



# BLUE MOOSE CONSULTING

## NEWSLETTER

Volume 12, No. 7 • July 2015

### Talking Health: Wall of JUVO

**H**ealthy bodies, healthy business. We open our doors every day and invite people in to shop and find goodies from our health food storehouse. Our stores are the oasis. For most people, they learn the real truth about natural health and a natural way of living from the environment that we create in our stores. For some fortunate stores, the health vibrates from the produce section: real fresh and organic food. For other stores, the phytonutrients, and nutraceuticals and herbs are available, and able to supplement what we all need from the real food. From the ground of the Garden of Eden comes the “fruits of the earth”—quite often with the help of human hands. This is how nourishment is

harvested and shared within the communities. Food nutrition. It all starts here.

Fresh and raw and local. Simple words that initially defined and have once again reinvigorated our markets: even with the marketing spin of the last two decades, we all can acknowledge that it is about getting the best possible nutrients from the food into the body for healing. It is more about the vibrational energy of the food than about calories: it is more about quality than it is quantity. As a matter of fact, all the trending research says that the overflowing plate from the buffet is not the answer—it is rather moderation, and an increase of fruits and vegetables!

Alive nutrients. That is what it is all about! So smile with pride at your produce case if you have one in-house, and network with serious intent to find local farmers that want to offer their goods from your store with a farmer’s market day; or, by using your store as a CSA drop point. The happy customer who picks up their box of farm-fresh food from your store with the Community Supported Agriculture that you offer will further use your store for all their healthy goods for a healthy home. Community resource center.

Look around your store, and assess the floor space dedicated to real food. Is there such a thing as too much space dedicated to “food?” If you have ever dealt with

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### Talking Business: Have You Gone Probiotic?

**D**o you Probiotic? Yes, it is worthy of a verb. Probiotics have come a long way, baby, and at this stage of their growth, they are mainstream and somewhat of a mess. The chatter is constant (good) and the diversity of statements worrisome (bad). We could say it is a young science. But probiotics are being recognized every few months as being more valuable and essential than we ever imagined. It is definitely time that you start probioticing.

Nutritional Science is forever advancing, and the pleasant thing about probiotics is that—at the moment—they are indisputably “nutrition.” My understanding of probiotics and their potential has changed dramatically in the past decade, and I know that everyone has to acknowledge the same. **Essential Formulas**® continues to lead the pack with the best products available internationally, as they recently brought to market a true “probiotic” game changer, with their three new REG’ACTIV™ functional probiotics. As the market evolves, we need to develop with it, and to remain the trustworthy educator and provider of products that matter.

Let’s first analyze where we are, store by store, with probiotic sales. Let’s classify

stores (from my large territory case study) into three categories: stores that carry 1-2 expensive mass-market probiotic lines and have not seen a need to grow their selection, especially when they consider the products expensive and “difficult to sell”; (2) stores that are afraid of probiotics because of their price tags and stay out of the market; (3) and stores that are understanding where probiotics are going and are capitalizing on this amazing growth with quality products and brisk repeat sales. I see all three types, and their variations, every week. As a matter of fact, I enjoy the intellectual exercise of understanding a store by their (business) attitude towards probiotics (more on health philosophies of stores towards probiotics in a minute!)

I will liken the business development of probiotics today to the initial attitude and investment in CoQ10 years ago. Stores understood the importance, benefit and usefulness of CoQ10 immediately, and many buyers/owners and workers bought CoQ10 and used it happily. But stores were very timid about buying and stocking a good selection because of price. Many stores lost gobs of money by fearing the investment and keeping inventory low and constantly running out of product.

Demand has never waned. CoQ10 went mainstream, and then morphed into the antioxidant, more bioavailable form that soon became available (**Bluebonnet Nutrition**® was the 1st company to offer a cellularly-active, transfat-free **Ubiquinol**® in the Western Hemisphere) and stores were still both nickel-and-diming an increase to their inventory and not understanding where to place CoQ10 and who the customer was. It was interesting to watch these growths, just as it was interesting to see how no one wanted to buy 12 bottles of **Nordic Naturals**® 14 years ago because they said the market was not there for fish oil Omega-3s. Business wisdom evolves.

Today, **Nordic Naturals**® is the best-selling shelf in over 85% of the stores BMC visits. Today, over 1/3 of the stores that we cover have a whole shelf of CoQ10 with Ubiquinol, with more and more stores carrying Bluebonnet because of the quality, differentiators and the fact that they sell to health food stores only and they have a M.A.P. Policy! These two examples, my friends, are a lot of good money on the table: money lost in years past, and money depended upon now!

Now, you may have your own list of the 4-5 nutritional essentials that everyone

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## Have You Gone Probiotic?

*continued from page 1*

should take for foundational nutrition, and I have been speaking in consumer events and on the radio and in print and during in-store trainings for over a decade now that: the #1 thing that everyone should take nutritionally every day is a substantial amount of EPA/DHA Omega-3s; and the #2 is a quality probiotic. The boat started sailing over a decade ago, folks, and you may have already left a boatload of money on the table.

