



# BLUE MOOSE CONSULTING NEWSLETTER

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## Talking Health: Suitable Displays for the Urgency of Now

What would you do if you knew that there was gonna be negative press coming soon about Vitamin C and Omega-3s and Protein? Would you lock the door or run into the back room? Or would you counter the intentions of the media charade, and promote health alternatives truthfully and heartfully, showing that you believe in the science of what we promote?

When they accuse us of selling healthy products, we really can't hide it so we might as well accentuate the positive and use this as another teaching moment to help the community that we serve to consider better tools to bring greater health into their lives.

For most stores, the Omega-3s are the biggest fish in their sales pool. It is no surprise that a certain sector of the science class is trying to chip away at the overwhelming proof of Omega-3 Nutrition. While it is the supposed foundation of science to "challenge and question", it is not in science's ethos to editorialize politically against the grain of proof: but for some unknown reason that seems to be the case. Since you do not have the wherewithal or the decreed status to counter these constant negative volleys, you need to be adept at directing everyone to a credible resource site. Create a sign that says, "Looking for information about the benefits of Omega-3s? Check out all the accumulated information at [www.omega-research.com](http://www.omega-research.com)." Go to the site yourself, and explain what the viewer will see when they go there.

And then, promote Omegs-3s as if there was no tomorrow. This month, **Nordic Naturals**<sup>®</sup> continues their Quarterly Promotion that highlights the work being done by the organization Paws and Stripes. Carry the message with pride and prominently highlight the message, "Helping Dogs, Helping Heroes" and "Buy One Bottle, Help Two Heroes." Everyone will be able to agree that this cause is worthwhile, and people will see the logic

and good cause of understanding that Omega-3s are essential for good health and living life optimally. Omega-3 are a best choice for many of today's physiological maladies.

Nordic Naturals<sup>®</sup> has raised the bar again with exceptional innovation in their new *Bigger, Better, Stronger* higher concentration, natural triglyceride form Omega-3 oils. Use the quarterly promos and intro deals on new items (coordinate with your Nordic Rep) to highlight the industry's bestselling Omega-3s (children's products and Algae Omegas too). It is time to share the story of Paws and Stripes to make a big display and rededicate yourself to the reality that everyone needs significant amounts of Omega-3s daily!

The next hottest item in nutrition is Protein, so I am not surprised that they would attempt to discredit supplementation of this essential nutrient too. We can all also agree that this word is used to sell many mediocre products in the marketplace. That said, slanted negative press is never the way to go and we need to be resolute in making sure that we are clear that the health food store is the place where quality products are available. We need to make sure that we are carrying the best, and that we are educating on the quality differentiators that make the health food store a very unique and very healthful place.

**Bluebonnet Nutrition**<sup>®</sup> is about to enter its 25th Anniversary in January; and in December, they are offering a one-time "Thank You Promotion" discount at 20% OFF the entire line. Take a moment to think about strategies for the imminent TV threat to key nutrients in our industry, and use this opportunity to buy your usual best sellers while also buying big now on Bluebonnet's exceptional-quality Proteins and Vitamin Cs—which are two other categories we expect will be assaulted early next year.

As you know, Bluebonnet sources their Vitamin Cs from the only remaining Manufacturer

of C in Europe. Quality matters, and it is to your advantage to always be recommending superior products that have the strongest quality assurance testing, and the best environmental footprint. Most C is made in China, but Bluebonnet stays true to best quality with a product that is K-of-K Kosher (most products), in glass bottles, with veggie cap options and products that are in the process of being labeled non-GMO certified. Vitamin C is highly beneficial for general immune health as an antioxidant. Vitamin C is a recognized best seller for Cold/Flu and Allergy seasons for its work with the cellular stress known as inflammation. This year, proudly highlight Vitamin C—an old faithful—and recommend the best with a great and large Winter discount. You can get Bluebonnet's *Super Quercetin*<sup>®</sup> on sale at 20%-OFF to promote year-round as a "Seasonal Supporter" with their Hottest-seller counter display program. Just Ask.

Bluebonnet has a huge selection of Proteins that are sold only to health food store retailers, with MAP policy protection. Why are you highlighting other options that don't do this? Bluebonnet's Whey Protein Isolates are great sellers, and they will stand the scrutiny of any negative press label-scandals. Delicious, high protein, sugarless options that bring loyal customers finding results from quality. The new *Organic Super Earth*<sup>®</sup> *Veggie Protein* powders are fast becoming bestsellers. Add the *Extreme Edge*<sup>®</sup> *NSF-Certified for Sport*<sup>®</sup> products for the clean athlete and the novel *Dual Action Protein* (whey + casein) and you can say with confidence that you offer the best. Bluebonnet's 25-year loyalty to the health food store is the best reason to make that wall Bluebonnet strong. You will feel confident with your quality supplies when the press sniffs around trying to cause havoc by highlighting the mistakes of less-competent manufacturers.

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## Talking Business: Breaking the Closed Loop of Information

Here is another example of how our society is not healthy. Did ya hear about what they are putting on the television now? PBS plans to air a program in January that will mirror a program in Canada that is gonna bring TV-truth to the watching public on the dangers on nutrition. Yes, they are at it again.

Science obviously has become as political as that family down the street's horrible soap opera problems, and the whispers between the two disenchanting scurrilous workers at the end of the bar about how bad "the man" is, after the fifth drink. Yep, modern materialistic science has hit the gutter, and people are gonna be told with authority: the world of human nutrition led by disingenuous people selling supplements is a serious waste of money, and dangerous.

When this news flash series hits, I can guarantee that there will be doctors in lab coats. They will speak with measured dignity as they

expound on the fact that, despite the reality that nutritional sciences have bettered millions of lives, they are the superior scientists and they can make decisive opinionated statements with irrefutable authority! Modern science believes in its definitive and controlled summaries.

I do think that there are backroom deals made when things like this happen. I do believe that some very haughty individuals sit around some very overpriced meals determining how power can be corralled. At least one of these people has drunk the koolaid of the pharmaceutical industry with the publically-traded mantra that we must eliminate or denigrate the competition. So strange that they would think this way about health!? Cost-benefit analysis done by robotic accountants: how much money would we have to spend so that the options are reduced; and the cost of the commercials can be counter-balanced? How much dirt needs to be flung to reduce the concerns over the myriad

contraindications, so that a shrugging consumer acceptance is attained; and there are no other options but the heavily-financed, patented, stock-option driven, riches-guaranteeing modern drugs? Sure there are outliers. Sure there are some drugs made by noble cause, and manufactured at fair prices, and found and prescribed by doctors earnest to find better ways of healing people while disregarding the ever-present pharmaceutical reps and their clever way of presenting their science. Sure there is....

