



BLUE MOOSE CONSULTING NEWSLETTER

Volume 12, No. 9 • September 2015

Talking Health: The Mathematics of Foundational Nutrition

It is our goal to help. This is what we all want to do. When a person becomes a customer, and asks for our help, we want to guide them in the best direction possible. Sometimes, we wish that we could just tell them the best choice and put it in their basket for them. Of course, this is not our legal presumption, nor should it be the way we think as we assess and recommend choices. Here is a candid question: have you really followed your conversations through and thought about your role in influencing what a person purchases, and more importantly, how these conversations develop the habits for maintaining good health for your clientele?

Sometimes, we can be happy with our persuasion and our success in the momentary conversations, and with the depth of our knowledge and maybe even our intuition: but what are the actual ramifications of that momentary interaction? Have we directed people to look at their entire nutritional regime to make sure that it is balanced? Do we often take for granted and gloss over the initial statements that food and the produce section are essential for good health? Have we made it enticing for a person to want to have a strong foundational nutritional protocol: when they are looking for the basics of preventative health care or—even better—for the hope of creating the possibilities of optimal health care? Or, for directing them that way, even when they are not thinking about this when they walk in and say, “Hello, can you help me?”

We are all in a good place in our health food stores! We are in the space where people come face-to-face with their own interest in their own quality of life. And you are a gatekeeper. You are a cheerleader. You are a person who can direct someone away from the latest crazy fad, and back to the principles of scientifically driven, physiologically relevant nutritional choices. Have you calculated the best paths that you are gonna guide people down, and have you worked out the script that you will work from to respond to what each person tells you of what they are looking for?

Once we were all new at this job. I remember when I looked at my first multivitamin in 1981, and when I was trained on the basic objectives of trying to explain the difference between a Richlife and a Schiff and a Thompson vitamin in the early days of nutraceutical nutrition (how the

industry has changed, and how companies in our industry have failed when they have tried to go mainstream; or strayed from the loyalty that our industry needs to survive!). I remember confronting minerals and amino acids and Evening Primrose Oil, not as a part of a whole, but as something novel that I had to learn to integrate into conversation when someone asked me, “What is this?”

Think back to your own development. When did you realize that Omega-3s were paramount to health? When did you graduate beyond understanding that probiotics are more than just a refill of good gut flora and fauna after one takes antibiotics? When did you understand that a true amino acid chelation like the Albion® minerals is the difference between a useless mineral bioaccumulation, and valuable cellular mineral uptake for optimal health? At what point on your journey did you feel confident in understanding resveratrol and alpha lipoic acid and Carnitine? Astragalus, Maca, Saw Palmetto or Echinacea? Or those “new” 5000 year old medicinal plants Ashwagandha, Shatavari, Chyvanprash or Guggul? How correctly fluent are you with Holy Basil, Turmeric, St. Johnswort, Licorice, Hawthorn or Eleuthro? Remember when those kernels of knowledge were first held through an article or a training, and how excited you were when you chose to store them?

When did you learn the differing and complementary benefits to digestive support between Aloe Vera, and enzymes, and probiotics and triphala and trikatu? Have you learned the differentiating actions of these digestive supports yet, and when to add them to the conversation? If not, speak to your local BMC Rep!

As I have said repeatedly, the next generation of nutritional superstars will be probiotics, beta glucans and polysaccharides! Non-specific immune-supportive, food-derived nutrients that work with our body systems and how our immune system works.

Before we return to practicality, let’s just take that internal assessment and ask, “How well can I converse about and ‘sell’ homeopathy?” The first question may be: what is my comfort level with believing in homeopathy? For most logical minds, there is initial doubt with homeopathy, until one sees that it works. There is no placebo effect when homeopathy reduces a child’s fever quickly and safely or stems the tide of the flu. There is no doubt when severe pain recedes or

asthma is calmed down that homeopathy is pertinent, powerful and safe medicine.

It has seemed to take most people working in the supplements aisles years before they gain the confidence of this knowledge, and until that point, many people who would, could and should be benefiting from homeopathy are often left in the dark about its potential.

Homeopathy is a system of medicine, and an OTC alternative. When a person walks into your store, the most truthful obligation is to say to that person (since it is our job to point out the alternatives that are available to them in your store) that you have: food options, teas, herbals and nutraceuticals, amino acid therapy and homeopathy. Have you mastered this checklist by reviewing your inventory through a prism every time somebody asks you a question: a simple—“what do we have here to help?”

Homeopathy is underserved in over 90% of the stores that BMC services. And **Newton Homeopathics** is effective and economical!

Back to “your knowledge”. What does the questioner see when they walk up to you and ask you for direction? Do they observe a person who is fluent in all the tools available in the toolbox that is on the shelves of your store, or does their spider-sense get sensitized when they feel that you have a pre-ordained answer that they kinda doubt is as much about them as it is about you? Think about it: are you accepting of the energy of their request, and willing to consider each moment; or have you programmed yourself

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EXPO EAST BOOTH SCHEDULE 2015 Baltimore Convention Center 09/17-09/19

Bluebonnet Nutrition®	5625
Nordic Naturals®	5025
Aloe Life™ International	3913
Essential Formulas, Inc.	5829
Himalaya Herbal HealthCare	6029
Mushroom Science®	5424
Eco Lips®	4009
Vitalah™/Oxylent	5022
Bass® Brush Company	3717
Juvo™ Inc.	5528

to five rote answers (quickly and without thought as to the nuances that may be very much there for you to read)?

Are you opened-minded or have you allowed yourself to be self-prejudiced? I see more and more people saying that they have their favorite product and that they don't stray from that suggestion. I am now speaking more about saying, for example, that the now nearly forgotten acai was good for everything 8 years ago: or that coral calcium was the answer to all things asked. Be wary of things that sound too good!

