



# BLUE MOOSE CONSULTING

## NEWSLETTER

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### Talking Health: Crisis or Opportunity: Homeopathy

When last we spoke, I was ringing the bell of warning about FDA shenanigans in calling a quick review of homeopathy. I said beware and be worried. The issue is still very alive, and the Call to Action is immediate and urgent. Our window for influence is limited, and that means that we have to act quickly. Homeopathy needs your attention now!

Homeopathy as it exists today in the USA is under scrutiny and may soon be under swift fire. Just catching up with the issue? Read last month's BMC newsletter (April 2015) to understand the issue of this FDA "review." "FDA said that it will hold 'a public hearing seeking information and comments about products labeled as homeopathic and about the agency's regulatory framework for such products. The hearing, (held April 20 + 21, 2015) focused on prescription drugs, biologic products, and OTC drugs that are labeled homeopathic."

Not that I had the time, but I attended all 14 hours of the hearings. The transcripts of these hearings will be available to anyone who writes the government and asks for a copy. The experience was both interesting and vindicating. As a person who believes in both the value of logic and the sanctity of truth, I could read into all the public comments much more depth and factual evidence to that accumulating scientific proof that HOMEOPATHY WORKS. It is effective in medical use, public health, professional acceptance and human and animal health.

These hearings, which were very unfairly tossed on the American homeopathic community without warning, were probably a once-in-a-lifetime occurrence. In the history of American medicine, these hearings and the repercussions that will follow will have greater influence than the last big conversations between industry and the government in 1988, and the laws as they were written in 1938 and adjusted in 1972. Big stuff. Are you interested?

This moment in time will have an effect on many people's lives, and future generations' health. The actions that are about to occur will have an important influence on your business. This is a moment of realpolitik with serious ramifications: this is when every citizen should get involved. The issue: should people have free access to a system of medicine, and the FDA-monitored medicines that it uses, in our country today?

Were these fast-tracked public hearings and was this "information gathering" just a prescient warning that today's "science" is about to kill medical diversity? How should we respond and act? Is this a moment of Crisis or Opportunity?

First, the readers of this newsletter (and feel free to pass it around) must ask themselves how much they want to invest in this issue? Are you willing to speak to your community: are you willing to engage in a modern day 'letter-writing' campaign?; to identify yourself to your elected officials as an activist store on this issue?; to follow-through on the details of what needs to be done for us to keep this natural form of medicine alive? Too many

people are willing to nod their heads and say "yes," and let someone else do the work: and that will not suffice this time!

One could say that this might just be the first salvo (as I believe), and that if homeopathy falls then herbal medicine or nutraceutical commerce is next in line. If the AMA and bureaucratic institutions consider this a war, a battle: then we have to also understand the situation, and show our own strength. Face it, MDs fear people self-treating themselves for mild health issues with an inexpensive form of medicine. Easy access to symptom relief for non-life-threatening illnesses is bad for someone's business. If you can't fathom that, I have a bridge to sell you.

Do you think the scientist in all these people has taken the time to consider homeopathy, and look for possible, plausible healing in this form of medicine? No, this is, sadly, war.

So how does a wholistic health movement respond to this salvo? We can bear witness and educate while defending the facts and our rights.

Natural, wholistic action: in this moment they have asked for information, so let's give it to them. And let's go further: let's use this moment and its challenges to teach our communities about homeopathy and its benefits. Opportunity!

Crisis? Now is the time to act. There is a very finite deadline for response in this first phase of these FDA-initiated actions. The comment period ends June 20th.

*continued on page 2*

### Talking Business: Are You Winning in the Shell Game?

This car is so good, I am gonna give it to you. It will never let you down. Here are the keys. Just get in and drive away. It is all yours. You owe me nothing. Best of all, it costs you nothing....

Wake up. That was just a dream. That will never happen. That did not ever happen, that cannot ever happen. But things like that happen all the time, as we know. They are the illusions of the con game. There is always a catch. Free fills: there is always a catch.

Something for nothing: watch your wallet, and be on guard.

Credible, store-centric free fills are an illusion. Something somewhere doesn't fit. That suspicious, creepy feeling has to yell warnings up your spinal cord. As they say, "something is fishy here." Something smells rotten. That thing that seems too good to be

true is too good to be true: that can't happen, and we both know it! You can't look another person in the eye and say that the deal is kosher. Admit it: whether you have given into the temptation or not: at least admit to yourself that you know something is wrong here!

Trust me, I will never try to sell you a bridge that doesn't exist. Your long-term business is my daily concern. Beware those who offer you bridges like that. This cautionary tale has two levels, if you are strong enough to read forward.

In many cities in China today, you cannot see the sun anymore on many calendar days. The pollution is so bad that it is inhumane. Capitalism in China is the dangerous wild west, and everyone knows it. Bribes are so bad the Chinese government is putting hundreds of thousands of people in prison every year: that is

many 100,000s. For bribery in business. That is what both American business and the American government in every sector is reporting. Check it out yourself. Dirty, untrustworthy: not the supply chain that we should be supporting.

So the "dealer" comes to your door. The story is always similar: I got new labels I wanna get rid of: I appreciate your business; I had cousins that went to Hebei Province on vacation and they lost their luggage and someone stole their credit cards: so I am giving you this product for free. My religious convictions tell me to give you \$8,000 of wholesale product for \$800, (and I will give you 30% off anything you buy from me forever) and plus, I am a nice guy!

Look me in the eye and tell me you believe this offer is kosher.

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This does not have to be a crisis and there is one way to prevent that, and that is to mobilize the citizenry to voice their desires. First off: no one wants to lose the ability to have access to any safe products because of government regulations. And then there are the many people who are using the many homeopathic products that are in your store. As you discuss this with your staff, you will find that many people who work in your store do not realize how many homeopathic products are actually in your store: and how many products are possibly in danger of not being available anymore.

People who use homeopathy with confidence—regularly, or on occasion—will be justifiably unhappy with your store if you do not loudly and overtly alert them to this pending crisis before it happens so that they can act. Your store will truly be the information center now and in the next two months, and at any point into the future if something unforeseen actually occurs.

