential oils to soothe itchy skin, bug bites, + sore muscles for a bedtime mindset
- **Velvet Vixen** - with raspberry & vanilla to make your skin invitingly soft
- **Itch Witch** - bentonite clay formula to support dry, itchy skin conditions
- **Muscle Recovery** - to pull away the toxins that contribute to muscle soreness
- **Colds & Flu** - with lavender and thyme to help you breathe again
- **Moon Rite** to help ease menstrual tension & cramps
- **Hot Flash Chiller** - to support your mood, energy, + to help you chill
- **Rump Relief** - relief for painful, itchy sore seats
 - **Unscented** - aroma-free, but still the same nourishing blend
- **Ginger Detox** - NOW THE 2ND BEST SELLER

Sale wholesale: \$5.76. MSRP \$11.99

\$5.50 for an amazing bath, with more for a 2nd

Contains only pure ingredients: sea salt, baking soda, sea vegetable blends + pure essential oils. Certified vegan + cruelty-free. Free of preservatives, chemicals, synthetic ingredients. Handcrafted in small batches for freshness and effectiveness.

Topically Applied Herbal Answers.
Action Remedies[®]



INTERNATIONAL

Health Education • Health Products • Aloe Vera

**September Promotions:
4 items**

Aloe Boost

30 ct tabs + 90 ct tabs

SuperFruit Aloe Vera

16 oz. + 32 oz.

mix & match

6 ea. = 15% OFF

18 ea. = 20% OFF

**Why is Aloe Life
#1 in Aloe Quality?**

- Best Taste
- 3rd Party Testing
- Highest Potency: Solids & Polysaccharides
- Golden Yellow Sap Content
 - Total Aloe Solids
 - Certified ActiveAloe
- Concentrated for Best Value

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





SURYA
Brasil

September Promotion
SAPIEN WOMEN
15% OFF

A complete, vegan, & Organic line for noticeable natural beauty

- 98% natural ingredients: Eco Cert® certified Organic
- made from fragrance extracted from fresh coconut & mango essential oil with a touch of Raspberry + Vanilla
- a high concentration of exotic Organic Amazonian ingredients, like Buriti, Ucuuba, Murumuru, Cupuacu + Pracaxi

SHAMPOO 6.7 oz.

CONDITIONER 6.7 oz.

LEAVE IN CONDITIONER 3.04 oz.

SHOWER GEL 10.14 oz.

SPLIT END REPAIR 1.05 oz.

SHAVE GEL 6.7 oz.

BODY MOISTURIZER 6.7 oz.

FACIAL SCRUB 3.04 oz.

BODY SCRUB 10.14 oz.

Detoxify Your Beauty

<http://suryabrasilproducts.com>

SURYA  Brasil

ECO LIPS

The best lip balm for the world

September BACK TO SCHOOL Specials 15% OFF

- **Dagoba co-branded chocolate Lip Balms convertible display, 36 ct** (*Lavender *Roseberry *Mint)
 - **Mongo Kiss 15 pc. Display** (*Peppermint *Pomegranate *Unflavored *Vanilla Honey)
 - **One World 15 ct displays .25oz** (*Renew *Relax *Restore)
 - **ONE WORLD .3oz Eco Tube Lip Balms** (*Repair *Revive *Relieve)
 - **Premium Lip Balms 0.15 oz. convertible displays 36 ct** (*Gold convertible *Hemp convertible *Premium asst convertible display, 36 ct *Bee Free convertible)
 - **Premium w/Eco Clip Lip Balms reach in display, 30 ct** (*Gold w/Eco *Bee Free w/Eco *Hemp w/Eco Clip)
 - **Premium asst w/Eco Clip reach in display, 30 ct**
 - **Pure & Simple Lip Balms 48 ct reach in displays** *Coconut *Grape *Kiwi-Strawberry *Pure & Simple asst reach in display, 48 ct
- The Best Lip Balm for the World*

NEWTON
homeopathics

Nurturing Naturally Since 1987

SEPTEMBER PROMOTIONS
20% OFF

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

Aches~Pains (N019)
Bowel~Digestive Care (N029)
Edema~Fluid Retention (N065)

Pets Inflammation (P009)

Aches~Pains - Formulated for symptoms associated with bruises, strains and overexertion such as pain, stiffness and inflammation.

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

Edema~Fluid Retention - Formulated for associated symptoms such as skin discoloration, discomfort and swelling due to fluid retention.

