



BLUE MOOSE CONSULTING NEWSLETTER

Volume 13, No. 1 • February 2016

Talking Business: Are You Going to the Seasonal Fair?

Inventories are over for some, shoveling hopefully finished for a while. The year's first meetings are over, conversations have been started and for some the worrying about survival or growth continues. The dark days of Winter are upon us. Time for strategic planning!

Blue Moose Consulting services many stores, and none are immune to the jolt of interest and excitement that can be gained by smart marketing. It is early in the year, and now is the time to start work on a year of exceptional marketing, seasonal promotions and maybe even a Health Fair that matches your

resources. The community that is your customer base can always be inspired!

Imagine new business, and the return of faded business from the groundswell of energy you can create with "something to talk about!" The only thing stopping you from a jump in enthusiasm is your belief that you are just too busy, or that too much stuff is going on in your life or you have tried before and you view your past initial efforts as a waste of time.

Trust me, that if you are experiencing personal challenges and you want to say that it is just not the time this year, know that unexpected

good things will come your way just by this positive change of the direction of energies. That the relief or support or empowerment that you just may be lacking right now will probably come your way by your willingness to reach out and offer natural health goodness.

Good energy begets good energy. So let's work together.

If you have ever wondered why the choice of the word "consulting" is in Blue Moose Consulting, it is because we believe that we can be your partners in making your business fun, and in bringing ideas to your store

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It Happened Again: Bad Press

As many of you have heard, there was a major piece of yellow journalism on Frontline on January 19th 2016. Proof that Frontline has diminished as a valuable investigative news program, and now is a tawdry sensationalist charlatan of the news! (maybe it's time to write them a letter about how that program is on the do-not-watch list for everyone in your extended family until further notice!! Maybe if the executive who decided to spend so much time editing a 3-piece Canadian piece into this little mess is fired, and a company apology posted!?)

The good news to report here is that almost every BMC Rep has been asking stores if they have had any customers come in talking about the program. Maybe 4 stores have said they had customer comment, and only one store had a person come in yelling about returning all his

supplements. The show seems to have lost its viewership!

That's said, these events are not in isolation, and it is the waves that emanate out from them that cause the most harm: the lingering doubt. In next month's BMC newsletter, we will hopefully end this trilogy of articles about this long-planned negative press. There were so many meetings, and so many office-room discussions that this failed attack can easily be called a conspiracy.

BMC reported on this show before it even aired in the US (see our December 2015 article called "Suitable Displays for the Urgency of Now," where I forewarned of the upcoming slander and advised stores to set up displays promoting the virtues of The Multiple, Fish Oil and Herbs. Good news to counter the bad press, and who does not love advanced notice?)

In January, I tried to temper the demeanor with an article titled,

"Truce" asking if maybe we can't all get along. (The New Year's Spirit obviously enveloping me!)

In March, I will present an article titled, 'Doubt', that will respond to this January 19th attack. I will have even more data from store responses, but I will give suggestions as to how to mollify and end any residual doubt that is swirling around in people's minds: both those who saw the show, and those who hear this tripe from many quadrants more often than should occur.

Good nutritional science, healthy food choices, complementary healthcare and preventative medicine should not be the enemy; and we have to be strong in disavowing this crude, misleading and evil nonsense. Until March, believe in your mission and be proactive.

Happy Valentine's Day to all those natural health people whom I love. 🍷

Are You Going to the Seasonal Fair?

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business that may just be the impetus to a thriving store business momentum!

We see many great ideas from many different stores. We are students of the concepts of successful natural products marketing. We are the conduits of communication for trends, and ways to get good messages across. And, we want to help.

Here is a quick sketch of promotional opportunities that are easily embraced by the people who enter your store looking for the natural foods experience. These are excellent opportunities to bond energies with your community on things that we already know matter to them: Earth Day, Herb Day, Fair Trade month. Can you acknowledge that these messages are also the gathering points for like-minded people? Have you ever been to an event and noticed that it is like a magnet for people wanting to appreciate a commonality?

Even if someone else in the community is also celebrating these themes, it still means that you have to

put your flag outside your store, and say that you too are part of these movements. While it may be true that 'every day is earth day' in your store, that message will never be concisely understood and appreciated by your everyday shopper and/or the occasional visitor unless you boldly pronounce your embrace of these messages. We all know that people like to shop in places where they feel comradery and inspiration.

There is no time like the present. Find your favorite notepad, or open that to-do list file on your computer (or write a message to yourself on your palm): which choices are you gonna move on? What is your outreach vehicle to your community: "come on back in to our store and see what we've got!"

March, April and May are great months for Spring Cleaning, a great time to renew your store. Check your windows and store signage when you return to the store tomorrow: what needs an immediate face-lift? Schedule a meeting with your BMC Rep to see what we have to help you, and what our fresh eyes may suggest to you as things to be upgraded.