Therefore, “crisis” could be the awareness you may be having that you have never done anything like this before. Above all else, therefore, let’s just learn the basics of public education. Every store should invest in a Bulletin Board, where any number of local community and health events can be listed. Post the information that will be coming soon, and show it to people. Many smaller stores already have a table set up for the occasional sale, etc.; now, every store should consider the physical presence of a table with a clipboard, and pen set out with an easel-back communication standing upright saying, “please notice this”. In the short-term, we should decide that register space is necessary to get people to note what is happening now.

Facebook, social media, and email lists should be put into action now. I will mention again later, but it has to also be said at this point that your alert should not be shrill or reactionary, but rather informative and respectful to the process. We want to be the adult in the room.

The message: we are urgently collecting testimonials and opinions from anyone who has had a positive experience with homeopathy, and we are asking people to act and voice their support that homeopathy be allowed to remain available to people as a safe and effective OTC-drug in America.

What might be a clever idea right now is to start to collect a list of all the products in your store that are homeopathic, listing them out and showing the shopper that there is a possibility that a federal agency may choose to take (let’s just say 100) products off your shelves for no apparent reason! Petitions and more importantly, consumer letters of concern sent in to the FDA immediately.

There is more that you can do. First is create clear signage in areas that are dominated by homeopathic products. This will probably increase the business in your homeopathic section. Next, highlight products that are homeopathic in other sections, alerting customers to the fact that they have homeopathic options for health in many categories.

One of the big complaints of the much uninformed board of inquisitors at the recent hearings was that the everyday customer would

not know the difference between a homeopathic, and an OTC-drug or an herbal. While this is more the concern of how drugstores market their growing collection of homeopathic products, it would be to our advantage to let it be known to all that not only do we have a demarcated section dedicated to homeopathy, but that we also have our homeopathics called out with shelf-talkers, especially in our First Aid sections and children’s sets.

Many stores have found that when they create signage for the *Newton for Kids* sections in their store, that points out that this exceptionally effective and safe line of products are Homeopathic, that sales increase. Parents do choose homeopathy as the first choice, because it is so safe. Today’s parent is not some uneducated, misinformed dupe. The truth is that homeopathy is gaining traction in the marketplace because young parents believe in and feel safe with homeopathy.

Newton has 15 homeopathic OTC remedies for children available in 1 oz and 2 oz liquids, and in 1 oz and 2 oz glass bottles with pellets. What last month’s Public Hearings showed is that doctors (MD and many other practitioners) have been using homeopathy for children with confidence and success more and more for the past 15-20 years.

Opportunity: increase your homeopathic set for children now, and market your homeopathic options neatly together with clear signage. Parents will appear like bees to nectar, and they most likely will buy many more things for their family while they are there. I have always told stores to advertise that they have Homeopathics in their marketing efforts, as somewhere in your community there are parents who hear from other parents that homeopathy worked for their kids. These people need to know where to get product. Again, I feel that the stores with the largest selection of homeopathy for children will become a destination store. OTC for Kids, a Newton specialty, as Dr. Luc developed his formulas with a lot of clinical practice.

It seems as if the Board of Questioners at the FDA was looking for strategies to oppose. The overall scope of our presentations did not give them many places to attack. The powerful conclusion was that homeopathy worked extremely well for immediate, acute situations and needs.

To me this is worrisome because it is clearly obvious that homeopathy works extremely well for long-term and chronic conditions, and for the many long-term approaches to gradual healing. That said, here is an opportunity to accentuate your homeopathic choices for things that work for acute health challenges.

The most obvious choice here is the First Aid section. Consumers are often mystified when they look at a shelf of products they have not been trained to recognize from television. Arnica is one of the most popular homeopathics in America today, and many stores sprinkle their homeopathic arnicas in with other products. Most often, placement is made by size of package for some unapparent reason. Accentuate your homeopathic products with identifying signage and keep your homeopathic arnicas together.

Another topical best-seller is homeopathy for bug bites and stings, and now is the season to promote these products. What is the lead

## IN THE NEWS

Quite simply, there is not a complete supplement line in our industry more deserving of your support. **Bluebonnet Nutrition** is making the best USP-Supplements on the market today. From highest-quality raw materials to impeccable manufacture, Bluebonnet has earned the respect they have in every quadrant. When you sell Bluebonnet, you are providing your community with the best products they can get for their optimal health. Since Bluebonnet Nutrition only sells to health food stores, this family-owned company proves their loyalty to the health food store!

As Bluebonnet Nutrition distributes their new Price List which will go into effect June 01, they once again show LOWER prices. As Bluebonnet Nutrition President, Gary Barrows, writes:

“In appreciation, it has always been our practice to pass along the cost savings we incur as a result of raw material price reductions or our ability to purchase raw materials at a lower cost due to our increased volume. In 2015, we are very excited to announce a price reduction on approximately 50% (246 SKUs) of our line....”

Adding to this good news, have a discussion with your Bluebonnet Rep to learn about Bluebonnet’s position on NON GMO, (and the exciting changes on the way for our new NON GMO labels) as well as the newly earned NSF Certification at the Bluebonnet Facility!

It is time for the health food store community to unify with those companies that support them, and provide quality materials. Nobody does it better than Bluebonnet.

Time to better your store shelves!

word in shelf signage, window banners and print ads: homeopathy.

With perfect timing, **Newton Homeopathics** is re-releasing their four Homeopathic Lotions this month. Two years ago, Newton decided to reformulate these formulas, as the old formulas were based upon a traditional homeopathic topical base. These new Lotions are the same formulations as the old creams and their base contains no petrolatum or paraffin. They have more Organic ingredients than the old formulas, and they are non-greasy while also fast absorbing. The four improved Newton Homeopathic Lotions are for: **Trauma Lotion, Hemorrhoid Lotion, Bee~ Bug Bite Lotion** and **Arnica Lotion**.

There is a *Materia Medica* indication for every active ingredient: they are very unique and effective formulas. I know of no other topical homeopathic remedies on the market that are made with Organic ingredients. I know of no other homeopathic topicals that are hand-succinated. And as with all Newton products, they are not sold to outlets that don’t have storefronts and they work with retailers who will comply with their M.A.P. Policies.

