

Talking Business The Other Shoe Has Dropped

It is sad and puzzling to watch how humans choose not to work together, especially when it comes to public health. Money, ego and power are the three sins that inhibit our best efforts for attaining optimal good for those alive with us on this planet today. The United States Government maintains a system in which medicine is controlled by lawyers and legal enforcement; that is not based on scientific advancement and intelligent inquiry, but rather by an imposing very illicit and flawed Status Quo. Those of us who have promulgated natural health through our life's vocation have always been aware of this, and we try to survive with our mission against the action of power-brokers who define terms and decide facts. For 150 years, one form of medicine has kept its fingers heavily pressed on the scale of justice: we try to do our best in a rigged system! This is a pitiful reality that truthseekers must acknowledge. Modern Science is toxic, and is strangling many valid paths to best health and healing. Last month, things got a little worse.

In mid-November of this year, and with very little fanfare (almost with a stealthful surreptitiousness), the U.S. Government FTC (Federal Trade Commission) delivered a new Enforcement Policy Statement and a Consumer Information Blog concerning Homeopathy. The long-term intent was to slow the interest, trust and advancement of homeopathy in the Land of

the Free. Directive was to scare Manufacturers, and to make the cost of doing business more difficult (not a key goal of a trade organization, one might note!) This time, the talking heads were not prompted to read prepared news about the unacceptableness of homeopathy; at least not yet. The plan of action seems to be to lay this action down firmly in place: a step one as it were! The gameplan is probably to gain a marketplace momentum before the big attack is unleashed. "One-two punch" was the clever decision of some lobbyist-influenced bureaucrat at some meeting you and I paid for. "Look at how clever we are: striking with the FTC first!" Collusion against the public good. These events are always very well thought out: a person seeking good would call this diabolical orchestration. Power politics: capitalism's ugly dagger, the determined march of modern medicine.

How many stores in the BMC mid-Atlantic region from New Jersey and Pennsylvania to South Carolina heard about this recent authoritative coup? Have you been informed? How many natural food stores have been alerted to be vigilant and inform their clientele—the citizens of this great country who want access to the best health care at an affordable price? How many pharmacies, which also sell homeopathy, are announcing action plans to respond to the throwing down of this

belligerent glove? Where is the Natural Products Association on this? The United States Government has set into motion actions that could seriously limit the free market commerce of homeopathy, and they make these actions without coordination or involvement of the legitimate and obedient industry they are affecting. Could anything like this ever occur to the pharmaceutical industry, one wonders? As homeopathy is a system of medicine with very rigid manufacturing standards (overseen and in very good standing with the FDA) and an impeccable safety profile, one has to challenge the FTC as to what the impetus for this assault was: and what the intended result of these actions would be. To compare to the uncontrollable, wild-west free-for-all-of the pharmaceutical industry, homeopathy's market is non-aggressive, compliant, holding great consumer trust and safety without challenge. The FTC has stepped over the line of their defined mandate. "As the nation's consumer protection agency, the Federal Trade Commission has a broad mandate to protect consumers from fraud and deception in the marketplace. To fulfill this goal, the FTC takes law enforcement actions, provides consumer and business education, issues reports and policy guidance, leads workshops, and participates in other forums." The FTC has

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Talking Health Thank a Moose this Holiday Season

This is the Season to give thanks. As 2016 comes to a swift close, and we all try to be Merry and Jolly, and to find the Spirit of the holidays, let us not forget the good people who service your store year-round from Blue Moose Consulting. I will lead the seasonal musical round of appreciation, and ask you to generously chime in with a carol of thanks for the genuine support each of the elf-like Moose who have dedicated themselves to your business has provided. I know how the team talks in our locker room in Mooseland, and through thick and thin—and difficult times and successful times—the love and care they express concerning the people they work with every day is admirable and inspiring.

I think of the heart energy that Kathy Whitt in North Carolina offers to all her stores and to all the people she associates with who work there. Kathy's love for her territory is a model for our company, and an inspiration to me (as I

trudge the big mountains, constantly trying to push those big rocks back up the incline day after day, month after month). Kathy so quietly leads and loves by example, and all who know her understand her special Spirit and caring Heart. Thank you, Kathy, in this holiday Season. If a business can be a family, you are certainly an amazing kindred Spirit. Your efforts can never be repaid: I am so honored to have you work with our team!

I smile as I think of the conversations that I have with David Stouder, who covers Maryland, DC and Delaware. He is a perpetually optimistic font of ideas on how to teach store personnel in the gentle nuance of sales persuasion. Thanks for the latest gift of the notion of "scaffolding" that you shared with me recently, David. You were one of my first teachers in natural grocery sales, and you continue to inspire me to be creative with an endless belief that everyone can be inspired to

be a worthwhile teacher. Working with you is (almost) always great fun! Your presence is like a four-leaf clover!

Special thanks to the longest-tenured Moose, for whom I have very tender and special grateful appreciation. Those who know Linda Bechtolt know what I mean when I use the word determined. Linda gracefully handles the largest area of smaller independent stores in the whole BMC territory. And she never fails. If a company has information to be delivered, Linda performs better than the best mail-delivery person. If there is a new initiative, Linda is on the phone with me constantly with new ideas and thoughts. Because of Linda, I have been reminded of more things I may have missed than I care to admit. Linda's eagle eyes catch many more newsletter errors that you can imagine. Linda is tenacious. Linda knows about the families of her stores, and she cares about

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The Other Shoe Has Dropped

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cozied up with the tobacco industry for 150 years: maybe they should direct their firepower in areas that will improve the public good? Attacking Homeopathy? This audacity has the smell that is always present when a governmental agency acts to deceive. The FTC is officially out of order!

