



# BLUE MOOSE CONSULTING NEWSLETTER

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## Talking Business: Resilience

**D**o you feel sometimes that you are doing this all on your own? That small business owner, the backbone of the great American economy. The determined entrepreneur. As 2015 continues and more and more new health food stores are opening, those who have owned stores for a while or opened their doors less than two years ago may be dealing with the creeping doubts that challenge anyone who has their own business.

Define brutally cold winter. WOW, for many, the last 60 days have been quite a challenge. For many, the weather is a crushing challenge for business survival right now.

We are not just small businesses, we are the natural products industry. We are not a business community that is nurtured by the Chambers of Commerce, we are not on the radar screen of our local governments, and most people in our community cannot even give a cogent definition of what a health food store is or where one is in their community. We are working to make ourselves the local community health resource center and our efforts can only be judged as being against the tide. To get natural products to our communities is very hard in America today. As such, your efforts can be viewed as a perfect example of business resilience.

Let's look at the meaning of this intriguing word and what it is meant to portray. The word seems to have entered the English language in the 1600s, but its

first clear published use is recorded in 1818 by an engineer and author, Thomas Tredgold. He was writing at an interesting time in the Industrial Revolution when industry was moving away from wood and timber and towards metal (and the steam engine): a time of dramatic change.

Resilience was used to explain why some types of wood were better at handling the sudden burden of weight without breaking. It was an adjective created for business. The engineer's question was, why could some wood handle stressors well, and also recover after the burden: the wood's resiliency. In building good buildings, resilient wood was a perfect building material!

Another civil engineer, the "father of seismology" for his later work on earthquakes, Robert Mallet took this concept further when the British Navy was considering the use of metal armor over wood in their ships. The idea was how much pressure could be applied before a material broke. Sometimes in our business life, we wonder this question ourselves!! What are the best building materials, and how can we handle the extreme pressures of battle.

In 1973, Canadian ecologist C.S. Holling translated this term into the study of ecology and the environment. The word resilience seems almost made for the beautiful work of Nature. This word has become common in the studies of ecological economics, evolution, and the material sciences. The word has distinct descriptive

power in other fields too: as psychological resilience and organizational resilience explain clear dynamics of action in an environment.

Resilience comes from the Latin word *resilire*, and this root word is also fascinating. Look at the many ways the word has been used: "to leap or spring back; to rebound; to recoil; to shrink back again." The word *resilience* certainly can describe something that we all can envision, and that involves reaction, recovery, and a measurement of strength in response.

I truly see this as having valid applications to our everyday business world and our long-term planning. How resilient is your business today? How resilient are you? By definition, resilience is the ability to respond in the moment to current pressures. Your resilience changes from day to day, month to month. So, as we all try to shovel out from our second consecutive early season snowy cold, we should remember that we are resilient, we have to be resilient, and we want to increase the tensile strength of our own individual resilience and our business resilience.

To get more practical, every good business needs to nurture their ability to bend but not break. Every business must be able to acknowledge problems and stresses, but to be able to work through them, and to see above the fray and to think long-term and to dismantle big problems intelligently so that solutions can be handled incrementally or in smaller pieces if

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## Talking Health: GOED is Good for You: Join the Omega-3 Coalition

**S**o you feel sometimes that you are doing this all on your own. I have good news: you are not alone. You are part of an intricate web of similarly-minded people with the same mission to bring health to everyone through the natural products marketplace. From farmers and fisherman, to manufacturers and distributors, and our UPS/Fed Ex delivery people and your accountant and the people who work your cash registers: we are all connected, and hopefully working to help each other survive and thrive. Natural Health.

We are lucky sometimes when science rises to bring information to the public that spurs a new industry that invigorates the strength of our store commerce. Thank you to all the researchers and science writers and magazine editors who helped make "Omega-3s" a mainstream word.

Special thanks must go to **Nordic Naturals**®, who are celebrating their 20th Anniversary this year—for their historical "firsts" that literally changed the way fish oils and Omega-3s were manufactured and sold in this industry in the United States. Nordic Naturals® was the 1st company to

mention heavy metals as a concern for fish oil products sold in our industry. Nordic was the 1st to report analysis for other environmental contaminants (PCBs and Dioxins) and to provide viable 3rd party analysis that introduced the American Market to the stringent monitoring that was already established first by the (now absorbed) Norwegian Medicinal Oil Standards and then the stringent European Pharmacopoeia Standards. Having seen most of these changes first hand over the last 13 years, I am honored to be associated

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## GOED is Good for You

*continued from page 1*

with a company that literally changed the way others were doing business based upon the always positive example and pursuit of excellence set by Nordic Naturals® in this category

Nordic Naturals® is still the company that stressed the importance of freshness value for fish oil products. It is funny (delightful) to watch how other companies are so proud if they present a batch of oil as fresh as Nordic. Following the leader, everyone wants to bring their “A” game to making these critical products better, safer, purer, fresher, more absorbable and at a better health-benefits value (think the delivery of EPA + DHA!).