A key differentiating point is that these four Newton Lotions are packaged in an innovative and very sanitary, airless pump dispenser. The repackaged sizes are smaller,

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**NOW SHIPPING** for the big concerns of the little one's health Herb Pharm® Quality Extracts & Formulas **HERB PHARM'S CHILDREN'S HERBS** Expertly Formulated, Doctor-Recommended Formulas

- 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 ~ purity, identity & potency tested ~ made with certified organic + sustainably wildcrafted herbs  
**Upgrade your set:** 18 Pk, (6 Skus, 3 deep) wholesale; \$117/MSRP \$234.00 all 1 oz. bottles

**2nd Quarter Promo through June 30 a great way to stir new business.**  
 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
- **Respiratory Support** 1 oz. + 4 oz
- 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
- Stinging Nettle Glycerite extract
- **Cleansing & Detox**
- 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

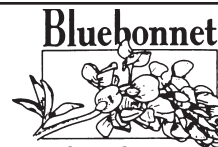
**NOTES:** Be prepared for the pending industry MACA shortage.

Ask you Herb Pharm® Rep about Herb Pharm's bounteous inventory of the good stuff: Herb Pharm Quality Organic; carry all 4!!! Great Endcap idea

- Maca Powder 7 oz.
- Maca powder order limit = 12 units per order
- Maca liquid extracts 1 + 4 oz.
- Maca powder order limit = 12 units per order

**America's #1 Selling Liquid Herbal Extracts**

Not represented by BMC in NJ



**THIS MONTH Bluebonnet has Skus on sale MUST BUY Promos 15 more days to get 62 items on sale at 20% OFF**  
**Super Earth® products still on sale until May 15th ACT NOW**

SUPER EARTH® Multiples, including the Liquid Super Earth® + the New Super Earth® SingleDaily™ Whole-Food Based Multiple Caplets\* + the Super Earth® Rainforest Animalz™ Children's products + EarthSweet™ Chewables^ Vitamin Ds + Bs and the NEW Super Earth® Organic Greens powder^ + Super Earth® Antioxidant Formula Caplets^ + Super Earth® Organic Veggie Protein powder and Tryptophan + Turmeric: **YEAH!**

**NEW BLUEBONNET EARLY BIRD SPECIAL: MAY 2015**  
**MAY 4-29 20% OFF the following 62 more items**

- |   |   |   |
|---|---|---|
| 017/018 Acetyl-L-Carnitine 500 mg^ Vcaps® 30/60             | 206/208 Chelated Multi-Minerals (Iron-free)^ Caplets 60/120 | 722/724 Chromium Picolinate 200 mcg^ Vcaps® 100/200         |
| 024/026 L-Arginine 500 mg^ Vcaps® 50/100                    | 314/315 Vitamin D3 2000 IU^ Vcaps® 90/180                   | 730/737 Magnesium Aspartate^ Vcaps® 100/200                 |
| 044/046 L-Glutamine 500 mg^ Vcaps® 50/100                   | 430 Vitamin B6 100 mg^ Vcaps® 90                            | 738/740 Zinc Picolinate 50 mg^ Vcaps® 50/100                |
| 052/054 L-Lysine 500 mg^ Vcaps® 50/100                      | 450/451 Folic Acid 800 mcg^ Vcaps® 90/180                   | 858/859 Zeaxanthin Plus Lutein softgels 30/60               |
| 056/057 L-Lysine 1000 mg^ Caplets 50/100                    | 462/464 Flush-free Niacin 500 mg^ Vcaps® 60/120             | 922/923 Flax Seed Oil 1000 mg softgels (Org) 100/250        |
| 62/64/65 NAC 500 mg^ Vcaps® 30/60/90                        | 528/530 C-1000 mg PLUS Bioflavonoids^ Caplets 90/180        | 1170/1171 Red Yeast Rice 600 mg^ Vcaps® 60/120              |
| 89/91 L-Theanine 150 mg^ Vcaps® 30/60                       | 550/552/553 Super Quercetin^ 500 mg^ Vcaps® 30/60/90        | 1360/1362 Ginkgo Biloba Leaf Extract^ Vcaps® 30/60          |
| 126/128/130/131 Multi One® (with Iron)^ Vcaps® 30/60/90/120 | 672/673 Buffered Chelated Magnesium Vcaps® 60/120           | 1364/1365 Xtra Strength Ginkgo Biloba Extract^ Vcaps® 30/60 |
| 134/146/148/149 Multi One® (Iron-free)^ Vcaps® 30/60/90/120 | 715/717 Calcium Citrate MAG PLUS Vit D3® Caplets 90/180     | 1382 Oil of Oregano Leaf Extract softgels 60                |
| 202/204 Chelated Multi-Minerals (with Iron)^ Caplets 60/120 |   | 1385/1386 Olive Leaf Extract^ Vcaps® 60/120                 |

Not represented by BMC in NJ, SC ^ Kof-K Kosher



HERBAL HEALTHCARE

**May-June Promotions!**

**2-months to support good business**

*The BEST Mother's Day & Father's Day gifts are everyday health*

**15% OFF** in units of 3 each

- MenoCare® 120 veg caps
- MenstriCare® 60 veg caps
- ProstaCare® 120 veg caps
- ProstaCare® 60 veg caps
- Tribulus 60 caplets

**SUPER DEAL 20% OFF Himalaya Botanique Toothpaste NEEM & POMEGRANATE Toothpaste 5.29 oz.**

Everyone who tries it, LOVES IT!

these 2-months are the time to get everyone to try it + love it!!