I see people speak with an absolute authority that food-based nutrients are the only way, when there are almost no published studies on these industry-only originalities. If someone has the possibility of having osteoporosis in their life, we should never disregard the powerful science on the benefit of a standard amount of calcium. We can't profess freeze-dried kale until the proof is there. We should inform that Calcium is a powerful mineral building block and that the consensus is that calcium citrate is better than oyster shell or egg shell calcium (or TUMS) or as some people spin, rock (calcium carbonate). Decades of replicated published, research shows that a true amino acid chelated calcium is better than the other options listed above (including expensive fancy pills with the magical story from the smart internist!).

Your path of education should further suggest that calcium does not work in isolation but that Magnesium and Zinc and Vitamin D are essential for the ability of the body to get the nutrient into the body in a beneficial way. It would also be useful and true to say that daily whole leaf aloe concentrate helps with how the body can absorb minerals, and is also a true superfood that affects many other body systems simultaneously. Economical.

After 34 years in this business, I have to say that my mind is still very much open to new information: we all have to constantly continue learning. And I have found that the principles of nutrition steadily advance, but they rarely turn on their head. My constant pursuit of truth is more about being aware of the clear facts in the nuances, than in dropping what I have already learned and picking up the newest, shiniest items that are presented with blaring trumpets and Hollywood pitch-people or itinerate mercenary MDs. I maintain that with effort it is easy to stay true to gaining the best information to share for local community health.

Are you passionately dedicated to constant knowledge? (I remember how Carlos Castaneda discussed how he would consider the pursuit of knowledge as if a warrior going into a battle prepared to leave his body on the battlefield: he was determined with every sinew of his existence to gain what was presented before him when pursuing knowledge. That is a powerful memory I have from his description of this quest. Can you bring that passion to this vocation of natural health?

We have a serious obligation. Our influence can assist people to choose for healthier lifestyles and make choices for staying healthy. We have to be mentally strong to be clear to people looking for explanation. The action word here is "choices."

"A man goes to knowledge as he goes to war: wide-awake, with fear, with respect, and with absolute assurance. Going to knowledge or going to war in any other manner is a mistake, and whoever makes it might never live to regret it"

— Carlos Castaneda

How well have you built that pyramid of information into a library of information that you can lend to people when they come in asking for something specific? How well can you distinguish fact and detail from persuasion? Can you crystalize the things that a person needs to hear as they ask you questions?

A different question, but one that is vitally more important to your store's business, is how well are you able to pass that information throughout the team and to the generations of staffers who often pass through a retail store during its lifetime. The things I learned from David in my first store 1982 are still valid today: the things I learned from a good sales rep in the 18 years I was in health food retail are still the strong foundations upon which everything I now profess are built! Is your store a teaching center to your team: is your store able to be a learning center (and, come on: every store has free time sometime during the day or week for constant education)?

In our business, knowledge can often be power. While we know that deep discounting can often undermine a local competitor, and that the internet and its function reminds some health food stores of a horror movie out to incinerate the beautiful mission of the local community health resource center—we also know better. We also know that when we build trust with a person in that one-on-one conversation, that a relationship is formed that could last a lifetime. So, how well are we presenting our base line message of health?

I have spoken for the past 8+ years about the concept that, "there are 5 things more important than a Multiple." The reason is that most people will most likely take a Multiple anyway, but almost everyone needs to be educated that a Multiple alone does not translate into good health. The Multiple is the smartest insurance policy available for a person who can only be convinced to take a single product daily. By having a mantra that is suitable to you (5 is just a good number: not too little and not too many), and making it what you say—or what the store says—you will eventually begin to influence people about the smartness of this thought-provoking adage.

When you start to see people walking up to the register with their checklist 5 (or 6,

with that Multiple as well), then you are providing smart nutritional recommendations while keeping your business active. So, first, pick your foundational recommendations.

Here is my standard for the many tours that I have done:

EVERYONE needs: a superior Omega-3 supplement [1]; a quality probiotic [2]; a digestive enzyme [3]; some antioxidant, which can be in rotation [4]: and a green of some sort[5]. I would love to hear what you consider your foundational 4 or 5 that you recommend to your community? Let's always keep this conversation alive.

And, things like this are never perfect, and should never be written in stone. Obviously, quality protein is the hottest product on the market. How could you leave out daily aloe vera, probably the most supportive single herb to ingest daily for overall health!? Triphala: everyone needs this digestive healer like they need pure parental love. CoQ10, my favorite nutrient. S.O.D., the nutrient I love to talk about the most (along with glutathione peroxidase as found in the new **Essential Formulas** product, **Reg'Activ**™) How can we really choose, in some way?

While the Omega-3s deal with the anti-inflammatory pathways at a cellular level (the smart legal words we should be using in replacement, where we now say anti-inflammatory, is "cellular stress"), it is pure knowledge that all the Herbal Adaptogens deal with a stress and inflammation of a different sort, whether that be emotional, or for the nervous system or immune system or the HPA axis. Would I ever tell a person NOT to take adaptogens as their best choice daily herbs?

LiverCare® has so much science behind its proof that it is liver-supporting, and we know that the liver governs so many of our healthy body systems: essential. **StressCare**® has become so popular that people know that they can handle stress better when taking it: essential. These are unique, scientifically-validated daily herbal formulas that must be high up in any conversation for optimum health.

And we can go further when thinking about dosages of the nutrients that are in the Multiple. Can any multiple give a person enough Magnesium or other macrominerals? The more that we are learning about the miraculous function of the Family of B Vitamins in the body, how could someone not strenuously recommend that a person take the new **Bluebonnet Nutrition**® **Coenzymated Cellular Active**® **B-Vitamins** once or even twice a day. Properly absorbed Bs are just that vital!

Finally, I really do have to change my recommendations for the TOP 5 to include Vitamin D. The more that we learn about what Vitamin D does, the more we should be making it enticing to have everyone feel empowered to make D part of their daily supplementation.