So, to those stores that understand probiotics! First, they have been expanding their probiotic sets for years, as quality product warrants. It still stands to reason that stores do not need to pick up probiotics that they do not feel excited to sell. Second, most of those stores already know and recommend, when asked, **Dr. Ohhira's Probiotics**® to be the best product available on the market today. A comment that I feel comfortable with making is that a majority of these stores also carry one or more of the Bluebonnet probiotics in their refrigerator, because they have confidence in the DDS®-Strain and appreciate that Bluebonnet only sells to health food stores.

What is interesting is that even in these stores, many sales people—especially the new people—are hesitant about showing a customer who asks them about probiotics a product that runs a dollar a day. This is a trend that often disappears after the employee gets educated and starts to become empowered by hearing about the amazing results local people get when they take a superior probiotic product. We all can witness this evolving understanding and confidence in the power of good nutritional science! That is the beauty of our business.

These pro-probiotic stores are palpably excited now with the opportunity to get their hands on these new probiotics from **Essential Formulas**®. They are keen on the unique and revolutionary new attributes that the **REG'ACTIV**™ products bring to the probiotics discussion. And here is where the road ahead begins to open up vast and promising.

The three **REG'ACTIV**™ products are game-changers, and that is because they have been developed and studied for their novel ability to increase glutathione levels in the body. Glutathione has often been considered a holy grail of endogenous antioxidants. We know its importance for detoxification in the liver, but glutathione controls detox in every cell in the body. Because of this, *Lactobacillus fermentum* ME-3, which is the base for all three products, will be a probiotic that you will hear a lot about, have people asking for very soon: and which you would do well to

learn about, because it will be the first product to take the field of probiotics in a whole new direction.

My mind is giddy with the potential of seeing the new health progress that will happen because of our health food stores and the availability of people taking **Himalaya Herbal HealthCare's LiverCare**® and **Reg'Activ**™ **Detox & Liver Health** product together. Glutathione, here we come: Happy Days are here again! Note that **REG'ACTIV**™ **Detox & Liver**™ has this revolutionary new strain of *Lactobacillus fermentum* ME-3 with a Milk Thistle, standardized to 80% silymarin: and *L-selenomethionine*, which assists in the expression of Glutathione. A powerhouse functional food!

The two other new **REG'ACTIV**™ products recently introduced by **Essential Formulas**® are **Cardio Wellness**™ with *Lactobacillus fermentum* ME-3 and the vital cardio nutrients (B1, B2, B12 methylcobalamin), N-acetyl Cysteine + CoQ10 (Ubiquinol), 15 mg. The second product, **REG'ACTIV**™ **Immune & Vitality**™ contains another novel, immune-supporting probiotic from Japan, *Lactobacillus brevis* KPO8, along with Vitamin C, B2, B3, B6 and L-Carnitine. Notice that all three products have unique functional applications that we have not traditionally associated directly with a probiotic: detox/liver, cardio and immune support. All three products are certified Vegan by the American Vegetarian Association™

I can foresee this trend continuing. What we are realizing is that probiotics are good bacteria, and their applications manifest health all over the body. So what do we do? The first thing to do is to stop looking at your probiotics section as finite real estate. Newsflash: probiotics as a category is gonna continue to grow. Leaps and bounds!

Since **Essential Formulas**® **Rega'Activ**™ is so amazing with its documented glutathione-boosting activity, people are gonna be coming into your store and looking specifically for this product. Word is starting to get out, and stores are selling out quickly. Staff is excited and discussing, especially but not limited to detox protocols. It seems essential to stock this in your probiotics section: so green box **Dr. Ohhira's**, move over. Consider this as a possibility for the most respected and only plant based probiotic on the market, and its three new nifty cousins: an **Essential Formulas**® shelf, with the 30-box, the 60-box and plenty of the trial and travel 7-ct. size green boxes. Next to them, one each of the three **Reg'Actives**. Get a training from your **BMC Rep**, do some reading on your own, and see that shelf become one of the most profitable in your store. Because everyone who comes into

your store would see their health accelerated by taking **Probiotics Daily**! Some stores already have large real estate of other lines: most of which are all similar to each other. Time for some shuffling: **Ohhira's** plant-based 12 strain best-seller, and this new category, owned entirely by **Rega'Activ**™.

A step further with **Reg'Activ**™. Here is a way to speak to your customers through shelf placement. Does it not make sense to have the **Cardio-formula** probiotic in the **Heart** section? Probiotics are essential for anyone looking for optimal heart health: one stop shopping, and an additional dosage of **Ubiquinol** can only be considered good! Probiotics are essential for detox, and a probiotic that increase the production of glutathione make this **Probiotic** a cornerstone for any detox and liver-support therapy. Probiotics in the detox section too. Finally, I know that I can get universal consensus that probiotics are critical for immune-allostasis, so should we not be “upselling” a proven probiotic as an essential part of any immune system support package. Viola! Your heart, liver/detox and immune systems just got smarter, current and advanced, better and more profitable. **Essential Formulas**® may have just become an every week order!!!!