The statements from the FTC on their new agenda against homeopathy are important, as they openly prove to everyone—in print—that this oversight and regulatory department neither understands the veracity of homeopathic medicine, nor is willing to give credence to the basic tenants that make Homeopathy the second most widely used form of medicine around the world. The FTC cannot differentiate between good medicine, fraud, the tsunami of Ponzi schemes in our financial system and Crazy Eddie's antics that redefined television fraud in this country 30 years ago. Certainly, the FTC should not be the arbiter of any current, legally-defined medicinal system: this move defines overreach.

It should be noted that IF our government were going to use tax-payer money wisely, then at some point an investigation should be conducted which studied the sales of homeopathic flucare products, and how well they work for consumers. How millions of dosages of homeopathics are used by people successfully for the symptoms of cold and flu and respiratory conditions in the Immune Challenge Season, and how homeopathy successfully plays into the public health equation. I know from the limited scope of people whom I know who use homeopathy that there is intriguing data to be investigated here. Successes need to be pursued and encouraged (not legally destroyed). That is, if our government is interested in the truth on best ways to safeguard its people which I would hope that it is.

For example: if an assertion were made that homeopathy was a substance that contained nothing and did no harm, and that the use of homeopathy cut down the time and severity of the debilities caused by the flu virus, then there should never be a movement to deter this non-dangerous product's use! Think about that. The logic is mind-boggling. Repeating, government over-reach.

The fact is that there is excellent and replicable evidence that homeopathy works that can easily be found in scientific journals around the world. Historical and accumulating evidence. Homeopathy is used in industrialized countries for its effectiveness by educated consumers seeking health, and in the world's poorer societies for its cost. And therein lies the problem: homeopathy is not expensive. The powers that be have not found a way to make money off this form of medicine, that can provide such effectiveness in alleviating the suffering of others.

And the sad humor apparent here is that the dominant form of medicine—the closed-minded guardians of modern science—has not yet been able to dis-prove that homeopathy works! Satisfied and healthy people are a scary proposition for a for-profit allopathic monolith. After years of off-handed shunning of the successes of homeopathy, the dirty work is

being foisted onto an agency with no bearing to discuss the issue. Last resort, bring in the FTC.

Facts are, the mainstream medical establishment is perplexed and more than mildly puzzled that the consumer—given the choice—likes the price, the energetic effect, the safety-profile and the effectiveness that they find in using homeopathy for the scope of issues that homeopathy covers in the HPUS, the Homeopathic Pharmacopoeia of the United States. This current and active government document about the function, purpose and viability of homeopathy does not seem to need to be referenced in the latest directive by the FTC. It is not as if one agency is not talking to another agency; it is as if one agency is trying to define laws and affect universal public access and healthcare according to its own, very small-minded opinion on an issue that is much more science than commerce. What can we take from the FTC acting alone here?

Which brings us back to the FDA. Blue Moose Consulting warned that something deceptive and unseemly was afoot in the two articles that I wrote (my opinions fully; and not reflecting the disposition s of any other entity or organization) about intriguing and puzzling hearings that The Food and Drug Administration sprung on the world of Homeopathic Medicine as reported in the April and May 2015 editions of the Blue Moose Consulting newsletter.

At that time, I did frontline reporting (I listened to the entire proceedings) on the wacky show trial that was organized by our government for a quick defined periodic review of Homeopathy. I reported with an open mind that I left those hearing more impressed with homeopathy than I had ever been: that—being forced to make a stand to prove its medicinal veracity before a panel of learned people—homeopathy proved many things. That it was above all else safe (and of course the elephant not in the room was the pharmaceutical industry, which could never pass that first litmus test!). Evidence was presented to show that homeopathy was used in first-line medicine in emergency room triage in acute life-threatening situations, with amazing effectiveness. It was clearly shown that homeopathy is embraced by the medicine of the future—complementary healthcare—and that any doctor/healthcare practitioner who tried homeopathy with an open mind found that in clinical practice it is a noble, reliable and an essential tool. Historical evidence was presented, present day successes commented upon, large-scale public health initiatives explained and an earnest attempt was made to explain 21st Century Medicine to the powers that be.

What was missing—to me—was the whack over the head needed for these learned people who were purportedly investigating a form of medicine that they were unwilling to grasp—that they had done nothing to try to understand. If we were discussing the use of homeopathy with pets, I could easily have called this a Kangaroo Court. It was evident throughout that they were so clinging to their current health prescriptions—a system we all must note is failing—that they were afraid to correlate homeopathy with the advancements of science in physics, in energy medicine and in the expansion of our understanding of that

infinitesimal dimension inward that we are finding as microscopes and their cousins get more sophisticated! Homeopathy reveals more truths about the medicine of the future than any current IPOs will ever provide: if all smart minds will start to look. But the blind doubter will never see.

A friend whom I admire who generally speaks for complementary healthcare spoke for the other side. Our side won the debate.

Winning the argument is not always the victory in power politics though. The true grade that can be made about this FDA trial was that the awareness, the base-line intelligence and the interest of the judges was subpar and actually embarrassing. Judicial panel: you looked sad. Find the documents and judge for yourself. The questions asked by the esteemed science and healthcare experts were less informed than your newest customer. It was like putting me onto a panel for the Hadron Collider, and asking me to make judgement on the efficacy of what the purpose and importance of the project was. The FDA experts were clueless. There were maybe two lucid and fair, conscientious questions asked. The event ended without a bang or a whimper. Homeopathic was being reviewed, in two days, and the hosts thanked the participants for their time and everyone was dismissed. Go home and wait and see what we decide.

Now, it almost seems like an elaborate and complicated government-colluded shell game. Try to work with the FDA—educate and establish dialogue—and then discover the blind-side from the FTC. Commerce. Who needs mainstream science to disprove homeopathy: who needs the world of scientists and doctors to comment on valid medicine? The die was cast in one sentence somewhere in Medical School: homeopathy is the enemy—it cannot work. Let's let the powers of commerce make the declarative statements on public health. So blind they cannot see.

