



BLUE MOOSE CONSULTING NEWSLETTER

Volume 13, No. 10 • October 2016

Talking Health: The Psychology of Bigger

There is a time for bigger, and a time where bigger is either inappropriate or unhealthy. This newsletter issue will be read in the run up to the 2016 Presidential election, where big promises have carved out an empty echo chamber, and big personalities dramatize our country's inability to listen and have discourse and seek solutions and where a lot of people are making big money off the big show that we have labelled American Democracy.

And then we go to work every day! And in our stores, we certainly would like bigger sales, and larger customer counts: and many stores have had huge worries about the future of the local natural health food store and regularly court big concerns about where the economy is going and whether the marketplace will continue a level playing field where brick and mortar health food stores can compete and thrive. Certainly, the price of things has gone up, and the cash needed to storehouse the best selection of good foods and supplements/bodycare has strained the budgets of the small health food store that always has been the backbone of the natural foods industry.

For buyers everywhere, there is a dynamic that has to be juggled for how a store can present variety and compete while still keeping the shelves speaking that generous abundance that makes the consumer feel comfortable enough to want to spend freely while shopping. No matter where you stand on the political spectrum (including if you have opted out), we all have to admit that money is moving more briskly in the American economy and that the economy has clawed its way back to that point where a smart re-evaluation of business philosophy needs to occur. I ask many of the stores that I see to come out of survival mode: the marketplace is moving again and people are spending money. Time to get smart again and start to rehaul your shelves to make the section attractive again to your loyal customers, and to those trying the health food store again or for the first time. Time to think big again.

Pay attention to our industry's market factors. If you were at Expo East in Baltimore this September, or if you care to think back on the last six months, you will note that many companies are venturing into new products again. Obviously, new product development teams started convening again months ago. The manufacturers of USP-nutrients are

bubbling with innovation again, as sales show that the 4-5 year flirtation that some marketing companies created with a slew of food-derived "supplements" did not hold: the consumer was not excited with the pricey hype and many people are returning to the good science of natural source, laboratory isolated and standardized (regulated) nutritional supplements.

Progressive nutritional health is coming back into vogue as consumers who gave up their solid nutritional protocols when money was tight are finding that their budgets are allowing them to buy the products that they know and like and used to take. Sales are elevating nation-wide.

The economy of the Financial Crisis of 2007-08, and the Great Recession is hopefully in the rear view mirror. Time to get the grill going, and fire up the excitement. Even if your store is slow in its recovery, or your worried excuse is that people in your community don't have the money that they used to, you aren't gonna make the big new sale unless you present yourself as a rising business—and the center of all progressive health support.

Image is a major part of successful business. Time to stop thinking small. Think about it, if your shelves look ill-proportioned because all your large-size bottles have disappeared, then the customer is never gonna have that impulse question: should I buy the larger size? Sure, someone would say that they like having 30-day supplies of everything and having the consumer return every three weeks, but—in case you haven't noticed—the world has changed in the last decade. One of the ways that you have lost those good dependable customers is that the internet has not just lured people in with low prices, but they also have stolen every customer who wants value with their purchase. You have an army of 30-day bottles lined neatly up and collecting dust, while theetailers will tell you the secret that they are selling the larger sizes of everything. The best example of larger bottle success is the fact that the best-selling bottle of supplements is still the **Nordic Naturals Ultimate Omega**® 180 ct. softgels. Truckloads of those M.A.P.-protected \$69.96 sales are being purchased somewhere, as this supersize Omega staple is still experiencing an unparalleled 22% growth year-to-year (YTY) nationwide. Many stores that are reading this get the fact that when they went to double-facing this SKU, it became happily more profitable; while others still have not figured

out that they are consistently committing the retail sin of ordering the largest size of this best-seller after the inventory has disappeared—and that valuable space on that shelf will now be empty for 5-7 days. (There are many ways that stores have been and will continue to lose easy present business beyond the easy-target bad-guy that they consider the internet. Fact is, internet sales are here to stay, and smart retail storefronts are thriving simultaneously. Maybe the problem is homegrown in the business philosophy of a small-business mindset.)

A store makes the sale when you give the customer what they want, and you provide them with well-explained options with that free advice and wellness-direction. You buy things too. You know that almost always the smaller size is the most expensive and that savings rise with each larger size: that is the way most companies present their products. If you are taking an Omega-3 or a Multiple every day then why would they want to pay more for the smaller size? Especially when a little more cash appears in the home budget. Home Economics comes naturally to the person who holds the home checkbook, and every parent will gleefully buy the larger size of the Children's Multiple and Omega-3 if they can save money for a product that they will be giving their loved ones every day for optimal health and growth. That is why you will see the busy stores showing a generous display of Nordic Naturals® Children's DHA 180s and moving them over and over again!

Now this of course is different, I caution, than being forced to buy huge preorders to get discounts or to be guaranteed the right to carry some products. Most stores have been swindled by that conman one too many times and the companies that peddle in that cash-flow theft are finding less gullible people to play that bulk inventory game.

You can keep the budget flowing and have the large sizes on that condo- shelf skyline of your store shelves if you join forces with independent-store friendly companies like **Bluebonnet Nutrition**®. Bluebonnet is the opposite of the big board-room, accountant calculating behemoths that visited our industry before expanding to Costco and Target and large distributor-fed Amazon-driven internetetailers. In business, you have to know your friends and be wise to your enemies! History will record that Bluebonnet Nutrition® taught the burgeoning industry of

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the early 21st century the old-fashioned business values of an always level playing field.

If the year's business kept you too busy to notice, I remind you that Bluebonnet Nutrition® in July lowered their monthly minimums needed to attain the 5%, 10% and 15% ongoing discounts that they offer to independent health food stores: their market. These discounts are open to every store, and Bluebonnet's free shipping discount is \$150.00. This is why most stores consider the Barrows family at Bluebonnet to be the good guys. This is also why you see so many successful stores with a 4-5 shelf Bluebonnet core set anchoring their supplements' section. Another reason is that Bluebonnet—"The Most Certified Supplement Brand"—will be the first USP-nutraceutical Manufacturer to have their core set Non-GMO verified!