Let's think this through one more step; **Glutathione**: whoa, that is the most powerful antioxidant you can offer in your store. A probiotic strain that makes antioxidants? Yes, the world has changed and this gut-supportive *lactobacillus* can do just that!! Add any **REG'ACTIV**™ to your antioxidant shelf and you have a conversation starter and a new antioxidant product for the nutritionally savvy. Sell along with **Bluebonnet's Superfruit Cantaloupe Extract** which has bioavailable S.O.D, or **Oxylent**® with its effervescent S.O.D. and FINALLY our **Antioxidant** set is complete with glutathione and superoxide dismutase that work!

As I was writing this, news came across the wires from **Nordic Naturals**® that they have added to both their **Probiotics** offerings and their **Sports Nutrition** sets. Welcome to the growing world of **Probiotics** that “think outside the set.” Here is a 4 strain product with **DDS**®-1 **Probiotic** with 12 Billion live cultures and **Prebiotics** with the **Nordic Naturals**® name associated with it that has a very unique and sought-after variable. This new **Nordic Probiotic Sport**™ is NSF-Certified for **Sport**®. WOW. The doors of the **Natural Athlete Sports Nutrition** section just keep on getting blown off, **Blue Moose Consulting** has many products now that are NSF Certified for **Sport**® and the demand is there! So let's finish the puzzle as it sits today, and imagine and realize a **Sports Nutrition** section with **Nordic**

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**Quarter 3 Promotions: July 1- September 30  
Relaxation & Sleep & Back to School Herbs**

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™
- Kids Echinacea glycerite • Ginkgo liquid extract • Kids Tummy TLC™
- Ginkgo/Bacopa veggie capsules • Immune Defense™ • Kids Ear Oil
- Kids Immune Avenger™ • Kids Lemon Balm Calm™
- Kids Black Elderberry glycerite

Relaxing Sleep™ Valerian rhizome with rootlet, Passionflower flowering tip, Hops strobili, Chamomile flower, Catnip leaf & flowering tip. Brain & Memory™ Gotu Kola herb, Ginkgo leaf, Skullcap flowering herb, Sage leaf, Rosemary leafy branch. Immune Defense™ Echinacea root, Astragalus root, Reishi mushroom, Schisandra, Prickly Ash bark

**HERB PHARM'S CHILDREN'S HERBS**

with certified-organic glycerite

- 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 + glycerin

**SPECIAL NOTE: Herb Pharm® Milk Thistle CAPS will become your best-selling Milk Thistle: Ask you Herb Pharm Rep how & why!!!**

Not represented by BMC in NJ



**NEW PRODUCTS**

**Finally, a true coenzyme B-Complex with ALL of the Active Co-enzyme Forms CellularActive Coenzyme B-Complex Vcaps®**

Kof-K Kosher: Gluten-FREE. Vegan. Soy-free

#414 50 Vcaps® wholesale \$7.48 MSRP \$14.95

#415 100 Vcaps® wholesale \$13.98 MSRP \$27.95

**New product intro prices for the new B Vitamins. All eight (8) B-Vitamins**

- No-flush Niacin • B1/thiamin co-carboxylase • Methylfolate
- B2/riboflavin 5' phosphate • D-Biotin • B6/pyridoxal 5' phosphate (P5P)
- Pantethine • B12/methylcobalamin • Choline • Inositol • PABA

Bs, with their corresponding metabolically-active coenzyme forms: available for immediate use in the body. Soy-free, Gluten-free. Vegan. With Methylfolate!

Vitamins often exist as provitamin, inactive forms that must be converted into active vitamins before they can perform metabolic tasks in the body's cells. The body cannot directly utilize provitamins, but must convert them by adding a phosphate or methyl group (usually from ATP) to create the active coenzyme form. For most healthy people, this process of converting provitamins into coenzyme vitamins is not difficult. The inclusion of coenzyme forms of the B-vitamins significantly contributes to making them more effective in the body even when using lower potencies.

**Now Shipping! ~ NEW Super Earth® Organic Veggie Protein packets**  
• 1902 (Vanilla) • 1906 (Vanilla Chai) • 1910 (Chocolate) • 1914 (Chocolate Mocha)  
8 packs. wholesale price \$8.97 MSRP \$14.95. available only in health food stores

**NON DAIRY KOSHER. NOW SHIPPING**

- 8 Pk Whey Protein Isolate Powder Natural Original Flavor (1563).
- 8 Pk Whey Protein Isolate Natural French Vanilla (1567)
- 8 Pk Whey Protein Isolate Natural Strawberry (1575).
- 1.05 lb. Dual Action. Natural Strawberry Flavor (1612).
- 1.05 lb. Dual Action Natural Chocolate Flavor (1608).
- 2.1 lb Dual Action Natural Strawberry Flavor (1613).
- 2.1 lb Dual Action Natural Original Flavor (1601)

**Remember to ask your Bluebonnet Rep about the new price list Nutrition to the 5th Power**

Not represented by BMC in NJ, SC



Nurturing Naturally Since 1987

**JULY 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

- Ear Wax Build Up (N072) • Leg Cramps ~ Swelling (N048)
- Stage Fright ~ Fear (N032) • Kids Vaccination ~ Illness Assist (F098)

Ear Wax Build Up for associated symptoms such as ear discharge, dryness, itching, hearing difficulties & excess wax accumulation.