Nordic Naturals® taught the industry on the validity of TOTOX values, and on how to differentiate freshness markers for flavored fish oils. Since Nordic is a vertically-integrated supplier, they can provide fresher fish: that is part of the Nordic Naturals® Advantage.

Recently, Nordic Naturals® again made the motion to change the course of the industry with great leadership when they identified their non-GMO testing company as EuroFins Scientific. Eurofins is a globally recognized industry leader with over 20 years in GMO testing worldwide and complies with strict European standards. [www.eurofins.com]. This will become the standard for all fish oils that want to prove greater accuracy with their claims of non-GMO materials. Good Leadership makes the industry better.

Nordic Naturals® maintains a majority of Omega-3 sales nationally and regionally because of their unparalleled and consistent superior product; their education on proper levels of EPA + DHA; their smart marketing and education (they don't say stupid stuff), and their rather pure motives. They want to support the objective for every person to be able to achieve optimal health with pure, fresh, natural triglyceride form Omega-3s from sustainable sources and to Correct the Global Omega-3 Deficiency.

We should all want that. Our nascent Omega-Health industry took a slight stumble 18 months ago when some poor scientific opinion turned into a short spurt of negative press. Nordic Naturals® has survived that challenge well, but many less savvy manufacturers have not. Since most companies buy their fish oil from someone else, and they lack direct control over the process, a credible Scientific Board: and they can only speak about the product that they sell with information that their manufacturers or marketing departments provide them, they have recently looked like fish out of water. The trusted name of Nordic Naturals® kept sales rising for stores that partnered with Nordic.

If you think about it, many stores saw a slump in their overall store sales in the same

timeframe after the media reporting on this study. Omega-3s are a big part of most stores supplement sales—and rightly so!

Many more stores reported that the drop in their best-selling category—Omega-3s—had a serious impact on their bottom line!

Please note: the Omega-3 market is not going to go away, to go the way of the non-craze or green coffee beans, or the unfortunate dodo bird. Here is something to build your shelf space upon, something to always market and promote intelligently and something to make a core addition to every foundational nutritional protocol.

Stores with two-shelves of Nordic Naturals®, and well-displayed Children's sets—and core-merchandised placements of the **Omega LDL™**, **Omega Blood Sugar™**, **Omega Joint Xtra™** and **Omega Vision™**—have been growing their business. Especially those who have joined the Nordic Retail Partnership Program and use the marketing support that Nordic provides. The Omega Phospholipid™ has been gaining new loyal customers from old krill shoppers. Even the **Nordic Probiotic™** has gained new customers who simply have faith in the Nordic Naturals® brand.

Nordic Naturals® offers some of the best marketing support in the industry, and they have the support of the medical and scientific communities because they do not say stupid stuff. Nordic Naturals® is a great partner for the healthfood store, and Nordic is neither moving towards the mass market, nor are they allowing their products to be sold on the internet at deep discount. No competitor (except **Bluebonnet Nutrition®**) can make the claims that Nordic Naturals® can about eliminating shady grey market sales of product, and of cutting off stores that will not honor their M.A.P. Policy.

But beyond Nordic, there are other very valuable tools now becoming available that you should be embracing to gain new customers for Omega-3 Nutrition. Enter superb support for your store(s) from the business industry association, G.O.E.D. Have you heard of this organization? Founded in 2006, The Global Organization for EPA and DHA Omega-3s (www.goedomega3.com/) has been doing a lot of good work with science and advocacy for this category that you may not have been aware of. Industry Manufacturer support.

GOED is a 501(c)(6) not-for-profit trade association, and therefore Omega-3 manufacturers internationally can join. GOED has formed an Omega-3 Coalition that has put its rivalries aside: and, in their efforts to benefit the industry, have created a platform of support for you to use in your store to speak outward in a clear (and unified) way to your community about the good things that can occur when a person adds proper amounts of Omega-3s to their diet.

G.O.E.D. is a member of this Omega-3 Coalition that is moving into a 2nd phase of a significant marketing initiative intended to

increase awareness of the benefits and safety of Omega-3 Nutrition. You not only should be aware of these developments, but you should act immediately to get involved, to sign up, use the signage, advance the message and capitalize on the good energy being generated.

The campaign launches nationally March 16, so have a staff meeting, and share with your social media person, and go to this website now: <http://alwayssomega3s.com>. Use the excellent information provided to start a local chat on Facebook, go to the Retailer site and give thanks for all the clear, professional tools made available to you.

When you go to the Retailer part of this website (<http://alwayssomega3s.com/retailer>) you will find the Why? How? And What? to drive your Omega-3 sales. This site was made for you as a part of a concerted effort to make real change in the nutritional decision-making of our local consumers.