As Bluebonnet Nutrition® celebrates their 25th Anniversary (Happy Birthday everyone!), you may want to jump on their 7-week Wellness Promo and filter some of their larger bottles into the garden of your Fall-Winter sale shelves. True to form, Bluebonnet allows you to buy one each (that is correct—onesies—(1)!) of their products to get the advertised discount: that is the

NOTHING SAFER THAN HOMEOPATHY

Newton Homeopathics created the 1st homeopathic line for Kids in the U.S.

Nothing But Natural for Kids was created by Dr. Luc Chaltin N.D., D.I. Hom. in conjunction with an RN based upon clinical use. Quality and intent matter with homeopathy: well-water, organic + natural materials: hand succinated.

All formulas are OTC-remedies (over the counter) registered with NSHPUS

Newton for Kids

Homeopathic OTC complexes

1 oz. + 2 oz. liquids & 1 oz. pellets

- Kids Hypercalm ~ Mental Focus
- Kids Teething ~ Colic
- Kids Vaccination ~ Illness Assist
 - Kids Allergies
 - Kids Sniffles
- Kids Asthma Rescue ~ Cough
 - Kids Constipation
 - Kids Tummy Upset
 - Kids Fever ~Infection
 - Kids Detoxifier
- Kids Asthma Rescue ~ Cough
- Kids Bangs ~ Scrapes

Notes on Newton:

NEWTON Complexes for Kids are specially-formulated combination homeopathic remedies for a wide variety of self-limiting conditions. Our Kids line addresses issues frequently experienced by children but are safe for use by people and pets of any age. Sprayers or plastic droppers are available to replace glass dropper

ADD NEWTON HOMEOPATHICS TO THE PRESCRIPTION

THIS IMMUNE SEASON: remember that Homeopathy assists the body in its response in a very distinct way!
Complementary Healthcare + rapid response.

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.

definition of "supportive." So, from today through November 18th, you can start the process of gradually amping up the variety of your selection, and re-teaching your shoppers the virtue of spending all their nutritional budget on the superior products found in your store. Bluebonnet's Fall season sale offers 18%-off for this 50%-margin line: it is therefore time to re-evaluate where you are spending your money and what you have on your shelves. Expand Bluebonnet outward—like fitting into new, healthier, bigger clothes—and offer larger sized products—one bottle at a time and let the power of those purple-topped glass bottles bring a colorful change to your store's supplements section.

The Wellness Promo tells the story that every store should be telling at this time: prevention first, with the tools to fill the home health cabinets in the event that an unwanted visitor arrives. Again, small count bottles of preventative health care define the wrong message. The theme should be: invest in staying healthy all winter long; and saving some money through the investment.

For the simple investment of only \$155.68, you can add a larger size bottle of these preventative health products to your shelf. Kosher and Non-GMO, lanolin-based D3 cholecalciferol 180 ct., and Scotland-sourced, EU-quality C-1000 mg PLUS Bioflavonoids; and 90 ct. vegetable cap Kosher and Non-GMO *Super Quercetin*®. Plus, larger sizes of Kosher, non-GMO *MaitakeGold*® veggies caps and *Standardized Olive Leaf Extract* veggie caps, and the largest size (180 ct.) of the award-winning, non-GMO *Glucosamine-Chondroitin-MSM* veggie caps. And, you can also add larger-sizes—90s—of the new *Super Earth® Single Daily®* whole food-based caplets (both iron-free and with-iron). That is a 3-month supply, and that is the time it takes to create a satisfied customer. And, this customer will only be able to refill the purchase from a health-food store, at a fair price. This increases the possibility of business that can be a win-win for your store.

Also, this inexpensive initial self-expansion investment also includes the new *Targeted Choice® Wellness Support* caplets. Watch as this formula becomes the new go-to formula for the Immune Health season! Why? Because this seasonal whole food-based, structure-function formula is found only in natural food stores. Wellness Support Caplets, the glass bottle option with the fewest binders and excipients, is specifically designed to support respiratory health, enhance immune function and protect cellular health. This

immune support formula provides a complementary combination of non-GMO, kosher certified ingredients, such as vitamins A, C & D3, NAC, quercetin, zinc, along with the sustainably-sourced herbal extracts andrographis, astragalus, elderberry, garlic, olive leaf, stinging nettle and turmeric. As the season begins, you can use this buy-in through mid-November to gain new customers interested in this balanced immune ally that is found in your store, and at a fair price that does not undersell your profit-margins. A win-win for all!! This product is a must-have addition to your selection now—while on sale—and before the first immune onslaughts occur. All these larger size items for \$156.00.

As the economy ekes forward, you can introduce or re-introduce larger size products slowly and profitably. Beyond immune health, this October-November Wellness Promo allows you the opportunity to grow inventory to include larger sizes of: *Calcium Magnesium PLUS D3 Caplets* (Kosher, non-GMO) 180s; the well-received *Cellular Active® Coenzyme B-Complex* veggie caps (Kosher) 180s; and *5-HTP* 100 mg veggie caps (Kosher, non-GMO) 120s.

And in the foolish turmoil of battle for sales of the common root superstar that is Turmeric, Bluebonnet has a good price on a Kosher, non-GMO, veggie caps (in a glass bottle) that you can sell for \$47.00 for 120 caps on sale. [1 cap for 400 mg of *Turmeric Root Extract* (Curcuma long L.), standardized to 95% {380 mg} total curcuminoids]. Bluebonnet Turmeric: superior quality raw material, precisely standardized—in a glass bottle, available with M.A.P pricing only in the natural channel. Maybe we can also say: the adult in the room!