Leg Cramps ~ Swelling for associated symptoms such as pain, cramping, swelling due to inflammation, stiffness + numbness in the legs & feet.

Stage Fright ~ Fear for symptoms associated with performance anxiety such as apprehension, nausea, restlessness, trembling + over-sensitivity

Kids Vaccination ~ Illness Assist for vaccine preparation + for vaccination + viral-related symptoms such as fever, inflammation, pain, fatigue + skin discomfort.

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

- more organic Ingredients • non-greasy, fast-absorbing. Non-petrolatum/paraffin base
- 1.1 oz external use only • smaller, easy-to-carry aerosol Pump dispenser

**INTRODUCTORY SPECIAL on Lotions**

**20% OFF mix & match in purchases of 4 or more**

Through July 31, 2015. Wholesale sale cost: \$7.60. MSRP \$19.00. 4 Formulas:

**Trauma Lotion** for symptoms associated with injury, trauma or surgery such as pain, stiffness, swelling, bruising + inflammation

**Hemorrhoid Lotion** for symptoms associated with hemorrhoids such as itching, inflammation, engorgement + stinging, burning pain

**Bee ~ Bug Bite Lotion** for symptoms associated with bites and stings, such as pain, burning, itching + swelling

**Arnica Lotion** for symptoms associated with trauma, surgery, strains + sprains such as bruising, swelling, pain + stiffness

visit [www.newtonlabs.net](http://www.newtonlabs.net) for **Materia Medica listing of indications for each active ingredient**

Inactive ingredients: USP Purified water; Cocoa butter (deodorized); Olive oil; Beeswax\*; Jojoba esters; {plant preservatives (natural)}; Vitamin E (non-GMO, mixed tocopherol); Soy Lecithin\*; USP-Glycerin\* (vegetable); Grapefruit seed extract; Xanthan gum (gluten-free, non-GMO); USP Cane alcohol\* (gluten-free, non-GMO); Borax. \* Organic

Not represented by BMC in NC, SC



**Every Family CAN BE Shopping in your Store for their children's HEALTH NEEDS**

**3rd Quarter Back to School Promotions July 1- Sept 30**

**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**

- ask about Nordic's ENDCAP PROMOTIONS
- 5-15 full cases per month for great endcap support: **25% OFF**
- 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) • Complete Omega® Junior 90 ct (01775)
- Children's DHA® 90 ct (01710) • Complete Omega-D3® Junior 90 ct (01777)
- Children's DHA® 180 (01720) • Complete Omega® Junior 180 ct (02775)
- Children's DHA® 360 (02720) • Ultimate Omega® Junior 90 ct (01798)
- Children's DHA® 8 oz. (02723) • 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

**JULY PROMO ENDCAP SUGGESTION:**

\* Prenatal DHA + American Pregnancy Association logo

Nordic Naturals® is proud of the recognition it receives for their quality products from The American Pregnancy Association. Use the display promotion+ include the Prenatal DHA & the Baby's Vitamin D3 in the endcap purchase. A great way to intro \* Baby's Vitamin D3. {\*in organic extra virgin olive oil, \*convenient dropper bottle: \* with lanolin D3}

**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)

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

Not represented by BMC in NJ, SC





# JUVO™

## Go JUVO

### Healthy summer reJUVOnation

you cannot have optimal health or restore your body to its ideal unless you incorporate raw foods into your diet

## ALIVE NUTRIENTS

JUVO selects 55 natural raw materials from five (5) food groups: whole grains, vegetables, fruits, sea vegetables, mushrooms with strict quality controls.

### THE JUVO NATURAL RAW MEAL FREEZE-DRY PROCESS

Freeze Drying retains over 98% of nutritional properties. Freeze drying food is the best way to preserve nutritive properties, flavor, color + aroma. When vegetables & grains are flash-frozen, their moisture instantly freezes. Lowering atmospheric pressure at the freezing point vaporizes the moisture, allowing the food to dry. Quick freeze drying costs more, but minimizes the loss of nutrients, flavor & aroma.

<http://gojuvo.com/>  
ReJUVOnate Yourself!

# ECO LIPS

The best lip balm for the world

## July Promotions 15% OFF

- **Classic SPF Sun Protection Lip Balms**
- Berry SPF 15 • Mint SPF 15 • Sport SPF 30
- Classic SPF w/Eco-Clip Lip Balms: 30 ct Mint 15, + Berry 15 + Sport 30
- Classic SPF convertible 36 ct Lip Balms: Mint 15, + Berry 15 + Sport 30
- Classic SPF REACH IN 48 ct Lip Balms: Mint 15, + Berry 15 + Sport 30
- Classic SPF ASSORTED convertible display, 36 ct
- Classic SPF ASSORTED reach-in display, 48 ct
- Classic SPF ASSORTED w/Eco-Clip reach in display, 30 ct
- **New Zinc Sunscreen SPF 15 Lip Balm tube**

Safe, non-nano, non-whitening Broad Spectrum SPF 15 lip balms with Fair Trade Certified™, organic cocoa butter, coconut oil, organic tamanu oil, sea buckthorn oil & red raspberry seed oil

### Choose the best lip balm for the world to protect the most delicate skin from the sun!

- SPF 15 **Berry** Zinc Sunscreen Lip Balm
- SPF 15 **Mint** Zinc Sunscreen Lip Balm
- SPF 15 **Vanilla** Zinc Sunscreen Lip Balm
- **Face Stick** SPF30 reach in display, 18 ct.