Bluebonnet Nutrition® is celebrating their 25th Anniversary, and that is a super time for you to promote a line that only sells in the natural channel. Bluebonnet always has a yearly promotion to celebrate Earth Day because they believe in this moment to honor the earth! Two admirable causes.

Those products called 'Super Earth' are all made by combining whole foods into formulas designed to keep people healthy! First, have you identified the products that Bluebonnet provides that carry this earth-friendly Super Earth appellation? Here is an opportunity to shift your store set to promote the highest-quality products from a family-owned business that has chosen only to sell products at fair prices only to health food stores. Many people have said that they want to carry more Bluebonnet, and here is the seasonal opportunity. This Spring: let's celebrate a Super Earth!

It is easy. Bluebonnet has two whole foods-based Multis that are good for your business. Promote them during the upcoming Earth Day

EXPO WEST 2016 BOOTH SCHEDULE

Bluebonnet Nutrition®	1529
Herb Pharm®	1759
Nordic Naturals®	2021
Aloe Life™ International	1780
Essential Formulas, Inc.	1929
Himalaya™ USA.....	1525
Botanique by Himalaya	1525
Mushroom Science®	2013
Surya Brasil	4021
Eco Lips®	4320
Vitalah™/Oxylent.....	1580
Bass® Brushes/ The Hair Doc Company	4333
Juvo™ Inc.	1965
Bodyceuticals	3912
Blue Planet Eyewear	5060

Promotion, and then use the Bluebonnet Hottest Sellers promotion to keep them on sale all year round: M.A.P.-policy protected multis that use the best-quality raw materials for the best product possible. The Super Earth® Multinutrient Formula offers a counter display with the appealing title "Daily Superfood"; and the new Super Earth® Single 1 Daily will sell with the enticing display header "Onederfully Wholesome." Smart business is promoting products from lines that are loyal to you! Bluebonnet Nutrition® is now partnered with INFRA, so those Independent Natural Food Retailer Association stores can now make Bluebonnet their primary USP-nutrient choice!

Super Earth® also means the new, clean and tasty OrganicGreens powder [just 100% organic-certified wheatgrass, barley grass, alfalfa grass, green kamut, spirulina and broken cell wall chlorella; without any added colors, sweeteners or flavors]. As this is being written, Super Earth® Organic WheatGrass Powder is just being launched. Made from 100% pure wheatgrass with no fillers, fortified nutrients, added sweeteners, flavors or colors, this farm-to-table, Kof-K kosher certified product is also USDA organic certified and Non-GMO Project-Verified. Meets all the qualifications (including being gluten

NEW FROM BLUE PLANET

the Industry's 1st Hats Communicating Hip Ecology

NEW! Headwear now available
*Spread the word + bring more
customers to your store*



Trucker – Navy Blue BPH0003
Style: 5-panel adjustable snap back
Specs: Canvas; Embroidered suede fabric patch; Cotton fabric bill

Styles

Aloha BPH0001

Aztec BPH0002

Trucker – Black BPH0005

Trucker – Grey BPH0004

Trucker – Navy. Blue BPH0003

www.BluePlanetEyewear.com





February Herb Pharm® Sales Promotions
Herbs for Gastrointestinal Health
3 Ways to Participate:

- A. Mix & Match any of the items on Promo**
+ receive a **15% OFF** discount, **no minimums**
- B. Buy a Minimum of 3 units of all items** on the Promo
+ receive a **20% OFF** discount
- C. Buy a minimum of 6 units of all items** on the Promo
+ receive a **25% OFF** discount

Buy-in Dates: February 22–March 31st
 Reorders: same discount structure. 4 oz liquids: same discounts apply

ITEMS ON PROMOTIONS:

- * **Intestinal Soother™** * **Intestinal Tract Defense™**
- * **Digestive Bitters** * **Peppermint Spirits**

Digestive Bitters: "everything that you want in a digestive formula" this is the best-tasting digestive bitter on the market Angelica root[^], Hyssop leaf & flower[^], Juniper berry[^], Cardamom seed with pod[^], Ginger rhizome[^], Gentian rhizome & root[^], Anise seed[^], Cinnamon bark[^], Myrrh tears, Peppermint essential oil[^]

Educational webinar: Thursday, February 18th

[^] USDA-Certified Organic

** these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

DON'T MISS THIS DEAL NO COMPETITION to this claim for these herbs: "high actives w/o harsh chemicals!"

SUPER BOGO deal on these best-selling herbs

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

Buy one at regular cost, get one FREE!

