



BLUE MOOSE CONSULTING NEWSLETTER

Volume 13, No. 3 • March 2016

EXPO West Edition: Talking Business

The World is Going Multichannel

Success: it just makes the next mountain to climb even higher. Success, we have changed the world, and we are not stopping now. When I got into the natural foods industry as a novice to that rare anomaly—the health food store—35 years ago, we were just idealist people-folk trying to create an organic food distribution network; and trying to get bad things out of our food, skin care products and house cleansers. Some culturally creative visionaries may have seen the day that Target and Walmart would have whole sections of products that they label organic (small “o”), but I certainly never anticipated universal acceptance. Ah, the power of truth and persuasion!

But just like the sales goals that Blue Moose Consulting is expected to meet every year, things just continue to get harder as you become more successful. In the old days, success was easy and everywhere; and today the market is as congested as the roads that occasionally

make us late to our appointed duties. Things are crazy loud in the marketplace, with many people just yelling untruthful spin and stuff like that. The consumer is confused, and may want to do well but not know how to do the best natural dance. Things are not better, in some ways, but they certainly are more competitive.

Today's health food store has to be smart and quality-driven and able to be proactive in adjusting to a changing landscape. And the 'bots and drones that are trying to take over our marketplace are reproducing like GMO-salmon or Zika mosquitoes in dirty water. We must be smarter in today's marketplace.

How can an independent health food store compete with the internet? Stores absolutely need to cultivate their image in their community to have the customer choose loyalty to the store because they

appreciate it and want it to exist, to thrive, to always get better.

New word? I learned of the word *multichannel* from the super Eastern Regional Manager for **Nordic Naturals**®, Lori Avant. Using the internet, I will use this definition: multichannel marketing refers to the practice by which companies interact with customers via multiple channels, both direct and indirect, in order to sell them goods and services. As a child of the 60s (born in '59), I remember TV when it offered 6 channels to everyone. Today, there are so many channels offered to your expensive entertainment center (ha) that nobody watches 90% of them. This is exactly like the multitude of microphones blaring “natural food” messaging and “complementary care” health prescriptions. It is 24-hour rush-

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Attention Stores with Internet Sales

Greetings to people of the world of modern business. Like many things in the modern world, pay attention to what is happening in the mirrors as you try to buy and sell and help and stay in business. Many stores have invested energy and some capital into creating internet presences for themselves in the last 8 years, and for those who have, I am hopeful that it was worth the effort.

As a person who has to deal with large sums of information, and who often has limited time, I am thankful for internet platforms as a means of learning about a store, and what is happening; I also appreciate the artistry that goes into making some of the more creative websites. In always being cognizant of the consumer, I think that good websites are part of the arsenal that protects a store against the inevitabilities of the expansion of our industry into the big, bad and all-consuming mass market. Your website does matter as larger companies make mammoth websites: presence matters! If your goal is to retain and gain store loyalty, the message that is communicated in the unique story you present on the internet is a major way to have people stay invested in your store. The internet is good for small businesses sometimes too!

I will come back to this point soon in this communication, but right now—before some stop reading—I want to WARN stores that have internet sites (and even those stores that specialize in mail order special orders) that there are new and serious legal considerations that you must pay

attention to and adjust to if you plan to sell any product into the state of California.

Everyone should stay tuned to this message, as it is imperative when running a business to always learn as much as possible about the legal issues that may affect your business. We all live in fear of a lawsuit—because of the time-suck and legal fees that can debilitate any business. Like bad weather, yes, there will be lawsuits.

If you are an online retailer, for products sold into California, you need to somehow consider very distinct ways to have a warning prominently displayed on each webpage describing certain ingredients. You must have the buyer click on certain agreements for products that might be of concern. You need to add a warning in the space where the customer enters a California address for the shipping address. Likewise, in that section where the products may be returned to you by a customer for a full refund (with no extra charge for shipping or handling fee) the warning may alternatively be displayed on the outside packaging or container of each unit of the products or on an invoice that accompanies the shipment of the products. In all circumstances, the warning should be displayed with a “conspicuousness, as compared with other words, statements designs, or devices on the webpages, packaging, container, or invoice”, as to render it likely to be read and understood by an ordinary individual, prior to use. Welcome to the modern world of selling to California!

The legal directions continue: the warning shall be at least the same size as the largest of any

other health or safety warnings on the webpage, invoice, or product packaging, and the word “warning” needs to be in all capital letters and in bold print. A warning printed on an invoice must be in a type size at least as tall as the largest letter or numeral in the name or price of the products printed on the invoice.

Seller beware: the world has changed. For us here—since this only applies to stores and e-tailors who are selling to California customers—this is a reality that is scary. It does not mean much to retailers selling product to our local non-California communities. 85% of the stores reading this never sell or send product to CA, and they have no worries; but all stores need to be aware NOT to send anything to California unless you pay attention to the legal rules of doing business there. Good customer service now has a big warning asterisk if shipping to California, which seems by these legal limitations to want to shut itself off from the rest of the world. Remember this warning, about selling into the Prop 65 legal echo-chamber that is California today, until the citizenry and legislature realizes that this is useless for health, bad for business, a legal windfall that has zero effect in controlling cancer, and they rescind the law. This failed attempt is something that is neither fair nor balanced, not driven by social justice or environmentally beneficial.

I am pulling for you, California, to fix the mistakes in this law, and work within the parameters of good environmental science. Until

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then, we here in the rest of the country have to be aware and diligent, especially if you are a small health food store with a simple website set up to gain customers around the country. Avoid California to avoid lawsuits.

So, let's go back to the beginning, and discuss California Prop 65 and discuss your new culpability if you are found selling certain products into The Golden State of California from your store. This legal climate affects every area of the United States. Basically, the Attorney General of the State of California has stated that it is the responsibility of the Store and the Manufacturer to inform the consumer when selling product into the State that does not conform with the standards demanded from Prop 65. So, if you have a website, you should go to your IT-person and make the small but necessary changes; and, make sure your staff knows what needs to be done if ever you pack up a package and send it postal across country to the west coast CA-zip codes.

