



# BLUE MOOSE CONSULTING NEWSLETTER

Volume 14, No. 2 • February 2017

## Talking Health: Energy—Where it is, How to get it

The best kind energy is that which necessitates your constantly opening boxes because the Energy products are just flying off the shelves. Energy truly is currency.

We all know that the machine cannot run without the energy. The systems stop being systems if the current that runs them ends. Death, in large measure, is when energy leaves the body. So what is energy? What do we mean when we speak about something that helps bring energy? If caffeine and cocaine and sugar are obvious energetic crutches, then how can we promote better, healthier, safer energizers? Certainly, we need to do more than just write the words “energy” on a placard and lay some bottles under the sign on that shelf.

Energy runs the whole show. Our bodies—life—is the greatest energy show ever created. Ever-flowing spark of life: thank you Lord! Seventy years ago, neither healers nor science really understood the function of energy’s generator, its chemistry, and its cellular processes. Granted, there were some people who saw the simplest truth; and that is for all practical purposes that energy comes from food. Good food: good energy. Today, we are inundated with sophomoric blogs that stipulate that superfoods bring superior energy—as if they had discovered some holy grail. Glad that you came late to the party and then just grabbed that bullhorn and started blasting.

But what about real energy? First, what about that person who really needs energy, who is suffering from dire fatigue? Or that person who has short-circuited the delicate system somehow, and who now is in the unenviable situation of trying to fix a very complex internal system, while still running in place in a very unforgiving world. These people probably can’t reason beyond the thought that they should invest in Starbucks®—“SBUX”—because they are draining their pockets there every day in the hopes that they can get a drop of energy for a few hours before they feel exhausted again.

Obviously, our local community health food stores are vitally important because people still are not able to make intelligent decisions themselves as to how to get and keep their body physiology running well. Some of the solutions that we have are so simple and so effective; and yet, we will never help the masses and turn this modern energy drag around, unless we bring attention to the good nutrition that we make available through our natural health movement (no body energy from petrochemicals, please).

You know what products for good energy I am talking about, don’t you? You have this educational script down perfectly and you suggest it as the best alternative to everyone in need every day. Correct?

February is Heart Health month (every year). Heart Health = energy.

Why should I advertise Heart Health Month, Michael?

The heart is the very description of pure human energy. “The average heart beats about 75 times per minute, which is about five liters of blood per

minute. Although this isn’t much, it enables the heart to complete a tremendous amount of work in a person’s lifetime. The human heart beats about 40 million times a year, which adds up to more than 2.5 billion times in a 70-year lifetime. This results in approximately 2 to 3 billion joules of work in a lifetime, which is a huge amount.” Does energy come to the heart, or does the heart bring energy?: the old chicken-or-egg paradigm.

We all understand that the consumer demands for heart health trends specifically towards Omega-3 fats and either CoQ10 or Ubiquinol (and we further know that the energy production and antioxidant benefit of these nutrients is further amplified if taken with a natural Vitamin E Mixed Tocopherol complex). Smart business announces Heart Health month and boldly highlights CoQ10/Ubiquinol, the Omega-3s and Vitamin E now—when the media talking heads are all spouting heart health in their contrived, public health monthly news cycles. For our store’s health, we have to always maximize the probabilities of getting people to start and maintain healthy habits, so that we can ride the tide and energetic benefit of better healthy habits.

Heart Health month is our best chance of the year to corral the topic of energy, because most consumers will not take the time to consider the larger topic of energy and optimal physiological performance and health in any preventative health capacity later in the year without some creativity on your part! “The metabolic patterns of the brain, muscle, adipose tissue, kidney, and liver are strikingly different.” This under-the-hood diagnostics can be kinda complicated! We need to further understand and educate on the dynamics of energy in the healing paradigm for every different (structure-function) condition. The energy communication of the immune and endocrine systems are lightening quick! [when we add back into the equation the dynamic of digestion and the movement of the circulatory system, we have to accept that energy production and efficiency govern everything!]

The heart is governed by certain obvious tools: fat, muscle, blood. Where does CoQ10 come in? Modern nutritional science has identified where these energies actually emanate from. So once a customer is willing to listen further, we can start to open them to the ideas of cellular metabolism. If you want to make a million dollars because of customer satisfaction, learn to sell CoQ10 and Ubiquinol as the quintessential ways to smooth and clean energy.

Most stores would do well to have their Heart Health section right next to their Energy section, as that is the correlation that people most intuitively can understand.

What would be the most understandable next step to correlate in people’s minds about nutritional support for reliable and positive energy? How can we glorify the B Vitamins and Raw Foods to make them as sexy as that overpriced espresso-maker, or

those tens of billions of plastic K-cup coffee pods that fill our landfills every year? In building intellectual equations, one foundation is that Food = Energy.

It starts with food. How well are you engaging people to think about their grocery receipts? If you don’t have a bounteous produce case or even a lot of packaged and frozen foods, your store can be on a level playing field because the best energy—the best value—the best results are gained from some inclusion of raw superfoods into the diet. {move over coffee maker, the blender and shaker are taking over!} Enzyme-rich foods can be found in a colorful array of fruits and vegetables, and that can be attained equally from the produce bin and the powdered superfood canister!

Start to see those cans of JUVO raw food meal replacement as efficient prescriptions for energy renewal. See **Bluebonnet’s Super Earth® Organic Greens Powder**, and **Organic Wheatgrass Powder**—both on sale this month in their February Kick-start Promo, and probably on sale again during the Earth Month Promo expected in April—and **JUVO’s 100% Raw Young Energy Green Grass** juice powder as suggestions worthy of enthusiasm for people looking to rebound on the energy seesaw. Think clean, pure, unadulterated, Organic, raw and freeze-dried: how hard can it be to see pure energy there?

The B Vitamins also offer viable, effective—and underappreciated dynamics. While the naysayers are quick to point out that there is no direct correlation between the B-Vitamin family of nutrients and energy production, they are less willing to admit that without B-Vitamins, energy production would be stunted—and that disease states would probably multiply quickly (think something worse than GMOs in an effect on our evolution). Evolutionarily essential nutrients. But the reason to badmouth B-Vitamins is what?

For your business consideration, let me remind you that the 5-Hour energy fiasco was a \$1,073 billion success in the US in 2016 (think of the landfill and ocean insult there!). And you whine that your Stress-B sales are down? Let’s get with the program, team! That is a bait-and switch illusion of energy from a barely-healthy, bottom-drawer raw material price gouge! Add in the shock that the \$6.6 billion Red Bull Team provides with their conditioned nerve-system jitters (ranked by Forbes as the 74th most valued brand in the world in 2016), and we have to ask why we hide our B’s in the core nutrient set in our stores. We have to also understand that if we move the B’s out of their appropriate apothecary sequence, we will still not easily jump start our sales of the better version of the whored-out products hawked at convenience store and gas station cash registers. Why?

First, we don’t peddle in false promises. Second, we know that the magic sauce in those products is draining the energy systems of the bodies, and making needy addicts (who will be next in line for

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TrumpCare when they crash and burn). People are being sickened in many ways in our profit-oriented system: another reason that our stores are invaluable to our local communities.

The anarchistic path away from peaceful public health is further complicated by the self-affirmed expert internet truthsayers who ignore the mysterious equations that are available to regain health by shouting against everything that science has learned about energy dynamics. The consensus from the rabble is that nothing found in a health food store is valuable, plausible or substantiated (and this is why the internet has such a stellar reputation). As if the mainstream were in collusion. So, how can we fight against these odds: how can we bring real health to the looney-circus?

Energy: from food. B-Vitamins: critical to the equation. Undeniable.

