



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 12, No. 10 • October 2015

## Talking Business: Supporting Veterans and America's Health

Veterans Day is a noble honor. A time for citizens to give thanks to those who serve with the purpose to protect the citizenry. November 11th is a Federal Holiday that the majority of the country acknowledges as a day to recognize and give thanks to those who have served in the U.S. Armed Forces. In the Philadelphia neighborhood where I grew up, every house flew a flag from their home this day every year. American Pride. Times have changed, but respect for those who risk their lives for their fellow citizens should always be something we give thanks for. We should teach our children to acknowledge the past, pray for those who have served and be

reflective on this relationship of trust that exists in our country between those who serve in the military and those benefit from the work of our Veterans.

While I am sure that almost everyone would love to live on a peaceful planet, it is fair and appropriate for our government to set aside two days out of respect for the work of our armed forces. The sunny beginning days of summer may be marked by Memorial Day—a day of remembering the men and women who gave their lives while in service—and summer is certainly done when Veterans Day rolls around, but our military is eternally vigilant, 24/7.

People who serve are changed for life, and those who are injured—wounded warriors—during their military service often have a life scar that lasts long after they return from danger. It is unimaginable to me what a Veteran with PTSD goes through, but I am sure that the descriptors *nightmarish* and *Hell* are often appropriate to some for the harrowing experiences that emerge after they have returned home and are expected to resume the life that they left when they enlisted or deployed.

The human brain will never evolve to “handle” the viciousness and inhumanity of modern war. For many of our country's young people,

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## Talking Health: What's Your Goal?

How can I help you, you ask the customer? So begins the attempt at communication. Most people who come into your store do not know how you can help them. They think about their health about as often as I think about my car's fuel injection system. As I use my car every day as an absolute necessity for my vocation, so they use their body every day to live—and yet they just turn the key and expect to go, just like me.

The beauty of natural nutritional health is that the stuff that we recommend does not have the laundry list of contraindications that pock those commercials that America sees every single night of our lives. The B Vitamins are so safe they are added back to our foods. There is no warning about taking too much CoQ10 (and

there will be no warning that we are getting too much glutathione when the word gets out that we can indeed now get nutritionally-relevant sources of this life-generating cellular antioxidant) The FDA is acknowledging that we can take sizeable amounts of EPA + DHA daily without concerns, and they are decades of uncertainty away from understanding the benefits of flexibility and fluidity and speed that these two actives bring to human health.

Yes, I am sure one can take too much turmeric or echinacea or triphala, but it is not probable. Our problems are often that we cannot explain to people that they most often are not taking enough of the nutrients provided for them to achieve optimal health results. Echinacea this cold and flu season (infinitely safe): most people

will fail to sufficiently dose their bodies at the first symptoms, and then they will wonder if the herb is as powerful as reported. Turmeric and elderberry: most people will take one daily, and expect miracles. All the research on the amazing medicinal mushrooms involves dosages of 6-10 caps per day of a hot water-extract, (wood-derived) guaranteed beta glucan of polysacchride levels, for predicable results, while most people self-program themselves that one is all that they need. **Himalaya Herbal HealthCare's** “-Care” products all have dosage directions on the side of the bottle that are based upon decades of clinical observation. Yet people lack the will of compliance and expect best results. Our products are safe at inadequate dosages and optimal therapeutic dosages alike.

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## Supporting Veterans and America's Health

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enlistment is a way to get out of neighborhoods, to earn a College education, to gain better pay, to learn a skill or to follow an ideal. There is no video that shows them what might happen. But stuff does happen. Young lives do get shattered, and modern estimates insinuate that PTSD afflicts over 30% of Vietnam veterans, 10% of Gulf War (Desert Storm) veterans, 11% of the veterans of the war in Afghanistan and 20% of Iraqi war veterans. These people live in your communities: they are your neighbors. As a local community resource center, you store needs to offer them tools for betterment and a place of hope.

Many people are returning from their military service broken physically. Many irreparably: think of them this Veterans Day, and pray for them every day. For some, there can be months or years of painstaking efforts at recovery and rehabilitation. The human costs of modern war are astronomical, and while many caring people enlist in the cause of home health support, rehabilitation, and recovery, we have many bodies that need wholistic healing as part of their protocol. Today's American culture is being shaken by the world's conflicts, and the total costs of these undeclared but constant wars. While many strive to ignore the wars, they are weakening our social infrastructure all around us. Total destruction needs a counter of wholistic healing,

We will discuss this later in this article but "years of war in Afghanistan and Iraq have brought post-traumatic stress disorder (PTSD) among military personnel to the attention of the American people as never before. But PTSD is also found among survivors of natural disasters, victims of crime, and many others who have experienced traumatic events". Violence is not limited in our culture to things that happen overseas: trauma and its reverberations are killing people all around us. Our violent society is crazily out-of-balance and unhealthy.