What is Prop 65? The initial intention of Prop 65 was noble. As we reflect on the realities of water poisoning from industries that ignore environmental stewardship, and degrade this life-giving essential—[and now with Flint, Michigan, even State governments]—it seemed positive and life-centric to create laws to make sure that the water quality in California is safe for people, animals and plants to drink, and bathe in and hydrate with.

Titled *The Safe Drinking Water and Toxic Enforcement Act of 1986*, "Proposition 65" was the result of a voter initiative, where all voters voted on the issue with an overwhelming decision of 63% for and 37% against. Honestly, who could vote against safe drinking water, and against the reasonable expectation that the State should enforce violations where business (and residential citizens) put excess toxins into the environment? But this law was controversial from the beginning, because of the extreme standards that were presented by the law and added in later adaptations. Basically, California made a decision through its citizenry that the United States laws for clean water as defined nationally by The Clean Water Act [33 U.S.C. §1251 et seq. (1972)] were not good enough, and they attempted, theoretically to make their water cleaner.

"In 1986, California voters approved an initiative to address their growing concerns about exposure to toxic chemicals. That initiative became the Safe Drinking Water and Toxic Enforcement Act of 1986, better known by its original name of Proposition 65. Proposition 65 requires the State to publish a list of chemicals known to cause cancer or birth defects or other reproductive harm. This list, which must be updated at least once a year, has grown to include approximately 800 chemicals since it was first published in 1987.

Proposition 65 requires businesses to notify Californians about significant amounts of chemicals in the products they purchase, in their homes or workplaces, or that are released into the environment. By providing this information, Proposition 65 enables Californians to make informed decisions about protecting themselves from exposure to these chemicals. Proposition 65 also prohibits California businesses from knowingly discharging significant amounts of listed chemicals into sources of drinking water. <http://oehha.ca.gov/prop65/background/p65plain.html>."

AROMALAND CANDLE PROMO

Candles 10% OFF in units of 4 ea. per scent

Here is a way to build energy so that every MOM gets a candle from your store this year that is made with therapeutic-grade essential oils; in the Sante Fe, New Mexico

Sale from March 01 - May 15th on these items

LOVABLE SCENTS • LAVENDER • PETITGRAIN + LILY • WHITE PEACH

Stock them all (must buy each candle + scent in units of 4 ea.)

~ *Petitgrain + Lily* blend brings together the subtle scent of citrus in blossom with fields of wild lilies. The greenish, woody citrus scent of Petitgrain & the scent of wild lily offer a light yet sophisticated bouquet of an Italian garden.

~ *White Peach* offers the scent of delicate peach blossoms with the renewal + warmth of spring. Bring this bright scent into your home to recapture & enjoy these delightful, pleasant, & revitalizing moments anytime of the year.

~ *Lavender* blended with Sweet Orange, Marjoram, Geranium, Cedar + Frankincense is one of our most popular blends. This calming + relaxing Lavender-based synergy provides a complete Aromatherapy experience that nurtures + calms the mind. It offers a very fresh, yet relaxing aroma anytime.

STYLES: • SAND PORCELAIN • TIMELESS PORCELAIN • AMPHORA PORCELAIN
of any of the three [3] aromatherapy blends above

- Beautiful rich cream colored porcelain candle container handcrafted in USA
- Natural environmentally friendly Soy Wax grown in USA
- Lead-free paper wick

Bliss in Every Bottle™

But then the State of California went further, and they decided to make a public policy defining "the things that cause cancer": here is where California got stupid the first time! Now the Bill lists 800 "chemicals" that include minerals that are in the soil. Funny thing is that the California legal system decided to make an exception for "California soil"—because that business is so large. So now, if someone sells a food (by everyone's definition) like fruits, vegetables, or chocolate into California, they could be accused of selling poisonous, toxic, cancerous foods... and they can be sued. (California has 163,327 lawyers, more than any State but NYC!). Exemption: the California food industry. (laughing at some laws is sometimes all that we can do!)

Since we are in this time zone, we often want to spend our energy in the here and now. I suggest, it is also good to know that if this happened in a big State once already, then we should have a "beware-attitude" about the possibility of this happening in a State legislature near you. Be informed, and vocal and active!

So for most of us East-coasters, we have just written this off as, "those wacky Californians." We should, though, consider what and why before we ultimately conclude that this is just a stupid bit of law-making. We in our industry are the people—along with the EPA (Environmental Protection Agency)—who care about toxins in our foods and bodycare and cleaning supplies. So, YES, we do care about dangerous toxins, if they are present in our food supply. So, YES, many of those 800 toxins should be "legislated" and controlled. And, the EPA already does that. Californians are happy, I guess, to pay tax dollars twice!

What is nonsensical is the misappropriation of concerns for the environmental contaminants that are ever-present in our world now. So, we are polluting our planet at a rapid rate: and we have tepid actions. But we get people scared about their food and nutrition! We are all exposed to unhealthy amounts of dioxins and PCBs (and pharmaceutical drugs in the water supply) way more than we need to be: and we continue to allow the polluters to get tax breaks while they

pollute. To be clear, the EPA has been spending taxpayer dollars for decades to determine what amounts of some of these things would be deemed unsafe and dangerous (though no one is touching the pharmaceuticals in the water supply). The standards are all already there and are under constant review. I am all for government standards, and testing; and I hope that you are too. Superfluous and stupid legal obstacles: I hope we all detest them.

California just decided to go further. So, they made up more stringent numbers, to be more safe, and they classified all things somewhat equally: they made up buffers determined quickly and with a decision to ignore the larger world consensus—data and science that had been accumulating from fellow citizens, world toxicologist for years: many of them working in California. To this State, chocolate needs a cancer sticker to be legally sold in California. California science: chocolate is a primary carcinogen. I don't use this term often, as I abhor it: but we can call this a nanny-state!