Are you getting that conversation across? Energy cannot be converted from food without the B-Vitamin Family (among other things). While we all should look at the function and support for the production of energy wholistically, we also should be aware of the business benefit of knowing how to present and promote energy. The dramatically outrageous suggestion of putting the B-Vitamins and the Enzymes next to the Produce section is the direction that our creativity should be going. Of course, there are probably better ideas.

Enzymes and B-Vitamins. The enzymes are loaded into the food, but the B-Vitamins are mostly lost from the food in transit, processing and cooking. So let's go back to the notion of bathing the body in B-Vitamins: but with a bath of quality B's, made correctly—Vit.B-source as a political issue. (B's produced in the European Union: E.U. B's, not B's from China)

Fight for the B-Complex sale by promoting Bluebonnet Nutrition's *Super Earth® Cellular Active® Co-Enzyme B Complex veggie caps* (50-100s) which provides a full spectrum of high potency B vitamins with their respective coenzyme forms, which are better absorbed and retained. Reboot your store's Energy conversation here and now.

Energy: find it here. The catalyst tool for conversion: essential! Your store sign can read: "Daily Whole Foods-based Energy. Without the stupid little plastic bottle. 2x a day is a positive option". Now the body is more readily able to activate the energy, naturally!

Understand and utilize the critical word "metabolism", because that is what energy is all about. Let's swiftly run through the B Vitamins that are essential to Energy. All the B-vitamins turn food into energy and support the energy metabolism process. B-2, B-6, B-12 and B3 (niacin) and B-5 (pantothenic acid) are the most important of the family of metabolizers. B-2, which supports energy metabolism, makes me hungry as it is found in large amounts in spinach, beet greens and tempeh).

B-3 (niacin) converts food to energy, and aids brain energy. As a vasodilator, it brings more blood and therefore more glucose and oxygen to the brain, feeding it more ATP. (more on adenosine triphosphate later in this article). ATP, the primary source of cellular energy in the brain, is THE BIG THING along with the good fats, for optimal brain function. Wow: who knew the versatile-Bs were superheroes there too!

B-6 also plays a key role in ATP production, and its special superhero skill is in the metabolism of hemoglobin, which transports oxygen through the blood to its destination in the metabolism of ATP. Circulation, B-6 is basic. A complete review of energy cannot ignore the critical role of glucose, and B-6 also plays a role in maintaining blood glucose levels. Dieters will like hearing that, when caloric intake is low, B-6 increases the efficiency of converting stored carbohydrates to glucose in the blood. While all these nutrients are only needed in

small amounts, if they are absent, metabolic chicanery ensues.

B-5 (pantothenic acid) does play a role in the formation of a necessary mitochondria enzyme, but its main support in preventing fatigue is its function on combatting stress in the body.

B-12 in either form (cobalamin or in the more bioactive, methylcobalamin) aids energy by delivering oxygen to the cells for ATP production. B-12 gets all the press for Energy because it is such a delicate nutrient and because its deficiency can occur easily for many people. B-12 is stored in the liver—and the naysayers will never disappear—but ask a person who feels lethargic and out-of-step and who then gets noticeable action from a quality sublingual B-12 if they doubt the power of B-12 as a simple and safe activator. That is why B-12 is your best-selling single B! So, can you increase those sales?

In the orchestration of a total body system, it is necessary to also say that the Family—B-1, B-2, B-3 (niacin), B-6 and B-12—are also essential for the normal functioning of the nervous system. Natural solutions, that we have not been focused on. Basic nutritional education. Business opportunities. Food. Energy. B-Vitamins and Enzymes. Bluebonnet Nutrition®: the Power Inside.

Vitamins should not be considered direct energy sources, though their function—binding to enzymes to facilitate chemical actions—does indeed have an undeniable correlation with energy production.

The B-Vitamins are cofactors: cofactors to what? Many vitamins, including the B-complex family, are catalyzed into various coenzymes that precipitate further action. They are the energy signaling devices that spark further action. Most of this other action involves nucleotides, which is why people practicing smart nutrition are often adding Brewer's Yeast to their diets daily. A scoop of energetic goodness!

Bluebonnet's *Super Earth® Brewer's Yeast Powder* provides a select strain of *Saccharomyces cerevisiae*, carefully grown on certified non-GMO

sugar beet molasses. Bluebonnet's brewer's yeast is non-GMO and provide a toasted, non-bitter, savory flavor that can be incorporated into any recipe to improve texture and nutritional value. A vegan source of high-quality protein with all of the essential amino acids, dietary fiber, most of the B vitamins including folate, calcium, magnesium, potassium, copper, chromium, selenium zinc and micronutrients. Bluebonnet's *Super Earth® Brewer's Yeast Powder*: perfect whole food nutrition to support optimal natural energy.

Food, B Vitamins, Enzymes: where our efforts should be directed. The Enzymes are more than a seminal punk rock band from Washington, DC in the early 1980s: they are the main reason to eat food, as they are nature's catalysts. They are the movers and shakers of energy for life on earth. "I'll order the real food for the enzymes, please". Yeah, that inconspicuous *JUVO Raw Meal* may be one of the most important products in your store. They have an unchanging mission to increase plant based, Certified-Organic, Raw, Freeze-dried food consumption in America for world peace and public health. Other companies may yell louder and flash with sparkly SPIN—and cleverly cheat you of

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## KEEP YOUR BOTTOM LINE UP-TO-DATE PRICE INCREASES IN 2017

Herb Pharm Prices go up February 15th

Aloe Life prices go up March 1st: think ahead and buy case stacks in February

Bluebonnet Nutrition's Prices increased February 1st

~ Make sure changes are instituted in your computers

~ Using a price gun: make sure that products are properly "fronted"

## BLUEBONNET NUTRITION PRODUCT SPOTLIGHT NOW WITH A NON-GMO SEAL

### Early Promise Prenatal® Gentle DHA

#178 Early Promise Prenatal® Gentle DHA 200 mg Vegetarian Softgels

#179 Early Promise Prenatal® Gentle DHA 200 mg Vegetarian Softgels

#### KEY SALES POINTS

- sold to health food stores, with a respected MAP Policy
- the vegetarian consumer prefers glass bottles
- everyday 50% margin makes it a nice profit for your store too!



Bluebonnet's Early Promise Prenatal® Gentle DHA 200 mg Vegetarian Softgels contain life'sDHA™, a vegetable-based pharmaceutical-grade docosahexaenoic acid (DHA) in a natural-triglyceride form derived from marine algae. life'sDHA™ is the perfect complement to any woman's diet during pregnancy and/or lactation.

Available in easy-to-swallow vegetarian softgels for a truly vegetarian formula from the inside out.

1 veggie softgel = 200 mg EPA

#178 30 veggie softgels \$10.25 - \$20.50 #179 60 veggie softgels \$18.25 - \$36.50

#### The life'sDHA Advantage: A Vegetarian Source of DHA

Most people know that fish are a rich source of DHA, but what they don't know is that fish get DHA from the algae they eat in their food chain. life'sDHA goes straight to the source, producing DHA from the same microalgae sources fish get it from. Grown in a controlled environment, life'sDHA is a vegetarian and sustainable source of DHA.

#### Benefits of life'sDHA

- Vegetarian, sustainable source
- Produced in an FDA-inspected facility under current GMPs in a controlled environment from start to finish
- Trusted source used the vast majority of infant formulas in the US
- Provides important brain, eye and heart health benefits

#### Production of life'sDHA

life'sDHA's manufacturing plants specialize in the production and refinement of DHA from algae. The process begins with the initial algae cell culture and results in highly purified DHA oil. The microalgae are grown in fermentors that range in size from 80,000 to 260,000 liters. When grown, the microalgae is then harvested and processed to extract the clear, amber-colored oil rich in DHA.

