



BLUE MOOSE CONSULTING NEWSLETTER

Volume 12, No. 6 • June 2015

Talking Health, the Peace Edition: In Our Work, We Reach for Peace

Awaken every day optimistic!
Poetry to guide me: "Oh, this old world keeps spinning round. It's a wonder tall trees ain't layin' down. There comes a time"[^]. Music can bring peace to our mind. Focus, Peace, Begin again.

What is our social mission in health food retail? Speaking personally, I got in this industry solely to help people and to do no harm to others. Food and healing were the paths that I decided upon, and I have stayed true to this mission for 34 years. My failings aside, I am still fully passionate to this mission. It will never be setting prices to market demand, and I will never steal shelf space to sell things that are inferior. Blue Moose Consulting was built with an intent towards integrity that should be the standard in our industry. As we spiral away from our sweet and resonant early days, I find that this is not the case: many have forgotten the virtues that led them here; and many joined the pipeline without ever even conceiving of such noble intents. Some are actually here to deliberately lead away from purity and towards profitability. (how can we throw the money-changers out of the temple?)

Our natural product/health food store world is a beautiful skewed look at the way we want reality to be. It is not fantasy, but we all know that there are cyclones of ugliness and evil outside our doors: it is discouraging and distressing, and could easily lead one to depression. We should be fortified, though, knowing that we have created local community resource centers—healthy oasis-enclosed worlds where people who enter will know, will see that we offer good things and we offer good energy and we offer truths that need to be preserved for future generations!

So it is all about the mission that we have inside our doors, and our diligence as to what we allow in our doors, and our ability to mirror this world outward into the community and to connect with other like-minded souls. The early days of our growth allowed that people who were likeminded shopped primarily in our stores for the united vision that we all had. Our growth has led to the sad reality of success—that will probably never change now—where people once drawn to healthfood stores are looking to the mass market, where they easily can get similar products "more conveniently."

Some stores blame the big health food chains, or the cross-over hybrid stores or the internet for their sagging business, but the market shows that stores that continue to step up and work to keep themselves relevant are growing with the times.

Our mission is still the energy, the vibrancy inside our stores, what we buy with our order pens, and how we interact with people. This yearly June "Peace Issue" is when I take a moment not to be the product representative Michael from BMC, and I open up my heart and soul to speak to the many thousands—I love you—who make up our natural health movement. We all need to keep this heart chakra communication open (and maybe more often too!)

All year long, I collect interesting factoids about the environment and I hope to use them to gather information for you in this June issue on things that don't necessarily have to do with boxes, bottles and price sheets. I know that we all care for this planet and our world. I have chosen to be a leader in our health food commerce, and I need to show by example that I never lose sight of the

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Talking Business: Travel with Health Travel Needs. Send them off with Healthy Options

As the temperatures heat up and the sun rules the land, we will hear about the itineraries of many of our regular customers as they plan vacations. Tell them to maximize their time off, and gain valuable relaxation while also having fun. They obviously will be travelling with their health tools, as good habits do travel well. Starting today, find new ways to market items to people making checklists of what they will need to take on their journey. Win-Win Vacation plans.

Shampoo and Conditioner are basics. Aromaland has 2 oz. products with such clean ingredients that people will thank you for making these options visible. 2 ounces can last for 7 days for a person who washes their hair correctly. There is no need to settle for the offered free room amenities, where you have to wonder what you are using and how it was made. Aromaland also has body moisturizers, shower gels, and all four of these are packaged in a nice, neat 4-piece plastic pouch. My favorite is their 2 oz. Defense Formula Hand Soap. The high

grade essential oils that are the trademark of Aromaland will deliver refreshing aromatherapy in the shower, when you moisturize the skin, and more. Don't forget the healthy Aromaland Room Sprays, travel pak bath salts and the travel tin soy candles: Encourage the traveler to take Aromaland with them: the clean smells of summer.

Juvo raw meal packets are a health food traveler's dream! Gut problems flare up while away from home: it is more common than you realize! Half the

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Travel with Health

continued from page 1

restaurants at great summertime locations are marginal at best: JUVO once a day will do wonders. A 'small package' medicine kit? Herb Pharm is there: GastroCalm™, Intestinal Soother™, Intestinal Tract Defense™, Neutralizing Cordial™, and the versatile Trauma Drops™

Skin care is a major concern during the summer, and Aloe Life's Skin Gel shines. If you are not buying these by the dozen, then you are not doing the job to capture a seriously hot market. Aloe Vera all day when at the beach, or anyone outside. Aloe Life's 1 oz. travel size bottles of the Aloe Gel & Herbs should be displayed by the bucket, and the travel-size Personal Gel and the Body Heat deserve to be in the suitcase, just in case! The new Skin Gel Mist is a perfect multiple-use moisturizer available in a 1 oz. size too!