## 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

## July Promos

**15% OFF 12-item minimum**  
**20% OFF 24 item minimum**

- Aloe Boost tablets 30s
- Aloe Boost tablets 90s
- Skin Gel & Herbs 4 oz.
- Skin Gel & Herbs 8 oz.

**Aloe Boost** - a synergistic blend of nutrients including Whole Leaf Aloe & Nopal Cactus

**Aloe Life® Skin Gel & Herbs** is a versatile Gluten Free essential for skin care. Thus Ultimate Skin Treatment is made from fresh Organically Grown Whole Leaf Aloe Vera leaves which are juiced and then concentrated. Thickened naturally with Xanthan Gum, this formula contains 1% skin nutrients of Vitamin E, A + C combined with herbal extracts of Azulene from Chamomile and Allantoin (from Comfrey). The value of Skin Gel is unmatched by any other topical Aloe Vera today:

**this is truly the best of its class!**

### Sale guidelines:

- discounts should be requested when placing order
- mix & match (does not include 1 oz. topicals)
- not combined with other discounts

**Whole Leaf Aloe Vera Juice Products**



Topically Applied Herbal Answers Since 1994

## JULY PROMOTION 15% OFF

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

### Herpa Rescue™

(too much sun can cause cold sores)

- Spray Herpa Rescue™ 2 fl. Oz.
- Soap Soother Herpa Rescue™ 6 fl. Oz.
- Power Prism® Deodorant, Citra Spice 2 fl. oz. + 8 fl. oz.

**Step 1: Herpa Rescue™ Soap Soother** is designed to cleanse + soothe intimate areas affected by herpes. Botanical nutrients strengthen, calm + heal itchy, tender + painful skin. Soap Soother is completely safe & gentle, both in between + during outbreaks. With a castile liquid soap, apple cider vinegar, baking soda + olive oil base; super-infused with wildcrafted organic Prunella, Calendula, Creosote Leaf, Red Clover, Egyptian Hempseed + essential oils.

**Step 2: Herpa Rescue™ Treatment**—Apply with a cotton ball to the affected areas as soon as you feel the tingle of an oncoming outbreak 2 fl oz spray bottle. For best results, use immediately after cleansing with Herpa Rescue™ Soap Soother.

**\$100 minimum + free shipping when meet minimum.**

# AROMA LAND

## July Bodycare Promotion

The Bodycare Collection  
**Lemongrass & Sage:**

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

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

**Buy 3 ea. per SKU = 10% OFF**  
**buy 6 ea. per SKU = 15% OFF**  
**buy 12 ea. per SKU = 20% OFF**

\*must mention "BMC Special Discount" to get discounts with every order placed

**Aroma Land Travel-size 2 oz. sizes perfect for weekend travel and summertime visits Lemongrass & Sage: buy 12 each type and get 10% OFF**

**1. travel size includes** ^ Body Lotion regular wholesale \$1.25 each

^ Shower Gel ^ Shampoo ^ Conditioner

**2. travel-kit: all 4 in a plastic travel pouch buy 6 travel paks and get 10% OFF**

regular wholesale: \$4.95/set

deal = 6 kits = \$26.73

**SUMMER CANDLES 10% OFF**

Per case, 4 candles per SKU

Candle + containers made at Aroma Land in Santa Fe

~ Tin Soy Candles 6 oz. Bergamot & Cedar

~ Classic Terracotta Soy Candles 7.1 oz.

Lemongrass & Sage

**Bliss in Every Bottle™**



# bodyceuticals

organic bodycare

**BEST DEAL of the SUMMER!**

**25% OFF**

## Try-Me & Travel Sets

Travel-Friendly, refillable 4 ml. bottles  
& .25 oz jars

Deal ends the last hot summer day of July

### Summer is here

(+ that means more fun in the sun!).

So take us with you.....

+ keep your summer skin looking healthy  
& fabulous!

- **Beach Essentials** – Coconut Body Oil, First Aid Salve + After Sun Relief
- **Try Me Face care Set – Normal to Dry Skin**
- **Try Me Face care Set – Normal to Combo Skin**
- **Classic Calendula Set** – Lip balm, Salve and Face & Body Oil

Sale Wholesale 8.95 (reg. 11.90)

Suggested Sale Retail \$14.95

(reg MSRP 19.95)

\*\*\*\* MUST USE CODE "TRAVELPACK"  
to receive newsletter deal.