This Omega-3 Coalition includes over 20 industry partners and it extends well beyond what we call the natural channel. These activities, and this messaging is planned to be spoken in over 20,000 store outlets in the next 90-+ days. Here is an opportunity to work in unison with the Walgreens, CVSs and smaller drug stores to promote a clear message everywhere, surround-sound. We should accept this moment of unity, and be magnanimous in participating so consumers will hear the same message everywhere they look.

What can you expect? This campaign is similar to messaging that you may remember from “Got Milk?” or “Pork, the other white meat.” Since so many people have already heard of the Omega-3s, it is designed to reinforce the health message, and to regain the low-hanging fruit of people who have stopped their supplementation, and to gain new customers. While the message was geared to the 45-65 year old consumer concerned about heart health, the message gets across that everyone needs Omega-3s: they are always good.

Outside your stores, the messages will be on shelves in the media and on the television. While you could just wait for people to hear the message and jump over to your store, it would certainly be wiser to match the message and be there to hand the person the best product for them. Benefit from the momentum immediately. See sales grow again.

Market research has shown that the best vehicles for this message are TV, digital media, and in-store activation with shelf messaging. The commercial (you can see it on the website) will have network cable flight dates from March 16-April 26th. Interspersed on different days and daytimes, your local communities will be seeing this Omega Coalition's positive messaging in commercials on ESPN, Food Network, Discovery Channel, USA, TV Land, FX

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1st Quarter Promotions

Gastrointestinal Support • Cardiovascular Support

Super deal ends March 31

products to promote: 1 + 4 oz sizes

Support for Gastrointestinal Health

- Cinnamon liquid extract • Digestive Bitters liquid extract
• GastroCalm™ • Ginger liquid extract • Inflammation Response™
• Inflammation Response veg capsules • Intestinal Soother™
• Intestinal Tract Defense™ • Turmeric liquid extracts
• Turmeric extract softgels • Peppermint Spirits™

Support for Cardiovascular Health

- Artichoke liquid extract • Blood Pressure Support liquid extract
• Cholesterol Health™ • Cayenne liquid extract • Heart Health™
• Vein Health™ liquid extract • Garlic liquid extract™
• Warming Circulation™ • Hawthorn Blend liquid extract
• Guggul liquid extract

Parameters: \* buy-ins 1st day of Quarter to last day of Quarter. No Minimums

Level 1: 25% OFF on 1-35 units

Level 2: 30% OFF on 36+ units

reorders: same discount structure

Start preparing for Allergy Season NOW:

Inflammation Response™ vegetarian capsules 200 mg: Turmeric (Curcuma longa) water-extracted root providing 20 mg of curcuminoids; 100 mg of Boswellia (Boswellia serrata) tree resin extract; + a 200 mg proprietary blend of Bupleurum (Bupleurum chinense) water-extracted root, Certified Organic Ginger (Zingiber officinale) water-extracted rhizome, Reishi (Ganoderma lucidum) water-extracted mushroom. All extracted without the use of harsh chemical extracts

Inflammation Response™ liquid extract Turmeric rhizome, \* Chamomile flower, \*, Meadowsweet leaf & flower, \* Licorice root, \* St. John's Wort flower & bud+-

America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



If Magnesium is Important, Bluebonnet's Magnesium options are ESSENTIAL

- highest quality raw materials • many branded raw materials
• testing methods that you can always trust

• all magnesiums are Kosher certified as a strong marker of verified trust
NEW ADDITION: Albion® Chelated Magnesium Bisglycinate Vcaps®

2 Vcaps® = 200 mg magnesium bisglycinate
682 60s \$5.48/\$10.95 683 120s \$9.98/\$19.95

Joining a Family of superior-quality raw materials for every need and pocketbook
Bluebonnet's Q/A Lab is the best in the industry for confirming purity + dosage
And remember: sold only in health food stores

- Albion® Buffered Chelated Magnesium • Magnesium Calcium 2:1 ratio Vcaps®
Vcaps: #672, 673 #727, 728^
• Magnesium Aspartate Vcaps® • Magnesium Plus B6 Vcaps® #735\*
#730, 737\* • Magnesium Potassium Plus Bromelain
Vcaps® #732, 733^
• Magnesium Citrate Caplets #729, 731\* Vcaps® #732, 733^

And all the Calcium-Magnesium products:

magnesium needs?? A Bluebonnet shelf has all your needs covered

Make the Most of the upcoming Expo West trade show deals
Expo West deal open to all stores: 18% OFF buy-in March 3-14
one (1) order. must be identified as SHOW ORDER when placing order
Remember this is the perfect opportunity to buy LARGER-sizes + new items