One more thing about Turmeric. Here is an opportunity to grab a unique market share for your store. Seven weeks to sell a product that is not saturating the market, and that people are not now buying on the internet: a new face in a crowded-silly arena. Consider that you can make full 50% margin selling the 60s for \$23.50 and the 120s for \$47. Then, you can control your pricing for this 50%-margin product, and even keep it on sale as Bluebonnet's Turmeric is one of their ongoing Hot Sellers 15-piece counter display that you can consistently buy at 18% off. Check out the attractive Turmeric 15-pc. Display on the Bluebonnet Price List. Titled "Nature's Armor," this display aptly described turmeric's broad range of health benefits:

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PRODUCT NAME CHANGES: FOR THE SEASON
Rapid Immune Boost™ + Daily Immune Builder™ TWO STEPS to Wellness
a broad spectrum approach to herbal immune support

- **Rapid Immune Boost™** Ingredients: Proprietary extract blend: Echinacea root, Goldenseal rhizome & rootlet, Osha root, Spilanthes flowering herb, Yerba Santa leaf, Horseradish root, Ginger rhizome, Black Elderberry fruit, Yarrow flower, Wild Indigo root. {the same classic, best-selling formula as old name 'Echinacea-Goldenseal Compound'}
- **Daily Immune Builder™** Ingredients: Proprietary extract blend: Echinacea root, Astragalus root, Reishi mushroom, Schisandra berry, Prickly Ash bark. {formerly named 'Immune Defense™'}

HERB PHARM™ IS ELECTRIC WITH BRIGHT NEW IDEAS!

- **Better Bitters™ TRUST THE GUT • New 2 oz. sizes of the Best-sellers**
- **New Cinnamon flavor Breath Refresher**
- **BETTER BITTERS™ Supports Healthy Function of the Digestive System***
 Herb Pharm Better Bitters™ 4 useful formulas: ABSINTHIUM • BITTERSWEET • ORANGE • CLASSIC
 1 oz. + 2 oz. liquids + USDA-Organic. <http://betterbitters.herb-pharm.com/>
Intro Savings up to 25%: 3 ways to save. Ask your Herb Pharm Rep
TRUST THE GUT: • jump start your digestion • bitters: the key to Mind-Body Health
 • engage your senses in your healthcare

• **BIGGER, WITH BETTER VALUE: 2 oz. liquid extracts**

- Intro Savings: 3 ways to save through October 31
 Ask your Herb Pharm® Sales Rep how to save up to **27% OFF**
Adrenal Support™, Anxiety Soother™, Blood Pressure Support, Brain & Memory™, Daily Immune Builder™, Female Libido™, Fungus Fighter™, Good Mood™, Inflammation Response™, Liver Health, Lung Expectorant™, Male Vitality™, Kava, Nervous System™, Turmeric, Rapid Immune Boost™ (new name!), Viratoc™, Relaxing Sleep™, Stone Breaker, Stress Manager™, Super Echinacea™ Thyroid Calming™, Thyroid Lifter™, Pollen Defense™, Urinary System Support Better Bitters™ Absinthium, Better Bitters™ Bittersweet, Better Bitters™ Classic, Better Bitters™ Orange

• **BREATH REFRESHER™ — Is Your Breath Organic?**

Beautiful new labels, Breath Tonic has a new name: Another organic yummy flavor: now three flavors. 12 ct. display .47 fl. oz. single WHSL: \$3.00/MSPR \$5.99 • **NEW Cinnamon Breath Refresher™** * carry all three, including Peppermint + Spearmint

Savings up to 20%: 3 ways to save. Ask your Herb Pharm Rep

HERBS FOR STRESS & ANXIETY Sales Promotion Oct. 24 – Nov 30
ITEMS ON PROMOTIONS: • Stress Manager™ liquid extract • Anxiety Soother™ liquid extract • Anxiety Soother™ veggie caps • Ashwagandha liquid extract **3 Ways to Participate:**

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

Reorders: same discount structure. 4 oz. liquids: same discounts apply

Mark your calendar: **WEBINAR: October 20th**

Not represented by BMC in NJ



SUPPORTING YOU NOW: Bluebonnet 2016 Wellness Promotion
 Achieve good health this Fall with Bluebonnet Nutrition®

Save BIG with **18% OFF** the following, popular health-promoting products through Nov 18

- | | | |
|--|--|--|
| 52/54 L-Lysine 500 mg veg caps^ 50/100 | 3005 Advanced Choice® 50 Billion CFU | 792/793 Cellular Active® Ubiquinol 100 mg veg caps 30/60s |
| 62/64/65 NAC 500 mg veg caps^ 30/60/90 | 3009 Advanced Choice® Ladies Single Day® 10 Billion CFU | 1394/1395 Standardized Turmeric Root Extract veg caps^ 60/120s |
| Super Earth® Single Daily® whole foods-based Multiple caplets^ iron-free caplets^ #111/113/115 3 sizes 30/60/90s caplets^ (with-iron) #117/119/121 3 sizes 30/60/90s | 3012 Advanced Choice® Ladies Single Day® 50 Billion CFU | JOINT HEALTH 1117/1118/1121 Glucosamine Chondroitin Plus MSM veg caps 60/120/180 |
| 715/717 Calcium Citrate Magnesium PLUS VIT. D3 caplets^ 90/180 | IMMUNE DEFENSE 314/315 Vitamin D3 2000 IU veg caps^ 90/180s | RESTFUL SLEEP 51/53 5-HTP 100 mg veg caps^ 60/120s |
| 1266/1268 Super Earth® Organic Greens powder^ 7.4 oz. + 14.8 oz. | 528/530 C-1000 mg PLUS Bioflavonoids^ 90/180s | 2004/2006 Targeted Choice® Sleep Support veg caps 30/60s |
| 1271/1274 Super Earth® Wheatgrass powder^ 5.6 oz. + 11.2 oz. | 550/552/553 Super Quercetin® veg caps^ 30/60/90s | EarthSweet® Chewables Melatonin (raspberry flavor) tablets^ 990/991 1 mg 993/994 3 mg 996/997 5 mg |
| 1131/1132 Cholesterol® veg capsules^ 60/90s | 745 EarthSweet® Chewable Zinc 15 mg lozenges (orange flavor)^ 60s | PRODUCT NOTES: Remember the new Bluebonnet Products. New item placement applies: |
| 1102/1104 Skinny Garcinia® veg capsules^ 60/90s | 1250/1251 MaitakeGold® Mushroom extract veg caps^ 30/60s | • Super Earth® Brewer's Yeast Flakes #1204/1205 – 7.4 oz./11.6 oz. Canister: the same best tasting, non-bitter Brewer's Yeast, only milled differently. Non-GMO, Vegan, Kosher certified |
| DIGESTIVE HEALTH All 5 new DNA-verified probiotic strains are: Non-GMO, 30 veg caps; (all shipped cold-packaged) 3000 Advanced Choice® 10 Billion CFU | 2000/2002 Targeted Choice® Wellness Support caplets^ 30/60s | • Extreme Edge® Whey Protein Isolate COOKIES N' CREAM flavor #1836/1837 1 lb./2lb. Canister |
| 3003 Advanced Choice® 30 Billion CFU | 1340 Standardized Elderberry Fruit Extract veg caps 60s | |
| | 1385/1386 Standardized Olive Leaf Herb Extract veg caps 60/120s | |
| | CELLULAR PROTECTION 414/415 Cellular Active® Coenzyme B-Complex veg caps^ 50/100s | |