## ADD DHA Now





**CAUTION: FLU SEASON IS HERE**

**This Season take a broad spectrum approach to your Immune Health**  
Two Steps to Wellness: ^ Daily Immune Builder™ ^ Rapid Immune Boost™

Promotion: through March 31 **Herbs for Gastrointestinal Health**  
Q1 2017 Promotion

**MIX & MATCH any 12-24 of the Featured Products for a 20% OFF discount**

**MIX & MATCH any 25 of the Featured Products for a 25% OFF discount**

**FEATURED PRODUCTS:** four (4) useful formulas; 2 sizes: 1 oz. + 2 oz.

- Better Bitters™ ABSINTHIUM
- Better Bitters™ BITTERSWEET
- Better Bitters™ ORANGE
- Better Bitters™ CLASSIC

<http://betterbitters.herb-pharm.com/>

Meet the parameters from the Featured Products and you can then choose from a selection of Bonus Products (listed below) that will qualify^ for the same discount as the Featured Products on your order. No minimums

^ reorders of any Featured or Bonus Products will receive the qualified discount throughout the promotional period. Discount applies 1. 2. And 4 oz. sizes. The same discount structure applies to reorder.

**BONUS PRODUCTS:** • Tummy TLC™ • Intestinal Soother™ • Liver Health • Herbal Detox • Peppermint Spirits

**Tummy TLC™** ~ Chamomile flower\*, Lemon Balm leaf\*, Catnip herb\* Fennel seed\*, Ginger rhizome\*, Peppermint essential oil\*. CONTAINS NO ALCOHOL

**Intestinal Soother™ Compound** ~ Chamomile flower, Fennel seed, Turmeric rhizome, Wild Yam rhizome, Cinnamon bark, Peppermint leaf, Peppermint essential oil

**Liver Health** ~ Dandelion root, leaf & flower\*, Oregon Grape root^, Milk Thistle (Seed Coat)^, Artichoke leaf & flower bud\*, Schisandra berry\*, Fennel seed\*

**Herbal Detox™** ~ Red Clover leaf & flower\*, Licorice root\*, Buckthorn aged bark\*^, Burdock seed\*^, Oregon Grape root^, Stillingia root^, Phytolacca root\*, Wild Indigo root^, Prickly Ash bark^

**2017 NEW PRODUCTS (new placement discounts apply)**

~ Breath Refresher™ New Products; New Names; New Excitement  
\* FRESH \* BOLD \* SPICY \* new name \* new label \* new flavor

**Breath Refresher™:** two best sellers, + now ADD another organic yummy flavor  
Cinnamon 12 ct. display .47 fl. oz. single \$3.00/MSRP \$5.99

Not represented by BMC in NJ



**KICK START YOUR HEALTH**

February 2017 Fitness & Health Promotion • February 1- March 3  
**18% OFF** items listed below. Get your fitness and health into high gear while you rev up your profits with these performance + health products

- |   |   |
|---|---|
| 126/128/130/131 Multi One® (With Iron)<br>30/60/90/120 veggie caps                | 1812 Extreme Edge® Post Workout Vanilla flavor<br>7 Pack Box                                |
| 145/146/148/149 Multi One® (Iron Free)<br>30/60/90/120 veggie caps                | 1813/1814 Extreme Edge® Post Workout<br>Chocolate flavor 1.12 lbs./2.25 lbs. powder         |
| 906/911/913 Advanced Probiotics® Chewable<br>Acidophilus 60/90/120 wafers         | 1816 Extreme Edge® Post Workout Chocolate<br>flavor 7 Pack Box                              |
| 1102/1104 Skinny Garcinia® 60/90 veggie caps                                      | 1820/1821 Extreme Edge® Whey Protein Isolate<br>Vanilla flavor 1.1 lbs./2.2 lbs. powder     |
| 1190/1192 Super Fruit® Garcinia Cambogia fruit<br>rind extract 60/90 veggie caps  | 1823 Extreme Edge® Whey Protein Isolate<br>Vanilla flavor 7 Pack Box                        |
| 1266/1268 Super Earth® Organic Greens<br>7.41 oz./14.8 oz. powder                 | 1826/1827 Extreme Edge® Whey Protein Isolate<br>Chocolate flavor 1 lbs./2 lbs. powder       |
| 1270 Super Earth® Organic Greens 14 Packets                                       | 1829 Extreme Edge® Whey Protein Isolate<br>Chocolate flavor 7 Pack Box                      |
| 1272/1274 Super Earth® Organic Wheatgrass<br>5.64 oz./11.29 oz. powder            | 1836/1837 Extreme Edge® Whey Protein Isolate<br>Cookies'N'Cream flavor 1 lbs./2 lbs. powder |
| 1794/1795 Extreme Edge® Pre Workout<br>Strawberry Kiwi flavor .66 lbs./1.32 lbs.  | 1839 Extreme Edge® Whey Protein Isolate<br>Cookies'N'Cream flavor 7 Pack Box                |
| 1797 Extreme Edge® Pre Workout Strawberry<br>Kiwi flavor 20 Pack box              | 1840 Extreme Edge® Nitro Power Raspberry<br>flavor 3.07 oz.                                 |
| 1790/1800 Extreme Edge® Pre Workout Grape<br>flavor 1.32 lbs./66 lbs. powder      | 2000/2002 Targeted Choice® Wellness Support<br>30/60 caplet                                 |
| 1792/1799 Extreme Edge® Pre Workout Grape<br>flavor /Lemon flavor 20 Pack Box     | 2004/2006 Targeted Choice® Sleep Support<br>30/60 veggie caps                               |
| 1801/1802 Extreme Edge® Pre Workout Lemon<br>flavor .66 lbs./1.32 lbs. powder     | 2008/2010 Targeted Choice® Blood Pressure<br>Support 60/90 veggie caps                      |
| 1803 Extreme Edge® Carbo Load Orange flavor<br>2.5 lbs. powder                    | 2012/2014 Targeted Choice® Stress Relief<br>30/60 veggie caps                               |
| 1805 Extreme Edge® Carbo Load Orange flavor<br>7 Pack Box                         | 3000 Advanced Choice® Single Daily® Probiotic<br>10 billion CFU 30 veggie caps              |
| 1806 Extreme Edge® Carbo Load Grape flavor<br>2.5 lbs. powder                     | 3003 Advanced Choice® Single Daily® Probiotic<br>30 billion CFU 30 veggie caps              |
| 1808 Extreme Edge® Carbo Load Grape flavor<br>7 Pack Box                          | 3006 Advanced Choice® Single Daily® Probiotic<br>50 billion CFU 30 veggie caps              |
| 1809/1810 Extreme Edge® Post Workout Vanilla<br>flavor 1.12 lbs./2.25 lbs. powder | 3009 Advanced Choice® Ladies' Single Daily®<br>Probiotic 10 billion CFU 30 veggie caps      |
|   | 3012 Advanced Choice® Ladies' Single Daily®<br>Probiotic 50 billion CFU 30 veggie caps      |

Not represented by BMC in NJ, SC

**NEWTON**  
homeopathics

Nurturing Naturally Since 1987

**February Promos**

**20% OFF select OTC formulas**

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

- Cold Sores • Fever~Infection
- Sciatica~Nerve Care • Pet Scoot Stopper

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

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

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

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

**WE ARE EXCITED !!!**

**We will be celebrating our 30th year in business the entire year of 2017!**

**30 Prizes given throughout the year to subscribers and readers of our monthly e-newsletter**

Dr. Luc's book, *Healing with Clinical Homeopathy: The life, genius, vision and legacy of Dr. Luc Chaltin* is coming soon