Sometimes we have to get mad as hell and say that we are not gonna take it anymore.

I for one have lost ALL faith in modern medicine. I look at the mainstream of American medicine with great skepticism and fear. I do not speak as a Luddite: I speak as an intuitive person and I am here responding solely to the daily hypnotism of those tv prescriptive drug

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commercials with their happy people and their innocuous non-statements; and the made-up illnesses that are peddled on people with the legal disclaimer to “talk to your doctor.” I know evil when I see it. Their actions are so suspicious, that of course I have to wonder intelligently if those lunches occur, and those bad-press suggestions are cleverly couched in shared conversations: “we can do this”, they say. Organized medical power grab assassinations: they have been going on longer than the AMA. I am not alone in thinking this.

I want to help people be well. I would rather give people healthy medicines and guide them, than charge them for prescriptions and send them on their way. Interesting that one dictionary entry defines a prescription as a drug that is available only with written instructions from a doctor or dentist to a pharmacist. Hmm. They control the definitions. It seems to me that the motive to help people has very much been swindled away by folks wanting money for their expertise and controlled substances. Money changes everything.

Look no further than the well-intentioned, public information-sharing service of Wikipedia to find the thought-police fervently at work discrediting with authoritarian irrefutability anything that is natural as “unproven”, to be viewed with a complete disregard and disdain. “Agree, and obey and don’t question” the scientific authorities. Civil people in civil society should remain polite, and not mention these things out loud: don’t question the system or whether it works!

Who knows whether to trust a person who thinks like this!?

“I have a friend who is a doctor,” you say, “and he/she is such a nice person that their system of medicine must be proven and effective. In those five minutes that they give me, they obviously can diagnose what is wrong with me: I need one of the big 10 major drugs” It is better when no questions are asked!

Creating doubt is a major tool of social control. So is establishing unquestionable authority, though this is also a descriptive of the unfashionable word fascism. Someone’s ideal apparently is one homogenous medical choice, neatly packaged for everyone, with the winners getting the riches that they have earned. They are everywhere: This is what they allude to with each other over their lunches.

And so their friends in TV and radio and print listen to them. The vitamins are the bogus work of charlatans? Who would have known? None of that stuff works? WOW. But 70% of “the people” use this stuff. How can we tell them the truth? Let’s expose the fraud.

These perversions are reality and a force to be reckoned with. More importantly, we have to teach allopathic medicine to be honest and to be integrative. Science, as now controlled, has lost its credibility. It is now a porridge of true knowledge and superb advancements, and a lot of slime by people who deserve derision and a heavy kick in the ass as they are shown the door. Our dialogues can add to the forces of positive change.

But they control the information centers. Their cockiness and arrogance is founded on the fact that in a world where supposedly everyone is open to the freedom of the internet and social media, and the freedom to learn everything easily, THEY control the message. Their messages appear when needed, and they will be on TV next month.

If the natural foods movement hit a critical tipping point in 1965, then it has matured in the past 50 years, following good science that has already found personalized ways to prevent cancer and heal a broken immune system and counter inflammation. Viruses have met their match, if we will only just put money into investigating the research of the miracles found in nature. The



## HERE THEY ARE: CHILDREN’S SPECIAL ORGANIC HOLIDAY GIFTS

**Doctor-Recommended Formulas**  
**USDA-certified Organic herbals for healthy children**

### NEW THIS MONTH

- **Captain Concentrate** attention & focus formula
- **Cough Crusader** quiets a cough
- **Fast Asleep** a little help getting them down at naptime and nighttime.
- **Throat TLC** delivers an immune supportive herbal blend and soothes touchy throats.
- **Immune Fortifier** for building immune system in advance of season, and for rebuilding in recovery after illness
- **Sinus Samurai** attacks nasal and sinus congestion and helps with watery eyes. Can be used year-round.

### LAUNCHED IN APRIL

- **Kids Immune Avenger™** -
- **Kids Tummy TLC™** -
- **Kids Ear Oil**
- **Kids Black Elderberry Glycerite**
- **Kids Echinacea Glycerite**
- **Kids Lemon Balm Calm™ Glycerite**

### FORMULAS:

**Kids Ear Oil** - Calendula flower, St Johnswort flowering tops, Mullein flower, Garlic bulb.

**Kids Immune Avenger™** - Echinacea root, Elderberry fruit, Meadowsweet leaf + flower, Hyssop leaf + flower, Ginger rhizome, Horseradish root, Thyme herb, Cinnamon bark

**Kids Tummy TLC™** - Chamomile flower, Lemon Balm leaf, Catnip herb, Fennel seed, Ginger rhizome, Peppermint essential oil  
~ Expert-formulated & great tasting  
~ Made with certified organic & sustainably wildcrafted herbs  
Purity, identity & potency tested

**Captain Concentrate™ Attention & Focus\***  
Organic extract blend: Lemon Balm herb, Bacopa herb, Passionflower flowering herb, Oat “milky” seed, Dandelion whole flowering plant, Lavender flower, Sweet orange essential oil  
~ great for school days, homework or any activity when attention & focus are desired\*  
~ Certified Organic & alcohol free

**Cough Crusader™ Cough Less, Smile More\***  
Organic extract blend: Mullein leaf, Wild Cherry bark, Anise seed, California Poppy whole flowering plant, Thyme leaf & flower, Licorice root & stolon  
~ a tasty blend with mullein and Wild Cherry that helps quiet a cough\*  
~ Certified Organic & alcohol free

**Immune Fortifier™ System Builder\*** Organic extract blend: Astragalus root, Elderberry fruit, Echinacea root, Reishi mushroom, Cinnamon bark  
~ Certified Organic & alcohol free

**Sinus Samurai Seasonal Support\***  
Organic extract blend: Stinging Nettle herb, Eyebright flowering herb, Astragalus root, Reishi mushroom, Dandelion whole flowering plant, Ginger rhizome.  
~ attack nasal & sinus congestion, watery eyes year-round\*  
~ Certified organic & alcohol free

**Fast Asleep™ Nap & Nighttime\***  
Organic extract blend: Passionflower flowering herb, California Poppy whole flowering plant, Lemon Balm herb, Chamomile flower, Catnip herb, Sweet Orange essential oils  
~ when it’s bedtime but sleep won’t come, this formula provides a little help for nodding off\*  
~ Certified Organic & alcohol free

**Throat TLC™ Soothing Relief\***  
Organic extract blend: Echinacea root, Elderberry fruit, Licorice root & stolon, Sage leaf, Oregon Grape root, Sweet Orange essential oil  
~ delivers an immune-supportive herbal blend and soothing relief directly to touchy throats\*  
~ Citrus flavored. Certified Organic

human brain can be made happier, and healthier (and children will therefore be beaten and ignored less, and revenges will become less common, and anger will be controlled and trauma mollified). Natural health for a better world. Unless THEY succeed in stopping us.

