



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 12, No. 8 • August 2015

## Talking Business: Continuous Improvement, Kaizen

There is a famous story in industrial car manufacturing about a change in the way of doing business that effected business over the last 30 years in both Japan and in the United States. It was a story of competition, and the ability to adapt to change. It was about survival and sales and profitability, and it is a story that anyone can learn a lesson from no matter what business they are in!

It was big news in 2008 when the Japanese car manufacturer Toyota became the world's largest car dealer, surpassing Detroit manufacturer General Motors (G.M.), which had been the world leader continuously for the previous 75 years. The bottom line, it appears as noted by an article on this feat in the May 2008 *New Yorker* article titled "The Open Secret of Success," was that Toyota's innovations focused on a process, not a product.<sup>1</sup> In a Fremont California GM plant, this car rival shared the secret of their business success with GM, in another story now famous in big business circles. What was this magic sauce? *Kaizen*.

Is there something that you can learn from understanding and embracing this simple business advice? In a world where the competition keeps changing, and the frameworks of business make stability a dangerous position, maybe it is time to consider the philosophy of *Kaizen*. Maybe it is time for reviewing how you conduct business, with an analysis for efficiency and improvement. Maybe it is time to become more like bamboo, which is

# 改善

strong and resilient to change, and to develop new tactics that are less sedentary, rigid and possibly brittle. Not just an upgrade or a rebuild or a dusting-up, but rather an embracing of the good business practice of "continuous improvement."

*Kaizen*, Japanese for "continuous improvement," is a term used in the business sense and applied to the workplace. It refers to activities that continually improve all functions, and involve all employees (from the CEO to the assembly line workers in the case of car production. *Kaizen* would also apply to processes that "cross organizational boundaries into the supply chain", such as purchasing and logistics).<sup>2</sup> *Kaizen* has become somewhat fashionable, but has also shown merit in many fields including healthcare and government. Is there something for you to consider about making your business better as you consider *Kaizen* for your store? I think so!

Small businesses by necessity are usually practicing what we are calling *Kaizen* here, as we are not cursed by the inefficiencies of scale that, let's say, one of the biggest corporations in the world might suffer from. *Kaizen* can mean improving standardized activities and processes and eliminating waste, but it can also mean a perspective and way of reviewing business activities that (1) involves the whole team, and (2) strives for that function of continuous improvement. It may just be good leadership and a conscientious work force, or the necessary way to get out of a "business rut" and achieve that business competitiveness that will lead not just survival but growth. *Kaizen* anyone?

*Kaizen* is a culture open to improvement. Truthfully, every store in the BMC Territory, and all of the wonderful Manufacturers we represent would benefit from incorporating some of the principles and philosophies of "better" continuous improvement. I certainly acknowledge that when I heard all this I wanted to learn more, and I wanted to see how I could better my company by employing this philosophy., Blue Moose Consulting can certainly learn from the discipline of seeking instant improvement. And now, I ask you to ask yourself: is there something that can be learned from this discussion?

First, I say that I am not for change for changes sake, and I think that too often people miss the point and consider "change" as always

*continued on page 2*

## Talking Health: You Say You Can't Sell Kids Products

So many good health food stores, and so many families in every community. How can we get them together? This article is under "Talking Health," but it really should be catalogued as Talking Business. In the 14+ years that BMC has been in business, our mantra has consistently amplified that the Fall season should be dedicated to alerting local Moms and Dads and relatives that health food begins in pregnancy and that the diet of the child affects the mind, heart, gut and immune system of the growing child.

Every store should embrace the future. We are in business to gain new business. There is no situation that justifies the statement, "we just don't do well with kids products in this store!" That statement begs the counter: then you haven't yet found the equation to gain the best customer in your community. All that means is

that when you figure out what you are doing wrong, and advance with gusto into success, then your business grows.

The first step is to develop the conversation. Parents should realize that good food, proper nutrition and the good fats are more important than chic designer clothes which last one year, and that superfluous bounce-around for the birthday party! Investing in a child's health this year is more important than saving for College: let's help people prioritize smartly. How can you speak to the customers? Signage and advertising.

Good signage means that anyone who knows kids stops, and reads, and considers. If you are gonna "take a risk" once a year on advertising, be consistent with the "invitation" to get new families to come to your store for the best nutrition for their children. If you show

care, they will show care. If it is a 12-inch ruler's worth of stuff crunched deep inside an aisle on a lackluster shelf, the disinterests win. We want good childrens business in our stores. And this is not about sales: it is about good habits and the health of the next generations.

I challenge every store to go all out from now until we start the Digestion-Immune season in October. Then, continue the drumbeat of children's health during these two brisk health seasons too, teaching about Childhood and Teen Digestive and Immune Health. Probiotics and Aloe and homeopathic cures are essentials, and Triphala and digestive enzymes are a proven first-line support if imbalances begin to occur. I wish that I was espousing the benefits of astragalus, and lemon

*continued on page 7*

being improvement. An exuberance for change can often lead to disaster when actions are jumped into too hastily. So let's separate the concept of "change" from the concept of "improvement." The smartest lesson is that improvement comes from gradual, and purposeful series of changes. So, the plan of Action, and the Goals can be large, but the greatest success is accomplishing each step of the process one milestone at a time!

The bigger business sin is to ignore the need for continual improvements. I write this article, and use this business philosophy prototype as a means for stores that are so inclined to start the exercise of overall betterment to prepare for the more competitive future. Respectfully, I say, "your choice." But I also hope that this prompt serves as an opportunity for stores to realize that if they just sit still in time, that they will most likely be passed over as the "natural channel" changes in the next decade and beyond.

How can you use Kaizen to make your store better? Well, first, I encourage you to investigate the concept a little more deeply than I present in this article. The basics may be all you need, and of course the model of health food store business really does not fit the premises or prescriptions of any book yet written on better business. What you should want to take away from any investigation is the tenants of the philosophy, and the energy to act!

Kaizen, which I am told is translated in two Japanese characters as "kai" meaning change and "zen" meaning good. *Good change*. Management would relate to this as change for better. Kaizen can be layered over any business, and who is to say what is the appropriate focus for change? My contention will be that for almost everyone in business today—with the constant unexpected challenges, and the fact that almost everything takes more time than it should, and there is always some bureaucracy to trip one up and a dependence upon someone else to perform their part of an agreement—Good Change is a necessary commodity for survival. Look at your business, and ask yourself: do you agree?