We could live without priming our immune system, but most rational people would say that they see the need to support the immune system intelligently. The logic is there: if the immune system is not working

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Quarter 3 Promotions through September 30

Grow these Health Categories:

- **Back to School** • **Relaxation & Sleep**

Parameters: on two categories listed below

Level 1: 25% OFF on 1-35 units

Level 2: 30% OFF on 36+ units

Reorders: same discount structure. MUST mention deal when placing each order or have your Rep sign you up for this Quarter's Promo

RELAXATION & SLEEP

- California Poppy extract • Lavender liquid extract • Skullcap Glycerite
- Lemon Balm Glycerite • Passionflower liquid extract • Skullcap liquid extract
- Lemon Balm liquid extract • Passionflower capsules • Valerian Glycerite
- Relaxing Sleep™ liquid extract • Valerian liquid extract

AND BACK TO SCHOOL HERBS

- Astragalus liquid extract • Bacopa liquid extract • Brain & Memory™
- Children's Echinacea™ • Gingko liquid extract • Immune Defense™
- Ginkgo/Bacopa veggie capsules • Mullein Garlic Ear Oil

Treat your child to better health

Herb Pharm Quality herbs in formulas: All of the herbs in these formula are individually extracted to ensure a broad spectrum of therapeutic plant compounds. non-GMO & GLUTEN-FREE. Additional Ingredients: Certified organic alcohol, distilled water & organic vegetable glycerin.

ASK ABOUT OTHER GREAT DEALS ON:

~ Herb Pharm® quality **MILK THISTLE CAPS: BOGO coming soon** never any harsh chemical solvents used!!!

~ **the best MACA on the market at a great price: Herb Pharm®-quality MACA Carry all 4 Herb Pharm® MACA !!! Great Endcap idea**

• Maca Powder 7 oz. ^A • Maca 60 veg capsules • Maca liquid extracts 1 oz & 4 oz.
Maca powder order limit = 12 units per order

BUY SMART: Keep Buying now, as ANY upcoming Herb Pharm deal will not be as enticingly generous as the discounts on these items! **KIDS PROMO NOW!**

Herb Pharm Expo deals 09/15-09/25: open to all retailers

America's #1 Selling Liquid Herbal Extracts

Not represented by BMC in NJ



MORE INNOVATIVE ITEMS SOON

Look for these items in September

- **EarthSweet® Chewables Calcium Magnesium & Vitamin D3 tablets**
two tablets provide Calcium 500 mg, Magnesium 250 mg, Vit D3 400 IU
741 **Natural Vanilla flavor**, Kof-K Kosher, sweetened with EarthSweet®
 - 743 **Natural Vanilla Orange flavor** Kof-K Kosher, sweetened with EarthSweet®
EarthSweet® is a proprietary nourishing blend of fruit juice concentrates (wild blueberry, cranberry, prune, cherry, strawberry, grape, raspberry + bilberry fruits, grape seed & raspberry seed extracts) and natural cane crystals.
 - **Natural Omega-3 Kosher Fish oil softgels**
Kof-K Kosher certified.. Natural triglyceride form
- 977 **60 softgels** \$9.98/ MSRP: \$19.95 • 979 **120 softgels** \$19.48/ MSRP: \$38.95

REMINDER: Back to School Promo provides 20% OFF on 62 items, including:

Whey Protein Isolate, Rainforest Animalz®; NEW! Cellular Active® Coenzyme B-Complex Vcaps®; Ajinomoto L-Tryptophan 500 mg Vcaps®;. Super Earth® Organic Greens powder 7.4 oz + 14.8 oz; Natural Omega-3 Salmon Oil softgels; Standardized Turmeric Root Extract Vcaps 60 +120s

PRODUCT NOTES:

- **Bluebonnet is moving into their non-GMO seals**
317 **Vitamin D3 2000 IU softgels**
374, 376, 378 **Liquid Vitamin D3 1000 IU, 2000 IU, 5000 IU**
791 **Cellular Active CoQ10 Ubiquinol 50 mg Vegetarian softgels**
 - **NOW AVAILABLE: Bluebonnet Authorized Retailer Posters:** get yours now
- BUY SMART; Keep your shelves stocked until the deal arrives!**
Bluebonnet one-time Expo Deal starts Monday, Sept 14th
open to all Bluebonnet Nutrition Authorized Dealers
EXPO EAST BOOTH NUMBER 5625
Nutrition to the 5th Power

Not represented by BMC in NJ, SC



September 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 an 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
Turmeric 30 veg caps and 60 veg caps Antioxidant & Joint Support*
- ~ **Pure Formulations:** • **MenoCare®** 120 veg caps
*Female Hormone Balance + Menstrual Control **

~ **Botanique by Himalaya:**

• **Neem & Pomegranate Toothpaste** (200 gms./7.05 oz.)

*These statements have not been evaluated by the Food & Drug Administration.

This product is not intended to diagnose, treat, cure or prevent any disease.

NOTES: REMINDER

Back to School Endcap or post-Vacation re-focus: MindCare®

MindCare® is the smartest choice on the market today to center the mind + support focus, alertness & attention. Clinically-validated to support the HPA-axis, a major part of the neuroendocrine system, MindCare® helps support the body's normal levels of stress + hormone production. Sustains the body's efforts to reduce mild memory problems associated with aging + supports normal circulation of blood & oxygen to the brain to support vitality & liveliness.

OTHER REMINDERS: *TIME TO ENROLL:

- Himalaya Herb School online now! www.himalayausa.com/hhs
- find In the "School" Library: Garcinia Monograph, Triphala Monograph, LiverCare® Education Module
- stores are marketing LiverCare® on endcaps + with cross-merchandizing
- **Ask your Himalaya Rep about great materials available to help you gain new LiverCare® customers.** LiverCare®—our industry's best-selling liver-support product
- Ask about our **Carb Control and Detox Guide** consumer booklets
- **Botanique "i.e balm"** {inhale ~ exhale} 1.76 oz. back in stock!
- **GlucCare®** 90s back in stock!