Again, if it was "what happens in California stays in California", then I would be laissez-faire about it: but the reach of law often does not work that way. So if they want niche-targeted numbers for water and products in their State, then, go for it CA. If your shenanigans get legally aggressive toward the sane world, then you have crossed the line of respectability!

But then there is the food supply: that always hits close to home. Again, I don't want to chastise them on their puzzling stipulation that California growers are held to a different set of rules in their legislature than food producers who ship into the State, but what is the science behind their assessment that their numbers are scientifically accurate and the rest of the civilized world's data is incorrect? Why interact with other experts: why not just make up your own rules? There are many laws that hurt our food supply, but this one gets sticky with its assault on normal commerce.

Minerals are the bugaboo that have the food industry scratching their unified head, and this is where it comes home for the food and

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March 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: through March 31st
 Reorders: same discount structure. 4 oz liquids: same discounts apply

ITEMS ON PROMOTIONS:

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

FORMULAS: * **Intestinal Soother™**: Chamomile flower[^], Fennel seed[^], Turmeric rhizome[^], Wild Yam rhizome[^], Cinnamons bark[^], Peppermint leaf[^], Peppermint essential oil[^] * **Intestinal Tract Defense™**: Black Walnut green hull, Sweet Wormwood flowering herb[^], Quassia wood, Clove flower bud[^], Cardamom seed with pod[^], Ginger rhizome[^] * **Digestive Bitters**: 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[^] * **Peppermint Spirits**: Peppermint leaf[^] + Peppermint essential oil[^]

[^] USDA-Certified Organic ** these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

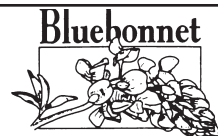
SUPER BOGO deal on these best-selling herbs

- **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]

Expo West 2016 booth #1759
visit the booth to EMBRACE THE TASTE

Not represented by BMC in NJ



EXEMPLIFYING INDUSTRY LOYALTY FOR 25 YEARS
NEW ITEMS NOW AVAILABLE. New Item Discounts apply
EarthSweet® Chewables Melatonin Tablets

Help to promote restful sleep for those affected by occasional sleeplessness*
 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**
#990/991: 1 mg Potency 60/120 Chewables
#993/994: 3 mg Potency[^] 60/120 Chewables
#996/997: 5 mg Potency 60/120 Chewables \$3.98/MSRP \$7.95
- **Advanced Probiotics Chewable Acidophilus—New Sizes (Natural Raspberry Flavor)** • 60 ct. # 906 • 120 ct. # 913

The very 1st of many formulas in the new Targeted Choice® whole food-based, structure-function line:

Targeted Choice® Sleep Support Vegetable Capsules

~ whole food-based sleep formula ~ Non-GMO ~ Vegan ~ Kosher certified
 ~ Sustainably-harvested extracts #2004 30 ct #2006 60 ct

- **5-HTP 100 mg Vegetable Capsules** containing 5-hydroxytryptophan extracted from the seed of the African plant *Griffonia simplicifolia*. ~ Non-GMO ~ Vegan ~ Kosher certified
 ~ Sustainably-harvested extracts #051 60 ct #053 120 ct

This summer's favorite Garcinia choice: sold only to health food retailers

- **Bluebonnet's Skinny Garcinia™ Vegetable Capsules:** with Super CitriMax® Garcinia cambogia, standardized to 60% [750 mg] hydroxycitric acid (HCA). Includes L-Carnitine, Chromium, Choline, Inositol, Vit B6, Methionine, + electrolytes.
 ~ Kof-K Kosher-certified, NON-GMO #1102 60 ct #1104 90 ct

~ make endcap space now for Earth Day featuring Bluebonnet's 25th Anniversary
Bluebonnet Super Earth® EARTH DAY Promo

Look for details soon! Buy-in dates March 21 to May 06.

CHANGE YOUR WORLD. Earth Day April 22
Highlighting the Bluebonnet SUPER EARTH® products

Bluebonnet: The Most Certified Supplement Brand
 Thank you Bluebonnet for your support & leadership in guidance about Prop 65.

Bluebonnet Super Earth® OrganicGreens
 Better Nutrition's Best of Supplements Award for Energy
www.betternutrition.com/best-of-supplement-awards-2015/
Expo West 2016 Booth #1529

Not represented by BMC in NJ, SC



TEETH & GUM HEALTH now have more allies
NEW in March - more Botanique toothpastes:

- 5.29 oz. (150 gm.): Expo West launch
- **Whitening Complete Care Toothpaste Simply Mint**
with fruit enzymes that whiten teeth
 - **Whitening Complete Care Toothpaste Simply Peppermint**
 - Complete Care Toothpaste Simply Mint
 - Complete Care Toothpaste Simply Peppermint
 - Complete Care Toothpaste Simply Cinnamon
 - Complete Care Toothpaste Simply Spearmint

MARCH SALE ITEMS

- **PURE HERBS:** all 3 non-GMO Project certified
[^] **Ashwagandha** 60 caplets. USDA-certified Organic +
^{^^} **Turmeric** 30 veggie caps + 60 veggie caps
 - **HERBAL FORMULAS:** Energy & Adrenal Support*
^{^^} **StressCare®** 120 veg caps + 240 veg caps
- new video: www.youtube.com/watch?v=xDQUWub2dVs

March Promotion Parameters

- ~ **15% OFF** wholesale: buy 1-2 items on sale must purchase 3 pieces of any one (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 for

NOTES:

- ~ YOU MUST: see the new LiverCare® Gravity Feed display
- ~ Himalaya is launching a new product this month:
Curcumin Complete®: now THAT is intriguing...!!
- ~ **StressCare®** latest product to join non-GMO certified list. 42 products now non-GMO = 80% of line =verified
- ~ **LiverCare®** Better Nutrition's Best of Supplements Award for Detox/Cleansing & Liver Support

www.betternutrition.com/best-of-supplement-awards-2015/ also NON-GMO

Not represented by BMC in NC, SC



Up to 91% of Americans are Deficient in Omega-3s
Are you Getting Enough Omega-3s? "Most People Aren't"

Choose which is right for you + Love Your Heart with Omega-3s
 Maintenance, Proactive, High Intensity
 FOCUS = Omega One, Ultimate Omega®, Ultimate Omega 2x®.