The first step where this change applies is involving your employees. This is a foundational principle to Kaizen (don't believe me—then look it up!) Don't be scared. What Toyota found was that workers are great sources of ideas for ways to improve efficiencies.<sup>3</sup>

Without opening a can of worms (especially in places where employees appear to be the ball bearings of a revolving door!), I would suggest that most stores do not utilize their staff as cogent participants in the enterprise. I often see a great correlation between stores that are constantly evolving, and those that have regular staff meetings. A staff meeting can be more than keeping everyone on the same page. How can you make it a part of staff meetings to ask the staff to bring comments forward? How can a store focus comments (away from gripe sessions) toward suggestions to make efficiencies better, and the use of time more worthwhile?

If we look at the proverbial 40-hour week, we can easily see that most employees in health food retail have large swaths of down time: where customer counts are thin and orders are completed. If, after a series of conversations as to purpose and cooperation, the team is brought

on board to do more things in those down times—things that are their ideas—a store will see an amazing increase in work performance per dollar spent. And this can be about anything. Some ideas to focus the team's attention on: projects to beautify the look of the store: creativity in utilizing endcap space, ways and processes to utilize down time for increased education, as many Manufacturers now offer online education and free daytime educational seminars.

Plan a method to interact with the team, and make sure that you go into each meeting with an agenda to keep them focused on the prize: identify that prize as the reality that the store needs to improve to stay competitive: to remain an attractive destination for shopping. If anyone in the meeting seems suspicious, or hesitant or unwilling to talk: then realize that the right atmosphere has not been nurtured in your small business (difficult employees notwithstanding!)

If there is an evident *us* versus *them* tension, or a defeatist attitude, then it is your job to turn that around, but certainly if you are seen making significant babysteps to making the store better—and if they see that you are serious and capable of bringing suggestions to fruition—then you will be amazed as to how the most recalcitrant employee may provide some of the most insightful observations.

Collecting data is obviously just the first step. What to do next? Continue to keep the employees involved. Give them pieces of the project, and timetables: and let them work on things themselves. Accept that there will be many stumbles, as most store employees—as there were for the workers in the Fremont California assembly line learning the objectives of Kaizen when they were sent to Japan to see how a good operation actually worked—but at a certain point the proverbial light bulb goes off. They realize that indeed they are a primary part of the evolution of the store, and of its constant transformative energy for betterment. Something they will absolutely be invested in and proud of.

Now is the time to make sure that the communication channels open appropriately. Too many meetings can be a drag on success, as can the belief that there are too many cooks in the kitchen. Everyone can get involved in making the meal but the delineation of jobs between Owner, Manager, Assistant Manager and Project Managers needs to be clear, while making sure everyone realizes that their responsibility for their success is essential to the overall success. For Managers, this is a hard lesson, as it is often in their nature to always save the day, and do the thing when someone else fails to step up. Again, it is about discussing the missteps correctly, and staying true to the Philosophy. (In my 34 years of team management, I know the difficulty in staying true to the purpose of what we are defining here as Kaizen.)

Kaizen was not meant to be an easy turn-key operation. It involves a long-term business commitment, a belief in creating the philosophy and of making milestone markers that everyone can see as successes. Then celebrate. Guess what: as the team sees the success of advancements they will work with greater gusto on the next project.

Another definition of Kaizen states, "Japanese business philosophy of continuous improvement of working practices, personal efficiency, etc." What will bloom here is the improvement in personal efficiencies. How about trying on this scenario: people excited to come to work, and to accomplish this task so they can better concentrate on that task. Retail Heaven?

Why not try to create the conditions for this energy to develop and prosper?

Projects that will ultimately help you to succeed are things that you may not consider on the quick short list, but which I have noted after 18 years of being involved in health food retail and 16 years of working with many stores as an educational broker-consultant:

**Kaizen: constantly improving Marketing.** I have always stated that most stores started and exist believing that people will just walk in their doors and make their store a major shopping stop because the store is there. Those fantasies worked for many in the 1980s and 1990s but those days are gone. That said, most stores function with the prioritization that marketing is unessential or does not work. I retort that there are many methods of inexpensive marketing that will work for every store, and that it is the obligation of the store to find those methods and perfect them. Stores that do this see growth, even in difficult times. The internet is one way, but not the place to spend all your time. Who heads those projects in your store? Do they open the dialogue to everyone on the team? Do they waste work time with inefficiencies? Have they created ways to quantify successes for the various types of outreach? The internet image is your window to the world: everyone in your store should be excited about this window and how to beautify it, and how to extend messages outward.

In-store marketing is so critical. Guerrilla Marketing is not defined as constant-contact or Facebook, though they are important. I have spoken to countless stores about considering what the "guest" sees when they enter the store as the customer. Lightbulbs get lit: and I am surprised that so many people do not think this way. I state here that I think this way because I was taught these principles by some of the great teachers I had in the stores that I worked in. (Kaizen)

The endcap should be understood as the fulcrum of store success. This is the place where average sales are elevated to profitable sales promotions. I am thrilled that the Blue Moose Consulting team is excited to bring endcap ideas monthly to your store: have you been open to hearing the good ideas that other stores have implemented? That said, forward planning of endcaps that involve cash-expenditure, and attractive and creative presentations, and proper themes will attract your community to stop and shop. You know your endcap works when you see many customers looking, and dropping the basket or halting the cart and thinking, reading, and putting sales items into their cart.

Something as simple as "staff favorites" that are changing with the seasons; and signs that say, "Foundational Nutritional Essentials", and "Organic Corner", "Elder Health", or "The Clean Athlete". Get the staff to percolate the cleverness with you. There are countless messages that you can share with the shopper

continued on page 6





**Quarter 3 Promotions: Now through September 30**  
**Grow these Health Categories:**

- **Back to School** • **Relaxation & Sleep**

Parameters: on two categories listed below

**Level 1: 25% OFF on 1-35 units**

**Level 2: 30% OFF on 36+ units**

Reorders: same discount structure. MUST mention deal when placing each order or have your Rep sign you up for this Quarter's Promo

**RELAXATION & SLEEP**

- California Poppy extract • Lavender liquid extract • Skullcap Glycerite
- Lemon Balm Glycerite • Passionflower liquid extract • Skullcap liquid extract
- Lemon Balm liquid extract • Passionflower capsules • Valerian Glycerite
- Relaxing Sleep™ liquid extract • Valerian liquid extract

**AND BACK TO SCHOOL HERBS**

- Astragalus liquid extract • Bacopa liquid extract • Brain & Memory™
- Children's Echinacea™ • Ginkgo liquid extract • Immune Defense™

- Ginkgo/Bacopa veggie capsules • Mullein Garlic Ear Oil

~ the only USDA-certified organic Children's Herbals available this

**Back-to-School: Herb Pharm's CHILDREN'S HERBS**

- Kids Immune Avenger™ • Kids Tummy TLC™ • Kids Ear Oil
- Kids Black Elderberry Glycerite • Kids Echinacea Glycerite

- Kids Lemon Balm Calm™ Glycerite

^ available in 1 oz. + also 4 oz. sized glass bottles ^ made with certified organic + sustainably wildcrafted herbs

**Herb Pharm Quality herbs in formulas:**

All of the herbs in these formula are individually extracted to ensure a broad spectrum of therapeutic plant compounds. non-GMO & GLUTEN-FREE, Additional Ingredients: Certified organic alcohol, distilled water & organic vegetable glycerin.