And now, the travel bag has an excellent accomplice: aloe vera and calendula, as it should be! Bodyceuticals is making a strong market for this antioxidant-rich flower of the sun. For the best aloe vera and calendula made today, Aloe Life™ and Bodyceuticals. The smiling skin of your customers will be your reward. Lipcare? Eco Lips® just launched their new, safe, non-nano, non-whitening Broad Spectrum SPF 15 lip balms.

Outdoor 1st Aid? Herb Pharm's Trauma Oil™ and Trauma Drops™, Newton Homeopathics {reformulated} Arnica Lotion and Trauma Lotion: their Accident ~ Injury Rescue, Newton for Kids Bangs ~ Scrapes, and their Injury~Rescue for Pets. One 1st Aid remedy for everything? Well in Hand's award-winning Therapy Oil®, Aloe Life's Skin Gel: and Bodyceuticals Essential Calendula Salve with honey (1.76 oz.) and/or Herb Pharm's Original Salve™ (24 gram tin). Oil, gel or salve. Encourage hikers to carry Herb Pharm's Dragon Blood extract, Herb Pharm's Milk Thistle liquid extract and Newton's new Natural Response too! Now you are thinking like an outdoors-person. Pushed too hard? Newton Muscle Ease. Don't forget Newton's Pollen~ Weeds; Hives~ Rashes; and Herb Pharm's Pollen Defense™ The duffel bag needs to be the mobile medicine cabinet sometimes!

Supplements? Dr. Ohhira's Probiotics are the smartest travel supplement, and they travel very well. Nordic Naturals® made their travel size 20 ct, Vitamin C and Vitamin D Gummies for this reason:

place a display by the register and watch these delicious nutritional gummies go from counter to bag to suitcase Bluebonnet Multi One® will support all summertime activities at 40 cents a day. Oxylent®: an effervescent multiple made for suitcase, backpack, airline trips and hydration. Himalaya Herbal HealthCare's Triphala – now in a tidy 30 ct. - is just good preventative digestive support every day while travelling. Newton Homeopathics Detox pellets in a small glass travel friendly bottle: Kids Detox too- very important when traveling! Long flights: Newton Homeopathic Jet Lag, and Oxylent packets, two each day! Some people might be happy that they packed Newton's Hangover Help, or Himalaya's PartySmart®. Market to the traveler: make a checklist endcap with all the essentials! Encourage good habits: JUVO every day while away!

Vacation can be about recuperation too, and when I go on my next vacation, I want to go to some place quiet, near the water with some books and my Herb Pharm® Nervous System Tonic™, Adrenal Support Formula, Digestive Bitters, Himalaya Stress Care®, LiverCare®, Nordic Complete Omega Xtra®, Dr Ohhira's Probiotics, Bluebonnet's Ubiquinol; and, the Immune Health Basics Wellmune WGP® that I take every day. I will need a pill box, but of course, I will be vacationing to recover!

Vacation should be good clean healthy fun! And even if workless debauchery is your game, or outdoor stylin', you need the right shades. Sunglasses as a social statement begins not with a designer's name but with a commitment to save the planet: you are what you wear! Blue Planet sunglasses can sit in any number of excellent, wooden American-made displays this summer with the statement that everything in a health food store is there because of the intent of the manufacturer. Everyone loves the Blue Planet bamboo sunglasses, and if you like them, your traveling friends will like them too. The best way to buy: buy recycled.

Want that sun, but in the right burn range: Bluebonnet's Super Fruit Cantaloupe Melon Fruit Extract and their Astaxanthin veggie softgels are the best antioxidants daily. Be aware of the power of the sun, and practice preventative healthcare nutritionally. Melanoma skin cancer is one type of cancer on the rise.

Want to treat the skin to the best products available? The most enticing

and satisfying, organic topical body and tan oils (vegan and gluten-free) are from Bodyceuticals. Stock their Coconut Body & Tan Oil (3.5 oz pump) along with the best skin treat, for any day out in the sun - kept in the cooler for skin refreshment and olfactory joy – the Bodycocktails: Almond Marzipan, Coconut Chi Chi, Pink Grapefruit (incredible), Vanilla Buttercream and my favorite, Key Lime. The perfect gift pak for someone taking a vacation – or a treat for oneself: the Bodyceuticals' calendula skincare Beach Essentials Gift Set which includes a 4 ml Coconut Body & Tan Oil, an Essential First Aid Calendula~ Honey Salve (.25 oz) and an Organic After Sun Relief (4 ml). Bodyceuticals has 5 gift sets and all of them are perfect for travel and the road!

End-of-day skin necessities: After Sun Relief by Bodyceuticals (2 oz. pump) and Aloe Life's Skin Gel and Herbs, and/or their new SG Aloe Mist are a perfect way to bring soothing repair. Bluebonnet's Age-Less Skin Formula® and Ultimate Hair & Nail Formula® Vcaps® sell the most during the sunnier months

Don't underestimate a surging market category: offer to everyone to have stinging bug protection. Nature also naturally has its dangers.

