



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 13, No. 1 • January 2016

Talking Health: Got Heart, Anyone?

This is the year of smarter business. As January streams by, we should look ahead to February which has traditionally been the month where public health messaging is directed to the heart. So, how many days are you and your business from February 1 and the start of Healthy Heart Month? Let's plan to make this the smartest February Heart month that your store has ever had!

Nordic Naturals® gives you many tools this year to create a theme with their "Love Your Heart With Omega-3s" marketing materials that you can get from your Nordic Naturals® Rep. There are great tools for in-store marketing and for advertising, so speak with your Nordic Rep now about how you can utilize any available Coop advertising for outreach to your community.

Their visual support includes ad copy that asks the basic question, "which Omega-3 is right for you", and highlights a nice selection of dosage sizes based upon what people would like. This is a great opportunity to promote the amazing new products from Nordic with their innovative new higher potency 80% concentrate, 90% triglyceride Omega-3 oils. The customer must be presented with the essential math that the decision is based upon: how much EPA + DHA do you need in your body on a daily basis?

The choices in this campaign define product selection by heart symbols, with the new Omega-One being considered a "Maintenance" dose at 560 mg of Omega-3s with one small softgel. Two hearts explains a

"Proactive" dosage with two softgels of the industry's best-selling supplement, Nordic Naturals® Ultimate Omega®. For a "High Intensity" health heart choice, the customer will be very excited to learn about the new Ultimate Omega 2x® from Nordic that provides a whopping 2150 mg omega-3s per two softgels. Again, what is most important is that these are all in the natural triglyceride form for greater bioavailability! The customer is now invested in a choice for which Omega-3 to take for their heart health, and they have a visual which explains the options: Maintenance, Proactive or High Intensity. Use these sales and education aids!

February is an opportunity for YOU to help every one of your customers look at their nutritional protocols for their heart. Since you are the guide, you must first ask yourself, which products you feel are imperative for optimal heart wellness protocols. What have you been recommending? Which are the essentials, beyond the Omega-3s, and how do you present these ideas?

The best way to get the message across is by off-shelf placement. This will allow the buyer to see all that is available, and to direct them to investigate all the choices that are available for their life, their health. So what gets highlighted for this February opportunity?

We know that holistic health involves good platform nutrition and the optimal function of many body systems, but we may not realize how many products we have in our store that should be called out: and the

time for that education is from now until March 1.

I have always started my basics with therapeutic amounts of EPA/DHA Omega-3s, and daily coenzyme CoQ10 or Ubiquinol: a quality hawthorn berry extract and a quality Vitamin E. This anti-aging prescription still holds true. Have you mastered the explanation of these products, and are you informed as to which available options of these nutraceuticals currently in your store are most worthy of support?

Bluebonnet Nutrition®, which celebrates its 25th Anniversary this year and which still only sells to health food stores with a strict M.A.P. internet pricing policy, offers the best Vitamin Es and CoQ10s and Ubiquinols in the natural channel. Why? Well they source from the highest-quality raw materials and do not buy lower-quality Chinese copycats, and they go further. Bluebonnet's Natural-source Vitamin E offers several options most other brands do not offer, and February is the time to highlight them. The Dry-E 400 IU veggie caps and the E-400 with Selenium are both Kof-K Kosher. The premier product, the Bluebonnet Natural- Full Spectrum Vitamin E Licaps are also Kof-K Kosher as well as vegetarian. This product provides 200 IU (d-alpha tocopherol), and 320 mg Mixed Tocopherols—along with 25 mg of Mixed Tocotrienols from sustainably-sourced, non-hydrogenated palm oil from Malaysia, which enforces strict environmental regulations. Bluebonnet-quality!

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Talking Business: Truce

I ended 2015 with saying my peace in the December BMC Newsletter about the current state of modern medicine, power politics and law, and the pitfalls that are most responsible for making our country the richest and yet the sickest in world history. Medicine: not so good. It did feel good to say my peace.

The Talking Health article entitled "Breaking the Closed Loop of Information" was a bit of a rant about how the current system reinforces mistruths—both about the media-drilled messages that get people associating pharmaceutical drugs with

panaceas; and the subtle but overt intonations from self-avowed experts that 'natural stuff doesn't work.' I felt that I had gone too far in my writing with the indictments that I declared, but the overwhelming response was that I did not go far enough. The minority has its resentments, and rightfully so!

What is the majority opinion? Do most people feel that nutraceuticals, homeopathy, herbs and food medicine are charlatan options and 'unregulated' poisons? The only people who believe that are possibly the guards to the patents, and their lawyers and sycophants. Most people believe in the

potential of nutritional science, and they will not be influenced to believe otherwise. People, in many instances, are very sensible.

Most people do not have interest in this war of ideas. Science was a class in high school. They are complacent enough to go to their corner mega-drug store to get their prescriptions and one-a-days along with their milk, mascara, motor oil and Valentine's Day cards. The battle will unfortunately be played behind closed doors in our legislatures and government oversight organizations (which the other side has conveniently occupied, and dates regularly!)

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Everyone needs Vitamin E, and its function for optimal function of the endogenous antioxidant CoQ10 makes it imperative. Basic heart health demands Vitamin E. Bluebonnet's best seller (#616- 50 caps; and #618 - 100 caps) is their 400 IU Mixed Tocopherol softgels. Differentiation? Highest-quality available, and sold only in health food stores. Sell this, and the probability of recurring sales for your store is unsurpassed.