^ for independent retail stores only

**NOTES: The biggest industry message of the year is HERE.**

*Sales will explode when people all start adding LiverCare to their Protein Purchases*

1. everyone now buys protein supplements: athletes, pregnant women, the elderly, dieters, the infirmed and recovering, families: the protein bar has replaced the candy bar! Protein sales are experiencing double-digit growth
2. the liver is responsible for protein formation. The busiest organ in the body, the liver takes amino acids and nitrogen and makes our body's protein. Protein shakes are only 1/2 the equation. The liver is responsible for protein formation!
3. LiverCare® has been clinically shown to promote protein retention and creation. Let's share this new, vital information!
4. If something can be shown to keep the body in an anabolic state, a protein creation state, that is powerful

**2015 is the Year of LiverCare®**

LiverCare® is more than detox  
 think about your liver in a different way;  
 think of protein in a different way;  
 think big !!!



**4 NEW ITEMS** *New discounts apply*

- Omega Boost™ delicious Creamy Lemon  
Two (2) sizes 6 + 12 oz. 570 mg Omega-3/serving
- Omega Boost™ Junior, Paradise Punch 6 oz. for ages 2+.  
285 mg Omega-3s per serving. Non-GMO
- Baby's Vitamin D3 In organic extra virgin olive oil dropper bottle (lanolin D3)

**May Promos 48-pc displays 25% OFF mix+ match**

*items must be purchased in units of 6 ea. from list below (best 8 for May UNDERLINED)*

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

\* Retail Partners receive and extra 5% discount

~ ASK ABOUT the 5-case Quarterly endcap promotion!!

~ WEEKLY TRAININGS for your staff. Training Tuesdays for 20 minutes, Ask your NN Rep for details

Not represented by BMC in NJ, SC



# JUVO™

## SPRING

ReJUVOnate Yourself!  
It's easy: Juvo daily

- RAW Foods
- Organic Foods
- Freeze-dried Foods
- Juvo Raw Meal: deliciousness 3x  
~ Original ~ Green Apple  
~ Vanilla Chai
- Raw Green Superfood
- Raw Green Protein
- JUVO Raw Green Grass Bottle
- JUVO Raw Meal Fantastic Berry SLIM
- JUVO Slim Raw Meal

**10 Packet size travel/  
intro packs**

perfect for SUMMER MONTHS

- JUVO Raw Meal box
  - JUVO Raw Meal Fantastic Berry box
  - JUVO Green Protein box
- Raw Organic Whole Non-GMO  
Oncologist Formulated

ReJUVOnate Yourself!

# ECO LIPS®

The best lip balm for the world

## New Items (2)

### 25% OFF Intro Promo

- Zinc Sunscreen SPF 15 in 3 flavors
- Bee Free: 4 new Vegan choices

**Zinc Sunscreen SPF 15 Lip Balms**

(0.15 oz tube)

safe, non-nano, non-whitening Broad Spectrum  
SPF 15 (UVA/UVB) lip balms

Fair Trade Certified™, organic cocoa butter  
+ coconut oil w/ organic tamanu oil, sea  
buckthorn oil + red raspberry seed oil  
Three flavors: Berry, Mint, Vanilla

**Bee Free Vegan Lip Balms**

(0.15 oz tube)

combine candelilla wax + organic, Fair Trade  
Certified™ cocoa butter + coconut oil to help  
honor your vegan commitment.

Four flavors: Lemon-Lime, Superfruit,  
Sweet Mint, Unscented

More May Specials

### 15% OFF Invoice

- ONE WORLD Original 15 pc display  
3 options: Renew + Relax + Restore
- Dagoba 36 ct. convertible display  
3 flavors: Lavender, Roseberry + Mint
- Eco Tints all colors
- Lip Scrubs 6 ct convertible displays  
3 flavors: Vanilla Bean, Brown Sugar + Mint

 Dr. Ohhira's Probiotics

GLUTATHIONE IS ABOUT TO BECOME THE  
OPERATIVE WORD

"The Master Antioxidant"

## INTRODUCING REGA'ACTIV™

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](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

## May Sales Items

### Mix & Match

24 items **20% OFF**

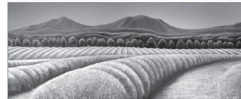
12 items **15% OFF**

must ask for discounts when placing orders

- Aloe Gold Whole Leaf Juice Concentrate  
16 oz.
- Aloe Gold Whole Leaf Juice Concentrate  
32 oz.
- Orange Papaya Whole Leaf Juice  
Concentrate 32 oz.
- Orange Papaya Whole Leaf Juice  
Concentrate 16 oz.
- Cherry Berry Whole Leaf Juice  
Concentrate 32 oz.
- Cherry Berry Whole Leaf Juice  
Concentrate 16 oz.
- Leg Gel (12 pc. display) 2 oz.  
Vein Support Formula

**Whole Leaf Aloe Vera Concentrate  
is the best supplement for the Spring  
season.** With this sales opportunity,  
get Aloe Life on endcap, sample this  
powerful juice + help everyone realize  
Aloe Vera is Foundational to Health  
**Enjoy Improved Optimum Health!**  
Whole Leaf Aloe Vera Juice Products

Wellinhand.com  
**ACTION REMEDIES**



Topically Applied Herbal Answers Since 1994

## MAY PROMOTIONS

Still! No minimum orders.

No Shipping Costs.

Support Local Manufacturers.

### 15% OFF

must mention BMC Promotional Deal to get  
discount

- Power Prism Deodorants  
2 oz + 8 fl. oz.

Three types: • Unscented • Extra • CitraSpice

- Bug-a-boo!™ Rosemary  
Vanilla Spray  
2 fl. oz. + 6 fl. oz.

**POWER PRISM®** takes bacteria out of the equation.

The purest deodorant on earth contains only natural  
mineral salts & NO aluminum chlorohydrate!. An all-  
natural, chemical-free deodorant that really works: the  
mineral salt molecules in POWER PRISM® are too big  
to penetrate the skin, so they remain on the surface to  
inhibit the growth of odor-causing bacteria.

Recommended for anyone who prefers to avoid the  
absorption of chemicals into their skin. The all-natural  
mineral salts prevent odors for 24-hour protection  
without clogging pores. Non-staining. Guaranteed +  
super economical. Hypoallergenic.