The market differentiators should be: clean products, (that are not available everywhere). Your store should be the source of these BMC bug repellants: Aloe Life's Bug Beware Spray concentrate, Well in Hand's Bug-A-Boo! Spray (two scents, Rosemary + Eucalyptus): and for post-bite care, Newton Homeopathics Bug Bites~ Itch Stopper (1 oz, internally) and topically their new formula Bee- Bug Bite homeopathic Lotion (1.75 oz.) And, for other dangers: Herb Pharm's Soothing Oak & Ivy™ and Newton Homeopathics Poison Ivy (internal: stock pellets and liquid), and Well in Hand's NEW Oak & Ivy Rescue™ liquid Soap (6 oz) and Spray (6 oz) and Oak & Ivy Rescue™ Sea Bath (20 oz.).

So, pull out the beach towel and the sunscreen, the grill spices and the sign-making tools. Be successful this summer. Here are 107 suggestions, so get to work. Don't sit back, and watch people spend their summer cash elsewhere because you didn't want to inspire your creative side: you have the supplies to outfit a fabulous summertime travel section. Just do it! Win-win; and find some time to rejuvenate yourself too. Happy Summer!





NOW SHIPPING HERB PHARM'S CHILDREN'S HERBS

Opening Order purchases through July 31th

20% OFF 18-pack counter display

15% OFF open stock on Herb Pharm® Kids products

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

^ available in 1 oz. + 4 oz. sized glass bottles

^ made with certified organic + sustainably wildcrafted herbs

LOOKING FOR GOOD MACA AT A GOOD PRICE?

Be prepared for the pending industry MACA shortage

Ask about Herb Pharm's bounteous inventory of the good stuff:

carry all 4 Great Endcap idea

• Maca Powder^^ 7 oz. • Maca liquid extracts 1 + 4 oz.

• Maca 60 veg capsules Herb Pharm® Quality Organic.

^^Maca powder order limit = 12 units per order

Last Chance 2nd Quarter Promo through June 30th

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

Herb Pharm® capsules are flying off the shelf

• Goldenseal + Milk Thistle capsules are seasonally perfect for promotion

- | | |
|--|---|
| <p>RESPIRATORY SUPPORT 1 oz. + 4 oz</p> <ul style="list-style-type: none"> • Eyebright liquid extract • Goldenseal liquid extract • Goldenseal Glycerite extract • Goldenseal vegetarian capsules 60s • Herbal Respiratory Relief™ • Lung Expectorant™ ~ • Osha liquid extract • Pollen Defense™~ • Stinging Nettle liquid extract | <p>CLEANSING & DETOX</p> <ul style="list-style-type: none"> • Black Walnut liquid extract • Burdock Blend liquid extract • Dandelion liquid extract • Dandelion Glycerite extract • Fungus Fighter™ • Herbal Detox™ • Liver Health™ • Milk Thistle liquid extract • Milk Thistle capsules |
|--|---|

Not represented by BMC in NJ



BLUEBONNET NUTRITION

the Premier Supplement line in the natural channel

- highest-quality raw materials almost entirely from US, EU, Japan
- cGMP with the best analytic equipment, labs + personnel
- glass-bottles, Vcaps for most of the line for better absorption
- Kof-K Kosher certified: the highest quality source inspection
 - sold only in health food stores
 - M.A.P. Policy-enforced with Industry Loyalty
 - family-owned + operated
- NOW! NSF International GMP Registered Facility
- NOW! earning the NSF-Certified for Sport® seal for Extreme Edge®

AND THE STORY JUST GOT BETTER

New June 2015 Price List shows Price Decreases in nearly 50% of the line

Coming soon: launch of the non-GMO seal on label of products that have non-GMO ingredients

Bluebonnet thanks you for your business! Through unparalleled quality and industry loyalty, they are working to become your go-to brand!

Nutrition to the 5th Power

Not represented by BMC in NJ, SC

NEWTON
homeopathics

Nurturing Naturally Since 1987

JUNE 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

- Eye Care (N041)
- Swimmer's Support (N214)
- Insomnia (N071)
- Pets-Doggy Breath (P023)

Eye Care for symptoms associated with ear conditions such as pain, fever, inflammation, redness, congestion, itching + pressure.

Insomnia for associated symptoms such as the inability to fall asleep as well as return to sleep after waking, frequent waking + restlessness.

Swimmer's Support for symptoms associated with swimming + exposure to pool chemicals such as cramping, dry skin, fatigue + muscle soreness.

Pets-Doggy Breath formulated for symptoms associated with improper diet, digestive imbalance + periodontal conditions resulting in offensive breath.

The Best Homeopathic Lotions are back!!

^ more organic Ingredients

^ smaller, easy-to-carry aerosol Pump dispenser

^ non-greasy, fast-absorbing. Non-petrolatum/paraffin base

^ 1.1 oz external use only

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

visit www.newtonlabs.net for Materia Medica listing of indications for each active ingredient

INTRODUCTORY SPECIAL on Lotions

• wholesale sale cost: \$7.60. MSRP \$19.00

• **20% OFF mix + match on purchases of 4 or more**

~ deal through June 30, 2015

Active 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.