I am also a huge fan of upselling the health seeker to the Bluebonnet. **Heart Antioxidant Formula** veggie capsules which appropriately complements many Multiple Vitamins while providing Vitamin D, Hawthorn Berry Extract, L-Carnitine, Taurine, CoQ10; extracts of Garlic, Cayenne, Green Tea Leaf, Gugulipid, Tomato (lycopene) and Ginger. Here is a way to get quality-source valuable bits of all these nutrients available to the body with the convenience of an easy to swallow antioxidant formula! Heart Antioxidant Formulas (sold only in health food stores): isn't this the month to make this product known?

CoQ10 is the nutrient that I think everyone should take every day (how about you?) Again, Bluebonnet offers a wide selection of both CoQ10- and Ubiquinol. **HAVE YOU NOTICED** that all Bluebonnet's CoQ10 family are NON-GMO Project-certified? Have you noticed that their selection is all vegetarian, with vegetarian softgels and vegetarian capsule choices? There is no other Manufacturer that has met these standards, and again, Bluebonnet buys all these raw materials from Kaneka, the industry leader of this heart-essential nutrient! [Kaneka branded materials, Ubiquinol™ and Kaneka CoQ10® as noted on their bottle labels. www.kanekanutrients.com]

Bluebonnet has changed the market by offering these products in vegetarian softgels, and the buyer is absolutely responding. This is a simple product choice game-changer: and customers who find the option will return to your store: as Bluebonnet has kept their sales model focused on the true natural foods store. The many stores that now have a full shelf of Bluebonnet's CoQ10s—as buyers have decided not to play the cheap price game and have instead decided to promote the best quality from store loyal Manufacturers—are noting that their sales are not only steady, but that they are growing!

To hawthorn and arjuna in a moment. The biggest new product for heart health just hit the market in 2015. With **Essential Formulas® Reg'Activ™** probiotic whole food formulas, we now can add an affordable, bioavailable glutathione to the mix of nutrients that can transform heart function at a cellular level. Every store that wants to offer the best in heart-healthy nutrients needs to have this **Reg'Activ™ Cardio**

BEST PRODUCTS OF THE YEAR: 2015

BMC Represents 2 of the Top 10 Products of 2015

"For the eighth year in a row, Vitamin Retailer (VR) reached out to its retailer readership and asked them what they thought about 2015's new products. Retailers were asked to comment on their favorite products that made their debut into the market in late 2014 through 2015.

VR editors reviewed the retailers' suggested list and, focusing on the ingredients, customer needs and response, compiled a list of the top 10 new products of 2015"
<http://vitaminretailer.com/vitamin-retailers-best-new-products-of-2015/>
www.vrmmedia.com/

Super Earth Organic VeggieProtein

This unique blend of four powerful plant proteins collectively delivers a balance of all nine essential amino acids similar to high-quality animal protein. In addition, it has been certified USDA Organic, providing 18 g of protein from complementary plant sources with inherent essential amino acids, fiber + omega-3, -6, -9s, plus a host of naturally occurring minerals for complete and balanced nutrition. According to Bluebonnet, Super Earth Organic VeggieProtein can provide the qualities of animal protein like whey and casein with all of the dietary benefits important to vegetarians and vegans. VeggieProtein comes in a one-pound canister in four flavors that have been naturally sweetened with stevia (Natural Vanilla, Vanilla Chai, Chocolate, Chocolate Mocha).

Reg'Activ Immune & Vitality

Essential Formulas' (EFI) Reg'Activ Immune & Vitality, contains the glutathione-boosting probiotic Lactobacillus fermentum ME-3, which helps boost glutathione levels and generate powerful antioxidant support for the cardiovascular system, and condition-specific ingredients for synergistic health-promoting benefits, according to the company. Reg'Activ Immune & Vitality provides consumers with a revolutionary probiotic blend of ME-3 plus KPO8 that supports immune system health and provides a core energy boost.

Wellness™ formula on the Healthy Heart section.

This is a paradigm-changing probiotic that produces a cardio health antioxidant* that we did not have available through supplementation until now! Reg'Activ Cardio Wellness™* contains the revolutionary probiotic strain Lactobacillus fermentum ME-3. Studied for over 20 years, ME-3 has been found to support healthy glutathione levels in the cardiovascular system.* Glutathione is the body's "Master Antioxidant." It is used by every cell in the human body, and it's absolutely vital for heart health. In the cardiovascular system, glutathione affects how the body processes LDL cholesterol in a healthy fashion. Glutathione's effects ultimately support the health of the endothelium (vascular lining).*

Reg'Activ Cardio Wellness™* pairs this powerhouse probiotic strain with additional, more familiar heart health nutrients: B vitamins, including Pantethine (B5)—which helps maintain healthy cholesterol levels already in the normal range* and Coenzyme Q10 (active form, Ubiquinol)—which supports healthy energy production in heart muscle tissue* A unique functional probiotic anchoring your heart structure-function set! Got heart, anyone?

There is a simple mission that the "natural health industry" gets that seems to be off the radar screen of the mainstream allopathic medical community, and that is that when it comes to optimal heart health (and the markers of that misdiagnosed cellular albatross cholesterol and even C-Reactive Protein), it is all about reducing (actually optimizing) fat oxidation. It is all about stopping, as it were, rancid cholesterol. If we can get the consumer not to be mesmerized by a conversation on high LDL, which is something they have learned to parrot- and to think more about optimal cellular health through diet, rest, exercise, proper nutrition and affordable supplementation—then we can settle the heart into proper rhythms, aided by proper

circulation and the cellular signaling that governs best immune system function!