Last year, **Nordic Naturals**® chose as their Q4 social cause initiative a

## HAPPY HEALTHY HALLOWEEN Aromaland October Candle Sales

### Want to be Festive?

**Aromaland Citrus Blossom Soy Candles** bring a light orange hue to any Fall scene. These are candles you can support, that last long, smell delicious and are probably gonna be found only in your store!!

**Aromaland candles will be available all Winter long.** Grow your candle section and become a destination source for 'health product store' candles

- Porcelain candle container **hand crafted** at Aroma Land in Santa Fe, NM
- Hand poured using **all natural soy wax** grown by American famers in U.S.A.
- **All natural lead-free, cotton wick** burns clean
- Soy candles are **eco-friendly** using renewable, vegetable source + NOT a petroleum by-product
- Candles use Aromaland's **Therapeutic-grade Essential Oils**
- Aroma Land makes **eight (8) collectible unique designs** from their own ceramic studio with styles for any décor
- **Citrus Blossom scent is a blend of citrus fruits** Sweet Orange, Grapefruit, + Tangerine light, natural, refreshing

**October CANDLE Sale: 10% OFF per case, 4 candles per listed SKU**

**Citrus Blossom Ceramic Candles on Sale:**

Fall colors + a light orange candle perfect for Halloween

- **Amphora** Porcelain soy candle 7.4 oz
- **Classic** Porcelain soy candle 7.1 oz.
- **Bamboo** Porcelain soy candle 7.8 oz.
- **HeartShell™** Porcelain soy candle 3.9 oz/

**Also ON SALE**, to match the BodyCare Collections October-November sales: **Rosemary & Mint Classic Terra cotta Soy Candle** 7.01 oz

partnering with a veterans group, **Paws for Veterans**. The concept and the story were so compelling that Nordic Naturals® has sagely decided to continue efforts on this mission bringing attention to the needs of those harmed by war, and in educating the public that Omega-3s are a great present to any veteran, anyone effected by a traumatic experience, and critical for brain health.

For the rest of 2015, Nordic Naturals® is promoting the work being done by an organization called **Paws and Stripes**. The initiative is called, **Buy one Bottle, Help two Heroes™**. Similar to last year's works, these wonderful people are partnering dogs in animal shelters that are pathed for euthanization with Veterans in need of a partner to regain their lives.

Paws and Stripes is a non-profit organization headquartered in New Mexico that provides combat-wounded veterans with the support of specially trained service dogs, while

simultaneously saving the lives of dogs that would otherwise face euthanasia. ([www.pawsandstripes.org](http://www.pawsandstripes.org))

The forced death of stray or abandoned animals is also another, equally worrisome, indictment of our society. The more that we learn, the more we understand the sentient intelligence of these animals. The untapped potential of these pound dogs is more a failing of our culture than it is a just end for them.

These are facts that we need, as health educators, to present to people so that they can be made aware: and we need to give people a way to help. A way to put into motion better courses for our civilization to become aware and to heal itself. I suggest that it is imperative for you to broadcast these sad but real facts: every day, 22 Veteran suicides are reported.

Meanwhile, in animal shelters across the country, 1.2 million dogs are euthanized every year" (in the United States/2015). Wholistic healing cannot occur until a clear diagnosis has been made. We need a National Trauma Policy.

I implore you to make this the first step in your action as a health resource center. As we have lead the cause for many very real health movements, we need to become the space were brain and nerve health are promoted. This battle will be long, as sadly people are more willing to wave a flag once a year than to accept the fact that nutritional therapies are more important than almost every other public policy for making people healthy.

In this perverse political dialogue over gun laws in light of the 15th mass killing since President Obama was elected, what should be most clear is that funding for the mentally ill needs to increase, not decrease—and that nutrition is the least expensive way to achieve better mental health. Instead, like with PTSD, there will probably be a movement to raise money for our Veterans that is earmarked specifically for research into pharmaceutical drugs—just like breast cancer, all cancer research and many other serious modern health afflictions. We have to be the voices of truth.

I write here to ask you all to support Paws and Stripes. There will

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## 4th Quarter Promotions through December 31 Stress & Energy Support

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

\* Certified Organically Grown

### Promo Buy-in terms:

Level 1: **25% OFF** on 1-35 units  
Level 2: **30% OFF** on 36+ units

~ reorders: same discount structure

~ MUST mention deal when placing each order or have your Rep sign you up for this Quarter's Promo

### SUPER BOGO deal: [no other discounts apply]

- Milk Thistle veggie caps **BOGO** packs code: KMILKBOGO  
whsl:\$11.00/MSRP \$22.00: high actives w/o harsh chemicals!
- Saw Palmetto veggie softgels **BOGO** packs code: KSAWBOGO  
whsl:\$10.50/MSRP \$21.00: high actives w/o harsh chemicals!