Not represented by BMC in NJ, SC ^ signified Kof-K Kosher



Nurturing Naturally Since 1987

October Promos 20% OFF select OTC formulas

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

* Shelf tags announcing the sale included with your order

- **Dust ~ Mold ~ Dander (N056) • Panic Button! (N217)**
- **Sick Stopper (N216) • Kids Detoxifier (F001)**

Dust ~ Mold ~ Dander – formulated for associated symptoms such as labored breathing, congestion, sneezing, runny nose, watery eyes and skin irritations.

Panic Button! – formulated for symptoms associated with extreme or sudden panic such as anxiety, tension, stress or fear. Learn more: @:www.youtube.com/watch?v=HzsCdyAazNI&index=1&list=PLHkYMSLeqfDmJlP4aqbEyy-fdnXsW

Sick Stopper – formulated for symptoms associated with colds and infections. Begin at the onset of symptoms.

Kids Detoxifier – formulated for liver + kidney functions and for symptoms associated with toxicity such as newborn jaundice, hypersensitivity & sluggish elimination.

Take a moment to train yourself and your staff: **6 minute video on these products** at www.youtube.com/watch?v=Ak6L-ZHsQs&list=PLHkYMSLeqfDmJlP4aqbEyy-fdnXsW

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

Product NOTES:

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

* Store staff members who participate in 4 videos/quizzes receive a FREE Newton Complex product ~ **Carry the pellet options of the best-sellers:** (average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

TIME TO ENCOURAGE Jump-Start Your Health!

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

Product alert! Newton has decided to discontinue the two-ounce pellets except for the best-sellers: Detoxifier, Rheumatic Joint Care + Bowel-Digestive Care.

~ All adult + children complexes will continue to be available in 1 oz. pellet form. ~ The two-ounce size will remain available in the liquid form. ~ Newton does have some 2 oz. pellet complexes still available + they will remain available for purchase until sold out.

NEWTON does not authorize the sale of NEWTON Homeopathics on Amazon or any other re-seller site. See Customer Care page for more details.



Nordic Naturals® Q4 2016 Promotion
Buy One Bottle. Help Two Heroes™

Your Purchase Helps to Rebuild Lives – two at a time
Omega-3s to Vets; Omega-3s to their Rescued Service Dogs
 Promo raising contributions for this organization 10/01-12/31 while supplying omega-3s to veterans and their service dogs

Today, veterans frequently return from active duty with neurological and physical disabilities that make navigating daily life extremely challenging. Every day 22 veteran suicides are reported. Meanwhile, in animal shelters, 1.2 million dogs are euthanized every day. These dogs, when rescued and properly trained, have potential to change the lives of combat-wounded veterans. **Paws and Stripes** address the needs of both veterans and service dogs.

DISPLAYS + ENDCAP buy-ins (Ask your Nordic Rep for details)
@ 25% OFF mix & match eligible products

- | | |
|-------------------------------------|--|
| Complete Omega™ – 120 ct (02770) | DHA – 90 ct (01743) |
| Omega-3 – 120 ct (02760) | EPA – 60 ct (01750) |
| Complete Omega™ – 60 ct (01770) | DHA XTRA™ – 60 ct (01745) |
| Omega-3 – 60 ct (01760) | EPA XTRA™ – 60 ct (01751) |
| Complete Omega™ – 8 oz (02773) | Omega-3 Pet™ – 8 oz (50504) |
| Omega-3 – 8 oz (02763) | Pet Cod Liver Oil – 8 oz (53783) |
| Omega Curcumin (01875) | Omega-3 Pet™ – 90 ct (50502) |
| Ultimate Omega® 2X (02150) | ADDITIONAL PRODUCT NOTES: |
| Omega ONE 30ct (02103) | • NEW Product Launches:
new placement deals apply! |
| Ultimate Omega® – 180 ct (03790) | • Omega Memory® (60 ct.) |
| Ultimate Omega® – 4 oz (01793) | • Nordic Berries® – cherry berry (120 ct.) new flavor |
| Ultimate Omega® – 120 ct (02790) | • Prenatal DHA Fish Gels (180 ct.) |
| Complete Omega™ – 180 ct (03770) | • Improved dosage: high potency "Bigger, Stronger, Better" Omega Oils mean more EPA/DHA! |
| Ultimate Omega® – 60 ct (01790) | • Omega Woman® (120 ct.) higher EPA/DHA |
| DHA – 180 ct (03743) | • New larger size Ultimate Omega® +CoQ10 (120 ct.) |
| Ultimate Omega® – 8 oz (02793) | Bookmark Favorites: |
| Omega-3 – 180 ct (03760) | www.omega-research.com |
| Vitamin C Gummies – 120 ct (30161) | http://efaeducation.org/ |
| Omega-3 Pet™ – 180 ct (51502) | |
| Vitamin C Gummies – 60 ct (30160) | |
| Omega-3 Pet™ – 2 oz (50505) | |
| Vitamin D3 Gummies – 120 ct (31141) | |
| Ultimate Omega® – 180 ct (03790) | |
| Vitamin D3 Gummies – 60 ct (31140) | |

Not represented by BMC in NJ, SC & Philadelphia



JUVO™

FOR THOSE Health Food Store customers who consider Thanksgiving three wonderful meals of RAW + ORGANIC Foods, BUILD THEM A WALL OF JUVO

They will buy the food that they want to eat from you!