Pets Inflammation - Formulated for associated symptoms such as swelling, redness, congestion, discomfort and increased sensitivity.

1987-2013 • 26 Years of Excellence

Not represented by BMC in NC, SC

immune
HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

STOCK UP
SEPTEMBER

Every community should have access to Wellmune WGP®

6 each per SKU 10%
9 each per SKU 15%
12 each per SKU 20%

*20% OFF will be the maximum Expo East deal, so start to invest in each size of Immune Health Basic's Wellmune WGP® now, and hand out the product samples and schedule a BMC Demo

Same proprietary beta glucan raw material in several dosage sizes, for different body weights:
75 mg, 125 mg, 250 mg + 500 mg: and a 25 mg Children's chewable

MushroomScience®

Beautiful Summer Skin:

Tremella

Immune support + Liver Health:

Shitake

September Promotions^

4 ea. = 10% OFF

8 ea. = 15% OFF

12 ea. = 20% OFF

Tremella Mushroom extract:

90 vegetarian capsules
300 mg, 20% polysaccharides
hot water extract. Certified Organic
Shitake Organic Mushroom extract

90 vegetarian capsules
300 mg, 15% polysaccharides
hot water extract.

* not to be combined with other deals. Identify as BMC September Special

Ask your BMC Rep for the Expo East Promotions

Setting the standard for quality in medicinal mushrooms since 1994!

AROMA
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September Promotion*
Luxurious & Uplifting
Jasmine & Clementine

Jasmine & Clementine Shampoo 12 oz.
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Jasmine & Clementine Hand & Body Lotion 12 oz.

Jasmine & Clementine Bath Salts 20 oz.

Jasmine & Clementine Massage & Body Oil 12 oz.

Jasmine & Clementine Shower Gel 12 oz.

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

Build your Therapeutic Essential Oil set with Aromaland

10% OFF Jasmine Sambac [10%] Essential Oil 10 ml

Pure Bliss in Every Bottle™
A women-owned company



Be a Local Hero
continued from page 2

heart connection with your store: they are your original social outreach.

Take an action that is professionally presented that helps parents, and you have a bond with the family. Offer something besides just a discount to Seniors, and they will keep you on their loyal list. Prove to the customer concerned about air and water quality that you are concerned too, and they will reciprocate with shopping dollars. Engage in issues on women's health: women show up. Endcap on brain health for Alzheimer's Awareness Month, people ask questions and a dialogue begins.

I meet some of the most intelligent and aware and creative teachers as I travel the domain of the Blue Moose, and I am always the first to applaud the creative ideas people construct for their business. Sean Bossie at the Whole Health Center in Abingdon Virginia dealt with a pole in the middle of his store when he recently moved, and he decided to make it the store "Tree of Life". That tree in the center of his store is beautiful: I loved it when I saw it, and I wanted to live close to shop there often. All ideas that you create in your store that are intended to move people forward—to educate them—become part of your statement, your uniqueness. They are part of what makes you a local hero.

Sean has been networking with anyone and everybody in the surrounding areas of Southwest Virginia, asking them what they would like to see in their community and if

they want to join with him to try to make it happen. You are a Local Hero, Sean!

A Local Hero is generous, a local hero shows interest in trying to get the community healthy.

Advertise that you have everyday discounts on the 5-things-more-important-than-a-MultiVitamin... and discounts also on your favorite Multi, because this is the nutritional foundation upon which all good health is built. Feature an Adaptogen-of-the-Month on sale, with a big sign, reminding people that this is important to counter stress and bring real replenishable energy. Take the leap of faith and buy **LiverCare®** and **StressCare®** in Volume - and endcap them for 3 months with a sign saying "Care for your Liver, Care to counter Stress"—and then keep these body basics on sale every day. You pick the "deal" and make it a loss leader. Business 101: it is OK to not make full margin on some products: especially when you can consider these a brilliant part of your marketing budget!