**ASK ABOUT OTHER GREAT DEALS ON:**

~ Herb Pharm® quality MILK THISTLE CAPS:

never any harsh chemical solvents used!!! Intro deals + EDLPS possible

~ the best MACA on the market at a great price: Herb Pharm®-quality MACA Carry all 4 Herb Pharm® MACA !!! Great Endcap idea

- Maca Powder 7 oz. ^ • Maca 60 veg capsules • Maca liquid extracts 1 oz. & 4 oz.

Not represented by BMC in NJ Maca powder order limit = 12 units per order



**Bluebonnet Back to School Promotion**  
 through September 04 – 40 days to promote

**20% OFF these School, Child, Teen + Student-friendly products**

- |   |   |   |
|---|---|---|
| Super Earth® Rainforest Animalz®<br>Whole Foods Based Kosher<br>Multiples tablets<br>184/185 Cherry flavor<br>chewables 90/180s<br>186/187 Grape flavor<br>chewables 90/180s<br>188/189 Orange flavor<br>chewables 90/180s<br>190/191 Assorted fruit<br>flavors chewables 90/180s<br>192 Super Earth® Rainforest<br>Animalz® Vitamin C 90 tabs<br>(natural orange flavored)<br>194 Super Earth® Rainforest<br>Animalz® Vitamin D 90 tabs<br>(natural mixed berry flavored)<br>196 Rainforest Animalz® Calcium,<br>Magnesium & Vit D3 (natural<br>vanilla frosting flavor) 90s<br>198 Rainforest Animalz® DHA<br>100 mg Fish-shaped softchews<br>(fruit punch flavor) 90s<br>1119/120/125 Power<br>Thought® caplets® 30/60/90s<br>1360 Standardized Ginkgo<br>Biloba Leaf extract Vcaps® 30s | 1362 Standardized Ginkgo<br>Biloba Leaf extract Vcaps® 60s<br>1266 Super Earth® Organic<br>Greens powder 7.4 oz.<br>1268 Super Earth® Organic<br>Greens powder 14.8 oz<br>93/94 L-Tryptophan 500 mg<br>Vcaps® 20/60s<br>154 Veggie Choice® Whole Food-<br>Based Multiple 90 caplets<br>157 Ladies Choice® Whole Food-<br>Based Multiple 90 caplets<br>160 Men's Choice® Whole Food-<br>Based Multiple 90 caplets<br>163 Age-Less Choice® Women's<br>50+ Whole Food-Based<br>Multiple 90 caplets<br>166 Age-Less Choice® Men's 50+<br>Whole Food-Based Multiple<br>90 caplets<br>NEW! 414 Cellular Active®<br>Coenzyme B-Complex Vcaps®<br>50s<br>NEW! 415 Cellular Active®<br>Coenzyme B-Complex Vcaps®<br>100s | NEW! 453 Earth Sweet™<br>Cellular Active® Methylfolate<br>400 mcg chewables 90s<br>NEW! 454 Earth Sweet™<br>Cellular Active® Methylfolate<br>800 mcg chewables 90s<br>NEW! 455 Earth Sweet™<br>Cellular Active® Methylfolate<br>1000 mcg chewables 90s<br>439 Liquid Cellular Active®<br>Methylcobalamin 1000 mcg<br>raspberry flavor 2 fl. oz.<br>444 Liquid Cellular Active®<br>Methylcobalamin 5000 mcg<br>raspberry flavor 2 fl. oz.<br>715/717 Calcium Citrate<br>Magnesium PLUS Vitamin D3<br>caplets 90/180<br>952/953 Natural Omega-3<br>Salmon Oil softgels 90/180s<br>300 EPA- 200 DHA<br>394/395 Standardized Turmeric<br>Root Extract Vcaps 60/120s |
|---|---|---|

**WOW!! Whey Protein ON SALE @ 20% OFF: time to stock up**

- KofK Kosher: grass-fed: no antibiotics or growth hormones
  - Low heat, microfiltered serving 33 gms. 26 gms protein. Stevia-sweetened
  - 100% Natural Whey Protein Isolate powders
- Original flavor:** 1560-1.1 lb; 1561-2.2 lb; 1565-8 pk  
**French vanilla flavor:** 1564-1.1 lb; 1565-2.2 lb; 1567-8 pk  
**Natural chocolate flavor:** 1568-1.1 lb; 1569-2.2 lb; 1571-8 pk

- Natural Vanilla flavor 1900-1 lb; 1902-8-pk
- Natural Vanilla Chai flavor 1904-1 lb; 1906-8-pk
- Natural Chocolate flavor 1908-1 lb; 1910-8-pk
- Natural Chocolate Mocha flavor 1912-1 lb.; 1914-8-pk.

Not represented by BMC in NJ, SC



HERBAL HEALTHCARE

**AUGUST Promotions**

- **15% OFF wholesale for 1 or 2 items**  
must purchase 3 pieces of an item
- **20% OFF wholesale if all 3 items purchased**  
minimum purchase 3 pieces of each item
- all sizes included • all items must be purchased at the same time
- must mention Promo when ordering for discount to be applied

~ **Pure Herbs:** Certified USDA Organic | Gluten Free  
 Boswellia 60 veg caps Joint Support & normal Flexibility\*

**~ Pure Formulations:**

- MindCare® 60 veg caps and MindCare® 120 veg caps Mental Alertness\*
- PartySmart® 10 veg caps "for a better tomorrow"

**Back to School Endcap or post-Vacation re-focus: MindCare®**

MindCare® is the smartest choice on the market today to center the mind + support focus, alertness + attention. Clinically-validated to support the HPA-axis, a major part of the neuroendocrine system, MindCare® helps support the body's normal levels of stress + hormone production. Sustains the body's efforts to reduce mild memory problems associated with aging + supports normal circulation of blood & oxygen to the brain to support vitality & liveliness.

**OTHER REMINDERS:**

- **TIME TO ENROLL: Himalaya Herb School online now!**

www.himalayausa.com/hhs find In the "School" Library:

Garcinia Monograph, Triphala Monograph, LiverCare Education Module

• **Stores are buying & marketing LiverCare® in endcaps + cross-merchandised.** Ask your Himalaya Rep about great materials available to help you gain new customers. LiverCare®—our industry's best-selling liver-support product

- **Ask about our Carb Control and Detox Guide consumer booklets** returning in mid-August: Botanique "i.e balm" (inhale ~ exhale) 1.76 oz.