Glutathione can probably do more to assist the body in the prevention of cellular oxidation than anything that the marketplace or research will ever present. Glutathione is the master cellular antioxidant that is where it all begins. When doctors start to understand that there is a natural probiotic that can not only provide the body with a way to synthesize glutathione, but that can also extract available glutathione molecules from the surrounding area in the gut, and that can recycle oxidized glutathione back into its active state for more action,* Lactobacillus fermentum ME-3 has been shown to provide these three pathways for glutathione support. They have to be onboard. There is always a reason to increase glutathione levels in the body, and the heart is probably the organ that will flourish with actual glutathione supplementation.

Looks like it is another time that the doctors will be catching up with us! Our industry does not need a co-pay and a referral: we offer pathways for overall health in one spot: the natural food store.

Bring back in the Omega-3s to the logic of this protocol, with their ability to promote healthy cellular signaling and to relax blood vessels and relax airways and improve circulation, and the question becomes how can you make it attractive for everyone to be taking a superior, high EPA.DHA, natural triglyceride form Omega-3 supplement and a bioavailable (and body supportive) l-Glutathione? The inspiring news is that optimal glutathione levels in the body will assist those functions that optimal Omega-3 levels is also known to do: supports normal vision and brain health, and immunity.

In the February BMC newsletter, we will add information on the best herbals to highlight for February sales. We all know that our herbal section is best represented with the industry's best and best-selling: **Herb Pharm® [Hawthorn Blend, Heart**

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Immune Season Promotion till January 31, 2016
The community is getting hit now: a perfect time to buy BIG 15 best sellers

- Black Elderberry liquid extract • Echinacea liquid extract* • Virattack™
- Black Elderberry Glycerite • Echinacea Glycerite*
- Echinacea Goldenseal Compound: a legendary formula, a classic
- Immune Defense™ • Golden Echinacea™ extract* • Oregano Spirits™*
- Goldenseal Echinacea™ Glycerite* • Olive Leaf liquid extract*
- Soothing Throat Spray™ • Super Echinacea liquid extract*
- Super Echinacea veggie caps* • Umckaloabo liquid extract*

Promo Buy-in terms: :

Level 1: 25% OFF on 1-35 units

Level 2: 30% OFF on 36+ units

~ reorders: same discount structure

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

Formulas:

- ~ **Echinacea Goldenseal Compound** - Echinacea root^, Goldenseal rhizome & roots^, Osha root^, Spilanthes flowering herb^, Yerba Santa leaf, Horseradish root^, Ginger Root^, Black Elderberry^, Yarrow flower^, Wild Indigo root
- ~ **Soothing Throat Spray™** - Echinacea root*, Propolis, Hyssop leaf & flower^, Sage leaf^, St. John's Wort flowering tops
- ~ **Virattack™** ~ Lomatium root, St. John's Wort flower & bud, Echinacea root*, Olive leaf*, Lemon Balm leaf & flower*

* Certified Organically Grown

DON'T MISS THIS SUPER BOGO deal: [no other discounts apply]

- **Milk Thistle veggie caps BOGO packs** code: KMILKBOGO

whsl: \$11.00 MSRP \$22.00: high actives w/o harsh chemicals!

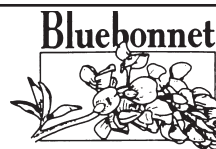
- **Saw Palmetto veggie softgels BOGO packs** code: KSAWBOGO

whsl: \$10.50 MSRP \$21.00: high actives w/o harsh chemicals!

Buy one at regular cost, get one FREE! While supplies last!!!

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

Not represented by BMC in NJ



Happy 25th Anniversary Bluebonnet Nutrition
 STILL sold to health food stores only. STILL with a firm M.A.P. Policy. STILL using only the highest quality raw materials: no short-cuts or cheaper options
Moving into the 25th year as the highest-quality, innovative company with Supplements in the natural channel, that they are clearly loyal to!

LAUNCHING IN JANUARY:

- Super Earth® Organic Wheatgrass powders 5.6 oz. canister
- Super Earth® Organic Wheatgrass powders 11.2 oz
- sustainably-harvested • Non-GMO Project verified • 100% USDA Organic
- Vegan/Kosher-certified • Hypoallergenic: Gluten-free, Soy-free, Dairy-free
- no added sugars, colors, flavors, fillers or fortified nutrients

PRODUCT NEWS:

New Items

- **Clarinol® CLA 60 softgels + 90 softgels.** CLA is an essential fatty acid, a derivative of linoleic acid. Clarinol® CLA is clinically-researched from natural, non-GMO safflower oil verified to be biologically active:

Clarinol: Freedom to Shape Your Figure

Product rename: Diet-Chrome Care® providing CitriMax Garcinia®, L-Carnitine + Chromium Picolinate will soon be shipping as