EXPO EAST BOOTH NUMBER 6029

Not represented by BMC in NJ, SC



LAUNCHING @ Expo East NORDIC NEW PRODUCTS

Ultimate Omega 2x, Postnatal Omega-3, Omega One
the leading innovator in the Omega-3 Category just raised the bar again
the next advancement: Nordic's Breakthrough Omega-3 Oils
Nordic Naturals® provides the ONLY high-potency natural triglyceride Omega-3, an 80% concentrated Omega-3 oil in a 90% triglyceride form
Bigger Stronger Better

NOW IS THE TIME TO BRING HEALTH TO OUR YOUTH

3rd Quarter Back to School Promotions ends September 30th

ONE + ONE = MORE Every little bit adds up to a big difference. Nordic Naturals® has partnered with Big Brothers Big Sisters and together we can make a big difference. Big Brothers Big Sisters: Supports Mentoring, Strengthens Communities. Changes Lives: Active in all 50 States, + 13 Countries with 325 locations. Supporting 200,000 matches between children + volunteer mentors

TWO ways to participate

- (1) **ask about Nordic's ENDCAP PROMOTIONS**
5-15 full cases per month for great endcap support: **25% OFF**
- (2) **create a 48-bottle mix & match display**
25% OFF purchased in units of 6 ea.

featured products to choose from

- **Baby's Vitamin D3** (02732)
- **Children's DHA® 90 ct** (01710)
- **Children's DHA® 180** (01720)
- **Children's DHA® 360** (02720)
- **Children's DHA® 8 oz.** (02723)
- **Complete Omega® Junior 90 ct** (01775)
- **Complete Omega-D3® Junior 90 ct** (01777)
- **Complete Omega® Junior 180 ct** (02775)
- **Ultimate Omega® Junior 90 ct** (01798)
- **Nordic Omega-3 Fishies® 36 ct** (31130)
- **Vitamin C Gummies 60 ct** (30160)

Support materials available for endcap placement: off-shelf placement required:
• endcap poster • bottle easel tags • easelback poster • shelf tags
Nordic Naturals® will donate \$1 per bottle purchased by stores up to \$25,000 on all highlighted Children's products through 09.30.15

Nordic Naturals® is now 100% Friends of the Seg product certified!
HAPPY BIRTHDAY NORDIC NATURALS® 1995-2015

BUY SMART: Keep your shelves stocked until the deal arrives! Nordic deals are for Expo attendees only, and you need an Expo Sales sheet to place your order.

EXPO EAST BOOTH NUMBER 5025

Not represented by BMC in NJ, SC





MAKE ROOM TO BUILD YOUR WALL OF JUVO
September Expo Promotion
entire line:

Buy 3 Get 1 Free

- 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
- JUVO Natural Raw Meal Fantastic Berry SLIM
- JUVO Natural Raw Meal Vanilla Chai

START TODAY: and have a whole new look with JUVO power on your shelves by month's end

EXCITING NEW ITEMS FOR EXPO:
pre-order now

2 new single-serve whole meal packets to round out the family!

10 packets per box \$23.99/MSRP \$35.99 with MAP

JUVO Organic Raw Meal Green Apple Box
10 ct.

JUVO Organic Raw Meal Vanilla Chai Box 10 ct
EXPO EAST BOOTH NUMBER 5528



The best lip balm for the world

SEPTEMBER GROWTH OPPORTUNITY LINE DRIVE
20% OFF invoice

- All DISPLAYS
- All ECOCLIPS
- All ORGANIC LIP BALMS
- All SUNSCREEN LIP BALMS
- All ZINC SUNSCREEN SPF 15 NEW!
- All BEE FREE VEGAN NEW!
- All LIP SCRUBS NEW!
- All Larger-SIZE ONE WORLD LIP BALMS
- All ONE WORLD Eco line NEW!
- All MONGO KISS
- All ECOTINTS
- All PURE & SIMPLE
- All MEDICINAL + ENERGY LIP BALMS
- All CO-BRANDED LIP BALMS Dagoba Chocolate

Eco Lips: innovation, environmentalism, dedication to Organic & Fair Trade, family-owned, "Today, Eco Lips lip balm is handcrafted in Cedar Rapids, Iowa. Eco Lips has been first to market with several innovative organic lip care products and packages. With environmental initiatives in place, a focused marketing and sales strategy, award winning packaging, and a relaxed, yet productive work environment, Eco Lips is making its way around the world, one set of lips at a time."

EXPO EAST BOOTH NUMBER 4009

The Best Lip Balm for the World



Dr. Ohhira's Probiotics

In a crowded marketplace, stock, market & educate on the best

- ~ Dr. Ohhira's Probiotics® - the world's most respected plant-based probiotic formula
- ~ Reg'Activ™ - a revolutionary probiotic that makes antioxidants.

REGA'ACTIV™

Essential Formulas, distributors of the award-winning Dr. Ohhira's Probiotic Formulations and the revolutionary Reg'Activ, which contains the only probiotic strain that is proven to raise glutathione levels naturally inside the cell. Reg'Activ, which contains ME-3, is proven to produce glutathione naturally in the human body, by working as a glutathione-activating agent via three different mechanisms, Reg'Activ is set to impact the future of preventative and restorative health on a cellular level.

Dr. Ohhira's and Reg'Activ can safely be consumed separately or in combination depending on an individual's health goals

MARK YOUR EXPO CALENDER

Friday, Sept. 18, 11:30-12:30 — Hosted Education Session

Baltimore Convention Center, Room 323

'Patented New Probiotic Powerhouse Proven to Boost Glutathione Levels'
by Ross Pelton, R.Ph., CCN
+ Marc Fremont, Ph.D.

BUY SMART: Keep Buying these industry-leading Probiotics now: Expo deal will be 9/17- 9/25 never be without! Use Intro deal for Reg'Activ + then get the Expo deal!

EXPO EAST BOOTH NUMBER 5829



Health Education • Health Products • Aloe Vera

Keep Aloe front + center as foundational for Families, Back to School + as a primer for Immune System balance for prevention as the season begins.