Wine tastings are great, but what about an aloe tasting? **Aloe Life®** therapeutic aloe vera can change people's lives, and you should make it an event. Chyvanprash paste on crackers with the reminder that this is the perfect Holiday stocking stuffer. People are interested, people are curious: people want to learn. September? Advertise a "learn and try Natural First Aid Day". Open samples of the products you sell, and let people try them. Pass around the **Herb Pharm® Original Salve** and have fun with the **Dragon's Blood**. No show and tell, please, on the **Well-in-Hand Cut Rescue®**, but you can explain the magical capabilities/

versatility of their **Therapy Oil®** and of Aloe Life's **Skin Gel**. Have a Try-on-our Glasses Day, and offer for 4 hours to take pictures of people in various **Blue Planet** recycled Eyewear: offer to send the photos to their email address so that friends can decide which glasses to get. Auction off two free pairs in a raffle, and Voila! You have captured customer email addresses, had fun with minimal organization, and had people come in with friend just for the crazy random "event." Kava Fridays anyone? Your imagination will make you a local hero. People will have another entry into trusting you when they have a question or a problem and/or are looking for direction.

Local Heroes keep ideas like this firing through the year. Decide, plan, organize, make the appropriate investment in marketing, be prepared, implement with gusto, have fun, don't seem stressed but rather be the perfect host (hostess) and be grateful. You are on the road to being essential in people's lives, to being the complete Local Community Resource Center, to be the respected Local Hero of Health.

A few of you have read all these outrageous ideas (there are many more practical options, but I wanted to have fun with my mind dancing as I wrote to provoke and inspire you), and you have just waved your hand and said, "interesting, but I will never do that!" I accept this, and so should you. But when you finish the article, (and make plans to take advantage of all the monthly deals to help your business), please pick up that pen—old-fashioned magic stick of invention—and write down what you feel you truly can and want to do to be a Local Hero. This is about you!

Sponsor a little league baseball team, and a girls' basketball or soccer team. Have a yearly fun giveaway at Halloween from 4-7 PM with natural treats and in-store snacks. Decorate your store for the seasons. Join with a local arbor society to plant a tree for every new customer who spends \$300 in your store. Have a monthly poetry reading on Friday night with Naturalist Poetry as the theme. Walk into the local gym, yoga center, kid's after-school care facility, freestyle dance studio, high school gym, Senior Center—and introduce yourself, with the one page trifold you have created that describes your store, and express an interest to join hands to bring the community together... because you are a Local Hero.

Let's do good business; let's generously and vocally support the **Kids in Need Foundation** associated with the Nordic Naturals 3rd Quarter Promo this month!

I write all this because the past months have been trying for everyone. From worried retailer to harried brokers, to hesitant manufacturers, the supply chain of hope that our industry was founded on has been stretched thin. How, Dear Lord, did we all allow ourselves to be so ridiculously overworked?

Many of us have forgotten to look down at that SuperHero insignia on our uniform, the emblem of our Health Tribe of Natural Health Guides, and we have become exhausted, disillusioned, ready to give up. Some of my favorite people, those whom I feel have carried the mantle of our mission for these past 13 years that I have been on the road, have expressed a desire to stop, give up, cash in,

BLUE PLANET

EYEWEAR

Sunglasses: an everyday item as long as the Sun shines
Keep on selling sunglasses Year-round

As BMC ends our 2nd summer with Blue Planet Eyewear, we are exceedingly pleased with the successes that so many stores have had with this new income source!

Now begins the second season of a smart conversion, as stores use their gained confidence to increase their sets of Reading Glasses, which is by far the larger market. and then the **3rd market, the growing Kids Sunglasses customer!**

Kids Sunglasses: as long as there are children!

for the remainder of the year

BP Kids Collection

(BPK1000, BPK1001, BPK1002 & BPK1003)

wholesale now \$10.00
{instead of \$12.00.}

new suggested MSRP is \$24.95.

September is Back to School Month time to gain that new customer now!

www.BluePlanetEyewear.com

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Brushes

Finest Quality Hair, Body and Skincare Accessories

Grooming is Constant

Many dogs shed their coat with the change of seasons. Summer coats are converted into Winter coats and that means pet lovers will be searching for new grooming tools

Bass Brushes owns the category of professional-quality, natural Pet Grooming tools. Did you know that there are 31 different Bass Pet Brushes, and 3 different display racks? People are spending on their pets more than ever, and the best brush on the market – a Bass Brush® – is something that pet lovers will buy from your store again + again.

Weather change? Yes, it is Pet Grooming Season

Yes, Bass will have an Expo Deal for show attendees: so do your inventory before you head to Baltimore!