Skinny Garcinia™ two sizes: 60 + 90 veggie caps

available as a sale item with the Hot Seller Counter Displays year-round

Coming soon so find shelf space: new item discounts apply

Ask your Bluebonnet Rep for launch dates

- Super Earth® Rainforest Animalz® Probiotic wafers

- EarthSweet® Chewable Melatonin tablets: 1 mg + 3 mg + 5 mg

You should be receiving a Thank You box from Bluebonnet in the mail

Look for many new products in the 1st Quarter of 2016

VITAMIN RETAILER® "RETAILER CHOICE"™: TOP 10 PRODUCTS OF THE YEAR 2015

Super Earth® Organic VeggieProtein

^http://vitaminretailer.com/vitamin-retailers-best-new-products-of-2015/

Bluebonnet: The Most Certified Supplement Brand

Not represented by BMC in NJ, SC



Nurturing Naturally Since 1987

Homeopathy Works

2015 Better Nutrition Best of Supplements Award Winner

Sciatica ~ Nerve Care

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

PRODUCT NOTES:

Build your homeopathic arsenal for Cold/Flu/Immune Season OTC remedies that work.

Newton OTC Adult Complexes: Flu Care, Sick Stopper, Cold~Sinus, Fever~Infection, Cough~Asthma, Throat Care, Cold Sores, Complementary Complex, Natural Response.

Newton OTC for Kids: Sniffles, Asthma Rescue~Cough, Fever~Infection, Tummy Upset.

Newton OTC for Pets: Cough~Asthma, Fever~Infection, Energy~Vitality.

JANUARY 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

- Prime+ (N212) • Throat Care (N025)

- Kids Sniffles (F003) • Pet Bowel~Digestive care (P014)

^ may not be combined with other discounts

Prime+ for symptoms associated with aging such as impaired memory, loss of vitality, general weakness + dry, wrinkled skin. (N212)

Throat Care for symptoms associated with throat conditions such as dryness, irritation, inflammation, pain + hoarseness. (N025)

Kids Sniffles for symptoms such as congestion, runny nose, post-nasal drip, sinus pressure and irritated throat. (F003)

Pet Bowel~Digestive care Formulated for digestive health + for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping and pressure. (P014).

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.

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.

Not represented by BMC in NC, SC



Thanks to popular demand, your support for Vets can go even further
Help us raise (more) funds for 1 additional scholarship

* Omega-3s to Veterans * Omega-3s to their Service Dogs

January 2016 Promotion: PAWS AND STRIPES
25% OFF mix & match units of 6 ea. from sale items

Helping Dogs, Helping Heroes. BUY ONE BOTTLE, HELP TWO HEROES

Your Purchase helps rebuild Lives - Two at a time! Buy-in dates: through- January 31

Featured Products: all bottle sizes of:

- Ultimate Omega® • Omega-3 • Complete Omega™ • EPA

- EPA Xtra™ • DHA • DHA Xtra™ • Vitamin C Gummies

- Vitamin D3 Gummies • Pet Cod Liver Oil • Omega-3 Pet™

www.pawsandstripes.org/#!get-involved/cfvq • www.pawsandstripes.org/#!faq/cj3j

www.pawsandstripes.org/#!who-we-are/cee5 • www.pawsandstripes.org/#!our-team/cjg9

NORDIC NATURALS® NEW PRODUCTS: (new placement deals apply)

Nordic Naturals® unveils the Next Generation Fish Oils

Powerful Oil delivers 80% Omega-3s, 90% Triglycerides!! **Bigger, Better Stronger!!!**

4 products with this revolutionary new oil^

- Ultimate Omega® 2x, 60 ct #2150 *1125 EPA/875 DHA

- Postnatal Omega-3 60 ct #1758 * 586 EPA/456 DHA/ 1000 IU D3

- Omega One 30 ct #2103 *293 EPA/228 DHA/500 IU D3 per softgel

- Prenatal DHA - strawberry 90s #1753 best-seller now in natural strawberry flavor

NEW TOO^

NSF-Certified for Sport® Products (black bottle) www.nsfport.com/

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

^ [new item discounts apply] * per 2 capsules

THE BEST-SELLING Omega LDL is back in stock: get re-stocked now

#01860 Nordic Omega LDL \$17.97/ MSRP: \$29.95

PRICE INCREASE IN JANUARY 2016 Ask your Nordic Naturals Rep for the

2016 Price Lists, now available. Price increases on the Cod Liver Oil products and

Nordic Berries. REMINDER: These new 2016 Price Lists reflect the price increase

effective January 1st, as well as the addition of the new

Vitamin C Gummies 120ct #30161 Nordic Vitamin C Gummies, 120 ct 7 68990

30161 2 \$13.17/MSRP \$21.95

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

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





New Year's Resolution reJUVOnation

- Encourage whole foods
- Make available Organic raw food
- Support enzyme-rich nutrition daily

Juvo was started as part of a health therapy by Dr. James Hwang, internationally-known oncologist in 1992. Today, JUVO is a trusted source of Organic raw food meals. JUVO is sold in health-food stores, with a M.A.P policy to protect pricing, and delivers the most delicious, broad spectrum meal replacement on the market today.

Raw food meal replacement that helps in weight loss programs + immune system enhancement.

ReJUVOnate Yourself!

AROMA LAND

January Bodycare Promotion* The Bodycare Collection Ylang Ylang & Ginger

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:

Pure Therapeutic Grade Essential Oil Blend:
Ginger, Ylang Ylang, Cedarwood, Rosewood, Lavender, Lavandin (Lavendula burnati), Vetiver, Basil, Cedar Himalayan, Nutmeg, Green Myrtle, Patchouli

- 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



Essential Formulas:

a Company Committed to Discovering and Distributing Groundbreaking, Scientifically Advanced Dietary Supplements from Around the World

Best Product of the Year 2015 Reg'Activ

Are you gaining new customers with glutathione?