How do we know that they are against us? Because they manifest their fears with flawed assaults from their message powerpoints that they have established and control. Control of the media. The world has changed, and we now live in a society where there is a closed loop of information. They already control the socio-cultural viewpoints and references. It is so accepted that they themselves sometimes don’t even realize what they are doing. (similar to the good intents of tearing apart the small downtowns 40 years ago and destroying the edges of the communities with monstrous tax-supported concrete malls, that are already starting to decline), they fail to accept the possibility that they could be destroying the human spirit and our beautifully-evolved physiology with their unproven, 15-year timed, experimental drugs. Trained arrogance: ever felt that from your doctor? Well, the wealthy folks behind those drugs are the worst of those doctors, on steroids. They pay their talking heads well so that we like them and are comfortable with them and trust them. Some consider them our greatest leaders: I say “God Bless

their souls.” They will soon be delivering someone’s crafted truth to the public: and once again, we will be the easy target.

We don’t want them to think that we are dangerous minds, but to them, we are. We are the natural health movement, and we espouse a different philosophy.

I just want to make sure that you are not lulled into complacency: hoping that things are normal: that TV stories eventually cover both sides of a story evenly; that people question the veracity of things that they hear over and over again and make up their own minds through thoughtful investigation; and that they pause and deliberate fair deductions from the gathered facts.

Actually, I want to rile you, to get you off your comfortable though worried butts, and to get you active! A storm cloud is blowing in—we know the weather report from hot rhetoric being spewed on Canadian TV: we are in for a full-frontal, deliberate tactical “reasoned and scientific” butcher-knife assault on nutraceutical health next month! The sky is not falling, but bombs are about to be dropped.

Sit back and let the tsunami wash the customers out of your stores, or be prepared. I like to credit Bob Dylan with the phrase, “if you don’t stand for something, you will fall for anything”.

What is gonna happen? There will be a series of shows. They will appear hidden in the election

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### 3 December Promotions

#### 1. 4th Quarter Promo through December 31 December: Stress & Energy Support

- Adrenal Support™ • Anxiety Soother™ • Ashwagandha liquid extract\*
  - Eleuthero liquid extract Sustainably grown • Holy Basil liquid extract\*
  - Eleuthero glycerite liquid extract Sustainably grown
  - Kava veggie capsules • Kava liquid extract Sustainably grown in Vanuatu
  - Maca liquid extract\* • Maca veggie capsules • Maca root powder\*
- 100% Pure, Certified Organically Grown, steam-cooked (gelatinized) Maca (Lepidium meyenii) root.  
(\*Certified Organically Grown)

#### Promo Buy-in terms:

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

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

Reorders: same discount structure. (two) categories must be purchased separately. MUST mention deal when placing each order or have your Rep sign you up for this Quarter's Promo

#### 2. Immune Season Promotion till January 31, 2016

- Black Elderberry liquid extract • Echinacea liquid extract • Oregano Spirits™
- Black Elderberry Glycerite • Echinacea Glycerite • Umckaloabo liquid extract
- Echinacea Goldenseal Compound: a legendary formula, a classic • Viratack™
- Golden Echinacea™ extract • Goldenseal Echinacea™ Glycerite • Immune Defense™
- Olive Leaf liquid extract • Soothing Throat Spray™ • Super Echinacea liquid extract
- Super Echinacea veggie caps • Umckaloabo liquid extract

#### 3. SUPER BOGO deal: No other discounts apply.

- Milk Thistle veggie caps BOGO packs code: KMILKBOGO
- Saw Palmetto veggie softgels BOGO packs code: KSAWBOGO

#### ALL HERB PHARM KIDS PRODUCTS NOW SHIPPING

NEW six new liquid herbal formulas for kids' health. Expert-formulated, certified organic and great-tasting, these formulas meet the needs of kids + parents alike.

Ask your Herb Pharm REP for Opening Order discounts

- Captain Concentrate™ Attention & Focus\* • Immune Fortifier™ System Builder\*
  - Cough Crusader™ Quiets a Persistent Cough\* • Fast Asleep™ Nap & Nighttime Formula
  - Sinus Samurai™ Seasonal Support\* • Throat TLC™ Soothing Comfort\*
- BUY ONE at regular cost, get one FREE, shrink wrapped!**

Not represented by BMC in NJ



### THANK YOU PROMOTION Warm up your Savings in Anticipation of Bluebonnet's 25th Anniversary

Take one (1) order between December 1 and January 8 and identify it as YOUR "Bluebonnet Thank You Promotion" + Bluebonnet will gratefully pass along a **20% OFF** deal for that one (1) order—for every product in the line!

#### THANKS TO ALL THE HEALTH FOOD STORES THAT HAVE SUPPORTED THE BLUEBONNET MISSION FOR THE PAST 25 YEARS!

Look at all the new Non-GMO products, all the products in vegetarian softgels, and all the highest-quality products to help you help your community become more healthy. Make that order worthwhile!

Time to grow your Bluebonnet set: bring in new sizes and capitalize on Bluebonnet's support by celebrating Bluebonnet this month and all of 2016 in your store!

*The Bluebonnet story is worth telling. Customers love the good guys!*

**ONE ORDER = 20% OFF = THANK YOU**

#### Coming Attractions

in January 2016. Bluebonnet will Celebrate its 25th Anniversary check your mail for a celebratory package for all retailers who have made this a Healthy 25 Years!

#### NEW ITEMS

~ EarthSweet® Chewables Calcium Magnesium & Vitamin D3 tablets\*

741 Natural Vanilla flavor • 743 Natural Vanilla Orange flavor

~ Natural Omega-3 Kosher Fish oil softgels

Natural triglyceride form 977- 60 softgels • 979 -120 softgels

Not represented by BMC in NJ, SC

\*kosher certified



HERBAL HEALTHCARE

#### SPECIAL DEC-JAN GARCINIA PROMOTION: 50% OFF^

- Think BIG endcaps • Limited time + quantity: while supplies last

^ bottle dates 2017 [120 ct. 09/2017; 60 ct 04/2017]

**GARCINIA SEASON: Happy Holidays:** Supports long-term weight control as a part of a regular diet + exercise lifestyle\*

#### HIMALAYA GARCINIA: 60 + 120 caplets

- contains 65% HCA (hydroxycitric acid) • USDA-Certified Organic
- Non-GMO Project Certified • vertically-integrated manufacture
- NO fillers, binders, or artificial ingredients • Gluten Free

\* these statements have not been reviewed by the FDA, + are not intended to diagnose or treat any illness or disease.