While supplies last!!! [no other discounts apply]

Not represented by BMC in NJ



EXEMPLIFYING INDUSTRY LOYALTY FOR 25 YEARS
NEW ITEMS NOW AVAILABLE

EarthSweet® Chewables Melatonin Tablets

*Help to promote restful sleep for those affected by occasional sleeplessness**

Each serving is sweetened with EarthSweet®, a proprietary blend of juice concentrates (wild blueberry, cranberry, prune, cherry, strawberry, grape, raspberry and bilberry fruits, grape seed + raspberry seed extracts) and cane crystals.

- Available in 3 potencies – 1, 3 + 5 mg chewables AND in 60 & 120 counts
- **Kof-K Kosher-certified** • **Non-GMO** • **Vegan/Vegetarian** • **Natural Raspberry Flavor**
- #990 – 1 mg Potency 60 Chewables \$2.48/MSRP \$4.95
- #991 – 1 mg Potency 120 Chewables: \$4.48/MSRP \$8.95
- #993 – 3 mg Potency[^] 60 Chewables \$2.98/MSRP \$5.95
- #994 – 3 mg Potency[^] 120 Chewables: \$5.48/MSRP \$10.95
- #996 – 5 mg Potency 60 Chewables \$3.98/MSRP \$7.95
- #997 – 5 mg Potency 120 Chewables \$6.98/MSRP \$13.95

(Please note the price in the Dec 2015 Pricelist is inaccurate – this has been corrected on the March 2016 Pricelist)

NEW SIZES

Advanced Probiotics Chewable Acidophilus (Natural Raspberry Flavor)

Providing over 1 billion viable, healthy microorganisms per wafer to maintain a balanced level of gastrointestinal flora[^]. Formulated with Dr. Shahani's clinically studied probiotics, DDS-1 strain (a highly stable super strain of L-acidophilus) + bifidobacterium bifidum.

- both strains can survive stomach acidity • clinically-researched
- made from Non-GMO ingredients • lactose-free • Gluten-free & Soy-free

60 ct. #906 \$9.98/MSRP \$19.95 • **120 ct.** #913 \$19.48/MSRP \$38.95

COMING SOON in FEBRUARY 5-HTP 100 mg vegetable capsules

Kof-K Kosher + NON-GMO Project certified

L-5-Hydroxytryptophan from Griffonia simplicifolia seed extract

60 caps #051 \$8.48/MSRP \$16.95 • **120 caps** #053 \$15.98/MSRP \$31.95

Sold to Health Food stores, with an enforceable M.A.P. Policy

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

Not represented by BMC in NJ, SC



SURYA
Brasil

FEBRUARY HAIR EXTRAVAGANZA 15% OFF
ALL Henna Creams, ALL Henna Powders
ALL Color Fixation Products

BUY-IN DATES: February 01- February 28

COLOR FIXATION LINE for long-lasting vibrant natural hair color

- Restorative Mask 7.6 fl. oz. • Single Application 1.05 fl. oz.
- Leave-in Cream Conditioner 10.14 fl. oz.
- Restorative Shampoo 8.45 fl. oz. • Restorative Conditioner 8.45 fl. oz.

HENNA POWDERS 50 g/1.76 oz

8 shades of beauty: which one are you?

- Mahogany • Ash Brown • Brown • Golden Brown
 - Red • Neutral • Strawberry Blonde • Burgundy • Swedish Blonde
- The healthiest & safest way to cover your grey or change the color of your hair, while protecting your scalp + simultaneously coloring, conditioning + strengthening your hair. A complete beauty hair treatment

HENNA CREAMS 15 shades of beauty: which one are you?

- Light Brown • Dark Brown • Golden Brown • Ash Blonde • Chocolate
- Golden Blonde • Light Blonde • Swedish Blonde • Reddish Dark Blonde
- Red • Black • Silver Fox • Mahogany • Burgundy • Copper

Every shade of Surya Brasil's sophisticated natural color contains vegetable extracts including herbs & fruits from Brazil + India, which offer simultaneous coloration + deep conditioning treatment for the hair as well as intense treatment for the scalp. While coloring gray on first application, Surya Brasil Henna Cream Color

Does NOT contain ammonia, PPD, parabens, peroxide, resorcinol, heavy metals, artificial fragrance, mineral oils, GMO's or gluten.

Like all of Surya Brasil's products the Henna Cream is 100% vegan + cruelty free.