A warming & soothing comfort therapy with a unique blend of Turmeric + Eucalyptus Oil. USDA-Organic, Gluten FREE + in a glass jar **in time for the season!**

\*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Not represented by BMC in NJ, SC



**3RD QUARTER BACK TO SCHOOL PROMOTIONS**

Now through Sept 30

**BELIEVE—you can make a difference NOW**  
**ONE + ONE = MORE**

**Every little bit adds up to a big difference**

Nordic Naturals® has partnered with Big Brothers Big Sisters and together we can make a big difference. Big Brothers Big Sisters: Supports Mentoring, Strengthens Communities. Changes Lives: Active in all 50 States, 13 Countries with 325 locations supporting 200,000 matches between children + volunteer mentors

**TWO ways to participate**

**(1) ask about Nordic's ENDCAP PROMOTIONS**

5-15 full cases per month for great endcap support: **25% OFF**

**(2) create a 48-bottle mix & match display**

**25% OFF** purchased in units of 6 ea.

**featured products to choose from**

- Baby's Vitamin D3 (02732)
- Children's DHA® 90 ct (01710)
- Children's DHA® 180 (01720)
- Children's DHA® 360 (02720)
- Children's DHA® 8 oz. (02723)
- Complete Omega® Junior 90 ct (01775)
- Complete Omega-D3® Junior 90 ct (01777)
- Complete Omega® Junior 180 ct (02775)
- Ultimate Omega® Junior 90 ct (01798)
- Nordic Omega-3 Fishies® 36 ct (31130)
- Vitamin C Gummies 60 ct (30160)

**Support materials available for endcap placement:** off-shelf placement required: • endcap poster • bottle easel tags • easelback poster • shelf tags  
 Nordic Naturals® will donate \$1 per bottle purchased by stores up to \$25,000 on all highlighted Children's products from 07.01.15- 09.30.15

**AUGUST PROMO ENDCAP SUGGESTION:**

**Imagine a 2-sided endcap:**

- ~ one side with signage saying "Keep Big Brothers. Big Sisters Healthy" highlighting the Ultimate Omega products for adults
  - ~ the other side with signage saying, "Keep Younger Brothers. Younger Sisters Healthy" highlighting the Promotional items that accompany the social giving cause
- Since 1995 Committed to Delivering The World's Safest, Most Effective Omega Oils™**

Not represented by BMC in NJ, SC



# JUVO™

Essential for every SuperFood section

## JUVO Raw Green Superfood

JUVO's Raw Green Superfood combines 48 of the world's most nutritionally powerful plant-based foods to support a healthy immune system in just a small 6 gram serving. USDA Certified Organic + Kosher, including 30 colorful fruits & vegetables to help add color to your diet.



JUVO Raw Green Superfood also provides potent phytonutrients & active enzymes from a wide selection of whole foods including a blend of healthy grains, antioxidant rich fruits + berries, sprouts, grasses & mushrooms

**\$22.48/ MSRP \$44.95**

**360 gms (12.7 oz.) 1 scoop = 6 gms. 60 serving/can**

<http://gojuvo.com/>

**ReJUVOdate Yourself!**

# ECO LIPS®

The best lip balm for the world

## August Promotion 15% OFF

- **Mongo Kiss • Eco Tints**
- **Pure & Simple**

- **Mongo Kiss larger .26 oz. tubes 15-pc. convertible displays**

- Peppermint • Pomegranate
- Unflavored • Vanilla Honey

with African Mongongo Oil, a nutrient-rich oil from Zambia, Africa: certified organic ingredients + Fair Trade Certified™ Cocoa Butter

- **Eco Tints Vanilla flavor 36 pc convertible displays 10 ct.**

New formula is more moisturizing, provides better color payout + now Fair Trade Certified™ Perfect for that switch from work to evening, or any time to freshen up with Organic Cocoa Butter, Fair Trade Certified™ Organic Coconut Oil, Organic Argan Oil + Aloe Vera harmonizing the natural Earth Minerals to provide a smooth glide & a beautiful shimmering glow. Be an eco-beauty! Providing a sheer tint in a choice of six shades.

- Rose Quartz • Plush Red • Mocha Velvet
- Moonstone • Coralite • Sugar Plum

- **Pure & Simple** 100% edible, 99% Organic USDA Certified Organic, mouth-watering fruit flavors. 100% edible formula. Great for kids
- Pure & Simple ass't. reach in display, 48 ct
- or 48 ct of individual; flavors: Coconut, or Grape or Kiwi-Strawberry

Dr. Ohhira's Probiotics

**GLUTATHIONE IS ABOUT TO BECOME THE OPERATIVE WORD**

**"The Master Antioxidant"**

## INTRODUCING REGA'ACTIV™

**3 functional probiotics: all 60 caps featuring the revolutionary probiotic strain *Lactobacillus fermentum ME-3***

ME-3 is proven to produce glutathione naturally in the human body. Working as a glutathione-activating agent via three different mechanisms, Reg'Activ™ is set to impact the future of preventative health on a cellular level.\*

**3 functional probiotics: all 60 caps**

- **REGA'ACTIV™ Cardio Wellness™** *Lactobacillus fermentum ME-3* with Vital Cardio Nutrients + CoQ10. Vegan

- **REGA'ACTIV™ Immune & Vitality™** *Lactobacillus fermentum* with *Lactobacillus brevis* KPO8 + Essential Nutrients. Vegan

- **REGA'ACTIV™ Detox & Liver Health™** *Lactobacillus fermentum ME-3* with

Milk Thistle (silymarin 80%) + L-selenomethionine, Vegan

**Present the best in the 21st PROBIOTIC CENTURY**

**your superior probiotics set just got larger**

[www.essentialformulas.com/regactiv](http://www.essentialformulas.com/regactiv)

L. Fermentum ME-3, a patented lactic acid bacteria strain, is used under an exclusive license agreement with the University of Tartu, Estonia.

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## Aloe Life August Promos

**15% OFF** 12 minimum mix & match  
**20% OFF** 24 minimum - mix & match

- **Healthy & Slim Daily Greens highlight all three**

- 4 oz. powder • 11 oz. powder
- 120 ct tablets

- **Herbal Aloe Ear Wash** 1 fl. oz. liquid dropper glass bottle

**Healthy & Slim Daily Greens**

11oz / 4oz. powders - 120 ct. tabs - This delicious product contain the highest concentration of Gluten Free, Certified Organic Greens & Vegetables per tablespoon (2 servings) than other product blends: without any fillers or potential allergens. An alkalizing formula. Mix with water or smoothies. Tablets are convenient for travel too. For everyone: adults, children, teenagers, seniors, athletes + even safe for pets!