The Hair Doc Company: makers of The Green Brush® by Bass Brushes® https://us-mg6.mail.yahoo.com/neo/launch?.rand=51c91chaj48j#

Finest Quality Hair, Body & Skin Care Products since 1979



close the business. I love them all—and there are more than a few of you—and I am supportive as a friend would be for whatever you decide. Several are thinking smartly about business endplans, and how to keep the purpose, the business and the “space” sustainable. Bless you all.

I will make my affirmation first, I consider myself a Local Hero, in the 9 mid-Atlantic States: I want to make a difference, to make the world better every day. Now, you! (??) We don't need a secret handshake: we just need to keep the doors open!

Many are frustrated (and I am often there myself) with the direction of our industry. I have had an earful this year about the lack of creativity of companies to counter obscene internet discounting. And I want to hear it all: because I am fully on the side of the stores in this regard. I hold my tongue though as I listen, because many of these diatribes are about companies that fail to keep fair pricing, and yet I see those very same stores failing to reward the companies with M.A.P. Policies that are loyal to the health food stores, and that are diligently trying. **Bluebonnet Nutrition**® should be the primary core line of

every health food store. Simple statement: would that make a statement to the competition? **Nordic Naturals**® spends more time, money and effort than any company in the industry that I am aware of—and I am open to hear someone counter this assertion—and like Bluebonnet they have walked away from large buckets of business to maintain the integrity of their mission, and yet stores quibble like heckling fans at a bullfight beefest about the latest training they had from the competitor's rep. Start the conversation this way: Omega-3s are essential: I will carry the lines that have a MAP Policy. Then manufactureres will listen, when their products are not on your shelves.

Truthfully, though, there is another side to this conversation. I speak about all the good manufacturers that BMC represents, and we have many companies that are in the process of moving towards a MAP Policy. Trust me, it is a tricky legal mine-field, and every company has to protect themselves as they maneuver into the future. Don't just be singularly focused and carry uninformed opinions. Ask questions. Listen. Suggest solutions and vocalize what

matters to you. Our entire industry needs more local heroes.

I think of a certain product. It is the best product in its class on the market. They are working on the dynamics to become a price-secure company. They understand the steps, and are obligated to moving slowly, carefully. Stores bitch mercilessly about the internet. I ask: what is the most important consideration? I feel the answer is offering this product, these products. The community needs superior natural health tools in these trying times. Does anyone really feel that every customer they have will only buy that product on the internet at that obscene price? No.

The more that you make yourself a local hero, the more loyal a core percentage of your customer base will buy at your store. Because they understand that you have to stay in business, because they understand that you are open to conversations about this situation, and because you show to them that you care about their expendable income too. It is when they see that you are giving so much to the community, that they will buy from you instead of the internet. Many stores have lost this connection with the customer. Many owners are not engaging with the customers anymore: and they choose to blame someone else and a villainous foe (super-deep discounts) that is, rather than try to make their store more essential. The internet is not going away, and neither is the need for a business to be creative in many ways to stay relevant in this aggressive and not-always-fair modern market economy.

We all know the issue is somewhat complicated. You know the correct thing to do, though. Look at your store right now: there are many inferior or me-to products that have no ethical footprint, that are no longer owned by the people that started them, that try to get you to beg for the discount at outrageous buy-ins. There is no need to support these companies. You make the market: they do not. You are the gatekeepers, the local heroes. They are not your allies. You can clear out 1/10 of your store today with this litmus test: you know who is working with you, who is making good product... and who is practicing tawdry unhealthy market shenanigans. That energy filters across to the customer. Have pride in selling everything that you choose to sell, and make changes with everything else.

We all have the moment that we want to complain. This last 24 months has been no picnic for BMC either. Times are tough. There are innumerable frustrations in the small business world: staff turnover, difficult customers, outta stock issues, theft, the surprising lack of complete information, the precarious legal climate. I constantly encourage the BMC team to remain upbeat, motivated and dedicated: we are a good team. Each one of us has to know the mechanisms of our vocation. Vent; then think clearly, be a smart businessperson. One of my roles is inspiration. My decision has been to associate with the companies with the purest actions. I hope we all inspire each other through example. I consider us all part of an industry of heroes.

My suggestion on the internet issue today: give the most active support with Promos and Marketing to the lines that speak directly to

PRODUCT SPOTLIGHT: CHILDREN'S PRODUCTS

Care for our Kids: what could be more important?
think of creative ways to encourage gifting of Children's Products

SPOTLIGHT PRODUCT Nordic Children's DHA 16 oz. liquid
1/2 teaspoon daily with food. 192 servings per bottle: GOT FAMILY?