**Bug-a-boo!™** an oil-free repellent Highly  
concentrated, contains: pure water, apple cider  
vinegar, lavender calendula blossoms, witch hazel,  
and pure essential oils

# AROMA LAND

## May Candle + Bodycare Promotion

The Bodycare Collection **Lavender:**  
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 Soy Candles:**  
**10% OFF per case**

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

### Vanilla Bourbon

Vanilla Bourbon is a wonderful, warm + rich  
scent of Vanilla with a hint of sweet caramel.

A delicious creamy scent offers a sense of  
calming relaxation + comfort!

~Vanilla Bourbon candles available in three (3)  
handcrafted containers:

- Bamboo Porcelain 7.8 oz.
- HeartShell™ Porcelain 3.9 oz.
- Mystic Porcelain 7.3 oz.

**Bliss in Every Bottle™**



# bodyceuticals

organic bodycare

## MAKE THE SPACE

Get ready for summer with these great essentials!

**15% OFF**

May Promotions to establish your store as the Natural Fun & Sun Product Destination

• All products are:

Wheat free | Gluten free | Soy free

every store should have some space named "Beach Essentials"

**Coconut Body + Tan Oil** 3.5 oz

• 100% pure, food grade, Organic. Vegan + yummy coconut scent: for daily moisturizing or after sun care.

• For those with a good tan, Does not contain added SPF.

**After Sun Relief Oil** 2 oz

• Our pure calendula oil in a travel friendly, no spill container. A must-have product when traveling to any sunny location.

• Take in the beach tote, diaper bag, backpack – wherever you go this summer have your calendula with you.

• Soothing care for overexposure to sun & the elements. For all ages, including babies.

**Beach Essentials Travel Kit**

• Try-me-kit of our summer essentials.

Incl. (3) Essential Salve with honey, After Sun Relief + Coconut Body + Tan oil

• Reusable, refillable bottles convenient to take

Bodyceuticals on-the-go!

Must use code "Summertime" to receive the discount – not automatically applied



**SURYA**  
*Brasil*

**Eco Cert® Certified Organic with Amazonian herbs + fruits**

May Promotion through May 29th

**30% OFF Amazonia Preciosa**

shampoos, conditioners, moisturizing hair masks

Amazonia Preciosa Shampoos (10.14 fl. oz.)

Amazonia Preciosa Conditioners (10.14 fl. oz.)

Amazonia Preciosa Hair Masks (4.23 oz.)

**Choices for five (5) hair types:**

• **Curly Hair w/Ucuba butter** (best for fragile hair too: controls volume: softens + shapes)

• **Oily Hair w/Murumuru seed butter** from an Amazonia tree (regulates + cleanses excess oil while moisturizing)

• **Dry Hair w/Brazil Nut** from Brazil's famous nut tree (rich in Vitamin E)

• **Dyed Hair w/ Buriti seed oil** from the tropical Moriche Palm (rich in Vitamin A, protecting hair from sun damage)

• **Normal Hair w/Cupuacu** from the fruit seed of the Cupuacu tree (Theobroma grandiflorum) (extra-gentle antioxidant nut butter)

**ALL with Aniba Canelilla (Preciosa) Essential Oil, the scent that evokes the natural majesty of the Rainforest**

**GAIN A NEW CUSTOMER:** The market for Salon-Quality, Organic hair care products continues to expand & here are products from Amazonia that absolutely help keep our rainforest ALIVE while bringing wild sensual luxury to the hair care experience!

# NEWTON homeopathics

Nurturing Naturally Since 1987

## MAY PROMOTIONS

**20% OFF select OTC formulas**

Liquid or Pellet complexes

(Qty 6+ per SKU)\* listed below)^

Shelf tags announcing sale included with order

• **Bug Bites~Itch Stopper** (N038)

• **Jet Lag** (N221)

• **Kids Hypercalm~Mental Focus** (F059)

• **Pet Nervousness~Fear** (P016)

**Bug Bites~Itch Stopper** for symptoms associated with bites + stings such as pain, burning, itching & swelling.

**Jet Lag** for symptoms associated w/travel such as fatigue, insomnia, headaches + digestive discomfort.

Cross-merchandise in the 1st Aid section

**Kids Hypercalm~Mental Focus** for symptoms associated with hyperactivity such as impulsiveness, lack of focus, irritability + emotional or disruptive behavior.

**Pets Nervousness~Fear** for associated symptoms such as aggression, hypersensitivity, tremors, nervous habits + loss of appetite.

For more information on these products, watch the clip on our YouTube channel

[www.youtube.com/watch?v=DMs\\_PS6zA1Q](http://www.youtube.com/watch?v=DMs_PS6zA1Q)

### Notes/Reminder NEW PRODUCTS

• **Natural Response:** formulated for symptoms associated with injuries, bites + infections such as restlessness, bleeding, pain, nausea, vomiting, swelling, trembling & confusion. ^ available in 1 oz. liquid + 1 oz. pellet only

• **Complementary Complex:** formulated for the immune system. A complement to a healthy lifestyle available in 2 oz. liquid + 2 oz. pellet only

These statements not reviewed by the Food & Drug Administration

Not represented by BMC in NC, SC

# immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Wellmune WGP®**  
**Clinically proven.**

**Efective, Safe. Patented.**

**Revolutionary immune enhancement ingredients**

Wellmune® is clinically proven to boost key immune cells that help keep the body healthy. A natural beta 1,3/1,6 glucan derived from a proprietary strain of yeast, Wellmune® also helps maintain energy, vitality + mental clarity during periods of physical or lifestyle stress. Wellmune® delivers these health benefits without over stimulating the immune system.

## MAY PROMOTIONS

**15% OFF**

**500 mg Wellmune WGP®**  
**60 ct.**

Minimum purchase 8 bottles

# MushroomScience®

THINK LUNGS, LIVER + SKIN

May 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 May Promotion' when placing order

• **Reishi Super Strength extract** Certified Organic\*. 400 mg hot water extract 12% polysaccharides.

Reishi Gano 161@ 4% triterpenes. 90 veggie capsules

The strongest Reishi available! Using HPLC analysis of the triterpenes as the criteria for strain selection, various strains of Reishi were crossed, resulting in a strain containing a much broader spectrum of the naturally occurring triterpenes as compared to any other strains analyzed to date.