#### THREE (3) ESSENTIAL HIMALAYA FLOOR DISPLAYS 25% OFF

- fully assembled with products. Compact size. Free display
  - LiverCare® 24 - 90 caps. 2015 Best of Supplements Award
  - PartySmart® 12 boxes. One Capsule for a Better Morning
  - Neem & Pomegranate Toothpaste 48 units. 2014 Best of Beauty Award
- Bring in all three today. While supplies last**

#### DECEMBER 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

• **TRIPHALA caplets Digestive Support + Comfort\*** One of the most famous formulas of the Indian medical system. Three sizes: 30s, 60s, 90s. One/day before food (\*these statements have not been approved by the FDA)

~ **HERBAL FORMULATIONS:** • **GlucCare®** 90 and 180 veg caps Normal Blood Glucose Health and Pancreatic Support\*. Clinically studied in human double-blind, placebo-controlled trials when used as part of your diet to support normal blood sugar balance in the body, encouraging vitality, energy and longevity

~ **Botanique by Himalaya Neem & Pomegranate Toothpaste** 5.29 oz.

#### A POWERFUL NEW YEARS RESOLUTION ENDCAP

- **Garcinia • GlucCare® • Triphala • LiverCare® • PartySmart® • Toothpaste**



#### Last month to support PAWS AND STRIPES

Helping Dogs, Helping Heroes

#### Q4 Promotion: BUY ONE BOTTLE, HELP TWO HEROES

Your Purchase helps rebuild Lives - Two at a time!

- Buy-in dates: through December 31. Featured Products: all bottle sizes of:
- Ultimate Omega® • Omega-3 • Complete Omega™ • EPA • EPA Xtra™
- DHA • DHA Xtra™ • Vitamin C Gummies
- Vitamin D3 Gummies • Pet Cod Liver Oil • Omega-3 Pet™

#### NORDIC NATURALS® NEW PRODUCTS—Bigger, Better Stronger!!!

Nordic Naturals® unveils the Next Generation Fish Oils

Powerful Oil delivers 80% Concentrate, 90+% Triglycerides!!

new product intro deals apply

4 products with this revolutionary new oil^.. all NON-GMO verified

~ **Ultimate Omega® 2x**, 60 ct #2150 - 1125 EPA/875 DHA

~ **Postnatal Omega-3** 60 ct #1758 - 586 EPA/456 DHA/1000 IU D3

~ **Omega One** 30 ct #2103 - \*293 EPA/228 DHA/500 IU D3 per softgel

~ **Ultimate Omega® MINI** 60 ct #6100 - 293 EPA/586 DHA/456 per 2 softgels. New formula—now with 75% more omega-3s. Small soft gels are

easy to swallow or chew

#### NEW TOO^

NSF-Certified for Sport® Products (black bottle) www.nsfspport.com/

all NON-GMO verified

~ **Nordic CoQ10 Ubiquinol Sport** 60 ct #1501

~ **Nordic Probiotic Sport** 60 ct. #1673

**New: Prenatal DHA - strawberry** 90s #1753

best-seller now in natural strawberry flavor

^ {new item discounts apply} \* per 2 capsules

#### PRODUCT NOTES:

~ **120 + 200 ct Nordic Berries™** are now shipping in their new canister packaging. Multivitamin Gummies for Adults & Kids Alike

Deliciousness leads to compliance with the distinct sweet + sour taste of Scandinavian cloudberries

Not represented by BMC in NJ, SC & parts of PA & NC



# JUVO™

**15% OFF**

## DECEMBER LINE DRIVE

- Natural Raw Meal Canister
  - Natural Raw Meal Fantastic Berry SLIM
- Natural Raw Meal Green Apple
- Natural Raw Meal Vanilla Chai
  - Raw Green Superfood Can
  - Raw Green Protein Can
  - Raw Green Grass Bottle
  - Slim Raw Meal Can

### NEW PACKETS

#### 10 single-serve packets

- Organic Raw Meal packets
- Raw Meal Fantastic Berry packets
- Raw Meal Vanilla Chai packets
  - Raw Green Apple packets
  - Raw Green Protein packets

**Encourage a Health Holiday with JUVO by the register! ReJUVONate Yourself!**

# AROMA LAND

## Two-month Bodycare Promotion\*

December 2015 - January 2016

### The Bodycare Collection Ylang Ylang & Ginger

12 oz. bodycare. clean & affordable, and not through distribution

- Shampoo • Conditioner
  - Hand & Body Lotion • Shower Gel
  - Massage & Body • Bath Salts 20 oz.
- Including Pure Therapeutic Grade Essential Oil:

**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

### 10% OFF Holiday ROOM SPRAYS

convenient 2.7 oz. size Aroma Mists

- Peace • Angel • Buddha
- Goddess • Holiday • Evergreen

### Essential Oils! 10% OFF

#### Season Best Sellers

- Frankincense Pure • Myrrh Pure • Spruce • Pine
- Frankincense 10% in Jojoba • Fir Needle
- Myrrh 10% in Jojoba • Evergreen Blend

### BIG NEWS 25% OFF Candles!

ALL candles except votives. 4 candles per SKU. Candle + containers made at Aroma Land in Santa Fe. Available in all shapes\*

- Porcelain Soy Candles • Terracotta Soy Candles
- Tin Soy Candles

Not represented by BMC in NJ, SC

 Dr. Ohhira's Probiotics

## Reg'Activ™

**2015 PRODUCT OF THE YEAR!**  
 supplemental Glutathione now available

- Reg'Activ™ Detox & Liver Health™
- Reg'Activ™ Immune & Vitality™
- Reg'Activ™ Cardio & Wellness™

### A Probiotic Strain that makes Antioxidants?

Reg'Activ™ contains the revolutionary probiotic strain *Lactobacillus fermentum* ME-3

### Reg'Activ™ Detox & Liver Health™

~ ME-3 has been found to support healthy glutathione levels—a key to healthy liver function.\*

### Reg'Activ™ Immune & Vitality™

~ ME-3 produces glutathione—well known for its antioxidant, detoxification, and immune system-supporting activities.\*

### Reg'Activ™ Cardio & Wellness™

~ ME-3 has been found to support healthy glutathione levels in the cardiovascular system.\*

### THESE PRODUCTS IMPROVE YOUR STRUCTURE-FUNCTION SECTIONS

Probably the most innovative product of the year!!!

Available only from Essential Formulas®

**Dr. Ohhira's Probiotics®**

*AloeLife™*  
INTERNATIONAL

Health Education • Health Products • Aloe Vera

## DECEMBER PROMOS^

Holiday Health for Family & Friends

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

- Stomach PLUS 16 oz.
- Stomach PLUS 32 oz.
- Detox PLUS 16 oz.
- Detox Plus 32 oz.
- Animal Aloe 4 oz.