Not represented by BMC in NC, SC

NORDIC
NATURALS



SUMMERTIME FUN with tasty Omega-3s

the Omega Boost™ Family is now 5 strong

- NEW delicious Creamy Lemon (2) sizes 6 +12 oz.
 - Omega Boost™ Mango (2) sizes 570 mg Omega-3/serving
- 2014 Better Nutrition 1st place Best of Supplements Award
2014 International Taste of Quality Institute: Superior Taste Award
* NEW Kids LUV it! Omega Boost™ Junior, Paradise Punch 6 oz. for ages 2+ 285 mg Omega-3s/serving

LAST CHANCE FOR Q2 PROMOS 48-pc displays 25% OFF mix+ match items must be purchased in units of 6 ea. from list below (best 8 for June UNDERLINED)

- | | | |
|---------------------------------------|---|--|
| Algae Omega 60 ct + 120 ct | Omega-3D™ 60 ct + 120 ct | Complete Omega D3 Junior™ 90 ct softgels |
| Omega Blood Sugar™ 60 ct | Children's DHA™ 90/180/360 ct. softgels | Ultimate Omega® Xtra 60s |
| Arctic Cod Liver Oil™ Lemon 8 oz | Omega-3D™ 8 oz. liquid | DHA softgels 90 + 180 ct |
| Omega Joint Xtra™ 90 ct | Children's DHA™ 8 oz. | Ultimate Omega® Xtra 8 oz. |
| Arctic-D Cod Liver Oil™ Orange 8 oz | Omega-3 Phospholipids™ 60s | DHA Xtra™ 60 ct |
| Omega LDL™ 60 ct | Complete Omega™ 60/120 ct softgels | Ultimate Omega® D3 60 + 120 ct |
| Arctic Cod Liver Oil™ Orange 8 oz | Ultimate Omega® 60 + 120 cts | EPA softgels 60 ct |
| Omega Vision™ 60 ct | Complete Omega™ 8 oz. liquid | Ultimate Omega® D3 SPORT 60 ct |
| Arctic Cod Liver Oil™ Peach 8 oz | Ultimate Omega® 8 oz liquid | EPA Xtra™ 60 ct |
| Omega-3 60 ct + 120 ct | Complete Omega™ Xtra 60 ct. | Ultimate Omega® D3 SPORT 8 oz. |
| Arctic Cod Liver Oil™ Strawberry 8 oz | Ultimate Omega® Fish Gelatin 60s | Nordic CoQ10 Ubiquinol 60 ct |
| Omega-3 8 oz. liquid | Complete Omega-D3™ 60/120 ct. softgels | Nordic Probiotic™ 60 ct |
| Arctic Cod Liver Oil™ Unflavored 8 oz | Ultimate Omega Junior 90s | Nordic Omega-3 Fishies™ 36 ct |
| Omega-3 in Fish Gelatin 60s | Complete Omega™ Junior 90 + 180 ct. | Nordic Omega Gummies™ 60 ct |
| Arctic Cod Liver Oil™ 90 ct. softgels | Ultimate Omega® Minis 90s | |

* Retail Partners receive an extra 5% discount. Remember your monthly 5-15 case sales options!

NEW LOWER PRICE effective June 01

01621 Omega-3 Phospholipids + 60 ct. MSRP\$39.95 \$23.97 whlsle new prices

Better than Krill. more EPA. More DHA, more Phospholipids

~ Delicious Living 2015 Best of Supplements Award ~ 2014 Nexdy Editor's Choice Award ~ Taste for Life 2015 Supplements Essentials Award- Omega 3s

Not represented by BMC in NJ, SC





15% OFF LINE DRIVE for June

- 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

Super for Summer.

delicious travel food to be displayed by the register! (10 packets)

- JUVO Organic Raw Meal packets
 - JUVO Slim Raw Meal Berry packets
- JUVO Raw Green Protein packets

Teach the habits of daily raw food

ReJUVOcate Yourself!



The best lip balm for the world

FREE SHIPPING on all Eco lips orders in June

JUST EXTENDED new items Zinc SPF 15 and Bee Free lines! 15% OFF till June 30

Zinc Sunscreen SPF 15 Lip Balms .15 oz Tube

safe, non-nano, non-whitening Broad Spectrum SPF 15 lip balms with Fair Trade Certified™ organic cocoa butter and coconut oil combined with organic tamanu oil, sea buckthorn oil + red raspberry seed oil.

- Eco Lips Zinc Sunscreen SPF 15 Berry
- Eco Lips Zinc Sunscreen SPF 15 Mint
- Eco Lips Zinc Sunscreen SPF 15 Vanilla

Bee Free Vegan Lip Balm .15 oz

vegan lip balms combine candelilla wax with organic, Fair Trade Certified™ cocoa butter + coconut oil

- Bee Free Vegan Superfruit Lip Balm
- Bee Free Vegan Sweet Mint
- Bee Free Vegan Lemon-Lime
- Bee Free Vegan Unscented

The Best Lip Balm for the World



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* KP08 + 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

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



Health Education • Health Products • Aloe Vera

June Promos

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

- SG Aloe Mist Spray 2 oz
- Skin Gel Aloe Mist Spray 4 oz
- Face & Body Lotion 4 oz.
- Face & Body Lotion 16 oz.