CellularActive Coenzyme B-complex
Vitamins

- Liquid CellularActive™ Methylcobalamin • Super Fruit Garcinia standardized Super
Vit B-12 1000 mcg CitriMax™ Vcaps® 60s + 09s
• Liquid CellularActive™ Methylcobalamin • Super Earth™ Single 1 Daily 30, 60, 90
Vit B-12 5000 mcg caplets in iron-free + iron options
• CellularActive™ P-5-P B-6 Vcaps® • Super Earth™ Organic Kosher Veggie
• EarthSweet™ CellularActive™ Protein powder 18 gms protein
Methylfolate chewable 90s: • 1 lb. and 8-pack single-serving pkgs
440, 800, 1000 mcg. • Chocolate • Chocolate Mocha
• Vanilla • Vanilla Chai
all Organic, all Kosher

Not represented by BMC in NJ, SC

^ Kof-Kosher certified



HERBAL HEALTHCARE

2-month Promotion: March-April

15% OFF

these listed best-sellers

- LiverCare® 90 veg caps
• LiverCare® 180 veg caps
• Boswellia 60 veg caps Joint Support & Normal Flexibility
• NEW SIZE! Turmeric 30 veg caps: AntiOxidant & Joint Support
• Turmeric 60 veg caps AntiOxidant & Joint Support

SUPER DEAL 20% OFF

- Triphala 60 veg caplets Digestive Support
• NEW SIZE! Triphala 90 veg caplets Digestive Support
• NEW SIZE! Triphala 30 veg caplets Digestive Support

The complexity & timing of the entire seed-to-shelf process for Himalaya, + for the plants themselves, is highlighted by 3 important mandates: purity, efficacy + batch-to-batch consistency

- LiverCare® 90 + 180 sizes equals the best-selling Liver-support formula in the natural channel. Our Science. Your Liver. Detox + Liver Health
• Turmeric – best quality offers best results. Clinically studied for efficacy + safety in a double-blind, placebo-controlled human clinical trial
• Triphala – intestinal support & comfort. USDA-certified Organic, Additive free + Gluten-free. 3 fruits or 3 sour: organic amla fruit, organic belleric myrobalan fruit, and chebulic myrobalan fruit standardized extracts.
Every organ in your body depends upon your digestive system. Consider Triphala a reboot system for your digestion and your body

Notes: 2015 Better Nutrition. Best of Natural Beauty Award: Exfoliating Walnut & Wood Apple Face Scrub 5.07 fl. oz.



ULTIMATE WELLNESS: Which Omega-3 is Right for You?
Promotional material available to highlight

• Immunity • Heart • Fitness
last chance for 1st Quarter Promotional Product Displays
48-pc display 25% OFF mix + match

items must be purchased in units of 6 ea. from list below

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

\* Retail Partners receive an extra 5% discount

NEW ITEMS new discounts apply

- Omega Boost™- NEW flavor, Creamy Lemon two (2) sizes 6 + 12 oz. 570 mg Omega-3.
• Omega Boost™ Junior, Paradise Punch 6 oz. creamy delicious flavor for ages 2+. 285 mg Omega-3s per serving. Non-GMO

Not represented by BMC in NJ, SC





You would be much happier with a WALL OF JUVO products built with care for the health food store bringing Organic, enzyme-rich RAW FOODS to more people

**March LINE DRIVE  
Buy 3, get 1 FREE**

- JUVO Natural Raw Meal Canister (600g) 21.16 oz.
- JUVO Slim Raw Meal Can (600g) 21.16 oz.
- JUVO Raw Green Superfood Can (360g) 12.69 oz.
- JUVO Raw Green Protein Can (480g) 16.93 oz.
- JUVO Raw Green Grass Bottle (120g) 4.23 oz.
- JUVO Natural Raw Meal Green Apple 21.02 oz. 15 servings
- JUVO Natural Raw Meal Fantastic Berry SLIM 21.02 oz. 15 servings
- JUVO Natural Raw Meal Vanilla Chai 21.02 oz. 15 servings
  - NEW JUVO Raw Meal box (10 packets)
- NEW JUVO Raw Meal Fantastic Berry box (10 packets)
  - NEW JUVO Green Protein box (10 packets)



The best lip balm for the world

**MARCH LINE DRIVE  
20% OFF^**

- All ECOCLIPS
- All ORGANIC LIP BALMS
- All SUNSCREEN LIP BALMS
- All MEDICINAL + ENERGY LIP BALMS
  - Face Stick Lip Balm
- All CO-BRANDED LIP BALMS
  - Dagoba Chocolate
- All Larger-SIZE ONE WORLD LIP BALMS
  - One World Eco line NEW!
  - One World Original
- **Mongo Kiss:** the lip balm with a kiss of bliss

**THE BEST LIP BALM FOR THE WORLD**

Eco Lips offsets its manufacturing with 100% renewable energy  
Made in Cedar Rapids, Iowa  
^ direct accounts ^ off-invoice



Dr. Ohhira's Probiotics  
**ESSENTIAL FORMULAS®**  
The Probiotics Company PLUS

New this month: your superior probiotics set just got larger

**INTRODUCING  
REGA'ACTIV™**

**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 and Essential Nutrients. Vegan
- **REGA'ACTIV™ Detox & Liver Health™**  
*Lactobacillus fermentum ME-3* with Milk Thistle (silymarin 80%) + L-selenomethionine, Vegan