A Probiotic Strain that Makes Antioxidants?

Discover Lactobacillus fermentum ME-3:
Powerful Effects for Cardio, Detox, and Immune System Wellness.*

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

Vitamin Retailer® 2015: Top 10 Products of the Year Reg'Activ Immune & Vitality

Highlight Immune in January; Cardio in February and Detox & Liver in March

Essential Formulas: Dr. Ohhira's Probiotics® + Reg'Activ



Health Education ✦ Health Products ✦ Aloe Vera

ALOE LIFE JANUARY PROMOS^

Holiday Health for Family & Friends
15% OFF 12 minimum mix & match
20% OFF 24 minimum mix & match

- Stomach PLUS 16 oz.
- Stomach PLUS 32 oz.
- Detox PLUS 16 oz.
- Detox Plus 32 oz.
- Herbal Aloe Ear Wash 1 oz.

Support 2016 Health NOW.

The Aloe Life PLUS-formulas are powerful therapy

~ **Stomach Plus Formula** works fast to soothe and calm digestive upset, occasional indigestion, bloating, nausea and gas.

~ **Detox Plus Formula** Whole Leaf Aloe & Herbs is a "3 products in 1" - supporting; digestion, detoxification and renewal. More effective than other Detox formula due to the concentration of the quality WL Aloe, + the 10 Herbal Extracts [not diluted with water].
Delicious lemon-lime herbal taste.

Remember: **NEW PRODUCT** ~ Perfect for traveling.

Aloe Life™ Personal Care Travel Pack

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

Whole Leaf Aloe Vera Juice Products



For all the hair that needs to be cared for and managed in 2016

The Hair Doc Company
the oldest + largest
Hair, Body & Skin Care line in
the natural channel

We at The Hair Doc Company would like to Thank You for your support of Hair, Body, and Skin Care Brushes and Accessories.

We will continue to bring you the finest quality from the U.S.A., Italy, Germany, Mexico and Asia for you to present to your customers. Again, Thank You for making The Hair Doc Company products a part of your business.

**The Hair Doc Company: makers of
The Green Brush® by Bass Brushes®
Finest Quality Hair, Body & Skin Care
Products since 1979**



The best lip balm for the world

JANUARY PROMOTIONS 15% OFF^

• **Specialty**
(Gold, Hemp, Medicinal)

• **Bee Free**

• **Pure & Simple**

Specialty Lip balms

36 pieces

Eco Lips GOLD w/Baobab unflavored

Eco Lips Hemp w/hemp seed oil vanilla

Medicinal w/tea tree

Bee Free

vegan, fair trade lip balms

Lemon-Lime 36 ct

Lemon Lime 24 ct

Superfruit 24 ct

Sweet Mint 24 ct

Unscented unflavored

Pure & Simple

100% edible organic

4 choices: 48 pieces, great prices!!
kids love 'em too!!!

• Coconut

• Grape

• Kiwi Strawberry

• Assorted (16 of each)

^off-invoice direct orders only

The Best Lip Balm for the World



bodyceuticals

organic bodycare

Let's kick off the New Year
with a **10% OFF LINE DRIVE**
...all SKUS!

- Replenish stock from the holidays
- Get ready for Valentines Day!

Stock up on our exquisite collections
of luxury Body Oils + yummy Lip
Balms!

+ Get an extra **5% OFF** this
month only
All Bodylove

Body | Bath | Massage oils.

Choose from: Almond, Cherry,
Chocolate and/or Coconut ...
just in time for Valentines!

*** Must use code JANBMC to
receive discounted pricing on all
January Promos

Bodyceuticals will be at
Expo West 2016...

We will announce our New Products
in February

www.calendulaskincare.com



SURYA
Brasil

January Promotions

15% OFF

VEGAN LIP BALMS

24 unit displays

- Açai Berry • Cinnamon & Cupuacu
- Strawberry & Buriti • Chocolate
- Chocolate & Mint

* Vegan certified. No animal ingredients or
animal testing

* Made with fair trade certified cacao butter

* Packaging made with 40% recycled content

* Antioxidant rich, acai oil bursting with
flavonoids + omega 9 fatty acids

* Petroleum + paraben free

**Surya promotes sustainably
sourced Amazonia fruits**

Acai - an inch-long, reddish-purple fruit, from the
acai palm tree, similar in appearance to a grape
Cupuacu - a melon-sized fruit with a creamy white
pulp from northern Brazil's Amazon Rainforest.
Related to cacao, it is rich in antioxidants, including
9 flavonoids, polyphenols + theacrine.

Buriti - The pulp from the fruit of this moriche
palm yields a golden orange oil extremely rich
in essential fatty acids and carotenoids, including
beta-carotene.

Detoxify Your Beauty

Himalaya

HERBAL HEALTHCARE

START THE YEAR RIGHT
Liver Health, Mind Health, Better Weight

- LiverCare® 90 + 180 veg caps
- Garcinia 60 + 120 veg caps
- MindCare® 60 + 120 veg caps

JANUARY 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 items
on sale. Must purchase 3 pieces of each item to
qualify

~ for Independent retail store accounts only
~ must mention Promo when ordering

LiverCare® Protein Creation is a Major Function of
the Liver. Non-GMO Project verified.