For on-the-go people who want a moveable feast but do not always have a produce case!
BUY, LOVE, RETURN

Make your wall of health look beautiful: MAP-policy protected

- JUVO Natural Raw Meal Canister 21.16 oz.
- JUVO Slim Raw Meal Can 21.16 oz.
- JUVO Raw Green Superfood Can 12.69 oz.
- JUVO Raw Green Protein Can 16.93 oz.
- JUVO Raw Green Grass Bottle 4.23 oz.

JUVO single-serving packets:

a way to introduce RAW MEALS by selling by the register. 10- single serving packets per box: 21.02 oz.

- JUVO Natural Raw Meal Green Apple
- JUVO Natural Raw Meal Fantastic Berry SLIM
- JUVO Natural Raw Meal Vanilla Chai
- JUVO Organic Raw Green protein

ReJUVOdate Yourself!

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

OCTOBER Monthly Specials

Mix & Match, sale items

12 items min for 15% OFF
24 items max for 20% OFF

- Aloe Gold® Juice Concentrate 16 oz. whole leaf unfiltered concentrate with no water added
- Aloe Gold® Juice Concentrate 32 oz.
- Aloe Gold® tablets: 30 + 90 ct.
- Fiber Mate tablets 160 ct.

Aloe Life Juice Concentrates are made from the highest quality certified organic leaves.

A 3rd party tested, strong concentrate containing yellow sap with solids averaging 14,500 mg per bottle: (how strong?: remove 3 quarts of water from 4 quarts of aloe with minimal filtering to equal one quart of Aloe concentrate) The high quality formula contains No Water and - to protect the essential actives including polysaccharides - there is no ultra-pasteurization

Suggested use: 1-2 oz. daily/Tables 2-3 daily.
Being Healthy Never Tasted So Good!

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



AROMA LAND

October-November Bodycare Promotion*

The Bodycare Collection Rosemary & Mint

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: scented and enhanced by Rosemary, Clary Sage, Cedarwood, Juniper Berry, Peppermint, Bay Laurel, Lemon Myrtle and Vetiver. Satisfying. 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines

Buy 3 ea. per SKU = 10% OFF
Buy 6 ea. per SKU = 15% OFF
Buy 12 ea. per SKU = 20% OFF

AROMALAND CANDLE SALES^ ARE BACK!

All 4 styles of the Terracotta Rosemary & Mint candles are on sale **10% OFF** in units of 4 ea. per style

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

Aromaland Essential Oil Promotion 10% OFF in units of 3 ea.

- Rosemary & Mint Essential Oil. 1/3.oz (10 ml)
- Beautiful new labels

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

Bliss in Every Bottle™

BASS®

Brushes

Cold Weather, Indoor Evenings: BATH WEATHER

Bass Brushes is just as respected for their Bath Tools as they are for their Brushes

Bath & Body Tools + more

Salon/Spa Displays
Bath & Body Care
Bath Brushes, clothes and towels
Exfoliating Body Gloves + Mitts
Facial Cleansing Exfoliating Cloth
Loofa Collection
Sisal Collection

The versatile Shower Brush!

Toothbrushes

Razor blades + shaving tools

Cosmetic Brushes

Full Face Masks

#1-selling product in the catalogue #35

Flower Bath Sponge, extra thick

A new market for you to grow with every cold day till Spring!

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



Dr. Ohhira's Probiotics

REG'ACTIV® IS THE BEST NEW PRODUCT OF THE PAST TWO YEARS

REG'ACTIV® DETOX & LIVER HEALTH™
Announced as Winner of *Better Nutrition Magazine's* 2016 "BEST OF SUPPLEMENTS" Awards

Did you know that Glutathione, also known as GSH, is the most powerful, prevalent antioxidant in your body? Increasing your Glutathione levels will naturally increase your energy, detoxify your body + significantly strengthen your immune system. Until now, Glutathione has been difficult to supplement as scientific research shows that taken orally, Glutathione is NOT well absorbed across the GI tract.

REG'ACTIV® Detox & Liver Health™, launched in 2014, addresses this challenge by providing a living probiotic strain, *Lactobacillus fermentum* ME-3, that produces Glutathione within the body. ME-3 works through three pathways: synthesizing glutathione itself, promoting cellular uptake of glutathione, and regenerating "spent" glutathione back into its active state.*

Better Nutrition magazine selected the innovative REG'ACTIV® Detox & Liver Health™ formula as a 2016 'Best of Supplements' Award Winner in the DETOX + CLEANSING category. To select the winning products, the editors of *Better Nutrition* magazine conducted retailer surveys, and tallied up votes from readers and staffers. The Better Nutrition Supplement Advisory Board, consisting of naturopathic physicians, health writers, and nutrition educators, considered the nominated supplements quality of ingredients, reputation and the science behind the products. The award winners will be featured in the November 2016 issue of *Better Nutrition* magazine.

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The best lip balm for the world

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for Fair Trade Month, these amazing, tasty lip balms are available for promotion

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WE ARE FAIR TRADE!

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Mongo Kiss Convertible Displays large .25 oz. tubes MSRP \$2.49

15 ct. convertible display + NEW 12 ct. hanging cartons. Fair Trade, Organic, NON-GMO

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[Forest Stewardship Council: <https://us.fsc.org/>]

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The Best Lip Balm for the World



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Save up to 30% OFF

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SURYA

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- Facial Toner 4.05 oz.
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Because not every shopper seeks those huge, cheap dump-bin sales. Surya - Salon-quality & Organic: the prized customer your store needs is looking for these products!

BLUE PLANET

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People shop **SUNGLASSES** all summer long but note that they wear Sunglasses all year round!

People shop **READING GLASSES** All-Year Round and they wear them every day

Blue Planet Eyewear's Buy-a-Pair-Give-A-Pair

is the reason that people will remember to buy their reading glasses from you

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Ask to see the catalogue, and start a new, environmentally-solid business: optical quality lenses: protective woven case included all with box case and mirror!

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Visualize Change

NEW styles: ask about The Fall Sunglasses Collection: ya gotta see them

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immune

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CLINICALLY PROVEN IMMUNE SUPPORT

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Immune support the 1st thing every morning!