**Herbal Aloe Ear Wash**

creates a pH balanced environment necessary to the natural healing process of the ear canal. The yellow sap of the Whole Leaf Aloe Vera comforts swelling of the tissue lining. Extracts of Calendula, Mullein, St. Johns Wort + Rosemary, along with the Aloe Vera help to provide relief from trauma in the Ear Canal. Swimmer's Ear, Colds, Pain, Vertigo + annoying itching.

**Whole Leaf Aloe Vera Juice Products**

Wellinhand.com  
**ACTION REMEDIES**



Topically Applied Herbal Answers Since 1994

## AUGUST PROMOTION 15% OFF

*Must mention BMC Promotional Deal to get discount. Buy dates are for the month of promotion.*

**Bug-A- Boo! Spray**  
Eucalyptus-Thyme 2 fl. oz.

**Bug-A-Boo! Spray**  
Eucalyptus-Thyme 6 fl. oz.

**Bug Repellant:** non-toxic for even the most sensitive skin. Non-toxic, + actually a refreshing spritz perfect for cooling off anywhere. Safe for children. Certified Vegan.

**Nit Kit™ 2 oz. Scares Lice, Not People**

Best value, with detailed instructions for use, a fine-toothed comb for catching lice, shower cap, + a 5x magnifier: Cleanest formula too!

**Body Wash Foamer Face & Body Wash - Minty Mischief 8.45 fl. Oz.**

includes water, pure castile soap (saponified organic oils of coconut, olive, + jojoba; organic aloe vera, rosemary extract), apple cider vinegar/acetic acid; Calendula blossoms + pure essential oils

**Topically Applied Herbal Answers. Action Remedies®**

# AROMA LAND

## August-September 2-month Bodycare Promotion

The Bodycare Collection

**Tea Tree & Lemon**

12 oz. bodycare clean & affordable (+ not through distribution)

- Shampoo
  - Hand & Body Lotion
  - Massage & Body
  - Conditioner
  - Shower Gel
  - Bath Salts 20 oz.
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.

**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*

**MORE GREAT DEALS**

- **Summer-time Candles 10% OFF** per case, 4 candles per SKU. Soy candle + containers made at Aroma Land in Santa Fe. **SCENT: Lemon Verbena** available in 2 shapes: "Heartshell" Porcelain 3.9 oz. + "Elegance" Porcelain 8.1 oz. double wicks, great for the patio

- **Bulk Bath Salt Sale: One Gallon Lavender Bath Salts 10% OFF per each**

it's time to carry the Aroma Land bath salts

- **Massage Oil: Massage Lotion Citrus 12 oz 10% OFF in 3 units each.** Light summer Tropical Citrus scents loaded with vitamin C + other age-fighting antioxidants, for massage + moisturizing Enliven & brighten the senses with this aromatic blend of Orange, Mandarin + exotic Tangerine sweetness. Perfect emulsion for massage treatments. Feels splendid to the touch + delights the senses.



# bodyceuticals

organic bodycare

## August Promotion Bodycocktail Organic Body Moisturizing Serums

**Buy 2, get one FREE!**

- For silky soft skin, great for summer moisturizing
- Travel-friendly 2 oz, no-spill spray
- Great for teens & tweens "going green"

**Purchase 2 or more of any one flavor, get one FREE**

Your choice of:

- Almond Marzipan
- Coconut Chi Chi
- Key Lime
- Pink Grapefruit
- Vanilla Crème

Current labels only – order early for best selection!

MUST USE CODE "AUGUSTBODY" to get the FREE one!

[www.calendulaskincare.com](http://www.calendulaskincare.com)



SURYA  
Brasil

**SUN = Surya  
= sun protection**

Surya is perfect for sun worshippers, and for everyone wanting healthy summer hair. From the cleanest, effective hair colorings available, to hair care that keeps hair color alive against the damage that the sun causes to the hair!

- Surya Henna Creams
- Surya Hennas
- Color Fixation Hair Care

~ daily + weekly protection for any hair color  
~ Amazonian Buriti oil + Cupuacu butter protect the strands from UV rays

- Restorative Shampoo
- Restorative Conditioner
- Restorative Hair Mask
- Leave-in Cream Conditioner
- Single Application Hair Mask

~ all Vegan, Fair Trade-certified and Eco Cert certified-Organic

**Spread the word: website links, and store trainings**

1. learn how to henna your hair

[www.youtube.com/watch?v=2unwOI05z9Q&feature=youtu.be](http://www.youtube.com/watch?v=2unwOI05z9Q&feature=youtu.be)

2. The Surya Brasil story

[www.youtube.com/watch?v=4QJ2vmjK458&feature=youtu.be](http://www.youtube.com/watch?v=4QJ2vmjK458&feature=youtu.be)

3. An inspiring vision of sustainability

[www.youtube.com/watch?v=aivP4W12HZ0&feature=youtu.be](http://www.youtube.com/watch?v=aivP4W12HZ0&feature=youtu.be)

# NEWTON homeopathics

Nurturing Naturally Since 1987

**AUGUST PROMOTIONS  
20% OFF select OTC formulas**

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

shelf tags for sale items included with your order

- **Breast Health** (N064)
- **Hives ~ Rashes** (N043)
- **Muscle Ease** (N037)
- **Parasites** (N053)

• **Breast Health** for symptoms associated with breast conditions as well as the discomfort experienced by nursing mothers.

• **Hives ~ Rashes** for symptoms associated with hives + other allergic skin reactions such as burning, itching, redness, swelling & discomfort.

• **Muscle Ease** for symptoms associated with muscle discomfort such as bruising, pain, soreness, stiffness, spasms + weakness.

• **Parasites** – for associated symptoms such as bloating, fatigue, itching, nausea, teeth grinding, increased appetite + intestinal dysfunction.