MindCare® Non-GMO Project verified.

Mental Alertness + Memory in the Overactive,
Multi-Tasking Mind

SUPER 2016 SUPERFRUIT SALE
ALL GARCINIA 50% OFF

Garcinia Non-GMO Project verified. Gluten Free
USDA-certified Organic

~ Magnesium Stearate and Synthetic Additive Free

~ contains 65% HCA (hydroxycitric acid)

~ supports long-term weight control as a part of a
regular diet + exercise lifestyle

**ASK YOUR HIMALAYA REP for the
2016 Himalaya Promo Calendar for Independent
Health food stores**

*Himalaya Herbal HealthCare®:
86 years providing natural health*

immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

WELLMUNE WGP®

gets more popular every year

Immune Health Basics:

~ October 2015 *Better Nutrition*
magazine.

**Editors #1 as top favorite cold &
flu supplement**

~ *Delicious Living* magazine 2013
"Best Immune Product".

**STOCK UP + introduce the entire
line**

January Promotion

Order totals after discount:

**10% OFF orders totaling
\$250**

**15% OFF orders totaling
\$500**

**20% OFF orders totaling
\$1000**

www.wellmune.com

MushroomScience®



GO REISHI

**Think Lungs, Immunity
Energy, Liver Function
Immortality**

Reishi Super Strength extract

~ 90 veggie capsules

~ Reishi Gano 161®

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9 count Counter Top Display (nine 7-paks)

DRINKOXYLENTBREATHELIFE™



Got Heart, Anyone?

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Health™, Stress Manager™; **Himalaya Herbal HealthCare®** [**HeartCare®**, **LeanCare®**, **Guggul**, **Bitter Melon**, **Arjuna**, **Holy Basil** and **Turmeric**]; and **Bluebonnet Nutrition®**, for the best source of European-standardized herbs [Hawthorn, Cayenne, Garlic, and Olive Leaf]. But if there is one formula that should be hand-in-glove to delivering best-health to any protocol for the heart, it is Himalaya Herbal HealthCare's best-selling **StressCare®**.

Heart health: well, after we get past the cellular essentials, we have to look at the other causes and they center around the mind and stress. Yes, wholistic medicine demands that we consider the health of the mind, our body's ability to handle stress. I would consider a Healthy Heart endcap incomplete if it did not have Himalaya's **MindCare®** and **StressCare®**.

StressCare® is safe, it can work quickly, and it has the added benefit with its adaptogenic formula anchored by Chyvanprash to be the daily anti-aging herbal that pleases everyone. StressCare® is broad-spectrum because it also delivers Energy and Adrenal support: that makes it appealing even to people who are too daft to fathom that they may have developing heart problems. (actually, our caffeine, stimulant-crazed society is self-destructing more in its obsession to push false-energy gasoline against the kindling of body-crumbling stress

than anyone cares to consider!). StressCare® was built to show that it relieves feeling of fatigue, frustration, mood swings, occasional anxiety and sleeplessness.

StressCare® is built as an overall tonic formula that treats wholistically: it is the perfect bookend to antioxidants and good fats for foundational heart support. StressCare® addresses: cardio-health; the stress response system; the key body systems: nervous system, endocrine system, digestive and urinary systems: carbohydrate metabolism and detoxification. Remember the great resource that you have available with your "2-minute Trainer" What is important to remember that StressCare® is

ideal for all types of stress, including recovery from periods of duress and physical exertion. Hard exercise programs?

These tools are essential for anyone who comes into your store who has a heart. These tools are more essential for the aging heart. These tools have the added benefit of increasing vitality, improved abilities to think clearly and better body system function. Who has the heart to keep these wonderful tools away from the wonderful people who come to the store for health. Got heart anyone? 🌟

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

WE ARE HEALTH FOOD PEOPLE

Celebrating 25 Years: Bluebonnet Nutrition + The Barrows Family



It all starts with Mr. + Mrs. Barrows. They raised three good sons. Bluebonnet Nutrition® enters its 25th year in 2015, and the natural foods movement that has grown into the "natural channel" is much better from their leadership and involvement. Bluebonnet has risen to represent "the best" of any USP-manufacturer that this industry has ever known: they have consistently set the standard and raised the bar.

With Bluebonnet's new Price List, which demarcates items that are identified as Non-GMO and that are in the pipeline of being certified, a full 72% of their line can be proven Non-GMO Certified. And that number will be going up. Bluebonnet is one of the few Kof-K Kosher-certified Manufacturers of USP-nutrients, and they are the largest—with their selection growing with every raw material suppliers they find who can provide

superior quality product. Bluebonnet is cGMP-certified with NSF-designations, and they also have NSF-Certified for Sport® registration due to their equipment and testing capabilities. Bluebonnet is State-of-the-Art! In 2016, Bluebonnet Nutrition® has done more to accredit their quality and sourcing than any company has ever accomplished before. Indeed, unequivocally, Bluebonnet is now the most certified supplement-company in America (and maybe the world!)

Gary Barrows, the youngest son, was the visionary who started the line, convincing his parents and brothers to literally "mortgage the (grandparent's) farm" and pool their entire life savings to start this company. Judicious business guided by CFO-Mom Joyce Barrows has all debts covered. That family spirit still resonates with how they run everything today.