**BUY ONE at regular cost, get one FREE! While supplies last!!!**

REMINDER: HERB PHARM HAD A PRICE INCREASE effective October 1

Not represented by BMC in NJ



## RAKE in the Savings: Bluebonnet's Hottest Sellers

FALL 2015 Promo through Nov 20th **20% OFF** items below

- |  |   |   |
|--|---|---|
| 010/012/014 Amino Acid 750 mg Veg capsule 60/120/180s^ | 534/536 Mega Bio-C Formula Veg capsule 90/180s^ 550/552/553 Super Quercetin® Veg capsule 30/60/90s^ 682/683 Albion® Chelated Magnesium Veg capsule 60/120s^   | 1394/1395 Standardized Turmeric root extract Veg capsule 60/120s^ Super Earth® Organic Veggie Protein™ powder 18 grams of high-quality protein: soy, dairy, gluten-free, non-GMO, kosher-certified. |
| 052/054 L-lysine 500 mg Veg capsule 50/100s^           | 745 EarthSweet® Zinc 15 mg chewable lozenges^ (orange flavor) 60s 790/791 Cellular Active® CoQ10 Ubiquinol 50 mg Veg softgels 30/60s 792/793 Cellular Active® CoQ10 Ubiquinol 100 mg Veg softgels 30/60s 798/799 Cellular Active® CoQ10 Ubiquinol 200 mg Veg softgels 30/60s 893/894/895 Super Bromelain 500 mg Veg capsule 30/60/120s^ 1113/1115 Vegetarian Glucosamine Plus MSM Veg capsule 60/120s^ 1131/1132 CholesterolRice® Veg capsule 60/90s^ 1266 Super Earth® Organic Greens powder^ 7.4 oz 1268 Super Earth® Organic Greens powder^ 14.8 oz 1385/1394 Standardized Olive Leaf extract Veg capsule 60/120s^ | 1900/1902 vanilla^ 1 lb./8 oz paks 1904/1906 vanilla chai^ 1 lb./8 oz paks 1908/1910 chocolate^ 1 lb./8 oz paks 1912/1914 chocolate mocha^ 1 lb./8 oz paks  |

**BLUEBONNET: YOUR VITAMIN C QUALITY-CHOICE:** Mega Bio-C Formula + Super Quercetin® Veg capsules **Kaf-K Kosher®** on sale this month!! Bluebonnet has a large selection of Vitamin Cs sold only in health food store **NEW ITEMS** Now Shipping **New Item Discounts Apply**

- EarthSweet® Chewables
- Calcium Magnesium & Vit D3 tablets
- 741 Natural Vanilla flavor
- 743 Natural Vanilla Orange flavor
- Natural Omega-3 Kosher Fish oil softgels

977 60 softgels • 979 120 softgels

Not represented by BMC in NJ, SC



The best lip balm for the world

## October is Fair Trade Month 15% OFF ALL One World Lip Balms

ONE WORLD Lip Balms fuse Fair Trade Certified™ Cocoa Butter + USDA-certified ingredients and exotic oils from around the world

**15 pc. Displays: truly exciting in LARGE 0.25 oz. tubes**

- ONE WORLD Renew – Rejuvenating Orange Spice with Argan Oil from Morocco
- ONE WORLD Relax – Calming Lavender Lemon flavor with essential oils of Lavender, Lemon and Olive Fruit Oil from the Mediterranean
- ONE WORLD Restore – Soothing Coconut Ginger flavor from the South Pacific with Tamanu Oil

In large 0.30 oz biodegradable/compostable FSC\* paper tubes

- FSC paper tube ONE WORLD Revive – Hydrating Herbal Mint with Chia Seed Oil
- FSC paper tube ONE WORLD Relieve – Softening Vanilla-nut flavor with Brazil Nut Oil
- FSC paper tube ONE WORLD Repair – Nourishing Mango Ginger flavor with Carrot Seed Oil

\*[Forest Stewardship Council: <https://us.fsc.org/>] means "no plastic"

### NEW ITEMS

#### Eco Lips® Zinc Sunscreen FACETICK SPF 30

NSF-certified, containing a safe, non-nano zinc oxide to provide broad spectrum protection from the sun: with Lavender Essential Oil and vanilla. Large 0.56 oz tube.