So look at their objections, conjectures and objectives. This is our history, occurring in our lifetime. Read what the FTC has to say, and see how many flaws you can find in their conclusions. They touch upon innuendo that homeopathy may not work, and then they lay down the hammer with an authority that they are protecting the consumer from fraud. Some may say, "Wow;" and others may comment, "well-played", and what I am honestly feeling I will not put into print (sometimes it is wise to withhold visceral truths). The FTC is the assassin. Or at least the first knife drawn in this latest long-term agenda to eliminate homeopathy from consumer access and health practitioner's medicine cabinets.

Why? I think that we all know why. (I heard a statement that deeply affected me today: "Democracy does tend to degrade. It does not support itself.") The powers that be are, by nature, always working with inhuman energies to accrue more power. The intent of cooperation and agreement is the hardest virtue to attain. The allegory of the seven deadly sins is always clear and present, and we all need to be ever-vigilant to oppose those who try to limit the common good as they attempt gain for themselves.

When Samuel Hahnemann created homeopathy, he was looking for a source for

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**BIG IMMUNE SEASON PROMO THROUGH JANUARY 31, 2017
3-WAYS TO SAVE ON SALE ITEMS LISTED BELOW**

- ~ **15% OFF** open stock – items listed, no minimum
- ~ **20% OFF** ordering 3 units ALL sale SKUs highlighted + then you get all identified sale items @ **20% OFF**
- ~ **25% OFF** ordering 6 units ALL sale SKUs highlighted + then you get all identified sale items @ **25% OFF**

Core Set Promo Items: 1 oz. sizes in units listed above to get extra discounts

- Daily Immune Builder™ • Lung Expectorant™ • Rapid Immune Boost™
- Soothing Throat Spray • Super Echinacea® • Virattack™

Other items available on sale at discount tier through Jan. 31st

- Daily Immune Builder™ 2 oz. + 4 oz. • Lung Expectorant™ 2 oz. + 4 oz.
- Rapid Immune Boost™ 2 oz. + 4 oz. • Super Echinacea® 2 oz. + 4 oz.
- Virattack™ 2 oz. + 4 oz. • Kids Immune Avenger™ 1 oz. + 4 oz.
- Kids Immune Fortifier™ 1 oz.

NEW ITEM REMINDERS:

LIQUID EXTRACTS are GAINING POPULARITY + BITTERS are in!
Two Steps to Wellness:

- Daily Immune Builder™ be smart: prepare and restore
- Rapid Immune Boost™ when you want to feel-better faster

HERB PHARM® NEW IDEAS for a healthier 2017!

- Better Bitters™ TRUST THE GUT
- Herb Pharm® November Kids Back to School Promotion
- NEW! 2 oz. sizes of the Best-sellers
- New Cinnamon flavor Breath Refresher

Better Bitters™ benefit: Supports Healthy Function of the Digestive System* Herb Pharm Better Bitters™ (4) useful USDA-Organic formulas in 1 oz. + 2 oz. liquids: • ABSINTHIUM • BITTERSWEET • ORANGE • CLASSIC
<http://betterbitters.herb-pharm.com/>

Treat Yourself to Better Health™ • America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ



**ASK YOUR BLUEBONNET REP
about Bluebonnet's December 2016 THANK YOU
Promotion**

*Bluebonnet Nutrition — Celebrating 25 years
of Nutritional Excellence*

**Super December Promo
20% OFF all month long**

- ~ Super Earth® Liquid Multi Whole-Foods-based Multivitamin & Multimineral with Mangosteen, Goji, Acai and Pomegranate extracts.+ Albion® Calci-K® Natural Tropical Fruit flavor 32 oz.

REMINDERS: New items

- TARGETED CHOICE® STRESS RELIEF vegetable capsules
- EXTREME EDGE® NITRO POWDER raspberry flavor
- SUPER EARTH® ORGANIC VEGGIE PROTEIN® POWDER Natural Original Flavor FINALLY in 1#, 2# and 8=pak
NEW all flavors also now in 2 lb. Canisters

\$35.37 \$58.95

Vanilla #1903 Vanilla Chai #1907
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Bluebonnet: The Most Certified Supplement Brand

*Let The Power Inside Give You the Leading Edge
Celebrating 25 Years of Excellence*

Not represented by BMC in NJ, SC



Nurturing Naturally Since 1987

December Promos 20% OFF select OTC formulas

Liquid or Pellet complexes listed below^ (Qty 4+ per SKU)

* Shelf tags announcing the sale included with your order

- Appetite ~ Craving Control • Hangover Help
- Tobacco Withdrawal • Kids Tummy Upset

NOVEMBER Promo Items:

Appetite ~ Craving Control — for symptoms associated with appetite control such as overeating, cravings, fatigue + emotional discomfort. (N027)

Hangover Help — for symptoms associated with intoxication including nausea, dizziness, discomfort + headache. (N215)

Tobacco Withdrawal — for symptoms associated with tobacco use such as anxiety, cravings, irritability, respiratory conditions + stress caused by abstinence (N030)

Kids Tummy Upset — for symptoms associated with digestive discomfort such as nausea, "spitting up," vomiting, cramping, pain + gas. (P020)

Tummy Upset: because the Holidays can be tough on kids....

Why Choose NEWTON? • Expertise & Experience • Quality & Safety • Easy to Use
• Variety & Selection • Environmental Awareness • Economical & Efficient

NEWTON Complexes for Adults are specially-formulated combination homeopathic remedies for a wide variety of self-limiting conditions. All remedies are safe for use by people and pets of any age. Take a moment to train yourself and your staff: 6 minute video on the December Newton products at www.youtube.com/watch?v=WyR2uijm9k&list=PLHkYMSLeqfDnJn7KOJZnVv6YVPzTpCSsU&index=11

Product NOTES:

~ **Learn + get free product:** * Go to Newton Homeopathics Education website <http://learning.newtonlabs.net>; * scroll down to the "Learn Stuff-Earn Stuff."

* Store staff members who participate in 4 videos/quizzes receive a FREE Newton Complex product

~ **Carry the pellet options of the best-sellers:** (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

NEW YEAR COMING! TIME TO ENCOURAGE Jump~Start Your Health!