Featuring the revolutionary probiotic strain *Lactobacillus fermentum ME-3*, -

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

Dr. Ohhira's fermented Probiotic: here is additional support

Join the Chia Revolution™  
Good for You, Good for the Planet™  
[www.ChiaOmega.com](http://www.ChiaOmega.com)  
Dr. Ohhira's Probiotics®



Health Education • Health Products • Aloe Vera

**MARCH SALES PROMOTIONS**

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

- Daily Greens 4 oz powders
- Daily Greens 11 oz powders
- Fiber Mate 160 tablets
- SG Aloe Mist Spray 2 oz. NEW!!
- SG Aloe Mist Spray 4 oz. NEW!!

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**Healthy & Slim Daily Greens formulas powder** - Proprietary Formula of: Certified Organic Barley Grass Juice, Certified Organic Wheat Grass, Kamut Grass Juice, Parsley, Oat Grass Juice, Chlorella-Cracked Cell, Spirulina, Kale, Asparagus, Watercress, Dandelion Greens & Roots, Broccoli Sprouts, Whole Leaf Aloe Vera, Nopal Cactus, Carob, Bamboo, Super Oxide Dismutase (S.O.D. from Wheat Sprouts), Green Papaya, Atlantic Kelp, Amlaki (Vitamin C), Sesame Seed Husk, 100% Pineapple & Papaya Juice Concentrate, Stevia

**SG Aloe Mist Spray:** ultimate skin spray treatment. Multi-Purpose SG Aloe Mist formula is fun to use as it works fast to soothe and condition skin without a thickening agent. 99% Certified ActivAloe: Whole Leaf Aloe Vera plus Vitamins A, C, E, Alpha Lipoic Acid, L-Proline & Herbs.

**Whole Leaf Aloe Vera Juice Products**



Topically Applied Herbal Answers Since 1994

**March Promotions  
Therapy Oil  
15% OFF**

2 oz. glass bottle  
2 oz. unbreakable plastic  
Still no minimum orders.  
No Shipping costs.

Must mention BMC Promotional Deal to get discount. Buy dates through March 31

- Call it a "Hug-in-a-Bottle." Herbs in Action. So you can stay in action
- Judged "Outstanding" + awarded Grand Prize at the International Herb Symposium
- Organic + wildcrafted herbs: Arnica, Calendula, Betula, Ho Shou Wu in a base of St John's Wort Flower Oil, Olive + Sweet Almond Oils

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**Are you aware of the excellent website:**  
[www.wellinhandwholesale.com](http://www.wellinhandwholesale.com)

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



**March Candle + Bodycare Promotion**

The Bodycare Collection  
**Jasmine & Clementine**  
12 oz. bodycare. Clean and Affordable, and 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

**Aromaland Soy Candles  
10% OFF per case**

Sold 4 candles to a case: same SKU + Candle + containers made at Aroma Land in Santa Fe

- White Peach** - bringing a reminder of the warmth of Spring!
  - Citrus Blossom** - blend of citrus fruits: Sweet Orange, Grapefruit + Tangerine: light & summery, with the sunny scents of the Mediterranean
- candles available in 3 handcrafted containers: made in Santa Fe by Aromaland**
- ~ Bamboo Porcelain 7.8 oz.
  - ~ HeartShell™ Porcelain 3.9 oz.
  - ~ Mystic Porcelain 7.3 oz.



# bodyceuticals

organic bodycare

## Time to move toward Calendula Season

- Bring in ANY NEW SKU, get **10% OFF** + a **FREE** tester\*
- **FREE Calendula Facial Care product samples with every order**

\*Order at least 4 deep to receive free tester. Must mention "NEW SKU" to get the discount. Free ship on \$125 after discount

### Organic Calendula Oil

- Organic Calendula Salve
  - Organic Calendula Lip Balms Stick
  - Organic Calendula Facial Care
  - Organic Calendula First Aid
  - Organic Body Cocktails 2 oz.
  - BodyLove – Organic Flavored Massage Oils
  - Organic Coconut Body & Tan Oil
- [www.calendulaskincare.com](http://www.calendulaskincare.com)



SURYA  
Brasil

## 3 SPRING MOVES

1. Be aware that when the warm weather appears people will all be coloring their hair again
  - Henna Cream • Henna Powder
  - Color Fixation

2. Grow your Bodycare section with Sapien Women

Accelerate interest all the way to Mother's Day. Eco Cert Certified Organic with Amazonian herbs + fruits.