**Sales Intro Promo: 25% OFF through 10/31/2015**

**Coming in November:** Eco Lips® Zinc Sunscreen SPF 15 Lip Balms will be available with each .15oz lip balm packaged in individual blister packs.

Price consistent with the boxed products. Case packs = 12 units

Not represented by BMC in NJ, SC



## Q4 Promotion: PAWS AND STRIPES Helping Dogs, Helping Heroes BUY ONE BOTTLE, HELP TWO HEROES Your Purchase helps rebuild Lives – Two at a time!

Buy-in dates: through December 31

**Featured Products: all bottle sizes of:**

- Ultimate Omega® • Omega-3 • Complete Omega™ • EPA • EPA Xtra™ • DHA • DHA Xtra™ • Vitamin C Gummies • Vitamin D3 Gummies • Pet Cod Liver Oil • Omega-3 Pet™

Marketing Collateral Available, including: • header for 48 ct bottle display • endcap easelbacks • endcap tri-fold posters • shelf flags

**Nordic Naturals® unveils the Next Generation Fish Oils**  
Powerful Oil delivers 80% EPA + DHA, 90% Triglycerides!! Bigger, Better Stronger!!!

**NORDIC NATURALS® NEW PRODUCTS** (new item discounts apply)

- Ultimate Omega® 2x, 60 ct #2150. \*1125 EPA/875 DHA
- Postnatal Omega-3 60 ct #1758 in a box. \*586 EPA/456 DHA 1000 IU D3
- Omega One 30 ct #2103. \*293 EPA/228 DHA/500 IU D3 per softgel
- Prenatal DHA – strawberry 90s #1753 in a box  
*best-seller now in natural strawberry flavor*

**NSF-Certified for Sport® Products** (black bottle) [www.nsf-sport.com](http://www.nsf-sport.com)

- Nordic CoQ10 Ubiquinol Sport 60 ct #1501
- Nordic Probiotic Sport 60 ct. #1673

### PRICE INCREASE announcement

An existing bestseller has become more powerful

**Nordic Naturals Ultimate Omega Minis 60 + 90 ct softgels**

- increased amount of EPA + DHA • now 75% more Omega-3s per serving price per 100 mg of Omega-3s went down roughly 15%

The UPC code is not changing  
\*per 2 capsules

**Nordic Naturals® is now 100% Friends of the Sea product certified!**

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

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





# JUVO™

**WALL OF JUVO**  
replaceable parts will keep on  
moving as customers  
**BUY, LOVE, RETURN**

*Make your moveable wall of health*  
looks beautiful: MAP-policy protected

- **JUVO Natural Raw Meal Canister**  
21.16 oz.
- **JUVO Slim Raw Meal Can** 21.16 oz.
- **JUVO Raw Green Superfood Can**  
12.69 oz.
- **JUVO Raw Green Protein Can** 16.93 oz.
- **JUVO Raw Green Grass Bottle** 4.23 oz.

**JUVO single-serving packets:**  
*Great for people on the go*  
*a way to introduce RAW MEALS by selling*  
*by the register*

- 10 single-serves per box: 21.02 oz.
- **JUVO Natural Raw Meal Green Apple**  
10 servings
- **JUVO Natural Raw Meal Fantastic Berry**  
**SLIM** 10 servings
- **JUVO Natural Raw Meal Vanilla Chai**  
10 servings
- **JUVO Organic Raw Green protein**  
10 servings

**ReJUVOcate Yourself!**

# Himalaya

HERBAL HEALTHCARE

**OCTOBER Promotions**  
**15% OFF wholesale**  
**for 1 or 2 items**

Must purchase 3 pieces of an item

**20% OFF wholesale**  
**if all 3 items purchased**

minimum purchase 3 pieces of each item

- all sizes included:
- all items must be purchased at the same time
- must mention Promo when ordering for discount to be applied

**PURE HERBS:** Certified USDA Organic,  
Gluten Free

- **NEEM** 60 caplets for Mild Acne\*
- **HOLY BASIL** 60 veg caps Stress & Emotional Well-being\*

**PURE FORMULATIONS:**

- **LiverCare®** 90 veg caps
- **LiverCare®** 180 veg caps  
Maintaining Liver Health\*

**TIME TO ENROLL:**

~ Himalaya Herb School online now!  
[www.himalayausa.com/hhs](http://www.himalayausa.com/hhs)  
~ find In the "School" Library:  
**Garcinia Monograph, Triphala Monograph,**  
**LiverCare® Education Module**

**NOTES:**

~ the list continues to grow: ask HHH Rep for the list  
of Himalaya herbs and formulas  
currently **NON GMO PROJECT CERTIFIED**. List grows  
weekly! **LiverCare® + PartySmart®** are now certified!