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

available in 1 oz. liquid, 2 oz. liquid; pellets: all in glass containers  
**Homeopathy Works!**

^ may not be combined with other discounts

1987-2017 • 30 Years of Excellence

**NORDIC**  
NATURALS



**Nordic Displays Sell Product through every economy**  
Highlight America's #1 Omega-3 with these eye-catching displays:

~effective Q1 2017 Floor Displays:

**Pick one (1), two (2) or all three (3): ALL 25% OFF^**  
**1. 'Generic' Nordic Naturals' floor display:**

~ a beautiful + versatile display, awaiting your creativity  
~ only one (1) Sku per shelf: Eighty (80) Nordic products to choose from

**2. 'American Pregnancy Association' Display (APA)**

~ 6 items to choose from; (1) Sku per shelf; Ask Rep for list  
2017 reality: we need to nurture the category of products for healthy Mothers and Children

**3. NEW 'Gummies Floor Display'**

~ Mix & match from eleven (11) items listed below

one (1) product per shelf, 20 minimum, 60 maximum

- Nordic Berries 120 ct. + 200 ct.
- Omega-3 Fishies 36 ct.
- Omega-3 Gummies 60 ct. + 120 ct.
- Omega-3 Gummy Fish 30 ct.
- Omega-3 Gummy Worms 30 ct.
- Nordic Probiotic Gummies Kids 60 ct.
- Vitamin C Gummies 60 ct. + 120 ct.
- Vitamin D3 Gummies Kids 60 ct.

The best-tasting Gummies, ever. The easiest way to encourage compliance.  
Clean ingredients, made in Nordic Naturals® dedicated facility

**THINK BIG with America's #1 Omega-3: 25% OFF Monthly case orders**

one order per ship-to-location, minimum order 5 cases,  
maximum order 15 cases. mix & match full case packs only

**NEW ITEMS!** The Nordic name: trusted by those looking for Probiotics  
\* dairy-free \* vegan \* stable \* non-GMO

The Nordic Probiotic is now relabeled as Nordic Flora Probiotic Daily.  
Introducing: The Nordic Flora Probiotics Family!

**Nordic Flora™ Probiotic DAILY** with 12 billion CFU 60 capsules #1672

**Nordic Flora™ Probiotic WOMAN** with 15 billion CFU 60 capsules #1677. A blend of six probiotic strains with 15 billion live strains, prebiotics + whole cranberry powder, supports vaginal flora and urinary tract health\*

**Nordic Flora™ Probiotic COMFORT** with 15 billion CFU 30 capsules #1676. Supports regularity and alleviates bloating\*. A blend of thirteen probiotic strains with 15 billion live strains, prebiotics to promote gut biodiversity and optimal digestion\*

^ these statements have not been reviewed by the FDA, and are not intended to diagnose or treat  
Not represented by BMC in NJ, SC & Philadelphia area any illness or disease.





## 21st Century Health Food we have the technology

### What is JUVO?

#### 21st Century Food Revolution

The word "JUVO" has a Latin root that means "to give aid." The root vision of Dr. Hwang and the people who started JUVO is to do their part to help people all around the world. That help is by offering an accessible food source for achieving a healthy lifestyle. JUVO is truly a one-stop shop for whole foods, and JUVO allows the opportunity for complete organic raw whole food nutrition in one delicious meal.

The Health Food store should be the place where these good foods are promoted with zest.

February is a popular time to develop and encourage new habits. JUVO can assist in February and March with enzymatic recovery followed by seasonal detox as the temperature warms (soon!). And now is the time to shed those unwanted pounds. Every foundational health protocol should start with the greatest variety of organic unprocessed raw foods. Let's do our part with this 21st Century Food Revolution.

Premium plant based foods to optimize nutrition

FREE of Gluten, Soy, Whey, Yeast, Nut, Dairy & Preservatives. No Artificial Flavors, Colors, Sweeteners & Stevia. Made in the U.S.A.

JUVO: "to help, assist, aid, support, serve, further; to please, delight, gratify"

Raw, Organic, Whole, Non-GMO.

Oncologist Formulated • ReJUVOdate Yourself!



## February Heart Health Month Promos

- Sparkling Berries
- Sparkling Mandarin
- Sparkling Blackberry Pomegranate & Variety Pack (all flavors)

**15% OFF\***

30-counts, 7-counts & Canisters

+ **SPECIAL DEAL**

**Counter Tops: Buy 2 Get 1 FREE!**

### ~~~~~ TEMPTING PROMOS

**Oxylent® Prenatal  
Buy 6 = 25% OFF**

**Oxylent® Sport box  
Buy 6 of 15 ct. boxes  
= 25% off**

\$200 min / no max

\*Discount is normally applied on orders of \$300 or more. Free shipping is at \$200.

See Retailer Order Form for details.  
Discounts are not given automatically.

### Coming Soon:

**Bringing Customers to your store  
+ offering to Reward YOU too**  
Details soon: Social Media Focus & Aloha Giveaway



## PREPARE FOR THE MONTH: FEBRUARY COULD BE CHALLENGING

**Dr. Ohhira's Propolis PLUS.**  
Popular whole food-based Green Propolis formula for prevention + response<sup>^</sup>

**Brazilian Green Propolis +  
Probiotic Support + Astaxanthin  
Dr. Ohhira's Propolis PLUS®  
30, 60 + 120 capsules**

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

The best Brazilian propolis is called "Green Propolis" due to its vivid color, gained from the rare flora in the region where it is harvested, and the unique Africanized honeybees that create it. These bees have adapted to living in a very difficult environment. Using a patented water-soluble extraction method, Dr. Ohhira combined Brazilian green propolis with probiotic support, flax oil, and astaxanthin to create an innovative whole health supplement. American Vegetarian Association certified Vegetarian.

**+ Reg'Activ™**

### IMMUNE & VITALITY\*

Pairs the revolutionary probiotic strain *Lactobacillus fermentum ME-3* with *Lactobacillus brevis KPO8*, a novel Japanese probiotic strain, which supports normal IFN-production. Together, ME-3 and KPO8 provide highly synergistic immune system effects—supporting both the health of immune system cells and their balanced activity.<sup>^</sup>

<sup>^</sup> these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.



Health Education • Health Products • Aloe Vera

From Certified Organic Leaves to Superior #1 Products Worldwide!

## FEBRUARY Monthly Specials\*

Mix & Match, sale items listed below

**12 items min for 15% OFF**

**24 items max for 20% OFF**

- Superfruit Aloe Vera 16 oz. liquid
- Superfruit Aloe Vera 32 oz. liquid
- Personal Gel 4 oz. for topical use
- Multi Vitamin & mineral 40 + 120 tab

### SPOTLIGHT:

#### Super Fruit Aloe Vera Juice:

Aloe Life Superfruit tastes delicious, and is the perfect complement to Aloe Vera's health action in the body. Supporting occasional indigestion, bloating, regularity, energy and optimum health. Superfruit contains 17 extracts including: Grapes, Berries (Wild Blueberry, Black Currant, Bilberry). Pomegranate and Acai; with Resveratrol and Quercetin that bring an approximate ORAC value\* of 2400 in every serving to support body wellness for the whole family.

Also, contains 82% WL Aloe Vera Concentrate; Activ Aloe Certified made from Certified Organic Leaves.