October Promo[^]

6 each per SKU 10% OFF

9 each per SKU 15% OFF

12 each per SKU 20% OFF

Remember, we can Keep Children Healthier* with Wellmune[®]

A 2016 study showed that Wellmune[®], the immune strengthening beta glucan, helps to keep children significantly healthier by decreasing episodes of common childhood illnesses + symptoms of illness such as upper respiratory tract infection symptoms (URTI).

SPECIAL WINTER SKIN PROMO 15% OFF

Wellmune[®] benefits skin health too!

Beta Glucan Skin Renewal Cream w/Aloe 2oz. jar

whls. \$17.83 MSRP: \$29.71

sale price \$15.20

Special two-month Promotion

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

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

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MushroomScience[®]

GET ENERGIZED + STAY ENERGIZED

Cordyceps-Cs-4

90 vegetarian capsules, 400 mg each 1 capsule Cordyceps sinensis mycelium hot water extract 24% polysaccharides, .25% adenosine

Mushroom Science[®] Cordyceps Cs-4

contains the active compounds that make the Cordyceps mushroom unique, because they use the Cs-4 strain. It took years of research and the analysis of 100's of strains of Cordyceps mycelium to find one that contained the same actives as the fruit body: the adenosine + other nucleosides. Best Value + Best Results Cordyceps Cs-4 extract may be the most versatile of all medicinal mushrooms. Hot-water/alcohol extracts provide the immune health benefits normally associated with the medicinal mushrooms, but also provide a host of other important health benefits including balancing the HPA axis + improving energy, stamina + endurance.*

In Traditional Chinese Medicine (TCM), Cordyceps sinensis extracts are considered to be in the highest class of tonic herbs, balancing and strengthening the body's internal systems.* Cordyceps extracts are the #1 selling mushroom supplement in the U.S.+ the world.

OCTOBER Promotion

4 ea. = 10% OFF

8 ea. = 15% OFF

12 ea. = 20% OFF

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

Setting the standard for quality in medicinal mushrooms since 1994!

oxylent[®]

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

Lemon Lime Burst Canisters: exciting!

30 servings # vita295 net wt. 7.8 oz.

contains 140 mg S.O.D,

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

OCTOBER Immune Support Promotion 15% OFF
30 ct., 7-ct, counter top displays & canisters

Sparkling Berries, Mandarin, Blackberry-Pomegranate + Variety Paks \$200 minimum

SUPER SALES

- 25% OFF - buy 6 Sport Oxylent[®] 15 ct. stick pak boxes for discount
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ASK your BMC Rep how you can become Oxylent[®] certified!

www.vitalah.com/university

ASK your BMC Rep about the Oxylent[®] – Retailer Incentive

(Visa Gift cards will be won!)

DRINKOXYLENTBREATHELIFE[™]



“helps protect heart, joint and cellular health.”*

Other strategic business moves that you can make now to ramp up sale items in these next 7 weeks, and then possibly keep as your own Ongoing-Discounts include the **CholesteRice**® 60 veggie caps [Kosher, non-GMO]; both sizes of the new Best-seller **Skinny Garcinia**® **Weight Management Formula** (60-120s); and the large size of the **Super Quercetin**® (display titled “Seasonal Safeguard” to “help support seasonal immune response.”*)

In a world where we can often feel stultified by the disappointing realities that our natural foods industry is becoming more business than natural health, this is the perfect time to make the smart choice and start to expand and cleverly market the line that has offered the greatest loyalty in the industry to the Independent health food stores. At the time when most stores’ business increases—from now through March—you can join the renewed wave of USP-nutrient business increase, and keep your profits expanding by rewarding Bluebonnet Nutrition® for their loyalty to our natural foods movement and growing your Bluebonnet set. Envision 4-6 shelves of Bluebonnet: my experience is that stores that make this business decision see more bottle turns through good times and slow because Bluebonnet has deliberately set their market focus directly on stores like yours. A big idea for your best business future.

Big is back. Superior-quality combined with value is the best winning combination. **Herb Pharm**®—America’s undisputed #1-selling liquid herb extract line—has just made a bold and definitive move that will probably double or triple a large majority of stores’ herbal sales. Liquid herb extracts are not only the preferred delivery system by Herbalists, Complementary Care Practitioners, and the leading progressive health food stores, but they are the one delivery system that is not in the mass market stores and box pharmacies. Training your store sales team, and addressing the superiority of both whole plant extracts and liquid herbal extracts is the best way to present the truth, embrace the taste and keep herb sales in the domain of the true health food stores.

Enter Herb Pharm’s long awaited 2 oz. liquids. Launched in mid-August, these products have already become some of the best sellers in their stores: give the people what they want. For your best customers, who are already buying America’s #1 selling liquid herb extract line, they will instinctively pick up the double-size bottle when they see it—check the price and see the savings—and then start the new habit of buying the larger size product. In reality, for some people, they actually may begin to take the optimal dosage from that point forward, because now they are saving a decent amount of money on the herbal support they have found and want!

The value to the consumer for the new 2 oz. Herb Pharm® products is significant. Everyone likes a 14-15% savings for a product they love to use and have at home! As

CROSS-MERCHANDISING LIQUID HERB EXTRACTS JUST GOT SMARTER!

America’s #1 selling Liquid herb extract company! Double your sales!

BIGGER, with better Value: 2 oz. liquid extracts

Cross-merchandising these large sizes in your Structure-Function sets

Immune Support

- Daily Immune Builder™ (formerly Immune Health™)
- Rapid Immune Boost™ (new name!)
- Virattack™
- Super Echinacea®

System Restoration

- Inflammation Response™
- Adrenal Support™
- Turmeric
- Blood Pressure Support
- Stone Breaker
- Urinary System Support
- Thyroid Calming™
- Thyroid Lifter™
- Female Libido™
- Male Sexual Vitality™

Respiratory System

- Lung Expectorant™

Nervous System

- Anxiety Soother™
- Kava
- Nervous System™
- Stress Manager™
- Brain & Memory™
- Good Mood™
- Relaxing Sleep™

Cleanse & Detoxify

- Liver Health
- Fungus Fighter™
- Pollen Defense™
- Better Bitters™ Absinthium
- Better Bitters™ Bittersweet
- Better Bitters™ Classic
- Better Bitters™ Orange
- Optimal Well Being

Intro Savings on new 2 oz. sizes: 3 ways to save through October 31
Ask your Herb Pharm® Sales Rep how to save up to 27% OFF

Know your Herb Pharm liquid herbal Extracts!