• **Tremella 300 mg hot water extract** 20% polysaccharides. 90 veggie capsules Tremella fuciformis has enjoyed popularity for centuries by the women of China + Japan who believed it had value to improve the complexion/appearance of the skin. It is now known that some of the polysaccharides in Tremella can help the body maintain the production of hyaluronic acid, the production of which normally declines as the body ages.\*

**Three (3) reasons Mushroom Science products are better:**

1. Hot water extract 2. Wood grown 3 Research validated

# oxylent®

DRINK OXYLENT BREATHE LIFE™

**SHIPPING TO EVERYONE'S DELIGHT**

**Sport Oxylent™**

**Blueberry Burst flavor**

Intro Deal (for new accounts ONLY)

• **BUY 3 of each, Sport Oxylent®** (3) canisters + (3) of the 15-packet box **25% OFF first order**

• **48-piece Canister Floor Display**

eye-catching graphics guaranteed to get noticed

**20% OFF**

\* combination of canisters, 30-ct. + 15 ct. boxes only

**More May Promotions**

**15% OFF**

18 unit minimum (mix & match)

• **Children's Oxylent**

• **Prenatal Oxylent**

• **Variety Pack Oxylent**

\* free shipping @ \$200

\* must identify order as Promo order to get discounts

\* Promo agreement set up 4 weeks beforehand

DRINKOXYLENTBREATHELIFE™



which makes them easier to carry. Think about it: back-pack, gym bag, beach bag, baby bag—we want these products to provide a sanitary application with every use. Arnica: how many products on your shelf are in a long tube, where you finger out a dab to administer, and then re-twist the container closed? Newton is leading the way with these smarter packages, and these products already have a loyal audience.

Arnica Lotion and Trauma Lotion can both be cross-merchandised in the Sports section to gain a much larger audience. Again, after a sweaty workout, the controlled dosage and the pump application will be so much more appealing than fumbling through a toothpaste-tube adventure. Of course, most other homeopathic topicals are sold by companies that have market penetration in many drug stores and even Walmart. Newton topicals are perfect for the exceptional, well-marketed homeopathic section in the health food store!

One of the favorite categories for homeopathy is for the flu season. Remember that in today's legal climate, it is better to say that homeopathic products are effective for symptom relief for things like the cold/flu than for cure. The whole issue of cure versus symptom relief was one of the many things that was not discussed much in the hearings, but we have to be careful in enunciating the capabilities of homeopathy to the medical and legal systems that are so rigid they can only see directly ahead. Before we get to next Winter, though, we have the acute symptomologies of Allergy Season. While many people have had

their "aha" moment with homeopathy over the stunning effectiveness of Oscilloccocinum® (I avow that Newton *FLU* is profoundly more effective with symptom relief, as it works the whole body with a constant awareness to the influence of the liver), more and more people are finding that homeopathy is a quality-of-life health savior for Pollen and Weeds and the Fall conditions we call Hayfever.

Again, homeopathy is non-invasive as it works to gently recalibrate one's own body systems, and—if it works—it works very fast. The homeopathic remedies for allergies are so time-tested that probabilities would prove them effective in any fairly-performed western-science model of proof. Dr. Luc formulated with the liver in mind, and today we understand more than ever the role that the liver plays in inflammation and its systems of communication. Newton OTC *Pollen- Weeds* is an essential for anyone battling the elements during the glory of Spring plant growth. Enjoy the Season again! Available in 1 and 2 oz. glass bottles in liquids and pellets (Dr. Luc taught long ago that homeopathy should not be delivered in plastic, or in a water matrix delivery system), this best-seller is "formulated for associated symptoms of Spring and early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat and sinus pressure."

Want to watch the results of a non-randomized in-store feedback inquiry; place the Newton *Pollen ~ Weeds* by the register, and cross merchandise it in the Allergy section with clear signage that says, Homeopathic, and then watch for the repeat customers. Market data: effective!

**In the News:**

**Omega-3s. Always a Good Idea™**

GOED Consumer Coalition will have 225 million digital images via google in the next 8 weeks, and national tv commercials on major networks. Do you want to capitalize on this excellent branding of this essential nutrient? It is bad business to ignore capitalizing on this opportunity NOW. visit, and sign up: <http://alwaysomega3s.com/retailer> "Omega-3s. Always a Good Idea™" <http://alwaysomega3s.com>

Ultimately, it is the marketplace that will define consumer demand. The world today is much different than those medicine wagons rolling into town, and the good bureaucratic scientists at the FDA should realize that their job is to keep bad, fraudulent and counterfeit products off the market. They have already done us all good by closing false, unregistered manufacturers of so-called homeopathic products. They have cracked down correctly on the extreme claims that were made by marketers trying to capitalize on peoples' wants and fears.

I listened intently for 14 hours, and the observations I came away with are that no one on the judge/jury panel has a clue about the topic of homeopathy. The assembled court should be dismantled as incompetent in the subject matter!

What the industry did—in tones a little too polite for this reporter—was to say that the FDA was appreciated and that the industry would be happy—which I believe that we all would be—to have a more open and frank dialogue with the FDA on real matters about the most used system of medicine in the world today, homeopathy.

While it seemed to me that the FDA was in turn being polite, and that their innocent confusion and lack of preparation really underscored that another plan of action was already hatched behind the scenes (do you know how hard it is to get into the NIH these days: you would think they thought they were the Fort Knox of knowledge). This is unacceptable in this day and age. Our government should work for us.

From the safety facts presented in accumulation by Poison Control centers in the first presentation, homeopathy is clearly recognized as being very safe. Safe for use in Trauma units, Emergency rooms, and for children with severe asthma, infants for many issues, and pregnant women.

Homeopathy is the preferred choice of today's parents because of its safety. Because children get well and grow up healthy, and there are no side effects. When dour labcoats haughtily intone that homeopaths have no actives, and there is no proof, and it is all the placebo effect, I want to overturn their tables and rough them up.

The arrogance! The goal, dear fellows, is to get people well, and Homeopathy by design and proof works. Homeopathy Works: get over it.