Email orders to:

Orders@bodyceuticals.net

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 + Cupuçu 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=2unwO105z9Q&feature=youtu.be

2. The Surya Brasil story

www.youtube.com/watch?v=4QJ2vmjK458&feature=youtu.be

3. An inspiring vision of sustainability

www.youtube.com/watch?v=aivP4W12HZ0&feature=youtu.be

# Himalaya

HERBAL HEALTHCARE

## JULY 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<sup>^</sup>

• must mention Promo when ordering for discount to be applied

### PURE HERBS

Certified USDA Organic | Gluten Free

• **Bacopa 30 caplets** *Improved Memory & Mental Focus\**

Best of Supplements Award 2014 *Better Nutrition*

• **Bacopa 60 caplets** Magnesium Stearate Free | Synthetic Additive Free

• **Gymnema 60 caplets** "Sugar Destroyer"\*

### PURE FORMULATIONS:

• **LiverCare® 90 veg caps** 2011 Best of Supplements Award *Better Nutrition*

• **LiverCare® 180 veg caps** "Protein Creation is a Major Function of the Liver"\*

**Ask your Himalaya Rep about great materials available to help you**

Gain new LiverCare® customers. LiverCare® - our industry's best-selling liver-support product

\*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 to be combined with any other deals

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## Summertime Kids + Teens Immune Promo

**2-month promo: July + August**

- **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®

## JULY 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<sup>^</sup> \* Increased Energy<sup>^</sup>

\* Stress Relief<sup>^</sup>

... 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 July 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

<sup>^</sup> 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™

## JULY Promotions

**15% OFF 24-unit**

**(mix & match)**

HOT WEATHER = Oxylent refreshment!

30-ct boxes & canisters only

- **Sparkling Berries**
- **Sparkling Mandarin**
- **Sparkling Blackberry-Pomegranate**
- **Variety Pack**

### SUMMER IS OXYLENT® HEALTH TIME

*Oxylent® wants to be your Premier  
Effervescent Multiple*

### MORE SUMMER PROMOTIONS!

this Promo through 7/17

**20% OFF any 24-box order**

**25% OFF any 24-box order paid with  
Credit Card!**

**25% OFF any 48-box order**

**30% OFF any 48-box order paid with  
Credit Card!**

**20% OFF any Box Floor Display order!**

**30% OFF any Canister Floor Display  
order!**

### Sell Water in the Summer?:

Ask your Oxylent Rep about the unique Water Bottle Program + the Beverage Dispenser Program + the Register sample programs

**Ask about the eye-catching new Oxylent Floor**

**Display**

\* Standard shipping structure applies \* Discounts are not given automatically.



produce, you know it is a delicate resource; and even then, no store can carry every "superfood." For most of us, the produce case is where we gather fixins for our salad, and choose which "vegetables" we are gonna adorn our plates with for upcoming meals, and where we choose a handful of the ripest fruits for our daytime snacking and desserts. Food is here to stay.

And so is the Raw Foods Movement. I first heard of nutritionist and whole foods advocate Anne Wigmore in the late 1980s. At the time I was fortunate to work in a health food store that did juicing, and I would drink at least one ounce of wheatgrass juice every workday along with other raw juice concoctions. Soon, I learned of Viktoras Kulvinskas and of their work together at the famed Hippocrates Health Institute. It was more than juicing: it was fresh raw food all the time! Their pioneering education on the use of raw foods for cleansing, healing, cancer therapy and detox are known by all natural health movement veterans. They raised the movement to hallowed grounds. Look around your store: can we acknowledge that we need to do more food therapy in our prescriptions?

I make this statement, and I am certain that its truth will outlive me: you cannot

have optimal health or restore your body to its ideal, unless you incorporate raw foods into your diet. We can anticipate the bickering of the scientists and nutritionists and agronomists and public health officials to go on in fruitless circles for another hundred years on the "scientific certainty", but this fact is solid. That quibbling is their lot in life! Ours is a no-nonsense, basic truth health message. Eat Raw Food. And we cannot forget—we must always remember—that nothing will ever take the place of the food.

So how can we get more food, more certified-organic raw food, to everyone? How can we make it easy and optimal and cost-effective? At one point in time, not that long ago, an earnest and dedicated oncologist named Dr. James Hwang was asking the same questions. James Hwang, M.D., PhD did not come to raw foods on a whim. Neither did he have some phantasmagoric special story of salvation and epiphany (not that there is anything wrong with these methods). Dr. Hwang was trained in Korea and Germany to diagnose and treat people as a doctor. As an oncologist, he specialized in the treatment of cancer patients. His life mission is to help people.

As the new century loomed in the late 1990s, Dr. Hwang acted in response to a dilemma he found in the diagnosis of his

patients: the chronically-ill patients he was working with all had a deficiency. A food deficiency: they had stopped eating wholesome food! Our industry acknowledges with consensus that cooking food—adding heat—destroys valuable nutrients. We know it strips the food of vitamins, and it can de-nature proteins. Cooking is a marvel of human ingenuity and a profound advancement in human history, but a diet of primarily cooked foods is a bad diet. Dr. Hwang did not have to do a thesis on the state of the grocery store in the late 90s to know that our food giants had packed everything up nice and tight as profitable packaged processed food.