### Sapien Women/9 producers

- Shampoo • Conditioner • Leave in
- Split end Repair • Shower Gel
- Shave Gel • Body Lotion
- Facial Scrub • Body Scrub

3. Gain new customers to your Bodycare section with Sapien Men

grow your men's grooming section organically through Father's Day

### Sapien Men/6 products

- Shampoo & Conditioner 2-in-1
- Shower Gel • Hair Styling
- Facial Scrub • Shave Cream
- After Shave Cream

SURYA Brasil

# NEWTON homeopathics

Nurturing Naturally Since 1987

## MARCH PROMOTIONS 20% OFF select OTC formulas

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

- **Fungus Fighter**
- **Pollen~Weeds**
- **Sports Injury**
- **Kids Ear Care**

**Fungus Fighter** (N067) – for symptoms associated with ringworm, athlete's foot + other fungal conditions of the nails, scalp + skin.

**Pollen~Weeds** (N055) – for associated symptoms of Spring + early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure.

**Sports Injury** (N218) – for workout recovery & for symptoms associated with injury, overexertion and emotional distress.

**Kids Ear Care** (F006) – for symptoms associated with ear conditions such as redness, pain, congestion, hearing difficulty, inflammation + irritability.

Have 20 Skus of Newton in your store?

Ask your BMC Rep about the new:  
**Learn Stuff, Earn Stuff Initiative**  
1987-2015 • 28 Years of Excellence

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Immune Health  
from Winter into Spring**

## MARCH PROMOTION

### Wellmune WGP®

250 mg 60 ct caps

**15% OFF**

Minimum purchase 8 bottles

### The Wellmune WGP® Difference

The biological activity of Wellmune WGP is a result of its unique molecular structure. Only Wellmune WGP is a patented linear glucose molecule with a beta 1,3/1,6 branch point extended by a long beta 1,3 oligosaccharide. Though the molecular differences between Wellmune WGP and other immune products is significant because even the slightest structural difference can affect bioactivity at a cellular level.

# MushroomScience®

## March SPECIALS on MEDICINAL MUSHROOMS

4 ea. = **10%**

8 ea. = **15%**

12 ea. = **20%**

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

### • Shiitake

Full Spectrum extract. Certified Organic\*  
300 mg hot water extract  
15% polysaccharides. 90 veggie capsules

### • Tremella

300 mg hot water extract.  
20% polysaccharides. 90 veggie capsules

**Shiitake** {*Lentinules edodes*} was the first mushroom ever cultivated in Asian history.

Shiitake is currently is the 2nd most widely cultivated mushroom in the world, just behind *Agaricus bisporus*, the common white button mushroom purchased in U.S. grocery stores.

**Tremella** {*Tremella fuciformis*} Tremella has always been used for immune health. It may also help maintain the appearance & texture of the skin by helping the body maintain the production of hyaluronic acid.\*

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

Setting the standard for quality in  
medicinal mushrooms since 1994!

# oxylent®

DRINK OXYLENT BREATHE LIFE™

Here NOW

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possible. Stressors, and problem solving: leading to patterns of resilience.

Why did I choose the topic of resilience in the March issue of the BMC newsletter, one of the most read newsletters of the year because it is the Expo West edition? Because I know that too many stores have a need to hear this message now. As 2014 ended, there were many stores that felt that they had tried every trick in the book, and that they were hanging on by that figurative thread as the economy slowly inched back to a semblance of health. They saw a glimmer of hope in the usually busy months of September – January. For too many, the conversations at home were, should I keep on going; can I keep the store afloat; what will I do if I close the doors, and what will my employees—my work family—do?

I watch the economic numbers keenly now. I never cared much about that information in my 18 years running health food retail stores. Now, I watch and try my best to share the good economic news—nationally and regionally—because it may be an indicator of better times for those stores that are on the edge. I so honor the stores that stay open under difficult circumstances, and through periods of doubt. I wrote this article for those stores, or for those business people who have been in that place at some time in their careers. I have been at that place when I was in retail

management, and in the course of creating and maintaining this education-oriented brokerage. It is always good in those times to hear that people are on your side; that others care. It is good to know that people are available and willing to help, with advice or many other types of support. Sometimes, we just have to open up the door of opportunity, and friends will appear.

But while supporting others is one of the most encouraging of human traits, ultimately the person who owns/runs/manages the business or does the buying needs to have the survival skill of being resilient.

One of the biggest mistakes that people make is to ignore stressors or growing problems and not address them. Daily, or weekly, the problems or needs for change have to be addressed. The purpose of having inventory is to keep it moving. Product that you believe in sometimes needs extra support before a clientele can be made for that product. Following vapid marketing trends can often lead to destruction. The state of inertia of opening the doors and hoping that brisk sales will just appear can be deadly. Resilience is about keen awareness, and resolute problem-solving—and in believing that you are in the best career for you and that you intend to perfect the art of the retailer in your store, and for your community.

Nobody ever promised that the marketplace was gonna be nice, and

accommodating or understanding. A good shopkeep becomes fairly battle-hardened pretty quickly. The joy is seeing a person who gains the wisdom from their scars but maintains their moral compass, their desire to do the best possible. It takes extra effort to run a truly beneficent health food store today!