Q: Are your products gluten-free and does your alcohol contain gluten?

All of our products are gluten-free. The alcohol in our products is derived from either gluten-free, non-GMO corn or sugar cane, and is certified organic.

Q: How many drops are in a one-ounce bottle of liquid herbal extract?

The number of drops in a bottle of liquid extract will vary depending on the viscosity (thickness) of the extract. For example, one ounce of Herb Pharm’s Goldenseal liquid extract contains 1,243 drops, Echinacea liquid extract contains 1,184 drops, and Marshmallow liquid extract, which is very viscous, contains only 1,000 drops. In general, most extracts fall within the range of 1,000 to 1,300 drops per ounce.

This is equivalent to 25-32 individual doses per 1 oz. bottle and—logically—50-62 individual doses per 2 oz. bottle. **Bigger, with better value!**

importantly, for the new customer who is looking at a liquid herb extract for the first time, this lower price on the new sizes may make it a little more intriguing. Let’s face it: not every customer looks at the Herb Pharm® liquid herb extract line as one should consider, judge and admire a fine wine. Only true herb aficionados understand the quality that is in that bottle: Herb Pharm Quality! But, with the 2 oz. option, now people will consider liquid herb extracts based on cost. (Nice work Herb Pharm!)

One ounce liquids will always be the first choice. Having personally taken Herb Pharm® products for over 25 years, I know that the one ounce bottle of Herb Pharm® lasts a long time. I have never been a buyer who calculates how much I have been spending a month in using these products, but for my usage, it seems that I have gotten 18-30 days out of those bottles of fine-wine-like herbals. Of course in using favorites like **Asian Ginseng** and **Rhodiola** and **Nervous System Tonic** and **Oat** liquid extract over the years, I would often take more than others may consider: gotta have some fun in life, and why not do that taking significant amounts of things that make your body healthier!?

That long, dignified row of liquid herb extracts! (and if you go into the successful and larger stores, note how they usually have 2-3

shelves of one ounce liquid herb extracts anchoring their herb section.)

Herbs in capsule have come and gone, and while most stores feel that they have needed to carry some of those old-faithfuls in caps, as the knowledge on herbs and their use has grown the educators have been recommending liquid herb extracts more and more every year. Herbalists certainly understand this prescription. And when you actually stop and think about it: when a plastic bottle of herbs in caps or tab are sitting there—and they are made from an extract so that is good—and you do the cost-benefit per dollar spent, most of the standardized herbal extract pills are more expensive than a one ounce liquid. For those standardized extract caps, we have learned to wonder—as importantly—whether the extractives used to get those “guaranteeds” are environmentally worrisome. Our industry has to ask the question of all their herb extract companies as to whether their manufacturers use products that ever employ hexanes or other heavy chemical solvents in their production.

This is a reason that Blue Moose Consulting is happy to offer you a full selection of Standardized herbal capsules from Bluebonnet Nutrition® that verify their green-thumb of not using those harsh chemical solvents. If I were building a health food store

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today, I would populate the entire section with Bluebonnet Nutrition® standardized caps and Herb Pharm® liquid herbal extracts: because they are the best! Also, because liquid herb extracts are only sold in health food stores, as are Bluebonnet's products, which also offer a very vigilant M.A.P. pricing policy.

But back to the big bottles. Herb Pharm's 2 oz. bottles immediately change the landscape. Oh, yes, some stores may have to arrange their shelves a bit—and your Rep will certainly be there to help you—but you can still stock 4-5 shelves of Herb Pharm® liquids in the 1 oz. and the entire current range of the 35 new 2 oz. and not take up too much space. You will then certainly have the most powerful 15 feet of space in your store and in your entire community for helping offer solutions to people looking for natural health.

Here, I will remind as well, that Herb Pharm® is a Manufacturer, and they are farmers as well, vertically-manufacturing a majority of their products, and using the most hands-on sourcing methods known in our industry today. This is how we maintain the dignity and control of our store and our natural foods movement!

Herb Pharm® 2 oz. bottles are a way to spread influence. Getting Herb Pharm®-quality products into people's hands is one of the most fun and rewarding missions that I have been involved in for the past several decades. They are an American treasure, that is for the most part found only in your store! 2 oz. bottles offer you the most significant marketing opportunity you have ever had for getting more people to add herbals to their health purchases. New and very smart thought: Herb Pharm 2 oz'ers in every available Structure-Function section!

Do you already have Herb Pharm® extracts cross-merchandised in the Structure Function sets? Smart move. Now double your profit wherever possible, and exchange those small bottles with the more visible, more economical larger-size bottles. Make Herb Pharm® Quality available to more people. [www.herb-pharm.com/how-we-do-it]

Let's start with the best-sellers that are now available. Herb Pharm® launched their best sellers in this inaugural large offering. And most of the products are Herbal Compounds. For the three single herbs that are now available in 2 oz. they are the super-best sellers *Super Echinacea*®, *Kava*, and *Turmeric*, Herb Pharm's marketshare in these products is astronomical by every market measurement. (if you are not carrying Herb Pharm® *Turmeric* right now, you are passing up major sales; because this is the choice for liquid herbal extract turmeric!). We could have long conversations about where to put these three herbs: all of which are useful in so many protocols.

Echinacea is an excellent herb for immune support, especially when an immediate need arises. The old chalk-board myth that echinacea cannot be used long-term has most been erased, and therefore a large size is the best purchase. I take echinacea often year-round: it is one of the herbs that I admire the most. And Herb Pharm® leads the

WE ARE HEALTH FOOD PEOPLE

David Stouder, BMC Sales & Education Rep. MD, DC, VA and the World



This has all been an amazing homecoming for me. As this newsletter reaches well beyond my Blue Moose Consulting Central territory (MD.), my name is David Stouder and I began my 40+ year career in the Natural Foods industry in my hometown of Annapolis at the iconic Sun and Earth Natural Foods. In 1987, after working for a local food distributor and several retail establishments (including The Railway market in Easton, MD. which is now a member of the Earth Origins chain), we moved our family to Santa Cruz, CA. to be a part of the unprecedented explosion of brilliant health innovators and ground-breaking supplement companies.