^ discounts should be requested when placing orders

^ not to be combined with other discounts

^ does not include 1 oz. topicals

### NEW PRODUCT

Perfect for the holidays & traveling.

- Aloe Life™ Personal Care Travel Pack

Aloe Life™ personal bodycare products: superior & distinct with organic whole leaf aloe vera juice: This is a wonderful way to introduce 4 Aloe Life Skin Care Products! Includes 1oz size of:

- Skin Gel, • Body Heat
  - Face & Body Lotion • SG Aloe Mist in an attractive gift bag.
- Personal Care Travel Pack –  
 UPC 7 95922 36407 0

Wholesale - \$8.00 Retail - \$12.99

Whole Leaf Aloe Vera Juice Products

Wellinhand.com  
ACTION REMEDIES



Topically Applied Herbal Answers Since 1994

## December Promotion 15% OFF

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

Those holiday cookies feed yeast in our bodies

- Yeast Rescue® Spray 2 oz
- Yeast Rescue® Natural Soap Soother 6 oz.

When yeast manifests on our skin, it can drive us up a wall. It can appear in intimate areas, in scalps, or anywhere there is skin. Men, women, and babies in diapers suffer from yeast symptoms. Even if your partner is asymptomatic, each of you needs a bottle so as to stop passing the infection back and forth. Diaper rash can also be yeast infection. Soothe the entire family!

### New Wellinhand Catalog now available!

Ask for one with your next order

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

# ECO LIPS

The best lip balm for the world

## Holiday SKI VACATION + Cold Weather 15% OFF

- ~ ALL Classic SPFs
- ~ Zinc Sunscreen SPF
- ~ Face Stick SPF
- ~ Specialty Lip Balms :
  - Gold • Hemp • Medicinal
  - ~ Bee Free

- ~ SPF - Sun Protection Factor: fair trade
- Berry SPF 15 • Mint SPF 15 • Sport SPF 30 (vanilla)
- ~ w/eco clip [30-ct]: convertible display [36] + Reach-in display [48 ct]
- ~ Classic SPF ASSORTED displays: convertible = 36; Reach in display - 48; w/Eco Clip reach in display, 30 ct
- ~ NEW Zinc Sunscreen SPF 30 fair trade. Vanilla, Lavender 18 ct
- ~ Face Stick SPF 30 sunscreen Vanilla 18ct
- ~ Gold convertible display, 36 ct with Baobab oil Gold w/Eco Clip Reach in display, 30 ct
- ~ Hemp convertible display, 36 ct with hemp seed oil; Hemp w/Eco Clip reach in display, 30 ct
- ~ Bee Free Lemon Lime 24 + 36 ct convertible displays;
- ~ NEW Bee Free convertible display, 24 ct convertible displays 3 flavors:
  - Superfruit • Sweet Mint • Unscented all Vegan. Fair Trade
- ~ Bee Free w/Eco Clip Reach in display, 30 ct
- ~ Medicinal Lip Balm with Tea Tree 36 ct



# bodyceuticals

organic bodycare

**EVERY STOCKING NEEDS  
AT LEAST ONE  
BIODYNAMIC BODYCARE GIFT**

- Organic Calendula Oil
- Organic Calendula Salve
- Organic Calendula Lip Balms Stick.
- Organic Calendula Facial Care
- Organic Calendula First Aid
- Organic Body Cocktails 2 oz.
- BodyLove – Organic Flavored Massage Oils
- Organic Coconut Body & Tan Oil

**And what could show more  
love than a Bodyceuticals  
Calendula Gift Sets?**

Travel friendly, try-me sizes make great gift ideas for anyone on your shopping list.

- **Calendula Basics** - Calendula oil, lip balm and salve
- **Organic Face Care** - Normal, Dry, Mature, Sensitive skin
- **Organic Face Care** - Normal, Combination, Oily, Teen skin
- **Beach Essentials & First Aid Set** - Coconut Oil, After Sun & Honey Salve

**10% LINE DRIVE**

**FREE ship on \$100. FREE stocking stuffer  
sample with every order**

**Ask how to order our fresh raw organic honey!**

Must use code DECBMC10 to receive discount  
Free ship on \$100 or more AFTER discounts taken



**SURYA**  
*Brasil*

## COLOR UP!

**Vibrant hair color for the Holidays  
anyone?**

This is the optimal time to offer someone a more healthful option that they may not know exists. Now is the time to present products that work, for achieving salon-quality, beautiful and healthy hair that is perfectly colored. It is estimated that 65% of adults in America color their hair:

women & men too! Surya semi-permanent hair coloring—their best-selling Henna Creams—offer so many options: this is an amazingly versatile product. Encourage people to get creative!

And, Surya natural hennas are pure plant coloring for the purist, while also acting as the perfect base for the Henna Creams for everyone!

And to keep all that color locked in through fun, and party and relatives and friends and harsh weather and sun: offer the program of Hair Coloring + the Color Fixation line...  
Recommend with confidence.

**Detoxify Your Beauty:  
gift healthy products**

# NEWTON homeopathics

*Nurturing Naturally Since 1987*

**December Promotions**  
**20% OFF select OTC formulas**

Liquid or Pellet complexes

**Qty 6+ per SKU listed below**

shelf tags announcing the sale included with your order

- **Appetite ~ Craving Control**
  - Hangover Help
  - Tobacco Withdrawal
  - Kids Tummy Upset

**Appetite ~ Craving Control** for symptoms associated with appetite control such as overeating, cravings, fatigue + emotional discomfort. (N027)

**Hangover Help** for symptoms associated with intoxication including nausea, dizziness, discomfort + headache. (N215)

**Tobacco Withdrawal** for symptoms associated with tobacco use such as anxiety, cravings, irritability, respiratory conditions + stress caused by abstinence. (N030)

**Kids Tummy Upset** for symptoms associated with digestive discomfort such as nausea, "spitting up," vomiting, cramping, pain + gas. (PO20)

**Nurturing Naturally Since 1987™**

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## December Promo

**Immune Season Stock-UP**

**6 each per SKU 10%**

**9 each per SKU 15%**

**12 each per SKU 20%**

**Wellmune WGP® in many dosages for every need**

- 75 mg 30 ct
- 125 mg 60 ct
- 250 mg 30 ct
- 250 mg 60 ct
- 500 g 60 ct

- **Skin Renewal Cream 2 oz**

**and a product perfect for the little ones....**

- **Children's Chewable 25 mg 60 ct**

**RESEARCH:** Immune Health Basics is the culmination of years of research. Early studies focused on the mechanism of action – how the product works in the body. Later research measured the positive effect of Immune Health Basics on human biomarkers that can be used to measure immune responses. Wellmune® is a 100% natural food, beverage, and supplement ingredient that strengthens the immune system, making it easier for consumers to be well and stay well. Products with Wellmune® are available in more than 60 countries. Wellmune® is patented, Kosher, Halal, non-allergenic, GMO-free, gluten-free + Informed-Sport Certified.