SPEAK WITH YOUR NORDIC NATURALS® REP ABOUT:

- **5-case Promotion opportunities at discount once every month 25% OFF** (an additional 5% for Retail Partners)
 - NEW ITEM placement: perfect time to introduce these super items, the next generation: higher potencies in natural triglyceride form
 - **Ultimate Omega® 2x**, #2150 60 softgels • **Postnatal Omega-3** #1758 60s in a box
 - **Omega One** #2103 30 softgels • **Prenatal DHA – strawberry** 90s #1753 in a box
- NEW ITEMS: the message is: Bigger Stronger, Better**
 innovation... a game changer, in natural triglyceride form
 Omega One - highest potency, smaller pills for Seniors + the ignored teen market

- **New SPORTS NUTRITION products with the NSF-Certified for Sport® logo**
 • Nordic CoQ10 Ubiquinol Sport #1501 60 ct. • Nordic Probiotic Sport #1673 60 ct.

LAUNCHING @ EXPO WEST:

- **Omega Curcumin concentrated Omega-3s plus potent antioxidants:**
 optimized curcumin, l-glutathione + NAC
- **Probiotic Gummies KIDS:** comprehensive probiotic formulas for ages 2+.
 1.5 billion live cultures + prebiotic fiber in a yummy merry berry punch flavor
- **Vitamin D3 Gummies KIDS:** D3 for kids 4+ in a delicious wild watermelon splash flavor

This year's best-selling Nordic floor display: TOP SELLERS display
 buy BIG for the most important daily nutrient. [display dimensions 18 x 18 x 63"]

- PROMOTE: 24-ct display, mix & match, in units of 6 ea. 25% OFF**
- **Arctic Cod Liver Oil™** 180 softgels #57885 • **Omega 3** 180 softgels # 3760
 - **Complete Omega™** 180 softgels #3770 • **Ultimate Omega®** 180 softgels[^] # 3790
[^]the industry's BEST-SELLING PRODUCT

EXCITING NEW FLOOR DISPLAY AVAILABLE ~ make it the size that works for you

~ mix & match @ **25% OFF** from a huge selection of products
 ~ make a theme that will reach new customers ~ clean looking display, with strong brand messaging

Expo West 2016 booth #2120

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



JUVO™

March Promos Buy 3 Get 1 Free every SKU

PROJECT: Build a Wall of JUVO
for Community Health
GOAL: JUVO every day for Health

- Natural Raw Meal Canister
- Raw Green Superfood Can
- Raw Green Protein Can
- 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

Expo West 2016 booth #1965

ReJUVOdate Yourself!

AROMA LAND

March Monthly 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, Clementine Oil, Rose Maroc Oil, Sweet Orange Oil, Ylang Ylang Oil, Lemon Oil, Sweet Basil Oil, Chamomile Roman Oil

- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.
- No Petroleum Products, Parabens, Synthetic Fragrances
- 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

4 MORE AWARDS CLEAN CHOICE AWARDS

For a 2nd time, Dr. Ohhira's Essential Living Oils™ was a Clean Eating Magazine "Clean Choice Award" winner: "Dr. Ohhira's Essential Living Oils™ offers a vegan certified option providing balanced Omega-3, 6 + 9 ratios that serve as a complete and balanced source of essential fatty acids"

Kampuku Beauty bar

2016 Better Nutrition magazine's
Best of Natural Beauty Award
for the 5th time

Dr. Ohhira's Probiotics

~ Better Nutrition magazine 2015
Best of Supplement Awards 2015
~ 2015 Bronze "Alive" Award for Retailer and Consumer's choice in Canada

SMART BUSINESS;

Stock up on Essential Formulas products
with their Expo West trade show deal
Buy in dates March 1-16

Book signings Essential Formulas booth #1929
Fri., March 11th, 1:30 - 3:00

Sat., March 12th, 1:00 - 2:30

~ Suzy Cohen, RPh, licensed, practicing pharmacist,
author and syndicated columnist signing her book,
"Drug Muggers"

~ Martie Whittekin, CCN, nationally syndicated radio
host + author will be signing her newly published
book, "The Probiotic Cure: harnessing the power of good
bacteria for better health."

Expo West 2016 booth #1929

AloeLife™

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Aloe Life™ is more than the
world's BEST Aloe vera

Aloe Life™ MARCH Promos^

- DAILY GREENS 4 oz.
- DAILY GREENS 11 oz.
- DAILY GREENS 120 tablets
alkalizing greens for Spring detox
- FIBERMATE160 tablets

The most complete stool softener

- SKIN GEL ALOE MIST SPRAY 4 OZ.
- SKIN GEL ALOE MIST SPRAY 2 OZ.

NEW ITEM, ALREADY A BEST-SELLER
Women love it!

5 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

Expo West 2016 booth #1780

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

BASS®

Brushes

Bass brushes are simply the best

- The Green Brush®
www.greenhairbrush.com
- 100% Bamboo handles
- 100% Bamboo non-melting bristles
- Vegan approved
- Wet or Dry Detangler

Shine/Condition/Polish

- Bass® Wave Brush
 - 100% Wild Boar
 - 100% Sanitizable
 - soft or firm: short or long hair
 - Bass Shower Brush®
- NEW in 2015: perfect for the sunny
months!!