Safe for children, adults, seniors, and athletes

<sup>^</sup> discounts must be requested when placing order

<sup>^</sup> not combined with other discounts

**NOTE: Price increases for March 2017.**

Ask your BMC Rep for excel file

**Whole Leaf Aloe Vera Juice Products  
Aloe Life # 1 Herbal Superfood**



## February Feature 'Love your Pets Month' Pet Groomer Collection\*

a truly innovative series of animal grooming brushes

US Patent 8.595.885 B1

Multi-sectioned Pad provides unique benefits + Triple Combing Advantage with Earth-Friendly Bamboo

[www.thehairdoccompany.com/products/pet-grooming/](http://www.thehairdoccompany.com/products/pet-grooming/)

### + Cold Weather, Indoor Evenings: BATH WEATHER

Market a bath kit to those 100 customers looking for a good bath

**Bath Brushes, cloths & towels  
Loofa Collection + Sisal Collection  
the versatile Shower Brush!  
Exfoliating Body Gloves + Mitts  
Facial Cleansing, Exfoliating Cloth  
Full Face Masks**

#1-selling product in the catalogue, item #35

**Flower Bath Sponge, extra thick**

### ~~~~~ Creating a New Category now! 2017 means new business.

**5 month-investment**

**March-April:** show those Bass Green Brushes

**May:** Bass Makeup Tools & Brushes

**June:** Bass Shaving Tools + Military Brushes

\* New item discounts apply



The best lip balm for the world

Let's face it: Lips Love Valentine's Day!

## 15% OFF Invoice Eco Tints + Lip Scrubs

**ECO TINTS 0.15 oz.**

- Rose Quartz Lip Balm • Plush Red Lip Balm
- Mocha Velvet Lip Balm
- Moonstone Lip Balm • Coralyle Lip Balm
- Sugar Plum Lip Balm
- Eco Tints Assorted (all 6) 36 in container