Not represented by BMC in NC, SC



THE MESSAGE: Are you Getting Enough Omega-3s?
Most People Aren't

Set up your endcap + floor display deals with your Nordic Rep with the great signage for February Heart Health month

- Focus on your Monthly Promotional Calendar • Highlight the New Items
- Build an Endcap display with your Monthly Offer

5-15 cases = 25% OFF* (one order per month)

Perfect Time to highlight these new items

- **Vitamin C Gummies 120 ct[^]** • **Ultimate Omega® 2x** • **Omega One**
- **Postnatal Omega-3** • **Improved Ultimate Omega® Minis**
- **Prenatal Omega Strawberry** high new concentrated oil

[^]2014 Essentials Award Taste for Life Magazine

ASK for your Nordic Naturals 2016 Calendars with your order today

While supplies last — Snowstorm's over, people should be encouraged to buy BIG for the most important daily nutrient. **PROMOTE**

24-ct TOP SELLERS display display, mix & match 25% OFF
 after the Blizzard, consumers can be encouraged to invest in health with deals on Omega-3s in February for Heart Health month

- choose from products listed below, in multiples of 4 each
- **Arctic Cod Liver Oil™** 180 softgels #57885
- **Complete Omega™** 180 softgels #3770 • **Omega 3** 180 softgels #3760
- **Ultimate Omega®** 180 softgels[^] #3790 [^]the industry's Best-selling product display dimensions 18 x 18 x 63" *carpe diem: "seize the day!"*

Product NOTES:

• **Nordic CoQ10 Ubiquinol 100 mg** 60 ct BACK IN STOCK Kaneka Ubiquinol™, and people trust the Nordic name

• February is "Vitamin C time" = time for a new Sku
 30161 **Nordic Vitamin C Gummies 120 ct NEW SIZE** of best-seller
 30160 **Nordic Vitamin C Gummies 60 ct**

- **Travel size Gummies for EMERGENCIES and fun:** delicious nutrition.

Sold in displays with 12 bottles

20 ct Vitamin C Gummies \$50.04 display #30163

20 ct Vitamin D Gummies \$50.04 display #31148

Not represented by BMC in NJ, SC & parts of PA & NC * must pass on discount to consumers



JUVO™

We welcome new JUVO accounts we encourage JUVO line extensions

February Sales

New accounts, 1st time orders = 25% OFF

Existing accounts: 20% open stock line extension

both deals: mix and match, 12 bottles minimum total order

- Raw Meal Original Canister
- Raw Meal Fantastic Berry
- Raw Meal Green Apple
- Raw Meal Vanilla Chai
- Raw Green Superfood Can
- Raw Green Protein Can
- Raw Green Grass Bottle

NEW PACKETS

10 single-serve packets

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

ReJUVOdate Yourself!

AROMA LAND

February/March two-Month Bodycare Promotion*

The Bodycare Collection Jasmine & Clementine

12 oz. bodycare

clean & affordable, [+ not through distribution]

- Shampoo • Conditioner
 - Hand & Body Lotion • Shower Gel
 - Massage & Body • Bath Salts 20 oz.
- Including Pure Therapeutic Grade Essential Oil Blend: Jasmine Oil (*Jasminum grandiflorum*), Clementine Oil (*Citrus clementina*), Rose Maroc Oil (*Rosa centifolia*), Sweet Orange Oil (*Citrus sinensis*), Ylang Ylang Oil (*Cananga odorata*), Lemon Oil (*Citrus limonum*), Sweet Basil Oil (*Ocimum basilicum*), Chamomile Roman Oil (*Anthemis nobilis*)
- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
 - No Petroleum Products, Parabens, Synthetic Fragrances, "Parfums", "Botanical Parfums", NO Artificial Colors, Formaldehyde or Sodium Lauryl Sulfate.

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

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

Bliss in Every Bottle™

Not represented by BMC in NJ, SC

Dr. Ohhira's Probiotics PREPARE FOR THE MONTH: February Could be Challenging

FEBRUARY PROMOTION Dr. Ohhira's Propolis PLUS®

Popular whole food-based Green Propolis formula for prevention + response
Brazilian Green Propolis + Probiotic Support + Astaxanthin Dr. Ohhira's Propolis PLUS®
30, 60 and 120 capsule sizes

4 ea. mix & match = 10% OFF
8 ea. mix & match = 15% OFF
16 ea. mix & match = 20% OFF

Honeybees create propolis as a flavonoid-rich, antioxidant + antibacterial substance to coat & seal the interior of their hives. Derived from plant + tree resins, propolis protects the hive from invasion by bad bacteria, mold, and other pathogens.

The best Brazilian propolis is often referred to as "Green Propolis" due to its vivid color. It is especially powerful due to the rare flora in the region where it is harvested + the unique Africanized honeybees that create it. These bees have adapted to living in a very difficult environment, + the quality of their propolis reflects this fact. It is remarkably high in cinnamic acid derivatives (i.e. Artepillin C) + is one of the most potent propolis sources available. A patented water-soluble extraction method is used to remove the green propolis from its natural environment while preserving its incredible antioxidant and health-promoting qualities. Dr. Ohhira combined Brazilian green propolis with probiotic support, flax oil + astaxanthin to create an innovative whole health supplement. American Vegetarian Association certified Vegetarian

AloeLife™

INTERNATIONAL
Health Education • Health Products • Aloe Vera

ALOE LIFE FEBRUARY PROMOS

- SUPERFRUIT 16 oz.
- SUPERFRUIT 32 oz.