Why do I admire Bluebonnet? Because they are the only company that I have ever encountered in this natural channel that has lowered their prices, and they have done it with a significant percentage of their line 4-5 times in the last few years: when purchase power increases, it is an opportunity to help the consumer to get better health at a better value. I like them because they pay their suppliers on time, and run an enterprise that allows for fair prices up and down the supply chain, and are good to their employees (and brokers), and all the people they do business with.

Bluebonnet has been doing everything the way we would want a company to perform since they launched this line, named after the State flower of Texas. Again, I identify Bluebonnet President Gary Barrows as the gatekeeper of the relentless pursuit of the best raw materials possible. Bluebonnet has contracts with global suppliers saying they will receive no product from China—among other things, it is about the environment and 'how' things are made. They stick with the best producers, and they only buy materials from the best. No buying-cheaper-raw-materials for the multiple vitamin to have it meet a market price. As such, Bluebonnet Nutrition® makes the best Multis in the market: all sold only in health food stores.

We say that we want to support "the good guys." Bluebonnet is literally more than doing everything right. Since I started working with Bluebonnet, Mr. + Mrs. Barrows have missed less workdays than anyone who has ever worked for Blue Moose Consulting. Dedication. The boys have great role models. As I learned how to create a company and support our regional health food stores, it was oldest son—Bob Barrows—who became my mentor and one of my best friends: because he is one of the nicest people I have ever met, (and fun too!).

Bluebonnet is one of the few Manufacturers where you can go to a trade show and there will always be a Barrows there to meet with you. I have heard many people complain that the industry has become flush with people who do not have the ethos of those pioneers and heroes that made the industry and work diligently to keep it on track. Bluebonnet represents all that is good about manufacture: and it would make sense that the retailer reciprocated with loyalty to Bluebonnet, as they have shown unwavering loyalty to the independent retailer for these past 25 years.

Superior product: Bluebonnet. Honest labels, Bluebonnet. Best finished product at fair prices: well made with the best ingredients: Bluebonnet. Family-owned business committed to the natural products movement, including a strong and transparent green initiative: Bluebonnet. The vanguard of M.A.P.-pricing: Bluebonnet. Certified in every manner that is currently possible: only Bluebonnet Nutrition.

For all these reasons, retailers who want to offer their customers the best, want to uphold the highest standards, want to support a company who will not abandon them; are committed to growing Bluebonnet in their stores.

The family that owns and guides Bluebonnet is not brash and loud: instead they have quietly and consistently shown leadership in making modern nutrition the best that it can be. In a marketplace where money speaks the loudest sometimes, Bluebonnet has built a company that is the model of integrity for 25 years. Happy Anniversaries Bluebonnet Nutrition! We love you!

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Truce

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But, something was missing. I did not feel like I had finished the action appropriately. To bring about good, I had to solve this illness.

I looked around for answers. I went to the bookstore. There, I spied a book that I had heard about on a Tedtalk, and I captured it. I would suggest that you read this 70-page book and stock it in your store. I had some faith in the future of healthcare restored after I read "The Laws of Medicine," by Siddhartha Mukherjee [TedBooks. Simon & Schuster, NY. 2015].

The movement towards peace between warring sentiments is so easily achieved once the sides see the humanity in the other. What maybe is missing in the relationships between doctor and patient is the willingness for the doctor to know how flawed the healer is. It is in most cases this humility that makes the best healers.

While one of the biggest flaws of big medicine today is its lack of humility, it is also counterproductive to lump all closed-minded MDs and university-researchers and science writers and the meta-analysis bookies into one clump, and say they represent the whole. The truth is that there are many medical diagnosticians and drug-medicine-makers who are genuine, and openhearted and willing to confess that they are not flawless, and that their medicine is not to be treated with religious reverence. That healing is a shot in the dark; a lucky outcome. Something to give thanks for.

Dr. Mukherjee is at the top of his game. Author, Rhodes Scholar, Professor of Medicine at Columbia University and staff cancer physician. He also won the 2011 Pulitzer Prize in non-fiction for his book, "The Emperor of All Maladies: A Biography of Cancer." He seems kind, insightful, bright and honest. It is worthwhile to note that Siddhartha was not speaking to me: he was speaking to people who are invested in the modern medicine belief system. Yet, I gained much from what he said. 70 pages: read the book. I plan to read it 2-5 times.

I want solutions. In my lifetime, I would like to see complementary health care become what it needs to be. It is very clear to me that this quagmire will not be traversed until the power-players prove willing to moderate. I want to believe that The Monster may indeed be talked down! Statements like those made in "The Laws of Medicine" are a step in the correct direction. My olive branch is extended humbly.

What inspired me? I heard in his stories a confession that all of modern medicine is not flawless. That the practitioner is always guessing in laws of averages, and that intuition is a necessary tool in the healing process. That modern western medicine is historically only one step in its development from barbarism (like as recently as the 1920s), and that what were once defined as irrefutable truths not to be challenged proved in one lifetime to be wrong. [I note that

homeopathy actually is older than this very young and very brash modern scientific pursuit].

Now, I have heard that a basic premise of the scientific model is to always question the suppositions, but we all know and can see today that this is not the case. The aim is to create a supple and complacent patient willing to listen and be cured for/made-well/kept alive. We live in a health system with a very strange power-structure that fears any challenge. That claims all science: that cannot accept its limitations. Those who question are tolerated, as they only get in the way.