### Be an eco-beauty!

Eco Tints by Eco Lips moisturize lips + provide a sheer tint in a choice of six shades. Perfect for that switch from work to evening, or any time to freshen up. Fair Trade Certified™ Organic Cocoa Butter, Fair Trade Certified™ Organic Coconut Oil, Organic Argan Oil + Aloe Vera harmonize with natural earth minerals to provide a smooth glide & a beautiful shimmering glow.

~~~~~  
**LIP SCRUBS 0.50 oz.**

- Lip Scrub, Vanilla Bean
- Lip Scrub, Brown Sugar • Lip Scrub, Mint
- ~ USDA Organic, Fair Trade-Certified .
- ~ made with 60% Fair Trade Certified™ sugar to exfoliate and polish
- ~ Organic coconut + olive oil + jojoba condition & protect
- ~ 0.5 oz. glass jars. 6-pc display SRP. \$9.99/ea.

**The Best Lip Balm for the World**



# bodyceuticals

organic bodycare

## February BMC Deals:

Choose from our 4 delicious

**BodyLove** flavors:

- Coconut • Chocolate
- Almond • Cherry

**10% OFF 2 flavors**

**15% OFF 3 flavors**

**20% OFF all 4 flavors**

\*Only thru February 14th!

• **Buy 2 Almond Marzipan BodyCocktail get 1 FREE**

• NEW PRODUCT!

**Organic Bioactive**

**Calendula Salve STICK!**

**Buy POP box of 6**

**get 1 FREE buyer's gift!**

Must mention promo code on order to receive discounts! Code: LOVE

Also... **Bodyceuticals**

**Delicious Living Award Winner for Organic Bioactive Calendula Salve!**

Best Hand Care!

Bodyceuticals Calendula Skincare

www.bodyceuticals.net

www.facebook.com/Bodyceuticals

www.instagram.com/bodyceuticals\_calendula/

www.pinterest.com/bodyceuticals/



## CARRY THEM ALL because hair should be beautiful

**Henna Powders 1.76 oz.**

*8 shades of beauty: which one are you?*

- Mahogany • Ash Brown • Brown
- Golden Brown • Red • Neutral
- Strawberry Blonde • Burgundy • Swedish Blonde

The healthiest & safest way to cover your grey or change the color of your hair, while protecting your scalp + simultaneously coloring, conditioning + strengthening your hair. A complete beauty hair treatment

**Henna Creams 2.37 fl. oz.**

*15 shades of beauty: which one are you?*

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

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

While coloring gray on first application, Surya Brasil Henna Cream Color does NOT contain ammonia, PPD, parabens, peroxide, resorcinol, heavy metals, artificial fragrance, mineral oils, GMO's or gluten.

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

**Detoxify Your Beauty • <http://suryabrasilproducts.com>**

# AROMA LAND

February–March Bodycare Promotion\*

## The Bodycare Collection Jasmine & Clementine

12 oz. bodycare

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

~ including Pure Therapeutic Grade Essential Oil Blend: Jasmine Oil (*Jasminum grandiflorum*), Clementine Oil (*Citrus clementina*), Rose Maroc Oil (*Rosa centifolia*), Sweet Orange Oil (*Citrus sinensis*), Ylang Ylang Oil (*Cananga odorata*), Lemon Oil (*Citrus limonum*), Sweet Basil Oil (*Ocimum basilicum*), Chamomile Roman Oil (*Anthemis nobilis*)

- 100% Pure Plant-Based Ingredients, Exceeds EU Cosmetic Directive Guidelines.

**Buy 3 ea. per SKU = 10% OFF**

**Buy 6 ea. per SKU = 15% OFF**

**Buy 12 ea. per SKU = 20% OFF**

## Aromaland Essential Oil Promotion:

beautiful new labels! 10 ml

**10% OFF in units of 3 ea.**

• CLEMENTINE *Citrus clementina*

- JASMINE 10% *Jasminum grandiflorum* in Jojoba oil
- JASMINE 10% *Jasminum sambac* in Jojoba oil

## Aromaland Candle Sale:

**10% OFF in units of 4 each**

*think Valentine's Day*

- Vanilla Bourbon Soy Candle 6 oz. Tin

Vanilla Bourbon is a wonderful, warm and rich scent of Vanilla with a hint of sweet caramel. This candle with its delicious creamy scent offers a sense of calming to any environment and brings relaxation and caring with its comforting scent.

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**Immune Health Basics**

**10% OFF Line Drive on ALL Immune Health Basics products**

**New RevUp Wellness products shipping now**

**3 of each SKU**

**15% discount**

**6 of each SKU**

**20% discount**

**12 of each SKU**

**25% discount**

RevUp Wellness

30 tablets per pack

- DEFENSE with Wellmune®

• ENDURANCE

- VELOCITY with Wellmune®

www.wellmune.com

facebook.com/Wellmune

twitter.com/wellmune

youtube.com/wellmune #bewellstaywell

# MushroomScience®

February–March  
Medicinal Mushroom Special

## Reishi

Immune Support\*, Liver Health\*

**4 ea. = 10% • 8 ea. = 15%**

**12 ea. = 20%**

~ not combined with other specials. Must mention 'BMC Monthly Promotion' when placing order  
Reishi Super Strength extract caps are the most potent Reishi supplement available in North America through

Mushroom Science's diligent manufacture  
**Certified Organic\* • 400 mg hot water extract**  
12% polysaccharides

**Reishi Gano 161®**

4% triterpenes • 90 veggie capsules

Called the **mushroom of immortality** in ancient China, Reishi is the most revered herb in all of Classical Chinese and Japanese medicine, the premier tonic/longevity herb. Images of the Reishi mushroom are common in ancient Chinese art, and go back as far as 2,000 years. *Reishi Ganoderma lucidum* is one of the most widely researched supplements in Asia, with most of the research centering on three actions: hepatic support, immune modulation and cardiovascular support. The subject of a series of human clinical studies at a major U.S. University, Reishi Super Strength delivers the very best this ancient mushroom has to offer and is the finest Reishi supplement available in the world.

**4 reasons Mushroom Science products are better:**

1. Hot water extract
2. Wood grown
3. Research validated
4. Best Price + Value

**Current Prices: best price on the market for the most product, the highest quality with an excellent margin!**

90 caps \$14.60/MSRP \$27.95

\* 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.

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

# Wellinhand

**FEBRUARY 2017**

**15% OFF Direct Orders**

**10% OFF through Distribution**

Buy in dates: through 02.23.17

- Pain Rescue Warm 2 oz.
- Sea Baths 20 oz.
- \* Muscle Recovery
- \* Sea Bath Unscented
- \* Sea Bath Velvet Vixen
- Skin to Skin Intimate Lube 2 oz.
- Body Wash Foamers 8.45 oz.
- \* Tempting Turmeric
- \* Minty Mischief
- \* Lavender Lunacy



precious profit with their sales schemes—but JUVO will always be Blue Moose Consulting's recommendation for a company to support that gives you the power of enzymes with every serving. Wall of JUVO: food for energy. (cross-merchandise near your produce sections, and have the single-serving packets near the register as the preferred choice over the many varied "nutrition bars").

It has been calculated that there are approximately 75,000 enzymes available through manufacture in the human body. They are divided into three classes: metabolic enzymes, which run the body; digestive enzymes that digest our food; and food enzymes from raw foods. Want to change the dialectic? Change that which you can most easily change. Make that Wall of JUVO loud and gain some of that multi-billion dollar energy industry!

"Enzymes are organic catalysts which aid in facilitating chemical reactions in the body. Enzymes are needed for metabolic pathways in the body, respiration, digestion and other important life processes. When enzymes function properly, homeostasis is maintained."

The energy present in food is codified by a unit known as a calorie, which defines the amount of energy required to raise a single gram of water one (1) degree Celsius. "The calories that exist in nutrients are actually chemical energy. This is the energy that exists in the bonds of molecules such as the sugar glucose". [Don't get me started on the inadequacy of the calorie-count system: what is more important to know is that calories can delineate energy and therefore we can know a starting point, which should be analyzed uniquely for each specific food we want to understand!]

Vitamins can only metabolize energy that already exists in the cells. So as we dig deeper, we realize that the mystery of energy is truly quantum physics in 3D moving really fast. Throw in biochemical individuality and the brain's perception, and you may want to just throw your hands up in frustration. But don't. Think about what we can do, with today's knowledge and science: what we know

## NEW CUSTOMERS 2017

The only way you will be able to get the new customers is if you let them know that your store is valuable to them:

### Pregnancy Health HERE

- Signs in the window + around the store
- Feature products + put them "on sale"
- Get the products room to breathe: an entire shelf: **Nordic Naturals, Oxylent by Vitalah + Bluebonnet Nutrition**
- Start with a February floor display—front & center

### "American Pregnancy Association" Display (APA)

~ 6 items to choose from; (1) Sku per shelf featuring products for Mom & baby, all endorsed by the American Pregnancy Association

| Choose from                      | items/boxes per shelf |
|----------------------------------|-----------------------|
| Baby's Vitamin D3 .....          | 16                    |
| Baby's DHA .....                 | 12                    |
| Baby's DHA vegetarian .....      | 12                    |
| Prenatal Unflavored 90 ct. ....  | 6                     |
| Prenatal Unflavored 180 ct. .... | 6                     |
| Prenatal Strawberry 90 ct. ....  | 6                     |
| Postnatal 60 ct. ....            | 6                     |

**2017 reality:** we need to nurture the category of products for healthy Mothers and Children...because Kids are gonna be born in 2017!

## PRODUCT HIGHLIGHT

### NEW & NOW SHIPPING IN TIME FOR FEBRUARY HEART HEALTH MONTH

#### Bluebonnet Nutrition Targeted Choice® Blood Pressure Support Formula vegetable capsules.

This wholesomely crafted blood pressure support formula contains a blend of complementary vitamins, minerals + (sustainably harvested or wildcrafted) herbal extracts, as well as pharmaceutical-grade amino acids plus CoQ10 to help maintain blood pressure levels already within the normal range. This unique vegan/vegetarian (soy-, gluten- and milk-free), non-GMO, kosher-certified, structure-function formula is important for those looking for a truly natural solution to managing their blood pressure. ^

#### KEY ATTRIBUTES:

- Whole food-based Vascular Defense formula^
- KOF-K Kosher-certified
- Vegan/vegetarian
- Scientifically substantiated potencies
- Non-GMO†
- Free from most common allergies: soy, gluten, milk

#### Targeted Choice® Blood Pressure Support Formula

#2008 – 60 ct. veg caps WHSL \$11.48/MSRP \$22.95

#2010 – 90 ct. veg caps WHSL \$16.98/MSRP \$33.95