But as we see over and over again in our lifetimes, we must speak in clear and measured terms to the powers that be. We have to often

*continued on page 7*

# BLUE PLANET

EYEWEAR

## DON THE SHADES

NEW CATALOGUES  
2015 STYLES AVAILABLE

- **Bamboo + Wood Sunglasses**
  - **ECO-process + polarized**
- we make brand new frames from reclaimed plastics and recycled metals.  
Zero Waste Manufacturing

### It Feels Good to Give

**BUY A PAIR = Give a Pair  
75,000+ glasses donated**

**MUST SEE: The NEW  
Blue Planet Liberty Edition**  
4 bamboo styles with the stars & stripes on the arm: *Ask your BMC Rep to show you the patriotic look!*

**BP 91** Frame: gloss red.  
Lens: brown/polarized

**BP 92** Frame: frosted clear. Lens: smoke  
**BP 93** Frame: matte blue. Lens: smoke  
**BP 94** Frame: gloss black. Lens: smoke

or, **MARVEL NOW** @ <http://www.blueplaneteyewear.com/liberty>

**MAY YOU BE THE SOURCE  
OF THIS YEAR'S SUNGLASSES**

# BASS®

Brushes

*Finest Quality Hair, Body and  
Skincare Accessories since 1979*

## All you need is a sign + you can create a Happy Father's Day + a new Customer Men's Grooming Section

time to gain the male shopper looking for  
quality hair brushes

### R.S. Stein Men's Collection

- **Men's Club Style**, 100% Pure Bristle  
101-Firm 102-Soft
- **Men's Professional Style**,  
100% Pure Bristle, Firm.  
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Firm 105-Firm 106-Soft
- **Military Style, Square Shape**, 100% Pure  
Bristle, 107-Firm 108-Soft
- **Military Style, Oval Shape**, 100% Pure  
Bristle, 109-Firm 110-Soft
- **7-row cushion Men's Professional Style**  
111-100% Pure Bristle, Firm  
112-Bristle with Nylon Pin
- **Sided Men's Club Style**, 100% Pure Bristle  
Soft/Firm. 1132-order either soft or firm
- **GB1 Garment Brush** 100% Soft Boar Bristle

**Order now, display + reorder again +  
again before Father's Day (June 21)**



make our progress through small victories. Now is the time to be the calm voice. They want proof, we will give them proof. They love clear intake forms, and accumulated data: we will do the job they should have been doing in the United Sated Medicine systems since the days when every MD—medicinal doctor—was trained in Homeopathy. Why did they have the apparent incompetence not to gather their own information for the past 200 years? Fear of the truth?

We the consumers are yearning for, begging for, and demanding safe and inexpensive medicine. (Newton Homeopaths will prove to be the most economical homeopathic available today by dosage, once you compare labels and look at the dosage suggestions).

If we are forced to accumulate data for these “experts,” then we must do it to excess. Put that table up in your store. There will be many examples of how to direct the consumer to become advocates and speak their voice as they report their experiences.

Most of all, direct people to be polite in their testimonials: and not make exorbitant claims. “Think of your audience” is the mantra when writing.

We want people who have used homeopathy to be truthful, and clear and involved. Tell how you have used homeopathy, report that it was safe and you are attracted to that safety, and it was effective. Start that you have no concerns about the quality of the homeopathic formulas made in and sold the US because there has never been a worry about this (as there was even with Tylenol on one time!) Explain that you have no concerns about confusing homeopaths with other OTC-medicines because you buy almost all your homeopathic products in your dependable local health food store: there, the homeopaths are demarcated as being different than the herbals and that it is easy to know and tell the difference.

Continue that even if you were to buy your homeopaths in a drug store, the homeopaths sold in the U.S. market today are clearly marked as being Homeopathic medicine. If it is true, say that you look for and often chose a product because it is Homeopathic. State that you don’t need to know how it works, as you also have no clue as to how allopathic pharmaceuticals work: (nor do you think your doctors do). You just know that homeopathy is safe and effective. That you absolutely feel strongly that you want to have access to it, in the convenience of a store setting, and without any increased prices that would be necessitated for testings that do not apply to the system of medicine that is the Homeopathic Pharmacopeia (HPUS).

We need people to tell their stories. We need to alert them to the urgency of this unexpected 90-day forced timetable. We must request that they be clear, and polite: but firm in their desire to have access to these safe, effective and affordable OTC remedies.

OK, we will soon be giving clearer directions than that: BMC will have a sheet for you to hand out to stores immediately. Time is of the essence. Just ask Paul Revere! ☺

## WE ARE HEALTH FOOD PEOPLE

Jenny Kay Murray, Herbal Children’s Book Author



Greetings! I am Jenny Kay Murray a Board Certified Nutritional Consultant as well as an Usui Reiki Master. I am a member of the American Association of Drugless Practitioners and an affiliate member of the International Center For Reiki Training. I absolutely love consulting & sharing Reiki energy with my clients & students. I have worked in the Natural Products Industry for over a decade as an East Coast Territory Sales Manager and Nutritional Educator. I had the pleasure of working with Blue Moose Consulting for a number of years that fueled my passion for Herbal Medicine even more. Michael introduced me to a far deeper educational understanding of the world of Holistic Medicine as a whole.

I have recently written a fun, lite & uplifting Children’s Book introducing our youth to the world of Holistic Medicine. “THE BIG SYMPHONY & Little Lost Laura” is a Fairy fun and Exciting adventure for young children. Megan the Medicine Fairy of the Forest has been called upon to assist Mystro Baytoden who is feeling fairly unwell & has an important obligation to be met that very evening .....

This Fairy fabulous herbal children’s book is available through numerous channels in print as well as e-book form. Please see below for details.