**The Best Homeopathic Lotions are back!!  
4 Formulas**

- Trauma Lotion
- Hemorrhoid Lotion
- Bee ~ Bug Bite Lotion
- Arnica Lotion

**Ask your BMC Rep about  
"Learn Stuff, Earn Stuff"**

- develop your homeopathic department

**Note: new address:** 455 Gees Mill  
Business Ct. NE Conyers, GA 30013

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Summertime Kids + Teens  
August Immune Promo**

- **Children's Chewables**  
25 mg 60 chewable tablets
- **Wellmune WGP®** 125 mg 60 caps

**2 SKUs: mix & match**

**6 bottles = 10%**

**10 bottles = 15%**

**20 bottles = 20%**

"As a medical doctor for more than 30 years, I believe a healthy immune system is the key in maintaining health, wellness and vitality. Wellmune WGP in one of the most effective natural products for maintaining your immune system\*. I highly recommend it for people of all ages to take every day"

— Dr. William "Bill" Sears, renowned pediatrician + author of more than 40 books on childcare

**Wellmune WGP®**

Clinically-proven. Effective, Safe. Patented Revolutionary immune enhancement ingredients

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# MushroomScience®

**EXTENDED one more month  
AUGUST SPECIALS ON  
MEDICINAL MUSHROOMS  
Cordyceps Cs-4  
Mushroom Extract**

• The Cordyceps Cs-4 extract may be the most versatile of all medicinal mushroom supplements.

• The Cs-4 strain of mycelium is the only strain of Cordyceps mycelium that provides all the active compounds found in the wild harvested Cordyceps mushrooms.

**THINK: • Immune Support^**

**• Increased Energy^ • Stress Relief^**

**...think Sports Nutrition section**

**cross-merchandising**

**4 ea. = 10% 8 ea. = 15%**

**12 ea. = 20%**

on the following items: not combined with other specials.

Must mention 'BMC August Promotion' when placing order

**Cordyceps Cs-4 90 Vcaps®**

\$14.13/MSRP \$26.95

~ 2 caps provides 400 mg. Cordyceps

sinensis mycelium hot water extract

~ 25% polysaccharides, .25% adenosine

~ no other Cordyceps label on the market is able to offer these dosages

^ These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# oxylent®

DRINK OXYLENT BREATHE LIFE™

**August Promotions  
Back to School 15% OFF  
Children's Oxylent®**

**& Oxylent® Variety Pack**

18 unit minimum (mix & match)

Speak with your BMC Rep about the #1 Summer support program for increasing your business beyond increased Oxylent sales.

**The Summertime "Water Bottle Sampling Program" will:**

- Increase sales of your private label water bottles
- Increase Oxylent sales in your stores
- Give your customers free added value Boost your Bottled Water Sales!

**Expect people to get thirsty this Summer?: Oxylent® hydrates**

the unique Water Bottle Sampling Program+ the Beverage Dispenser Program:

The Register sample programs + the new, eye-catching Oxylent Floor Display will have people reaching for Oxylent®

\* Standard shipping structure applies

\* Discounts are not given automatically

**DRINKOXYLENTBREATHELIFE™**



that you are not yet using. So get your team involved. Back to that extra time to create projects, and timelines for people to report in on progress. Launch the idea, praise the participant and involve everyone to the purpose, and then cultivate the next exciting ideas. Kaizen at work.

**Kaizen: constantly improving Education.** I personally know how much work goes into making sure that my team of BMC Sales and Education Reps stays constantly informed and updated. I wish I could invest twice as many hours as we already demand of them, but of course this is their job. Despite that fact that most stores expect their employees to guide the customer through the intricacies of all things natural during their workday, there are few stores that have created an environment where the majority of the team will eagerly finish their stocking and servicing to get to the time you allot per week for on-the-clock education. Think about the time that your staff is standing around, and imagine if they were using that time to understand enzyme nutrition, methylization, or glutathione peroxidase, or amino acid chelation (or the preferred ingredients in EWG cosmetics or how to sell kale by discussing its nutritional excellence).

In the nutritional and bodycare aisles that are the purview of BMC, we can help you to get your stores excited about the online "courses" and modules about natural health. Who on your team can lead this project? Many companies offer rewards for the time spent (and free products for your staff is a perk that should

never be underestimated). Ask the team how they see the work day evolving so that they can get the time to do the study. Emphasize the pluses of their being educated. Make it fun, but mainly find ways that the opportunity is not dampened by hindrances, and that the team recognizes that everything is dependent upon the ideal situation and that the appropriate coverage of store floor and the customer's needs always come first. Ask for suggestions for how the schedule can be slightly tweaked so that the time can be fit in: you will may be surprised as to the creative ideas. Listen to input, allow gradualism and explain to the team that they need to be involved in maintaining the greater good, because that is what Kaizen is all about. You may find minds get stimulated and work efficiencies increase and the team is energized beyond your expectations.

Or not. This is a philosophy, not a magic equation. And it will clearly take time to change some established bad habits so bend like the bamboo and be aware and show leadership and encourage leadership, and communication and cooperation. Stay on the course: communication, team participation in the project and a focus on increase efficiencies for the goal of making the store a well-spring of constant improvement.

Most importantly, one should prepare for Kaizen as "culture change" within your business. This is a good thing. It should bring mostly palpable success, and it will bring failures and challenges: that is life. Management is what we do when these challenges occur. Extra work? Yes. The promise of a visible

## VERIFIED SUSTAINABILITY

**Nordic Naturals® is now 100% Friends of the Sea product certified!**

Friends of the Sea (FOS) is an internationally-recognized, non-profit, non-governmental organization whose mission is to conserve the global marine habitat. [www.friendofthesea.org](http://www.friendofthesea.org)  
This certification verifies that Nordic Naturals® is in compliance with the following rigorous standards; ensuring long term sustainable fishing and the health of our oceans:

- Products are from fish stocks that are not overexploited
- Fishing practices prevent bycatch of endangered species
- Fishing practices reduce ecosystem impact
- Manufacturing reflects energy efficiencies
- Company practices include high standards for social accountability

**HAPPY BIRTHDAY NORDIC NATURALS® 1995-2015**

transformation of the success of the store? Think about the probabilities and you should admit that it is worth the long-term commitment.

Since stores are always open to the public, the opportunities to make changes will always be challenging. A complicated reality: it will not always be easy. But your management team will hone their skillset, and the results of these exercises will manifest in other areas. You will become more adept at running a business. "More better" success is sure to follow. Kaizen: constant improvement.

To people who live in communities where the American assembly line could not keep up with business technologies and the factories closed, Kaizen could seem a curse word. Yet, the concept of continual betterment is simple and beneficial as long as it is made part of the company "culture." Even our small to large size retail businesses can benefit from embracing this concept of a culture open to improvement. Not the words: the actions.

Trust me, stores that do not evolve can expect to see things go badly. Stores that stay active in the vocation of their purpose—which involves great evolving business practices—can survive any challenge down the road. Have faith in the power you generate. But first, generate the culture of power.