ALOE LIFE™ SEPTEMBER PROMOS^
15% OFF 12 minimum mix & match
20% OFF 24 minimum mix & match

- Aloe Life™ Super Fruits 8 oz.
- Aloe Life™ Super Fruits 16 oz.
- Multivitamin & Mineral Plus Cardio Formula 120 Tabs
- Multivitamin & Mineral Plus Cardio Formula 40 Tabs

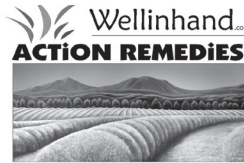
Aloe Life™ Super Fruits - ORAC Super Fruit Formula contains the Whole Leaf Aloe Vera Juice Concentrate. Supports occasional indigestion, bloating, regularity, energy + optimum health, 1oz daily. Safe for children, adults, seniors, & athletes! Active Aloe Certified made from Certified Organic Leaves.

^ discounts should be requested when placing orders.
^ not to be combined with other discounts.
^ does not include 1 oz. topicals

Aloe Life has updated their website: check it out!

BUY SMART: Keep Buying now! Aloe Life Expo Deal begin September 16 for Show Attendees only

EXPO EAST BOOTH NUMBER 3913
Whole Leaf Aloe Vera Juice Products



Topically Applied Herbal Answers Since 1994

September PROMOTION
15% OFF

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

- **Sea Baths! 12 options. 20 oz**
\$10.20/\$16.99
- **Cut Rescue™**

Natural Styptic Duster 2 oz.

SEA BATHS! all net. wt. 20 ounce (567 gms)

- SEA BATH Muscle Recovery™
- SEA BATH Colds & Flu
- SEA BATH Hot Flash Chiller
- SEA BATH Kiddie Calmer™
- SEA BATH Velvet Vixen™
- SEA BATH Itch Witch™
- SEA BATH Sleep Rescue®
- SEA BATH Ginger Detox™
- SEA BATH Better Baby™
- SEA BATH Scabies Mites™
- SEA BATH Chicken Pox & Shingles™
- SEA BATH Oak & Ivy™

\$100 minimum + free shipping when meet minimum

Topically Applied Herbal Answers. Action Remedies®



September Bodycare Promotion

The Bodycare Collection
Tea Tree & Lemon

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

- Shampoo
 - Hand & Body Lotion
 - Massage & Body
 - Conditioner
 - Shower Gel
 - Bath Salts 20 oz.
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.

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*

MORE GREAT DEALS

• **End of Summer Candle Sale**
10% OFF per case, 4 candles per SKU. Candle + containers made at Aroma Land in Santa Fe.
SCENT: Lemon Verbena available in 2 shapes: "Heartshell" Porcelain 3.9 oz. + "Elegance" Porcelain 8.1 oz. double wicks, great for the patio

it's time to carry the Aroma Land bath salts
nobody beats Aroma Land with Quality essential oils

- **Bulk Bath Salt Sale:** One Gallon Lavender Bath Salts **10% OFF** per each
- **Massage Oil: Massage Lotion Citrus 12 oz**
10% OFF in 3 units each.

Light summer scent for massage + moisturizing Formulated for the perfect mix of glide and grip:



bodyceuticals

organic bodycare

SEPTEMBER SPECTACULARS

1. Pre-show: two weeks only:

Keep the summer fun going + help with "too much sun" (through Sept. 15th)

- Calendula After Sun Relief
- Coconut Body + Tan Oil

• Body Cocktail Body Serum Moisturizers - Coconut, Almond, Pink Grapefruit, Vanilla

**** 15% OFF of NEW sku with free tester with four of a sku**

**** 10% OFF reorder of above items**
Must use code "bmcssummer"

2. Wanna place your Expo Show order early? Get an extra gift!

THREE DAYS ONLY! September 14-16

All orders placed 9/14-9/16 receive a FREE "take home Expo gift" of your choice:

- Calendula After Sun Relief
 - Body Cocktail Moisturizing Serum - almond, coconut, pink grapefruit or vanilla
- Must mention offer "BMC GIFT" to receive free item

3. EXPO EAST SHOW DEALS too:

Discount Valid 9/14 thru 9/21 only

Do not need to be at the show to receive deal
Must mention offer "BMC10EAST"

SHOW ATTENDEES look for another deal Expo East Attendees will ALSO receive a Sampler Gift with your order!

- Offers good on discount dates only. No double discounts.
- Free ground ship on \$125 or more AFTER discount

Looks like you benefit by ordering 3 times in September!!



SURYA
Brasil

SEPTEMBER PROMOTIONS

30% OFF thru 09/28/15

The market for Salon-Quality, Organic hair care products continues to expand & here are products from Amazonia that absolutely help keep our rainforest ALIVE

AMAZONIA PRECIOSA SHAMPOOS

10.14 fl.oz

AMAZONIA PRECIOSA CONDITIONERS

10.14 fl. oz.

AMAZONIA PRECIOSA HAIR MASKS 4.23 fl. oz

each available for these hair types:

- Ucuuba & Vegetal Protein - Curly
- Murumuru & Vegetal Protein - Oily
- Brazil Nut & Vegetal Protein - Dry
- Buriti & Vegetal Protein - Colored Hair
- Cupuacu & Vegetal Protein - Normal

Recommend Organic Hair Mask Conditioners

100% vegan, natural & organic conditioner certified by EcoCert®, strengthens + reconstructs hair from the roots to the ends. Rich in Vitamins, Omega-3, copper + zinc. Rich Brazilian nut oils will instantly smooth and fortify each & every strand. Ideal when used with Amazonia Preciosa Brazil Nut Shampoo and Conditioner. Never tested on animals, Surya Brasil products do NOT contain sodium laureth sulfate, parabens, artificial coloring, artificial fragrance, solvents, mineral oil or GMO's. All have been hypoallergenic and dermatologically tested.