You may have to bend, but don't break. Bend and then recover—like that timber—harder and able to handle the load. As we see our industry change—as outsiders come in and brag that they are making it better—we can continue in our manner to walk the true beauty way of natural health, and survive and thrive, without caving to their tactics that we all know are wrong, and not in the Spirit of the natural foods movement.

Two examples, but first I must mention the industry disease of adding sugar to everything. Our industry has been cheapened and made less valid by the two decades tumble down the hole of sugary foods. It is appalling. I have to wonder with disbelief when I see people go ballistic over (things that they do not fully understand) magnesium stearates and carrageenan and yet they fail to try to exert any market pressure to stop the cheap food options of health foods with added sugars, in everything. Read the labels.

The first example that I warn about for those struggling is with cheap products flooding our industry in the supplements departments. I have had several stores tell me that manufacturers are approaching them about taking thousands of dollars of free product, unrequested, and then offering ridiculous discounts for future purchases.

Like the dope peddler, the first taste is often free. I turn to those people and ask: do you know that the product is “free” because the material is subpar? The answers and rationalizations that I get are varied. When I ask, for example, if these people know that **Bluebonnet** only sells superior raw material products, they usually respond “yes, I know”. At that point, I can go no further. The business person has made a decision to introduce mediocrity to their cupboard: and the wood of resilience can only get weaker.

The second example is the unnatural and illogical precepts that stores have been accepting from some manufacturers that demand high buy-in, guaranteed endcap placement, non-negotiable buy-in selections: all for product that is discounted by larger players so that the stores have to discount just to sell the stuff. To these manufacturers, I say for the whole industry—stop destroying the small and mid-sized health food stores.

Your aggressive short-term gain is as bad as cutting down the rainforests! Stop that evil business assault. Stores need to be supported, not sucked dry.

We have to survive our industry's penchant for tsunami fads: paleo diet fanaticism, \$7 for one ounce of sprouted raw kale, the current foolish supposition running its course that grains are poison, as well as

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## Goed is Good for You

continued from page 2

Fearless, HGTV, History Channel and TBS. Omega-3s: Always a Good Idea.

The GOED supported Coalition already has 20,000 Facebook fans before the official launch. You can like, and link. Again, advice is available on the Retailer site. The consumer website is DSHEA compliant, exciting and linkable too. It gives non-biased independent information on Omega-3 benefits for heart, brain and eye health. The social media campaign now includes Pinterest too. In conjunction with advice and support from Google, this initiative will prove to be more encompassing than anything our industry has ever seen before, with video and display ads on premium sites like YouTube, mobile video capabilities and Google's abilities for real time surveys to see what is working and to respond. This social media saturation will be 10 weeks through May 24th.

In addition, the GOED Omega-3 Coalition is working with a PR Firm for all of 2015, so there will be ongoing news engine work, the establishment of a Scientific Advisory Board (this campaign seeks to reach the practitioner as well, both as consumer and as an individual looking for good information: maybe to buy their supplements in your store!). There are plans to build on this campaign, but it is best to keep you wondering and engaged. Stay tuned: support will be ongoing!

Inside your store, it is all up to you. Will you accept this incredible support and maximize its effect for the betterment of your business? If you need guidance or support, speak to your BMC Rep though it has all been made easy and readily available. Market Research shows that in-store signage was the most effective "sale-oriented" vehicle (though there is a loud dynamic achieved from all the other marketing efforts that may lead to future sales): and beautiful signs are available for you.

The March-April edition of *Delicious Magazine* will bring this message with collateral to 1300 natural retail stores. All told, 20,000 stores (13,600 drugstores) will be singing the same song from March-April, 2015, PLUS your store! Once the dialogue with the consumer begins, it is your choice how to educate, influence and sell them on your products! This will bring in new customers, who will be looking for that signage. "Five important facts as to why Omega-3s are always a good idea"

The signs do not talk about companies or product, they brand the idea of the necessity of Omega-3s for optimal health. One of the biggest lessons from the market research was that people bought product from the messaging with no relationship whether anything was on sale: significant success without discounts. People want to hear the message that in many cases they already know: "I need to take my Omega-3s every day!"

## WE ARE HEALTH FOOD PEOPLE

### Lori Avant—Eastern Regional Sales Manager, Nordic Naturals



Lori Avant and her mom Peggy

As I travel throughout the country, I am often in conversations with people about how they got their start in our industry. I meet people who have had life long careers with great stories and much wisdom. When it comes to working in the natural products Industry, I am more of a neophyte. After a 25 year career outside our industry, I found my way here in 2011. I started as a rep for a small brokerage firm in the southeast.