high antioxidant juices PLUS Aloe 82% Whole Leaf Aloe Concentrate with 16 grapes, berries + exotic fruits

- **Personal Gel Intimate Moisturizer** 4 oz.
restores a natural moisture balance for intimate needs

- **Body Heat Vanilla rub** 7 oz.
with Menthol, MSM, + Arnica

4 items, mix & match
~ 15% OFF 12 minimum
~ 20% OFF 24 minimum

Support 2016 Health NOW

Add aloe vera's healing agents to your life everyday: internally & externally
orders@aloeLife.com

Aloe Vera is FOUNDATIONAL TO HEALTH
Whole Leaf Aloe Vera Juice Products

BASS®

Brushes

2016

Every store will gain new income with

Bass Combs + Brushes Best Quality/Best Value: Bass Brushes

The oldest + largest purveyor of natural hair care + body tools since 1979
Bass bamboo brushes: The Green Brush™

Wanna have hair fun?

- **Bass Bamboo Hairbrush** {#18}
3:15 mins www.youtube.com/watch?v=SpVswWjwSp8
my favorite hairbrush by Nare Hovakimyan

- **Beardcare: Combs and Brushes**
4:28 mins www.youtube.com/watch?v=HfNCYYJr7A0

he likes Bass Brushes as well as the more expensive Kent brushes and talks about the benefits of boar's hair bristles
Larry Greenberg Vlogging
Bass Brushes Brush

Classic Men's Club Style 100% Wild Boar Bristles Light Wood Handle

What is your favorite Bass Hair Brush?

ECO LIPS®

The best lip balm for the world

FEBRUARY Valentine's Day Lip Love

15% OFF invoice

- Mongo Kiss • Dagoba
- One World FFSC paper tube
- Eco Tints • Lip Scrubs
- One World FFSC paper tube
- ~ Convertible displays 15 ct large 0.30 oz. Mongo Kiss flavors
- Peppermint • Pomegranate • Unflavored
- Vanilla Honey • Banana • Blood Orange • Yumberry

~ Convertible displays 15 ct large 0.30 oz. ONE WORLD flavors

- Renew Lip Balm • Relax Lip Balm
- Restore Lip Balm • Repair Lip Balm
- Revive Lip Balm • Relieve Lip Balm