Powerful Detroit fell apart, because the business got lazy and was outperformed. GM eventually understood that going through the motions with a quiet arrogance brought them to the edge of extinction. Interestingly enough, Kaizen was recognized by my spellcheck! As natural foods and nutrition go mainstream, all stores have to step up. BMC wants to help you: that is why I run this business: to assist your efforts to stay vital as a community resource center. To do this, I suggest you embody the principles known in successful business channels as Kaizen. ☺

1 <http://www.newyorker.com/magazine/2008/05/12/the-open-secret-of-success>  
2 <https://en.wikipedia.org/wiki/Kaizen>

# BLUE PLANET

EYEWEAR

## New BAMBOO Styles

**Don't miss out this summer  
3 styles: ya gotta see them**

### • Liberty

**a classic shape with American flair**  
with stars & stripes on the arm

- BP 91 gloss red Lens: brown/polarized
- BP 92 frosted clear Lens: smoke
- BP 93 matte blue Lens: smoke
- BP 94 gloss black Lens: smoke

### • Murphy-Polarized brushed metal meets bamboo

- BP 31 brushed silver ~ smoke
- BP 32 brushed bronze ~ smoke
- BP 33 brushed gold ~ smoke

### • Teller

**the perfect active shape with  
diamond pin detail**

- BP 21 gloss black ~ smoke
- BP 22 gloss crystal blue ~ blue mirror
- BP 23 matte camo green ~ smoke
- BP 24 gloss brown tortoise ~ smoke
- BP 25 gloss clear ~ silver flash mirror
- BP 26 gloss crystal orange ~ amber mirror

[www.BluePlanetEyewear.com](http://www.BluePlanetEyewear.com)

# BASS®

Brushes  
Bass Brushes

## The Hair Doc Company

Since 1979, the oldest + largest provider  
of Finest Quality Natural Hair, Body \*  
Skin Care Products!

Manufacturer. Importer. Distributor

### GO GREEN WITH US^

### 100% BAMBOO Wood

used for most of our styles in Wood  
handle Products.

### Makers of The Green Brush® by Bass Brushes®

Also providing Styling Brushes, Cosmetic  
Brushes, The Shaving Brush Collection,  
The Baby Collection, The Foot & Back  
Collection. Manicure Implements, ... +

### Power Hair Clamps + The Bass Pet Grooming Collection

ONLY Bass Brushes® with the bamboo  
wood handle + the bamboo pin have the  
name The Green Brush™. Hair Doc has  
a bamboo display holds 30 pc display.  
Striped Bamboo Handle Brushes #15 - 20.

**NEW EMAIL ADDRESS:** for sending in orders  
or credit requests  
[orders@bassbrushes.com](mailto:orders@bassbrushes.com)

^ All Paper Packaging is Biodegradable and  
made with Recycled paper.



balm and echinacea more in my career on the front lines of health food retail, back when. You now have the knowledge of these health tools!

This year, capitalize with the best Children's set your store has ever created. BMC is here with help, suggestions and superior products. Start with **Nordic Naturals**® and their social cause partnership with Big Brothers–Big Sisters. Here is a way to accomplish many things: get everyone to further understand the benefits of EPA/DHA Omega-3s and their universal necessity for human brain and cell health; turn new people on to the benefits of Omega-3 Nutrition; get people to understand that your store has always been the source of the best Omega-3s; and help the laudatory work of the amazingly successful and society-supporting Big Brothers Big Sisters. **Nordic Naturals**® is an industry leader in store support, and the materials they make available to your store this Quarter are the best foundation for your efforts to craft a statement that resonates. Be creative: highlight Nordic Naturals® for the child and teen, and the mentor and their friends.

My suggestion is that you fill the center shelves of your Back to School endcap with one-side shouting, "Essentials for the Big Brothers and Big Sisters", with the best-selling *Ultimate Omega*® and the *Omega-3* and *Omega-3D* liquids, and the *DHA Xtra*, and the other side of the endcap highlighting that for every purchase of the demarcated Nordic Naturals® Children's products,^ a donation of \$1 will be made to Big Brothers–Big Sisters. Then, talk up the cause and do outreach. Contact your local Big Brothers, Big Sisters. Do something creative with them. And advertise the "fundraiser" offered by Nordic!

Now fill all the shelves of that endcap, and keep it filled till October 1: a quarterly donation to your community, showing the warehouse of products available in your store for optimal children's health and healthcare needs. Spend the money to showcase the options, and then keep the best-sellers year-round to be that dependable source of what the families need. For the things that don't sell well, let them fade and then bring them back next year with another endcap that says Children's Health Abundanza, because we consider it that important. You will then be developing a market!

Highlight the **Bluebonnet Rainforest Animalz**® multivitamins and Vitamins C and D, fish-shaped DHA and the delicious vanilla-frosting **Calcium-Magnesium-D3 Rainforest Animalz**®. The cleanest, best-sourced multiple for the family that knows that source matters. Don't forget to stock mountain-high the best-selling multiple in the children's category, Nordic Naturals® **Nordic Berries**™. Add the rockin-fun tasty **Oxyleni**® Kids effervescent: products for every child's palate and parent's satisfaction!

Health solutions? Every parent should stock their natural medicine cabinets with the best products they can find for their children. Promote the new line of Kids Herbs from **Herb Pharm**®. This line addresses immunity, energy, and digestion with the only products out there with the USDA-Organic seal on the front of the label. Bring in the whole line today, and display them prominently. Homeopaths: this is the

fastest growing category of parent-purchased products, as they have faith in the safety of homeopathic preparations. With **Newton for Kids Newton Homeopaths** created the children's homeopathic category with the ground-breaking and effective formulas that Dr. Luc Chaltin created from his clinical practice and experience. Herb Pharm® liquid extracts, with their effective absorption in any beverage and the natural sweetness from the Organic Glycerin, sitting next to the full line of Newton for Kids—and parents will get the message from the alphabet blocks that spell out "children's

health". Right in the middle, for the school year and content young minds, **MindCare, Jr.**® by **Himalaya Herbal HealthCare**®

More excellent Children-friendly products? **Superfruit** from **Aloe Life, Immune Health Basics** chewable **Wellmune WGP**® for immune strength, (and the 125 mg caps for teens). Kids will love the eco-clip lip balms from **Eco Lips**® and the delicious **Pure & Simple** Organic lipbalms. Henna is a right-of-passage for many youngsters, so give them **Surya**, and educate them on how to use this natural plant coloring

continued on page 8

## HOW CREATIVE CAN YOU BE?

### August-September is a time people need Natural 1st Aid

Whether Vacation or Back to School, it is time for that yearly review of the Natural Medicine cabinet. Whether product has been wisely used and needs refilling, or it has been in-house for many years and needs replacing, you need to highlight the products that you have, and remind people of the superior product available in your store to help from scrapes, to wounds to bug bites.