Guidelines:

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

Coming soon:

Personal Care Travel Pack

Aloe Life products with organic whole leaf aloe juice for people on the go. Your travels + vacations should not mean that you have to leave health behind

Face & Body Lotion ~ Whole Leaf Aloe Vera juice, Chamomile extract, Allantoin extract, Glycerin, Sunflower seed oil, Glyceryl Stearate, Jojoba oil Octyl Palmitate, Octyl Stearate, Stearic Acid, Polysorbate 20, Sorbitan Laurate, Lanolin oil, Avocado oil, Vitamin A, C, & E, L-Selenomethionine, Zinc Citrate, Panthenol, Diazolidinyl Urea, Rosemary, Phenoxyethanol, Carbomer, Lecithin, Disodium EDTA, 100% Natural Grapefruit extract fragrance. No Water added.

Whole Leaf Aloe Vera Juice Products



Topically Applied Herbal Answers Since 1994

June Promotions 15% OFF

Must mention BMC Promotional Deal to get discount. Buy-in through June 30th direct orders only

- **Nit Kit - Scares Lice, not People** 2 fl. Oz.
Vegan. Gluten-free. Cruelty-free complete with a Metal medi-comb. 5x magnifier. Easy instructions. aromatherapy formulas with a "happy scent"
- **New Mama Tush Soothing Bath** 2 lbs.

- **New! New Mama Mist**

now in a convenient 2 fl. oz size!

* **Face & Body Wash - Spicy Rumor** (new look) Body Wash Foamers™ the mildest Castile soaps; never any synthetic foaming agents

Policy change:

\$100.00 New Minimum Order for Direct Stores. Free shipping with \$100. order

Topically Applied Herbal Answers. Action Remedies®



June-July Bodycare Promo

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

- Pure Therapeutic Grade Essential Oil Blend: Lemongrass, Sage + Vetiver—a scent that Men will like, with a bold fragrance perfect for the hot summer months!
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.

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: scent—Bergamot & Cedar
Tin Soy Candles 6 oz. Terracotta Soy Candles
THINK FATHER'S DAY



bodyceuticals

organic bodycare

TIME for our favorite summer products

- ✓ Calendula Lip balms
 - ✓ Calendula Lip balms—for dry, sun and wind damaged lips
 - ✓ Pure Calendula Oil
A MUST-HAVE for sun damage and climate overexposure—in a variety of sizes including the **AFTER SUN RELIEF** (great no-spill size for travel, diaper bag, backpack, etc)
 - ✓ TRY ME KITS
includes products for the face & body, for the entire family
 - ✓ Travel + beach-friendly body moisturizers
Bodycocktail sprays are a handy 2 oz size, great for kids of all age!
 - ✓ Aloe Facial mists
refreshing for summer, great for air travelers to keep skin hydrated. *Our tip: Keep one chilled in the beach cooler—refresh face & body while relaxing...*
 - ✓ Coconut Body + Tan Oil—
smells amazing + wonderful to apply after a day at the beach
- www.calendulaskincare.com



SURYA
Brasil

THINK FATHER'S DAY 30% off in June: Sapien Men a concise, effective Organic Bodycare from Brazil

- Shampoo & Conditioner 2-in-1 10.14 oz
- Hair Styling Gel 3.04 oz
- Facial Scrub 3.38 oz
- Shave Cream 6.7 oz
- After Shave Cream 3.38 oz
- Shower Gel 10.14 oz

About Surya Brasil

Surya Brasil is passionately committed to creating the best natural, organic + vegan lifestyle products that promote health, wellness & sustainability. Sold internationally in 40 countries: made with the utmost respect to the interconnectedness of all life & environmental preservation.

GIFT IDEAS

Reward your dad's healthy workout habits by upgrading his shower + muscle cool down with these two gym bag must-haves: **Sapien Men's Shower Gel** deeply cleanses + moisturizes his tough skin with organic ingredients like Amaranth, Aloe vera & Acerola. Consider the **Amazonia Preciosa Leg and Foot Lotion** [\$24.23 8.45 oz. \$20.40/\$34.00]. With Organic Brazilian butters from the Amazon Rainforest to cool down tired and aching legs and feet.