**bookmark this website:  
www.wellmune.com**

# MushroomScience®

**Cordyceps - perfect Gift for  
the Holidays**

**Cordyceps, the medicinal mushroom  
valued most for Stress & Immunity**

**Cordyceps Cs-4 Mushroom Extract**

90 Vcaps® \$14.13/MSRP \$26.95

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

**12 ea. = 20%**

~ on the following items, not combined with other specials

~ must mention 'BMC December Promotion' when placing order

~ 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

\* 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 of the active compounds found in the wild harvested Cordyceps mushrooms.

**THINK • Immune Support^**

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

**... think Sports Nutrition section cross-merchandising**

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

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

# oxylent®

DRINK OXYLENT BREATHE LIFE™

**December Monthly Promotions**  
**Immune Boost Focus & Promotions**

Oxylent® is an amazing immune booster, providing 1000 mg of Vitamin C, 1000 IU of Vitamin D3 + 100% daily value of Zinc in every packet. Effervescent absorption is quick, when it matters!

### EXISTING ACCOUNTS

Promo\* valid till 12/31/15

**20% OFF Line Drive** no minimums^

**25% OFF Line Drive**

with any \$400 order

**30% OFF Line Drive**

with any \$800 order

### NEW ACCOUNTS

Promo\* valid till 12/31/15

**25% OFF Line Drive**

with any \$200 order

**50% OFF Line Drive w**

with any \$400 order

**Place Oxylent prominently in your immune  
wellness endcap**

+ request samples with orders placed by  
BMC Reps

**Award-winning 5-in-1 Multivitamin Formula**

~ Non-GMO Project verified

~ non-sugar, stevia sweetened

~ remember the NEW Sport Oxylent®  
and the 30-day canisters

\*Standard shipping structure applies. Discounts are not given automatically. Promos must be set up 4-weeks in advance of start date. FREE SHIPPING @ \$200 (total after discount applied)

**DRINKOXYLENTBREATHELIFE™**



## Breaking the Closed Loop of Information continued from page 2

year commercial character assassinations so most of us will miss the alerts. "Watch this week, and we (the wisdom-benders) will put doubt into your head that nutritional supplements are anything worthwhile. We will slant the conversation to the dangerous side, all the while quoting with authoritative and degreed absolutism from our selected research." It will all be overdubbed by a familiar voice. And you crazy, food grown nutrient zealots, you will not be spared so don't think that your conspiracy theories are gonna rise in this bloodbath. Instead, we have to fight back, together.

Now, despite tone, I am a strong pacifist. I would like to believe that we can all get along: but first we must create enough of a level playing field so that one side is not dominating the debate. And that means that your store has to become a stereo loudspeaker of education.

First, know that I have forewarned you. It will first come via television. I am sure that the print medias will follow suit, including the now ubiquitous internet voices. The launch will be from the aging mediums, and the newer technologies will gobble the words up and spit them out zillions of times. Kids will spread the commentary like viruses, and the young and hip will further bolster their diet with espresso and red bull and big gulps. Forget optimal nutrition: just exercise—that's what my doc says! Health food stores—the local community resource centers that made our food cleaner—will be looked at not as the oasis, but as non-science central. And weak stores will fold, and cash registers will dry up. For the unprepared, this could very well happen.

Are you riled or scared or both? I implore, ACT. So what can you do? Well, it is rare and very nice to know what is gonna happen before it does. Thanks to some industry insiders with keen eyes

and vigilant ears we are fairly certain that the attacks will be on Vitamin C, Protein, Omega-3s and possibly herbs and Multivitamins.

The Canadian "inside story" will reference an organization called LabDoor (something akin to our very untrustworthy Consumer Labs), which will cast doubts on label claims with Vitamin C and Protein [<https://labdoor.com/article/cbc-report-supplements-canada>]. Label accuracy will be the accusation (and protein spiking in protein supplements), as if the cereal and meat that people eat are justly represented by their label claims!?

LabDoor magazine's motto is Trust Science: of course! So, the TV quotes the magazine that concludes that the supplements are a waste of money. Sophistrists, I charge! I counter that the cable bill and that particular magazine is a waste of money! I am willing to kiss your trendy ass if ya wanna fight on the playing field of science!

Now remember that companies that are not following cGMP standards, or that are selling inferior products made by the lower-level contract manufacturers, or are making products on the margins of the marketplace will often be suspect. Bad actors exist everywhere.

Our industry is built upon science (and manufacturing precisions) that is valid and exceptional, and never, ever ever back down from that fact. More Nobel Prizes have been given for the development of the nutritional sciences than all the 15-year-and-then-out prescription favorites that disappear when the side-effects reach lawyer-worthy proportions. People don't die from what we sell. People get well from what we sell. The FDA Adverse Event Reporting System (FAERS) is on our side now. We are the safe alternative. "The FDA Adverse Event Reporting System (FAERS) is a database that contains information on adverse event and medication error reports submitted to FDA. The database is designed to support the

FDA's post-marketing safety surveillance program for drug and therapeutic biologic products." –FDA

In the United States we are one of the 4 most regulated industries. So when the talking heads continue to LIE that we are unregulated, we have to turn up the volume! (like my Father, I have always hated liars!)

Fact: FDA regulates both finished dietary supplement products and dietary ingredients. FDA regulates dietary supplements under a different set of regulations than those covering "conventional" foods and drug products. Under the Dietary Supplement Health and Education Act of 1994 (DSHEA): [from [www.fda.gov/Food/DietarySupplements/](http://www.fda.gov/Food/DietarySupplements/)]

Yo, Vitamin C and Protein manufacturers who don't follow label requirements: you are breaking the law and the FDA will catch you. And the customer needs to know—turn up the loudspeakers here—that the natural food store is the gatekeeper where the best quality products can be found! (and let's keep it that way: and this is where BMC is so trusted). Good or bad manufacturing actually has nothing to do with the substantial benefits of this most famous antioxidant—C—and that "first nutrient for life protos"—protein. They unconscionably disparage science, while commenting as their proof on the rare acts of criminals: deliberate deceptions and media fraud!

Special attention will be paid to Omega-3s and Fish Oils: again about label claims on freshness values and whether indeed fish oils are all that they are claimed to be. And that maybe, maybe, fish oil's potential has peaked and now the rigors of science will prove it all a big worldwide fraud! Governments—the US government and the FDA—are all wrong: your trusted talking head has just exposed the truth. Watch through to the end of the commercial too: "don't take this drug if ..... and ask your doctor if this is right for you." The closed loop of information.