By 2013, I was fortunate enough to be hired by Nordic Naturals as their Eastern Regional Sales Manager. While I love what I do, I wouldn't do it for anyone. I care about truth and integrity that inspires quality products to help change lives. Nordic Naturals

fits that bill. Our mission to correct the global deficiency of Omega 3's did not arise out of a marketing brainstorm session, but truly represents why our company exists. A meteoric rise in the industry brings us to our 20th year of business in 2015. We celebrate with you our friends and customers who helped us get here.

I was raised in small town in south Alabama in the late 60's and 70's. Cafes around town were not serving leafy green salads, steamed veggies and broiled meats and seafood. Fried or over-cooked foods were the choices. The southern cooks that I grew up around believed in using grease and salt to make it taste good! Church social gatherings meant bring your best casserole. There you would find any number of different dishes that could contain cream, butter, condensed soup, green peas, cheese or white bread crumbs. All designed to make the meats go further. The south invented the casserole (I don't care what the internet says)! I have to admit, I really love the food, but it doesn't love a healthy me. My Mom, also born and raised a southerner, developed an interest in healthy living and life in our house changed. Growing up, I remember a lot of vitamins in our pantry, no-salt seasonings, liquid amino acids, and a loud juicer. We even distilled our own water. I remember my parents doing lemon water fasts, eating raw (my Mom was a follower of George Malkmus) and taking coffee enemas!

If I am being truthful, I was sometimes embarrassed by the fact that my family's habits were a little different. I didn't always follow the natural way when I was young, but over the years defaulted to what I learned growing up. I have always approached sickness naturally before allopathically. I thank my Mom, Peggy, for setting a wonderful example and inspiring me to seek a healthy path. At 83 she looks and acts 63, a testimony to her lifestyle. It was her early influence that ultimately led me to work in this industry. I'm grateful to be a part of an amazing lifestyle and culture.

The roll out is less than 3 weeks away. I am hoping all this good news will leverage your participation. Check out the website: sign up (it is password protected just to see who is participating). Link to the consumer site. There is a quiz to see if you are getting enough Omega-3s. It is a site that will continue to grow. Stay in touch via Facebook and spread the messages and the responses out.

Never in my 34 years of working in this industry have I been presented with as good an opportunity as this, I am no longer part of the store, I am just a support person. I would jump all over this: I would make it the biggest campaign of the year. I would build on Nordic Naturals and Bluebonnet to regain customers, to make up ground from a very cold, daunting and challenging snowy Winter. Nordic has the "Which Omega-3 is Right for You" campaign going on right now: have you taken advantage of your 5 case deal yet, or your floor display? Look for a great deal on the **Omega Boost** in conjunction with Expo West. Recommend

the best, buy smart, educate well and capitalize on this essential nutrient. Always Omega-3s

*"There are moments in your life that make you pause and reflect on the things that matter most. Your heart depends on you to keep it healthy and your nutrition plays a major role in overall heart health. Understanding the facts about why Omega-3s are always a good idea is the first step in supporting your heart health."*

—from always Omega-3s.com

Our livelihood is about catching the waves of good sales when they come in. Weather-effected, slow 1st Quarter sales days mean we need to take advantage of every next opportunity. Here is a perfect opportunity: ball is in your court: keep the ball rolling. Many thanks to the partners of the Omega-3 Coalition and all their work, and for the instrumental role that Nordic Naturals® has played for our industry in this positive, proactive endeavor! 🌱



## Blue Moose Consulting

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

### Resilience *continued from page 6*

too many manufactures manipulating you. The heavy temptation of buying cheaper product on "buy one-get one" big buy-ins: think intelligently about sourcing. How can they do that with exceptional raw materials: they cannot!

Those that stay true to their roots, and recommend and market the products that they believe in: stores that gain trust through the availability for conversation in the aisles of your store: they are all gonna make it. And if you look for the courage and conviction to be the noble retailer through every challenge, you will be gaining resilience like all the wise ones have: bend—but don't break—and rebound stronger and harder.

To stores that are struggling, you have to have faith in your business. You have to believe in yourself; you have to stay true to your ethics and vision. The business outside your store is getting as nasty as the weather. Support lines that support you. Reward manufacturers with low minimums. Promote products with a good MAP Policy. And use literature, learn to cultivate relationships with local health writers, encourage community involvement, make your store a vibrant destination, tell stories with your sale signs and be creative, and the act to make the store shopping experience happy, relaxing and better. Think like the customer.

The natural products industry can and needs to remain pure and strong. Expel nasty business tactics: cut through the vines. Never lose focus. In the wasteland that is modern culture, we all need for your store—yes we all need YOUR store—to stand strong and true and resilient!

The weather is changing. Have faith, BE OPTIMISTIC. Take some **Himalaya StressCare**®. Ever send a letter to a friend in need: consider this that letter. How resilient do you want to be? Spring back with renewed resilience. Better weather is ahead. ☘

1. <http://torrensresilience.org/origins-of-the-term>

## How to Reach Blue Moose Consulting

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

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