~ Convertible displays 36 ct 0.15 oz. Dagoba chocolate Lip Balms

- Lavender • Roseberry Lip Balm
- Mint Lip Balm

~ Eco Tints Convertible Display 0.15 oz. TOTAL ASSORTMENT 36 pc

- Rose Quartz • Plush Red • Mocha Velvet
- Moonstone • Coralyte • Sugar Plum

~ Convertible displays 6 ct 0.15 oz. Lip Scrubs

- Vanilla Bean • Brown Sugar • Mint

The Best Lip Balm for the World



bodyceuticals

organic bodycare

FEBRUARY SALES

Order by February 8
receive in time for Valentine's Day

15% OFF BodyLove

Body | Bath | Massage Oils –

- organic almond
- organic cherry
- organic chocolate
- organic coconut

**Buy 12 pack Calendula +
12 pack Vanilla Lip balms,
get 6 FREE sticks!!**

Stock up while supplies last!
Must use code **BMCLOVE** to
receive discounts

~~~~~  
Coming soon – 2 new tropical lip  
balm flavors!

**Come see us at Expo West –  
Booth 3912**

[www.calendulaskincare.com](http://www.calendulaskincare.com)

# Himalaya

HERBAL HEALTHCARE

## February Sale items

- ~ **Botanique by Himalaya**
- Himalaya Botanique Toothpaste 5.29 oz.
- Himalaya Botanique Toothpaste .75 oz

### ~ PURE HERBS

- **Bitter Melon** 60 caplets. Glycemic Support  
USDA-certified Organic, Non-GMO Project certified

### ~ HERBAL FORMULAS

- **GlucCare**® 90 veg caps
- **GlucCare**® 180 veg caps

Balanced Blood Glucose Health already within the  
normal range\*

### February Promotion Parameters

**15% OFF wholesale:**

**buy 1-2 items on sale**

Must purchase 3 pieces of any 1 item to qualify

**20% OFF wholesale:**

**buy all 4 items on sale.**

Must purchase 3 pieces of each item to qualify

For Independent retail store accounts only.

Must mention 'Promo' when ordering

**GlucCare**® Normal Blood Glucose Health and Pancreatic Support\*\*. Clinically studied in human double-blind, placebo-controlled trials when used as part of your diet to support normal blood sugar balance in the body, encouraging vitality, energy + longevity\*\*. Provides support to the pancreas by helping to preserve pancreatic cells, which help the body store sugar safely in the muscles and liver\*\*. Supports normal lipid metabolism + cholesterol production already within normal limits\*\*

**Bitter Melon** contains a unique plant compound called polypeptide-P, which as part of your diet supports blood sugar levels already within the normal range in the body\*\* by supporting the balance of normal blood sugar already within the normal range, Bitter Melon supports several tissues including the kidneys, eyes, + peripheral nerve tissues

\*\* these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

# NEWTON homeopathics

Nurturing Naturally Since 1987

## February Promotions

**20% OFF select OTC formulas**

Liquid or Pellet complexes listed below^  
(Qty 4+ per SKU)\* Shelf tags announcing the  
sale included with your order

- **Cold Sores** (N039)
- **Fever~Infection** (N004)
- **Sciatica~Nerve Care** (N049)  
Award-Winner
- **Pet Scoot Stopper** (P011)

2015 Better Nutrition Best of Supplements Award  
Winner: **Sciatica ~ Nerve Care**

available in 1 oz. liquid, 2 oz. liquid; pellets: all in  
glass containers

**Cold Sores** - formulated for symptoms associated with  
eruptions + sores of the lips and mouth such as itching,  
crusting, redness + pain. (N039)

**Fever~Infection** - formulated for associated symptoms such as  
aches, chills, fatigue, sweating, nausea + loss of appetite.  
(N004)

**Sciatica~Nerve Care** - formulated for associated symptoms  
such as sharp or throbbing pain, inflammation, numbness +  
discomfort. (N049)

**Pet Scoot Stopper** - formulated for symptoms associated with  
gland engorgement such as anal itching, inflammation,  
scratching, gnawing + scooting. (F011)

^ may not be combined with other discounts

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. Liquid Inactive Ingredients: USP Purified  
water; USP Gluten-free, non-GMO, organic cane alcohol  
20%. Pellet Inactive Ingredients: Gluten-free, non-GMO,  
organic beet-derived sucrose (lactose free) pellets.

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## WELLMUNE WGP®

*Essential for the season*  
**Immune Health Basics:**

- October 2015 *Better Nutrition*  
magazine.  
Editors #1 as top favorite cold &  
flu supplement
- *Delicious Living* magazine  
2013 "Best Immune Product".

**HIGH POTENCIES for the season**

## February Promotion

**15% OFF**

500 mg/60 ct

250 mg/60ct.

Minimum purchase

8 bottles per Sku

**Immune support  
for your family,  
peace of mind for you**

# MushroomScience®

## February Promotion

**4 ea. = 10% OFF**

**8 ea. = 15% OFF**

- **Maitake 90 Vcaps**  
Organic, Full Spectrum  
300 mg. 25% polysaccharides per  
Vcap #83831

### \* **MaitakeGold 404™**

**1 oz. liquid**

1000 mg. strength #86822

4 drops 2x daily: bottle equals 210  
servings. Patented extract derived  
from maitake 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.^  
MAITAKE in February. Maitake can help  
maintain weight, which can all help to  
promote heart health^

^ these statements have not been reviewed by the FDA, + are  
not intended to diagnose or treat any illness or disease.

**Setting the standard for quality in  
medicinal mushrooms since 1994!**

# oxylent®

DRINK OXYLENT BREATHE LIFE™

## February Promotions Heart Health Month

**Oxylent® 30-count boxes**  
**Oxylent® 30-serving Canisters**  
**Oxylent® 7-count boxes**

- ~ Sparkling Berries
- ~ Sparkling Mandarin
- ~ Sparkling Blackberry-Pomegranate
- ~ Oxylent® Variety Pack

**15% OFF**

\$200 minimum (mix & match)  
deal must be set up by BMC Rep

~~~~~  
EXTRA DEAL: COUNTER TOPS:
Buy 2, Get One FREE

PRODUCT NOTES:

- ~ 24 + 48 unit floor displays are
available. Ask your BMC Rep
- ~ Brochures, Shelf tags + Posters are
also available with orders
- Discounts are not given automatically.
Easy to set up deals
- * Free shipping normally applies on
orders \$300+

~ Use the Beverage Dispenser Program
to get people to try Oxylent®

DRINKOXYLENTBREATHELIFE™



Are You Going to the Seasonal Fair?

continued from page 2

free), and is sold just in health food stores!

Why are you supporting lines that have gone mass-market, or are sold at deep-discount on the internet? Green for Earth Day: case stack Bluebonnet. The same holds true for your protein set. Bluebonnet's recently-launched Organic VeggieProtein™ powder tastes superlative, hits a huge market demand, is something great to highlight on Earth Day, and is sold only to health food stores! 2016: change to promote products that support YOU!