So what nutrients have been attacked the last 15 years: the best-sellers. Vitamin E, Omega-3, Protein, Vitamin C, Echinacea. Kava was assaulted and now a European Union warning has been removed due to no credible evidence! Tryptophan was taken with absolute confidence for restful sleep before 1984 and despite its amazing whole body benefit, it has never recovered to its needed level of consumer confidence. Part of this is our low-volume store loudspeakers. We have tempered our interest to direct people to the helpful nutrients they need: we have been warned wisely that the legal climate is precarious. We are forced to believe we are teetering on the edges of illegality, while indeed we are not.

If the US-TV media misinformation hype can convince people that Omega-3s are deleterious to health, then we will literally go backwards with one of the greatest nutritional finds that we have made in human history. They would love to undermine this base of the pyramid of health: unhealthy people means more drug sales—any accountant can tell you that over a strong drink!

See the latest science. Fact: There are more than 28,000 published studies on EPA and DHA omega-3s". [<http://alwaysoomega3s.com/see>]. Do you know how hard it is to find this information: the internet is tilted: information is filtered... truth is not winning out. Time to have a recommitment to in-store sign-education. BIG LETTERS.

Despite the fact that there are more studies on Omega-3 Nutrition than acetophenamin (check out the liver toxicity and overdose numbers: AERS on that household essential. Somebody did some good groundwork on this brainwashing—no government is ever gonna take away people's acetphenamin!).

Omega-3s, always good; meanwhile, acetophenamin can quickly turn from the world's most popular pain killer to a dangerous substance counter to real human health. Long term use and liver damage: hmmm... Doctor approved children and infant dosages: unquestioned on TV and by

continued on page 7

## BLUE PLANET EYEWEAR

135,000 glasses donated

**Visualize Change**  
Thanks for supporting  
Blue Planet Eyewear in 2015  
**HAPPY HOLIDAYS**

**Buy a Pair = Give a Pair**  
global project

**Blue Planet Reader Eyewear**  
Reading Glasses

- 30 pc Assorted Counter Unit
  - Wood handcraft made in California
  - Natural handcrafted bamboo temples
  - Lightweight reader lens available in diopters: (1.25, 1.50, 1.75, 2.00, 2.25, 2.50, 3.00)
  - Stainless steel spring hinge for comfort fit
  - Woven case with each pair of glasses
- STYLES

~ 7702 The Naturalist Best-seller  
~ 7719 Botanical Luxe Box Set  
~ 7797 Modern Retro Luxe Box

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

## BASS® Brushes

**Healthy Hair in 2016**  
begins with a  
**NEW BRUSH**

Hair Doc is the \$70 brush  
made of environmentally-friendly  
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**The Hair Doc Company: makers of  
The Green Brush® by Bass Brushes®  
Finest Quality Hair, Body & Skin Care  
Products since 1979**



media sleuths. The real expose should be on acetophenamin and hydrocodone sales. Sadly, we are not gonna win anyone over telling them that they are destroying healthy body systems with certain OTCs. There is too much money being made here: to build another drug store. People have no problems popping Tylenols: which has certainly outlasted that radio-destroying MTV!

Like the tobacco industry, we should maybe consider a government investigation into the pharmaceutical pain-solution industry. How many fishy cover-ups could we find there? Scientists in on the false misrepresentation of the truth. The complicity of silence

Truth: pain's greatest enemy is natural anti-inflammatories that restore the proper function of normal body systems. And it does start with diet: nix the 6, and get the correct balance of the good cellular fats. The epidemic becomes instantly much more handleable. Follow the research—it is blatantly there: and study the EPAs and DHAs of the world, and we may find a cure. But let's speak facts to power: no one is gonna do that until a patent can be established and some University can get a new Hall and a handful of dedicated scientists can find the truth straight to winning the drug lottery. America.

Omega-3s: you have gotten too powerful—over 10% of all Americas take a daily Omega-3—and the number would be higher if the strangely inaccurate high-exposure bad science and cherry-picked metanalyses didn't seem to be popping up faster than earthquakes in overfracked Oklahoma! Obviously, Omega-3s are gonna continue to be hit hard by the mainstream "medical establishment," and their deliberate attempts to keep the status quo. Enter, the well prepared, diligent and courageous "health advocates". Advancing science.

A real expose would be on shady manufacturers mislabeling Sports Nutrition products and selling things with banned substances in them. You won't find these things in a real health food store. Yet, the better positive-energy story for the news outlets to focus on would be the NSF-Certified for Sports® products, which is an industry-created way to get clean products to caring parents and clean athletes. Turn up your microphones: time to speak loudly about and promote these products. Do you have a sign in your window that announces NSF-Certified for Sport® products sold here? [[www.nsfspor.com/](http://www.nsfspor.com/)] Here is a story that should be on every local evening news every June and September. (A great natural way to gain new sales for **Bluebonnet Nutrition**® and **Nordic Naturals**® too, through education!)

Do you want to see your supplement sales go down? The good and the hope that all stores bring in our communities—our natural health movement—depends for many upon the sales from their supplement section. The attack is imminent (and announced beforehand)

Homeopathy was "reviewed" last year and something is still being cooked up: I wrote two articles in 2015 on this, and ask your BMC Rep to direct you to copies of them. Please be as diligent with homeopathy as with every tool that we have to make people well and which we offer in our natural medicine cabinet.

From Newton Homeopathy, a truly alert and innovative homeopathic leader: "The FTC is asking for your input: The Federal Trade Commission is charged with protecting consumers. Let them know your experience with Homeopathics, and that you find them to be adequately labeled for OTC use. <https://ftcpublic.commentworks.com/ftc/homeopathyworkshop/>"

In addition, The FDA is looking out for you also: They are concerned with safety and efficacy. Because of the ultra-dilution of homeopathics,

## WE ARE HEALTH FOOD PEOPLE

Louise Lewis, Sales and Education Rep for DE, PA & NJ, Blue Moose Consulting



### Nordic Naturals—supporting rescue and service dogs like Oxford

Nordic Naturals has done it again, partnering with another organization committed to helping our veterans, with an initiative called Paws and Stripes. The folks involved in this program not only rescue shelter dogs, they have implemented their own group of trainers to work with the dogs. They also provide counseling for the veterans.

I know firsthand how much time is involved in retraining a dog that has lived in a shelter. It takes a lot of time, patience and consistency. I admire the commitment of the individuals who put their heart into training these dogs so that they can find the person that matches their temperament and vice versa.

During my career as a dog trainer, I had the privilege of adopting a chocolate lab, Oxford, who was being raised to be a service dog. Unfortunately Oxford's had some issues with his hips and could not complete the program. So, I adopted him. He was the most loyal, loving and attentive dog that I have had the privilege to know and love.