 Dr. Ohhira's Probiotics

**Why Three (3) Reg'Activ's?**

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

A Probiotic Strain that makes Antioxidants?

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

**Reg'Activ™ Detox & Liver Health™**

*Could the liver use glutathione support?*  
*will any detox model succeed better with*  
*glutathione?* ME-3 has been found to support  
healthy glutathione levels—a key to healthy liver  
function.\*

**Reg'Activ™ Immune & Vitality™**

*Does cellular balance lead to greater immune*  
*support? Will increased glutathione levels assist*  
*in attaining body allostasis?* ME-3 produces  
glutathione—well known for its antioxidant,  
detoxification, and immune system-supporting  
activities.\*

**Reg'Activ™ Cardio & Wellness™**

*How important is preventing lipid oxidation?* With  
the active form of CoQ10 Ubiquinol ME-3 has  
been found to support healthy glutathione levels  
in the cardiovascular system.\*

**THESE PRODUCTS IMPROVE YOUR**  
**STRUCTURE-FUNCTION SECTIONS**

*Probably the most innovative product of*  
*the year!!! Available only from Essential*  
*Formulas®. Supply Side CPG Editor's Choice*  
**Award Finalist 2015**

\* These statements have not been evaluated by the Food  
and Drug Administration. These products are not intended to  
diagnose, treat, cure, or prevent any disease.

# AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

**Aloe Season: aloe vera every day**  
**for the rest of the year**

OCTOBER Promos^

**15% OFF 12 minimum**

**mix & match sale items**

**20% OFF 24 minimum**

**mix & match**

- **Aloe Gold Whole leaf Juice Concentrate**  
16 oz.
- **Aloe Gold Whole leaf Juice Concentrate**  
32 oz.

- **Aloe Gold** 30 tablets

- **Aloe Gold** 90 tablets

~ 3 tablets equal 1oz of Whole Leaf Certified-  
Organic Aloe Vera Juice Concentrate  
~ Great for Travel, Gluten and Preservative free.

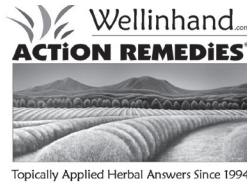
- **FiberMate** 160 tablets

FiberMate: Ingredients of Proprietary Formula:  
Whole sprouted wheatgrass, alfalfa, parsley,  
black walnut husks, carrot, clove, whole leaf  
aloe vera, apple pectin, beet, slippery elm,  
okra, bromelain, kelp, spinach, DDS-1 lacto-B,  
acidophilus, F.O.S. from Jerusalem artichoke.  
3 tablets are equal to one serving of Dark Green  
Vegetables. Free of psyllium, flax, bran or Gluten

^ discounts should be requested when placing orders

\* not to be combined with other discounts

**Whole Leaf Aloe Vera Juice Products**



Topically Applied Herbal Answers Since 1994

**October PROMOTION**  
**15% OFF**

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

**ALL FungiFree™ Products**

- **FUNGI FREE™ Kit**
- **FUNGI FREE™ Program** 4 Step Kit  
Step 1 Prepare – Soap  
Step 2 Penetrate – Spray  
Step 3 Protect – Oil  
Step 2 Prevent – Powder  
*sold individually as well!*
- **FUNGI FREE™ Prepare: Soap** 6 fl. oz.
- **FUNGI FREE™ Penetrate: Spray** 2 fl. oz.
- **FUNGI FREE™ Protect: Oil** 2 fl. oz.
- **FUNGI FREE™ Prevent: Powder**  
net wt. 4.5 oz.
- **FUNGI FREE™ Under Polish SHIELD**  
2 fl. oz.

**NON-TOXIC**

for fungal nails, WellinHand made a product  
for the most requested remedy: to restore nails  
back to normal Naturally! Products work best  
to handle the most yellow, thickest, ugliest  
finger and toe nails. Products work best in  
concert. Pure ingredients applied topically!

# AROMA LAND

**SMELL GREAT; BE CLEAN**  
**SMELL CLEAN; BE GREAT**  
**October Bodycare Promotion\***  
**The Bodycare Collection**  
**Rosemary & Mint**

12 oz. bodycare

*clean & affordable, [+ not through distribution]*

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

including Pure Therapeutic Grade Essential  
Oil: Rosemary, Peppermint, Spearmint,  
Cedarwood, Juniper Berry, Clary Sage, Bay  
Laurel, Sage, Lemon Myrtle, and Vetiver.

- 100% Pure Plant-Based Ingredients, Exceeds  
EU Cosmetic Directive Guidelines.