NEWTON
homeopathics

Nurturing Naturally Since 1987

SEPTEMBER PROMOTIONS

20% OFF select OTC formulas

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

shelf tags for sale items included with your order

Aches ~ Pains

Bowel ~ Digestive Care

Edema ~ Fluid Retention

Pets Inflammation

Aches ~ Pains - for symptoms associated with bruises, strains + overexertion such as pain, stiffness + inflammation (N019)

learn more @: <https://www.youtube.com/watch?v=gJwdXRct4qg>

Bowel ~ Digestive Care - for digestive health and for associated symptoms such as weak digestion, burning, bloating, nausea, cramping + pressure. (N029)

Edema ~ Fluid Retention - for associated symptoms such as skin discoloration, discomfort + swelling due to fluid retention. (F065)

Pets Inflammation - for associated symptoms such as swelling, redness, congestion, discomfort + increased sensitivity. (P009)

BUY SMART: Keep Buying now. The upcoming Newton Homeopathic Expo deal will not begin until September 16 for Show Attendees + non-Attendees

Nurturing Naturally Since 1987™

Not represented by BMC in NC, SC

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

SEPTEMBER PROMOTION

15% OFF

Minimum purchase 8 bottles

Immune Health Basics

Wellmune WGP®

500 mg. 60 ct. capsules

Wellmune WGP®

Clinically proven. Effective, Safe. Patented
Revolutionary immune enhancement
ingredients*

EVERYDAY SUPPORT

Research: "How it Works"

<http://immunehealthbasics.com/howitworks.cfm>

The scientific understanding of Wellmune's mechanism of action in the body is well documented in published, peer-reviewed research. Mechanism of action studies as well as measurement of significant changes in immune responses are changing the way researchers and physicians think about innate immune function.

* These statements have not been evaluated by the Food

Expo deals will be from September 16th-23rd. for all retailers mentioning "Show Deal"

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Therapeutic Value provides

Therapeutic Results—

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Maitake Organic, Full Spectrum 90

Vcaps®

MaitakeGold 404™ 1000 mg strength

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Reishi Super Strength 90 Vcaps®

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Use + recommend the products that will give you the best results: **Mushroom Science®—the best-priced products too!**

EXPO EAST BOOTH NUMBER 5424

Setting the standard for quality in medicinal mushrooms since 1994!

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DRINK OXYLENT BREATHE LIFE™

**September Healthy Living
LINE DRIVE**

excludes Counter Top Display
36 units (mix & match)

30-ct packets: versatile for use every day.

'ON THE GO'

Sparkling Berries 30 ct

Sparkling Mandarin 30 ct

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Variety Pack: 3 flavors above 30 ct.

Prenatal Oxygent Sparkling Cranberry Raspberry 30 ct.

Children's Oxygent Bubby Berry Punch 30 ct.

0.15 oz packets

NEW! Sport Oxygent, Blueberry Burst 15 stick packets. 0.25 oz

CANISTERS versatile for everyday use.

'NEVER MISS A DAY'

30 day supply

Sparkling Mandarin canister 6.3 oz. net wt.

Sparkling Blackberry Pomegranate canister 6.3 oz. net wt.

NEW Sport Oxygent, Blueberry Burst canister 7.5 oz

* free shipping @ \$200. * must identify order as Promo order to get discounts. * Promo agreement set up 4 weeks beforehand

NOTES:

Oxygent's NEW 30-serving canisters are included on Taste For Life's website on their Hot Products page: www.tasteforlife.com/hot-products

Sport Oxygent® a Finalist in Informa's 4th Annual SupplySide CPG

Editor's Choice Awards for achievements in innovation and market impact

EXPO EAST BOOTH NUMBER 5022



Foundational Nutrition

continued from page 1

well, the rest of the body will not function optimally. It all is interconnected, after all. Now when it comes to immune system support, I personally take the **Wellmune WGP**® daily, and I often rotate my protocols with therapeutic hot water extract medicinal mushrooms: **Mushroom Science**®

WOW, a quick list and we see there are 20 superior things that would help people if they took any and all of them every day. You may see the need to add even more. What to do?

Back to the original 5. If you have a mantra and you can get people to understand that taking 5 foundational nutrients every day is the smart way to survive and thrive, and they follow your marketing suggestion, they will most likely feel better. That is good for them and they will further trust you!

It is like the ancient truth of how the village herbalist made a living in ancient China. The “doctor” was paid to keep people well, and if a person got sick, the doctor treated them for free! Your identified courses of action will have a benefit for everyone. That is why I have settled on: Omega-3, Probiotic, Digestive Enzyme (before meal); rotating Antioxidant or antioxidant complex (or Adaptogen); and a Green (the green to bring a good Ph to the body!). This suggested foundation will work for anyone, everybody! If the formula you suggest is good, it will do this too. (please, no acai or coral calcium!)

Make a plan, and then put it into action. First step: make the statement of how much this will cost. People need to see the big picture, and if you say that you can give someone a foundational platform of superior products that are “good advice to anyone” for under \$3.00 a day then they will be less scared about gathering up all those bottles and taking them to the register. \$3.00 a day is the start.

So, make your best case: a foundational nutritional platform. Take **Bluebonnet's Multi One**® 60 cap and have it as that foundational Multi for anyone (41¢), and keep it on sale at 20% off all year round: now it is 33¢. Good start. **Dr. Ohhira's Probiotic** is worth the dollar a day, but keep it at 10% off year-round (loss leader): it is that good! \$1.08 takes us to \$1.41, before we get to the essential Omega-3s.

I feel that you should build the best possible suggestion first, and of course you can have another lineup as well. Make a \$2.50/\$2.00 model too. Bluebonnet **Salmon Oil softgels** are an excellent Omega-3 to have available always on sale: an EPAX® natural triglyceride product. The best value for getting that critical 500 mg minimum daily of EPA-DHA, matching what every government in the world says, is the **Ultimate Omega**® from **Nordic Naturals**®, (the #1-selling Omega-3 in the natural channel of the US with a better than 42% market share). Omega-3s are powerful stuff, for everyone. I could say to always have the large size on sale (180 softgels), but for this

PUBLIC HEALTH ALERT

In case you missed the national news stories as the hot summer moved into Back to School season, we are gonna have a serious lice problem this year. Researchers from Illinois to Massachusetts to the American Chemical Society are all cautioning with a warning that of the 30 States already investigated (including the entire mid-Atlantic area from NJ to SC that BMC services), 25 already had these “super lice” that had mutated to withstand the standard OTC treatments with pyrethroids. As we never learn, the lice have adapted to the poisons.