Multiple symptoms, but not sure where to start? Begin with NEWTON's Jump-Start Your Health! Clear the path for your body to heal naturally through detoxification, digestive balance + joint support. As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!, a unique trio of combination remedies formulated for balance and wellness, will help simplify the process. Note: All 3 complexes in the kit are available individually in pellet form at standard pellet prices.

~ All adult + children complexes will continue to be available in 1 oz. pellet form. ~ The two-ounce

Made in America ~ Family-Owned • 1987-2016 • 29 Years of Excellence



**Buy One Bottle. Help Two Heroes™
Promo Cause Opportunities end Decembr 30th
Your Purchase Helps to Rebuild Lives – two at a time
Omega-3s to Vets; Omega-3s to their Rescued Service Dogs**

PRODUCT DISPLAYS + ENDCAP buy-ins

@ 25% OFF mix & match eligible products

- Complete Omega™ – 60 ct., 120 ct. + 8 oz. + 180 ct.
- Omega-3 – 60 ct. 120 ct. + 8 oz. + 180 ct.
- Omega Curcumin 60 ct.
- NEW! Ultimate Omega® 2X 60 ct.
- NEW! Omega ONE - 30ct
- Ultimate Omega® – 60 ct. 120 ct. + 4 oz.+ 8 oz.+ 180 ct.
- DHA – 90 ct. + 180 ct.
- DHA XTRA™ – 60 ct.
- EPA – 60 ct.
- EPA XTRA™ – 60 ct.
- Vitamin C Gummies – 60 ct. + 120 ct.
- Vitamin D3 Gummies – 60 ct. + 120 ct.
- Omega-3 Pet™ – 90 ct. + 180 ct.
- Omega-3 Pet™ – 2 oz. + 8 oz.
- Pet Cod Liver Oil – 8 oz.



Promo raises contributions for this organization: through 12.31.16, while supplying omega-3s to Veterans and their service Dogs today, veterans frequently return from active duty with neurological and physical disabilities that make navigating daily life extremely challenging. Every day, 22 veteran suicides are reported. Meanwhile, in animal shelters, 1.2 million dogs are euthanized every day. These dogs, when rescued and properly trained, have potential to change the lives of combat-wounded veterans. Paws and Stripes address the needs of both veterans and service dogs.

ADDITIONAL PRODUCT NOTES:

~ **NEW Product Launches/new placement deals apply!**

- Omega Memory® (60 ct.)
- Nordic Berries® – cherry berry (120 ct.) new flavor
- Prenatal DHA Fish Gels (180 ct.)
- ~ improved dosage: high potency

"Bigger, Stronger, Better" Omega Oils mean more EPA/DHA!

- Omega Woman® (120 ct.) higher EPA/DHA
- ~ new larger size • Ultimate Omega® +CoQ10 (120 ct.)

Committed to Delivering The World's Safest, Most Effective Omega Oils™

Not represented by BMC in NJ, SC & Philadelphia



JUVO™

To an Organic, Health-full
Christmas & Holiday
Season

15% OFF the entire line
~ all canisters[^]

+ raw meal packets

- Natural Raw Meal[^]
- Raw Green Superfood[^]
- Raw Green Protein[^]
- Raw Meal Fantastic Berry[^]
- Raw Green Grass Bottle
- Raw Meal Green Apple[^]
- Raw Meal Vanilla Chai[^]

**JUVO Raw Meal packets
(10 packets)**

- Organic Raw Meal packets
- JUVO Fantastic Berry packets
- Raw Green Protein packets
- **NEW JUVO Raw Meal Green Apple**
- **NEW JUVO Raw Meal Vanilla Chai**

ReJUVOdate Yourself!

AROMA LAND

**December-January
Bodycare Promotion***
Ylang Ylang & Ginger

12 oz. bodycare

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

DISCOUNT PER SKU:

Buy 3 ea. = 10% OFF

Buy 6 ea. = 15% OFF

Buy 12 ea. = 20% OFF

**Terracotta Ylang Ylang &
Ginger candles 10% OFF**

in units of 4 ea. per style

- ~ Cup Terracotta Soy Candle - 7.6 oz.
- ~ Amphora Terracotta Soy Candle - 7.4 oz.
- ~ Classic Terracotta Soy Candle - 7.1 oz.
- ~ Elegance Terracotta Soy Candle - 8.1 oz. (2 wicks) • Soy candles made in the USA in Santa Fe New Mexico

Aromaland Essential Oil Promo:

10 ml (1/3 oz) beautiful new labels!

10% OFF in units of 3 ea.

- ~ Ylang Ylang & Ginger Essential Oil
- ~ Ylang Ylang Essential Oil
- ~ Ginger Essential Oil

*must mention "BMC Special Discount" to get discounts with every order placed

 Dr. Ohhira's Probiotics

*Providing Synergistic Ingredients
to supercharge your health goals*

Product of the Decade:

Reg'Activ™

**Most Complete Probiotic
Available:**

Dr Ohhira's Probiotics®

from Dr. Ohhira to the World: the award-winning Probiotic Original Formula, Essential Living Oils + Propolis PLUS® evolve from vegetable extracts, mushrooms, selected herbs, fruits + seaweeds, all naturally fermented for three years, assuring superior digestive + immune support. Hand-made in Japan with a true respect of nature & reverence for science.

**Seven (7) Best of Supplements
Award 2008- 2015**

**Reg'Activ™- powerful effects for
CARDIO, DETOX + IMMUNE Wellness[^]**

**A Probiotic Strain that Makes
Antioxidants**

Discover Lactobacillus fermentum ME-3

[^] These statements have not been evaluated by the Food and Drug Administration.