- wet/dry detangler brush
- 100% water friendly
- pool, beach, bath & shower
- non-slip rubber grip handle
- shampoo, conditioner + color brush
- heat resistant nylon for blowdrying
- shipped in assorted colors

EXPO WEST deals

25% OFF for show attendees
+ free shipping for orders placed at show
Expo West 2016 Booth #4333

ECO LIPS®

The best lip balm for the world

March 2016 Line Drive 20% OFF invoice

direct orders only

LAUNCHING @ Expo West the next generation of lip balms

Eco Lips was founded in 2003 to be the most sustainable lip balm on the planet with a focus on the supply chain. They rose to the next level when they introduced a biodegradable package with the ONE WORLD Eco Tube (a 100% Biodegradable paper Tube) with a lip balm that is also organic, fair trade and Non-GMO. Get excited with what is next.....

"I am gonna have fun and do good for the world"

~ stay-tuned, be ready: #putongout (hashtag)
~ 2nd clue: where is POGO?

PRODUCT UPDATES:

New labels are all coming through for these items

- Eco Lips MEDICINAL lip balm is now Non-GMO Project Verified.

- Eco Lips GOLD + HEMP now NON-GMO

- THINK CROSS-MERCHANDISING:
two best sellers now also as peggable
lip balm blister packs:

~ Eco Lips Zinc lip balms ~ Mongo Kiss lip balms

- The classic Eco Lips GOLD is now the 1st to market with Fair Trade Certified™ Organic Baobab Oil
 - Bee Free is now NSF-certified Fair Trade certified
- WOW, that is lot of earth-friendly progress**
like + follow Eco Lips on Facebook:
<https://www.facebook.com/ecolips/>

~Line Drive 20% OFF invoice: direct orders only

Expo West 2016 booth #4320



bodyceuticals

organic bodycare

We welcome NEW products this year at Expo West ...and you can get them early here!

Expo West pre-launch deal:
15% OFF lip balms FREE display with 12-pak!

USDA Certified Organic .15 oz - available in 12-pack

- **Calendula + COCONUT Lip Balm** We're nuts over this raw coconut soothing lip balm! Our same formula you know and love, now in a popular tropical flavor!
- **Calendula + BANANA Lip Balm** You'll go bananas over this new yummy organic lip treat! Our same smooth calendula formula, in a unique fruity flavor the entire family will love!

PRE-LAUNCH DEAL: 15% OFF 6 PACK W/FREE DISPLAY!

- **NEW! INK POT - Calendula Tattoo Balm**
2 oz metal jar - intro available as 6-pack
Care for your body art with our award-winning organic bioactive salve formula.
A multi-purpose skin & grooming formula for:
· tattoo after care · hair & scalp
· moustache & beard care · nail + skin care
- **NEW! INK STIK - Calendula Tattoo Balm**
.5 oz tube - intro available as 6-pack
Our classic award-winning bioactive salve formula in a convenient pocket size.

A handy way to care for your skin + your investment!

MUST use CODE "BMC MARCH10" on new skus to receive discount***

Offers good between 3/1 and 3/31

Expo West 2016 booth #3912

www.calendulaskincare.com



SURYA Brasil

EXPO WEST LAUNCH

Exotic Animals Nail Polish Collection is Surya's newest line - inspired by colors in nature, and dedicated to a variety of animals worldwide. The polish is free of aggressive chemicals such as camphor, DBP, formaldehyde, parabens and toluene. It includes an organic certified Nail Polish Remover that contains renewable solvents as well as organic oils for nail and cuticle hydration.

- **Surya 7-Free Nail Polishes**
- **Surya Organic Ecocert-certified Nail Polish Remover**
- **Surya Vegan + Kosher Tinted Lip Balms**
- **Sattva Massage oils**

7-free nail polish does not contain dibutyl phthalate, toluene, formaldehyde, formaldehyde resin, camphor, parabens or xylene.

Before then: remember that March-June is a wonderful time to highlight Organic Hair Care, educate on healthful hair color + remind about the benefits of Henna to protect the hair from the damaging effects of sun exposure.

Expo West 2016 Booth #4021

NEWTON homeopathics

Nurturing Naturally Since 1987

March 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

- **Fungus Fighter (N067)**
- **Pollen ~ Weeds (N055)**
- **Sports Injury (N218)**
- **Kids Ear Care (F006)**

Fungus Fighter ~ for symptoms associated with ringworm, athlete's foot + other fungal conditions of the nails, scalp & skin.

Pollen ~ Weeds for associated symptoms of Spring & early Summer pollens such as itchy eyes, sneezing, post-nasal drip, sore throat + sinus pressure.

Sports Injury for workout recovery + for symptoms associated with injury, overexertion + emotional distress.

Kids Ear Care for symptoms associated with ear conditions such as redness, pain, congestion, hearing difficulty, inflammation + irritability.

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

- **Best of Supplements Award Winner 2015**
- **Better Nutrition: Sciatica ~ Nerve Care**
available in 1 oz. + 2 oz. liquid pellets:
all in glass containers

1987-2016 • 29 Years of Excellence

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

March Promotion

Order totals after discount:

- 10% OFF orders totaling \$250**
- 15% OFF orders totaling \$500**
- 20% OFF orders totaling \$1000**

Wellmune WGP® a natural food, beverage + supplement ingredient clinically proven to strengthen your immune system. Safe for everyday use to help you #BeWellStayWell.