NORDIC NATURALS®

53787 Baby's DHA 2 oz.	01670 Baby's DHA Vegetarian 1 oz.
01710 Children's DHA 90 ct.	01720 Children's DHA 180 ct.
02720 Children's DHA 360 ct.	56780 Children's DHA 4 oz.
02723 Children's DHA 8 oz.	02724 Children's DHA 16 oz.
01775 Complete Omega Junior 90 ct.	02775 Complete Omega Junior 180 ct.
01776 Complete Omega Junior 4 oz.	01777 Complete Omega-D3 Junior 90 ct.
01798 Ultimate Omega Junior 90 ct.	31130 Nordic Omega-3 Fishies 36 ct.
30130 Nordic Omega-3 Gummies 60 ct.	30131 Nordic Omega-3 Gummies 120 ct.
30140 Nordic Omega-3 Gummy Fish 30 ct.	30150 Nordic Omega-3 Gummy Worms 30 ct.

BLUEBONNET WHOLE FOOD BASED CHILDREN'S CHEWABLES

184 Super Earth® Rainforest Animalz® Whole Foods Multiple Cherry 90s
185 Super Earth® Rainforest Animalz® Whole Foods Multiple Cherry 180s
186 Super Earth® Rainforest Animalz® Whole Foods Multiple Grape 90s
187 Super Earth® Rainforest Animalz® Whole Foods Multiple Grape 180s
188 Super Earth® Rainforest Animalz® Whole Foods Multiple Orange 90s
189 Super Earth® Rainforest Animalz® Whole Foods Multiple Orange 180s
190 Super Earth® Rainforest Animalz® Whole Foods Multiple Mixed Flavors 90s
191 Super Earth® Rainforest Animalz® Whole Foods Multiple Mixed Flavors 180s
192 Super Earth® Rainforest Animalz® Vitamin C Natural Orange Vegetarian 90s
194 Super Earth® Rainforest Animalz® Vitamin D3 400 IU Mixed Berry 90c
196 Super Earth® Rainforest Animalz® Cal-Mag & Vit. D3 Natural Vanilla Swirl Flavor 90s
198 Super Earth® Rainforest Animalz® DHA 100 mg Wild Caught Tuna. Fruit Punch Flavor 90s

HERB PHARM®

Children's Herbal 1 oz. + 4 oz.	Children's Winter Health™ 1 oz. + 4 oz.
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NEWTON HOMEOPATHICS

NEWTON FOR KIDS 1 oz. + 2 oz. Liquids & 1 oz. + 2 oz. Pellets	Homeopathic OTC Hypercalm ~ Mental Focus
Homeopathic OTC Allergies	Homeopathic OTC Teething ~ Colic
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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."

Be a Local Hero

continued from page 7

you about their philosophy on internet discounting, and then make sure as the gatekeeper that you are also carrying the best products for your community, no matter what. In that regard, trust me, Blue Moose Consulting is with you every step of the way. I add here that the local women-owned, all natural face and bodycare company, **Well-in-Hand**, has aggressively moved to MAP compliance. This small business is making the move to support stores: so how are you gonna reciprocate?

One of my favorite movies is *Local Hero*, a well-written light comedy from 1980 starring Burt Lancaster as an oil executive with a predilection for the stars of the Universe, and his fix-it guy, McIntyre (Peter Reigert coming off his role as "Boon" in *Animal House*). It playfully spins the yarn of how caring for people first is always the best bottom line. In a world where it seems that money changes everything, it is so refreshing to walk into the health food store—the physical space of the retail store with its real local people choosing to trade in the best of the goods—and feel the mission, to understand the intent. May we never lose this. May you capitalize on this. In 2015, I am wishing for all of us the double whammy of fun and happiness. May you be creative in finding the best way that you want to tell your story, to offer your image of your store as the local gathering place, the village Neem tree, the Tree of Life. You are writing your storyline for the world of health business that you want to participate in. May your story be happy, and may it eventually end on a happy note. May your store have influence.

The harvest months are here. Business will percolate from now until April. Let the optimist in you envision Good Times. And take that pen or pencil and start to doodle about your own ideas as to how you can make a difference. We are the best army: the Army of Local Heroes. That is the mantra of the Natural Foods Store: always has been. Remember your reason for being here in this natural foods movement. Have a wonderful day, and do good.



How to Reach Blue Moose Consulting

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

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