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

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INTERNATIONAL

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**DECEMBER
Monthly Specials**

Mix & Match, sale items listed below

12 items min for 15% OFF

24 items max for 20% OFF

Herbal Aloe Juice

Concentrates:

Holiday Health necessitates Aloe

- **Herbal Stomach PLUS Juice Concentrate** 16 oz. whole leaf unfiltered concentrate with no water added
- **Herbal Stomach PLUS Juice Concentrate** 32 oz.
- **Herbal Detox PLUS Juice Concentrate** 16 oz. one oz. daily! ActivAloe Certified from Certified Organic Leaves
- **Herbal Detox PLUS Juice Concentrate** 32 oz.
- **Animal Aloe topical** 4 oz.

Aloe Vera is FOUNDATIONAL TO HEALTH

BASS®

Brushes

**Cold Weather, Indoor
Evenings:
BATH WEATHER**

*Market a bath kit to those 100
customers looking for a good bath
Bath Brushes, clothes & towels*

- Loofa Collection
- Sisal Collection
- The versatile Shower Brush!
- Exfoliating Body Gloves + Mitts
- Facial Cleansing
- Exfoliating Cloth
- Full Face Masks

#1-selling product in the catalogue, item #35: Flower Bath Sponge, extra thick

**Creating a New Category now!
2017 means new business.
6-month investment**

December: January Bass Bath tools

February: 'Love your Pets Month'
Pet Groomer Collection

March-April: show those Bass Green
Brushes

May: Bass Makeup Tools & Brushes

June: Bass Shaving Tools + Military
Brushes

*The Hair Doc Company: makers of The
Green Brush® by Bass Brushes®*

ECO LIPS®

The best lip balm for the world

**December EcoLips Promotions[^]
Holiday Ski Vacation**

15% OFF

Sun all winter long

• **Classic SPF**

4 flavors: Berry, Mint, Vanilla + Assorted
4 display options:
36, 48, + 30 Eco-Clip reach-in displays
+ 24 pc. hanging cartons

• **Zinc Sunscreen 'SPF 15'
in 24 pc. displays**

3 options: Zinc Mint, Zinc Berry, Zinc Vanilla

• **Zinc Facestick 'SPF30'
Vanilla Lavender 18 pc.**

big stick, non-nano, with organic ingredients.

• **Specialty Lip balms 36 pc. displays**

~ Gold w/baobab Unflavored
~ Hemp w/hemp seed oil Vanilla
~ Medicinal w/tea tree

• **Bee Free fair-trade: non-gmo 24 ct.**

~ Lemon-Lime. 24 ct. + 36 ct.
~ Superfruit ~ Sweet Mint
~ Unscented Unflavored

• **Pure & Simple all 48 pcs.**

fruit flavors in a 100% edible formula
~ Coconut ~ Grape ~ Kiwi Strawberry
~ Assorted (16 each)

[^] for Independent retail stores only, direct orders only
[^] not to be combined with any other discounts



bodyceuticals

organic bodycare

Fill those Stockings with Lip-loving Organics!

Save up to **30%** on POP Organic Lip Balm Flavors*!

12-pack boxes: buy more + save more
Calendula Lip Balm Stick .15 oz whls:
\$2.95/MSRP: \$4.95

- Raspberry • Spearmint • Vanilla
- Banana • Coconut
- NEW! Dark Chocolate

Buy 2 get 10% OFF

Buy 3 get 15% OFF

Buy 4 = 20% OFF

Buy 5 = 25% OFF

Buy 6 = 30% OFF

* Discount does not apply to 'Unflavored' Calendula Lip Balm. Deal ends December 31st

~ **Bodycocktails™ 20%-OFF**
2 oz. glass bottle

Organic Calendula Age-Defying Body Serums

- Coconut Chi Chi • Pink Grapefruit
- Vanilla Crème

~ **Holiday HOT BUY!**

\$5.00 Bodycocktail™ Organic Almond Marzipan (reg. price \$9.50).

* must mention "HOLIDAY16" to receive deal price



Holiday Hair Care Special **15% OFF** these hair care products all December

- All 15 shades of Henna Cream
- All 9 shades of Henna Powder
- All 5 Color Fixation Hair Care products
~ Restorative Hair mask
~ Single Application
~ Leave-in Cream Conditioner
~ Restorative Shampoo
~ Restorative Conditioner

HEALTHY HOLIDAY NAIL OPTIONS Exotic Animals Nail Care by Surya SHIPPING NOW

Surya Brasil's experience with vegan cosmetics, now in an exclusive line for nail beauty and care.

DETOXIFY YOUR NAIL BEAUTY

16 colors- smooth + sparkling
~ All are 7-free + certified cruelty-free + vegan

~ with a base, extra-shine coat, oil seal dryer + Remover to complete the line ask your BMC Rep for information and New Item Placement

Detoxify Your Beauty

<http://suryabrasilproducts.com>

AROMA LAND

AROMALAND HOLIDAY GOODIES

Spruce up your Holiday Sales: make your store enticing

• **Aroma Mist Room Sprays 30 ml**
ALL on sale 20% OFF through Dec. 30

- Angel – EVERGREEN • Peace – HOLIDAY
- Buddha – Goddess Spirit

• **Essential oils for the season 1/3 oz. (a) 10% OFF in eaches**

- Frankincense • Myrrh
- Frankincense 10% - with jojoba oil
- Myrrh 10% - with jojoba oil
- Spruce Needle • Pine Needle • Fir Needle
- 'Evergreen Blend': Fir Needle, Pine needle, Spruce needle
- 'Celebrate Blend': Orange, Cinnamon, Spruce, Patchouli & Clove

• **Facial Serums: a whole new section for your bodycare set**

redesigned labels silver foils + silver + now with an added blend of jojoba, macadamia + olive oil

- Cleansing • Dry Skin
- Sensitive Skin • Oily Skin • Problem Skin
- 1 oz. serums for five (5) Skin Types: all available now. INTRO PROMOTION through January 15th (in eaches). reg. wholesale \$12.49; on sale for \$9.99; MSRP: \$24.00

~ **NEW Facial Serum Skin Repair**
reg. wholesale \$24.99; on sale for \$19.99; MSRP: \$49.99

for men + women—launching soon

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

December Immune-Season Promotion

BEST SELLERS SALE

BUY 6 each

+ get 20% OFF

#1-seller 500 mg 60 ct.