How Immune Boosting Wellmune Works

youtube page: <https://www.youtube.com/user/Wellmune>

youtube clips for YOU to use

- ~ How Immune Boosting Wellmune Works by Wellmune (27 seconds)
- ~ How Immune Boosting Wellmune Works (Full Version) (2.25 minutes)
- ~ How Immune Boosting Wellmune Works (Espanol) (2.40 minutes)
- ~ Roger Clemens: Boost Your Immune System Daily With Wellmune (39 seconds)
- ~ Roger Clemens: Wellmune is Clinically Proven (55 seconds)
- ~ Roger Clemens: What's the difference between gluten and glucan? (41 seconds)

facebook.com/Wellmune | twitter.com/wellmune
#bwellstaywell

MushroomScience®

March Promotion

- 4 ea. = 10% OFF**
- 8 ea. = 15% OFF**

- **Maitake 90 Vcaps**

Organic, Full Spectrum

300 mg. 25% polysaccharides per Vcaps
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 March. Maitake can help maintain weight*

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

Expo West 2016 booth #2013

Setting the standard for quality in medicinal mushrooms since 1994!

oxylent®

DRINK OXYLENT BREATHE LIFE™

Oxylent® 30-serving Canisters 5-in-1 Formulas now available in all 3 Sparkling Flavors

- **Sparkling Mandarin**
- **Sparkling Blackberry-Pomegranate**
- **new Oxylent Sparkling Berries canister (30-day supply)**

Oxylent® is the perfect warm weather choice: create health habits now + 3-in-1 Formula, Sport Oxylent®

2016 Delicious Living awards

BIG NEWS: Best Sport Award WINNER #1 product: Sport Oxylent® 3-in-1 Formula

also: Best Multivitamin, runner up:
Oxylent 5-in-1 Multivitamin Formulas

March is Education Month

order a canister display + gain that summer energy/hydration sale

More ways to save: plan to save with

EXPO deals: Ask your BMC Rep for the Expo West 2016 Order Form: deals open to all accounts **20-25% OFF** Show Discounts: buy in, save BIG!

Buy-in dates for Expo West deals:

03/11-03/18 ONLY. Free samples + free ground shipping on orders over \$200 (additional charges may apply for floor displays + Beverage Dispenser kits shipping)

Note: the 2016 Promotional Calendar has been updated slightly. Ask your BMC Rep for a copy of this adjusted calendar

Expo West 2016 booth #1580



supplements retailer. All food suppliers are frustrated: this affects mass and natural channels.

We have all seen more food recalls than we should have in the past few years, and we first must ask the question: is this a Prop 65 issue or a national issue? While this is not the way that the world of science, precision and food safety should be handled, we have to now fairly question what we hear when some companies have an unfortunate incident: dangerous food, or Prop 65!?

That being said, companies that are having food recalls for things such as salmonella are an entirely different category: this almost always is a failure of manufacture. Sloppy quality control or quality assurance; or in today's fast and dollar-dominated marketplace, no testing at all.

Good testing is available to handle these things—and proper and safe testing happens every day, especially for nutritional supplements. As we are finding more consumers looking for food-based products and things in those many definitions of whole foods, and even with supplements, it is plainly stated that your superior manufacturers are not having, and will not have, problems. This is not a case against safe food, it is a statement against ridiculously unreasonable and unique standards. Therefore, we enter a world where conscientious Manufacturers will be identifying for you certain items that they sell which may be entirely safe, but not safe enough to pass batch to batch California standards in one aspect or another of these California Prop 65 rules. Foods and supplements now have to comply with two very different sciences: the world's and California's. Food now becomes a variable of batch

testing: because this makes food more expensive if not appreciable any more safe.

Let's identify companies that will be safest to deal with in this modern world. **Bluebonnet Nutrition**® has invested the millions of dollars in the past dozen years to have a Q & A Department that performs flawless due-diligence: their competition should not be stumbling with these changes—as it is bad for the industry—but you will not see Bluebonnet Nutrition® stumble with these testing assurances. Bluebonnet has the most stringent and precise testing equipment, and the properly trained and qualified biochemists to produce the best mineral supplements available today. Same holds true for everything they produce, as they test everything with State of the Art and properly conducted QA finished product tests. This family-owned and operated company invests in the best ways to produce the best products from the best-sourced raw materials.

One reason that more and more stores are gravitating to **Herb Pharm**® as their primary liquid herb and western herbal source is because of their manufacture, and testing—and the fact that their record in the category of herbals is so clean: a perfect record! Herb Pharm® is a great company to partner with because they are so stable and reputable.

This is also a reason that **Nordic Naturals**® has the confidence of nearly 45% of those who buy Omega-3s. It is the reason that Nordic has over 50% of the market in the BMC territory: because they make their own product with proprietary manufacturing techniques. I can say that the industry has spent two decades trying to make a product as pure, fresh, great tasting (and in natural triglyceride form).

Nordic Naturals® is the uncontested leader in the manufacture of Omega-3s because of their standards. It is worth noting that while they manufacture in California, they were one of the few companies that was not insulted when the initial ambulance chasers took to lawsuits for easy funny money in California against Manufacturers who were selling fish oil in that State when Prop 65 first became a California law. The only good that was done was logging the legal system, and many companies settled the extortion out of court. Nordic Naturals® passed every test then, and they have had the best track record every year for 20 years!

Freshness and purity is a concern for Fish oil, because if you are putting a fish oil into your body that is not fresh, or is presenting environmental contaminants in high numbers, then it is not only not good for you, it is bad for you. That is why Nordic Naturals® deserves the credit for the leadership in the Omega-3 Manufacture that they brought to market that got the whole natural channel of fish oil manufacturers to up their game and make a better quality product. Nordic's products have constantly gotten cleaner since I started working for them; from the best, to the best of the best; as Joar Opheim leads a team determined to make the best product in the world needed to correct the Omega-3 deficiency, available to everyone!

Equally, this is why and how **Himalaya Herbal HealthCare**® mastered every category of products that they sell with their Pure Herbs over the past decade in the natural channel. For every single herb that Himalaya Herbal HealthCare® makes, they should be your primary if not only choice, because they are so meticulous and scientific in their whole chain of command in the products that they make. Himalaya's quality product is internationally recognized as the world's best!