- No Petroleum Products, Parabens, Synthetic  
Fragrances, "Parfums", "Botanical Parfums",  
Artificial Colors, Formaldehyde or Sodium  
Lauryl Sulfate.

**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

**Bliss in Every Bottle™**



# bodyceuticals

organic bodycare

## Hello October!

We are all about our Calendula Basics this October!

*Calendula officinalis* has been used for centuries on multiple continents and is one of the most versatile herbs in the plant kingdom. This healing phenom is known as the "flower of the sun" and has an amazing history of documented healing for the skin.

**10% deal on three of our best-sellers for October**  
**Stock up on these FALL BEST-SELLERS!**

- 7.25 oz. Organic Calendula Oil
- Point-of-Purchase 12-pack mini Organic Calendula Oil
- Organic Bioactive Calendula Salve

~ Use code "BMC FALL10"  
~ Free UPS ground on all orders of \$125 or more (after discount)

**FALL in love with Calendula**  
[www.calendulaskincare.com](http://www.calendulaskincare.com)



SURYA  
*Brasil*

## COLOR UP!

Business data confirms that the last two weeks of October and the first week of November are when the most people buy their hair colors.

### Holidays anyone?

This is the optimal time to offer someone a more healthful option that they may not have known exists. Now is the time to present products that work, for achieving salon-quality, beautiful and healthy hair that is perfectly colored. Surya semi-permanent hair coloring – their best-selling Henna Creams – offer so many options: this is an amazingly versatile product. Encourage people to get creative.

And, Surya natural hennas are pure plant coloring for the purist, while also acting as the perfect base for the Henna Creams for everyone! And to keep all that color locked in through fun, and parties and relatives and friends and harsh weather and sun: offer the program of Hair Coloring + the Surya Color Fixation line...  
**Make your endcap BIG, and clear with the message of how the products work and recommend with confidence.** This is the best 3-week period of the entire year to gain new happy customers, who will buy their hair coloring from you for years to come!

**Act now. It is estimated that 65% of adults in America color their hair: women & men too!**

# NEWTON homeopathics

Nurturing Naturally Since 1987

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

Liquid or Pellet complexes  
**Qty 6+ per SKU listed below**  
shelf tags announcing the sale included with your order

- Dust~Mold~Dander
- Panic Button!
- Sick Stopper
- Kids Detoxifier

**Dust~Mold~Dander** for associated symptoms such as labored breathing, congestion, sneezing, runny nose, watery eyes + skin irritations. (N056)

**Panic Button!** for symptoms associated with extreme or sudden panic such as anxiety, tension, stress or fear. (N217)

**Sick Stopper** for symptoms associated with colds & infections. Begin at the onset of symptoms. (N216)

**Kids Detoxifier** for liver + kidney functions and for symptoms associated with toxicity such as newborn jaundice, hypersensitivity + sluggish elimination. (F001)

### SICK STOPPER – OTC Homeopathic Remedy

**Directions:** Ages 12 and up, take 6 drops or pellets by mouth as needed or as directed by a health professional. **Active Ingredients:** Echinacea 3x, Bufo rana 15x, Aconitum napellus 10x, Agaricus muscarius 10x, Aralia quinquefolia 10x, Baptisia tinctoria 10x, Bryonia 10x, Chelidonium majus 10x, Eupatorium perfoliatum 10x, Hepar sulphuris calcareum 10x, Lachesis mutus 10x, Lycopodium clavatum 10x, Nux vomica 10x, Rhus toxicodendron 10x, Sanguinaria canadensis 10x, Sulphur 10x, Thuja occidentalis 10x, Anthracinum 30x, Influenzinum 30x, Pyrogenium 30x.

Not represented by BMC in NC, SC

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Don't allow Immune Season to become Ghoulish**

Wellmune WGP® every day for immune health

**October Specials:**  
**6 each per SKU 10%**  
**9 each per SKU 15%**  
**12 each per SKU 20%**

All products and sizes:  
a dosage for every need

- 75 mg 30 ct
- 125 mg 60 ct
- 250 mg 30 ct
- 250 mg 60 ct
- 500 mg 60 ct
- Skin Renewal Cream 2 oz
- Children's Chewable 25 mg 60 ct

**Remember to stock up on the Children's Wellmune WGP® chewables**

# MushroomScience®

## ENTER MUSHROOM SEASON

Change of weather brings the need for optimal immune-support. Smart people use the medicinal mushrooms to stay healthy naturally. Learn the best way to explain the folk story and the modern science of hot-water extract medicinal mushrooms that are grown on wood and have guaranteed levels of the actives. These powerful foods are nature's best medicine: **Stores that know the facts sell lots of mushrooms and their recommended choice is Mushroom science.**

### The Products your store needs!

- Cordyceps Cs-4
- Coriolus Super Strength (40%)
- Coriolus PSP (28%)
- Immune Builder®
- Lion's Mane
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DRINKOXYLENTBREATHELIFE™



## Supporting Veterans and America's Health

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be another BMC article before 2016 about this noble cause. These grassroots organizations are where we always should be directing our money and our efforts. To help any Veteran with a focused method of support like this is something everyone can applaud.