Himalaya

HERBAL HEALTHCARE

June Promotions • 15% OFF wholesale for 1 or 2 items

Must purchase 3 pieces of an item from list below

- 20% OFF wholesale if all 3 items purchased
Minimum purchase 3 pieces of each item from list below

~ all sizes included. All items must be purchased at the same time. Must mention Promo when ordering for discount to be applied

June Sale items*:

- Ashwagandha 60 caplets
Anti-Stress & Energy
- ProstaCare® 120 veg caps
or 240 veg caps
with Tribulus and Shatavari Prostate Support + normal Male Urogenital Function
- UriCare® 120 veg caps
or 240 veg caps
Proprietary formula. Kidney, Bladder & normal Urinary Tract Function

* for independent Retail Accounts only

Notes: Ask your Rep for the revised 2015 HUSA Promotions for 2015

New Price List in effect June 1, 2015

Himalaya Herbal HealthCare:

Our Science. Your Life™

Not represented by BMC in NC, SC

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

June Specials: All products

All dose sizes of Wellmune WGP®

6 each per SKU 10%

9 each per SKU 15%

12 each per SKU 20%

Kids need summertime protection

make sure they get their WGP® daily Immune Health Basics Children's Chewable Beta Glucan with Wellmune WGP® Immune Support 25 mg. is the best natural product to support immune system health. Wellmune WGP® is a patented ingredient derived from the cell wall of a proprietary strain of yeast. Backed by peer-reviewed clinical research, Wellmune WGP® activates key immune cells that maintain health + wellness. And it is safe to take every day.

Children are constantly exposed to foreign challenges at school, daycare or the playground. To keep their immune systems strong, Wellmune WGP® every morning

MushroomScience®

JUNE AND 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^ * Increased Energy^
- * Stress Relief*

... think Sports Nutrition section
cross-merchandising

4 ea. = 10% 8 ea. = 15%
12 ea. = 20%

on the following items: not combined with other specials. Must mention 'BMC June Promotion' when placing order

Cordyceps Cs-4 90 Vcaps® \$14.13/MSRP \$26.95

~ 2 caps provides 400 mg. Cordyceps sinensis mycelium hot water extract
~ 25% polysaccharides, .25% adenosine
~ no other Cordyceps label on the market is able to offer these dosages

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

oxylent®

DRINK OXYLENT BREATHE LIFE™

JUNE Promotions LINE DRIVE^ 20% OFF

^excludes Counter Top Display 36 unit minimum (mix & match)

Ask about the eye-catching
Oxylent new Floor Display

BEST SELLER ALERT
Sport Oxylent® 30-serving
canister + 15-packet travel
boxes are ROCKIN'

Ask your BMC Rep about the
generous Beverage Dispenser
Program

Ask your BMC Rep about the
generous summertime Bottle Water
Program

Oxylent wants to be your Premier
Effervescent Multiple
+ are offering the best support in the
industry to encourage new sales

* Standard shipping structure applies

* Discounts are not given automatically.

* Promos must be set up 4-weeks in advance of start date

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ultimate goals: "healthy" everywhere in our lives!

This year, I had so many things to say, so much data on the degradation around us, that I became overwhelmed. I could not grapple with the world Year in Review. Bad news. I consolidated some of it, urgent matters, into a box in this newsletter, imploring all of us to never stop thinking and believing that "we are health food people". As such, we always have work to do!

We are a multi-tribal clan of like-minded people who care about what we put in our bodies, what we put on our bodies; what we put around our home and work and community and our loved ones; and how it is made, and the intention of those who make it. Big stuff. Something that should be a guiding light for each of us, especially in dark times (when maybe the money isn't flowing relative to the amount of life that you put into your business).

These serious and growing problems are here, they are here now, and they are more destructive than we know. Did it all go out of balance with the culmination of our 2nd World War: with the use of the nuclear bombs? Can we go

back to a simpler, and more beautiful time? Can we?

It takes courage to love. What are we doing every day? Are we correcting those societally destructive free radicals and their DNA damage? Can we offer health to those who turn to us for support? I still believe so: YES!

I am buoyed by simple beautiful things like hearing that a once-thought extinct species is found again; or hearing that some creature from another species has given birth or been re-released into the environment and that permanent extinction has not destroyed the beauty of what that species is and once was. I cry when I hear how we killed the carrier pigeon and the Great Plains bison. I am a Buffalo soldier, flying mother nature's silver seed to a new home in the sun.

I work hard. I work harder than a person should work, And I know that you work hard too. What can we do together at this moment in time to stay relevant and not become extinct and not sell-out and not go under? What can we do together against the tide of negativity that rises upon us, well before noon, taking aim at our every morning's optimism?

How can we influence human action to be less intrusive to the environment that is our world? How can we be wary of green-washing, and stay vigilant to the cause? Health food. Clean World. People caring for people. Justice for all.

Peace & Justice should be the base of all religion in our time. In the image and likeness of God, we should be peaceful, honest, loving and just. How can we live on this planet—where things are descending into chaos so quickly—and run our shops every day, and promote peace and health and goodness believing our local acts work to stem the tide of what the news tells us of the rest of the world? How? Belief.

Every messenger from God would say the same thing. God Eternal does not want us to do anything other than walk lightly on the planet, respecting the Earth and treating all fellow humans with dignity and love. To love all other creatures. There has never been an intention for there to be an "us" and a "them". The ultimate judgment of our lives will be how we learn to get along and love each other. Religion should bring peace. It therefore seems evident that every religion needs reforming, as none are nurturing the people in the words of Jesus Christ, "A new commandment I give to you, that you love one another: just as I have loved you, you are also to love one another." [John 13:34-35]. Every religion espouses this virtue, but we have to look at our society, and say that the society we live in is not just failing: people are not trying enough. Every day—at work and elsewhere—we need to love each other!