To state it clearly, the products that may have the hardest time meeting the tomfoolery of

California Prop 65 are herbs and plant foods: because they are grown in soil. So if you are gonna provide a product from andrographis or nettle—or rice or peas—then you need to source a farmer growing food on land that is naturally low in lead and heavy metals. And you need to have a constant supply of these superior foods: this is the best safeguard against the vagaries of stupid laws. Because stupid (California) laws will otherwise deem these foods carcinogenic—even if they comply with United States standards (and WHO standards and European Food Safety Standards) and EPA standards (thanks California: you are something else!)

Deemed unsafe not because they are filled with radiation, or are irradiated or sprayed with sulfur, or have the effluence from some chemical factory that is sending its garbage into the local water source—but because they are grown in fields (maybe healthy, Organic fields) where the mineral content is high enough that some insurance adjuster in a government contract calculates it to potentially be dangerous if someone ate a ridiculous abundance of that food! Not because it is nutrient-deficient from petrochemicals, or sprayed with harmful insecticides (turn a blind eye here, commercial agriculture), or because it is grown with an unnecessary and scary patent technology of genetic-modification, but because it has the same amount of lead found in plants since the soil of the planet was formed. Flint Michigan water, dangerous; apples and carrots grown in the U.S., certainly not “clearly carcinogenic” enough to be made to carry a warning. Yes, this is the modern world that we live in.

So: testing and laws for clean food: GOOD. Extreme legislation that has resulted after a California Attorney General tried to mollify the crazy free market suing that occurred after the loopholes in Prop 65 were unraveled: bad. Laws painted as consumer protection that are not pragmatic or health oriented or even reasonable: bad. And most importantly, this could affect you even if you are selling a safe and healthful food. Sell to California at your own peril.

What to do? Well, now that we are back to the legal ramifications (history, and facts being explained), you need to listen to the Manufacturers who are explaining the current legal climate and giving stores guidance in how to “repair your websites” to make them legally compliant. To be fair to the system, the California Attorney General, in trying to deal with this illogical and unreasonable legal travesty—Propositions out of control—has said, these are the things that you have to do to protect yourself (if you are selling things into California). So, you can pay attention and inoculate yourself legally, or ignore the warnings and hope for the best.

Once again, I must praise the industry leaders, Bluebonnet Nutrition®, who have shown leadership in clarifying one best path to make the stores compliant and to protect stores. You can imagine that all the big e-tailers are all aware of this and will be following the instructions to keep themselves legally protected. Bluebonnet is at the forefront of giving your store the simple guidelines to follow. Bluebonnet has several lit pieces that explain the situation that give stores that have websites some smart direction to get their public space legally safe, and what to do if you are shipping product to California. Thank you Bluebonnet (and Happy 25th Anniversary too).

The marketplace may be free—but it is also somewhat like the wild west. Free, but somewhat dangerous. This California law is one of the sharpest stones that can break the clear window of your storefront. Don't get into a legal tangle selling

continued on page 8

BLUE PLANET

E Y E W E A R

2016: another opportunity to do good

Global Facts

- 285 million people are estimated to be visually impaired worldwide
- 80% of all visual impairment can be prevented or cured
- An estimated 19 million children are visually impaired

Blue Planet Eyewear

How it works—it is simple

Every time you purchase a pair of Blue Planet Eyewear we donate a pair to someone in need

It Feels Good

it feels good to give to date, we have given over 150,000 pairs

JOIN US IN 2016!

Please us orders@blueplaneteyewear.com to submit orders.

2016 CATALOGUES NOW AVAILABLE

Blue Planet Headwear now available a pair of glasses is donated for every hat sold too

Expo West 2016 Booth #5060



hour confusing, and you have to ask, “how am I gonna survive in this marketplace?”

Well, centuries ago in Constantinople and Cairo, Chang’an and London, the marketplaces were stuffed with people selling things: often the same things. The marketplace has always been about carving your space. Today, we need to carefully consider and occasionally embrace the new tools, and the changing ways that people are buying. I was honored to be invited to a strategic planning meeting for a store that just celebrated their 60th anniversary: the owner intelligently asked, how can we envision the world 10, 20, 60 years from now and how will we adjust to survive?

TV is no longer black and white: it is now beyond color—it is digital. Multichannel with every digital cell. Each person now buying many things sitting

alone: how can you get your message to all these people, no longer in need of driving to a store, or shopping in the marketplace or even leaving their house? No longer talking to people and seeing their face to judge whether what they are saying is real and trustworthy.

The first thing to realize is that stores lose more business through outta stocks than anything mentioned above. The shopper wants something and you don’t have it, they may never return. Shopper wants now! Stock what you believe in and consider it a mortal sin to ever be out of stock. If the 85% of the stores I visit better pursued this business essential, they would be 10-20% more successful without doing anything new. Stop buying massive buy-ins from products you consider dubious that are discounted everywhere on the internet. Be smarter: one who foolishly rides the back of the tiger ends up inside. Don’t feed greedy untrustworthy tigers. Don’t be fooled again.

TIME TO BUILD the Bluebonnet SUPER FRUITS section Labels that POP:

WHOSE SUPER FRUITS ARE YOU SELLING?

- **Bluebonnet Nutrition: sold only to health food retailers**
- **ALL SUPER FRUITS NON-GMO**
- **highest-quality extracts in a glass bottle; in veggie caps**

• **GRAPE SEED EXTRACT** 100 mg veggie caps 3 sizes:30, 60, 90 derived from Champagne grape seeds imported from France. These special grape seeds are turned into an extract known as Leucoselect® providing 100 mg per serving of grape seed extract standardized to 95% total polyphenols including oligomeric proanthocyanidins, monomeric polyphenols + flavonoids. Indena®-brand European standardization Kof-K Kosher-certified, NON-GMO

• **EXTRA-STRENGTH CANTALOUPE MELON FRUIT EXTRACT**

100 mg veggie caps 30, 60s. GliSODin® S.O.D.