Nordic Naturals® also offers that magic equation that is worth highlighting during Earth Day. For the earth, since their founding, Nordic Naturals® has been committed to the health of the oceans. They manufacture Friend of the Sea® certified-sustainable fish oil. Friend of the Sea (FOS) is an internationally recognized, non-profit organization whose mission is to conserve the

global marine habitat. FOS operates leading certification projects, which verify the sustainability of fisheries, as well as omega-3 fish oil products. Nordic Naturals® sources all of its fish from waters that are certified sustainable by FOS, and all products are FOS certified as well. And for the business, Nordic Naturals® also has one of the most aggressive and astute M.A.P.-policies in the industry (and they walked away from millions of dollars of business in 2015 to keep their prices fair so that the retailer had a level playing field!)

This Earth Day, differentiate the rigorous criteria that FOS certification employs beyond making sure that fish stocks are not overexploited and bycatch does not reduce endangered species. This commitment also pertains to how fishing practices reduce ecosystem impact; that the manufacturing reflects energy efficiencies in the manufacturing process; as well as high standards for social accountability. This standard guarantees ideals for the customer, the company and the environment!

Use this opportunity to share with your community two videos: "TRUE NORTH: The Omega-3 Journey from Boat to Bottle" is a documentary short film following the history of Nordic Naturals® showing their vertical integration with a boat-to-bottle management through every step of the production process for these award-winning, sustainable Omega-3 products.

You can use these video stories on your website or in other innovative ways for endcap promotions. Just as riveting is the shorter piece, "The History of Arctic Cod Fishing and Our Unique Processing Technique." Share a tour through the 10,000-year-old tradition of Norwegian Arctic cod fishing, through the evolution of cod liver oil production, all the way to the present day cutting-edge technologies used to produce Nordic Naturals' authentic Gold Standard Arctic Cod Liver Oil. Get a glimpse of the fishing harbor in Lofoten, Norway, follow a small fishing boat and crew on their daily trip to supply the Arctic cod livers for Nordic Naturals, and learn more about the extraction, manufacturing, and encapsulation processes inside our factory in Arctic Norway.

AROMALAND CANDLE PROMO FOR VALENTINE'S DAY + FEBRUARY

CANDLES 10% OFF

in units of 4 ea. per scent

A Ribbon CANDLE IN A BOX

with a ribbon on top of porcelain box: beautiful gift

4 oz. MSRP \$19.50

- **11SBXL lavender** reg. whsl: 11.40/ sale-price per candle \$10.26
- **11SBXV vanilla** reg. whsl: 11.40/ sale-price per candle \$10.26

Love is in the air with this beautiful pure soy candle with natural scents. Set the right mood to enchant with a candle whose fragrance will be a reminder of you + a keepsake box even long after.

- Beautiful rich cream colored porcelain candle container handcrafted in USA
- Choose: (1) all natural sweet Vanilla; or (2) Lavender scent
- Natural environmentally friendly Soy Wax grown in USA
 - 4 ounce candle burns approximately 25 hours
 - Lead-free paper wick

For Bycatch-Prevention, they use responsible fishing gear—including purse seine nets, sorting grids, and large meshes—to protect against bycatch of unintended species. For Habitat Protection, they use line and net fishing methods to prevent the seafloor and ecosystem damage caused by methods such as bottom trawling and dredging.

Arrange a demo, and *Voila!* a CELEBRATION of what makes the natural food store so unique: what we produce is good for the environment! THAT is why customers need to shop at your store. Here is an opportunity to show that Nordic Naturals® makes the most innovative oil in the world with their new 80% Concentrate, 90% triglyceride oils in a facility that runs entirely on its own biofuel. As the largest investment in green technology in Norway, Nordic Pharma uses less raw material to achieve desired Omega -3 levels and also recycles unused, short-chain fatty acids as biofuel for the manufacturing process.

We can bring many BMC Manufacturers into this Earth Day

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BLUE PLANET E Y E W E A R

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Are You Going to the Seasonal Fair?

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Celebration: Herb Pharm's Oregon Tilt Association and Salmon Safe certifications. Their farm being recognized as a Botanical Sanctuary by United Plant Savers (UPS). Bodyceuticals Biodynamic farming story as a family business. Himalaya Herbal HealthCare's worldwide commitment to social causes, and their exemplary standards such as supplying a fair trade marketplace for 4000 adopted farmers; to donating the planting of 200,000 trees; to their international National Quality Assurance (NQA) Certificate for Environmental Management (ISO-14001:2004). This certification is the most recognized standard, globally, for environment management. Himalaya meets standards of conserving water, power and reducing pollution to be awarded these NQA guidelines. The most significant achievement has been setting up a water treatment plant and sourcing water with low Total Dissolved Solids (TDS) externally. This has reduced the company's water consumption by

WHY NORDIC NATURALS?