#2-seller 250 mg 60 ct.

#3-seller 250 mg 30 ct.

SAVE \$88.68 wholesale
with a minimum \$354.78
Wellmune® purchase

~ ~ ~ ~ ~
^ must ask for discount when placing orders: mention "BMC Promotions"

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

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

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MushroomScience®

December

Medicinal Mushroom Special

MAITAKE

Anti-oxidant[^], Immune Support[^]

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

~ on the following items: not combined with other specials

~ must mention 'BMC December Promotion' when placing order

Maitake Organic, full spectrum, 300 mg per serving
90 Vcaps 25% polysaccharides
hot water extract: wood-derived mushrooms

Maitake (*Grifola frondosa*), contains polysaccharides in a unique beta-1,6 1,3 glucan structure. Research shows that these beta glucans stimulate the macrophages + have the ability to directly enhance the activity of Natural Killer (NK) cells, & to change NK precursor cells into activated NK cells.*

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Setting the standard for quality in medicinal mushrooms since 1994!

oxylent®

DRINK OXYLENT BREATHE LIFE™

December Immune Boost Focus & Support Promotion[^]

It's that time of year: cold & flu season is upon us.

LINE DRIVES AVAILABLE NOW

ASK your BMC Rep for how you can offer a line drive this month to end the year smart, and start the New Year Healthy!

Line Drive means everything!
Grow your business today!

Super deals[^] for EXISTING ACCOUNTS
20% OFF no minimum

\$400+ wholesale orders: 25% OFF

\$800+ wholesale orders: 30% OFF

+ Even better deals[^] for NEW ACCOUNTS.
25% OFF no minimum

\$400+ wholesale orders: 50% OFF

DECEMBER Immune Boost Line Drives

[^]free shipping @ \$200 after discount

Oxylent® is the perfect habit for staying well + nipping seasonal problems in the bud: before they can cause havoc. Oxylent®- your Premier effervescent essential + now your fast-acting Sports workout support drink!

Sport Oxylent® is now available in a new flavor: Lemon Lime

3-in-1 Comprehensive Support for Energy, Stamina & Recovery

Lemon Lime Burst Canisters: exciting!

30 servings # vita295 net wt. 7.8 oz.

contains 140 mg S.O.D.

whls.: \$23.97 MSRP \$39.95

~ ~ ~ ~ ~
DECEMBER SUPER SALE

25% OFF "buy 6" Sport Oxylent® 15 ct. stick pak boxes for discount[^]

[^] not to be combined with any other discounts



The Other Shoe Has Dropped

continued from page 2

cure. For many of us in the natural foods movement, we are alert, well-studied and serious about finding natural and safe ways to help humankind. People in lab coats and with stethoscopes need to look in the mirror. Intent matters (and no, how much you owe for your degreed title does not matter to the health of the people whom you commit to treat: that shameful excuse should be banished with a declaration added to the Hippocratic Oath). Heal people effectively now: that is the noble pursuit that made you take this path at one time in your life. Doctors need to stand by Homeopaths and Homeopathic Medicine: because it needs to exist! It needs to be available: here and now!

We are all here together to roll up our sleeves and do what is needed to get people better: and there is no high holy chair from which to summarily dismiss therapies that work. Enough with the commercials telling people to “ask their doctor”, before the long list of legal disclaimers that the products hawked could be life-threatening. There should be shame in this indecency. These “frauds” need to be denounced!

That is the ploy from the other side of the table: meanwhile, the homeopaths speak of an aware gradualism that is often needed for a true healing experience, the uniqueness of the individual and the perplexing complexities to unravel the situations that led to dis-ease. In 2016, only a numbskull would believe in a magic bullet. Of course the mainstream is scared: with its shop in disarray, every alternative avenue of health is a threat! Modern allopathic Medicine is big business, and hence the henchman logically is the Trade Commission. It plays out almost like a Sinclair Lewis novel. With that tone, I await the answer as to why this homeopathic intention is threatening!?

Hahnemann has a Statue in Washington D.C. (the Doctor Samuel Hahnemann Memorial stands near Scott Circle at the major intersection of Massachusetts Avenue and 16th Street, NW, Washington, DC. (Check it out: www.nlm.nih.gov/hmd/medtour/hahnemann.html). That is real power. Investigators and



Statue of Doctor Samuel Hahnemann in Washington, DC.

scientists may find truly amazing things, and parlay that into millions of leveraged greenbacks—but they will never get a statue in our Nation’s Capitol! In early, less selfish times, scientific discoveries were applauded by scientific comrades: today lawyers are brought in immediately to figure out divestitures and marketing gameplans. Gargantuan and arrogant corporate monstrosities play with how they can manipulate the prescription pad, the scientific dialectic, and the direction of research funds: making up novel and unproven uses to gain new patent quotients to keep their little discovery valuable for future profit for the invested few. And where is the FTC allocating resources? Homeopathy has to prove itself, or we may stop its distribution! Do some investigation, desk drones: homeopathy is proving itself “beneficial” every day.

As we continue to get un-American as a Nation every day, each of us has to pick our battles. If you have ever seen a child with asthma calm down due to an intervention with a homeopathic remedy; if you have ever been amazed at how arnica takes the pain and swelling away; if you have ever seen the immediacy of homeopathy for symptoms of

fever or diarrhea or hot flashes; or if you have ever seen or heard how snoring or cold sores or poison ivy are mollified when a remedy is administered—then you must stand up and be heard to protect homeopathy.

Right now, the ball is in the court of the legitimate Homeopathic Manufacturers, and they are all our friends. This assault by the FTC does nothing to protect the public from anything. This Directive is built upon insufficient necessity and inappropriate interference. It lacks the tone of truthfulness. It was presented unfairly and without a clean, viewable process and it leads to confusions in a marketplace where affordable healthcare needs should be the primary concern. As such it is bad government.