• **EXTRA-STRENGTH CANTALOUPE MELON FRUIT EXTRACT** 250 mg veggie caps 30, 60s with Superoxide Dismutase [S.O.D.] 100 mg (100 IU) of the 1st orally effective, vegetarian form of SOD, known as GliSODin®, from cantaloupe melon.

SOD is one of the most potent antioxidant enzymes in the body. NON-GMO

• **CRANBERRY FRUIT EXTRACT** 500 mg veggie caps 60, 120s

500 mg of pure cranberry fruit extract without added sugar plus 60 mg of vitamin C to help maintain urinary tract health. Kof-K Kosher-certified, NON-GMO

• **CHERRY FRUIT EXTRACT** 60 veggie caps 60, 120s

combining 3 species of cherries [Sour Cherry (Prunus cerasus), Sweet Cherry (Prunus avium) + Black Cherry (Prunus serotina)] in one proprietary blend. Unlike other cherry fruit extracts, this unique blend has been freeze-dried at low temperatures to retain cellular integrity, shape, natural color + nutritional profile. The naturally occurring flavonoids – including anthocyanins – help to support joint health and protect against the damaging effects of free radicals Kof-K Kosher-certified, NON-GMO

• **POMEGRANATE WHOLE FRUIT EXTRACT** 60 veggie caps

a pomegranate extract from the whole fruit instead of just the seeds + skin where the most well researched and bioavailable active constituents – punicalagins – are most abundant. In fact, this unique whole fruit extract provides one of the highest levels of punicalagins on the market (160 mg/serving), which is responsible for its potent antioxidant activity and health benefits. Kof-K Kosher-certified, NON-GMO

• **GARCINIA CAMBODIA FRUIT RIND EXTRACT** 60 veggie caps 60, 90s provides

1500 mg per serving of the patented South Asian fruit extract, Garcinia cambogia, known as Super CitriMax®, which is standardized to 60% (or 900 mg) hydroxycitric acid (HCA).

Kof-K Kosher-certified, NON-GMO

PICK YOUR FRUITS WISELY: Bluebonnet Poster available to promote superior Super Fruits

* in veggie caps, Non-GMO + sold only in health food stores with a MAP-Policy

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

What next: social media, loyalty programs? There is no one size fits all answer. Each store must decide what it can commit to and do it with vigor and creativity! Your BMC Rep wants to help. Google express is gonna start offering home delivery (forget the carbon footprint, “we do no evil”). Drones will deliver the Multiple and Probiotic and Omega-3 to your mouth and gently lay it in. The world is changing. News flash: 2016—269 of 1000 Walgreens will close worldwide, affecting 10,000 US workers. 154 of the locations are in the United States, 2/3rds of which are the smaller “Walmart Express” stores. (Only 12 U.S. Walmart Supercenters will close, along with four Sam’s Club stores). People are wanting a harbor, a safe healthy place; a local community resource center. They will shop in your store if it is inviting. Multichannel home base.

I have never said anything more earnestly: each of you can survive and prevail. YOU are the reason this industry and this lifestyle has become so sought after. I fully believe in this natural foods movement, and I believe in all the stores that the BMC team services. We all can go multichannel and we all can survive. People are lined up to learn how to accomplish optimal health, and they are going everywhere but the right places: the vibrant health food store.

And the marketplace is swimming with charlatans. Stay informed, stay involved and respectfully engage every customer you meet. Only sell the best stuff. Teach and listen. I have dedicated my life to helping you become, or stay, the most important local community resource center that your area has. The positive polar opposite of the positive Fire Department and EMT. Preventative health care. Much better than today’s hospitals: which are also ever evolving.

But you must intelligently address this multichannel world in your business strategy. Let’s talk. ☺



Blue Moose Consulting

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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."

Attention Stores with Internet Sales

continued from page 6

products that are safe, healthy and comply with all United States laws because of some California legal malcontent.

First, stop selling products from Manufacturers that are providing low-quality product. Second, move away from companies that have moved their primary raw material sources to China.

Third, promote the industry leaders. The Himalaya USAs and the Nordic Naturals® and Herb Pharm's and Bluebonnets (the state wild flower of Texas!) and ALL the lines that Blue Moose Consulting has carefully picked for you to build the best health food store possible. Crisis or opportunity? This is an opportunity to update your website, to review your company policies, and to maybe clear out some dead weight product from companies that never do anything for you. Spring clean the dead weight, and create new ways to sell the products from the good guys: Manufacturers that are on your side.

The truth is out there, and it is essential that this natural foods movement always seek it. Make the time the next time your BMC Rep comes in to discuss this concern: the BMC Rep is an emissary who visits all our wonderful stores: we can share what other stores are doing that is smart and purposeful, and we want to help.

Finally, support **Bluebonnet Nutrition®** for all the work that they have done here, and the work that they have done for years through the NPA (Natural Products Association) and through other leadership channels to protect your ability to stay in business. Bluebonnet sells only to the healthfood stores, they remain eternally engaged solely in the natural channel, and they unequivocally make the best product available! 2016: the time to make Bluebonnet your go-to A-Z nutraceutical company. They are the most certified company in the world in the USP-nutrient and finished product category. Nothing leaves their facility that is not thoroughly tested! Companies like this will be safest to sell, with scorpions like outta-State lawyers trolling the net with the money-driven intent to close your business.

Be smart, be legal, and continue the mission of selling the best foods and supplements in the world. California, get your head on straight, and get your legal system in order (see, I am an optimist!) ☺



How to Reach Blue Moose Consulting

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

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Newton Homeopathics

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770-922-2644
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www.himalayausa.com
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fax: 800-577-6930
Sugar Land, TX 77478

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc
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fax: 818-341-3104
Chatsworth, CA 91311

Aromaland, Inc.

www.aromaland.com
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Vitalah, LLC

www.vitalah.com
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Watsonville, CA 95076

Herb Pharm

www.herb-pharm.com
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619-258-0145
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San Diego, CA 92107

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Support all the lines we represent: Independence, Quality, Strength

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