The bond that you share with a dog like this, who has been trained to help people cannot be put into words. I saved him and he saved me during a difficult time in my life. Thank you Oxford!

So to all those men and women involved in this program, I thank you for all you do for the dogs and for the men and women who have dedicated their time and effort for our freedom.

And thank you again Nordic Naturals for getting behind this cause!



there are no interactions with drugs, herbs, food or nutritional supplements. There have been zero reported fatalities from the ingestion of a homeopathic remedy. Let them know that you have found them to be safe and effective. [[https://www.federalregister.gov/articles/2015/09/09/2015-22682/homeopathic-product-regulation-evaluating-the-food-and-drug-administrations-regulatory-framework?utm\\_campaign=subscription%20mailing%20list&u#open-comment](https://www.federalregister.gov/articles/2015/09/09/2015-22682/homeopathic-product-regulation-evaluating-the-food-and-drug-administrations-regulatory-framework?utm_campaign=subscription%20mailing%20list&u#open-comment)].

Finally, this link will take you to a helpful article describing the best way to formulate your comments: <http://homeopathycenter.org/news/fda-update-submit-your-comments-about-over-counter-homeopathic-medicines-fda>

How long have you been in this industry? Why does it seem that we have been fighting for legal survival and legitimacy for as long as we all can remember? At one point, some used to say that if we just do our thing quietly and help people without bringing too much attention to ourselves that no one would bother us. Our success—with people returning and telling friend and learning to treat themselves to stay well—has made us a target.

In a world without much fairness, we should still demand it. Our economic clout is actually strong if we learn to use it. Politicians fear one thing: an organized voting bloc. We need to coalesce around leaders who will defend us.

And where are those libertarians who should be shouting to the politicians about our rights to choose our own health care? And where are those public health advocates who should be championing the economic savings benefits of preventative healthcare? Where are the courageous scientists who are not afraid to study something natural that is not money-making (and to perform their studies on valid samples)? And where are the signs in your store—clear, true, accurate statements about n-3 and WPI and Linus Pauling's gift to human health- Vitamin C? We have many legal ways to educate in our stores: Act now.

Market, educate, and advertise: Did you know that the biochemist, peace activist, author, and educator Linus Pauling was one of the founders of the fields of quantum chemistry and molecular biology? Pauling was an accomplished man: he is the only person to be awarded two unshared Nobel Prizes: the Nobel Prize in Chemistry in 1954, and the Nobel Peace Prize in 1962, for his peace activism. He published more than 1200 papers and books, of which about 850 dealt with scientific topics. The magazine *New Scientist* called him one of the 20 greatest scientists of all time. Be proud of Vitamin C, and promote it. The press will volley a

shock wave, and you will respond vigorously with strong truth to their fuzzy, dark-alley inuendo. Sell quality Vitamin C, not mediocre cheap stuff. Sell quality-sourced protein, and educate on the Biological Value and on clean products.

Be resolute in your determination to correct the global Omega-3 deficiency, and create a wall of **Nordic Naturals**®, a company that has a track record of resolute science; a dedication to the natural channel of health retail, and the courage to speak immediately in response to all misguided, negative and baseless press. For 20 years, as this 2015 ends, Nordic Naturals® has been "Committed to Delivering the World's Safest, Most Effective Omega Oils™"

We cannot predict how much snow will come in the first months of 2016, but I am telling you that the front lines of the establishment are bringing heavy artillery to the public's mind. You have to start to prepare today. Speak with your BMC Rep, and ally with Nordic Naturals® and our industry leaders about how to prepare smartly.

They are gonna use the uncertainty of an election year to damage our commerce. TV, planted stories, maybe even issues dotting election speeches ("those evil supplement manufacturers need to be controlled before they unravel the moral fabric of our great nation", they will read from the script!)

I don't begrudge them their big houses unless they have lied and cheated and stolen to get them. Working hard and grabbing everything is not the benchmark of success and reward and praise: it is heart and intent and compassion that are admirable. Doctors and researchers should have heart and compassion. Medicine makers should be benevolent, and not masters of tax-evasive greenwashing and social cause deceptions. Science is not some sterile environment where chemicals convert into dollars. It is the honest and natural intent of the medicine maker to bring happiness and health to the patient. Maybe more hand-holding and crying and walks together, rather than a stethoscope and prescription pad and complicated and misnamed co-pay bills. Maybe we are overfed and still one of the least healthy nations on the planet (with too many still malnourished and hungry), with the biggest drug stores and doctor's bills because we are doing the whole damned thing all wrong? We have a lot of healing to do.

Speak back to your TV. Be an Activist for health. Tear open the closed loop of information, and get your community informed on a better way—the natural way—to health. Write letters to the editor, but most importantly, make your store a place with a clear message of truth: quickly. 🐾



## 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."*

### Suitable Displays for the Urgency of Now *continued from page 1*

Finally, we have to believe that paid media will continue to harass both the Multiple Vitamin/Mineral and all the world's good Herbal Foods. So, be ready and respond with a prominent confident counter statement: quality, healthy products sold here!

When your customer walks in after hearing or reading something stupid and untruthful, you want to have that recalibrating conversation with them. No one makes a better Multiple than Bluebonnet: you can have their 3 best-sellers on sale year-round, and you should pass along that sale every day and highlight the best. Smart business!

And herbs: let's make herbs best sellers again in 2016. This month you can plan where to put a generous display of items that can be 50% OFF [BOGOS] of the herb market's bestsellers from the world's best Manufacturers. So when that uncertain customer deliberates about something stupid they heard, they will see that you have a timely endcap of Garcinia and Milk Thistle and Saw Palmetto on sale at the deepest discounts possible. "Coincidence", you smile!

What better way to start an engaging conversation and to remind them of the facts? The research on Garcinia in weight management is credible; the use of Milk Thistle for Liver health is universal; and Saw Palmetto should be a primary herb of choice for every man over 40. 50% OFF from the best Manufacturers of each of these superlative herbal heroes: **Himalaya** has a huge Garcinia Promo from now till the end of January; and you can buy big on shrink wraps of **Herb Pharm's** Milk Thistle and Saw Palmetto—a 50% OFF savings—probably through Spring. Herbal endcap pyramid anyone?

Give the people what they want: natural, quality products that work. And remind them that most of the stuff presented on the internet, and with those spoofs on investigative journalism in primetime entertainment televisions are actually best described as rubbish. Truth on nutrition and natural health are the domain of your store: be confident. Be the voice of reason, be the voice of truth. Highlight Omega-3s and Vitamin C and Protein Powders now. Be prepared for the coming bad press: we will continue to keep you properly informed.

Use the adversarial intentions of the other side to educate fully on wholistic health. And have your nutritional allies prominently displayed invitingly at your back. ☺



## 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

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