For more and more people, a growing awareness of the true value of the lives of our four-legged friends (and tripod dogs and cats too!) makes us more aware ourselves that we are each individually evolving into better people. We should always feel better when our energies are stirred and we can feel our humanity in new ways.

If we look around us today—as Veterans Day returns next month—we may note that we have more pet food stores than we have places of support for our injured Vets. We somehow seem to wash our hands by saying that there is a Veterans Hospital for them somewhere. Maybe we should be

human and show compassion in a new way starting today, and maybe we should show our support—wave our health food American-proud red-white-and blue flag—with a powerful community statement supporting the Veterans being helped with Paws and Stripes, and helping the noble animals who are being trained to help save these vets lives!

That is the statement. Now, to the education. As Nordic Naturals® celebrates its 20th Anniversary (and I have been working with them for 14 years now and watched their noble pursuit to Correct the Global Omega-3 Deficiency), I can say that as we learn more about mental health, brain health, nerve health and endocrine health—through every step of the human life cycle—we have to educate everyone who enters our stores looking for health that they need Omega-3 Nutrition, with the essential actives EPA + DHA, more than any other single nutrient.

Omega-3s are critical for cellular health, and they are preventative health care for all trauma. *All trauma.*

The role that the Omega-3s play in the inflammatory pathways (cellular stress is a better word to use in your stores) makes them the firemen, and the house rebuilders after trauma strikes.

If Omega-3 levels are adequate (or substantial) BEFORE the trauma, the damage is going to be more handleable. Paws and Stripes is another way to get that message across—to expecting Moms and Parents and Teachers and Coaches and elected officials and Veterinarians and everyone in the local community that you serve.

And we should not stop here. Trauma can be controlled if the diet is antioxidant rich. The digestive system and the immune system need to have homeostasis (working in a healthy manner) for the body to recover from trauma. Adequate levels of the endogenous cellular antioxidants SOD and Glutathione will allow the body to better respond to trauma. A body bathed in the B Vitamins can perform the actions needed when trauma strikes. The interconnectedness of human physiology; the need for optimal human nutrients. Health food.

In a world filled with excess, with repugnant media pollution, with the stifling tsunamis of estrogen-mimicking plastics and petrochemical toxins, we need to understand that we are all in our own personal worlds that is stress-filled and filled with minor daily traumatic assaults. As we help others, so we need to help ourselves! We need to open the book of Trauma, and learn the chapters of natural healing and trauma prevention.

We should be informed of the benefits of the herbal medicines that were the trauma protocols of earlier, more natural and wiser times. *Trauma:* can you name the herbs that you would direct a person to if they were experiencing intense or unabated trauma? The Bach Flower Remedies, yes: and Arnica flowers, St John's Wort flowers, Calendula Flower. Powerful healing from delicate flowers. Can you handle that powerful news and share it with confidence?

And back to the Omega-3s. DHA is the structural fat that builds the cell and builds the body and provides the

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Pedicure Set: Foot file, Toe separators

**Look though the Catalogue with your BMC Rep You'll Love Them: Your Customers will Love them**





## What's Your Goal?

*continued from page 1*

If I were able to convince people who buy Omega-3s to take dosage levels that mirror the most current research; if I could convince people to get their own Omega-3 scores through a blood test and to measure with their doctors how the rise of their Omega-3s parallels their return to health homeostasis, then my work here would be done. We all would be wealthy and healthy and happy and aware. But getting people to take more than two softgels of an Omega-3 Oil or fish oil is a task beyond Zeus and the Algae Monarchies of Planet Earth. [I am all for enlisting more pastors, by the way, if you can!] And yet every day, I truly admire everyone who works in our stores for trying! We explain the science and hope that the ears are open.

So, we are not pushing dangerous items and we should be fairly confident that human nutrition is most often, "First, do no Harm!"

But when that person tells us what they are looking for, do they really know what they want, and do we really know what to recommend to them?

The first question: how many times has someone come in asking you for something ridiculous with the attendant article cut-out, and you have had to re-direct them once they identified what they were trying to do? It happened to me hundreds of time in my 18 years of health food retail. Oh, you are worried about your liver and you want beet tabs? (not that they would be harmful of course). You have mold allergies and you want acai? Re-direct..... How many times have you truly wished that you could spend your dear customers' money more wisely for them? It would be like me buying a fuel injection system at an ice cream parlor!