The medical community is saying to use the poisons more frequently: a fact that I personally will identify as ‘stupid.’

Michael, Blue Moose Consulting:

“You have natural options available for your local communities. The best product, the safest product: the one to recommend is **Nit Kit**™”

WellinHand Nit Kit™

Real Herbs, Real Results, Real Fast. Guaranteed!

Nit Kit™ is a fast-acting, pleasant-smelling, child-friendly formula that scares lice and their eggs (often called nits). Leaves hair shiny and gorgeous. Each Nit Kit includes a bottle of Nit Kit™ solution (2 fl oz), along with detailed instructions for use, a fine-toothed Medi-Comb for catching lice, and a 5x magnifier to help you find each and every nit.

conversation—without even suggesting any discount in the calculations—I will suggest the Ultimate Omega® 120 ct. which works for families and single-folks like me! *cha-ching*: 41¢ daily as a 4-month commitment at one-a-day good EFA. Bringing us to \$1.82. Remember that every store can buy this product monthly at 25% off, if they work with their BMC Rep: so this price can come down.

Digestive enzymes: Bluebonnet offers National Enzyme Company-quality (the oldest enzyme company in the US) at a great price with their **Full Spectrum Optimum Enzymes® Vcaps**. The 90 cap size—and it is always good to have extra enzymes in the house—at MSRP is only 19¢, and we now hit \$2.01 daily for our foundational suggestion.

For an antioxidant complex, I will start with the Bluebonnet complexes again as they only use 1st-quality raw materials in the blends, and don't have a second-grade for products they want to be competitive with in price. The same top-grade Bluebonnet quality for every product, and sold only to health food stores! Work with your Bluebonnet Rep to have all 5 formulas on sale at different months throughout the year, and tell the consumer it is smart to rotate between them when each is on sale. (Please think about this: one of the smartest suggestions that I ever will make to you!) Antioxidants in rotation, from the same company in your nicely expanded antioxidant section.

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BLUE PLANET EYEWEAR

Looking for New Markets that you can feel good about?



A company with Quality Products, at a great price, with a social mission

“one cigarette in a liter of water makes that liter of water uninhabitable for fish in that water”.

Check out this 3 minute video where Blue Planet Eyewear supported a local beach clean up in San Diego CA:

<https://vimeo.com/135372236>

www.BluePlanetEyewear.com

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- Nylon/Boar PET GROOMER – Palm Style; Oval Med.
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- Wire/Boar PET GROOMER – Oval Purse Size
 - Boar bristle PET GROOMER – Oval Med., 100% Firm
 - Boar bristle PET GROOMER – Oval Med., 100% Soft Bristle

METAL COMB BRUSHES

- METAL PET COMB – Fine Tooth or Wide Tooth
 - Alternating Short/long Tooth METAL PET COMB
- SLICKER STYLE BRUSH w/Rubber Grips, Large, Med, Small
- Double Sided 100% Boar Bristle/Wire Pin
 - SOFT SLICKER STYLE w/Rubber grips
 - THE DETANGLER BRUSH – nylon bristle;
 - Long Handle NAIL BUFFER
 - SHAMPOO BRUSH-Palm Style – nylon pins
- Ex. Long ALL WIRE BRASS PIN; Cushion Brush Acrylic handle, SM, LG



Each of these 5 formulas has a respectful antioxidant base with smart dosages, allowing for a rotation of some of the most studied antioxidants in nutrition: all top-grade quality! Recommend them all with confidence: * Beta Carotene, C, E Plus Selenium Vcaps, * Eye Antioxidant with Zeaxanthin Vcaps, * *Heart Antioxidant Vcaps*, * *Super Antioxidant Formula Vcaps*, and my favorite, *Super Earth Antioxidant Formula caplets*. One a day for the best cellular protection to complement those Omega-3s. The highest cost for this monthly commitment, without any discount, is 21¢. They can only buy Bluebonnet from health food retailers. We are building something special here, and loosely have hit a daily budget of \$2.22 so far.

Now, we add the green, with a comfortable 78¢ a day to work with. And here we can switch the conversation to a daily nutrition shake. Whether it be Bluebonnet's clean, simple *Super Earth Organic Greens* powder, *Aloe Life's Healthy & Slim Daily Greens* powder or any of the fine *JUVO* whole meal blends, we can now convince the health seeker to take their pills with a super shake. And now, we can change the Omega-3s to liquid and really save some money on the top-flight package that we are putting together for every adult who is looking for a foundational nutritional support program. I did that with 6 products and didn't have all of them on sale. More on marketing in a minute.

Get out your pencil and do the math on the products that make sense for you, but this is the idea. Feel good about the equation for yourself, then convince the staff to buy into the idea, and then do in-store marketing. A nice sign suggesting that there are a Basic 4 or a Fantastic 5 or a Store Pick 6.

You have the suggestions, now find a way to buy them on sale so that you can encourage purchase with savings. Ongoing discounts on your favorites: leveraged to buy in volume; or a rotating selection of items in the category: every month some Multi, probiotic, Omega-3, enzyme, antioxidant and green. Every month. (I suggest that is too complicated, and to only rotate the antioxidant, which actually parallels some research that is out there.) This is the way your store will now be built: you greet people with an idea, and a clear path to reach optimal health, with 4, 5 or 6 pieces as the optimal foundation.

Here is a place to start, and the calculations are not that difficult. If you find the idea daunting, speak with your BMC Rep: we have something for every category with a product you can trust, and products that are not fleecing your store with deep internet discounts! (This concept is why BMC is built the way that it is!)