Now, the Homeopathic Manufacturers need to decide how to respond. How to find a thread of commonality and to reach back—these actions have already been sprung, the glass has been split—to try to rectify the thrust of legal assault. No one knows what the next step will be. Bad oversight/leadership is capable of destroying complex situations very quickly. Finding health can be precarious and many people may soon suffer unnecessarily. Lawyers are huddling, reviewing and making statements. The marketplace will be stalled and freeze up with panic, worry and indecision: and the consumer will suffer.

Stay tuned. The other shoe has dropped: the unexpected one. There is no reason to believe that there is not more to come. For now, stand by your homeopathic principles; and maintain your homeopathic confidence! Stay informed. 🌟

NEW @ ECO LIPS®

The hottest items in lipcare just multiplied by 5: get people to try them all

New POGO organic lip balm is now available in a 5-pack blister.

5-Pack includes:

- Apricot Peach
- Iced Iced Berry
- Mint Mint
- Split Banana
- Nothin’ At All (Unscented)

5-Pack suggested retail price: \$10.99.

[Wholesale \$6.99] #0568

Tray of 12: wholesale, \$83.88.

They stack beautifully #0569

A wonderful gift item this holiday

Stack this attention-grabbing display 4-tall near an endcap or at the registers.

NEW & Delicious!

Eco Lips® Mongo Kiss in a new flavor, Acai Berry

convertible 15 ct. display
Acai Berry Mongo Kiss #0605
[UPC 815601026058]

Acai Berry is a bright berry flavor with dark chocolate undertones. Organic Mongongo oil + Fair Trade Certified™ Cocoa Butter moisturize and protect. USDA Organic, Non-GMO, Fair Trade Certified™ + manufactured by a B Corporation!

The Best Lip Balm for the World

STOCKING STUFFER

Nordic Naturals® for Pets

Making those Christmas stockings magical this year

- Omega-3 Pet™ – 90 ct. + 180 ct. softgels
- Omega-3 Pet™ – 2 oz. + 8 oz. fl. liquid
- Pet Cod Liver Oil – 8 oz. fl. liquid

Nordic Naturals® is committed to bringing exceptional products to not only humans, but our canine and feline friends as well by using 100% wild caught fish for all of pet care products.

This December, do something special to grow your PetCare section, highlighting **Nordic Naturals® Omega-3s**, and the noble **‘Paws and Stripes’** social cause in supporting our Military Veterans as well as aiding to save the life of a shelter dog. A true Holiday action.

Our pets are a part of many local families, and they also need natural healthcare.

Make a Stocking stuffer endcap now to promote **Nordic’s pet care options**, **Newton for Pets homeopathic health aides**, and **Hair Doc’s superior Pet Groomer brush Collection**.



them all. Linda cries and worries and is proud of all her stores. If I were building a team, I would pick Linda early, as I would be hard pressed to find a more earnest and dedicated employee.

Merry Christmas to you and your family, Linda!

On the other side of Pennsylvania—in Steelers country—we are blessed to have Lori McElroy, who is most certainly the best Rep in Western PA. Lori keeps magnificent notes, and loves to train store staff. And she treats all her stores like family. I know that Lori's stores love her, and all of BMC loves her too: and Lori also gives time in the late hours to edit the monthly Moose. Thanks for the extra read here, Lori: and all that you have done for BMC since we were lucky to have you join the team. I don't know where BMC would be without you. BMC-North has industry veterans who take their job seriously: and the respect that they have earned and are given is happy proof of the strong relationships they have created and nurtured.

Alonzo Allen joined BMC with a strong history of retailer experience: and it shows. Alonzo can relate to the people who work the stores as well as anyone, and the smiles and relationships that he has in each store are proof positive of his amazing relatability. Alonzo is also a great asset to every store he services: he knows buying patterns and merchandising and retail business better than almost anyone. Alonzo gives his all. When Alonzo speaks, stores would be wise to listen! Alonzo is also a good friend: he is loyal and caring, and his interest in mutual successes for all his stores is something that creates smiles all around.

Angi Calhoun is the BMC Sales & Education Rep who has held the most positions in our company. Now, she adeptly covers the Charlotte area and she knows her stores. Angi is a whiz with excel files and planning and marketing, and we could go on. Angi takes her job seriously and nurtures all of her stores with equal care. As I have talked to Angi's stores, I often hear the words "favorite rep." Angi knows her stores sets as if they were her own: that is a strong suit and a valuable skill I have rarely seen. Joyous Holidays to Angi and her daughter Zoe!

Teresa Hutson rounds out the BMC-South team, covering the Coastal Carolinas. Teresa joined the team with the task of trying to develop an area of our territory that needed extra love. Teresa cares for her stores with the most noble of intents: it is as if every dollar spent by each store is a dollar that she wants to make sure is wisely used. I have watched as Teresa's gentle spirit has guided stores through the challenging times in the past two years. I know she is appreciated by her retailers, and she is treasured as much by her friends at BMC.

Danny Inman joined BMC through sheer determination, as he literally willed his job position into being. "I can do it, Michael," he said. It is hard to resist Danny's charm, and so his three-State position was created. Danny has had the pleasure of experiencing the beauty of West Virginia, and the genteel delight of South Carolina. Danny has learned the 81-corridor of southwestern Virginia as he has gone over those mountains many times. Many stores have been re-invigorated by Danny's can-do Spirit, and I hope that all his friends join me in wishing him well this Holiday season.

JUST ANNOUNCED: NEW BLUEBONNET ITEMS 25TH ANNIVERSARY CONTINUES WITH SUPER NEW PRODUCTS

THIS IS GONNA BE BIG!