(Here we have to look back over the last 15+ years and see how our movement has changed everything. In the two decades, the paradigm has shifted and "natural food stores" are not laughed at or patted on the head any more: our model is emulated, and imitated: even stolen. When seeking truth, sometimes, you have to accept change and continue to make sure that it does not stray but rather that it maintains progress forward. But I stray!)

Dr. Hwang did an amazing thing, based upon his conviction that his patients needed more raw foods in their diet, and so he created **JUVO**. This cool, modern word JUVO is a product, a concept, a revolution. The product, manufactured today by Erom, Inc., is a continuation of the path directed by Dr. Hwang to enliven people's health through availability of organic, raw, superior-quality, vegetarian foods.

Dr. Hwang found out through clinical observation that people would not increase their intake of raw vegetarian foods even if their life depended upon it. So around 1998, Dr. Hwang created the conditions to make a product, by working with farmers, to deliver a "prescription" of a raw foods meal that he would tell people to take as part of his treatment protocol. The marvel is the research and the work that went into getting farm fresh food properly handled and freeze-dried to make an exceptional whole foods, raw foods meal replacement that is the initial JUVO Original. (the JUVO that is available to stores here in the US is a USDA-certified and Kosher copy of that original formula, which is still sold in Korea). JUVO was created by a need: a need for the healing power of raw foods!

JUVO was a massive success in Korea, where the message was heard and the JUVO revolution was a craze similar to the Oz Effect that we went through the past several years. Except Dr. Hwang is a Medical Doctor by trade who has consistently affirmed his mission to preach the benefits of Raw Vegetarian Food:

continued on page 7

## 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

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- 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)