The natural health movement is about healing oneself as well. Let there be peace on earth and let it begin with me, I know that I have to listen more clearly, and shout out my sins on this one. While I always check in on my available pools of energy: what I have, and what I need to continue with my proselytizing: I need to care for myself more. And how about you?

I just want to throw myself at the problem, saying that if I just try harder... But this year I have seen more than ever that we will not have peace until we have justice. This truth is everywhere: in negotiations and counter-attacks and suicide bombers, and brutality and TV and cellphone pictures and so many talking heads never saying anything truthful. I want to find peace, but I must speak justice first. And I need to find peace and justice within myself. How about you?

continued on page 7

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Our entire Justice System is broken and it does not have to get harsher; it needs to learn greater compassion. Love is the answer, but truth is higher than love. Justice means stopping the pollution of the environment, it means punishing those who steal from all, and those who consciously turn the other way when the planet, our environment is polluted. We always show love, but we create systems of justice. We reach fairness and love.

Probably the most prescient line of music in the 1970s was Neil Young's intonation. "Look at Mother Nature on the run in the 1970s" Forty years later, where are we?: blinded into a debate about fracking, oil tar balls, exploding trains, vile sand tar mining, war-crime bombs being used everywhere, and the proliferation of guns in every nation and every town and village. Forgive them, for they know not what they do! I wake up every morning optimistic and with thanks for this next chance, this 24 hour cycle to do good; and every evening, I go to bed nearly defeated and nearly broken but still with the love to say prayers of forgiveness.

To our local beauties of the Delaware Bay, the Susquehanna and Delaware Rivers, the mighty James River and the Appalachias. The Alleghany, Savannah; The New River and the Greenbrier. The Jersey shore and the Coastal Carolinas. The French Broad, the Yadkin-Pee Dee, the Catawba, the Cape Fear Basin. The Neuse, the Roanoke and the poor damaged Dan River and Elk Rivers and the endangered Delaware Watershed. I love you all. And may we find peace return to the confluence of the Potomac and the Anacostia Rivers in our Nation's Capitol! To save life as we know it, dedicate your life to protecting what clean water we have left! I say to the universe: be on my side and I will be on your side.

Rock stars, poets and musicians need to make these songs the tunes that young people hear and sing. Good music. Neil Young is still rockin' in the free world, and this 1960's peace troubadour has written a song that points his finger at the danger of Monsanto-capitalism. During his upcoming "Monsanto Years" summer tour, the social commentator will be singing a new song titled "A Rock Star Bucks a Coffee Shop." "Monsanto, let

*continued on page 8*

## WE ARE HEALTH FOOD PEOPLE—WE HAVE WORK TO DO

### 1. Stay Optimistic. 2. Stay Focused. 3. Stay Informed. 4. Be Active + Goal-oriented

#### *The world today, as it is:*

#### **Major problems in China**

A major problem for the world's governments: how to reboot China's \$10 trillion economy, allowing capitalism to develop with the western world's unrelenting work orders while also expecting the environment to be a major interest. Beijing's dust and soot affects us just as much as a serious volcanic explosion or a Fukushima Daiichi nuclear disaster (2011): pollution migrates. This pollution stream is 24-hours a day churning industrial machine, though! In 2015, most of the industrial regions of China are dark and hazy with a sooty pollution: on many days, you actually cannot see the Sun. Literally darkness at noon. Cloth face-masks are just as good a business as chopsticks.

Half of all the buildings going up in the world are in China, and their buildings are mostly not energy efficient. It is estimated that 40% of carbon emissions on the planet come from buildings. Increased carbon emissions.

Here, salespeople hint, "Yes we manufacture in China, don't worry: the prices are low!!" It is all about pollution, and the exploding population (and the dangerous systems of river manipulation like the 3 Gorges Dam on the volatile Yangtze River). China is a national security timebomb. While China is developing enough coal power plants to counter any ecological advances by most countries in the world, they also have become the world's Walmart of solar power. The US has gotten commitments for China to change the mix away from coal, but it will take a while! India is just as guilty with the use of coal to meet population energy demands.

**SOLUTION:** Choose to buy things—at work and for home—that are made in countries with better environmental records. Be vigilant about companies investing in China (think about your stock funds)

Environmental conditions are just as bad in India, but we hear less about them in the media because they are an ally.

These battles are no longer truly about "economic systems": they are about Nationalism, the jockeying for positioning for victory in the control of capitalism, international finance, and a failure to want to cooperate on planetary issues. It is about wealth accrual and human greed. We could be leaders in the US if we truly had participatory democracy.