There can never be patient health in this dialectic: these are not cross-word puzzles, they are people.

Anyway, there is great humanity, and many invaluable facts in his observations in this book. So, I am willing to request a truce.

Today, I listened to two programs. One was on the great promise of god-medicine: "Latest Advances in Gene Editing: the Possibilities and Risks." Stuff that scientists salivate over, as they "push the frontier" of what mankind can do. Gene-splicing: so cool, but as with everything, the potential for human error should be accounted for. The bluster is scary in the absolutism of what this new "science" is expecting to accomplish: we can cure sickle cell anemia within 2-3 years (next disease....) There is nothing that can't be accomplished. Full-throttle forward in the name of science: may the most brazen have the laser.

Later, I took great interest in a basic training on "Fat Facts," and I humbly learned again how little I knew—and how much leading researchers were uncovering daily—and how far educators had come in getting people informed about health and diet. I thought with admiration about the consistency of Nordic Naturals® and their Education Department as they learn the various messages to educate every mind in ways that they can understand the role fats play in their health, in tailoring a message based on science to assist people to affect optimal health (cellular allostasis) by what they eat.

Now that is good science.

I have nothing against gene splicing, but maybe it should take the 28 years that it took for fats to be considered good again to get its act together before those lasers start splicing the next 7 Generations. I am not some luddite when I speak with derision about genetically-modified foods, because I know that biodynamically-grown foods are better-tasting, with magnificent and superior nutritional profiles, and ecologically admirable. I am not closed-minded and inferior when I detest and speak against genetically-modified salmon, because I know that we can keep good food coming from the oceans –fish and beyond- by healing the waterworld of this planet, by enforcing proper fish management everywhere (through proper source labelling, among other things), and by switching the human palate from big fish to sardines and highly-

sustainable pelagic fish caught by monitored boats. GM Salmon is just arrogant, evil pollution.

We have yet to see the first Frankensteins come off the gene-splicing assembly line, but the IPO that will precede this mistake is certainly being fantasized and crafted by people with the money. Then, they will make a reality TV show out of the 'learning curve creature.'

Humans have so little connection to the natural world in today's society, and so they are blind to the majesty of nature. They have been acclimated to be more satisfied buying gunk in a plastic tube at a Walmart; learning the ropes of referrals, and responding to the calls and emails that their drugs are ready to pick up. Satisfied as their liver and kidneys get fried. Exercise is the gym, the court or the trail, and not gardening or stretching the mind to learn preventative healthcare or natural medicines. Appropriately complacent about their health, they watch as the Doctor Show moves on.

Truce. How to reach truth where there are clear black and white prejudices, and where the colors of the grays are all controlled by the lawyered-up class?

The book gave me hope. The training on Omega-3 nutrition gave me hope; the existence of the health food stores gives me hope.

When we can teach people that modern medicine truly involves nutrients that already exist within the body; nutrients that are essential for healthy life and optimal health, then we will have broken through the closed-mindedness that began with the discovery of penicillin. We will open the floodgates to complementary medicine. Thank you for keeping your doors open to this mission.

Nurses give me hope. They are so geared for service. They lack the ego of the Doctor. (how did that couple ever get together: talk about opposites!). Nurses are willing to learn, and they want efficiency for the best healing outcome.

They do not shut off when someone mentions probiotics or Omega-3s or antioxidants or adaptogenic herbs or natural anti-microbials. They consider the renaissance of modern naturopathy as something to be embraced, investigated and developed. They encourage complementary healthcare. And they know more than anyone that the doctors are trained to be self-assured and assertive, and to try not to listen to differing views. Sounds like our politicians.

Pay attention to the nurses that come into your store, and get to know them. They are almost always extremely excited about Dr. Ohhira's Probiotics and Nordic Naturals® higher potency, natural triglyceride products. And St. Johnswort and Calendula, and Albizzia and Rhodiola. Show them the evidence behind the Care line from Himalaya. Suggest that they bookmark www.omega-research.com. Tell the story of how JUVO was created when an oncologist noted

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Blue Moose Consulting

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

Truce

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that all his patients were deficient in enzyme-rich foods. Introduce them to Homeopathy. Tell them of the NPA.

I want to create a bookmark that sits in a stand innocuously at the register of every health food store counter. The lure at the top reads, "Free Bookmark for all HealthGivers." Once curiosity brings interest and action, the hands lift the card which continues to say: "Truce for Complementary Care. Let's work together for the people."

Maybe one day I will get to speak to Dr. Mukherjee and advise him on our medicine. Maybe one day the Tedtalks will be about the national treasure that is the natural products/natural health food store. A legacy to preserve.

Nurses can be the intermediary. And know there are doctors out there with open minds and open hearts, especially the younger ones. Dinosaur beliefs always die, if good smart people are willing to stay rejuvenated and tell the truths themselves everyday.

Offer a 20% discount to Health Care Practitioners one day a month, so that they will come into your store and experience what a health food store is. Teach them the difference between mediocre products as are found in the mass channel, and superior products that are found in your store. Open the doors and be inviting. That is how battles are won.

Truce.

Afterall, the greatest fantasy in the world is a healthy society. There, now I feel better. ☺

This newsletter is dedicated to one of the most wonderful people I have ever met, who was an exceptional Nurse and Mother and Wife and Daughter and Friend: Beth Findley Rest in Peace! (2015)



How to Reach Blue Moose Consulting

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

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