Targeted Choice® Blood Pressure Support vegetable capsules

NATURE'S PULSE

- Whole-foods based vascular defense formula[^]
 - Scientifically-substantiated potencies
 - Two sizes: 60 veg caps + 90 veg caps

2 caps providing: VIT B-6 (20 mg); Magnesium [aspartate] (150 mg); L-Arginine (250 mg); Taurine (250 mg); Hawthorn Flower/Leaf Extract (150 mg); Onion & Pumpkin Extract (125 mg); Hibiscus Flower Powder (100 mg); Olive Leaf Extract (100 mg); Grape seed Extract (50 mg); Co10 [ubiquinone] (20 mg).

* Kaneka CoQ10[®] is a registered trademark of Kaneka Corporation

* OPTain120™ is a proprietary onion + pumpkin extract from Ryusendo Co., Ltd.

[^] Kof-K Kosher, non-GMO, Vegan, Gluten-free, Soy-free

EXTREME EDGE® BCAA POWDER PLUS GLUTAMINE

Boost your Recovery

- Featured naturally-fermented BCAA at a scientifically- substantiated 4:1:1 ratio
- Delivered 1 gram Glutamine to support additional muscle growth[^]
 - Replenished electrolytes with coconut water
 - No artificially-derived sweeteners, flavors or colors
 - NSF-certified for Sport[®] tested for 200+ banned substances

Extreme Edge® BCAA powder PLUS Glutamine can be stacked with Extreme Edge® Pre Workout on an empty stomach 30 minutes prior to training or competition for a supercharged workout. And for quicker muscle recovery, stacked with Extreme Edge® Post Workout or Extreme Edge® 100% Natural Whey Protein Isolate 30 minutes after training or competition[^]. Athletes will love the NSF Certified for Sport[®] guarantees, as will the Clean Athlete, and parents wanting to protect their children and potential scholarships.

Canister 13.23 oz powder. 30 servings per container
1 scoop providing:

Branch-chain Amino Acid complex: 5000 mg
(L-Leucine 3334; Isoleucine 833; Valine 833 mg)

L-Glutamine 1000 mg
Coconut Water Powder (250)

Other ingredients: organic evaporated cane juice powder; erythritol, natural flavors, malic acid, coconut oil creamer, silicon dioxide, organic stevia, non-GMO beet juice (colorant), sunflower lecithin.

* Ajipure is a registered trademark of Ajinomoto AminoScience LLC.

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

Joe Sahulka has the tough territory of northern New Jersey, and he does not have the fortune of representing some of our biggest and most influential lines. I have walked with Joe through the rough times of trying to get his stores to understand that every BMC Manufacturer is the best in their class. Joe has had to work a little harder than some other Reps; and his resilience has continued to surprise me. Joe cares, and I know he would like to stay in this wonderful industry for his entire career: that intent has been his beacon light, and I believe that everyone in all his stores is happy when they see Joe. To a Happy and Successful 2017, dear Joe Sahulka!

And then there are the newer Moose. First, our Philly Rep, Hannah Strong: and she is! Hannah offers an enthusiasm that is irresistible. It is impossible to ever consider anything but that Hannah cares. She is bold and determined and full of optimistic zest. Hannah believes that she can accomplish anything: and that is one of the greatest rare skills. Hannah crossed her one year BMC mark months ago, and her thirst for information will make her a more respected Rep with every day of service. Hannah has the skills, and she loves her stores: and they love and trust

her back! Note to world: there is great love in Philadelphia!

The newest Moose is our Virginia Rep, Christina Sullivan, and she has made quite the positive-energy splash. (Yes, a Moose in a new territory does make a splash when jumping into new-found waters.) Christina has brought a stronger sales skill-set to her job than we have regularly seen in our hires since the time Blue Moose started hiring Reps. There are two things to be grateful for this Holiday season: one is that Christina has fast-made many close friends in her territory: they appreciate how much she cares and they are just as happy with her professional follow-through. Secondly, she loves the job as much as we hoped that she would. This is a difficult job—this caring for health food stores as an outside Rep—and you can never tell if someone will take the task to heart and give it all that they've got. Christina has successfully crossed the first lap in the long track of her natural sales career; and she is moving full-speed, learning the ropes as she goes. Dear Virginia, appreciate Christina and let

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Blue Moose Consulting

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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."

Thank a Moose this Holiday Season

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her help you; and you help her. This industry really should be about win-wins! Thank you, Christina.

Blue Moose Consulting. We have Management, and we have office, internet and graphics support. The love and loyalty I get from that gang of Moose is incredible and like business gold: but this open letter of thanks is to the Sales Team. This BMC endeavor, this growth of so many companies and so many departments and so many stores could never have been made possible without their hard work and energy.

Trust me that getting in that car and driving to your stores—to stores every work day—is no easy task. Multitasking the ever-present problems is no easy feat. Getting orders in on time, often placing them late in the day is exhausting. I push the team hard with expectations and there is always more training and more meetings and reports, and...well I don't want to remind them of how much work they are expected to accomplish. Trust me, it is nearly impossible for a Moose to have a day off: there is always something to do. Image being the Mother or Father Moose to a huge family, spread out over miles and States. A Mooses' work is never done.

Cheers to this team. We do it for you. The mission statement of BMC is "Blue Moose Consulting is a full-service brokerage, involved in product education and store support. We have hand-picked the most trustworthy manufacturers, and help to sell these products for the stores. Blue Moose Consulting was created to champion the most healthful products and to work with stores to achieve ultimate business success and stability. Blue Moose Consulting strives to set a new standard for service, information and the important sense of having fun doing what we are all doing. May it be so!"

As we end one era of BMC, and move into the promise and challenge of the future, we thank you for bringing us into your lives, your stores and your family. We love what we do! Love and trust keep us going, as do your smiles and kindness. Let there be health in all that we do!

Soon, the blessings of 2017 begin. Until then, enjoy this Season we are in! ❁



How to Reach Blue Moose Consulting

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

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Editor & writer: Michael Hennessey. Distribution and webmaster: John Holback. Graphics: Theresa Welling

Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.