Manufactured without chemicals or excessive heat

Nordic Naturals' manufacturing processes deliver industry-leading freshness and purity levels. The steps in processing these oils, from water and clay filters to molecular distillation, with no chemicals or excessive heat, preserve the natural constituents of the oil to the highest degree possible. A purification process removes any potential environmental toxins (heavy metals, dioxins, PCBs, etc.), saturated fats, and other undesirable organic compounds, leaving only the beneficial components of the fish oil (omegas 3, 5, 6, 7, 9, 11, etc.). Manufactured in a proprietary nitrogen (oxygen-free) environment to achieve leading freshness levels, and to further reduce heat requirements, thereby maintaining the integrity of the oils. Moreover, we use only natural enzymes to form triglycerides for all our high-concentrate products, and all our oils are manufactured in triglyceride form in order to best preserve the oil and enhance absorption and utilization.

WE ARE HEALTH FOOD PEOPLE

Hannah Strong, BMC Sales and Education Rep, Southeast PA



Though I was raised in my neighborhood's local Co-Op, it wasn't until I attended college for music that I became more serious about my health and the health of my planet. This took root at first with my campus job as an Eco-Rep: I worked with four other students to teach my campus about sustainability and to reduce our school's carbon footprint. There was an endless amount of work and research to be done, and I felt so motivated by my ability to make a difference. I started a campus-wide recycling program with Terracycle, and took a special interest in personal care products, educating students and faculty about harmful ingredients and natural alternatives. I soon found a local co-op in my college town, and began to focus more on what food I ate and from where it came. This was the beginning of a life-style shift.

By my junior year, I was working to complement operatic training with a minor in sustainability studies. As a singer I took my health very seriously, and looked for natural remedies for a sore throat or sinus distress. I wasn't and still am not what a stereotypical health food person looks like, as I still wear much of my wardrobe from when I worked in management at Nordstrom, high heels and all. But when I had downtime on campus I craved a way to take more control in my and our planet's health. So I started a campus garden with the goal of teaching the community how to grow food, take care of the land, cook the food, and the psychological benefits of gardening. That year I co-authored a seed-to-table cookbook to illustrate all of the work I had been doing with the garden.

When I graduated from college I really struggled, as many millennials do, feeling lost and confused about what I wanted to do... I worked in retail at Nordstrom and moved into management. I didn't find that work fulfilling and so I kept looking. While I still sang, my overall health held me back from pursuing it any further; I was constantly sick with sinus infections or small colds that constantly caused me to lose my voice, and so I turned again to my local co-op for answers. I began taking different supplements with anti-inflammatory support, and immune support, and I was drawn further into the health food world and empowered to take a larger role in my own health.

I left Nordstrom and worked at a local running store and with Clean Water Action as a canvasser but I still looked for more fulfilling and self-sustaining work. As I trained for a marathon, I relied heavily on Fish Oil to keep swelling in my knees from holding me back. Once again, my local health food store had the solution for my problem. When I started with Blue Moose Consulting, I finally felt that I had found a career path that synthesized my experiences as a student, as a singer, and as a person.

as much as 10,000 liters a day! [www.himalayausa.com/global-community]

When we are finally able to "market" the amazing facts of what we do and how we do it, we will no longer be looked at by the powers that be and the money-market media as second fiddle, but more as the society-leading futurist, problem-solvers and world lovers that we are. We need to know and speak these truly rare and amazing stores: we need to inspire all to do better.

Mars (as in 50 brands of candy) announced today that their candies will no longer be made with artificial flavors and colors: we need to take credit for these changes, as we are the culturally creative. Change begins in the community that shops in the health food stores! And we can celebrate these messages humbly in seasonal fairs.

Are you going to the Seasonal Fair? It is more than Earth Day, but let's plan that first. YOU, yes you: every one of you can use some of this info and more to make your own Earth Day in your community. Your BMC Rep should be on speed-dial, so call and ask for help: that is why we are here! So know you are now sponsoring that Seasonal Fair! (and you should go to others as well and network, inviting others to join with you!)

Many Manufacturers have gift baskets for raffles; some companies have Coop dollars available for an ad, if you are doing something big with them. Samples, literature, youtube-videos and even a few ideas.... outside the box. THINK.

Earth Day is April 22. There are many Spring-time events to consider,

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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."

Are You Going to the Seasonal Fair?

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and the Season Fair extends to the Summer, Fall and even Winter. Hey, seasonal fairs can be exceptional community events, with that additional sale and new customer! Every store should have an Anniversary Celebration every year too. So as the remaining snow-bound snow days hit, or at that moment that you are bemoaning a slow day and the perception that things aren't like the old days, you can pull out that handy note pad, and start to make your plans: *what do I need to do?*

Start with an endcap and a dedicated table; graduate to an extended demo event, with a lecture; and then, well... the open promising Spring skies are limitless!



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.*

How to Reach Blue Moose Consulting

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

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