**2 caps:** Vitamin B6 20 mg, Magnesium (aspartate) 150 mg, L-Arginine (free form) 250 mg, Taurine (free form) 250 mg, Hawthorn Extract (flower/leaf) 150 mg, Onion + Pumpkin 150 mg [OPain120™ (Powder) is a standardized extract containing 50% onion (Allium cepa)+ 50% pumpkin (Cucurbita maxima)], Hibiscus flower powder 100 mg, Olive Leaf Extract 100 mg, Grape Seed Extract 50 mg, CoQ10 (ubiquinone) 20 mg

**WARNING:** Do not use this product if you are pregnant, trying to conceive or breastfeeding. If you have a medical condition or are taking prescription medication, particularly nitrates and erectile dysfunction or blood pressure drugs, consult your physician before use. Do not use two weeks prior and following surgery.

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

**Show it BIG, + let people know you have Targeted Choice Supplements in your store.** Sold only to health food stores; in glass bottles + with a strict MAP-Policy

at this time; and where you should be directing people!

The body needs outside support: food. Food Energy. Energy comes from food (I tell that to my 84-year old Mom who says she doesn't feel hungry but she is frustrated by how tired she is all the time...is that story playing out all over the country where food superabundance gets wasted in immeasurable quantities?) Help the older generation understand the potential of bitters and aloe and getting the digestive juices flowing; and life.

Metabolic Energy: the cells are programed to find energy from the environment and to use that energy in a dance that makes energy to explode energy to make more energy. Thank you universe. "Human cells use a molecule known as ATP, or adenine triphosphate, for energy. ATP is metabolized through the process of cellular respiration, which first requires some sort of input molecule like glucose. There are only three organic nutrients that can be metabolized into ATP by the cells: carbohydrates, fats and proteins. Therefore, they are the only nutrients that can be said to contain calories."

For most people, a rebuild of the structure of their cellular metabolism construct is not needed. Rather, what is needed is just enough simple energy-producing catalysts; some good clean fuel; and some general attention to the process of detoxing the clutter that gunks things up. That said, we should consider that in some way the amount of energy needed is double the amount needed for the most spectacular fireworks display, which only has to explode and only once! The human body is so innovative though, and recycling occurs everywhere in the efficiencies of our properly respected human temples. There is no room in this newsletter to marvel about metabolic pathways and their constant action and efficiencies.

Want to aid the body? Well, most people following nutrition realize that those intra-cellular components—CoQ10/Ubiquinol, Superoxide Dismutase (S.O.D. as found in the Bluebonnet's **Superfruit Cantaloupe Melon Extract** and **Oxylent's** effervescent energy-providing multis) and the latest greatest advancement in nutritional

science, bio-available Glutathione—are how we can make the cell perform better.

Cellular health. The consumer needs to realize this goal every time they take their daily Omega-3s, because the fat-profile of the cell is so important for cell-signalling. Finish the prescription off with L-Carnitine and Alpha Lipoic Acid, and we realize we have amazing tools available to keep the cell growing ever forward in the best health possible.

The newest nutritional essential on the market is the exciting new product from Bluebonnet Nutrition® called **NITRO**. As nutrition guru and jolly educator, David Stouder, adds to the conversation, "When it comes to energy, the immediate effects of stimulants are seductive to the point of obscuring their depleting nature. Many herbs and superfoods, while being excellent at nourishing our inherent energy production capacity, take time to build reserves. The discovery of Nitric Oxide (NO) has revived the word 'dramatic' when it comes to natural energy. NO is a signaling gas created within our bodies whose most noticeable effect is circulation and blood flow. This is key to providing cells with oxygen and nutrients for energy creation. Beets and dark leafy greens are rich in dietary nitrates that can be NO precursors. L-Arginine is an amino acid that is the most notable natural pathway to optimum NO availability. Bluebonnet's 'Nitro' brings the energy experience to a new level with Nitrosigine: a molecular combination of L-Arginine, Inositol, and Silica proven to surpass L-Arginine alone." Our stores can and should be energy stations—if we just realize what we have available on our shelves.

Our problem is not that we don't have the good stuff (unless you are not encappaging Bluebonnet's new NITRO and **Essential Formulas** three (3) **Reg'Activ™** formulas, with the antioxidant probiotic *Lactobacillus fermentum ME-3*) but rather that we don't know how/where to position the products or how to tell their stories.

Reg'Activ™ is a truly startling probiotic breakthrough. ME-3 began in 1995, when award-winning microbiologist Marika Mikelsaar, MD, PhD and her team of research scientists isolated the probiotic strain called *Lactobacillus fermentum ME-3* after finding this unique strain capable of producing

*continued on page 8*



## WE ARE HEALTH FOOD PEOPLE: Michael Hennessey, President, Blue Moose Consulting LLC



Happy Heart Health Month! May we all maintain loving, smart and healthy hearts. As Blue Moose Consulting enters our 15th year, I want to move the challenges to the side for a moment (like rocks and pebbles on a side table), and fully and lovingly embrace the magnificence that has been produced in the world of my compadres here: the retail stores—the heart of the natural health movement—that serve their communities with Dignity; the Manufacturers that BMC has been blessed to be associated with, and the fine and beneficial products that they have been inspired to produce and offer for public health; and the most important people who have allowed the Blue Moose mission to grow and flourish, the

BMC Team that keeps us going.

Recently, I reminded our team that the lifeblood that sustains our business is YOU: the natural products retailers (andetailers!). What a change we have witnessed in that fortnight path we are now emerging from today! Crazy? Amazing!? Unimaginable?! As the creator of this Moose-ish enterprise, I have been the arbiter of the lines that we have chosen to take up the shield for, and work for. I am honored to be associated with the companies who have given us their trust; and I have admiration and fond memories of almost every company we ever associated with: [yes, there was that one mistake!] For those of you who know me well, I value the goal of always speaking truth, (and I wear my emotions on my sleeve...)

... Or is that my heart that I wear on my sleeves? or is it actually passion that you witness when you see Michael-ness in action? As a thankful child of two wonderful parents—and I will never play down how much I adore my Mom, Nancy, who is our checkwriter for payroll and absolutely the best and most dedicated worker ever—I always like to share the wisdom and integrity that I learned from my affable yet unyielding Father, Frank. I love to remind my nieces and nephews that Frank always hated a liar! If we all can take the challenge of speaking truth in our lives as if it were an unbending virtue, then I believe that we would all find ourselves in a stronger and more generous society.

Truth. For 14+ years, I have tried to write truth through this labor of love. The monthly *Blue Moose Consulting Newsletter* is one written history of our world. I do hope that you find it of value: to help you with your day-to-day business, and as an occasional inspiration. Truth is the virtue that I embrace when I speak about the Quality of the products that we represent. Quality healthcare begins with quality natural healing tools, and I have chosen the best; and, the truth is that every member of the Blue Moose Team is proud of the companies and products they present to you and educate you on. Truth is the admiration that I have always had for Bluebonnet Nutrition® and the Barrows family. The vision and virtue that they bring to their company—maybe not flashy but certainly absolutely loyal and dedicated—is a shining star standing above a sea of competitors whom often look for profit with a willingness to spin storylines that strategically seem to belie their cost-benefit short-cuts. In my 15 years of observation, I can only say that my greatest letdown is that Bluebonnet's quality product and vocal loyalty to the health food stores has not been matched equally with a thankful embrace by every store that lists itself under health food retail in the virtual phonebook of the 21st Century. In today's marketplace, you have to know who your friends are. Get to know Bob and Gary Barrows sometime: good lineage—heroic health servants.

It has been fun to watch and learn business in the context of health. Most of the business conducted in our industry today is less than healthy. Margin has been trumping quality for years. Buyers seem to have forgotten what a good thing is! Intention matters, as I remind when we consider the sourcing of the Herb Pharm® plant herbals. Good product is essential; and so is commerce that is clean and honest and good too.

Too many other companies in our industry today who sell you product, generally speaking, lie to you when they promise even playing-fields in response to your just complaints about price collusions meant to advantage the big players at the expense of the corner health stores. Frank hated liars: his son carries forward his courage.

As you look at where you want your store to be in 2017, take a look again at all the lines that we represent at Blue Moose Consulting. Bluebonnet Nutrition® led the charge on what is now called MAP Policy: it is just fair trade. Minimum Advertised Pricing: I call it business-survival protection for partners you want to associate with. "Practical business" that I am sure that Joyce Barrows (Mom) from Bluebonnet insists upon: long-term relationship building. Honesty. What our industry once considered the only option!

Nordic Naturals® has the best MAP-enforcement policies today. That may be another reason why they dominate national Omega-3 Supplement Oil sales. Because of the integrity of this business model and the successes that Bluebonnet and Nordic Naturals® have had in staying the most honest course, more and more companies are working to get MAP-compliance back into their core business strategies. Truth: BMC companies are all moving to legal scenarios where they can keep their products in your stores at a price that you can benefit