~ www.ingramcontent.com

~ [http://www.amazon.com/Big-Symphony-Little-Lost-Laura/dp/1634173694/ref=sr\\_1\\_1?ie=UTF8&qid=1422888847&sr=8-1&keywords=the+big+symphony+and+little+lost+laura+kay+murray](http://www.amazon.com/Big-Symphony-Little-Lost-Laura/dp/1634173694/ref=sr_1_1?ie=UTF8&qid=1422888847&sr=8-1&keywords=the+big+symphony+and+little+lost+laura+kay+murray) (above is all in one line as a link) www.amazon

**SUPPORT:** Jenny helped to grow Blue Moose Consulting with her tireless efforts to help our region’s health food stores and to educate stores on the super lines that we represent. Jenny’s path has taken her to fulfill a dream: to speak to children and guide them to better thoughts and smart choices. This book should be featured in your store. As we Celebrate HERB DAY (this year May 02, 2015) with a month of festivities, use this book to teach children about the use of herbs, the power of herbs, and the good energies of natural healing. Nice work Jenny: we all support you!

~~ Michael Hennessey. every year, promote Herb Day [www.herbdays.org/](http://www.herbdays.org/).

### Shell Game continued from page 1

They say, “I will give you a 25% off or 30% off deal forever’. The hairs on the back of your business instincts don’t hackle?

The moral of the story after acceptance is now you have an addiction. You have offered your customers cheap stuff and created a dependency. It is very, very hard to go back to the purity of the business you created. Your business bleeds more from the internet where your new product selection is available 35-50% off everyday. This leads to fading business, and business death. And you thought you made a good business decision. This offer is coming your way if it hasn’t already: what are you gonna do? Quick, look over there... someone is gonna take your money and your business away!!

Has the whole industry changed by buying raw materials from China? I can tell you one company that has not. The most loyal company to the Natural Products health food retail stores is **Bluebonnet Nutrition**®. Hey, guess what: in their new June 2015 Price List, they have lowered the price on more products than they have ever done before. How? Buying efficiency, and a concern for the survival of the local health food store. Because their model is built, as Bluebonnet President Gary Barrows once said to me, to find the best available raw material they can find, and then to make sure that they can deliver that—cleanly and according to the label statement—with as good a fair price as possible. Bluebonnet’s prices represent one thing: what industry quality standards used to be! From Sugar Land, Texas, you can find our industry’s best family-owned supplement manufacturers. They don’t gamble with their price policies: they haven’t moved their purchasing offices to China (their standards are the linear opposite: as in Europe Japan, Canada, and the USA). 184

items on sale through May 15th. Time to look at your shelves and do some Spring Cleaning!

My other cautionary tale. Hey, I got a new (special) fish oil for you: caught fresh this morning and I will give it to you for free. I will offer to sell it to you for a loss. This will soon be the fastest growing fish oil since sliced bread. My other promise is a deep, ongoing discount. Insert other story lines here. And then the product gets to your shelf, and it sits there. And sits there. And customers try it, and then go back to **Nordic Naturals**® with its 20-year promise of freshness and purity and sustainable source, and science-driven trust. And the cheap fish oil sinks to the bottom shelves, like a poorly built boat. Dust collects and valuable shelf space is squandered. Meanwhile, other stores are growing their Nordic shelves 1-2 at a time, and their business is exploding. That excited Rep is never to be seen, or goes to another company and comes in with another new story and unbelievable prices: repeat, and repeat again.

Then there is Nordic Naturals®. Dominant market share for over 14 years. Their proof of support: the best marketing materials in the industry, a consistent and professional demo program, consistent Coop support, education and more education—and more education than all other fish oil hawkers combined. Reputable information to help you succeed. Nordic Naturals® only makes fish oil: nothing else is made in their stainless steel, state-of-the-art facility in Arctic Norway.

Nordic Naturals® discounts are fair, and can be used to greatly increase business. Like Bluebonnet, they protect you and are loyal to you. Family-owned business from Father to Children. They weren’t in another industry and then decided to jump into this boat. Most

continued on page 8



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### GOT EMAIL?

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

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

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

### Shell Game *continued from page 7*

importantly, Nordic has the most respected M.A.P. Policy in the industry. Check the internet. That free product you got—you were had.

Free fill of mushrooms? **Mushrooms Science**® doesn't allow their product to be sold by internet discounters that will always undermine your business. Pure and simple, and their product costs much more to make to get you those guaranteed actives in the supplements panel; yet they give you 90 capsules at the price the competition gives you 60. "Where did my money go?" you ask as you turn around and all your customers are gone.

**Oxylent**®—you don't have to lose your shirt to sell the product and compete, and their raw materials are the best in the category. Oxylent®: a M.A.P. Policy for store protection.

Finally, **JUVO**. No super large containers here half filled. No ridiculous and insulting buy-ins so you have to dance the charade where everyone must discount product and lose money just to play. JUVO offers the best quality, and delicious taste, to health food stores, and not to deep-discount internet discounters. Some companies have sales managers just for their internet accounts now. They are saying, how much discount do you want? Where does the equation give? With quality. Who suffers? Your store and your customer.

Bluebonnet, Nordic Naturals®, Oxylent®, JUVO and Mushroom Science® all want your business. JUVO has a fair and consistent new demo program. They all want to earn your business: in a manner our industry was built on, with fair prices for everyone, and the best product available anywhere in the world.

Invest in companies who can prove that they are concerned for you. BMC has joined with companies that care for the health food store. Guess what? I don't have a bridge to sell you: I don't have a scam-filled discount sheet to offer you. BMC is good clean living, with the best companies: the old-fashioned way.

How are ya doing in that shell game? Yeah, keep on thinking that you will win! ☺

## How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey  
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501  
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com  
PO Box 557 • Falls Church, VA. 22040-0557  
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

### COMPANIES REPRESENTED:

#### Bluebonnet Nutrition Corporation

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

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30012

#### Himalaya Herbal Healthcare

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

#### The Hair Doc Company

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

#### Aromaland, Inc.

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

#### Vitalah, LLC

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

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

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

#### Herb Pharm

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

#### Aloe Life International

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

#### Essential Formulas, Inc.

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

#### Immune Health Basics

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

#### Eco Lips, Inc

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

#### Mushroom Science

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

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

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

#### Surya Brasil

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

#### Erom, Inc./Juvo

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

#### Bodyceuticals

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

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

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