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- Shampoo & conditioner brush  
& color brush
- Heat-resistant nylon
- For blow-dry
- Shipped in assorted colors

~~~~~  
Summertime: REMEMBER new  
customers for Bass Quality

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The most powerful hair clamp ever  
made

- THE BASS PET GROOMER Collection  
earth-friendly bamboo

The Hair Doc Company: makers of  
The Green Brush<sup>®</sup> by Bass Brushes<sup>®</sup>





Dr. Hwang is more Ann Wigmore than Dr. Oz!

As we all know, the American consumer market is a finicky shopper. JUVO has remained dedicated to the mission of the JUVO revolution, but they have also responded to customer preference, and the seven (7) variations of raw food goodness that are JUVO today deliciously meet the consumer at a place where compliance can be achieved. USDA-certified Organic, non-GMO; FREE of Gluten, Soy, Whey, Yeast, Nut, Dairy & Preservatives. No Artificial Flavors, Colors, Sweeteners & Stevia. Made in the U.S.A. give the people what they want to some degree! Dr. Hwang has to be proud!

Whether today's shopper finds raw vegetarian foods from the amazing stories of Wigmore and the Hippocrates Institute, or from a cool hipster touting the benefits of raw food snacks or from the sage advice of a world-renowned researcher, clinician and published health advocate, we all can agree that raw foods are "where it's at!": truly a 21st Century Food to bring the evolution to a healthy 21st Century mind.

So, where is that message in your store? Big and small stores have thought about, tinkered with and implemented plans of action to intrigue and influence the shopper to add raw food goodness to their shopping carts. The current trend remains that good people nod at the Green Foods/Super Foods section, and move on. Not even chocolate green foods can attract some people. Several goliaths have gotten into the field, (and we should only always speak positively about anyone who is truly selling clean, organic raw food products: we need 20 more Manufacturers) but the market is not so huge that every store has committed wholeheartedly. That said, we have seen companies play with prices, and give preferential pricing to the big outlets, and we have seen the consumer's expectations cheapened by these marketing strategies.

Enter JUVO. JUVO is simple goodness. Seven products can be understood by the food shopper: **JUVO** raw meal replacement in tasty Original, and with the variety of even tastier Green Apple and Vanilla Chai; **JuvoSLIM** in Fantastic Berry for healthy weight management; **RAW** Green Superfood for the person who wants "only raw;" **Raw Green Protein** for a healthy vegan option to today's protein obsession; and **Raw Green Grass**, for the person who understands the healing potential attained by alkaline green foods.

JUVO reached a business milestone when they solved the conundrum of a reliable packer who could get their

products into convenient single serving travel packs; and JUVO sales have skyrocketed when they introduced the 10-pack boxes of the Original JUVO Meal, the Fantastic Berry JuvoSLIM, and the JUVO Green Protein. Now, JUVO was available "on the go". (JUVO is a hot seller wherever stores can connect these travel packs with the real health needs for suitcase feasts on those days when the road choices are not that healthful!) JUVO sells the most in the summer, and around the winter Holidays and the 1st of the Year Resolutions.

Why JUVO? Speaking personally, I love JUVO because they are good people and that means everything to me. JUVO is not guided by some boardroom sales equation, and everyone is truly delightful (meaning that you will not find any cut-throat shenanigans in the JUVO Family: instead, honest, kind, caring people!) I should just stop there and say that when you are building your raw foods set and growing it to meet consumer demand, the center shelf of encouraging sale should be a solid wall of JUVO.

A WALL of JUVO would be a statement for Alive Food: enticing and educational and a commitment to 21st Century Foods. The market will get bigger, and so who are you gonna align with in this mission?

Some competitive products have already gravitated to the big box stores. Some companies demand crippling buy-ins to compete with a universal online discount presence. And then there is JUVO.

JUVO Original is 55 natural raw foods from five (5) food groups: whole grains, vegetables, fruits, sea vegetables, mushrooms blended together with strict quality controls to deliver to the health-seeker a dependable and nutritious meal instantly. Freeze-dried, certified-Organic, raw ingredients with herbal foods and other nutrients added to bring complete nutrition to every serving.

JUVO is economical. JUVO is science-based. Dr. Hwang would have it no other way. The products are built through food science to make sure the mix provides a well-rounded array of whole foods that meets daily nutrient requirements.

I admire the growing trend to offer packets of single raw food products, but I do chill at the costs of these items. It seems the growing premise of Raw Foods is small portions with price tags that don't match the labor to manufacture, or the universal cause of group health! Like many of today's farmers' markets, some well-intentioned raw foods producers seem to think that they can charge a higher price because they are attuned to the nutritional truth! Then, the consumer is misdirected to believe that a few strands of slow dried

kale in a packet will provide a day's health needs. Instead, read the JUVO labels: there is a well-rounded, nutritionally-affirmed meal in these products: all at a price lower than a fast-food supermeal on commercial deal! JUVO is practical, and enjoyable.

More and more stores have been coerced into buying their green food and raw food (and protein sets) by the case-load. Back to that false premise to buy a lot to compete with deeper discounts elsewhere. There is no product with a better food profile or with any better-quality source of food than JUVO: and, with JUVO, there are no games! If you are currently buying by the gross, then make sure that you check out the pricing on the internet. Or, see the latest sets in the large chain stores. The raw foods you have been recommending may just be slowing down your superfood sales. Grow your business wisely. Buy a wall of JUVO, and see what excellent product from good people with fair purchase patterns can do for the health of your store.

At the end of the day, we want customers to learn what Dr. Hwang teaches: that raw foods, and green foods and vegetarian proteins bring health. We want people to go to your store to find these products. We want you to sell the products at a fair price. We want people to buy and return because the stuff tastes good, and because they feel better. With JUVO, it will and they will; and your store will achieve business growth through repeat sales at a decent profit.

So let's go back to square one in our health revolution. Positive vibes start with your belief in the need to get EVERYONE to eat more raw foods. You need to show that you are part of the vegetarian revolution by participation: we all need more vegetarian foods for better health. This is a foundation to natural health. It starts with you.

Where will you direct people when they are looking for the best way to get the most organic, raw foods into their diet? The two places that matter are that wall of JUVO, and the organic section of your produce department. Freeze-dried "variety", and daily fresh and hopefully local produce. JUVO provides herbs and medicinal mushrooms and sea vegetables (and added antioxidants and fiber too!)

I have asked each BMC Rep to speak with every store about their commitment to raw foods this summer. Please think about the philosophy of your store, and the space dedicated to raw and organic. JUVO deserves to be in every store. JUVO has low purchase minimums and fair, understandable pricing. Talk to your BMC Rep about ways to develop vertical agriculture in your store, with a Wall of JUVO. ☺



## Blue Moose Consulting

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### GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

**VISIT US AT OUR WEBSITE!**  
**WWW.BLUEMOOSECONSULTING.COM**

*"If you don't read this newsletter every month, you are missing something."*

### Have You Gone Probiotic?

*continued from page 2*

Probiotic Sport™ and Reg'Activ™ Detox & Liver Health and REG'ACTIV™ Immune & Vitality™. You just satisfied the health and performance-hungry athlete and maybe convinced he or she to take two probiotics every day.

The world of Probiotics keeps on growing. Learn more about the new Reg'Activ™ products in a future issue of the *BMC Newsletter* and ask your BMC Rep to schedule a training with your store. In the near future, those stores that adapt and advance will grow their probiotics by a whole new shelf. The conversations on probiotics are amazing and promising, (and there will inevitably be strange and unsubstantiated probiotics flooding the market soon, and there are many strange things—especially from the medical field and more on that later) and BMC has the best probiotics from the most trusted names in today's nutraceutical industry: Essential Formulas®, Bluebonnet Nutrition® and Nordic Naturals®. You don't need probiotics that are sold on cable TV and available in the mass market: you don't need inexpensive probiotics that are low potency. You want to lead with quality. The market for probiotics, like Omega-3s before them, is being defined entirely on viability, adhesion, published research and quality. As predicted, the next trend in health nutrition is here and the biggest wave is starting to rise: natural food store probiotics are the new next big thing to bring optimal health. Grow and change with the times: supporting good health can be profitable! Do you probiotic? ☺

## How to Reach Blue Moose Consulting

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

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