Second, how well do we truly know what we are speaking about at every stage of our career? I was trained fairly well when I started, but I always remember how innocent I was when I first heard of GLA, and how wrong I was for years about fish oil and soy (and I still think that most people have soy wrong, still) and even valerian.

Speaking for myself, I hit thresholds at about 10 years and 25 years and 34 years of constant immersion. And I am a dwarf student in the big world of human natural health! Student humbly learning, and developing helpful skills of intuition. Voracious reader.

I do understand basic principles, and umbrella categories and many details. I work hard at my craft, but as I have watched over 4000 store personnel pass my path since I have started BMC, I realize that most people are not diligent students and that they are often somewhat fearful of moving into discussing half the things in their nutrition aisles. Continue to study and learn at every opportunity my friends. Learn the basic foundational protocols for overall health and build from there: omega-3, probiotic, antioxidant, digestive support (daily aloe, enzymes, triphala), green food, protein, Vitamin D.

So, the people shopping are often in the dark, and the people pointing out the options are learning (that actually sounds a lot like life, after all!) What to do?

I sprained my ankle on the first day of Expo East. While I think that I hid it well, I was wounded during the biggest fracas of the BMC Sales Season (I am thankful for the strong Moose team that was there to support me: I am fortunate to have such a talented team of cohorts, as I am sure you acknowledge!) When the show ended, I was exhausted, relieved, limping and in pain. When a conspiracy of friends discussed meeting afterwards, and another friend decided to get room service, I committed myself to some wine and a dinner with Valerie, David, and Kathy.

David was excited about two bottles of Gary's vineyards grapes, and I loved hearing his Gary stories again, Valerie discussed the changing demographics of the customers in her store, with more grab and go customers speed shopping, and Kathy provided the *PartySmart*<sup>®</sup>—thanks Kathy—and was an overall wonderful spirit. I share this information for context, because the idea of this article is Kathy's and I want to acknowledge that!

Back to that customer. What actually is the best way to help that person?

Sometimes we can tell them that they have many choices, sometimes we can point them to the best option, and other times we can spend a lot of time and hope that they are ready to invest in their health or that they won't go buy the product from some mysterious discount-person on Amazon on the internet.

Let's try something new, or let's learn this tactic for the arsenal of ways that we intend to influence:

The question starts, "Do you have this? (or) Do you have something for this?" Let's lob the ball back into their court, "What's your Goal?"

Asking this question is a whole new opening for conversation and realization. My goal is to stop the pain. My goal is to gain more energy. My goal is to reduce stress. My goal is to lose this perpetual sour down mood. My goal is to be able to eat without pain. My goal is to prevent cancer or dementia or the arthritis that plagues my husband.

The first goal that they present may not be their actual goal (I want to perform better, I want to stop my itching, I want to win a competition) but it will get the conversation closer than your answering that question scribbled on that piece of paper, or that tepid, misdirecting magazine article.

This will lead to a longer conversation, and I hope that you realize in this day of rushing coffee-driven speed-shoppers that this is a good thing...

And, hopefully, it may just assist your dear customers to start to understand that their health should be goal-oriented, and that they should be developing foundational support programs that warrant research and inquiry and which may lead to a larger investment of their income on goal achievement, and it may mean taking a few more of the incredible health-giving products that we storehouse for them.

And that is a good thing too.

My goal is to get you to develop a better rapport with your customers so that you truly can help them: after reading this article, what is your goal?



## Blue Moose Consulting

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

### Supporting Veterans and America's Health

*continued from page 6*

elasticity for the human cell to better survive traumatic assault. EPA is the functional fat that protects and ministers to the systems that are stretched to the limit like electrical wires in a Hurricane or a once-in-500-year rain storm. The body can only respond to the extent that it is nourished.

The Military knows that Omega-3s are essential for our troops, but can they get the money to fund this need? (The mental health community knows that the Omega-3s are essential for every avenue of mental imbalance, but do they have the courage to state these facts and help to rebuild the Food Pyramid?) The interconnectedness of human society.

Are we just small health food stores that can only do small things, or are we health food stores that may be small but can change the world? It can all start with a flag on an endcap, the information about the actions of the people at Paws and Stripes and the courageous Veterans who are willing to step up and ask for help. And those amazing and innocent companion dogs who are being heroes, which is the only thing that they inherently know how to do.

**Paw and Stripes.** Please act now to spread the message of hope! 🐾



## How to Reach Blue Moose Consulting

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

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