After a few years as both an inside and outside supplement rep, I went back to retail where I could offer my accumulated education in the service of moving health forward to everyone with whom I came in contact. I had the good fortune to simultaneously build a successful health-talk radio program that aired out of San Francisco for over 20 years. It was clear that I should take this opportunity to learn as much as possible from my regular contact with the luminaries of our industry, distill this knowledge, and plant the seeds where ever, and whenever possible.

In my store and on the airwaves, my message was simple. There is no drug that makes you healthy; only diet, lifestyle, and nutrition can do that. We are confusing being medicated with being healthy. Dietary supplements are not under-regulated drugs, they are highly regulated foods. Our industry in the only industry truly dedicated to good health in terms of diet, lifestyle, and nutrition rather than drugs, surgery, and insurance companies. I credit myself with the discovery of a serious and often undiagnosed disease called Nutriphobia: a condition where otherwise sensible people think that drugs are safe and nutritional supplements are dangerous. We can inspire people to look beyond just disease management, and enter the abundant world of Mother Nature's Medicine Chest!

Did I mention that I gave Michael Hennessey his first job in the Natural Foods industry in 1981? We are brothers still and my only question about Michael is whether his intellect is stronger than his work ethic, or the other way around. I am honored to be a Blue Moose Consultant. The lines we represent are superlative. I carried most of them in my store on the west coast: Bluebonnet, Nordic Naturals, Herb Pharm, Himalaya, Aloe Life, Essential Formulas, Mushroom Science, Newton Homeopathics, Oxylent... you get the picture. If you could see me right now, I am beaming with pride; proud to be part of Blue Moose Consulting, our companies, and our mission. I am eager to be a part of your success and prosperity. Brenda, my food-warrior wife, and I are settling in to the Land of Pleasant Living. Life is good.

category in sales in every product they present that has echinacea in it. Powerful statement! Echinacea, properly made, is also a beneficial anti-inflammatory. It also is a classic alterative, so it is good for people dealing with immune concerns who could also use these inflammatory-modulating effects occurring simultaneously. If you can also get the synergism of a safe alterative (the correct word for an herb that we sometimes coin as a "blood cleanser", but which actually helps with tissue cleansing, the reduction of glandular blockage and an assistant in the ability of the body to have maximum utilization of the absorption of nutrients). Echinacea clearly needs another renaissance, and it is a principle part of my everyday toolbox.

Super Echinacea® is the #1 selling echinacea in America, and has been for longer than most of the readers of this newsletter have been working in this vocation! Super Echinacea® is made differently: it is made with an absolute love for the plant and its optimal power, and it is harvested with a near-human perfection. Learn how to present this product: it is the textbook lesson in how to communicate information about herbalism. A Certified Organic extract blend of Echinacea (*Echinacea purpurea*) root, seed, leaf & flower it takes several harvests to gain each of these plant parts at the time of harvest where the plants' medicine is most available. The other ingredients— Non-GMO & Gluten-Free

Certified organic cane alcohol & distilled water—add to the profile that truly make this product a better finished product than almost any other echinacea you can find available today. So, when you may hear a person say that once in their life they took echinacea and it "did not work for them": (1) ask if they were taking this Herb Pharm® gem, and (2) ask what dosage they were taking. Note, that most people take too little of this very safe herb when they are trying to use it to help them. A larger bottle can be likened to a larger-sized fire hydrant that allows them to put out the fire before more damage occurs.

Turmeric is the subject of another upcoming and long-awaited Blue Moose Consulting article. Suffice it to say that Herb Pharm® is selling Turmeric in liquids and capsules, and that these Herb Pharm-quality herbal extracts are two of less than a hand-full of Certified-Organically grown Turmeric on the market today. So, in a market flooded with turmeric-colored hype, when you are handing the inquisitive buyer an Herb Pharm® 2 oz. Turmeric you can say, "I like this product because it is organic (and therefore non-GMO), and because a liquid herb extract is so versatile: for example, turmeric has limitless uses topically" (of course you then tell the buyer that the herbal will stain...). You can

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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."

The Psychology of Bigger

continued from page 1

add that this turmeric is the #1 selling liquid turmeric in America!

A 2 oz. **Kava**: Herb Pharm®—what took you so long? Just so you know, Herb Pharm® has always been and will continue to sell caravans worth of 4 oz. Herb Pharm® Kava: the #1 selling Kava in America in both liquid extract and veggie cap. With an election ready to shake and disrupt the human consciousness, Kava should be the official product of the Election season. I remind that kava is the principal herb in the super hot, best-selling Herb Pharm® **Anxiety Soother™**—available in veggie caps and liquid extract and now in 2 oz. size!

Anxiety Soother is a smart combination of Kava rhizome and root extract, Passionflower flowering herb extract, Albizia stem bark extract and Ashwagandha root extract. When the elections have crashed, and the tears and anxiety settled, it will be the healthy people who have kept themselves strong who will be there to pick up the pieces. Try Anxiety Soother™ by the register for 5 weeks, and see if you can keep it in stock!

Your health food store is here to help your local communities, is here to help America. We should be the paragon of virtue, the local community response for natural health, and the oasis from the life-out-of-balance that is today. Thank you for what you do. To stay vibrant and in business, we have to adjust to the times. People are buying the larger sizes of products that they trust. Stop tying up your inventory with large buy-ins from companies that don't have your back. Build your inventory with companies like **Bluebonnet Nutrition®**, **Nordic Naturals®** and **Herb Pharm®**—and show the customers the products that you believe in with intelligent and enticing endcaps (your BMC Rep is here to work out ideas with you). Be willing to buy larger sizes of your best sellers, and use the sales when they appear to strengthen that bigger is better inventory. Your customer count and your profitability should grow simultaneously with this wise BIG IDEA.

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



How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, #150 • Washington, DC 20008

COMPANIES REPRESENTED:

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