#### **Around the rest of the world.**

California is leading the way in going "Conflict-Free" by requiring companies to disclose whether their products contain minerals from mines in Africa that help fund armed conflict. This call to go "Conflict-Free" could have far-reaching consequences. In Africa, there has been an 11-year war in eastern Congo over control of mines that hold 80% of the world's reserves of coltan (columbite-tantalite), critical to holding a charge in the capacitor of cellphones and laptops. Recycling your electronics can have a major effect in saving the lives of the eastern lowland Gorilla (<http://gasanature.com/recycling-gorillas/>), as well as lowering the rate of massive rape associated with this conflict.

#### **At home.**

Pesticides are toxins, with "-cide" meaning kill. The benefit of pesticides to lawns is minimal, and yet these toxins affect children and pets (so this goes beyond the lawn, to parks and playing fields), and the poisons are dragged into the house where they incubate in close quarters and have no way to be washed away: (so "EPA-approved pesticides" really means nothing if we are contaminating our homes). Let's add to this, the contamination of the water supply.

Herbicides kill non-targeted insects like pollinators and non-targeted beneficial plants. Who is killing the bees? We should be vocal in calling for the end to the uncontrolled use of the Neonicotinoid Pesticides. Blame for Roundup and the newer versions of these poisons?: start with Lowe's and Home Depot and Bayer and BASF ([www.beecharmers.org/Pollination2.html](http://www.beecharmers.org/Pollination2.html)).

**SOLUTION:** Be wary of anyone associated with the chemical industry. Another primary concern, waste from chemical manufacturing: an undiscussed catastrophe, especially to the waterways. Meanwhile, continue to support the Organic + Natural Products Movement.

RIP. "Olive the Oiled Otter" made headlines in 2009 when she was found covered in oil and near death on Santa Cruz beach. Olive recovered fully and went on to deliver a healthy pup years later. She died in March of 2015, but so many were not saved. There will be more Olives, and humans have proved they do not have the stewardship to drill for oil in the oceans, or near any water sources. We need to invest directly and without hesitation in renewable sources of non-nuclear alternative energy.

Despite the overt lies told on TV and in advertisements, everyone—all animals and the ecosystem—was effected by the catastrophe of the 2010 Gulf of Mexico Deepwater Horizon Oil Spill, with many getting sick and staying sick today, with extreme fatigue and memory loss. To put it into perspective, an oil leak from Hurricane Ivan is estimated to leak for another century. Media manipulation is a daily perverse art for many corporations and lobbyists today. Look beyond the commercials from BP, et al. Critical thinking is needed to know when you are being lied to!

On land, we have had a spike of train oil leaks and explosions with 140 spills occurring in 2014 (1.4 million gallons have leaked from trains in 2013 in Alabama and North Dakota alone; and 57,000 gallons in CO, PA and VA accounting for \$5 million of damage): every drop is a poison to the environment! Petrochemical Oil and the things used to produce it = poison. Don't forget the petro-plastics.

Beyond the petrochemical industry, it is estimated that approximately 706 million gallons of waste oil enter the ocean every year ([www.waterencyclopedia.com](http://www.waterencyclopedia.com)). The ocean is big, but we are trying to drill-baby-drill faster, and humans have little regard for how we handle this malicious toxin. The system is very flawed and untrustworthy. The driving force: 220 billion miles per month from cars: (yearly road oil runoff from a city of 5 million could contain as much oil as one large tanker spill)

**SOLUTION:** demand the automobile industry move away from its oil dependence, and demand a rush towards environmentally-friendly energy sources.

It takes courage to love! Every day, your choices have consequences: when you ACT LOCALLY now, most likely, that act has international ramifications. In word and action, we are healthfood people.

**SOLUTION:** Be mindful.



## Blue Moose Consulting

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

### Reach for Peace *continued from page 7*

our farmers grow what they want to grow (a catchy tune and video at 5:15 [www.youtube.com/watch?v=UC2DpGaykaI](http://www.youtube.com/watch?v=UC2DpGaykaI)). Thanks Neil, for your concern for the farmers and for help with the inspiration for much of these words.

I thank you for listening to my 2015 Peace Song. It is not pretty or lyrical, but it is the milk of my heart: it is the core of my tree. I end with an image that I hope you seek out, and see one day. John Lennon's widow—and big-thought conceptual artist—made a dedication to him, a work of art found in Iceland but which we can see, thanks to the beauty of human technology, on our computers; and maybe one day a year in your store, in a little display as you make your statement to your community on your passion and reverence for all the things that you believe in. The things that help to give you the strength to open up your store every day and say: come here, community, for optimal healing.

Yoko and John sought peace and love: that is what we are told to do. "Imagine Peace Tower" shoots light up into the sky, a visual image of the hope against the storm. Find that image and bathe in it! Thank you to those who strive for peace every day of your lives. There are millions of us: and it is hard to win sometimes when others all chant with their guns and bombs and wars and hatreds. Gandhi and Martin Luther King knew that we could win with peace, and so we continue with the harvest of the good we offer in our stores, Thank you John: "I Imagine!" "Imagine all the people. Living life in peace..."

Oh, beautiful natural products industry, I am still in love with you! 🍄



## How to Reach Blue Moose Consulting

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

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