The second step for getting people interested in this concept is the everyday math of: (1) always asking people what they are currently taking and what they are currently spending; and (2) getting in the habit of showing the buyer that you care by

PRODUCT SPOTLIGHTS

The #1 Selling Omega-3 in the United States, Nordic Naturals®, has gotten better again

Algae Omega soft gel products have been reformulated. They now offer 25% MORE Omega-3s per serving!

serving size = 2 softgel size 650 mg

EPA + DHA = 715 mg (25% more Omega-3); earlier version was 570 mg

Another change is a switch to carob coloring instead of caramel.

The new and improved Algae Omega soft gels are shipping now: same UPC code

Omega-3 Gummies 60 and 120 ct now shipping in canisters!

note: these are easier for the consumer to handle, but they larger on the shelf.

Ultimate Omega® Minis will have a Price increase October 01
Product Enhancements

- reformulated to provide significantly more omega-3s per serving
 - the price per 100 mg of Omega-3s went down roughly 15%, as there was a big jump in EPA + DHA levels per softgel
1. New prices: Ultimate Omega® Minis 60 softgels \$20.97 \$34.95 30 servings per bottle
 2. The UPC code remains the same, and the product launches at Expo East!

This will be the first of 4 new products that will feature Nordic Naturals Breakthrough new Omega-3 Oil. Nordic Naturals® is introducing an 80% Omega-3 concentrated oil that is in 90% natural triglyceride form. **Bigger. Stronger, Better: the category once again has changed!**

Look for these new products at Expo East:

you must visit the booth, and expand your selection! Coming in September!

• **Ultimate Omega® 2x** • **Postnatal Omega-3** • **Omega One®**

doing the math for them, in front of them, as you speak.

Too often, people become disillusioned because you are suggesting 5 things and they already have 15 things at home that they bought and are not taking. Explain to them that they need a system, and that you are experienced in the concept of adjusting choices that are not logical and in helping them to personalize. Taking three expensive superfruits—raw or organic or not—at \$3.00 a day will never make as much sense as adding something like *LiverCare®* or a methylfolate B Vitamin in complex. Ever! And none of those superfruits is as versatile as *Aloe Life Aloe Gold™*. If they want the superfruits, then direct them to the *Aloe Life Superfruit™*, which has low-heat whole leaf organic aloe vera concentrate (no water added) as the base.

If you direct them to a smart foundation and say, "we start here" then they will feel that this is the store where they can come where someone isn't trying to sell them something new every day!

No suggested daily protocol will fit everyone's needs (athletes and teens will be totally different. For Seniors, you would probably suggest: Omega-3, Probiotics; Whey Protein Isolate (WPI) or Veggie Protein; *LiverCare®* and *Aloe Life*), you need to always help the buyer with the math that fits them.

When you explain that Bluebonnet's *Super Earth® Multinutrient Formula* is a 3-a-day packed with the best nutrients for physiological homeostasis and energy, continue the dialogue by doing the math for them. When you explain that you can take this as a one-a-day; or, when explaining that if the person should have a full day or is stressed or having long hours, then most people will choose take either 2 or three a day as the formula was designed to easily ramp up when needed. Do this, and most people will buy a 3-a-day for this versatility, and they will take three a day because they

now understand the concept. Education. But you have to become adept at doing the math for them: one a day of this best seller is 35¢ if taken over 90 days, or it is that one-stop shop formula that touches many nutrient categories as a 3-a-day in one pill in one bottle on the counter at \$1.06 a day. Of course, you would say that this is the best 3-a-day you have in the store (sold only in health food stores, which pleases you), unless you want to direct a person to the gender specific Bluebonnet products. The *Ladies Choice®* or the *Men's Choice®* (or, for another category, the *Veggie Choice®*). Remember that the newer Bluebonnet *Super Earth® Single One Daily™ Multiple* caplets is only 46¢-42¢ a day (for the 30 or 90 caps size) of the best available food-based once-daily Multiple.

But selling Multiples is one thing; you also need to do the math when upselling someone to more than one Omega-3 daily. Valid therapeutic daily dosages for EPA/DHA are now considered 2000-3000 mg. You will not scare someone away if you explain every Omega-3 option while also calculating the daily cost as you explain the choices. This is good business, and you are the professional: they will like shopping with you if you do this. In the old days, this is what health food stores did: today too many floor employees point to the shelf and say, "it's over there" or "3rd shelf down on the left." Then we wonder why people feel they are losing no value when buying online. Bring human awareness back to your product conversation.

So learn how to do mental math quickly dividing capsule count by 30; even if you roughly can define it as 19¢ or 30¢ or 55¢ per day. You are probably already thinking this way, but make sure that all new employees understand the consumer-friendly support that you give when doing this. When you think along with the shopper in the aisle,

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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."

Foundational Nutrition

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they will want to stand with you longer as you talk. They will know that you are not selling but that you are advising them on choice based upon price and they will appreciate you and seek you out again and again.

Then you go back to that foundational protocol above: again speaking always about cost.

For most consumers, they are not only being bombarded every week by talking heads saying that all nutrition is bad for you and only pharmaceutical medications are established and worthwhile, but they are getting sticker shock from the cost of some of these items. Don't be foolish and offer the cheapest product at the lowest price and think that the consumer would like that. Run from most China-made raw materials. Would you go into a car dealership and buy the car from a person saying "this is the dirt bottom lowest price I can give you to put you into this car"? We have to believe the fact that people want to spend good money on quality nutrients for optimal therapeutic value, and that they most often do not know what they are looking at or considering.

Giving them a foundational suggestion, at a good price, saying this is the way to start, will help you to get them to be more willing to consider those 20 other super products that you sell to help them all stay healthy with the seasons through a lifetime. Your customers; your community. Happy selling!

(I am very willing to work with any store to clean out the clutter in their store and find the best products to focus on; and to find ways to get these products at the best price, based upon a smart buying plan. BMC—working for you!) ☺

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
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770-922-2644
fax: 1-800-760-5550
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fax: 972-255-6648
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*Editor & writer: Michael Hennessey
Distribution and webmaster:
John Holback
Graphics: Theresa Welling*