from. Companies that go the other direction get no respect at all from me. (How about you?). They are not friends, regardless of the price: and I suggest that you stay invested in your friends. 2017 is the year to break free of the conpeople, and rebuild a store where you are happy every time you pick up something from your shelf where you can say, I believe in this product (because they believe in me!)

Virtue and passion. Businesses can survive anything if they have virtue and passion. My message has never changed in these past 15 years: I honor and devote my career to the survival and beautiful growth of the local natural-health community resource center. Sure I care about soil integrity and fair commerce for wildcrafters and the world-saving development of sustainable and renewable energy—and a religious respect for all living creatures, big and small—but my heart is wrapped in the places you work to help those who find their way into your business to stay well and get better.

If you haven't seen me in a while, I write all this to remind you that I am still me. ("whether I find my way in this world or never belong, I've got to be me..."). Trust me, business can fully engulf your time; and the world is burdened with excesses that take away from the joy and mission of helping people. Many of us are chained to details and unable to meet the people as much as we used to. This is never good. We need to be in front of people: we need to educate them. Look around you in the world today: America is very sick: the entire world is even sicker. Our message of balance and self-respect and empathy and care and virtue and human-respect and justice is being drowned out. Big corporate thumbs are pressing down on our mission trying to crush us. We, the community, are the people. We are the future that we envision. I am still very visible, and very available and very much still dedicated to this mission. From hippies and the religious, to farmers and the nutritional scientists and herbalists, to the original small health food stores to complementary health care and even the future wholistic compounding pharmacies to everything that is today: I stand with this method of living in health.

But you don't need me: you need to continue to evolve your vocation to be the best it can become. BMC and our Team are here with the sole mission to assist you. I have sacrificed and worked hard and long to provide a team to be there for you, and I hope and anticipate that the BMC team will continue to grow in value for your business this upcoming year.

I chose to profile the Main Moose this month in We Are Health Food People (that is not a Maine Moose: I am from the City of Brotherly Love, and I now inhabit the Capitol with the motto: no taxation without representation). I proudly live in the District of Columbia, where the people are the best in the world: and we are forgiving of the trash that is sent here to manipulate power under the guise of governance. We all deserve better. Keep your elected officials at home, and get your own house in order: DC is a prized possession and we gently remind often that no one has the right to besmirch this Potomac River town the way that they do! I am for DC Statehood: none of us are free till all of us are free!

I am a consciously-evolving human being. I am a social justice patriot. I am an environmentalist, and an equal-rights advocate, and a pacifist. I am a poet and a rebel. I love my Family, especially my nieces and nephews and their blessed children. I cheer for my Philly-teams, even though my best-friend Theresa insists that "sports don't matter." I am a book collector, a book lover, a book reader; and a loyal watcher of Book TV. I write every day. I constantly listen to Public Radio, and try to catch Democracy Now as often as possible. I think that Rachel Maddow is the smartest person I have ever gotten news and analysis from on the tube. I admire unflinching intelligence and caring leadership. I hope that you can respect my beliefs, and that you still like me.

My best friend Theresa is more responsible for my dedication to the success of this company through adversity than I am. A better friend cannot be found. She believes in me. I believe in her, and I believe in love and goodness, and I believe in you. I am Michael, and I always have been! MPH: shooting star guiding light through the perpetual galaxy: a Child of God! This tear is a tear for the tragedies of today and in response to metastasizing and ugly human folly. I pray for the return of morals, and kindness and civility.

So, I will show my picture and babble on again in some future edition of the BMC newsletter. And I offer that if you ever want an honest opinion, you can call on me. I conclude by saying that soon in 2017 I will be launching a new dimension to Blue Moose Consulting. Called "Michael Alive,"

it is my latest invention to try to remain helpful and relevant in a changing, bloated and sometimes misguided "Natural Channel." The purpose will be to re-connect with you directly: Michael to you, kind reader and friend. With voice extended and mind engaged, I will ask you how your business is doing, and what we can do together—along with our dedicated BMC Team—to keep the mission alive, and the business and influence growing. To remain vital: which is the only way that I wish to live.

Happy Valentine's Day and Happy Heart Health month. (word for the year: glutathione). Know your heart: it is who you are. Learn to speak your heart: it is part of an essential health protocol, and it feels good too! Searching for Peace of mind, trying to live poetically every day—never bending to injustice or evil—I remain a friend to your cause, and I love you! Let's connect soon.

\* lyrics by Walter Marks, born January 15th as was Martin Luther King!



## Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

### 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."

### Energy—Where it is, How to Get it *continued from page 6*

the super antioxidant glutathione. This product is primary for Heart Health, optimal Immune System function and for all aspects of Detoxification. Stores are lucky to know how to position this most essential product, which will always benefit energy. If your Heart Health section is next to your Energy section, then you are doubly lucky.

Bluebonnet *Extreme Edge*® Nitro with Nitrosigine should anchor the heart health and circulation section, and it may draw great interest in the men's health section too. Such limitless riches, that we have to warn not to forget the B Vitamins and the Brewer's Yeast!!

The herbalist in me cannot leave the topic of Energy without touting a few of the essential items that need to be presented to anyone looking to bring their energy tank back up to full. Maca, the superfood from the high Andes, is the best-selling product in many store's Energy section: because people can feel it, and they know that as long as it is properly steam-cooked, you can Maca often and daily. Green Tea extract, with the US Government seal of approval for protocols involving cancer, moves well in the alphabetical core sets, and in the energy and diet sections and whenever it is placed in the Sports Nutrient section. Thermogenic antioxidant clean energy without the jitters.

I have always approached energy recovery and maintenance from the adrenals: **Herb Pharm's Adrenal Support**™ and their **Nervous System Tonic**™ are the perfect 1-2 that I have used to recalibrate and move forward. I cannot speak more highly of anything I have ever tried, except of course to add Ginseng to the mix.

Herb Pharm's **Stress Manager**™ and Bluebonnet's new **Targeted Choice**® **Stress Relief** [non-GMO, Kof-K Kosher certified] are the two best adaptogenic formulas on the market: a liquid herbal extract variety and/or a veggie cap option that people will love when they find them in your store. Obviously, all adaptogens—which are nature's solution to stress—will bring the energies back in line. Applause to nature!

Finally, I am a long-time believer in the energetics of Bitters for getting the body to recalibrate and line up properly. Bitters: 2017 will be the Year of the Bitters; and bitters can have the power to make things better from the gut to the brain. Wholistic energetic prescription. It is all in your store. What are you going to do about it? Harness that energy and create endless healthful positive healing energy for the community that you love! 🍀

## 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:

#### Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com  
800-580-8866  
fax: 1-281-240-3535  
Sugar Land, TX 77478

#### Newton Homeopathics

www.newtonlabs.net  
800-448-7256  
770-922-2644  
fax: 1-800-760-5550  
Conyers, GA 30013

#### The Hair Doc Company

www.thehairdoccompany.com  
800-7 hair doc  
818-882-4247  
fax: 818-341-3104  
Chatsworth, CA 91311

#### Aromaland, Inc.

www.aromaland.com  
1-800-933-5267  
Santa Fe, NM 87507

#### Vitalah, LLC

www.vitalah.com  
831-724-6300  
fax: 831-761-3648  
Watsonville, CA 95076

#### Mushroom Science

www.mushroomscience.com  
888-283-6583 • 541-344-8753  
fax: 541-344-3107  
Eugene, OR 97405

#### Herb Pharm

www.herb-pharm.com  
information: 541-846-6262  
orders: 800-348-4372  
fax: 800-545-7392  
Williams, OR 97544

#### Aloe Life International

www.aloelife.com  
619-258-0145  
1-800-414-ALOE (2563)  
fax: 619-258-1373  
San Diego, CA 92107

#### Essential Formulas, Inc.

www.EssentialFormulas.com  
972-255-3918  
fax: 972-255-6648  
Farmers Branch, TX 75234

#### Immune Health Basics

www.wellmune.com  
www.immunehealthbasics.com  
651-675-0300  
fax: 651-675-0400  
Eagan, MN 55121

#### Eco Lips, Inc

www.ecolips.com  
Ph: 1-866-326-5477  
fax: 1-319-364-3550  
Cedar Rapids, IA 52401

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#### Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com  
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831-724-6200  
fax: 831-724-6600  
Watsonville, CA 95076

#### Surya Brasil

www.suryacosmetics.com  
516-328-0021  
fax: 516-328-0760  
New Hyde Park, NY 11040

#### Erom, Inc./Juvo

www.gojuvo.com  
714-562-1515  
800-558-Juvo (5886)  
fax: 714-562-1516  
Buena Park, CA 90620

#### Bodyceuticals

Ph: (425) 333-5480.  
Orders & fax: (425) 491 8354.  
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Editor & writer: Michael Hennessey. Distribution and webmaster: John Holback. Graphics: Theresa Welling

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