#### Aloe Life

Skin Gel & Herbs 4 oz. + 8 oz. + 1 oz.  
NEW Skin Gel Aloe Mist 2 oz. + 4 oz + 1 oz.  
Body Heat Vanilla Rub 1 oz. + 7 oz.  
Bug Beware Spray Concentrate 2 oz.  
Animal Aloe 4 oz.

#### Bodyceuticals

After Sun Relief in a travel-friendly pump  
USDA-Organic calendula oil 2 oz.  
Organic Calendula Oil  
pocket size (new mini pump) 4 oz.  
Organic Calendula Salve 1.76 oz.  
(with PNW honey)  
"Calendula Collection" Gift & Travel set

#### Herb Pharm

##### Create an off-shelf display

Arnica^ liquid extract  
Herb Pharm original Salve™ 24 gm  
Trauma Drops™  
Dragon's Blood liquid extract  
Calendula Succus liquid extract  
Comfrey\* liquid extract  
Arnica Oil, Calendula Oil, Tea Tree Oil  
Trauma Oil™ St Johnswort Oil  
Dermal Health™ liquid extract  
Fungus Fighter™  
Inflamma Response™  
Joint & Muscle Warming Rub  
Soothing Oak & Ivy™  
Soothing Throat Spray  
Willow Minor Pain Response

#### WellinHand

Wart Wonder™ 2 fl. oz.  
Wart Wonder™ Super Potent 2 fl. oz.  
Wart Wonder™ Delicate Places 2 fl. oz.  
Cut Rescue™ Herbal Styptic 1 oz.  
Therapy Oil™ 2 Oz. Glass bottle + unbreakable bottle  
Pain Rescue® Warm 2 fl. oz. [chronic]  
Pain Rescue® Cool 2 fl. oz. [acute]  
Yeast Rescue™ Spray 2 oz.+ Soap Soother 6 oz.  
Fungi Free™ Program 4-step kit  
Fungi Free™ Prepare-Soap 6 oz.  
Fungi Free™ Penetrate Spray 2 oz  
Fungi Free™ Protect Oil 2 fl oz  
Fungi Free™ Prevent Powder 4.5 oz.  
Fungi Free™ Pre-Polish SHIELD 2 oz.  
Bug-A-Boo Spray Rosemary 2 + 6 oz  
Bug-A-Boo Spray Eucalyptus 2 + 6 oz  
Sea Bath "Itch Witch" 20 oz.  
Sea Bath "Muscle Recovery" 20 oz.

#### AromaLand

Foot & Leg Lotion Bay Laurel & Mint 12 oz  
Tea Tree & Lemon Bath Salts 20 oz.  
Bath Salts AromaFree®  
Rainforest Botanicals Tea Tree Essential Oil 1 oz.  
Muscle Cool essential oil 10 ml.  
Muscle Warm essential oil 10 ml.  
Personal Defense® essential oil blend 10 ml.

#### Newton Homeopaths

Lotions -1.1 oz external use only  
~ easy-to-carry airless Pump dispenser  
~ non-greasy, fast-absorbing.  
Non-petrolatum/paraffin base  
Trauma Lotion 1.1 oz.  
Bee ~ Bug Bite Lotion 1.1 oz.  
Arnica Lotion 1.1 oz.  
Accident~ Injury Rescue liq. & pellets  
Aches & Pains liq. & pellets  
Bug Bites~Itch Stopper liq. & pellets  
Dust~ Mold~ Dander liq. & pellets  
Fungus Fighter liq. & pellets  
Hives~ Rashes liq. & pellets  
Muscle Ease liq. & pellets  
Panic Button liq. & pellets  
Poison Ivy liq. & pellets  
Sports Injury liq. & pellets  
Warts~Moles~Skin Tags liq. & pellets  
Newton for Kids Bangs~ Scrapes liq. & pellets  
Newton for Pets Injury~ Rescue liq. & pellets

#### Himalaya Herbal HealthCare®

U-Knead-it Balm 50 gm.  
i.e. Balm (inhale, exhale) 50 gm.  
DermaCare® 120 Vcaps®

#### Immune Health Basics

Skin Renewal Cream 2 oz. jar

#### Bluebonnet Nutrition

BCAA  
Nucleotide Complex Vcaps®  
Age-Less Skin Formula® Vcaps®  
MSM 1000 mg Vcaps®

#### Lip Balms:

**Bodyceuticals** Calendula Lip Balm  
(Organic, Vegetarian, Wheat-Gluten-Soy Free)

**EcoLips** Classic SPF Lip Balms

**EcoLips** Face Stick SPF

^For external use only



## 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."

### Kids Products continued from page 1

agent with a Youtube video! These kids will be so natural and cool that they will certainly want to be totally hip, wearing the **Blue Planet**® Kids bamboo sunglasses Girls will love the **Bass Brushes Power Hair Clamps**, and put a pencil case-full of **Hair Doc**® bamboo combs on the shelf too, because parents and teachers love a well-groomed student!

Lunch box nutrition? **Juvo**™ whole meals on the menu of healthy-options for students may just inspire parents to think raw and organic daily! For nighttime solutions for maintaining homeostasis during the year, consider the natural baths available from **WellinHand: Kiddie Calmer, Colds & Flu, Itch Relief, Muscle Recovery, Sleep Rescue** and **Moon Rite**. Baths matter.

Finally, for that student athlete, the NSF-Certified for Sport® options from **Bluebonnet Nutrition**® (*Extreme Edge*®), and **Oxylent Sport**®. Think big, too, with the safety of the **Newton Homeopathic** sports products.

Be a leader in your community: say, "Got Kids, we got ya covered!" that is what a successful and profitable health food store does. Give it a serious effort, and your store will fill with kids culture and happy parents and relatives! More on Back to School Nutrition next month, as the days get longer, the cupboards get filled and the cold season incubates. ☺

**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 your BMC Rep 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  
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30013

#### Himalaya Herbal Healthcare

www.himalayausa.com  
800-869-4640  
fax: 800-577-6930  
Sugar Land, TX 77478

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
Chatsworth, CA 91311

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Well-in-Hand: Action Remedies

www.wellinhand.com  
434-534-6050 • 888-550-7774  
fax: 434-534-6040  
Forest, VA 24551-1200

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
orders: 1-800-414-ALOE  
(2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234-8906

#### Immune Health Basics

www.wellmune.com  
www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Cedar Rapids, IA 52401

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
800-662-2544 • 831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Surya Brasil

www.suryacosmetics.com  
516-328-0021  
fax: 516-328-0760  
New Hyde Park, NY 11040

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515 •  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### Bodyceuticals

Ph: (425) 333-5480.  
Orders and fax: (425) 491 8354.  
Carnation, WA 98014

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

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

Editor & writer: Michael Hennessey  
Distribution and webmaster:  
John Holback  
Graphics: Theresa Welling

